

TOFTigers

S u s t a i n i n g t h e w i l d

AGREEMENT TO JOIN THE CAMPAIGN

For
Destination Management Companies
& Ground Agents



Its Aims are three fold

1 To advocate and encourage more sustainable wildlife tourism in tiger reserves and national parks, by all those involved in the wildlife tourism equation through applications and adherence to ecotourism best practice guidelines. Look out for Toft signage and PUG Eco ratings for lodges.

2 To enhance the capacity of local communities to take advantage of existing and future wildlife tourism to help alleviate poverty and support sustainable local development.

3 To catalyse initiatives through the lodge community that enhance wildlife conservation efforts and community support including waste and water management, trade cooperatives, local employment, fair wages and support for local enterprises and services.

These objectives are best achieved by 'collective' action and partnership with all in the wildlife tourism supply chain.



The Benefits

Each DMC or Agent joining Travel Operators for Tigers (TOFTigers):

- 1. Can state its support** for TOFTigers in literature and brochures and incorporate a TOFTigers 'logo' wherever required.
- 2. Will be linked** to the TOFTigers website as a Destination Management or Ground agent contributor.
- 3. Will be acknowledged** as a contributor of the TOFTigers campaign in literature and where possible in local and international press releases and potential articles that are undertaken to promote responsible tiger tourism and tiger conservation efforts. Furthermore you can mention your partnership of the campaign in your own press releases or PR activities.
- 4. Will be informed** by email or literature of training workshops, local projects and other activities that are carried out by TOFTigers staff and personnel, to support your sales staff, or to relay to your clients.
- 5. Will be given** examples of new activities, projects and interesting conservation initiatives that are possible to include on your clients' itineraries or mention as part of a tour dossier.

The Agreement

This document is **HIGHLY CONFIDENTIAL**

This agreement is a legally binding obligation on behalf of TOFTigers, and its associated charities.
Please fill in or tick all boxes.

Company Name.....

agrees, as part of your partnership of TOFTigers, to work on the 7 steps below:

1 Support, endorse, publicise and advocate the relevant Travellers Guidelines for all those involved in the delivery of your service to your clients.

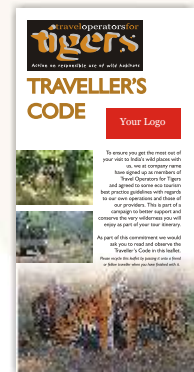
PLEASE NOTE : Partnership includes a large pack of Travellers leaflets, TOFT Feedback Forms and TOFT Stickers.

This includes sending the guidelines to :

- i) Your agents and partners in different regions of the Indian subcontinent.
 I agree to do this
- ii) Your tour leaders and wildlife guides in each area.
 I agree to do this
- iii) Your accommodation and service providers where protected areas are part of your client's tour itinerary.
 I agree to do this
- iv) Add the Travellers leaflets to your client's ticket wallets.
 I agree to do this

If you would like your own logo brand Travellers leaflets

Please tick here for details



2 Inform your Tour Operators, your local and international clients of your involvement in the campaign and encourage them to join as well

I agree to do this

Are you prepared to introduce TOFTigers staff to your agents or international operators clients and encourage them to join

YES NO

3 Publicise your partnership of TOFTigers, as part of your responsible travel credentials, including adding the TOFTigers mission and logo:

- i) on your website
- ii) your printed literature,
- iii) on your client itineraries
- iv) your publicity and PR literature where appropriate.

I agree to do this

4. Agree, wherever possible and appropriate, to offer PUG Eco rated accommodation to clients as the best options to support long term and sustainable wildlife tourism.

I agree to do this

If the accommodation provider is not a TOFTigers contributor, or not undergoing a PUG Eco audit we ask you to encourage actions to start the process, or contact TOFTigers to correspond with the provider.

I agree to do this

5. Inform your leaders and tour guides of the ability to record infringements or bad practice through the TOFT comments email info@toftigers.org, or the website www.toftigers.org for appropriate recording and action.

I agree to do this

6. Agree to pay an annual partnership fee which will be invoiced on joining and subsequently annually in April (INR 6000 per annum for companies who employ 6 or less full time staff; INR 12500 per annum for companies who employ 7 or more full time staff).

I agree to do this

7. Consider contributing to or sponsoring specific projects, training or initiatives put forward by TOFTigers over and above paying the yearly partnership fee.

I agree to do this

PLEASE COMPLETE IN BLOCK CAPITALS

Key Contact Name Title

Direct Email

Direct Telephone Number

Secondary Name (essential) Title
(This person you may allocate to become the internal TOFTigers representative within your company)

Company Name.....

Company Address:
.....

StateTel No:

Website

PATA/ATOAI/ESOI.....

Please give TOFT some indication of how many clients you handle that incorporate wildlife parks in India.

- Less than 100 250 500 1000 More than 1000

How many?

When can you start to effect the guidelines and partnership obligations above?

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TOFTigers Annual Partnership Fee

Please send this application with payment by cheque payable to **Travel Operators for Tigers India Wildlife Association.**

- INR 6000 per annum for companies who employ 6 or less full time staff
- INR 12500 per annum for companies who employ 7 or more full time staff

I hereby, as the person responsible for implementing these guidelines, agree to effect them as soon as possible as laid out.

Signature: Date.....

Contributor form to be returned to :
TOFT India Wildlife Association
India Admin Office

A1/76 | 1st Floor, Safdarjung Enclave | New Delhi 110029 | India
Phone + 91 9810722634, + 91 9811811525
Email: admin@toftindia.org

Please note :

TOFTigers is open to all international, regional and local travel operators, DMC's, agents, services and accommodation providers in India's wilderness regions who wish to participate and adhere to the appropriate guidelines.

TOFTigers' strength is in its collective partnership and common goal for a better and more enriching experience for our clients and their hosts in a pristine wilderness today, tomorrow and forever.

TOFTigers in no way aims to be an endorsement of 'good practice' of any DMC's or agent member, because no independent monitoring of activities is possible at this stage.



For further information please contact

**TOFT India Wildlife Association
India Admin Office**

A1/76, 1st Floor, Safdarjung Enclave, New Delhi 110029, India

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