



## What TOFTigers' campaign is about

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



## Who are we?

The TOFTigers campaign is a voluntary wildlife tourism based initiative, that over a decade 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 with an international office in the UK.

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

## Why the TOFTigers 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 India's forests and wildlife.

Your visit can really help us achieve this.

## What we hope to achieve

- 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 TOFTigers signs and our Pug Eco Ratings for lodges in India.
- 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.



## Want to do more?

Support the TOFTigers campaign by making a donation or joining our campaign. Email us for further information ([info@toftigers.org](mailto:info@toftigers.org)), visit our website ([www.toftigers.org](http://www.toftigers.org)), or join us on Facebook and Twitter.



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

## For more information



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TOFT India Wildlife Association is a registered charity. The TOFTigers Initiative is a not-for-profit company (Limited by guarantee) registered in England (company no: 8299072).

# TOFTigers

Sustaining the wild

## TRAVELLER'S CODE



TEARS FOR TIGERS TRAVEL  
EXPERIENCE WILDLIFE



To ensure you get the most out of your visit to India's wild places with us, we at Tears for Tigers Travel have signed up as members of TOFTigers 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.



# 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 1,700 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 43 Project Tiger reserves in India.

Only 4.9% of 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 handicraft 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 100 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@toftigers.org](mailto:info@toftigers.org)

