

Photo by [hotelultimafrontiera.com](http://hotelultimafrontiera.com)

*It is an invitation to the wildest area of the Danube Delta, suited for all nature-lovers. A way to combine the need to protect ecosystems with tourism and economic development of rural areas in a protected area.*

## COMPANY IDENTITY

	Ultima Frontiera (SKUA-Nature/Innate-International Nature Estates Network)	<b>Name</b>
	Romania	<b>Country</b>
	<a href="http://hotelultimafrontiera.com">hotelultimafrontiera.com</a> ; <a href="http://www.innatenetwork.com">www.innatenetwork.com</a>	<b>Web site</b>
	2010	<b>Starting year</b>
	---	<b>Annual turnover</b>
	Expansion	<b>Current status</b>
	Local	<b>Market scale</b>
	Direct Markets	<b>Market-based instruments</b>
	---	<b>Awards</b>

## FROM IDEA TO BUSINESS



The initiative is part of the Innate-International Nature Estates Network and linked to SKUA Nature, consisting of large public or private reserves where it's possible to stay in exclusive lodges or hotels in the middle of nature, entirely organized for nature photography and nature tourism. The Network includes reserves in several countries that help people to observe or photograph the main target species of that area. Such places allow people to explore wild lands on their own with relaxing walks, by electric cars, or accompanied by expert guides searching not only for birds and mammals but also butterflies, dragonflies, amphibians, reptiles, plants, etc. In addition to top bird-watching and wildlife experiences, there is also the possibility to try out "hide photography", that is, photography from a specially built shelter.

The "Ultima Frontiera" initiative is in a landscape of almost 1.000 ha of wilderness, on the border area of the Chilia arm, between Romania and Ukraine, in Periprava. It was launched in 2010 and is managed by a private company, Ultima Frontiera SRL.



The SKUA approach requires the reinvestment of part of the revenues from nature tourism activities to stimulate action for nature conservancy and biodiversity studies.

## ACTORS INVOLVED



Mix public-private

**Promoters**



Private (Ultima Frontiera, Innate Network)

**Developers**



Private (Ultima Frontiera SRL, nature photographers and tourists)

**Investors**

## IMPACTS



*positive:* increased visibility, keeping local people in area.

**Social**

*positive:* improvement of local income level, job opportunities, development of local economy.

**Economic**

*positive:* improvement of ecosystem service level.

*negative:* due to the limited number of tourists that can arrive here annually, impact on ecosystems is minimal.

**Environmental**

*positive:* increased networking, development of new contracts.

*negative:* lack of cooperation among different actors.

**Institutional**

## MAIN WEAKNESSES



Limited visibility and promotion nationwide.

## FUTURE DEVELOPMENTS



Extension of areas included within the network to attract a larger number of visitors while ensuring responsible use of natural resources. Networking with local operators and exploring of new communication and promotional channels.