



### What is the TOFT campaign about?

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

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

### Why is the TOFT campaign 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 is 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 India's forests and wildlife.

Your visit can really help us achieve this.

### What do we hope to achieve?

To advocate and support better tourism practices in wilderness areas, with specific guidelines for operators, service and accommodation providers and visitors. Look out for the TOFT signs and Pug ratings.

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.

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?

Travel Operators for Tigers is a voluntary, business inspired, International campaign who raise funds through visitor and operator donations in partnership with the UK based charity Global Tiger Patrol. Global Tiger Patrol has been working to conserve the tiger in the wild since 1989, concentrating its work in India which is home to approximately half the world's remaining tigers. Funds are spent on scientific research, park guides and anti-poaching equipment to aid the forest guard with his work. Most reserves are short staffed and ill-equipped – Global Tiger Patrol provides equipment such as binoculars, jeeps, high-speed patrol boats, jungle equipment and training for these men, who put their lives on the line daily. (UK registered charity no: 328126)

### Want to do more?

If you would like to do more, see below for further details and how you can contribute - or speak to your lodge owner about local projects that need support.

### For more information

- [www.toftiger.org](http://www.toftiger.org)
- [www.toftindia.org](http://www.toftindia.org)
- [www.globaltigerpatrol.org](http://www.globaltigerpatrol.org)



If you would like to contribute to the TOFT campaign or require further details:

- Give a contribution by credit card (please complete section below)
- Send us an email with your enquiry on [comments@toftiger.org](mailto:comments@toftiger.org)

Please debit my card account No.:



\_\_\_\_\_

Amount (state currency): \_\_\_\_\_

Expiry date: \_\_\_\_ / \_\_\_\_

Full name on the card: \_\_\_\_\_

Please send this to -

In UK: Travel Operators for Tigers, c/o Global Tiger Patrol, 87 Newland Street, Witham, ESSEX, CM8 1AD, U.K.

In India: TOFT, D-801, Plot 17, Jaaran CCHS, Sector -22,



# TRAVELLER'S CODE



EXAMPLE

To ensure you get the most out of your visit to India's wild places, we at ..... have signed up as members of Travel Operators for Tigers and agreed to some eco-tourism best practice guidelines with reference to our own operations and those of our providers. This is part of our campaign to better support and conserve the very wilderness you enjoy as part of your tour itinerary.



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

Please recycle this leaflet by passing it on to the next traveller when you have finished.



# Hard Facts

Tigers have disappeared from 40% of their range in just the last ten years.

Three of the eight subspecies of Tigers have already become extinct, and the other populations are at very high risk. Today there could be as few as 1500 wild tigers left in India.

20% of the world's total population live in or near the range of Asia's elephants.

Did you know that India has the 'Big Six'? Elephant, lion, buffalo, leopard, rhino and tiger.

There are in fact 29 Project Tiger reserves in India.

Only 4.5% of the India's geographical area is protected, much less than is required to ensure ecological security for its future. The aim is 10%.

The Indian Forests are a home to about 17,000 flowering plants and over 8,100 faunal species.

# TRAVELLER'S CODE

Visitors to India'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 handcraft benefits the area.

- Do not disturb wildlife or ask your guiding staff, mahout or driver 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.
- Use water sparingly and do not pollute with harmful detergents.
- Turn down or switch off your lights, air conditioning or heating when leaving your room to go into the park.
- 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 50 rupees a day. Responsible tourism can help reduce poverty through regular employment and enterprise.

- Dress appropriately and in subtle 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*

