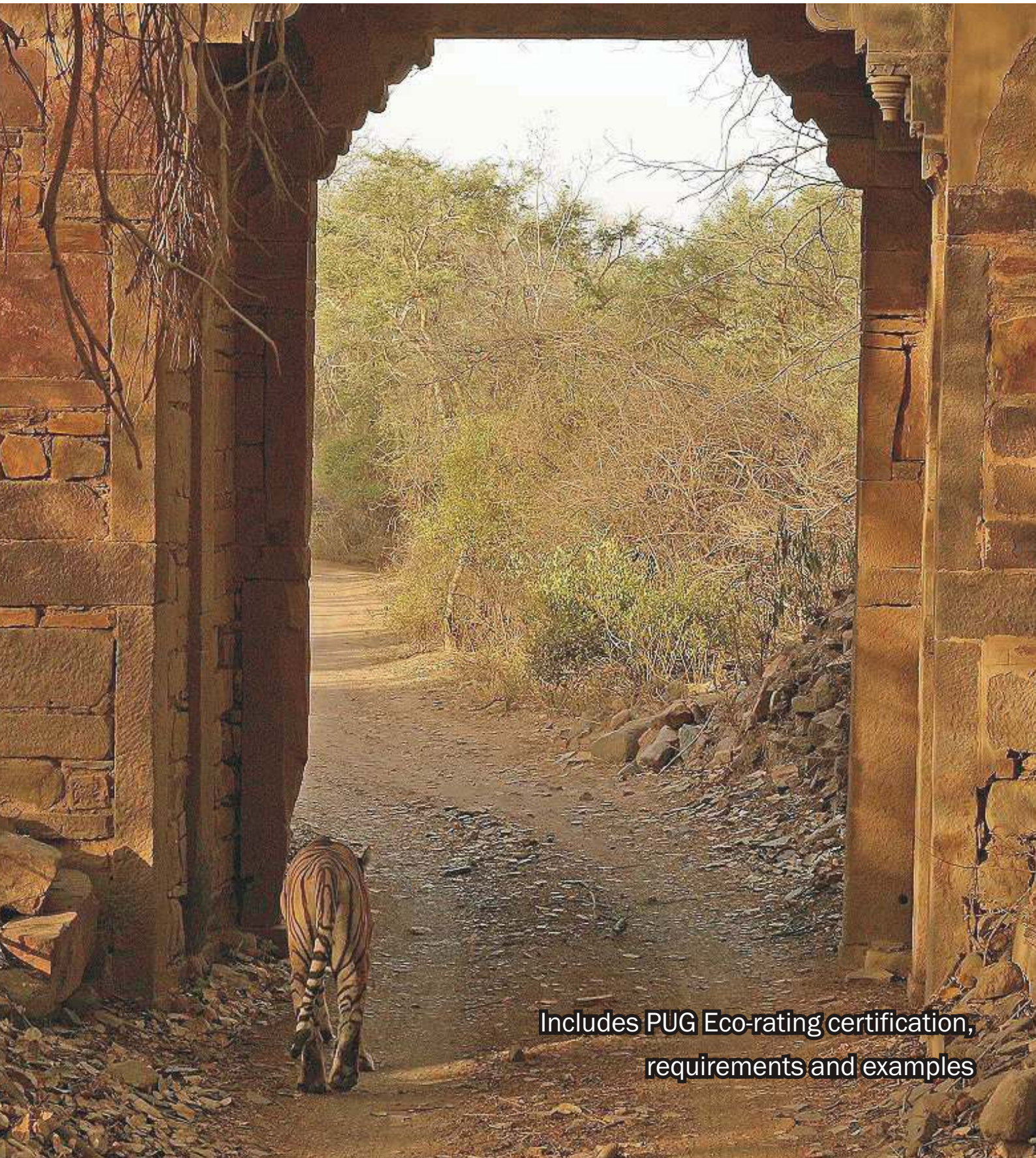


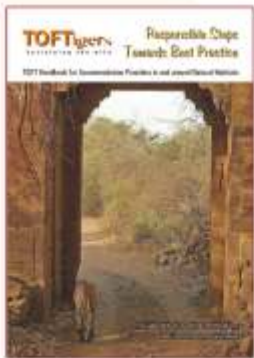
TOFTigers Handbook for Accommodation Providers in and around Natural Habitats



Includes PUG Eco-rating certification,
requirements and examples

TOFTigers has lots of ways you can be involved,
and here are some of the resources we have to allow you to do this.

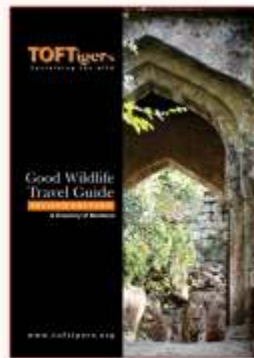
For Accommodation Providers



Handbook For
Accommodation Providers



PUG Audit Booklets

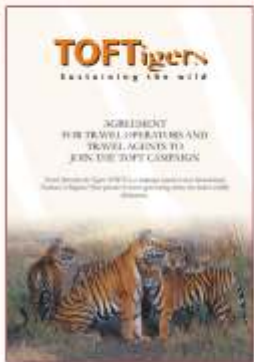


Good Wildlife Travel Guide



Online Marketing For Lodges

For Tour Operators & Destination Management Companies



Application Forms



Travellers Leaflets For
Ticket Wallets

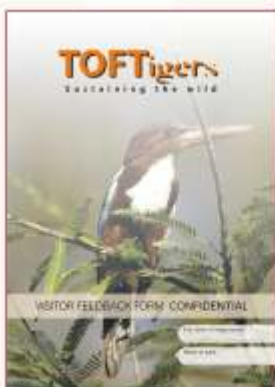


Good Wildlife Travel Guide



Website Marketing Opportunities

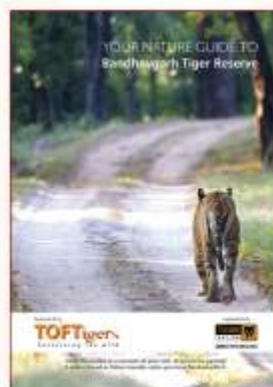
For Travellers



Visitors Feedback Form



Good Wildlife Travel Guide

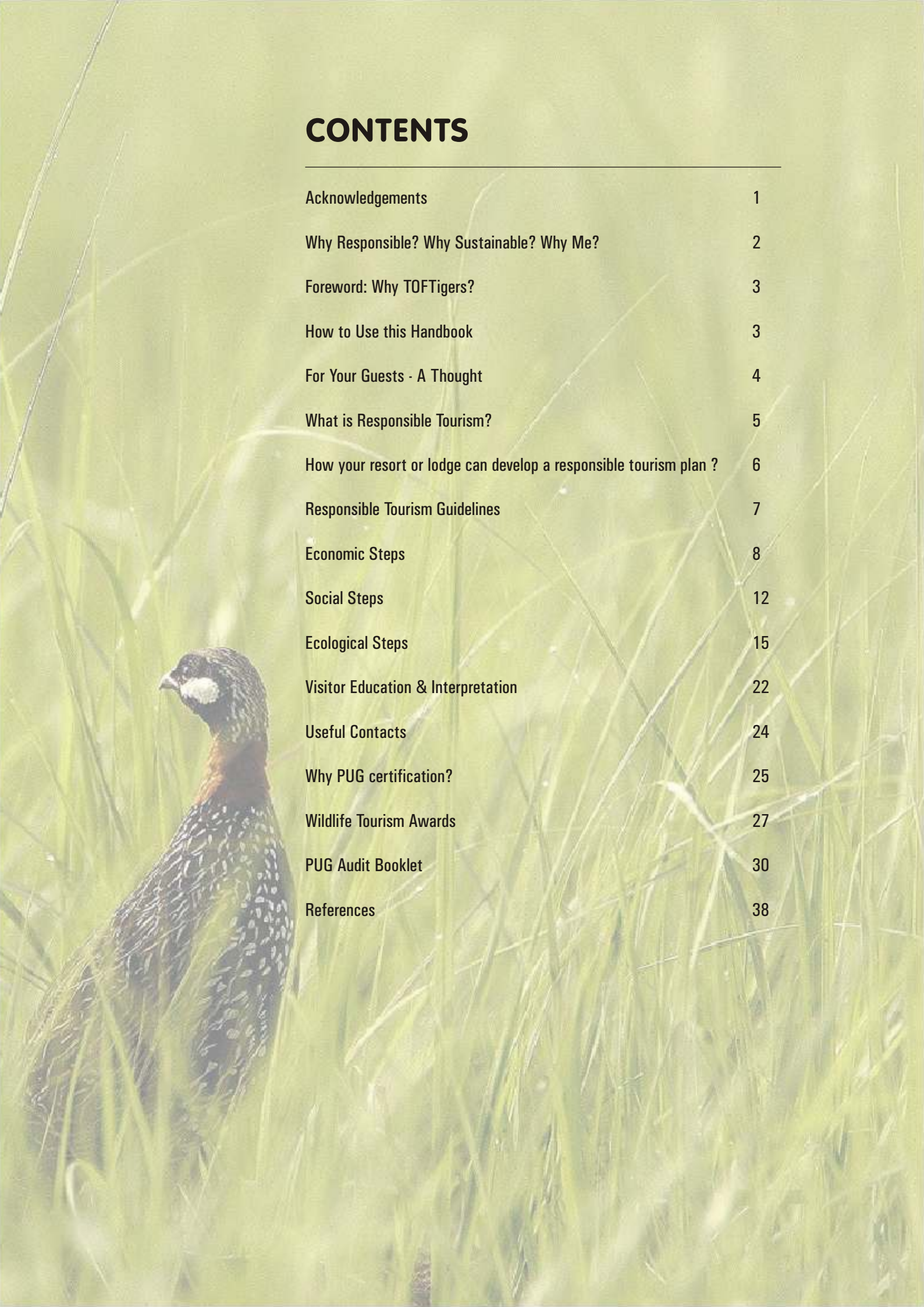


Park Guidebooks

all these can be seen on and downloaded from our website
<http://www.toftigers.org/Resources/Default.aspx>

CONTENTS

Acknowledgements	1
Why Responsible? Why Sustainable? Why Me?	2
Foreword: Why TOFTigers?	3
How to Use this Handbook	3
For Your Guests - A Thought	4
What is Responsible Tourism?	5
How your resort or lodge can develop a responsible tourism plan ?	6
Responsible Tourism Guidelines	7
Economic Steps	8
Social Steps	12
Ecological Steps	15
Visitor Education & Interpretation	22
Useful Contacts	24
Why PUG certification?	25
Wildlife Tourism Awards	27
PUG Audit Booklet	30
References	38





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WHY RESPONSIBLE? WHY SUSTAINABLE? WHY ME?



Tourism in the wilderness is always being scrutinized by various stakeholders. Wildlife tourism can be defined as a profit-making entity which consumes energy and fresh water, discharges waste water, spreads solid waste, provides employment, promotes local culture, and provides financial assistance for development of wilderness areas. Therefore, wildlife tourism comes out to be a win-lose business: win for profit makers and a loss for nature. This situation could be flipped into a win-win scenario if tourism in the wilderness is carried out with some basic ethics to minimize the negative impacts on environment and maximize the positive impacts on the society.

Now the question arises, why is wilderness tourism scanned for sustainability as all the other forms of tourism also runs on the rope of profit and impacts the environment adversely? It is important because wildlife tourism is closely associated with the fragile horizon of this world; it is important because sustainability ultimately ensures protection of the wildlife, habitats and communities on which wildlife tourism depends. In addition to this, with the continued expansion of wildlife tourism, it is even more important to ensure that future management of wildlife tourism, and associated development of tourism facilities and infrastructure, is better planned and far more systematic than has often been the case in the past.

Wildlife watching can only be sustainable if it contributes to the conservation and survival of the species and their habitats, provides benefits for local communities and their development, offers good quality tourism in line with the market expectations, and is commercially viable at the same time.

Achieving each of these elements requires different sets of skills and expertise, including the ability to access tourism markets, to work with the local communities, and to manage the wildlife resources.

-Pradeep Dadlani
Head of Pug Audit

FOREWORD: WHY TOFTigers?

Tourism is now the world's largest industry. Responsible Tourism is underpinned by sound environmental, social and economic principles, and offers one of the most effective ways to minimise impact to the ecology, benefit local communities and reduce poverty. It is undoubtedly one of the most productive avenues to a brighter and greener future for India.

The Travel Operator for Tigers (TOFTigers) Campaign was launched in October 2004 by a number of concerned travel operators and lodge owners. With the rise in membership from across the globe, and from within India itself, we are witnessing that there is a recognised need for positive change in the way nature and wildlife tourism is developing in India and the subcontinent as a whole.

TOFTigers's desire is that all those involved in 'Tiger' and 'Wildlife' tourism, including tour operators, destination management companies, accommodation providers, local services, park management, government and of course, the international and domestic visitors can work together to save the forests of India, their essential biodiversity, and the Tiger itself.



Through collective action, auditing, and strict adherence to Responsible Tourism Guidelines and operational Codes of Conduct, our campaign aims to make wildlife tourism more responsible towards its natural environment, more sustainable in its actions, and ensure that it can be the positive force for wildlife conservation and community support that it should be.

HOW TO USE THIS HANDBOOK

This handbook aims at being an overall guide for you as an accommodation provider or destination management operator seeking to integrate responsibility throughout your operations. We hope that it will motivate you to work in partnership with your suppliers, aiming for a more responsible approach to your business. To achieve these goals, it is necessary that you actively support your suppliers as they also seek to meet their goals by offering them incentives of good practices, showing them why your company has chosen to set certain standards, and demonstrating to them the value of responsible environmental and social performance.

This document lays out a series of steps for companies to create and effectively implement a responsible tourism policy and management system. It goes one step further by showing how operators can improve their ecological and socio-economic factors, which in return is cost-effective and profitable. We have developed a series of Responsible Steps towards Best Practice as a guide.

Use this handbook to aim for a more responsible approach to servicing your visitors as well as to conducting your business more profitably. TOFTigers has found that while

individual approaches may be effective in some cases, sharing experiences and lessons to develop a common approach has increased the ability to promote good practices throughout the operators' connections and in the wider tourism industry. We have therefore included a host of examples of good practices in this handbook taken from those we have audited over recent years, and admire for their effective efforts to solve a problem

We encourage you, as an accommodation provider, to use this handbook to help set your own good practice benchmarks and allow our PUG audit team to test your standards against the industry's best yardsticks.

Your guests can then enjoy their visit safe in the knowledge that your operations are having a positive effect on India's quest to save its extraordinary biodiversity and the creatures that live within it – truly making a difference to India's future.

-The TOFTigers Team

FOR YOUR GUESTS - A THOUGHT

'Tourism' is derived from the Hebrew word 'Tora' meaning 'to study'.

Travelling shouldn't just take us to see new horizons, but also expand them. Do a bit of background reading on the place you plan to visit, and always remember that your holiday destination, no matter how remote, is someone else's home.

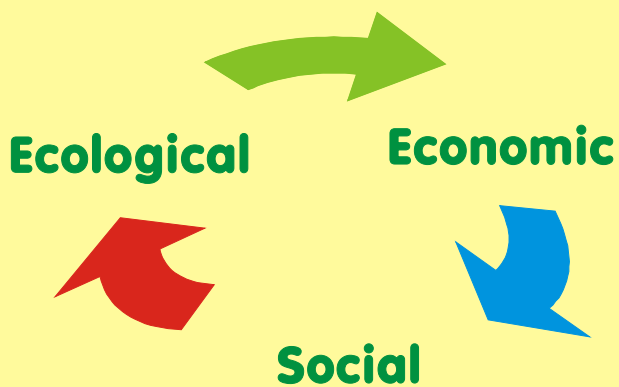


Responsible Tourism is a tourism management strategy that embraces planning, management, product development and marketing to bring about a positive economic, socio - cultural and environmental support.

For tourism operators it is about providing more rewarding holiday experiences for your guests and at the same time enabling local communities to enjoy a better quality of life, whilst conserving the natural environment.



WHAT IS RESPONSIBLE TOURISM ?



How many of us understand the impact our daily lives has on the environment? Do we turn off lights when they're not in use, avoid buying over-packaged goods, buy local produce, save water resources, and encourage employment opportunities locally? Just small changes in our lifestyle could make a big difference on the environment in the long term.

Since the mid-1990s there has been a shift towards defining a business' economic performance in terms of the 'triple bottom line' growth. The concept of 'Responsible or Sustainable Tourism' addresses this shift by giving equal weight to the economy, society and the environment, calling them the three pillars of sustainable development, which in turn drives corporate citizenship, in both corporate accountability and responsibility, to the top of the business agenda.

From providing cost-saving to increasing economic stability and ensuring the long-term appeal of a destination, responsible tourism practices simply make good business sense.

Global tourism initiatives such as the World Tourism Organisation's global Code of Ethics for Tourism, the Tour Operators Initiative and the Global Sustainable Tourism Council are examples of the growing emphasis on providing responsible and sustainable tourism in all its facets. The Travel Operators Initiative (TOI), which has been developed by tour operators to support sustainable tourism, has the support of the United Nations Environmental Programme (UNEP), the United Nations Educational, Scientific and Cultural Organisation (UNESCO), and the World Tourism Organisation (WTO). TOI has developed indicators to measure the level of responsibility of global tourism suppliers and many international travel operators have also developed a responsible tourism policy, which they abide by as well.

Tourists themselves, particularly wildlife or safari-goers, are becoming increasingly vigilant and demanding, particularly towards their approach to the environment and the parks they visit. Market research clearly shows that social and environmental responsibility towards and within destinations was demanded by consumers and therefore by tour operators, both globally and increasingly within India. Tourists, on the other hand, wanted to learn more about the host country, reduce their environmental impact to a minimum, and have an opportunity to meet and understand local people and their lives.

Wildlife destinations that encouraged and promoted good practices, and deliver extraordinary wilderness experiences will have a far greater market appeal placing your business in a better environment, with less business risk, in which to operate.

Indeed, responsible tourism may well be a matter of business survival. Local communities need to be sensitively involved as they are the real stakeholders in tourism, and need to enjoy its benefits and actively embrace it.

Good economic practices can:

- Create jobs
- Stimulate entrepreneurship
- Boost regional economic growth

A responsible approach ensures that all sectors of the society benefit from this tourism cycle. Responsible practices have other benefits as well:

Reduces Water Bills

Reduces Electricity Bills

Reduction in Sewage Treatment

Reduces Waste Disposal Cost

Good environment management also improves the quality of your tourism operation and its surroundings, enhancing the overall experience of your guests.



How your resort or lodge can develop a responsible tourism plan ?

- Review our TOFTigers Responsible Tourism guidelines
- Choose realistic objectives and targets
- Use this handbook to identify practical steps that you can take
- Use clear benchmarks to measure and report on your progress
- Work with trade associations, local people and government to achieve your objectives
- Use Responsible Tourism or TOFTigers PUG eco certification as part of your marketing strategy
- Train your staff and show your progress to your staff and clients

RESPONSIBLE TOURISM GUIDELINES

The Responsible Tourism Guidelines encourage tourism operators to make their business grow whilst providing socio-economic benefits to local communities and respecting the environment.

The major parts of the guidelines are as below:

Economic Guidelines

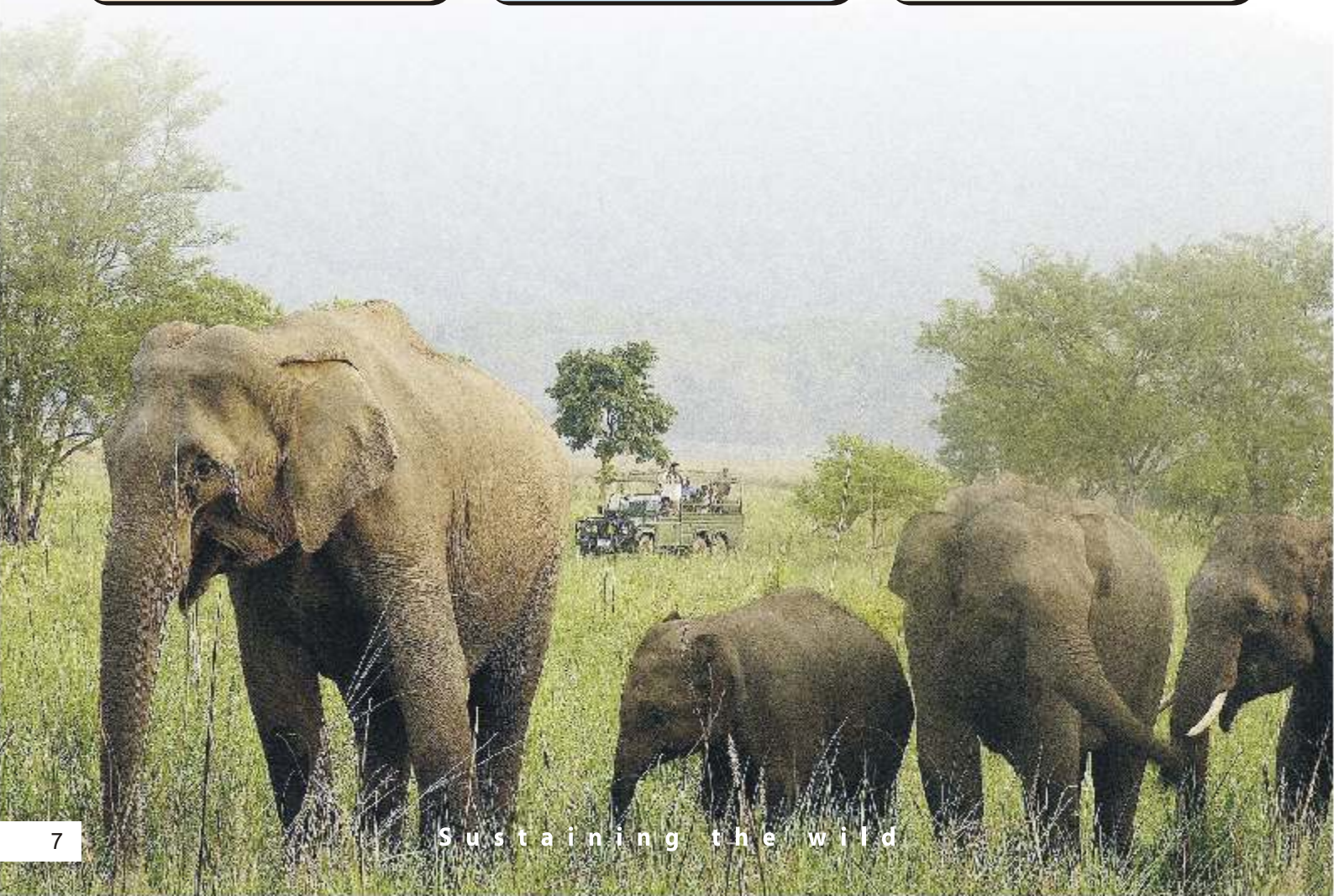
- Assess economic impacts before developing tourism
- Maximise local economic benefits by increasing linkages and reducing monetary leakages
- Ensure communities are involved in and benefiting from your visitors' stay
- Assist with local marketing and product development
- Promote equitable business and pay fair prices for goods and services

Social Guidelines

- Involve local communities in planning and decision-making
- Assess the social impacts of your tourism activities
- Respect social and cultural diversity
- Be sensitive to the host culture

Ecological Guidelines

- Minimise environmental impacts when developing your product or service
- Use natural resources legally and sustainably
- Maintain or better still, enhance local biodiversity and wildlife within your property



ECONOMIC STEPS

What are the issues?

- How do you recruit and pay your employees?
- How are your purchasing habits and business partnerships?
- Do you know that your economic practices will have a massive impact on the environment?



The Answers:

As a responsible tourism operator you should try and minimise the revenue that leaks out of your local area. Employing and purchasing locally, and setting up business partnerships with local people will help create and maintain employment, and offer new incentives for entrepreneurial activities. Increased investments in such infrastructure will boost the overall standards of living in your area and thus decrease your business risks.

Local communities who have a vested interest in your tourism operation will seek to sustain it by contributing to an on-going positive visitor experience. Supporting local economic growth is therefore vital and a key element to long-term success.

What can you do?

STEP 1: ➡ To Provide Employment

- Employ staff in an equitable and transparent manner. Employment conditions must conform to the standards in national and international legislations.
- Go beyond the bare minimum rates and invest in your local staff. Quality service is dependent on well-motivated staff. Your best investment will always be in your staff, and the better you treat them the longer they stay saving you continuous new recruitments and training costs.
- Maximise the percentage of staff from the local community. Implement a system to record the percentage Of staff from the local community and set annual targets to increase this percentage.
- Monitor seasonality of employment over the years and set targets to extend this season.
- Monitor the gender balance of your staff and make sure equitable employment opportunities are genuinely Available for both men and women (keeping in mind the cultural beliefs of your area).



EXAMPLES FROM PUG CERTIFIED LODGES–

At **the Ranthambore Bagh**, 100% of the Resort's staffing needs are met by employing local people. They try to improve the skill capacity of the staff through appropriate training programs.

ECONOMIC STEPS

STEP 2: ➡ To focus on Local Purchasing

- Pay a fair price for local goods and services.
- Set a percentage of goods and services that will be sourced locally and set annual targets to increase the percentage.
- Provide opportunities for tourists to buy local goods. This may include:
 - Visits to local markets and villages
 - Setting up a locally-supplied shop within your accommodation
 - Arranging for artisans and other local producers to visit your accommodation

Community-based tourism initiatives could be promoted through partnerships, joint ventures and business linkages. Remember, whether you engage formally with contractual partnerships or simply make a business agreement, the main principle is to pool your skills and your resources together.

See here for details of ways in which TOFTigers can help you fund this.

[Http://www.toftigers.org/projects/Howwefund.aspx](http://www.toftigers.org/projects/Howwefund.aspx)

EXAMPLES FROM PUG CERTIFIED LODGES – **The Ranthambore Bagh, Dhiplu River Lodge, Camp Forktail Creek, and Reni Pani** all have very good souvenir shops. These shops have local handicrafts on sale that are bought from the artisans that live around the Park, and made with locally-available materials.

STEP 3: ➡ To encourage Product Development

- Encourage visits to local places of interest, e.g. villages, markets, fields and homes.
- Promote local festivals and offer traditional food, cultural events and opportunities to buy local arts and crafts.
- Let local craftsmen and artisans know about the range, size, weight and style of craft that would be attractive to your guests. Provide these craftsmen with feedback from clients.
- Promote local produce on your brochures and website. Put tour operators and foreign businesses in direct contact with local producers.

EXAMPLES FROM PUG CERTIFIED LODGES – **Reni Pani** offers a 1 night stay in the homes of the local villagers. The house is given adequate financial assistance to maintain proper hygiene and to purchase other raw material needed for the place. The revenue for this stay is shared with the villager. Sales from the Reni Pani's souvenir shop are shared with a local NGO. In addition to this, Reni Pani also support local artisans (especially pottery-making which is a dying art) by providing them space, equipment and raw materials.



ECONOMIC STEPS

STEP 4: ➡ Think of Community Training

- Identify local needs for training and capacity building, and set annual targets for their provision. This may involve:
 - **For employees:**
 - In-service training for employees in order to allow them to progress to more highly skilled jobs
 - **For Local goods and service providers:**
 - Advice and technical training
 - Assistance in setting up trade links with government / non-governmental bodies, and procuring small loans
 - Partnership arrangements



EXAMPLES FROM PUG CERTIFIED LODGES - Forsyth's Lodge provided comprehensive forest guide training to some of the locals guides, helped them to work with visitors with greater professionalism and knowledge.

Camp Forktail Creek trains their local village community in English. This helps them to break the communication barrier so many face and interact with tourists on a one to one basis more frequently.



ECONOMIC STEPS

STEP 5: ➡ To contribute financially

- Provide fair payments for any costs incurred by local communities. For example, contribute to local farming and tourism activities in the form of payments and royalties.
- Commit to regular cash donations or support in kind or goods. These could include:
 - School materials at the start of the school year
 - Medicinal supplies
 - Amount of your net profit to be donated to community development initiatives
 - Help represent a village community to your local MP or authorities where they might not have a voice
 - Allow your lodge vehicles, when travelling empty, to carry your village's supplies to market, take the sick or elderly to hospitals, or other such needs
- Provide opportunities for donations or active support from tourists to local communities (money or goods) – either during their visits or afterwards through a 'friends' group – and set up a mechanism to ensure such donations are shared fairly between local community members.

EXAMPLES FROM PUG CERTIFIED LODGES – Mahua Kothi Resort by the Taj Safaris Group has a provision for nutritional supplement for school children from local villages.

The Banjara Tola Resort by the Taj Safaris Group, trains local people on eco-friendly methods to extract honey as a means of livelihood.

The Vidharba Tiger Research by Tiger Trails Resort in the Tadoba National Park has several health and agriculture projects in collaboration with the local communities.

The Bandhavgarh Foundation by the Maharaja's Royal Retreat has a few awareness and wildlife protection programmes run for the local population, such as awareness rallies, cattle inoculation camps, and promotion of collective farming to ensure that villagers are protected from wild predators.

The Oberoi Vanyavilas is actively involved with the Park authorities and helps with activities such as financial assistance for washroom facilities within the Park, construction and maintenance of water holes, air strip improvement, park guide training, and training of forest guards, among others. Kill upgradation, or compensating the locals for cattle loss due to tiger attacks, is another scheme they have.

The Reni Pani lodge supports local handicrafts such as pottery by providing space, equipment and raw material in the lodge premises to the younger generation of artisans.

Camp Corbett Resort provides space and financial assistance for organising free health camps and cultural activities for the local communities.

SOCIAL STEPS

What are the issues?

- How do you encourage the respect of local culture?
- How do you support social development that is integral to tourism practices?
- Do you consider various impacts that tourism could have on local communities?



The Answers:

Local living standards can improve with tourism, whereas uncontrolled development can disable whole communities. Increased tensions in the area as a result of unequal benefits could lead to negative impacts such as crime, prostitution, begging, and alcohol and drug abuse. Sensitivity should be shown by tourism operators to potential impacts of their businesses, such as loss of privacy, prevention of access to culturally significant places, invasion of sacred sites or the demeaning of cultural ceremonies.

Build mutual cooperation and trust with staff and the local people, and set up a genuine cooperative structure which involves them in planning and decision-making. To provide help with education, health care and contributing to social infrastructure also promotes goodwill, and helps to improve local quality of life, ultimately leading to mutual benefits for you and the community.

What can you do?

STEP 1: ➡ To Establish Cooperative Structures

- An overall structure and account of the community should be taken with cultural protocols and existing chain of commands.
- Identify what issues should be covered e.g. safety and security, rules against use of natural resources, access to culturally significant sites, maintaining cultural integrity, respecting religious practices, and the use of indigenous knowledge.
- Approach a method of cooperation – either informal or a formal structure with legal standings.
 - You can set up a management board—you may wish to involve local stakeholders in the planning management of your enterprise.
 - You can set up a trust – to create a structure to manage the flow of benefits to the community.
 - You can set up a forum – for agreements for tackling issues of joint concerns.
- Ensure your jointly-determined venues for local meetings and publish a report on its outcomes.

EXAMPLES FROM PUG CERTIFIED LODGES - **Khem Vilas**, through their TigerWatch project have set up innovative retails cooperatives for the women of Moghya communities around Ranthambhore. It aims to provide a sustainable livelihood to people living near Ranthambhore who sell these handicrafts to the lodge community. Their reform program includes giving alternate livelihood to the ex-poachers families. **Dhonk** also provides an alternate means of livelihood to the people living in the Park periphery who earn their income from cattle grazing inside the forest or with illegal wood cutting. They aim to donate 1% of total turnover or 7% of profits whichever is more for Tiger conservation.

The team is informally educating villagers working with them on environment issues and vocationally training children from the Mogya community studying in the Tiger Watch Mogya Hostel. [Website: <http://www.dhonk.com/>]

SOCIAL STEPS

STEP 2: ➡ Support Local Rights and Development

- As an absolute minimum, your operations must not infringe on any legal or customary rights of the local people.
- Work through pre-existing community structures where the process of transparency is there for everyone in the community to see.
- Reach written agreements on type, level of involvement and on benefit-sharing.
- Offer to help the community develop a system of monitoring and control of various impacts to their lives and environment.
- In event of any negative feedback about social and cultural impacts, act immediately and in consultation with the community to plan a course of action.
- Respect the community's right of saying 'NO' at any time of their involvement.

EXAMPLES FROM PUG CERTIFIED LODGES – TOFTigers, along with the Lodge Associations organised 'Children in the Park' days in Kanha, Pench and Bandhavgarh. TOFTigers member lodges provided their game-viewing vehicles and naturalists to take local children into the Park for half a day. They also offered them lunch, and some fun and nature education activities in their lodges. Regular interaction with children several times a season ensures their support and love for the Parks. Some of the lodges that contributed to the event were:

In Pench: The Taj, Moghli Den, Tiger Valley, Mahua Vann, Heavens Garden, Royal Tiger Resort, Pugmarks, Tiger & Woods, King Resorts, and Pench Jungle Camp;

In Kanha: Banjaar Tola, Shergarh, Jungle Lodge and Chitwan;

In Kisli: Indian Adventures, Tuli Tiger Resort, Kipling Camp, Pugmark Resort, and Krishna Resort;

In Panna: Parshan Garh and Ken River Lodge.

The Singinawa Foundation (run by the owners of Singinawa lodge and funded by TOFTigers) has been working with teams of tribal school children of 20 villages within the buffer zone of Kanha National Park. They try to get them to use science and knowledge of their environment to improve their daily lives in the village, through a competition related to water for drinking, household and agricultural use, alternate energy, waste disposal, tourism, or education. The winner is given the money to undertake the project in the winning village. The project leads to a greater understanding of the environment they live in and the application of science to daily life. This model project could be shared by the lodges with their clients.



SOCIAL STEPS

STEP 3: ➡ To Respect Local Culture

- Provide tourism lectures at local schools.
- Invite the local school children to visit your tourism operation.
- Encourage your workers and staff to observe their religious and cultural practices/beliefs.
- Create opportunities for your visitors to interact with locals in an unstructured, spontaneous manner.
- Work with other tourism initiatives to promote tourism culture (such as Incredible India) in your area.
- Respect, invest in and develop local cultures, and protect them from over-commercialization and

EXAMPLES FROM PUG CERTIFIED LODGES - Camp Corbett and Camp Forktail Creek

regularly organise subsidised camps for the school children in the Park's off-season to educate them about wildlife conservation. The resorts undertake various similar scheduled activities during the said duration.



'Take only photographs



leave only Footprints'

ECOLOGICAL STEPS

What are the issues?

- How does tourism development worldwide impact the natural world?
- What responsibility does a tourism promoter have towards its own surroundings?
- What are the ways to ensure maximum profit for your business, which in return benefits ecological conservation, habitat management and good tourism practices?



The Answers:

Tourism as an industry has played a significant role in destroying the natural environment. Hotels and holiday resorts all over the world have added to the pressure of increased traffic bringing in noise and air pollution, contamination of water, and loss of natural habitats. These establishments fail to protect their own environmental surroundings and the very attractions on which most of them depend for profitable success – clean air, safe water and beautiful surroundings. Eventually they fail.

Tourism providers who adopt good environmental practices inevitably contribute to the quality of their surroundings, improving the experience of their guests and living standards of the local communities.

Good waste management and water treatment creates a safer environment for staff and local communities, reducing illness and diseases with enhancing the quality of life. Moreover, good environmental practices give tourism providers direct cost savings by reducing energy and water bills, as well as sewage treatment and waste disposal costs. To sum up

“Good ecological practices make perfect economic sense”.

What can you do?

STEP 1: ➡ The concept of Planning

- Commission experienced environment consultants to conduct an Environmental Impact Assessment (EIA) of your property. This will establish how you can aim to have the lowest ecological impact.
- Ensure the consultants provide you with information regarding the availability of water in the area, rare and valuable habitats in and around your property to protect, and natural resources that you can sustainably harvest.
- Ensure your planning takes into account the local community's natural resource requirements.

EXAMPLES FROM PUG CERTIFIED LODGES - **Camp Corbett** has strategically planted pea plants in their vicinity to attract a healthy butterfly population.

Shergarh Tented Camp carefully built their building around a small waterhole, restored terraced farmland back to rich grasslands and slowly replaced non-native eucalyptus trees with local native varieties. The result was an abundance of birds, wildlife and biodiversity for their visitors to experience and enjoy.

Singinawa lodge owners had bought a denuded forest landscape and deliberately placed its constructions carefully at the back of the plot amongst the remaining trees, leaving the vast majority of the site to natural habitat. A few years later the results are fantastic. Leopards are resident within the property and herds of up to 200 deer are found in their grassland meadows at night. Now visitors do not need to go to into the park for sightings – wildlife comes to them.

ECOLOGICAL STEPS

STEP 2: ➡ The importance of Design

- Instruct your architects to use sustainably harvested, local materials in your design.
- Plan your design to minimise noise and reduce on light pollution, which may impact local people, visitors and wildlife.
- Minimise the use of water, energy and material to reduce future environmental costs.
- Incorporate local architectural styles to improve the aesthetic impacts of the property and blend in with the natural surroundings. It will also help reduce your transportation costs for the material.
- Plan landscaped areas to include local indigenous species.

EXAMPLES FROM PUG CERTIFIED LODGES - **The Earth Lodge** has used locally available stones for the construction of their lodges and for designing the interiors. In addition to this, they have strategically placed oversized fenestration to allow natural light in the interiors and discourage the use of artificial lighting in the daytime.

The Diphlu Lodge has constructed most of their infrastructure on a machaan, which allows wildlife to move freely in and around their vicinity.

STEP 3: ➡ The Art of Construction

- Try and source your building material locally (within 50 kms) whenever possible.
- Use sustainably produced materials where possible.
- Plant indigenous trees and avoid clearing nearby vegetation.
- Construct access roads, storage sites, and waste disposal areas to reduce negative impact on the local environment.



EXAMPLES FROM PUG CERTIFIED LODGES - **The Forsyth's Lodge** in Satpura has used Cob to construct rooms and rammed earth to construct the walls of the main building.

Cob is a building material made of clay, sand, straw, water, and earth. It is fireproof, resistant to seismic activity and inexpensive. It is a sustainable and eco-friendly material that reflects local architectural styles and moderates temperature.

A rammed-earth wall involves compressing a damp mixture of earth comprising of sand, gravel and clay into an externally supported frame or mould, creating either a solid wall of earth or individual blocks. It helps in reducing the carbon footprint produced due to transportation and manufacturing of other construction material.

The Earth Lodge has utilised various waste materials in the construction of their lodge, such as recycled railway sleeper wood for lintels and furniture, timber for furniture procured from trees felled during road widening, and natural materials for interior designing. The lodge has also taken great care to see that the trees in their vicinity were not disturbed at the time of construction.



ECOLOGICAL STEPS

STEP 4: ➡ Conserving Energy

- Measure your electricity consumption and introduce energy-saving measures to achieve 5% reduction per annum for 3 years. (e.g. using low energy appliances / light bulbs, dim lights when possible, use the shade from trees where possible to reduce cooling costs, and enhancing the use of natural ventilation).
- Check the relationship between the number of guests and amount of energy used by calculating a benchmark or level (e.g. 50 kWh per bed per night) and monitoring how the figure changes.
- Avoid damaging the environment quality of your surrounding by light or noise pollution.
- Set targets to increase the proportion of energy used from renewable resources – e.g. solar, wind, hydroelectric (increase by 5% over 3 years) and sustainable use of wood. All firewood should come from legal sources.
- Position water tanks close to the point of use and install gravity-fed water systems where possible.
- Try and use evaporative cooling systems or heating exchange pumps, which use re-circulated water, and Ceiling and floor fans to provide a cool air supply.

Appliances	Average kWh p/a	Average cost p/a	Appliances	Average kWh p/a	Average cost p/a
Swimming pool pump	2000	10000	Ceiling Fan	50	250
Air conditioner room	1070	5350	Iron	50	250
Colour Television On	197	985	Video Machine	40	200
Computer	130	650	Telephone	36	180
Coffee Maker	100	500	Answering Machine	36	180
Stereo / Radio	75	375	Colour Television (on standby)	33	165
Hair Dryer	50	250	Vacuum Cleaner	25	125

(Average Cost of Power in India is Rs 5 per KWH)

EXAMPLES FROM PUG CERTIFIED LODGES: **Camp Forktail Creek** in Corbett has a concept of ‘no conventional energy’. The lodge does not have any electrical lights or fans in the rooms. The total energy requirement of the lodge is met by solar energy through solar lanterns, solar inverters, solar heaters, solar table lamps, etc.

The use of solar lantern for the lighting of pathway is a feasible way of reducing the dependency on the fossil fuel. Lodges could replace the battery torches with solar torches, for illuminating key spaces of their lodge. Some lodges that are already using solar lantern or solar panel for lighting of their pathways are **Mahua Kothi Resort** and **Bagh Sarai** in Bandhavgarh, **Tiger Trails**

Resort in Tadoba, and **Kanha Village Resort** in Kanha.

Usually, the conventional fuel for heating water is fire wood in most of the parks. This is either bought from outside the Park or is collected (illegally) from within the Park itself. Both ways are increasing pressure on the ecosystem leading to habitat loss of various wildlife species. The utilisation of solar energy with the help of solar heater for heating the water is another promising step for minimising the pressure on natural habitats. Lodges that use solar water heaters include **Maharaja's Royal Retreat Resort** in Bandhavgarh, **Tiger Trails Resort** in Tadoba, and **Khem Villas** in Ranthambore.

ECOLOGICAL STEPS

USING WATER WISELY THROUGH WATER MANAGEMENT

Potable water in India is in limited supply, requiring significant effort from everyone in the country to save existing supplies for the future generation. In many parts of India, demand for water exceeds supply and is seriously straining available water resources. In addition to the water required in guest rooms, kitchen, laundries, swimming pools and lawns add significantly to total use. Tourism establishments produce a great deal of waste water that comes from washing machines, sinks, showers baths and toilets. Sometimes this waste is left untreated, and bacteria and chemicals are discharged directly into the environment. Poor ground sewage can in return pollute ground and surface water.

Water is a vital part of our lives but we take it for granted. RESPECT WATER; USE IT, BUT DON'T ABUSE IT. Be generous with the water you drink, be wise with the water that you use.

EXAMPLES FROM PUG CERTIFIED LODGES – **The Svasara Resort**

has installed a sewage treatment plant, which is based on the natural method of sewage treatment using constructed wetland. In this technology, called PHYTORID, the root system of plant species filter (usually planted with *Typha latifolia*) and their natural attenuation processes are combined together as a means of water purification. It is one such technology solution which can be easily implemented in the cities as well as in rural areas for treatment of sewage water.

Forsyth's Lodge in Satpura has also made clever use of the waste water through a simple and ancient reed-bed filtration system called DEWATS. A whole host of new bird species and dragonflies now exist in and around the lodge to be enjoyed by clients, and the resultant water is now recycled.

A septic tank is a key component of the septic system. It is a small-scale sewage treatment system common in areas with no connection to main sewage pipes provided by local governments or private corporations. Septic tanks work on the anaerobic bacterial decomposition of waste discharge.

The Camps of India Group has many resorts in different parts of country that use this technology. **Bundela Safari Lodge** in Bandhavgarh and the **Bundela Jungle Lodge** in Kanha are two examples. They efficiently manage their waste water with the help of a septic tank.

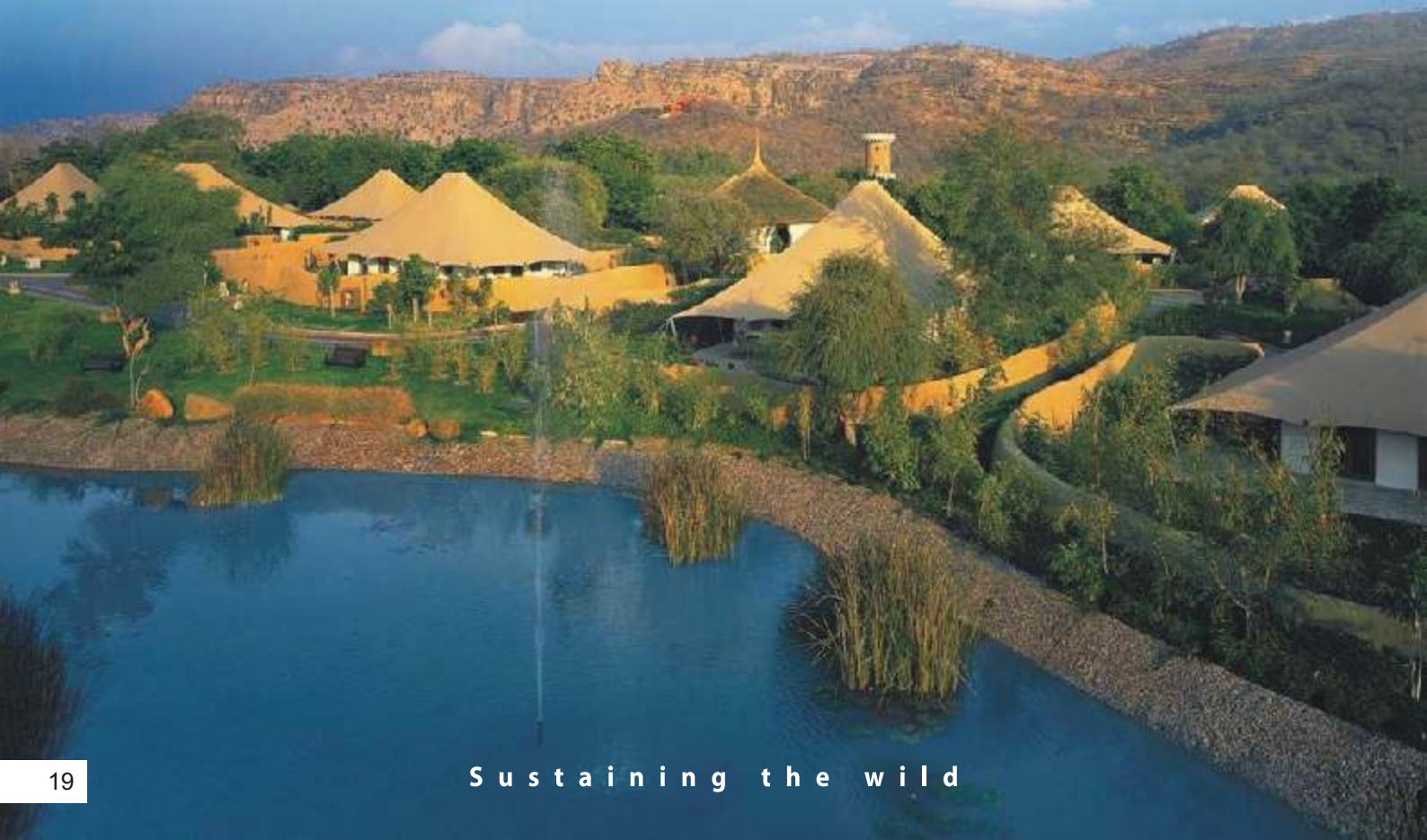


ECOLOGICAL STEPS

STEP 5: ➡ Simple Steps to reduce wastage of Water

- Set a target for reducing water use (e.g. 5% reduction per year, over 3 years). Measure reduction on your water bills and show your success to staff and guests.
- Check the number of tourists you can accommodate and volume of water used to set up a benchmark (e.g. 200 Ltr per bed night) and monitor how the figure changes.
- Design water systems (e.g. collect roof-fed water from rains for cleaning and landscaping).
- Install smart pressure valves to regulate flow, solenoid valves to release water only when required, and level controllers to avoid overflows.
- Install low flow or dual flush toilets, and waterless urinals.
- Avoid drips and leaking pipes. Changing the washer is a simple remedy.
- Install tap aerators and low-flow shower heads.
- Service your water pipes, joints, pump seals, hoses, boilers and appliances regularly.
- Use stored water (through rain water harvesting) for irrigation; put timers on sprinklers to insure you control The water usage; and water your garden at cooler times in the day so that there's less evaporation.

EXAMPLES FROM PUG CERTIFIED LODGES - **The Oberoi Vanyavilas** in Ranthambhore, and **the Dhole's Den** in Bandipur have the provision for rain water harvesting within their vicinity. Oberoi Vanyavilas harvests approximately 1,440,000 litres of water per season.



ECOLOGICAL STEPS

“BIOdegradable” Lifespan - Did you know?

The term “biodegradable” is almost meaningless in most fragile environments, since organic matter takes an extremely long time to decompose. Here are some average times needed for certain Standard types of waste to disappear in most geographical areas:

Sheet of paper	2 to 4 weeks
Banana skin	3 to 5 weeks
Photographic film container	20 to 30 years
Shoe sole	50 to 100 years
Tin can	80 to 100 years

Aluminium can	200 to 400 years
Plastic 6 pack holder rings	450 years
Glass bottles	1 million years
Plastic bottles	Forever

STEP 6: ➡ Recycling Waste

- Install appropriate technology to reduce consumption of natural resources, production of wastes, and volume of pollution. Focus on waste reduction, waste disposal (composting & waste segregation) and recycling.
- Set percentage targets and time scales for the reduction of waste produced, levels of recycling, and re-use of waste for your operation. Set appropriate targets for re-use of waste, recycling of paper (5%) plastics (5%) metal (5%) and glass (5%) produced per year.
- Work with suppliers to reduce the amount of packaging produced which will thereby reduce your wastes to be disposed.
- Monitor the sewage system and demonstrate how pure the outflow back into the environment is. If your operation has one, make the reed bed a valuable habitat feature.
- Avoid pollution by using environment-friendly chemicals, and by using biodegradable soaps and detergents. Tell visitors and staff why your organization is doing so and how it benefits the environment.

EXAMPLES FROM PUG CERTIFIED LODGES

Vermicomposting is a technique that helps in the decomposition of biodegradable waste with the help of earthworms. Biodegradable wastes such as vegetable peels, kitchen wastes, and other organic wastes get decomposed, converting them into fertile manure that can be reused for agricultural practices. It also helps in soil amendment. This practice has been adopted by the **Taj Safaris Group** at their resort in Bandhavgarh called **Mahua Kothi**.

Biodigesting is the technique to utilise biodegradable waste for energy generation. **Dhole's Den** in Bandipur use a biodigester to generate bio-gas which meets 5% of their cooking fuel requirement.

To reduce plastic waste, **the Orange County Resort** has installed an RO Plant in their each room for purifying the drinking water. The resort also



implements a policy of increasing the price of mineral water bottles to 10 times its original cost, and they don't use of plastic bottles in the bar either in their effort to minimise its use.

**Believe in the concept of
REDUCE, RE-USE & RECYCLE.**

ECOLOGICAL STEPS

NATURE CONSERVATION

As natural resources sustain the livelihood of millions of people, biodiversity loss has a direct impact on quality of life.

STEP 7: ➡ Contributing Nature Conservation

- Discourage the purchase of products that exploit wildlife unsustainably or contribute to the destruction of species or habitat (e.g. some handicrafts and bush meat).
- Look for ways in which the operation and its clients can contribute to and assist the conservation of wildlife and natural heritage. For e.g. removing litter, education trips with monitoring of species for checklist, etc.
- Invest a percentage of your profit or turnover in species conservation, habitat restoration or wildlife management. Inform visitors and staff why the organization is doing so and how it benefits from the environment.
- Ensure your members and staff are familiar with the issues and ways of avoiding environmental impacts – they should abide by the advice and communicate it to their guests.
- Support and co-operate with Park staff when they are conducting scientific research, conservation efforts and monitoring the presence or absence of wildlife and its movements.
- Draw up rules to control off-road driving, over-crowding and uncivil behaviour which impacts the environment inside the Park.
- Adopt a nearby village, forest or river and organise its litter clean ups.

EXAMPLES FROM PUG CERTIFIED LODGES - **Banjara Tola** in Kahna and **Mahua Kothi** in Bandhavgarh recently have been involved in the Gaur Relocation project. The Gaur or Indian Bison is the largest herbivores species in India. This species was locally extinct from Bandhavgarh, but now with the funds and expert training of Taj Safaris Group of resorts, the Madhya Pradesh government has been able to restore the Gaur back to Bandhavgarh.

The Tiger Trails Resort in Tadoba makes use of CCTVs for the protection of wildlife. The property of the resort is quite large and care has been taken to maintain good proportion between land used for construction and that which has been left as open space. Existence of water bodies within the premises provides birds and animals access to roam around the area freely. Such happenings can be seen from inside the rooms, courtesy of the CCTV cameras, without disturbing the fauna. Sightings of birds and animals that get attracted to the water bodies are continuously recorded.



VISITOR EDUCATION & INTERPRETATION

STEP 1: ➡ Client Briefing

- Provide high quality briefing for visitors that includes local customs and cultures, local sensitivities, and Park and lodge rules and regulations.
- Brief visitors on the official Park rules and regulations. Avoid any activity that results in cruel treatment of animals, or interferes in their natural way of life, including getting too close to wildlife, pressuring mahouts to get too close, or getting drivers to drive irresponsibly, off-road or dangerously.

Procedures for reporting such incidents should be made available to clients and should be emailed to <admin@toftindia.org> or by mail to:
TOFTigers India Wildlife Association, A1/76, First Floor, Safdarjung Enclave, New Delhi - 110029, India

EXAMPLES FROM PUG CERTIFIED LODGES – **The Forsyth's Lodge** provides a complete set of instructions (Dos & Don'ts) along with list of flora and fauna in each room which helps in making visitors more aware about the park.

The Orange County in Nagarhole is the only resort which provides a systematic sighting chart to their visitors. It's effective and helps enhance their visitors' experiences of nature.

Taj Safaris produces a booklet listing the Big Ten and Little Ten fauna that their visitors should try and look out for on their game drives. Furthermore, they give clients a short briefing with maps and illustrations before their first game drives. Now their clients know what to expect, how to react and what to look out for on their safari.

Khem Vilas in Ranthmbhore, alongside its Tigerwatch charity has been collecting and using their visitors' photographs of tigers for their own tiger monitoring purposes.



Motivating guests to be responsible

VISITOR EDUCATION & INTERPRETATION

STEP 2: ➡ Responsible Guidelines

- Ensure all guests are made aware of the TOFTigers Responsible Guidelines / Codes of Conduct through appropriate signage in rooms and public areas.
- Encourage visitors to respect the environment and minimise damage to it.
- Ensure that clients have the opportunity and are encouraged, through literature or signage, to donate to wildlife conservation or other local projects.

EXAMPLES FROM PUG CERTIFIED LODGES - The Oberoi Vanyavilas actively encourages their clients to donate for the cause of wildlife conservation or other local projects through literature placed in each bedroom. It's surprisingly effective as a donation method. Since they started the project in 2007, they have collected over Rupees 550,000 till mid-2011.

STEP 3: ➡ Guiding & Interpretation

- Ensure that vehicles (Gypsy's or other 4x4's used in Parks) carry guidebooks and maps appropriate for client information.
- Enlighten clients through high quality interpretation about all of India's extraordinary wildlife rather than relying solely on the pursuit of tigers. This will require better training, guiding and language skills.
- Ensure wildlife guides used by your visitors in Parks have a competent standard of interpretation and knowledge of the flora and fauna to enhance your client's experiences. Wildlife guides should carry suitable maps, a mammal guidebook, bird books and other material in their vehicles to point out / illustrate what is being seen.
- Ensure the guide personnel at the hotel/lodge are knowledgeable about, and have a keen understanding of wildlife, and have the communication skills to impart this to your clients. They should also act in accordance with Park regulations. A channel for complaints should be created in the rooms of the hotel or on a notice board in a public area.

EXAMPLES FROM PUG CERTIFIED LODGES - Taj Safaris

has a six month training course for its naturalists – now recognised as the best Naturalist training course in India. A three-phase course, focusing on wildlife and guiding techniques, was developed to train the naturalists to offer guests a world-class interpretive wildlife experience in the Indian jungle. The company's permanent naturalist training school which operates near Kanha National Park has, to date, fully trained 30 Indian naturalists who are employed at the lodges. Leading by example, the naturalists have already set the benchmark for driving in the parks and have also been invited to informally train and mentor Indian park guides, who in turn police other visitor's behaviour. As part of giving back, they also regularly conduct conservation lessons for children from nearby communities.

Pugdundee Safaris also has an annual naturalist training programme that is of high quality. They conduct an intensive annual training program for their lodge naturalists and staff during the off-season. The lodge staff also participates in a monthly update and briefing session. The naturalists are provided with regular updates on wildlife and conservation related issues, and they have access to a well-stocked wildlife library at each of the lodges. Currently, they are in the process of training naturalists to record all wildlife observations seen during the jungle drives. This information is used to update guests and produce a regular newsletter from the bush.





USEFUL CONTACTS

■ Solar panels:

REIL, Jaipur
Contact: A.K. Jain
Phone: +91-141-2724 968, 2724 945
Email: jain@reiljp.com

Recommended by: Khem Villas

Akshay Urja Shop
Contact: Mr. Arvind Singh Parihar
Phone: +91-96307 89296

Recommended by: Maharaja's Royal Retreat

■ Solar Water heater:

EPL India Ltd
Contact: Sanjiv Arora
Phone: +91-120-2423 836, 2423 837
E-Mail: sanjiv@eplindia.com

Recommended by: Khem Villas

■ Sewage Treatment Plant:

Degremont Ltd
Tel: +91-124-4680 100

Recommended by: Oberoi Vanyavilas

Go Green Solutions Pvt. Ltd
Contact: Mr. Satish Rehpage
Phone: +91-712-2250 021, 2252 597
Email: info@gogreensol.com

Recommended by: Svasara Resort

Brookefield Technologies Pvt Ltd
Contact: Mr. Pavan Jain
Phone: 080-41705 115

Recommended by: Orange County

■ Water treatment, Rainwater harvesting:

Natural Solutions
Contact: Dr. Ajit Suresh Gokhale
Email: ajit.naturalsolutions@gmail.com

Recommended by: Dhole's Den

■ LED Requirements:

DREDO
Contact: Mr. Rajath R-MD.
Phone: +91-99642 16969, 821-6540 104

Recommended by: Dhole's Den

M/S Pankaj Electronics
Phone: +91-96306 86467

Recommended by: Maharaja's Royal Retreat

■ Wind & Solar Hybrid:

Supernova Technologies Pvt. Ltd.
Phone: +91-2692-6519 15, 2370 35
E-mail: sntgujarat@yahoo.co.in, sntgujarat@gmail.com

Recommended by: Dhole's Den

■ Solar pump:

Global Brains
Contact: Mr. Umeshchandra
Phone: +91-80-2648 2838, +91 94803 33703
Email: info@globalbrains.in

Recommended by: Dhole's Den

■ Environment-friendly construction:

Biome Environmental Solutions Pvt Ltd,
Contact: Chitra Vishwanath
Phone: +91-80-4167 2790, 2364 4690
Email: chitravishwanath@gmail.com

Recommended by: Forsyth's Lodge

■ Biogas Unit:

Contact: Mr. Reji Joseph
Phone: +91-94474 75693

Recommended by: Orange County

■ Hospitality Training:

Institute of Hotel Management Catering
Technology & Applied Nutrition
Phone: +91-751-2471 477, 2471 250
Email: principal@ihmgwalior.net, ihmgwl@bsnl.in

See the TOFTigers Website for more details of organisations,
companies, experts and consultants who can help you.

Visit www.toftigers.org

Why join the PUG Eco rating certification programme?

PUG-Audit

The Indian wildlife tourism sector has boomed over the last few years, with many positive benefits to local communities and the Tiger parks themselves.

However, as the sector expands at a rapid rate, it also has many downsides with stiff competition, new rules and regulations, greater enforcement, and carrying capacities issues to confront. It also means greater demands from your guests, expanding expectations of what they can get, and more accountability from industry bodies, the consumer, the media, and of course the Government.

The sector is rapidly coming under greater scrutiny by the Indian Government, the global and local media, and the NGO sector. Tourism is being scrutinised with reference to global issues of Climate change, environmental degradation, and collapsing biodiversity. In India, the sector has even be accused of 'killing tigers' as well as blocking wildlife corridors and water sources for animals, offering poor local employment or other opportunities for local enterprise, suffering from poor planning and design, under-investment in skills and job training, and of blatant law breaking.

TOFT believes good quality, well-conceived, well-planned and responsibly-derived tourism can save India's forests – and therefore its wildlife - but the industry and Government needs to ensure this happens. The wildlife tourism sector needs to operate its businesses to the highest standards of economic, environmental and social practices.

International visitors now demand it and increasingly Indian visitors do too – and the Government will increasingly enforce it, and enact laws to achieve it.

(1)
Self
assessment form
(online by Lodge)

(2)
On-site audit,
by auditor

(3)
Visitor's feedback
(on-site, by auditors)
and ongoing
off site
by visitors





HOW PUG ECO CERTIFICATION CAN MAKE YOUR BUSINESS MORE PROFITABLE?

It has been proven in many studies and reports from international research bodies, such as Adventure Tourism Associations (like ATTA in North America and the UN World Tourism Council) that if two or more businesses are very similar, customers will be most likely to choose the most sustainable product.

Consumers consciously choose a company or lodge that they feel will not only give them what they want in terms of comfort and experience, but also the ‘feel good’ factor of knowing their visit has a positive effect on the landscape they visit. Respected eco-rating certification like the PUG eco-rating certification, allows them to make these choices.

Our PUG Auditing helps:

- a) Gives you product differentiation in a tough marketplace
- b) Strengthens your image to both buyers and guests in what you offer, and in the quality of what can be experienced and expected in your accommodation
- c) Gives you a comparative advantage when buyers or consumers are making decisions about who to buy
- d) You could be at the forefront of market trends for sustainable products and services, both International and increasingly in Indian markets too
- e) Highlights areas and opportunities for operational and product cost savings, affecting your bottom line.
- f) You benefit from being highlighted on India’s best known wildlife and responsible travel website www.toftigers.org

Market Research also shows those with eco certification

- Gain higher occupancy levels
- Get higher prices than competitors who do not have certification
- Maintain better staff relations – saving staff turnover costs and saving money
- Maintain better community relations – allowing better interaction and visitor experiences that Translated into better visitor feedback and repeat customers.

It’s important to realise that you do not necessarily get more enquiries from merely having the PUG audit done, except directly or indirectly from the TOFTigers website – BUT the actions of making your business more sustainable, leads to better sales and more repeat business.

JOIN TOFTigers AND GET YOUR PUG ECO-RATING NOW



THE TOFTigers WILDLIFE TOURISM AWARDS

The TOFTigers Wildlife Tourism Awards are just one part of our commitment to actively promote and support best practices in the industry.

THE BIENNIAL TOFTigers WILDLIFE TOURISM AWARDS:

- a) Act as a beacon to the Global Tourist Industry, highlighting the important work being done by tourism in support of wildlife conservation.
- b) Increase public awareness of the value of responsible tourism as an agent of conservation and habitat renewal.
- c) Reward and encouraging best practice operations.
- d) Encourage sustainability in tourism enterprises.
- e) Promote community enterprise and community initiatives around Tiger Parks.

The first Awards were held on 30th September 2010 in a prestigious ceremony in New Delhi, India, and supported by a host of travel and media sponsors with the overall partner sponsor being **HSBC bank**. The judging panel represented a wide range of stakeholders including specialists in conservation, travel, journalism and broadcasting and was **chaired** by the highly respected film maker, broadcaster and conservationist **Mike Pandey**.

They highlighted the important work being done by the tourism industry in support of tiger and forest conservation, and helped to increase awareness of responsible tourism as a force in conservation and habitat renewal. Some of the operations that espouse responsible tourism and encourage best practices were acknowledged. The **2014 Awards** are held in **partnership with Sanctuary Asia**.



As Mike Pandey says:

"In a rapidly changing world our planet's nature environment has suffered the most. Our wildlife and natural resources are all disappearing faster than we could ever imagine. Conservation is crucial. For conservation to become effective, it requires commitment, political will and financial resources. Enlightened ecotourism is one of the principle way of ensuring not only conservation but also a sustainable and non-extractive source of revenue generation for both local communities and Government.

I am honoured to be Chairman of these Sanctuary TOFTigers Wildlife Tourism Awards, instituted to honour those who innovatively use nature travellers and the ecotourism community to help save the Tiger and its habitat. I am sure these awards will inspire and motivate many across India and the world to work towards a better and more sustainable future."

Mike Pandey

Chairman of the Awards

(Broadcaster, Film Maker and Conservationist)



THE TOFTigers WILDLIFE TOURISM AWARD

WINNERS IN 2012



Best International Tour Operator for Wildlife of the Year 2012 - Cox and Kings

Cox and Kings focus heavily in a number of well publicised campaigns and good tour itineraries to many areas of India with the focus on wildlife and accompanied by top naturalists and experts. They have been an active part of TOFTigers for over seven years including supporting the training of park guides in Madhya Pradesh and sponsoring the training of 500 drivers in Madhya Pradesh.

Best Lodge Naturalist of the Year 2012 - Rajesh Bhatt - Jim's Jungle Lodge – Corbett

Award sponsored by Tiger Nation

An extraordinary guide and conservationist who has great botanical knowledge, is a good birder and his passion for conservation sees him teaching and training forest guards and panchayat heads. He runs ecotourism courses across India. He set up his own NGO that helps train fellow guides and school kids called 'Rainbow'.

Best Tourist Related Community Initiative of the Year 2012 - Prakratik Society, Ranthambhore

The Prakratik Society is a registered charitable society, founded by Goverdhan Singh Rathore . For the past 20 years the society has been working with local communities living around the Ranthambhore National Park providing health care, education, afforestation, dairy development and alternate energy all aimed to encourage sustainable co-existence of people with the local environment.

Best Wildlife Promotion Company of the Year 2012 - AndBeyond India

AndBeyond is run by naturalists and experts who had their roots in wildlife and guiding with a real sensitivity to Eco Tourism. They have had the benefit of a large organisation to promote them, but have used this to help put India on the map as a wildlife destination, across the globe.

Best Wildlife/Tourism Initiative of the Year 2012 – Wildernest, Goa

Award sponsored by Ultimate Travel Company

Wildernest have created a large 450 acre private sanctuary, a vital Tiger corridor between Mahdei Wildlife in Goa and the Bhimgad Wildlife sanctuary in Karnataka, and now they are trying to get their Swapnagandha Valley designated as part of these Tiger Reserves. Originally saved from mining interests, these areas have become tiger corridors and Wildernest's presence has helped stitch back this area and curbed the poaching threat over a period of time.

The Billy Arjan Singh Memorial Award for Best Wildlife Guide of the Year 2012

joint winners Yadvendra Singh Rajawat, Ranthambhore & Vipal Jain, Ranthambhore

Award sponsored by Cox & Kings

Yadvendra Singh Rajawat has worked in Ranthambhore for twenty years and has been the President of the Guide Association there for ten years. Dedicated to Ranthambhore, and a preferred guide to a number of well-known operators, he is also a regular volunteer on Census and works closely with the management team to root out bad practices. He runs many training programmes for new guides and takes part in anti-poaching patrols and fire service when necessary.

Vipal Jain has worked in Ranthambhore since 1993 with dedication and passion and has been involved with the Tiger Awareness charity since its inception, run by Wildlife Trails, an International Tour Operator, that run projects in and around the buffer areas of the park.

The John Wakefield Memorial Award for most Inspirational Eco Lodge of the Year 2012

Joint Winners Mahua Kothi, Bandhavgarh & Tiger Trails Jungle Lodge, Tadoba

Run by &Beyond (Tajsafaris) since 2006, Mahua Kothi's 26 acres have a small and aesthetically well placed building footprint that borders an important corridor between the Tala and the Khitauli range of the park, and allows the remainder free range for wildlife. It is run by an Ex WII wildlife biologist Neel Gogate and his team. The lodge involves the local community in its work, provided world class training to all staff, and also supports many projects including helping reintroduce the wild Gaur back into Bandhavgarh.

Started in 1996, Tiger Trails Jungle Lodge is a really good example of how tourism can transform life, turning barren land and dried up stream beds back to life to create a haven for wildlife. It's based on 30 acres of land, of which the building footprint is kept to a small area with a further nine restored to wildlife. Its effect has been the transformation of the park area too, with decreasing in poaching, restoration of rivers and trees and bountiful wildlife has returned and new and stable livelihoods for bordering communities.

Visitor Friendly Wildlife Destination of the Year 2012 - Ranthambhore Tiger Reserve, Rajasthan

Award sponsored by idiscover

Ranthambhore is now an excellent wildlife experience, and has a booming tiger population. Visitor numbers are close to 150,000 but the tourism is managed by opening up more areas with fewer vehicles, greater sensitivity, better cooperation between tourism, guides and park management and good use of NGO's to support park management and communities. Thanks to converting ten cattle herders to guides, a whole new part of the park has seen a new generation of tigers after 25 years.

The TOFTigers Wildlife Tourism Awards are held before the start of the wildlife tourism season every other year. For further details or to submit an application please refer to the TOFTigers website at www.toftigers.org/WildLifeTourismAwards.aspx

TOFTigers

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



PUG AUDIT BOOKLET

RESPONSIBLE CERTIFICATION

Tourism certification provides a profitable logo to companies that exceed (or claim to exceed) a specific standard. These logos make businesses show their environmental and social contributions to a specific destination. This certification in the tourism industry has emerged as a tool to reduce the environmental, social and economic impacts and gain competitive advantages, and promote on the criteria of effective eco-savings.

‘PUG’, which is an acronym for Practices Under Guidelines, represents a system of green labelling and a footprint of good practices. It has been designed to examine certain certification criteria that the Indian tourism sector and stakeholders around them will benefit from. PUG focuses on enhancing accommodation providers’ “triple bottom line” of economic profitability, respect for the environment and balanced social responsibility. The PUG approach benefits all – visitors, resort owners and managers, their staff, local communities, and the tourism industry including domestic Management Companies, and local and International Tour Operators.

PRACTICES UNDER GUIDELINES (PUG) BENEFITS

ENHANCED QUALITY

PUG focuses on impact management, helping accommodation providers ensure the preservation of destinations and cultures for future generations. This equates to more attractive environments and better products.

PUG provides access to standards recognised as best practices within the travel industry helping businesses meet higher standards through continuous improvement.

IMPROVED PROFITABILITY

PUG is a systematic approach that lowers costs through resource productivity and waste reduction while positively contributing to environmental conservation and the well-being of the local people.

PUG assists accommodation providers in adding value to local communities' economies, helping them safeguard the livelihood of local and indigenous people, and meet higher standards through continuous improvement.

BROADER MARKET APPEAL

Accommodation providers licensed to use the PUG logos demonstrate their commitment and performance to PUG ecological, PUG socio-cultural & PUG economic factors, making them more attractive to responsible tourists.

PUG AUDIT PROCESS

The PUG Audit process is designed to assist tourism providers in measuring their environmental, economic, and social-cultural PUG Indicators while enhancing positive impacts and mitigating negative impacts.

All TOFTigers Accommodation Provider members have to be PUG Certified and are required to conform to the PUG Requirements.

A PUG User's Guide is available online to assist them in improving their present practices in terms of environmental responsibility and sustainability.

PUG AUDIT PROCESS

STEP



Online Registration (Self-Audit):

This step is introduced, to provide applicants with an opportunity to assess their operations in terms of negative and positive footprints on environment.

Self-Audit is an online questionnaire focussing on three key factors i.e. Economic, Socio-Cultural, and Ecological impacts. The questionnaire enables the respective applicant to exemplify their property in two ways i.e. Subjective and Objective.

The questionnaire format will allow the applicant to assess the lodge practices accurately in terms of: Current PRACTICE, Currently DO NOT PRACTICE, don't do but AIM TO PRACTICE, N/A (Not Applicable). The questionnaire also provides the option to mark availability of supporting evidence to the answers provided by applicant (which is then subject to validation by the auditors).

A PUG User's Guide is also available online to assist accommodation providers in improving their Self-Audit ratings. Interested companies will also be referred onto qualified consultants.

To start the overall Self- Audit process

1. Download / obtain information on the PUG Audit from the TOFTigers website (www.toftigers.org/PUG)
2. Sign up and conduct your own Self-Audit (Online)
3. Discuss it with the TOFTigers PUG Audit Team through mail/telephonically before the on-site visit
4. Invite a TOFTigers PUG auditor for a site audit. On-site audits are compulsory for the PUG Certification as they ensure the credibility of PUG and prevent green washing (false eco-labelling). Also, it is important for a person from an objective and credible source to experience the target services first hand.



STEP

2

Secondary Search & Google Map Review:

This step is undertaken for the selected lodge/resort by the audit team. Research is done by analyzing their website, reviews, etc. In order to understand the local environment of the resort area, the audit team locates the site on Google earth and carries out a review of medium scale location.

STEP

3

On-site Audit:

A PUG Auditor undertakes on-site audits to verify the applicant's performance, and document and compare their findings with the information provided by the applicant in their self-assessment. The length of time required to complete an audit varies according to the size and scope of the applicant's operations. The PUG audit team will provide guidance on this well in advance of the visit.

The audit involves the following steps:

- i) Introduction of the audit team
- ii) MoU signing
- iii) Walk around the property
- iv) Staff interaction
- v) Guest interaction and visitor feedback
- vi) Discussions about major and minor Corrective Action Requirements
- vii) Discussion about risk factor assessment
- viii) Documents verification
- ix) Exit interview.

STEP

4

Evaluation:

A separate, voluntary Evaluation Committee will then review the Auditor's report and determine whether to certify an applicant and at what level. The Evaluation Committee's decision is based on the auditor's report, the applicant's Self-Assessment questionnaire, and the visitor client's feedbacks form.

Accommodation providers who are successful will receive a 1st / 2nd / 3rd Stage Practices Under Guidelines (PUG) Rating and the appropriate logo, detailing the extent to which their operations are contributing to responsible tourism.

STEP

5

Audit Reports:

Based on Step 2 and 3, TOFTigers auditors will provide draft audit report comprising the rating scored and necessary action-plan (maximum three years) to enhance the scored rating to the applicant.

The draft audit report will be issued with 21 days right to appeal under which the applicant has 21 days to revert in case he/she believes that the report does not reflect the environmental standards found at the time of inspection. The appeal of the applicant should be supported by the legitimate evidence/proof. The appeal will be reviewed by the auditors and a final report will be issued. (Revisions are at the auditor's full and final discretion).

FINAL STEP

Accommodation providers who surpass the PUG benchmark will receive a TOFTigers 'PUG Eco Certificate' and logo: Good, Quality or Excellent.

NOTE: For further details, see the PUG Logo terms and conditions.
The PUG Eco Rating and Certification remains valid for three years from the date of issue.
The total PUG Audit process and certification takes a total time period of 10-12 weeks.

Activity	Time Required (in weeks)
Draft Audit report	4 weeks from the date of on-site audit
Right to appeal	3 weeks from the date of issuance of draft report
Minor Corrective Action Requirements	3 weeks from the date of issuance of draft report
Final Audit report	2 weeks from the last day of Right to appeal duration
Certification	2 weeks from the date of issuance of final audit report

APPLYING FOR THE PUG AUDIT

PUG Eco Rating applications and corresponding requirements are currently only available for Accommodation Providers. The entire PUG process is normally completed within 90 to 120 days depending on the complexity of the application and the extent of the background information provided. Applications that are incomplete, fail to clearly define the product for which accreditation is sought, or are internally inconsistent will require further clarification by TOFTigers and will therefore take longer to process. If necessary, the applicant will be contacted for clarification.

Information supplied to TOFTigers will be treated as confidential in accordance with 'TOFTigers' Confidentiality Agreement. However, PUG Audit data and information demonstrating best practices may be disseminated to the travel industry as a means of education and raising standards in an aggregated or disguised form that does not betray confidential business information.

ELIGIBILITY FOR TOFTigers PUG ECO RATING CERTIFICATION,

Based upon conformance with the PUG Steps of the TOFTigers handbook
& performance requirements summarized below

TOFTigers - PRACTICES UNDER GUIDELINES (PUG) Steps	Accommodation Providers' relevant criteria
PUG Step Performance	<p>All PUG Factors (Economic, Socio-Cultural and Ecological) should performance their objectives to:</p> <ol style="list-style-type: none"> 1) Mitigating the negative economic impacts associated within their operations and as appropriate increasing its positive economic impacts. 2) Regularly assessing and establishing achievable targets to lessen negative economic impacts.

Economic PUG Steps	<p>On-going commitment to Economic PUG Responsibility:</p> <p>Accommodation providers focus on:</p> <ul style="list-style-type: none"> • Direct and indirect economic benefits to host communities and conservation organizations • Ethical business practices • Employee and service provider training.
Socio - Cultural PUG Steps	<p>On-going commitment to Social-Cultural PUG Responsibility:</p> <p>Accommodation providers focus on:</p> <ul style="list-style-type: none"> • Customer service • Group management • Cultural sensitivity and • Community benefits.
Ecological PUG Steps	<p>On-going commitment to Ecological PUG Responsibility:</p> <p>Accommodation providers focus on:</p> <ul style="list-style-type: none"> • Facilities and program management • Solid waste and wastewater management • Parks, protected areas and unique ecosystem conservation • Flora and fauna protection • Water and non-renewable energy consumption



PUG ECO RATING SYSTEM

As an operation moves from the 1st to the 2nd stage, points are added together for the PUG Eco rating criteria. When reaching the final stage, up to 20 bonus points are awarded for best practices. Best practices refer to specific measurable indicators that demonstrate how the provider is achieving exemplary performance. Applicants must provide documentation, such as photographs and reports in a separate attachment, for any proposed best practices that they would like to submit.

One, two, or three points are assigned to each question in the Self-Audit questionnaire / On-site audit along with the evidence provided.

One point is assigned to questions that focus on PUG Audit focusing low level practices on economic, socio-cultural and ecological responsibilities.

Two points are assigned to questions that focus on PUG Audit focusing medium level practices on economic, socio-cultural and ecological responsibilities.

Three points are assigned to questions that focus on PUG Audit focusing high level practices on economic, socio-cultural and ecological responsibilities.

As mentioned, this audit process assigns a final rating to applicants based on a 5-stage rating system. Stages 1 to 5 are detailed below:

TOFTigers PUG ECO RATING SYSTEM	
	Member Logo - All member accommodation providers are eligible to display the member logo (plaque) only once they have gone through the self-assessment. The Logo would contain membership and year.
	PUG Eco Rating - Under Process At this stage the accommodation provider has gone through the on-site audit of their property and is waiting to be rated by TOFTigers evaluation committee.
	PUG Eco Rating (Good Practice) - In the 3rd Stage, accommodation providers are somewhat low-impact, and may consider environmental and social issues in their operational decisions and programming. They may also make choices based on environmental and social responsibility, but due to monetary, time, or efficiency issues, may forego their commitment to best practice ecological sustainability.
	PUG Eco Rating (Quality Practice) - In the 2nd Stage of PUG Eco Rating, accommodation providers are highly environmentally and socio-culturally responsible. They are continuously working to better their operations and enhance their sustainable travel practices. The management is knowledgeable about environmental/social issues related to their business, and they are working to become exemplary industry leaders
	PUG Eco Rating (Outstanding Practice) - In the 1st and prime stage of the PUG Eco Rating, accommodation providers are exemplary industry leaders. They make sustainable development and environmental and socio-cultural issues their priority. They are striving to be environmentally innovative and socially responsible. They have a positive impact on the environment, local communities, and their clients. They invest both time and money to maintain sustainable travel practices. They lead with examples and become case studies for others to follow.

TERMS AND CONDITIONS

Please Note: Applicants may answer Not Applicable (N/A) for selected questions where N/A is an answer from which they may choose. Applicants who answer N/A for these selected questions will receive a final rating percentage score based only on the applicable items

TOFTigers - PUG LOGO – Terms and Conditions

The TOFTigers PUG logos are the property of the TOFTigers Initiative, but may be used by TOFTigers members in good standing and accordance with the terms and conditions set forth below. Use of one or more of the logos shall constitute consideration for, agreement to, and acceptance of the following terms and conditions of this license by the user:

1. The TOFTigers PUG logos are the sole and exclusive property of The TOFTigers Initiative. These logos may be used only by TOFTigers members in good standing if and only if such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed by TOFTigers. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by TOFTigers in its sole discretion.
2. The logos may not be revised or altered in any way, and must be displayed in the same form and colour as produced by TOFTigers.
3. The logos may be used in a professional manner on the user's business cards, stationery, literature, websites, advertisements, store-front window, or in any other comparable manner to signify the user's membership with TOFTigers. The logo may never be used independent of the term "MEMBER". Notwithstanding the foregoing, the logos may not be used in any manner that, in the sole discretion of TOFTigers: discredits TOFTigers or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; mischaracterises the relationship between TOFTigers and the user, including but not limited to any use of the logos that might be reasonably construed as an endorsement, approval, sponsorship, or certification by TOFTigers of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services.
4. Use of the logos shall create no rights for users in or to the logos or their use beyond the terms and conditions of this limited and revocable license. The logos shall remain at all times the sole and exclusive intellectual property of TOFTigers. TOFTigers shall have the right, from time to time, to request samples of use of the logos from which it may determine compliance with these terms and conditions. Without further notice, TOFTigers reserves the right to prohibit use of the logos if it determines, in its sole discretion, that a user's logo usage, whether wilful or negligent, is not in strict accordance with the terms and conditions of this license, otherwise could discredit TOFTigers or tarnish its reputation and goodwill, or the user is not a TOFTigers member in good standing.
5. Any questions concerning use of the logos or the terms and conditions of this license should be directed to TOFTigers: admin@toftindia.org.



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"Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny"

Mahatma Gandhi

Action on responsible use of wild habitats

YOUR RESPONSIBILITIES TO TOFTigers

- Seek to upgrade and enhance the provision of your services within the context of ecotourism's best practice guidelines. Review this TOFTigers Responsible Handbook for details.
- Abide by the laws and regulations of the park in the conduct of your operations.
- Inform all your staff about the campaign and its guidelines and your obligations of membership.
- Display and highlight the leaflets and signage required by TOFTigers as laid out above.
- Add your support to the range of activities and community enterprises that TOFTigers get involved with in the local area.

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Designed & Developed

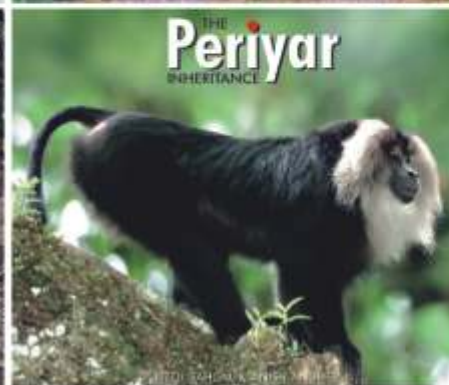
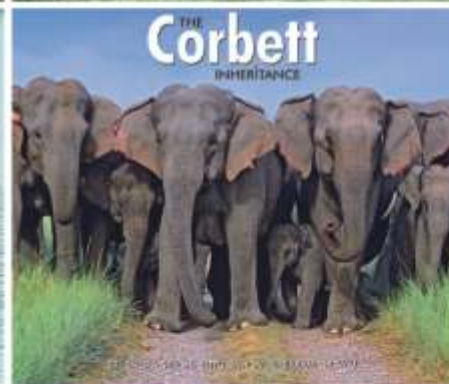
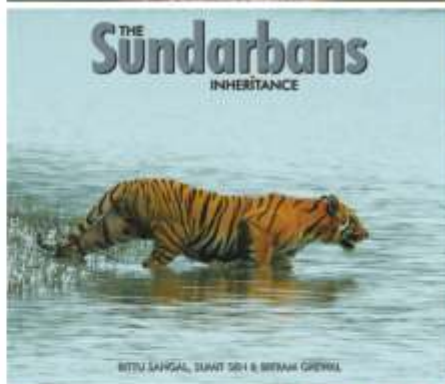
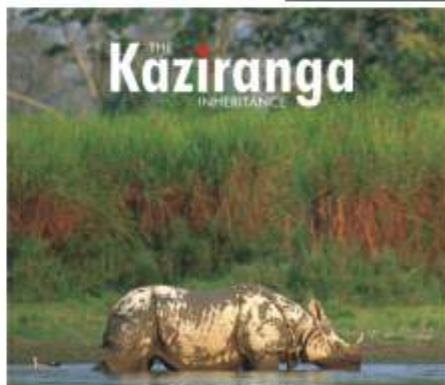
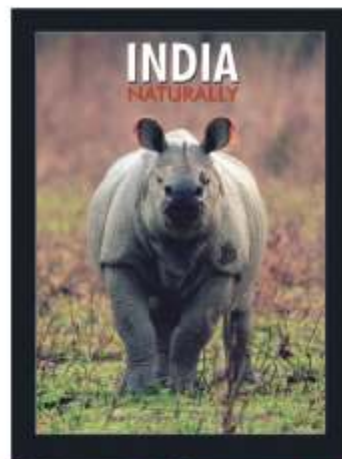


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*"Believing others will act is not enough,
If we each act, together we can achieve a lot"*

'Becoming responsible makes business worthwhile '

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