

# TOFTigers

S u s t a i n i n g   t h e   w i l d

## AGREEMENT TO JOIN THE CAMPAIGN

For  
Destination Management Companies  
& Ground Agents in Bhutan

# Its Aims are three fold

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

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

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

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



# The Benefits

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

1. **Can state its support** for TOFTigers in literature and brochures and incorporate a TOFTigers logo and a 'We use PUG' logo wherever required.
2. **Will be linked** to the TOFTigers website as a Destination Management or Ground agent contributor.
3. **Will be acknowledged** as a contributor of the TOFTigers campaign in literature and where possible in local and international press releases and potential articles that are undertaken to promote responsible tiger tourism and tiger conservation efforts. Furthermore you can mention your partnership of the campaign in your own press releases or PR activities.
4. **Will be informed** by email or literature of training workshops, local projects and other activities that are carried out by TOFTigers staff and personnel, to support your sales staff, or to relay to your clients.
5. **Will be given examples** of new activities, projects and interesting conservation initiatives that are possible to include on your clients' itineraries or mention as part of a tour dossier.
6. **Will be provided** with an exclusive members only list of TOFTigers key membership contacts, key buyers and suppliers, as well as the PUG certified accommodation providers in India and Bhutan's most visited parks to enhance networking opportunities,.
7. **You will be linked** by and to any official partnerships who are associated with us and any related free benefits agreed.

# The Agreement

This document is **HIGHLY CONFIDENTIAL**

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

Company Name.....

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

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

PLEASE NOTE : Membership includes links to downloadable resources like Travellers guidelines, feedback forms, TOFTigers and PUG logos, and appropriate stickers to highlight your membership.

This includes sending the guidelines to :

- i) Your agents and partners in different regions of Bhutan.  
 I agree to do this
- ii) Your tour leaders and wildlife guides in each area.  
 I agree to do this
- iii) Your accommodation and service providers where protected areas are part of your client's tour itinerary.  
 I agree to do this

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

I agree to do this

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

YES       NO

3 Publicise your partnership of TOFTigers, as part of your responsible travel credentials, including adding the TOFTigers mission and logo, and the 'We use PUG' logos.

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

I agree to do this

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

I agree to do this

If the accommodation provider has not undergone the PUG certification, we ask you to encourage actions to start the process, or ask TOFTigers to correspond with the provider on your behalf.

I agree to do this

5. Inform your leaders and tour guides of the ability to record infringements or bad practice through the TOFTigers comments email [info@toftigers.org](mailto:info@toftigers.org), or the website [www.toftigers.org](http://www.toftigers.org) for appropriate recording and action.

I agree to do this

6. Agree to pay the annual membership fee.

I agree to do this

7. Consider contributing to specific projects, training or initiatives put forward by TOFTigers over and above your yearly membership fee.

I agree to do this

**PLEASE COMPLETE IN BLOCK CAPITALS**

Key Contact Name ..... Title .....

Direct Email ..... Direct Telephone Number .....

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

Company Name.....

Company Address: .....

.....State .....

Tel No: ..... Website .....

Are you a member of SOTTO, PATA or other Bhutanese Trade Bodies? .....

Please give TOFTigers some indication of how many clients you handle that incorporate wildlife parks in Nepal, India and Bhutan.

- Less than 100    250    500    1000    More than 1000   How many? .....

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

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**RETURN THIS FORM WITH YOUR ANNUAL MEMBERSHIP AS BELOW**

Due to regulatory policy at present, The TOFT India Wildlife Association is unable to accept the International transfer of funds. Therefore we would ask that you make your membership payment with this form, in Indian Rupees Demand Draft (DD) payable to “Royal Expeditions Pvt Ltd”, from where it will be moved to the Association’s account.

You can courier the bank draft and this form to the below address of our India Office. Thank you

- INR 5000 per annum for companies who employ 3 or less full time staff
- INR 10000 per annum for companies who employ 6 or less full time staff
- INR 20000 per annum for companies who employ 7 or more full time staff
- INR 30000 per annum for companies who employ 25 or more full time staff
- INR 45000 per annum for companies who employ 50 to 100 full time staff
- INR 75000 per annum for companies who employ 100 to 250 full time staff
- INR 125000 per annum for companies who employ 250 to 500 full time staff
- INR 250000 per annum for companies who employ 500 or more full time staff

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

Signature: .....

Date.....

**Please note :**

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

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

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

**For further information please contact**

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India Admin Office**

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Email: [admin@toftindia.org](mailto:admin@toftindia.org)