

# TOFTigers

S u s t a i n i n g   t h e   w i l d

## AGREEMENT FOR INTERNATIONAL TRAVEL OPERATORS AND TRAVEL AGENTS TO JOIN THE TOFTigers CAMPAIGN

*TOFTigers is a collective action campaign aimed at every International, National or Regional Tour operator or travel agent taking clients into the Indian subcontinent including India, Nepal and Bhutan's wilderness and wildlife destinations.*



Revised June 2017

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### **TOFTigers Mission**

To advise, plan, support and fund the protection, conservation and rewilding of natural wilderness and their wild inhabitants, especially tiger habitats, through the clever and wise use of nature tourism, using better visitor guidance, more community involvement, targeted green investment, enhanced governance and better monitoring.

# The campaign's aims are four fold:

**1** To help plan, advocate and support better tourism practices in wilderness areas with Governments and their related departments, offering specific best practice examples and guidelines as well as International standard monitoring tools.

**2** A collective action campaign within the travel trade that combines the actions and commitments of both International and domestic tour operators, destination management companies, agents, service, media and accommodation providers and all visitors to a verifiable purchasing supply chain.

**3** To catalyse and empower local communities to become involved in wildlife protection and tourism projects and initiate low impact and sustainable development which helps conserve the parks and benefits the communities through employment, education, awareness and enterprise opportunities.

**4** To catalyse initiatives and investment through the lodge community that enhance wildlife conservation and community support, protection and rewilding.

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



# The Benefits

## Each Travel Operator joining TOFTigers:

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

# The Agreement

## YOUR COMMITMENT TO BEST PRACTICE IN MARKETING SOUTH ASIA'S WILDLIFE, SAFARI & WILDERNESS TOURISM

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

### 1. Support, publicise and advocate your commitment to using the PUG Eco-rating certification is a basis on which you choose your accommodation provision.

Download PUG 'We use' Logos from here: <http://toftigers.org/Resources/>

Support us by encouraging others to adhere too including:

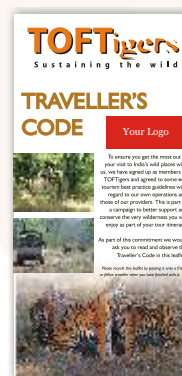
- a) Your DMC, ground agents and service providers in South Asia to join the campaign and use the PUG certification as part of their purchasing decision making.
- b) Your lodge accommodation to be PUG certified to join the campaign and use their influence to use PUG certification as a part of their purchasing requirements. Download from here: <http://toftigers.org/Resources/>

I agree       Don't agree

### Add the Traveller's Code leaflet to

- i) Your pre-departure literature or travel wallet
  - ii) Use in your client briefings, or as appropriate
- I agree       Don't agree

Would like your own logo brand Travellers leaflets?  
 Yes       No



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

I agree       Don't agree

### 3. Pay a yearly membership fee invoiced in May or on joining (See overleaf for details).

I agree       Don't agree

### 4. Add a suggested minimum of £20 (or US\$25/EU25) per client who visits a park or wilderness destination as part of their itinerary - to a fund managed by TOFTigers charity.

This can be collected in the best way possible for your organisation (e.g added to tour price, added to clients invoice, collected by leaders or guides in host country, or part of your CSR funds etc). At the end of the main tourism season in May you will be asked to submit these funds - collected on an honesty basis - to the appropriate account.

I agree to add this client fee

**PLEASE COMPLETE IN BLOCK CAPITALS**  
(This application will remain **CONFIDENTIAL**)

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

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

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

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

Website Address : .....

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

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

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

Less than 25     Less than 100     less than 250     Over 500    More .....

Do you run     Groups     FIT     Both

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

In Nepal?.....

In Bhutan?.....

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

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

.....  
.....  
.....

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

.....  
.....  
.....

**How do you see your organisation applying the purchasing PUG commitments and how will you help the campaign?**

How do you see your organisation collecting the funds?

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

We offer two complimentary online subscriptions to India's best Natural History Magazine, Sanctuary Asia. This will be sent to the main contact's email ID but if you want it to be sent to others in your organisation please list in priority order here by giving us their email ID.

Email ID 1) .....

Email ID 2) .....

## Annual TOFT Membership Fee

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

- For Tour Operators who take less than 25 clients per year to India's parks  
£250 or EU250 or US\$300
- For Tour Operators who take up to 100 clients per year to India's parks  
£450 or EU520 or US\$600
- For Tour Operators who take up to 250 clients per year to India's parks  
£850 or EU1040 or US\$1200
- For Tour Operators who take up to 500 clients per year to India's parks  
£1200 or EU1300 or US\$1500
- For Tour Operators who take over 500 clients per year to India's parks  
£1800 or EU1950 or US\$2250

Would you like a receipt for tax rebate purposes?  YES  NO

### Membership Payment:

You can make payment by

- Cheque:**  
payable to **The Toftigers Initiative**  
and send cheque together with this  
application form to the International  
office address below.
- Online banking:**  
Nat West Bank, Wincanton Branch,  
Somerset, UK  
Sort code 60-24-09  
Account No: 87561875  
Account name: The TOFTigers Initiative  
IBAN GB83NWBK60240987561875  
BIC/Swift Code NWBKGB2L

**Send Scanned copy of this form with  
confirmation of your online transfer to  
International Office email below.**

#### International Office

**Laura Downer**

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M: +44 (0)7803 724 637

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#### Europe Representative

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#### North America representative

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M: + 1 917-573-8788

E: [kiki@wanderlustportfolio.com](mailto:kiki@wanderlustportfolio.com)

### Please note:

The TOFTigers campaign is open to all travel operators and agents who wish to participate. Its strength is in its collective partnership and combined action for a common goal – better experiences for your clients – and a better way to help preserve South Asia's wilderness and wildlife.

*Membership of TOFTigers in not provide an endorsement of 'good practice' of any participating tour or travel company's itineraries or activities, because no independent certification has been taken at this stage.*

## SUPPORT A VILLAGE GUARDIAN AS PART OF YOUR ANNUAL CONTRIBUTION

TOFTigers, in partnership with wildlife action charity, Tigerwatch, and the Field Director and his staff of Ranthambhore Tiger Reserve in Rajasthan, have a project to support up to 10 Village Wildlife Guardians, especially in those villages prone to wildlife conflicts with the large population of villagers bordering this park.

Tigerwatch recruits and coordinates each individual guardian, trains them and pays them a retainer to report to the local park authorities any suspicious movements or activities on the fringes of the park near their homes and farmlands, including potential poaching activities for both tigers but crucially for prey species like wild boar, spotted and sambar deer, as well as illegal logging or interference with wildlife den sites of creatures like hyenas, wolves, foxes, sloth bear or leopards, often moving outside the park. A few individuals are also skilled trackers and can be used to track tigers who stray out of the park often for weeks on end as they search for food and new territory.

These Guardian's become invaluable eyes and ears of the park - provide valuable information, and help secure the very porous boundaries of the park. Their cooperation is the difference between life and death for many creatures (and even villagers), and ensures all the parks flora and fauna can survive to live another day.

### WHAT YOU GET IN RETURN

You, your company, your visitors or your organization will be introduced to your designated guardian, with photo and profile - and have regular updates from him, via Tigerwatch and TOFTigers, over the coming year. You can tell your clients about him or even meet him or visit his village. You can also motivate him by highlighting your support and their efforts on your website and social media - living proof of your efforts to support responsible travel. TOFTigers will also highlighting your support all through all our media outlets.

### HOW YOU CAN SUPPORT THEM

Make a donation or sponsor a guardian or the equipment which enables them to be the ears and eyes around critical wildlife zones:

- GB£800 or US\$1200 - Pays for a guardian for a year
- GB£400 or US\$600 - Pays for half a guardian for a year
- GB£200 or US\$300 - Pays for co-support of a guardian for a year

### JUST REMEMBER -

Companies and individuals can get full tax relief for these donations.

- Tick here if you want to donate to this scheme and we will contact you with further details.



Dharm Gurjer (Cucumber Farmer)



Chhotu Keer (Chilly Farmer)



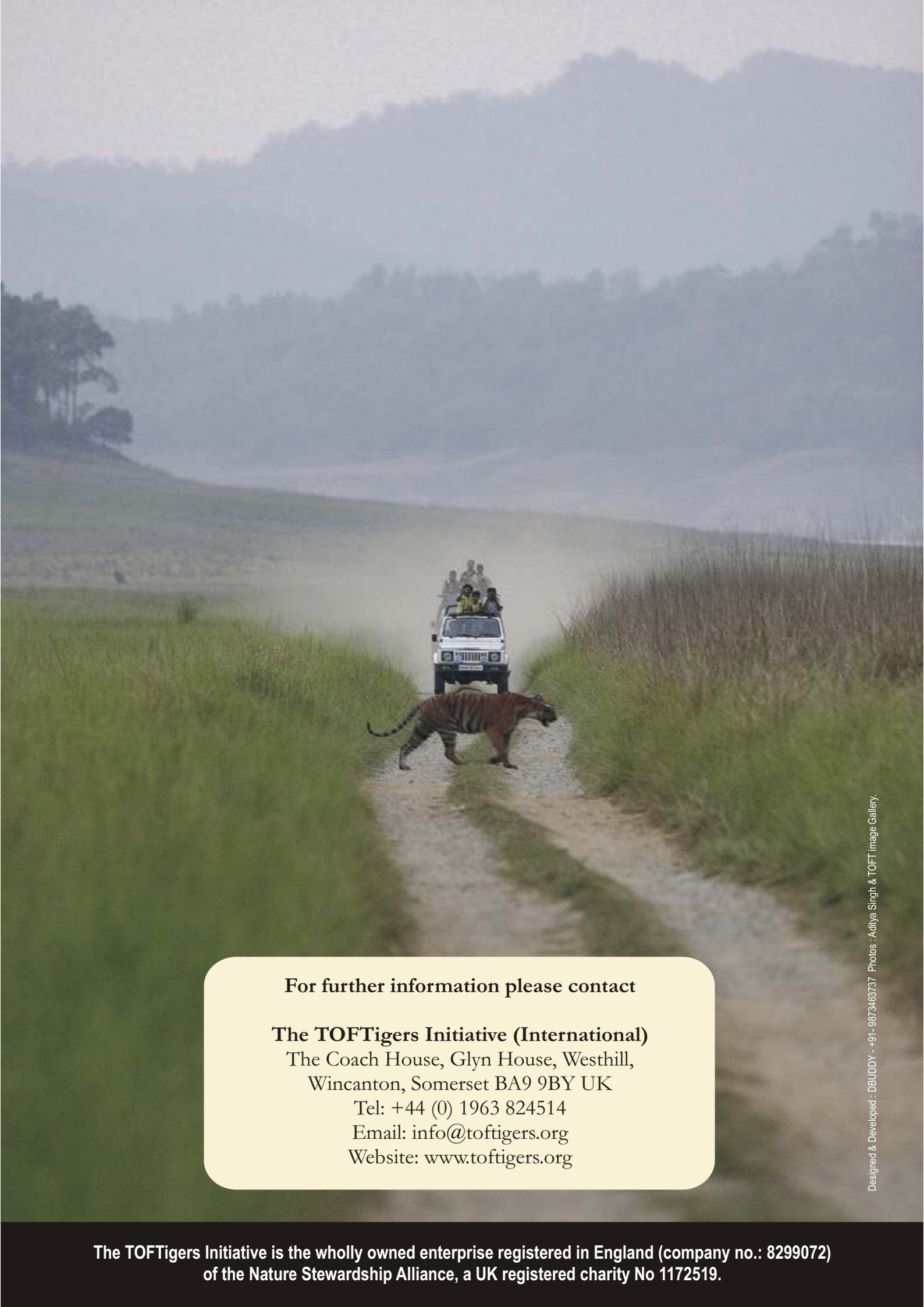
Badri Senportrait (Tractor Driver)



Village Guardian sets up camera traps © Tigerwatch



Team with Dharmendra



**For further information please contact**

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