

[RETURN TO ONLINE PROFILE](#)

TIPS FOR GOOD PRACTICE

Consultation

- Consult with your local community and establish a cooperative structure for communication (See Community Liaison and Support profile).
- Brief your community about tourism, the likely number, profile and frequency of your visitors.
- Review sensitivities, privacy issues and off-limit areas for visitors and obtain permissions.
- Facilitate two-way communication to enable grievances to be reported and resolved promptly.
- Ensure your activities bring positive benefits for local communities and avoid negative impacts.



Photo: Dhonk, a social enterprise.

Research and development

- Research local history, cultural heritage sites and cultural traditions such as music, dance, local festivals, rituals, handicrafts, cuisine and building techniques.
- Hear your community's voice on their culture and retain the integrity of their traditions.
- Explore mutually advantageous opportunities and avoid exploiting local cultural traditions.

Celebrate local cultural traditions

- Incorporate authentic elements of local culture into your operations instilling pride in local cultural traditions, and catalysing employment and livelihood opportunities.



Photo: Mahua Kothi - Taj Safaris.

Examples:

- Reflect local architecture, art and handicrafts in building, design and furnishings using local skills and labour.
 - Present cultural performances such as traditional music and dance.
 - Serve local cuisine using locally sourced ingredients and organise cookery demonstrations, talks or workshops.
 - Organise visits to markets, handicraft centres and other local outlets.
 - Stock locally made handicrafts in your shop or provide opportunities to showcase and sell local work at your accommodation.
 - Organise guided village walks and open up meaningful interaction to give an insight into local traditions and way of life.
 - Encourage support for local projects.
- Revive local cultural traditions and catalyse new opportunities such as homestays, village eateries, crafts enterprises, guided walks and visits to nearby heritage sites through support and training.

Equitable engagement and fair wages

- Ensure fair and equitable business relationships and wages.
- Provide skills training opportunities.
- Respect local rights and avoid commercial exploitation.

Briefing your guests and staff

- Prepare a briefing for your guests on local tribes and culture, encourage respect for cultural traditions and provide interpretative context.
- Include books on local culture in your library if available.
- Prepare a list of do's and don'ts for your guests and brief them on dress code, cultural sensitivities, considerate behaviour, off-limit areas, giving gifts, photography etc.
- Encourage your staff to respect local culture.



Photo: Kipling Camp - artist showing his work at the lodge.

Restore and protect cultural heritage

- Contribute to protecting and restoring local properties, sites and traditions of historical, archaeological, cultural and spiritual significance.
- Record monetary or in kind support.
- Avoid disrupting access to sites by the local community and respect the right for privacy.

Safeguarding cultural property

- Obtain permission for the use of cultural material, photography and recordings etc.
- Ensure historical and archaeological artefacts are not sold, traded or displayed unless permitted by local and international law.
- Brief and prevent visitors from damaging local sites or removing artefacts.



Photo: Mela Kothi – The Chambal Safari Lodge; Bateshwar temples.

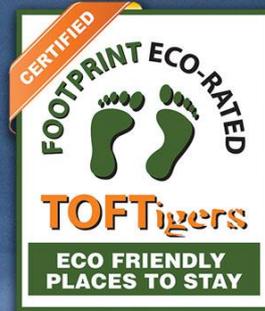
Information included may not be appropriate to every situation, destination and country and is intended for general guidance only and may be subject to change.



Photo: Kipling Camp.

HELP US DRIVE THE CHANGE

Your corporate commitment to sustainability



TOFTigers is a global business-to-business nature travel charity with a mission to improve the ecological and economic sustainability of wildlands and wildlife across Asia. Well-planned and well-managed responsible tourism is a force for good bringing economic benefits to rural areas, restoring habitat, supporting conservation and local communities, changing poachers into protectors and giving visitors inspiring experiences of nature. We work with the travel trade, destinations, accommodation providers, governmental and conservation organisations to make this happen through training, advocacy, certification, promoting best practice and partnership working.

Our **certification programmes** place local communities, nature and environmental sustainability at the heart of business operations. They are a symbol of assurance for travellers and the travel trade that the places they select to stay at have been reviewed by environmental experts and exceed a minimum standard on a journey towards best practice. The PUG certification is recognised by the United Nation's Global Sustainable Tourism Council (GSTC) and is aimed solely at nature focused accommodation. The Footprint certification has a broader client base that is not wholly nature focused and encompasses accommodation providers in rural, natural or more urban landscapes.

[Sign up for certification](#), [get involved in our campaign](#) or view sustainable travel options [on our website](#) and download the [Great Wildlife Travel Guide](#).

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