



## What TOFT's campaign is about

The Travel Operators for Tigers (TOFT) campaign is a ground breaking initiative to support wildlife conservation efforts more effectively through

the collective support and actions of all international and domestic companies and services involved in India and Nepal today. This, by association, includes all nature travellers and other visitors, who enjoy these countries' unique and rich natural heritage.

## Why the TOFT campaign is necessary

Experience and research shows that responsible nature tourism can provide an invaluable platform to support and sustain parks, conservancies, buffer zones and local communities. It can also play an important role in anti-poaching efforts, community development and poverty alleviation.

It's critical that, through information and communication, parks and providers can work together to run responsible wildlife tourism so that local communities are involved, and not victims, in the unending struggle to save forests and wildlife.

Your visit can really help us achieve this.

## What we hope to achieve

1. To advocate and support better tourism practices in wilderness areas, with specific guidelines for operators, services and accommodation providers and visitors. Look out for the TOFT signs and our Pug Eco Ratings for lodges in India and Nepal.
2. To empower local communities to become involved in wildlife tourism projects and initiate low impact and sustainable development which helps conserve the parks and benefits the communities through employment and business opportunities.
3. To catalyse initiatives through the lodge community that enhance wildlife conservation and community support, including waste and water management, trade cooperatives, local employment, fair wages and local enterprises and services.



## Who are we?

The TOFT campaign is a voluntary wildlife tourism based initiative, that over close to 2 decades has advocated, supported and funded better wildlife tourism practices across the Indian park network. We now also cover Nepal. With the support of a large number of international travel and local lodge businesses, park visitors, park staff and those supplying services to the industry, including guides and naturalists, our objective is to ensure better protection and support for wilderness and wildlife in the Indian subcontinent. Funded by contributions from visitors, and membership and sponsorship from businesses, we have been able to effect nature training programmes, run workshops, advise parks and businesses, run eco rating audits on lodges, and the TOFT Wildlife Tourism Awards, as well as putting funds into local environmental and community projects on the borders of parks. TOFT India Wildlife Association is a registered charity based in Delhi.

## Want to do more?

Support the TOFT campaign by making a donation or joining our campaign. Email us for further information (info@toftindia.org), visit our website (www.toftigers.org), or join us on Facebook and Instagram.

Also speak to your lodge owner about local projects that need support.



## For more information



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# TRAVELLER'S CODE



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To ensure you get the most out of your visit to India or Nepal's wild places with us, we have signed up as members of TOFT and agreed to some eco tourism best practice guidelines with regard to our own operations and those of our providers. This is part of a campaign to better support and conserve the very wilderness you will enjoy as part of your tour itinerary.

As part of this commitment we would ask you to read and observe the Traveller's Code in this leaflet.

Please recycle this leaflet by passing it onto a friend or fellow traveller when you have finished with it.



# YOUR COMMITMENT MATTERS

Conservation commitment encourages ecologically responsible behaviour towards environment. Efforts of each one of you, for conserving, appreciating and protecting the nature can be the game changer for climate crisis and for generations to come.

Pledge to be a responsible traveller by signing on to <https://pledge.mygov.in/travel-for-life/> (if not already done so).

We thank you for choosing us as your travel partners. Our endeavour is to make your trip memorable and valuable experience. Cultural interactions ensure much more fulfilling experience. Some of your experiences will be etched into your minds for the rest of your lives. Reach out to us to make the most of it.

# TRAVELLER'S CODE

Visitors to India and Nepal's wild places will help to conserve the natural environment and assure their safe and enjoyable stay by **following these simple rules:**



**Ask your lodge if they offer guided walks or hire bicycles. It's an excellent way to explore the area, instead of a game drive.**



**Ask to see any local arts and crafts in the area. Buying local produce and handicraft benefits the area.**

- ❁ Do not disturb wildlife or ask your Park guide, naturalist, or driver not to get you closer than is necessary or advisable to wild animals. Off road driving is illegal in the parks.
- ❁ Make as little noise as possible when in park areas, especially while watching wildlife.
- ❁ Avoid litter at all times.
- ❁ Bring your own water bottle, avoid leaving any single use plastic or degradable paper like chips behind.
- ❁ Reduce your consumption of water and electricity in accommodation (ask to use your towels and sheets for more than one day and remember to turn off the lights, heating and air conditioning when leaving the room).
- ❁ Ask for and experience other activities offered by the lodge, including walking trails, bike rides, village visits or overnight camping.



**Most local people live on 10 litres of water a day. Please consider others when using scarce water here.**



**The average income of rural people is just 500 rupees a day. Responsible tourism can help reduce poverty through regular employment and enterprise.**

- ❁ Dress appropriately and in subdued colours when wildlife watching.
- ❁ Do not be intrusive when taking photographs and always ask permission.
- ❁ Endeavour to learn a few key phrases of the language of your hosts. It'll make everyone smile!
- ❁ Do not buy, collect or trade in wildlife products. It is frequently illegal and can lead to prosecution.
- ❁ Adhere to national and local regulations both inside and outside protected areas.
- ❁ Your park guide is local and knowledgeable. Please ensure your driver obeys him, as he is enforcing the park laws.

**Have a pleasant stay!**



If you have any comments about the campaign or your own visit please email us on [info@toftindia.org](mailto:info@toftindia.org)