

# TOFTigers

S u s t a i n i n g   t h e   w i l d

## AGREEMENT FOR TRAVEL OPERATORS AND TRAVEL AGENTS TO JOIN THE TOFT CAMPAIGN

*Travel Operators for Tigers (TOFTigers) is a campaign aimed at every International, National or Regional Tour operator or travel agent taking clients into India's wildlife destinations.*



# The campaign's aims are three fold:

**1** To advocate and support better tourism practices in wilderness areas, with specific best practice guidelines for tour operators, destination management companies, agents, service and accommodation providers and visitors.

**2** To empower local communities to become involved in wildlife tourism projects and initiate low impact and sustainable development which helps conserve the parks and benefits the communities through employment and business opportunities.

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

**These objectives are best achieved by collective action and the partnership of all those in the provision of tourism in wildlife areas of India.**



# The Benefits

**Each Travel Operator joining TOFTigers:**

- 1. Can state their support** for the TOFTigers campaign in brochures, literature and websites incorporating a TOFTigers 'logo' and mission statement where required.
- 2. Will be linked** to the TOFT website as a Tour Operator partner with your own promotional webpage and links.
- 3. Will be acknowledged** as a member of the TOFTigers campaign in literature and PR that is undertaken to promote wildlife and Tiger tourism and more sustainable tourism and conservation efforts in India.
- 4. Will be informed** of projects, initiatives, training and activities that are carried out by TOFTigers by regular e-newsletters and news flashes.
- 5. Will be given** examples of extra activities, projects and interesting conservation initiatives that are possible to include on clients' itineraries or mentioned as part of a tour dossier.
- 6. Will be provided** with a list of TOFT members and the best practice service and accommodation providers by PUG certification rankings, in twelve of India's most visited parks, which rank lodges according to the business and ecological footprint of their operations.



# The Agreement

## YOUR AGREEMENT TO BEST PRACTICE IN MARKETING INDIAN WILDLIFE TOURISM

Company Name.....agrees,  
as part of joining TOFTigers, to:

**1 Support, publicise and advocate the relevant relevant guidelines** within both your own operations and for all those involved in the delivery of your service to your clients. This includes encouraging others to adhere too, when corresponding or visiting India or through your own tour guides and leaders:

- a) Your DMC or ground agent in India to join the campaign
- b) Your lodge accommodation and service providers to join the campaign and agree to the TOFT guidelines laid out for their appropriate businesses.  
(See website for application forms)

I agree

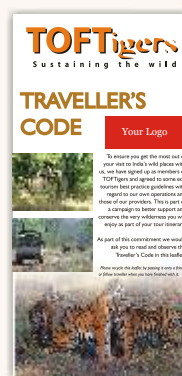
### Add the Traveller's Code leaflet to

- i) Your pre-departure literature or travel wallet
- ii) Use in your client briefings, or as appropriate

I agree

If you would like your own logo brand Travellers leaflets

Please tick here for details



**2 Inform** your tour leaders, guides and visitors of the ability to record infringements and both good and bad practice through the TOFT comments email [info@toftigers.org](mailto:info@toftigers.org), for appropriate recording and action by the TOFT Executive Committee.

I agree

**3 Pay a yearly membership fee** invoiced in April or on joining (£150, US\$250, EU185 for Tour Operators who take less than 50 clients per year to India; £300, US\$480, EU360 for Tour Operators who take more than 50 clients per year to India).

I agree

**4 Add a suggested minimum of £20 (or US\$30/EU25) per client** to a fund managed by TOFT. This can be collected in the best way possible for your organisation (eg added to tour price, added to clients invoice, collected by leaders or guides in host country etc). At the end of the main tourism season in April you will be asked to submit funds collected on an honesty basis to the appropriate account.

I agree to add this client fee

**5 Promote and use the best practice providers (PUG Eco Rated lodges) wherever possible, and other TOFT members for your tour and accommodation services in India.**

I agree to do this

OR If you are not using a TOFT DMC or agent already, encourage them to become a TOFT member, or if a lodge provider, encourage them to register and undertake the PUG audit process

I agree to do this

**PLEASE COMPLETE IN BLOCK CAPITALS**

**(This application will remain CONFIDENTIAL)**

Company Address : .....  
.....

Postcode/Zip : ..... Tel No : .....

Main Contact : ..... Email Contact : .....

Second Contact : ..... Email Contact : .....

Website Address : .....

Signature : ..... Date: .....

PATA, AITO, ATOL, ABTA or other trade associations : .....

Approximately how many clients do you send to India's tiger reserves per year?

- Less than 20     Less than 50     less than 100     Over 100    More .....

Please tell us who is your main ground agent in India? .....

.....

Please give us their full contact details and your main contact there.

(These details are kept confidential but allow us to also contact them about your membership)

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

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**How do you see your organisation applying the relevant Codes of Conduct and how will you help the campaign?**

How do you see your organisation collecting the funds?

Would you be keen to be more actively involved in the campaign as part of your commitment to TOFT. How would you like to do this?

### Annual TOFT Membership fee

TOFT invoices a yearly membership fee in April (or on joining) that is wholly deductible from the annual client contribution fees that we collect at the end of each season.

- For Tour Operators who take less than 50 clients per year to India    £150 US\$250 EU185
- For Tour Operators who take more than 50 clients per year to India    £300 US\$480 EU360
  
- Tick here if you would like a receipt for tax purposes.

Please make cheques payable to **The Toftigers Initiative** and send together with this application form to the address below, or contact us for direct debit transfer details.

Thank you for joining us, and we look forward to working with you to conserve India's precious forests and wildlife

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## **Please note**

The TOFTigers campaign is open to all travel operators who wish to participate and adhere to the appropriate guidelines. Its strength is in its collective partnership for a common goal – a better experience for your clients – and a way to help preserve India’s wilderness and wildlife now and for the future.

*TOFTigers in no way aims to be an endorsement of ‘good practice’ of any participating tour company’s itineraries or activities, because no independent audit is possible at this stage.*

**For further information please contact**

**The TOFTigers Initiative (International)**

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Email: [info@toftigers.org](mailto:info@toftigers.org)

Website: [www.toftigers.org](http://www.toftigers.org)