Incredible India

Ecotourism and Environment Handbook

A READY RECKONER FOR THE TOURISM INDUSTRY



Compiled, Edited and Published by



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Ecotourism and Environment Handbook, 4th Edition.

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Dear Travel Professional,

Sita is fully aware that it is dependent upon the rich natural resources and unique landscapes at the destinations. In the Statement of Commitment on the Environment, the company outlines its engagement in the protection of the environment in key destinations.

Three priority areas which have the greatest impact on our business and product offer are climate change, water and biodiversity. The Statement of Commitment was elaborated through an extensive internal and external consultation process with experts in the field of tourism and environmental management.

Sita recognises the clear consensus within the scientific community that climate change caused by human activities, is occurring now. Often the places that attract tourists – fragile coastal zones, islands and mountains – are also the ones under most threat from climate change. Our aim is to reduce our own direct emissions and emissions in the value chain, including those of our customers and to build the adaptive capacity in the destinations.

Sita has integrated water management as a priority issue in its supply chain. Sita commits to map water risks in its key locations and evaluate the water footprint of its operations, suppliers and customers especially in water scarce areas.

Concerning Biodiversity, Sita commits to: engage in and support the identification and valuation of ecosystem services associated with protected areas, areas of high biodiversity and World Heritage sites along Sita's value chain.

Sita is committed to fostering positive environmental stewardship and minimising the negative environmental impacts of its business. It is an important step to formalise this commitment in order to further develop a sustainable tourism for generations to come.

With Warm Regards

Dipak Deva C.E.O. Destination Management India and South Asia



Incredible India

PLEDGE FOR COMMITMENT TOWARDS SAFE & HONOURABLE TOURISM AND SUSTAINABLE TOURISM

I/we solemnly pledge and reiterate our commitment to conduct our business in a manner that befits the culture and ethos of our rich and ancient civilization, and the tolerant and accommodating nature of our multicultural society and protects all individuals, especially women and children from all derogatory acts which are contrary to the spirit of our country. We hereby commit to abide by the Code of Conduct for Safe and Honourable Tourism.

Recognizing that every earth resource is finite and fragile, I/we further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.

Signature	
Name	
0 1 1 16 6	
On behalf of	
In the presence of	

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श्रीपाद नाईक Shripad Naik



पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रमार) भारत सरकार नई दिल्ली MINISTER OF STATE (INDEPENDENT CHARGE) FOR TOURISM & CULTURE GOVERNMENT OF INDIA NEW DELHI

MESSAGE

I am happy to note that the Eco-Tourism Society of India is bringing out the 4th Edition of "Eco Tourism & Environment Handbook: A Practical Guide for the Tourism Industry" on the occasion of comprehensive launch of Sustainable Tourism Criteria for India (STCI).

The Ministry of Tourism is committed to developing tourism in India based on the principles of sustainability and minimizing the carbon footprint. My Ministry is following strategies to ensure that the ecological balance is maintained and there is minimal impact of tourism activities on the environment. Towards this end, the Ministry has developed the Sustainable Tourism Criteria for India for the three important sectors of Tourism namely the Accommodation Sector, the Tour Operators Sector and the Beaches, Backwaters, Lakes and Rivers Sector in consultation with the Tourism industry. I take this opportunity to urge all stakeholders in Tourism industry to not to over-exploit our natural and other resources for short-term gains.

I request all friends in the Tourism Industry to be eco-sensitive and adopt the Sustainable Tourism Criteria for India and do business for long-term benefits with the objectives of creating employment, generating national income, preserving our cultural & natural heritage, enhancing the status of women and underprivileged and facilitating growth of a more just and fair social order.

I compliment the Eco-Tourism Society of India for bringing out the 4th Edition of "Eco Tourism & Environment Handbook: A Practical Guide for the Tourism Industry".

(Shripad Naik)

Dated: August, 2014.

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MESSAGE

I am happy to note that the Eco-Tourism Society of India is bringing out the 4th Edition of "Eco Tourism & Environment Handbook: A Practical, Guide for the Tourism Industry" compiling all relevant information on the subject on the occasion of the comprehensive launch of Sustainable Tourism Criteria for India (STCI).

I must congratulate the Eco-Tourism Society of India for their proactive role in advocating sustainability in tourism. The Ministry of Tourism has been impressing upon all engaged in tourism activities to minimize the adverse impact on the environment through rational use of resources. I am glad to state that the Ministry of Tourism has finalised Sustainable Tourism Criteria for India for Accommodation, Tour Operators and Beaches, Backwaters, Lakes and Rivers in consultation with various stakeholders in the Tourism Industry. These criteria will act as a guide for all those associated with the Tourism Industry for ensuring that Society draws long-term benefit from Tourism.

I am sure all stakeholders engaged in the tourism industry as well as tourists will find this 4th Edition useful.

(Parvez Dewan) 8 August, 2014

Steve Borgia

Honorary President Ecotourism Society of India

30th July, 2014

Dear Colleagues,

Amidst today's rubric developments, the 20^{th} century human should be at the pinnacle of happiness...But are we?? With all these threats around, Ecological co-existence is miles away. True, nature trembles where man passes. The challenges compounding our society today have been well said and often said. Now we are in a phase to find solutions and move ahead. We have been dreaming all this while. The challenge will be to translate the dream and spread the message across the country. Creating a political will among the state government will be one of our priorities. We desire to see a branch of the ecotourism society in every state.

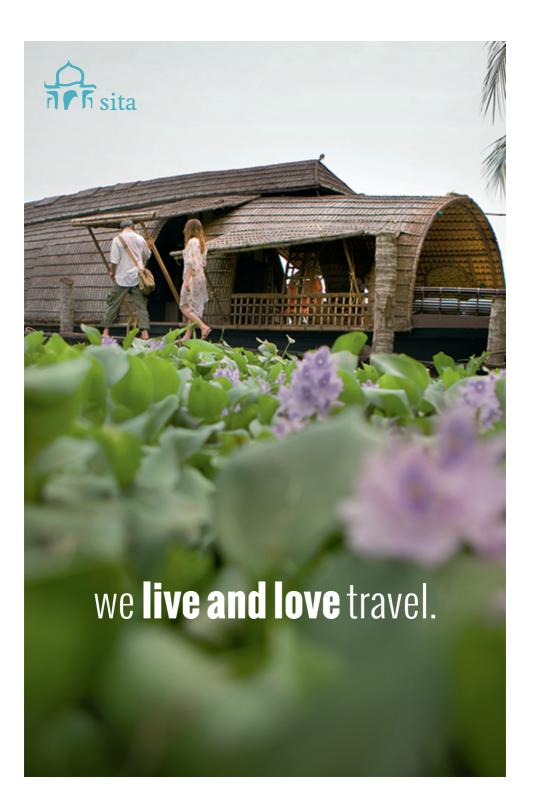
Magical upward growth of tourism inbound figures, for certain, cannot be a result of a quick fix solution. But most countries have realized the economic liberation that this industry can provide. And an added bonus being the growth of the domestic tourism, especially for India. One very supporting factor to growth in both these sectors inbound and domestic is adding trendy and newer products. Needless to say, ecotourism and heritage tourism are on a global upward trend. The current numbers that are coming into India are result of the modern traveller looking at India as a religious and cultural destination. To capitalize on India being an equally eco zone and heritage rich, India should seriously position itself so. More importantly, India should also set itself strict guidelines and criteria to sustain. Unfortunately, even eco tourism projects are damaging fragile eco zones. In the last five years many number of heritage buildings have been demolished. Cultures lost and ecology destroyed. So on and so forth.

ESOI will position itself as an advisory body to all state governments with regard to policy and projects.

ESOI will continue to be more aggressive in conducting more and more workshops and conferences to propagate and promote.

In this regard I am extremely delighted to see this edition of the **Ecotourism** and **Environment Handbook** being published. Thanks to the efforts of some of our members and the financial support of the Ministry of Tourism, Government of India. Environment issues again cannot be an issue of an individual, a state, a community...it is an issue of all concerned. YOU and ME. Come let us join hands together.

Steve Borgia Honorary President, ESOI CMD, Indeco Leisure Hotels Pvt. Ltd.





Mandip Singh Soin FRGS

Founder President Ecotourism Society of India

Dear Friends,

26th Aug, 2014

The first edition of this handbook was published on World Environment Day, 05 June in 1999. This marked a special date as it was the awakening by our Industry to follow this path of eco-sensitivity.

This was through the support of the previous PATA India Chapter Chairman and Director Generals of Tourism, Mr. Ashok Pradhan & Mr. Atul Sinha.

The second and third editions came with the support of Tourism Secretary, Mrs Rathi Vinay Jha and Mrs Uma Pillai and the former DG Tourism Mr Vinod Duggal. With the continued encouragement of former DG Vinod Duggal and the previous Secretary Tourism, Mr. Sujit Banerjee who had gone the extra mile in pushing the cause of Sustainable Tourism, the shoulder was kept at it by Secy Mr. Rajen Khawaja.

Now, Mr. Parvez Dewan, the current Secretary Tourism & Joint Secretary Anand Kumar have been highly supportive in getting this publication for the good of all the stake holders in Tourism in India. Logically, the publishing rights of the latest edition has now passed on from the PATA India Chapter to the Ecotourism Society of India, set up at the behest of the Ministry of Tourism to become the National body for Responsible Tourism for India.

Many of the ideas, articles and contacts collated here are globally relevant and tested and hopefully, will allow us to open some windows of our mind to embark on an eco responsible journey in our operations and outlook.

Although I have witnessed a growing awareness for environmental concerns by the tourism industry, we really are far from being a 'smokeless industry'! Yet, even at a business level, it demands for us to preserve the very resource that Tourism thrives on – the fragile physical and cultural environment, communities & cultural values and of course,

our heritage and rich bio diversity.

In India, we first made a National Ecotourism policy in 1998 after an interaction between Government, NGO's and the Industry. This identified all our resources and the basic eco tourism principles that would lead to sustainable tourism.

Following this in 1999, most of the Industry came forward to sign a simple PATA Green Leaf pledge, which was the first public display of environmental commitment by the Indian Tourism Industry.

National Ecotourism workshops, lectures and seminars followed and in some brochures of the Ministry of Tourism, they began suggesting that tourists should give preference to those organisations that have signed an internationally recognised environmental code or have national/international recognitions in the field of environmental/responsible tourism.

This initiative needs to be given a much greater push so that as an incentive, the Government can help drive business to those who are following Responsible tourism actions thus ensuring that good Environment sense is good Business sense.

It needn't be seen as a 'green wash' since if organisations that say they are green will have to demonstrate it to their clients who are becoming increasingly aware. Indeed, organisations like PATA, ASTA, WTTC and other world tourism organisations are pushing for greater awareness amongst travellers.

In fact, the Travellers Code that has been designed by the Sustainable & Social Responsibility Committee of PATA aims at doing just this. Ultimately, the clients will become the auditors of our environmental commitment and performance and will add the necessary pressure on the Industry to be more Responsible.

As tourism numbers grow, all stake holders need to start with a simple set of environment guidelines that can evolve into Environmental Management Systems (EMS), be it the National or State Tourism Boards/ Governments, Hotels, Lodges, Airlines, Railways, Transporters, Cruise Liners & Tour Operators and even travel media.

Once Eco Responsible operations and Ecotourism develop on a greater scale, we hope that many would go ahead with the Certification process with the various organisations that are also mentioned in this handbook and the first step can even be taken with the ESOI who will bring a simple certification process for the Accommodation and Tour Operator segment and later for Transport and Destinations.

When the Ecotourism Society of India (ESOI) was formed in 2008, at the behest of the Ministry of Tourism, its widely experienced 13 Founding members came together from State Government Departments of Tourism, Forests, the Tourism Industry, Wildlife, NGO's & also a Member of Parliament. This National body for Responsible Tourism rests on the three pillars of engaging in Advocacy, helping create Policy & Guidelines & ultimately helping with Certification.

The Society (ESOI) is open for membership to conscious companies and individuals who wish to walk this sustainable path and lend support to the cause (www.ecotourismsocietyofindia.org). In its Advocacy role, has launched National workshops on Environmental Law & Responsible Tourism and Best Practices, in partnership with WWF India, supported by Ministry of Tourism and enlightened State Governments. All this so that we may all have a clearer understanding of our rights and duties as a citizen tourist/government employee/organisation.

Two workshops were conducted successfully in Delhi and one each in Cochin, Bhopal, Mahabalipuram, Jammu, Srinagar, Leh, Yercaud, Guwahati & Aurangabad starting in 2008. This was followed up by the successful international Conference in Bhopal in April 2013 which saw several Speakers from different parts of the world sharing best practices with a special focus on Wildlife Tourism as India went through a cataclysmic closure of Wildlife/Tiger tourism for a few months under the order of the Courts.

This revealed that both at the Government level and at the Industry practices level we needed to become more eco sensitive to the wildlife, the local communities and indeed the Tourist experience as well. The ESOI took up the cudgels for having sensible policies that would translate to good practices on the ground and this is work in progress, taken forward specially by our wildlife expert & ESOI Founding Member, Krishna Kumar Singh.

Hopefully, once we understand aspects of the intricate laws of Nature, and those that govern us as good Earth citizens, not only would we find it rewarding financially in one's operations, but also being a form of service to our globe which would make us feel good as a human being and thus, we may become more 'centred' individuals. As that happens, we will be able to touch our spiritual core and evolve our consciousness to become a better humanity.

Since 2002, we embraced the principle of carbon neutrality at key Tourism events like the PATA Conference in Delhi and later the PATA Mart in Hyderabad in 2008. Every delegate consumed energy vis-à-vis air-conditioning, lighting, and paper; transport etc. which leads to Carbon Dioxide generation which is a green house gas, a contributor to global warming. Planting the right number of trees would produce a near equivalent amount of oxygen, thus creating a carbon neutral effect. This is now being done quite frequently at many events and one hopes this will also become the new DNA in the fabric of our Tourism Thinking not just at events but also in our operations.

Talking of States, it's also a good development that many have decided to create Ecotourism Development Boards as in the case of Madhya Pradesh; Himachal Pradesh or Sikkim which has the Ecotourism Society as well. More recently, Karnataka launched an Ecotourism Board too and I do believe that all State Governments need to create one so that they become the vehicles to deliver Ecotourism and Sustainability actions amongst the govt and Industry.

At another level, the Rural Tourism initiative launched by the Ministry of Tourism in partnership with UNDP is a good initiative of getting ecotourism principles to work for communities at the rural areas although the linkage needs to be strengthened between the programme and the travel industry.

Finally, I would like to mention that under the stewardship of Mr. Sujit Banerjee, our former Tourism Secretary, we got the ball rolling in trying to adopt the Global Sustainable Tourism Criteria as developed by the UN, to all the segments of the Tourism Industry. This was actively supported by the next Secretary Tourism Mr. Khawaja, a passionate environmentalist himself, so that it led the Joint Secretary Anand Kumar to lead this initiative and launch it as the Sustainable Tourism Criteria of India (STCI). Having developed it with the active

collaboration of the industry (for the accommodation and Tour Operating sector) the launch happened at the UNWTO meeting at Hyderabad in April 2013.

As part of the jury, when I judge the applications for sustainability in tourism operations/best practices for various organisations like the Tourism for Tomorrow Awards of the World Travel & Tourism Council (WTTC), or the PATA Gold Awards or the SKAL Sustainable Development in Tourism Awards, it is heart-warming to read the entries of companies big and small that are doing tremendous work have initiated some inspirational actions in the area of sustainable & responsible tourism. Our challenge lies in getting the bulk of the global industry to replicate these award winning actions as a given thus becoming a "de rigueur" in their operations.

We may still be able to hold our heads high to be part of an industry that can do a lot of good to the environment, people and wildlife and also help in preserving our natural and built heritage. Let us try and work towards making India a preferred Ecotourism Destination in the World by the year 2020. The ESOI will assist actively in this process.

EACH ONE OF US CAN MAKE A DIFFERENCE – I urge you all to join in this united effort of pursuing sustainable/responsible/ecotourism principles and actions in our private & work lives so we can be good trustees of this Earth!

"When one tugs at a single thing in nature, he finds it attached to the rest of the world" - John Muir.

With best regards.

Mandip Singh Soin FRGS

Founder President Ecotourism Society of India

Founder & Managing Director Ibex Expeditions Private Ltd Email: mandip@ibexexpeditions.com





The Ecotourism Society of India (ESOI) has been formed by a group of eminent professionals from the tourism industry as well as Environ-mentalists under the advice of Ministry of Tourism in 2008 as a non-profit organisation to promote & ensure environmentally responsible and sustainable practices in the tourism industry.

The Society has been registered under the Societies Act XXI, 1860 and all founding members and office bearers contribute their time and efforts with passion, without any financial reward from the Society.

ESOI works closely with Central and State Government bodies responsible for sustainable tourism, as well as networks with likeminded regional/state players across the country to facilitate and support synergy of policies, initiatives and activities at the national and State level.

In doing so ESOI follows its mission to enable best practices in sustainable tourism with inclusive growth by building a bridge between the conservation of nature and the environment, communities and responsible travel.

The vision of the Society is to strengthen and institutionalize ecotourism in India:

ESOI to become the nationally recognised apex body on Responsible and Sustainable Tourism.

ESOI will engage in advocacy, creation of guidelines & certification. ESOI will offer comprehensive research and support to both Central and State Governments and travel service providers. The Society will advise tourists in India and the region. ESOI will develop strong global links to share experiences and applicable policy.

The Ministry of Tourism, Government of India has officially declared ESOI as their partner in helping them develop policy guidelines, code of conduct and ethical practices for sustainable tourism, to position India as a global ecotourism destination.

All funds/income generated shall be utilized towards the promotion of the aims and objectives of the Society as follows:

- 1. Tabulate eco-sensitive areas where tourism will have an impact on the social, cultural and natural environment.
- 2. Make strategy and efforts to ensure long-term (perpetual) sustenance of the environment.
- 3. Work with empowered bodies to establish carrying capacity and sustainable tourism practices which include conservation of nature and wildlife, and allow local communities to benefit from tourism.
- 4. To promote tourism practices, tourist and visitor numbers in a way that allow nature to re-generate itself.
- 5. To work with government bodies to develop policies and code of conduct for promotion of sustainable tourism, and help implement the same.
- 6. To work towards certification of tourism service providers.
- 7. To act as a watchdog for excessive consumption of natural resources and any negative impact in the tourism sector.
- 8. To support research in tourism environment related areas.
- 9. Work with service providers to enhance quality of their product and services to a level so they can be sustainable and eco-friendly.
- 10. Encourage use of appropriate local practices, materials, art, craft, architecture, food.
- 11. Encourage minimal conspicuous consumption and prevent excessive consumption of energy.
- 12. Encourage energy saving practices, water harvesting, use of solar and other natural energy sources.
- 13. Encourage good waste management practices especially non-bio degradable materials.
- 14. Encourage low pollution-generating practices minimize carbon footprint.
- 15. Organise training and other activities to create awareness on ecotourism, sustainable and responsible tourism.
- 16. Collaborate with like-minded bodies and implement ecotourism objectives in India and abroad.

17. To continually identify new ecotourism destinations, strengthen ecotourism and make India a preferred ecotourism destination.

ESOI has initiated efforts to spread awareness and educate tourism service providers as well as local government officials on the urgent need to ensure perpetually sustainable tourism practices. Towards this objective, the Society launched a series of workshops on topics like environmental law, responsible tourism practices and mananimal conflict. ESOI has so far successfully conducted fourteen workshops and conferences in various states with co-sponsorship from Ministry of Tourism, Government of India, State Tourism Departments, and PATA India Chapter, with WWF India as Knowledge Partner. The table below gives an overview on the workshops conducted by ESOI:

S.No.	Location	Date	Workshop Topic
1	New Delhi	September 27-28, 2008	Tourism And Environmental Law
2	New Delhi	December 12-13, 2009	Environmental Law and Sustainable Tourism
3	Kochi	March 19-20, 2010	Practicing Responsible Tourism
4	Bhopal	April 30-May 1, 2010	Practicing Responsible Tourism
5	Mahabalipuram	November 26-27, 2010	Practising Responsible Tourism
6	Jammu	April 6-7, 2011	Practising Responsible Tourism
7	Yercaud	September 6, 2011	Animal Human Conflict Solutions
8	Srinagar	September 26-27, 2011	Practicing Responsible Tourism
9	Leh	September 30-October 1, 2011	Practicing Responsible Tourism
10	Guwahati	March 23-24, 2012	Responsible Tourism - Issues & Practices
11	Aurangabad	April 27-28, 2012	Responsible Tourism - Issues & Practices
12	New Delhi	August 7, 2012	Stakeholders' Conference on 'Sustainable Tourism through Joint Action'
13	Bhopal	April 18-19, 2013	Bhopal International Conference on Sustainable Tourism
14	Imphal	April 7-8, 2014	Manipur Ecotourism Conclave

ESOI also organized for the first time in the country "Bhopal International Conference on Sustainable Tourism (BICST 2013)", in partnership with Madhya Pradesh Tourism supported by the Ministry of Tourism, Government of India in April 2013, wherein more than 150 national and international delegates discussed on the topic "Tourism: Enabler for Conservation, Livelihood and Sustainable Growth". International case studies on sustainable tourism practices and multi-stakeholder involvement as well as the national level ecotourism framework in India were emphasized by 27 national and international speakers.

1.1 ESOI Members

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Pugmarks Eco Tours P. Ltd., Pune Mr. Anirudh Chaoji, Director www.pugmarks123.com

Purvi Discovery P. Ltd., Dibrugharh Mr. Manoj Jalan, Director www.assamteatourism.com

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Swosti Premium Limited, Bhubaneswar Mr. J.K. Mohanty, M.D. www.swostihotels.com

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1.2 SUPPORTING INSTITUTIONS

Incredible India

Ministry of Tourism, Government of India

The Ministry of Tourism is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in India.

With its "Explore Rural India" campaign the Ministry of Tourism, Govt. of India emphasises local community benefits and promotes tourism to for sustainable livelihoods in rural areas. They have also launched the Sustainable Tourism Criteria for India in cooperation with the Global Sustainable Tourism Criteria. The Ministry of Tourism announces National Awards that recognize good practice in eco-friendly and environmental actions.

For further information please access: www.tourism.gov.in



PACIFIC ASIA TOURISM ASSOCIATION - PATA

The Pacific Asia Travel Association (PATA) India Chapter is one of the oldest chapters among PATA's international network of 39 chapters across the world. Formed in 1974, it has grown to be one of the largest and most dynamic Chapters in the region with 236 members including the Government of India Ministry of Tourism, State Tourism Boards, Service Providers, Airlines, Hotels, Tour Operators and Travel Agents.

PATA is a global organization comprising of private and public sector members. It leads, advocates and acts as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. The enhancement of sustainable growth, value and quality of travel and tourism to, from and within the region, are the prime objectives of the PATA Mission. More on PATA International at www.PATA.org

PATA India Chapter is proactive in response to evolving dynamics of

the industry and the region and is dedicated to augmenting the strategic objectives of the Association. It works towards enhancing the benefits to the Indian Travel and Tourism Industry through outreach marts, road-shows and network opportunities; the development of professional skills and exposure through seminars, talks and trainings; and actively advocates various elements of responsible tourism with its public and private sector members and stakeholders. At the India Chapter level there is a Committee on Environment, Heritage & Ecotourism.

For further information please access: http://pataindia.org/



THE INTERNATIONAL ECOTOURISM SOCIETY - TIES

The International Ecotourism Society is an international non-profit membership organisation fully dedicated to finding the resources and building the expertise to make tourism a viable tool for conservation and sustainable development. The Society is documenting the best techniques for implementing Ecotourism principles by collaborating with a growing global network of active professionals in the field. ESOI is a Member of this world body of Ecotourism

For further information please access: www.ecotourism.org

WWF INDIA

WWF India promotes nature conservation and environmental protection. They maintain a database of India's natural resources. Actively supported by the Godrej Business house, it is the premier NGO liaising with the government as well as non-government research organizations both in India and abroad. WWF has Chapters all over the country and its head quarters in Delhi houses a library and also run courses in environmental law. The NGO has great initiatives to save the tigers, dolphins and other threatened species as well as natural environments such as glaciers, mountains and rivers. WWF is open for Membership to individuals and organizations in various categories.

For further information please access: www.wwfindia.org





DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT - GIZ

The services delivered by the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH draw on a wealth of regional and technical expertise and tried and tested management know-how. As a federal enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development. They are also engaged in international education work around the globe. In the Indian tourism sector GIZ is promoting small and medium enterprises establishment, regional development and responsible tourism practices.

ESOI is engaged with GIZ to take forward initiatives in sustainable tourism in the areas of Chambal in Madhya Pradesh and Sambhar in Raiasthan.

For further information please access: www.giz.de/en



MADHYA PRADESH ECOTOURISM DEVELOPMENT BOARD

Madhya Pradesh Ecotourism Development Board was constituted with a view to conserve natural resources through ecotourism and with a mission to achieve sustainable forest management through ecotourism. Since its constitution in 2005, a number of activities and projects have been undertaken by the Board, including initiatives in the destination development, capacity building, ecotourism activities and infrastructure development of ecotourism facilities in the State.

ESOI has cooperated with the Board on bringing responsible tourism to the Chambal area, as well as the Board having supported ESOI in publication of Guwahati & Aurangabad Workshop proceedings.

For further information please access: http://mpecotourism.org

2. INTRODUCTORY INFORMATION

What is Ecotourism?

As defined by The International Ecotourism Society (TIES):

"Responsible travel to natural areas that conserves the environment and improves the well-being of local people"

Broadening the scope by ESOI:

"The practice of low impact, educational, ecological and culturally sensitive travel that not only benefits local communities and host countries but also protects, conserves, preserves and propagates their nature, heritage, art, culture, belief, lifestyle and practices."

2.1 Environmentally-friendly Design and Planning of Sustainable Tourism Facilities

The following article is an abridged version of the presentation made by Mr. Hector Ceballos-Lascurain during the National Seminar on Ecotourism and Ecolodges in Delhi.

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GREENING MASS TOURISM

It must be recognised that conventional mass tourism is still the mainstream of the tourism industry and it is quite probable that this situation will prevail for some time. For this reason it is vitally important to aim our attention on mass tourism, striving to apply measures to make it more environmentally friendly and minimising its negative impacts on biodiversity.

We should not consider only Ecotourism linkages with biodiversity conservation, but also linkages of mass tourism, especially the effects of big hotels on the environment and how their design and operation can become more environmentally friendly. At a global scale, perhaps providing a number of ecolodges is not going to make much of a difference—ultimately we have to affect the larger tourism industry. This means we have to consider how to improve the environmental record of very different items like airlines, airports, big amusement and theme parks, golf courses, and sports stadia.

Again, the private sector has an enormous responsibility in providing environmentally friendly hotel design, construction and operational methods.

Training to develop skills of hotel owners and operators to understand what sustainable tourism is and education about best practices are vital activities. There is a need to strengthen and to revise legislation so that this approach is well understood and widely disseminated. Environmental legislation should act as a motivation force, and also as a base for certification. Also, a widespread educational campaign so that tourists will be demanding environmentally friendly hotels is urgently needed.

Tourism shouldn't be only market driven. In Africa, for example, people feel bad about tourism use proscribed to the community. A cause for conflict arises when developing nations are told to be sustainable whereas western countries can have the huge hotels.

It is vital to disseminate codes of ethics for conventional tourists, which will serve as a tool for alleviation of negative impacts. The effects of negative impacts are frequently long term and not always obvious in the short term.

Saving water and energy by reducing the number of towels used in hotel rooms has become a cliché – but only because notices have made a difference in hotels around the world.

In analysing mass tourism impacts, both new tourism facilities and pre-existing tourism facilities must be considered. In the former case, the application of minimal environmental standards for siting of new tourism services and facilities is urgently required. In the latter case, methods for improving the operation, making it more environmentally friendly, should be applied, through retrofitting or adding new, more appropriate technologies. In every case, the benefits to the tourism sector (market demand, economics, and effective management) must be persuasively demonstrated.

It is not a matter of sanctions and pressuring, rather encouraging the tourism sector to become more environmentally friendly (which will result in economic benefits for them). For example, water heating in many conventional hotels around the world is currently very inefficient and costly, so that wide use of alternative energy sources should be more than welcome by mainstream tourism operations. Also, many traditional beach destinations are experiencing a loss of repeat visitors because of water pollution, so that more environmentally friendly practices are definitely in the interest of beach resort owners and operators.

Cruise ships cause enormous environmental damage. It is estimated that they discard many thousands of tons of untreated waste into the oceans of the world every day. Strict regulations have to be applied to this type of destructive tourism.

It is important to encourage linkages between all-inclusive resorts and local enterprises (e.g. local food suppliers, daily bazaar, local excursions, etc.), promoting symbiotic relationships between big hotels and smaller tourism suppliers, including small lodges. One should avoid isolation or enclaves and have tourists been in contact with the social and natural environment (when desired by the community).

Among the major environmental achievements were: the SOCOG Environment Programme was established in 1996, early enough to allow sufficient time for staff to be integrally involved in planning; carrying out of the Olympic Greenhouse Challenge, a major project to assess the greenhouse impact of the Games for minimising greenhouse gas emissions; a programme of environmental education (including a waste education plan) as a component of staff training; an environmental specification for sponsors, licensees and suppliers.

Also an integrated waste management solution; packaging and food ware specification to control inputs into the waste stream; an Olympic Results Information Service (ORIS), an electronic system which reduced the huge amount of paper required to provide media with results; saving water and energy at all Olympic buildings and facilities; facilitating access of spectators through public transport, resulting in energy conservation and pollution and greenhouse gas avoidance; Olympic merchandise had minimal packaging and minimised the use of PVC.

ECODESIGN OF TOURISM FACILITIES

A new approach to architecture and physical facilities planning is needed, not only in tourism, but also in all human activities, if we are really going to stop the irreversible damage to the environment, further pollution, and depletion of energy sources. This new approach should be based on the concept of *eco design*, which may be defined as "any form of design that minimises negative environmental impacts, by integrating itself into the surrounding ecosystem"

Tourism facilities should be particularly designed in an environmentally friendly way, since they are frequently located in areas of great scenic beauty and ecological significance. Application of appropriate waste treatment methods and the use of alternative energy sources (especially in remote locations) are especially important items to be considered. Physical facilities should be technologically viable and adequate, and also socially acceptable and economically feasible. Joint ventures, communication and working with funding agencies can assist with addressing the expense of technologies. Physical planning and building (planning for expansion) should always be long-term endeavours.

It is important to remember that economic benefits come from environmentally friendly facilities and technologies.

Ecolodges are often located in remote and wild areas, and therefore very few typical infrastructure elements and services found in more traditional settings are available, such as access by paved highway, public transportation services, electric and Tel lines, piped potable water, public drainage and sewage, refuse collection and disposal, nearby school and medical services, shopping areas, etc.

For this reason, a totally new and different approach to physical planning is required; one based on a high level of functional, energy and food self-sufficiency. Before designing and building an eco lodge, realistically and clearly identify the specific characteristics of isolation and difficulty of access to infrastructure elements and public services and define beforehand the level of self-sufficiency you wish or need to attain.

Many nature tourists do not expect, in a poor rural area, the facilities found in rich cities and beach resorts. Some enjoy roughing it for a while, and are even prepared to pay more for the privilege. Certain standards will always remain non-negotiable though – especially security and basic hygiene.

It is always important to harmonise tourism facilities with the surrounding environment (both natural and cultural), using architectural forms in harmony with the natural landscape (vegetation and land forms), designing with long-term environmental criteria. A tourism facility should always possess a sense of place.

SITE PLANNING

Site planning and design is a process that involves in an integrated way the issues of land use, human circulation, structures, facilities and utilities within the natural and human environment. In order to ensure harmony between tourism developments and environmental protection, it is indispensable to apply sensitive design of infrastructure, master site planning, ecologically and socially conscious site design, and landscaping.

Preserving the special characteristics of a tourism destination demands an in-depth understanding of the natural systems on the site, as well as an immersion into the time-tested cultural responses to that environment's opportunities and constraints. If we want to change the way we build conventional tourism facilities, we need a new way of thinking about site planning and design, which involves a holistic approach. Sustainable site planning and design can lead to a better integration of physical facilities for tourism and their site and

surroundings and can indeed help to lessen the environmental impact of these facilities.

Site planning and design for any tourism facility must clearly indicate the process of ordering human actions and works in a specific tract of land. In addition to constituting a graphic representation (to scale) that shows location, layout, general size and shape, and orientation of the different elements of the project, site planning and design should indicate the sequence of activities that make up the project, clearly establishing a space-time interaction. Also, it should ensure that all on-site human activities should have a minimum negative impact on the natural and human environment (Ceballos-Lascuráin, 2001).

The site planning and design for any tourism facility must be, first of all, an instrument that safeguards the sustainability and conservation of the surrounding natural and cultural heritage. Not only should it conserve the natural ecosystems but it must also contribute to repairing and restoring the environmental damages that may already be present in the site. The development of the site should strive to leave the site better off after development than before.

Zoning is a very important tool in the site planning and design process. It is the process of applying different management objectives and regulations to different parts or zones of a specific area.

The success of any tourism facility (including ecolodges, which are the appropriate facilities for Ecotourism) often lies on the initial process of site evaluation and selection. Careful evaluation, in some instances, may reveal that the site is not appropriate for developing the facility. All considerations involved in selecting the most appropriate site will be essential in any forthcoming decisions dealing with design and construction.

Considering the increasing visitation to wilderness areas over the past decade and the resultant effects on the carrying capacities of the ecosystems, it would be prudent to select sites for developing Ecotourism facilities that are situated just outside the nature preserves, although this is not always possible since some of the preserves are very large. As such, a well-conducted site evaluation

can assist developers in finding alternatives to developing in protected areas. Selection of an appropriate site is critical for ensuring the sustainability and viability of an eco lodge. The selected site should support the lodge within natural and biophysical resource limits while offering eco tourists the opportunity to experience and enjoy the environment.

Frequently, in those sites, which are more appropriate for eco lodge development, there are limited or no infrastructure elements or public services, because of typical isolation and remoteness.

It is important to analyze how much infrastructure should be provided by the local authorities, and how much by the private sector. Since the extra service demand is often only used part of the year (seasonal), and takes precedence over use by local communities, tourism providers must invest in their own infrastructure needs. Both communities and tourism sector should benefit from infrastructure development.

In every case, the private sector has an enormous responsibility in sustainable hotel planning and design, appropriate scale of development, zoning and compliance to environmental regulations. It is essential to ensure that your site plan is environmentally friendly, minimizing negative impacts on the natural landscape, local biodiversity and any existing cultural features found nearby.

2.2 AUTHENTIC ECOLODGES

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I. INTRODUCTION AND DEFINITIONS

Since the term ecolodges emerged in the early 1990's, there have

been several interpretations by various ecotourism organizations and 'experts' using different criteria systems to evaluate accommodation facilities. This article addresses the term *ecolodges* and clarifies its definition. In order to create authentic ecolodges, it is crucial that the particularities and requirements of ecolodges be widely understood by all concerned.

During TIES *First Eco lodge Forum* in Maho Bay, an eco lodge was defined as "an industry label used to identify a nature-dependent tourist lodge that meets the philosophy and principles of ecotourism" (David Russel et al, 1994). This definition sufficed in 1994 but it was ambiguous, not specific enough and left it to the reader's imagination. The definition was linked to ecotourism which itself has been misinterpreted and misunderstood for a long time.

At the Costa Rican TIES *Second Eco lodge Forum* in 1995, lodges owners, consultants and other participants discussed Guidelines for Eco lodge Development and Operation but no real definition was agreed as that was not the main focus of the forum.

In 1997, the Mexican Architect Hector Ceballos Lascurain refined the definition but the mention of the word ecotourism still brought ambiguity to the definition - "The most important thing about an eco lodge is that the eco lodge is not the most important thing. It is the quality of the surrounding environment that counts most: the nearby natural and cultural attractions – and the way ecotourism circuits are set up, operated and marketed, and the way in which local populations are actively involved in the process." (Ceballos Lascurain, 1997). The definition also did not emphasize what is considered one of the most crucial aspects of an *eco lodge* – planning, design and construction.

There are unfortunately many cases of green washing, whereby lodges are marketing themselves as ecolodges when they are at best nature-based lodges or in a few cases town eco-hotels. So what is an authentic eco lodge, you may ask? After ten years of working in the field, research, interviews with architects, eco-consultants, developers, operators, indigenous communities and feedback from many stakeholders in the ecotourism industry, I came up with a criteria system (Mehta 2004) to determine Ecolodges.

ECOLODGE CRITERIA

For a nature accommodation facility to be called an eco lodge, it has to satisfy only five of the below mentioned eleven criteria, **three of which MUST embody the three main principles of ecotourism**, namely protection of nature; benefits to local people and offering of interpretative programs.

Therefore an authentic eco lodge MUST first satisfy the three main criteria:

- 1. Help in the conservation of the surrounding flora and fauna.
- 2. Contribute to sustainable local development through community outreach and education programs
- 3. Offer interpretive programs to educate both tourists and its employees about the surrounding natural and cultural environments.

PLUS any two of the below eight criteria.

- 4. Use alternative, sustainable means of water acquisition and reduces water consumption,
- 5. Meet its energy needs through passive design and renewable sources
- 6. Provide for careful handling (reduce, refuse, recycle, reuse) and disposal of solid waste
- 7. Use environmentally friendly sewage treatment systems
- 8. Fit into its specific physical and cultural contexts through careful attention to form, landscaping and colour, as well as the use of vernacular architecture;
- 9. Use environmentally friendly building and furnishings materials (low energy embodiment).
- 10. Have minimal impact on the natural surroundings during construction and use of traditional building techniques.
- 11. Endeavour to work together with the local community and involve them in the initial physical planning and design stages.

CURRENT ECOLODGE DEFINITION

After carefully considering all the various aspects of ecolodges as mentioned above "an eco lodge is a 2-75 room low-impact nature based financially sustainable accommodation facility that helps protect sensitive neighbouring areas; involves and helps benefits local communities; offers tourists an interpretative and interactive participatory experience; provides a spiritual communion with nature and culture and is planned, designed, constructed and operated in an environmentally and socially sensitive manner" (Mehta, 2005).

II. THE PHILOSOPHY OF ECOLODGES

It is the basic principles that differentiate ecolodges from traditional nature lodges and hotels. The design of an eco lodge and the activities provided within the facility should encourage close interaction with the natural and cultural environment and have an atmosphere that is appropriate to the site's specific setting. It is this metaphysical 'sense of place' that is one of the key ingredients in distinguishing ecolodges from traditional hotels. Location and resource protection of the Eco lodge operational environment is critical to its successful performance. Within these natural environments, what is important for an Ecologies general atmosphere is the sense of "isolation" and "wilderness", and of being away from the impact of modern civilization.

The activities provided in the Eco lodge are usually based on sensory experience with the natural and cultural resources of the area to enhance the visitor's appreciation and to support the conservation of these resources. The general atmosphere of Ecologies is characterized by their friendly, relaxed, flexible and educational environment. The design of an Eco lodge and the activities provided within the facility should then encourage close interaction with the natural environment. However, each Eco lodge must enjoy an atmosphere that is appropriate to the site's specific setting.

Local distinctiveness to the physical environment is important. All natural or human-made elements that contribute to this distinctiveness should be addressed in the eco lodge layout and

design. In particular, local materials should be used; local building styles used as an influence and native plant species used in the soft landscape schemes. Local climatic differences should be addressed by the architectural and landscape design (in particular, the temperature, rainfall and wind).

Additionally, incorporating the local cultural attractions is the key to the success of an eco lodge development. It is in those ecosystems where the indigenous peoples inhabit that opportunities exist to involve them in more than just demonstrating traditional skills and customs. There are significant opportunities in ensuring that they have an economic stake in management in order to use conservation as a tool to bring marginal economic groups into mainstream economic development.

In respect of local cultural traditions, for example in Islamic regions, there is a need to design ecolodges with a more gradual transition from public through semi-public & semi-private to private. Design layouts and details should conform to Islamic cultural traditions. For example, in consideration of a majority of the guests at the desert ecolodges in Oman, Egypt, orientation to Mecca should be built into the various elements of the eco lodge. Indigenous design styles (Bedouin, Nubian) should also be respected. Islamic attitudes to the family etc. should also be respected and therefore spatial privacy is an important concept for an Islamic Desert Eco lodge. Local appreciation of the desert, its beauty and its wildlife must be considered when planning a desert eco lodge.

Financial sustainability is crucial as one cannot conserve nature or help local communities if there are no profits made by the lodge. The eco lodge must be run as a business for it to be successful.

Ecolodges generally do not provide many of the entertainment and luxurious services (e.g. casinos, retail complexes, water slides, etc.) that are often provided by conventional hotels and resorts. This means initial investment in an eco lodge facility is often much less, and the environmental impact resulting from operation of a more complex hotel / resort facility can be avoided or minimized.

III. COMPONENTS OF ECOLODGES

The following components of ecolodges have been excerpted from the book: 'The International Ecolodge Guidelines" which was edited by the Author of this Article.

- 1. Site Selection, Planning, and Design
- 2. Bio-Physical Impacts
- 3. Architectural Design
- 4. Socio-Economic and Cultural Impact
- 5. Legal and Financial Factors
- 6. Operation and Management
- 7. Conservation
- 8. Marketing and Promotion
- 9. Education, Training, and Interpretation
- 10. Monitoring And Evaluation

IV. THE CURRENT STATE

After a lull in development as a result of the worldwide recession of the early nineties, ecolodges sprung -up in all corners of the world, from Fiji in the Far East to Ecuador in the west, and from South Africa to Canada in the North. The tourism industry was to say the least, flourishing with ecolodges. Even though the financial debacle of 2008-2010 has slowed the construction of new Ecolodges, the expansions and renovations of Existing Ecolodges has gone unabated.

Innovative developers and designers are synthesizing traditional and hi-tech concepts for land and site planning, architectural design, construction, and are creating plans that, incorporate local community involvement, show increasing sensitivity to existing ecosystems and that bring about financial gains. By blending the wisdom of the past with the know-how and technology of the present, ecolodges are being built that provide healthy and comfortable places to enjoy nature, as well as buildings that camouflage with the surroundings, conserve material resources in

their construction, save energy and water resources in their operation and most importantly, involve the native population through the design, construction and operation processes.

The current trends in ecolodges can be classified in six categories:

- Community involvement and empowerment
- Environmentally friendly technology and materials
- Expansion and eco-renovations
- Incorporating Climate Change Principles
- Participatory and metaphysical planning
- Public- private Partnerships
- Social Media Marketing

Without doubt, the most innovative current international trend in eco lodge development is the process that empowers the native populations. This refers to programs, which take place under the control or with the active participation of the native people who own or inhabit a natural attraction. Ecotourism must bring about integrated development of the area where the development is taking place". Several projects in Kenya, Ecuador and Canada built within the past decade have demonstrated that working hand in hand with the local people can result in a win-win situation.

Significant technological trends over the past five years have had a major influence on the character, pattern and architecture of ecolodges. In some cases the design of the lodge has been driven by the technology and materials - cheaper solar power technology, LED light fittings, low-flow showers, dual-flush toilets, modern materials made from recycled goods etc.

Several recent Ecotourism-planning projects are demonstrating that involving the indigenous peoples in the planning process can help towards the conservation of both the natural and cultural resources. What is unique about this planning process are the community empowerment techniques that the planners employed to make sure that all additions to the built environment and island infrastructure will be at a scale that is appropriate and within the limits of acceptable change. Participatory design is most successful when it is

incorporated into the lives of the indigenous communities through economic development resulting in some kind of monetary generation.

Majority of government agencies around the world do not have specific regulations or minimum standards for eco lodge design and development and therefore it has fallen on the landscape architects, architects and interior designers, to develop their own design criteria and codes of ethics that guarantee the least environmental and social impact, as well as having a harmonious and sustainable interaction between the physical structure and the surrounding environment.

V. THE WAY FORWARD

The eco lodge industry is increasingly confronted with arguments about its sustainability and compatibility with environmental protection and community development and is facing serious and difficult choices about its future. If we are to move positively from these crossroads, lodge owners and operators will also be required to rise to the challenges and demands of activities that give the visitors a natural unspoiled experience that affords them a non-polluted environment close to nature.

If we are to create a sustainable world - one in which we are truly responsible for the needs of the coming generations of humans and all living creatures - we must recognise that our present ways of doing architecture, engineering and construction present serious shortcomings. To develop a sustainable world, we must inevitably transform these practices. We need to impregnate the design of products, buildings and landscapes with a rich and detailed understanding of ecology and sociology. Sustainability needs to be rooted firmly in the more minute details of design.

Given the continued demand for ecolodges, the increase in numbers of lodging facilities seems inevitable, and for this reason specific country guidelines need to be written to allow for the creation of authentic ecolodges. The International Ecotourism Society had begun this process by publishing "The International Eco lodge Guidelines" (Mehta et al 2002).

The next step is the creation of an internationally accepted eco lodge

certification program that is accessible to all owners. This program is also needed to eliminate green washing. With this in mind, the Author spent three years travelling to over 46 countries and inspected over 40 Lodges. The end result is the first Chai-Table book on Ecolodges. Titles 'Authentic Ecolodges' the book was launched in 2010 and showcases 36 of some of the most authentic ecolodges on the planet. Also being introduced in the book is the first ever International Ecolodge Rating System, which was developed by this author.

Marketing a true product is very important. If there is one thing that we should resolve, it is how to go about selling a genuine product and setting up authentic machinery to market it otherwise very soon, we will have no places to go for ecolodges.

The majority of all the site analysis and planning techniques that are being practised today are objective, and so, somewhat onedimensional. A subjective approach is needed in order to create a plan that is in total harmony with the existing landscape. A sense of place and the feeling of sacredness are missing from most existing tourism lodges. Ecolodge sites need to provide the eco-tourist with a spiritual communion with nature and the feeling of being 'one with nature'. In the context of the ecosystem theory, holism is based on the concept that non-living components and living components function together as a whole according to well-defined biological laws. Everything is connected: Humans, plants and animals. Whether we like it or not, we are part of the circle of life. Holistic philosophies i.e. Feng Shui, Vastu Shaastra, Native Indian methods, Six senses approach etc., can help the planner and landscape architect to look for the "sense of place" and for spiritual qualities that can often escape the ordered dimensions of the site assessment process.

The human population is presently living far beyond the carrying capacity of the Earth. The one thing we can do as sensitive developers and designers is to truly be the stewards of the land and we will be able to prolong our own extinction. There is a lot to learn from the indigenous tribes of the world and their relationship to mother earth. Their landscapes were "one with the land" and we do not see why we should not be able to use these principles for the design of Ecotourism facilities.

2.3 Let's Think about This

- 25% of world's population is without safe drinking water
- 21% of the world's population lives in cities with unacceptable levels of pollution
- Using a hose to wash your car wastes up to 300 litres or 33 bucketsful of water
- About a third of household waste is kitchen and garden waste –
 help reduce it by adding vegetable peelings and fruit skins to
 your compost heap
- Running the tap can use 10-14 litres of water a minute which would give enough for a small bath in just 5 minutes
- Extracting, processing, transporting and distributing fossil fuels also releases greenhouse gases
- Up to 23% of heat lost from a home can be through windows. Double glazing can reduce this loss by up to 50%
- 15% of the earth's land surface is affected by human-induced soil degradation
- Recycling aluminium can bring energy savings of up to 95%, reduces import costs, and produces 95% less greenhouse gas emissions than when it is produced from raw materials
- One drip per second wastes around 1200 litres of water in a year; that's around 4 litres a day; and 90 litres of water if the drips are breaking into a stream

- A double-decker bus carries the same number of people as 20 fully occupied cars
- The average family uses the equivalent of two baths of water per day when flushing the toilet
- Recycling aluminium requires 90-95% less energy than mining and processing bauxite ore (the source of aluminium)
- Boiling a kettle half full instead of full four times a day could save you enough electricity to power a TV set for four hours
- A garden sprinkler uses 1,000 litres of water an hour-that's nearly one pint for every 2 seconds it is in operation
- Producing steel from recycled materials saves 75 per cent of the energy needed to make steel from virgin materials
- Cavity wall insulation reduces heat loss through walls by up to 60%, and saves up to 35% on fuel bills
- Up to 90% of new glass can be made from reclaimed scrap glass, which saves energy and raw materials
- The world has lost 20% of its forests since 1700

2.4 World Heritage Cultural and Natural Sites in India, 2013

In 1972, the General Conference of UNESCO adopted a resolution concerning the protection of the World Cultural and Natural Heritage'.

The main objectives were to:

- a. Define the World Heritage in both cultural and natural aspects
- b. Enlist sites and monuments from member countries, which are of exceptional interest and universal value the protection of which is the concern of all mankind.
- c. Promote co-operation among all Nations and people to contribute for the protection of these universal treasures intact for future generations.

The most significant feature of the 1972 World Heritage Convention is that it links together in a single document the concepts of nature conservation and the preservation of cultural properties. The

Convention recognizes the way in which people interact with nature, and the fundamental need to preserve the balance between the two. The Convention sets out the duties of States Parties in identifying potential sites and their role in protecting and preserving them. By signing the Convention, each country pledges to conserve not only the World Heritage sites situated on its territory, but also to protect its national heritage.

To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria. These criteria are explained in the **Operational Guidelines for the Implementation of the World Heritage Convention** (http://whc.unesco.org/pg.cfm?cid=57) which, besides the text of the Convention, is the main working tool on World Heritage. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself.

To date, the World Heritage List includes 981 properties forming part of the cultural and natural heritage which the World Heritage Committee considers as having outstanding universal value. These include 759 cultural, 193 natural and 29 mixed properties in 160 States Parties.

As of September 2012, **190** States Parties have ratified the World Heritage Convention. Further information on the listings could be obtained directly from: http://whc.unesco.org/en/list.

The following is the inventory of both built and natural heritage sites in India:

BUILT HERITAGE

1. Agra Fort (Uttar Pradesh)

Emperor Akbar laid the foundation of the Agra fort in 1565 AD. It houses the Pearl mosque and many other noteworthy structures such as the Jahangir Palace or the Khas Mahal, built by Shah Jahan.

Further information: www.agrafort.gov.in

2. Ajanta Caves (Maharashtra)

The Buddhist caves at Ajanta contain some of India's most magnificent paintings. The 29 caves were excavated beginning

around 200 BC.

For further information: http://ajantacaves.com

3. **Buddhist Monuments at Sanchi** (Madhya Pradesh)

Emperor Ashoka built the Great Stupa and erected a pillar in the 3rd century symbolising the rise and spread of Buddhism in India.

For further information: www.sanchi.org

4. Champaner – Pavagadh Archaeological Park (Gujarat)

It holds a largely unexcavated city which has been built in the late 15th / early 16th century as the capital of Gujarat. It is an early Islamic, pre-Mughal city and its architecture shows the transition between the Hindu and Muslim traditions. The designated area includes over 100 monuments, including fortifications, water installations and different standing structures.

For further information: http://asi.nic.in

5. Chhatrapati Shivaji Terminus (Maharashtra)

Chhatrapati Shivaji Terminus formerly Victoria Terminus, is a historic railway station in Mumbai, which serves as the headquarters of the Central Railways. Frederick William Stevens a consulting architect designed this famous architectural landmark in Gothic style in 1887-1888. For further information: http://asi.nic.in

Churches and Convents of Goa (Goa) 6.

Goa was under Portuguese rule from the 16th to the 20th century. It has an array of Churches and Convents including the Convent of Saint Monica, the Church and Convent of Saint Cajetan of the 17th century as well as the monastery of St. Augustine of the 17th century and many others. For further information: http://asi.nic.in

7. **Elephanta Caves** (Maharashtra)

The four rock-cut temples on Elephanta Island that are thought to have been carved out between 450 and 750 AD. The main cave contains large sculpted panels relating to Siva, including his marriage to Parvati, the killing of Andhakasura, and the six-metre-high triple-headed Trimurti.

For further information: http://asi.nic.in

8. Ellora Caves (Maharashtra)

The Buddhist, Hindu and Jain caves at Ellora were carved between 600 and 1000 AD, and include 34 monasteries and temples dug side by side in the wall of a high basaltic cliff near Aurangabad.

For further information: http://elloracaves.org

9. Fatehpur Sikri (Uttar Pradesh)

The Mughal Emperor Akbar selected Fatehpur Sikri in the 16th century as the seat of his government believing it to be auspicious for himself.

For further infromation: www.fatehpursikri.org

10. Great Living Chola Temples

The Great Living Chola Temples were built by kings of the Chola Empire, which stretched over all of south India and the neighbouring islands. The site includes three great 11th and 12th century temples: the Brihadisvara Temple at Thanjavur, the Brihadisvara Temple at Gangaikondacholisvaram and the Airavatesvara Temple at Darasuram.

For further information: http://asi.nic.in

11. Group of Monuments at Hampi (Karnataka)

Last capital of the last great Hindu kingdom of Vijayanagar. For further information: http://asi.nic.in

12. Group of Monuments at Pattadakal (Karnataka)

The Pattadakal temple complex bears testimony to the creativity of the Chalukyas under the reign of Vikramaditya II in the 8th century.

For further information: http://asi.nic.in

13. Group of Monuments at Mahabalipuram (Tamil Nadu)

The temples of Mammallapuram were built during the $6^{th} - 9^{th}$ century and are famous for the Shore Temple. A tribute to the Pallava craftsmen.

For further information: http://asi.nic.in

14. Group of Monuments at Khajuraho (Madhya Pradesh)

The temples of Khajuraho are good examples of the brilliant medieval Indian architecture and were built by the Chandela Kings in the 10th century.

For further information: www.khajurahomonuments.com

15. Humayun's Tomb (Delhi)

Haji Begum, his wife, built the 2nd Moghul emperor the tomb of Humayun, in the mid-16th century.

For further information: http://asi.nic.in

16. Mahabodhi Temple complex at Bodh Gaya (Bihar)

The Mahabodhi Temple Complex is one of the four holy sites related to the life of the Lord Buddha. Emperor Asoka built the first temple in the 3rd century B.C., and the present temple dates from the 5th or 6th centuries.

For further information: www.mahabodhimahavihara.org

17. Mountain Railways of India

The Mountain Railways of India refer to the five railway lines built in the mountains of India in the nineteenth and early twentieth century. They are the Darjeeling Himalayan Railway (1881), the Kalka Shimla Railway (1898) and the Kangra Valley Railway (1924), located in the rugged hill regions of the Himalayas and two are much further south in the Western Ghats; the Nilgiri Mountain Railways in Southern India and the Matheran Hill Railways in Maharashtra.

For further information: http://whc.unesco.org

18. Qutab Minar and its monuments (Delhi)

Qutab Minar is a 73-meter-high victory tower, built in 1193 by Qutab-ud-din.

For further information: www.qutubminar.org

9. Red Fort Complex (Delhi)

The Red Fort is considered to represent the zenith of Mughal creativity. The planning of the palace is based on Islamic prototypes, but each pavilion reveals architectural elements typical of Mughal building, reflecting a fusion of Persian, Timurid and Hindu traditions.

For further information: www.redfortdelhi.co.in

20. Rock Shelters Bhimbetka (Madhya Pradesh)

The Rock Shelters of Bhimbetka are in the foothills of the Vindhyan Mountains on the southern edge of the central Indian plateau. There are five clusters of natural rock shelters, displaying paintings that appear to date from the Mesolithic Period right through to the historical period.

For further information: http://asi.nic.in

21. Sun Temple, Konarak (Orissa)

The great temple of Konarak was conceived as a colossal chariot of the Sun God Surya with 12 pairs of exquisitely carved wheels, drawn by 7 galloping horses as if emerging from the turbulent waves of the Bay of Bengal. The temple was built by King Narasimha I in the 13th century. For further information: http://asi.nic.in

22. Taj Mahal (Uttar Pradesh)

An immense mausoleum of white marble, built in Agra between 1631 and 1648 by order of the Mughal emperor Shah Jahan in memory of his favourite wife, the Taj Mahal is the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage.

For further information: http://tajmahal.gov.in

23. The Jantar Mantar, Jaipur (Rajasthan)

The Jantar Mantar, in Jaipur, is an astronomical observation site built in the early 18th century. It includes a set of some 20 main fixed instruments. They are monumental examples in masonry of known instruments but which in many cases have specific characteristics of their own. Designed for the observation of astronomical positions with the naked eye, they embody several architectural and instrumental innovations. This is the most significant, most comprehensive, and the best preserved of India's historic observatories. It is an expression of the astronomical skills and cosmological concepts of the court of a scholarly prince at the end of the Mughal period. For further information: www.jantarmantar.org

NATURAL HERITAGE

1. Kaziranga National Park (Assam)

Located in Assam, this is one of the last areas in northern India undisturbed by man. The largest population of one-horned rhinoceroses in the world inhabits Kaziranga Park. For further information: www.kaziranganationalpark.com

2. Manas National Park (Assam)

Established in 1928 and has unparalleled biodiversity and holds viable populations of 19 of India's most endangered wildlife species.

For further information: www.manasassam.org

3. **Keoladeo National Park** (Uttar Pradesh)

This park was once a duck hunting reserve of the Maharajas. Today it is one of the major wintering areas for large numbers of aquatic birds from Afghanistan, Turkmenistan, China, and Siberia. Some 364 species of birds, including the rare Siberian crane, have been recorded in the Park.

For further information: http://whc.unesco.org

4. Sundarbans National Park (West Bengal)

The mouths of the Ganges form the world's largest delta, and part of this vast mangrove swamp, some 100 km south of Calcutta, are a 2585-sq-km wildlife reserve. Part of Project Tiger, Sunderbans has one of the largest tiger populations of any of India's parks.

For further information: www.sunderbansnationalpark.com

5. Nanda Devi and Valley of Flowers National Park (Uttaranchal)

A unique high altitude biosphere reserve surrounded by a ring of Himalayan peaks with Nanda Devi as its centre piece containing some of the rare species of fauna and flora including the Ibex, Snow leopard, etc For further information:

www.gmvnl.com/newgmvn/nandadevi.aspx

6. Western Ghats (along the western coast of India)

The Western Ghats comprise the mountain range that runs along the western coast of India, from the Vindhya-Satpura ranges in the north to the southern tip. The ecosystems of the Western Ghats are located mainly in the following regions: the tropical wet evergreen forests in Amboli and Radhanagari; the Montane evergreen forests in Mahabaleshwar and Bhimashanker; moist deciduous forests in Mulsi and the scrub forest in Mundunthurai. There is a great variety of vegetation all along the Ghats.

For further information: http://whc.unesco.org

7. The Great Himalayan National Park (GHNP), the newest addition to India's national parks, is located in Kullu region in the state of Himachal Pradesh. The park was built in 1984 and is spread over an area of 1,171 km² at an altitude of between 1500 to 6000m. The Great Himalayan National Park is a

habitat to numerous flora and more than 375 fauna species that comprises approximately 31 mammals, 181 birds, 3 reptiles, 9 amphibians, 11 annelids, 17 mollusks and 127 insects. They are protected under the strict guidelines of the Wildlife Protection Act of 1972; hence any sort of hunting is not permitted.

In June 2014, the Great Himalayan National Park was added to the UNESCO list of World Heritage Sites. The UNESCO World Heritage Site Committee granted the status to the park under the criteria of "exceptional natural beauty and conservation of biological diversity".

For further information: http://greathimalayannationalpark.com

2.5 If Planet Earth is a 46 Year Old Person

Actually, Planet Earth is 4,600 million years old. If we condense this inconceivable time-span into an understandable concept, we can liken the Earth to a person of 46 years of age.

Nothing is known about the first 7 years of this person's life and whilst only scattered information exists about the middle span, we know that only at the age of 42 did the Earth begin to flower.

Dinosaurs and the great reptiles did not appear until one year ago when the planet was 45. Mammals arrived only 8 months ago; in the middle of last week, human-like apes evolved into ape-like humans and at the weekend the last ice age enveloped the Earth.

Modern humans have been around for four hours. During the last hour, we discovered agriculture. The industrial revolution began a minute ago. During those sixty seconds of biological time, humans have made a rubbish tip of Paradise.

We have caused the extinction of many hundreds of animal species, ransacked the planet for fuel and now stand like brutish infants, gloating over this meteoric rise to ascendancy, on the brink of the final mass extinction and of effectively destroying this oasis of life in the solar system.

A VERITABLE PHARMACOPIA OF PANACEAS IN YOUR VICINITY

NAME	PARTS	USE
Satan	Bark, latex	Bitter tonic, diarrhoea
Semal	Root, stem, pod	Tonic emetic, dysentery
Gular	Whole Plant	Astringent, dysentery, diabetes, carminative
Imli	Fruit	Refrigerant, digestive, laxative, carminative
Arjun	Bark, leaves	Cardiac tonic, astringent
Bel	Fruits, root, bark	Astringent, laxative
Ulloo	Bark, leaves	Asthma, bronchitis, dyspepsia
Siris	Bark, Seeds	Bronchitis, anti inflammatory
Kachnar	Bark, root, flower	Astringent, dyspepsia, flatulence
Neem	Leaves, seeds, oil	Fever, leprosy, antiseptic, insecticide
Amaltas	Fruit, pulp, bark, leaves	Astringent, tonic, purgative, rheumatism
Peepal	Bark, fruit, latex, seeds	Purgative, astringent, ulcer
Pride of India	Fruits, bark, leaves	Astringent, stimulant, purgative, fever
Bakain	Flowers, leaves, bark	Astringent, antiseptic, eczema, ulcers
Kaner	Root, leaves	Ulcers, abortifacient, diuretic
Papri	Fresh bark, roots, leaves	Eczema, wounds, ulcers, antiseptic
Ashok	Bark, seeds, flowers	Refrigerant, demulcent, emollient, anathematic
Maulsiri	Bark, fruits, flowers	Astringent, tonic, fever, purgative, ulcers
Jamun	Fruit, leaves	Astringent, dysentery, diabetes, cough
		Organisation dedicated to planting trees: www.treesforlife.org

2.6 Facts about Bio-degradability

Can you guess how long it will take for these things to bio degrade (at sea level and in moderate climate)?

• Banana peel: 3-4 weeks

• Paper bag: 1 month

• Cotton rag: 5 months

• Woollen sock: 1 year

• Wood: 10-15 years

• Leather shoe: 40-50 years

• Tin can: 50-100 years

• Aluminium can: 200-500 years

• Styrofoam cup: Eternity

• Plastic bag: 1 million years

• Glass bottle: Unknown

Source Courtesy: Centre for Science & Environment (CSE, New Delhi)

3. ISSUES IN ENVIRONMENTALLY-FRIENDLY TOURISM

3.1 Towards Accessible and Inclusive Tourism

- Initiatives by Ministry of Tourism

People with different abilities and older persons are now becoming a growing group of consumers of travel, sports and other leisure-oriented products and services. In an effort to tap the potential of this group for promotion of tourist destinations in the country, the Ministry of Tourism has taken an initiative to make tourist destinations barrier-free. Guidelines have been issued for making the tourist-facilities which are being created with central financial assistance, barrier-free.

The Ministry has also instituted a new category of Award of Excellence for Most Barrier-Free Monument/Tourist Attraction in the country to encourage other agencies responsible for maintaining monuments/tourist attractions to create barrier-free environment for the promotion of accessible tourism.

The condition of making the hotels accessible for people with different abilities has been included in the guidelines for approval and classification of 4 and 5 star category hotels.

SVAYAM

Svayam is an initiative of Sminu Jindal Charitable Trust based at New Delhi, India and works for promoting dignity for people with reduced mobility. It advocates an enabling & accessible environment for all.

Svayam is spearheaded by Ms. Sminu Jindal as its Chairperson, who herself is a wheelchair user due to a car accident at the age of eleven year that left her paraplegic and has personal experiences of the trials and tribulations of people with reduced mobility due to absence of enabling and inclusive environment around them. Her experiences lead to a focused action plan of Svayam to promote accessibility in community infrastructure, by way of access audits/appraisals of the public infrastructure and suggesting the access solutions to make these places barrier free and accessible to all.

This initiative aims at not only generating awareness about the trials and tribulations of reduced mobility populace (that includes the elderly, expecting mothers, mothers with new born babies as well as toddlers and the physically challenged) but also mould public and policy makers opinion in favour of public private participation in providing and executing accessibility solutions.

Even though public places are supposed to provide accessible infrastructure as per mandate of laws like PWD Act, adoption and ratification of UNCRPD, Disability Rights and Law and various other government initiatives, the ground reality presents a different story all together.

Svayam steps in to fill the gap by way of undertaking audits, identifying problem areas, developing strategies to overcome the same as per international standards of accessibility and universal design and handhold the implementation process to ensure the accurate execution.

Svayam has worked closely with government agencies such as NDMC, ITDC, DTC, ASI and cooperates like ITC Hotels, Hyatt Regency New Delhi, to name a few.

Svayam is also working hand in hand with Ministry of Tourism in their endeavour to promote Inclusive Tourism. ASI and Svayam jointly received the national award from the ministry of tourism for making Qutub Minar the first fully accessible heritage site in India.

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3.2 Airlines Take Off On an Environmental Flight

Source Courtesy: The Eco Watch column in Trav Talk magazine by Anita Singh Soin

Air transport will need to further reduce its environmental impact whilst improving its environmental performance. To minimise impact, the industry must continually devote adequate resources to improving its environmental performance and fully exploit the best available technology. Technology continues to have a role in reducing aircraft noise and CO2 emissions.

How much impact does aviation contributes?

Concerns are growing about the environmental effects of aviation, heightened by the expected speed and scale of the increase in air transport and the promotion of general aviation. These aircraft are found to contribute uniquely to atmospheric air pollution and so to climate change.

Emissions: When cruising at altitudes of 30,000 - 43,000 feet, an aircraft produces gases and particles that can affect the global climate by contributing to the "greenhouse effect" and they emit up to 2-2.5% of all the CO_2 from man's activities. And, we're still not sure about the part that CO_x and water vapor play.

Climate: Our climate constantly changes naturally. Production of certain gases (called greenhouse gases) decreases the rate that the sun's energy, reflected by the earth, could escape from the earth's atmosphere. This leads to global warming and climate change.

Noise: At airports, aircraft and ground traffic causes noise and gaseous emissions, with implications for the health and welfare of individuals, communities and wildlife. Airport development is capable of radically altering the character of towns, villages and the countryside. Aircraft noise, fumes and fuel droplets in the air can blight even the loveliest places.

Waste: Whilst many airlines spend a great deal of time and effort in designing amenity kits for their passengers only a few spare a thought to what happens to these kits at the end of the flight. Even highly desirable kits are unlikely to be removed from the aircraft in their entirety and certain items from within the kit are removed and

partly used kits will be left onboard as waste. The amount of waste returned from flights is a logistical challenge in itself.

Food waste: Much like the hotel sector, some airlines are already donating unused food to charities or orphanages, as also with the reduction of the use of plastic trays and disposable cutlery and going back to steel and other reusable items

What Airlines can do: British Airways was among one of the first along with American Airlines and others to adopt an environmental policy and commence a program of action. A series of initiatives are being taken on from Traveler Donation Schemes that support Charities to Eco-Notes for customer's etc. The objectives of these actions are to encourage staff to include environmental considerations in daily decision-making, increase customer's environmental awareness and encourage them to adopt environmentally sensitive practices, and influence the behaviour of suppliers.

New Aircraft's: Buying and leasing new aircraft's that produce less noise, use less fuel and emit fewer engine exhaust emissions, whilst retiring older aircraft as rapidly as possible;

Land Use: Urging governments to better manage the use of land around airports to reduce the number of people affected by aircraft noise and to ensure that the gains achieved by quieter aircraft are not offset by further residential development.

Recycling Kits: Assembling kits from the returned waste obviously means fewer new kits are required and recycling delivers reductions in both overproduction and landfill. Successful recycling is not only an environmentally sound practice but the financial savings can be used to upgrade kits or to benefit the bottom line.

Shorter Flights: A plane on a non-stop long-distance journey consumes 40 percent more fuel than an identical plane, which stopped three times en route to refill its fuel tanks.

Airline Fuel Consumption: Potential alternative fuels to aviation kerosene are being investigated. As there do not appear to be any practical alternatives for aviation at present, efficiency will continue to be the key to controlling fuel use from aviation.

Becoming Carbon Neutral: Finally, as individual travellers, our responsibility lies in absolving ourselves of the negative impact. In turn, each one of us can plant one tree per flight and balance the proportion of CO2 in our atmosphere. Thus, adhering to the principles of carbon neutrality.

3.3 Carrying Capacity in Indian Tourism

In the discussions on sustainable tourism practices and ecotourism the concept of carrying capacity has sparked the interest of researchers and practitioners alike. In a broad sense carrying capacity measures what level of use of tourism sites and destinations is sustainable, i.e. the limits of tourism growth. It is defined as the maximum number of people who can use a site without any unacceptable alteration in the physical environment and without any unacceptable decline in the quality of the experience gained by tourists (Saarinen 2006).

With regard to tourism as an economic activity that has impacts on a variety of stakeholders as well as on the diverse natural and cultural assets of an area, the definition of a single threshold value will be inadequate in most cases (UNWTO 2004). Rather dividing the concept into subtypes (e.g. environmental, physical facility, social, economic, psychological) and adapting them with regard to the special features of different geographical destinations like mountains, rivers, deserts, cities and islands, is a more adequate way to measure the optimum level of tourism use.

As part of the 12th Five Year Plan 2012-2017 the Ministry of Tourism, Government of India underlines the importance of continuing its efforts towards carrying capacity studies in Indian tourism destinations. In this light, special funds are being created for conducting international studies on carrying capacity.

So far several studies on carrying capacity have been undertaken in India by state governments and other institutions – particularly for National Parks.

The 12th Five-Year-Plan 2012-2017 of the Planning Commission thus highlights the need for analysing and applying the concept of carrying capacity to diverse geographical areas and to the Indian context in various chapters of the document. These are listed below.

- Chapter 4 Development of the Tourism Infrastructure, Connectivity and Destination Management, Recommendations, p.59:
 - "(xxi) Carrying capacity of various tourist destinations may be kept in view while planning for various tourism infrastructures at those places."
- Chapter 7 Sustainable Tourism, Rural, Eco, and Heritage Tourism: Role of Government, p. 102:

"Recognizing its role in promoting Sustainable Tourism, the Ministry of Tourism, Government of India had, as far back as 1998, extensively deliberated with the industry and other stakeholders to formulate the wide-ranging "Ecotourism in India – Policy and Guidelines", covering:

- i. Ecotourism definition
- ii. Ecotourism resources of India
- iii. Policy and planning
- iv. Operational guidelines for (i) government (ii) developers, operators and suppliers, (iii) visitors. (iv) destination population / host community, and (v) NGOs/scientific & research institutions
- v. Environmental pledge

In this, due cognizance was taken of key parameters such as carrying capacity, the polluter pays principle, regulatory issues, environment care, sustaining heritage (cultural, natural, built, oral, intangible), and inclusive economic growth."

• Chapter 7 Sustainable Tourism, Rural, Eco, and Heritage Tourism; p. 106:

"Towards this endeavour, the following action is recommended: The annual number of tourists must be regulated according to the carrying capacity of parks / hill resorts and other eco sensitive zones after proper assessment of the carrying capacity of each region. As a forward reaching example, few world-class carrying capacity studies in diverse areas should be carried out in the first year of the 12th Plan. The suggested sites for these studies, to cover different types of eco-zones, are:

- (a) Mountains trek to (i) sources of the Ganga and Tapovan in the Bhagirathii Valley, and (ii) Markha Valley trek and Stok Kangri trekking peak in Ladakh.
- (b) National Parks Corbett National Park, Bandhavgarh and Gir National Park.
- (c) Deserts and Grasslands Jaisalmer and the Sam sand dunes, Talchaper and Rann of Kachchh.
- (d) Wetlands and Lakes Chilika in Orissa, Tso Moriri in Ladakh and Vembanad in Kerala.
- (e) Rivers –along the Ghats of Varanasi.
- (f) Destination towns Leh in Ladakh, Manali and Shimla in Himachal Pradesh, Yercaud and Ootacamund in Tamil Nadu and Gangtok in Sikkim.
- (g) Islands—Andaman Islands Havelock and Little Andaman in particular."
- Chapter 7 Sustainable Tourism, Rural, Eco, and Heritage Tourism; p. 118:

"Ecotourism

The annual number of tourists should be regulated according to the carrying capacity of parks/hill resorts and other eco-sensitive zones after proper assessment of the carrying capacity of each region. Few world-class carrying capacity studies in diverse areas should be carried out in each of the five years of the 12th Plan."

• Annexure I Details of the Working Group on Tourism for the Twelfth Plan (2012-2017), p. 170:

"The Terms of Reference (Specific to the Working Group) will be as follows: (...) To review the extent of private participation and investment for tourism promotion taking into account environmental impact studies and the carrying capacity of tourist destinations using instruments of spatial and land use planning and architectural control."

3.4 Wildlife Tourism in India

ADVANTAGES AND CHALLENGES OF WILDLIFE TOURISM IN INDIA

Dr.H.S.Pabla IFS (Retd.), Former PCCF, Madhya Pradesh

Wildlife tourism in India is virtually synonymous with tiger tourism, although animals like lions, elephants, rhinos, leopards, Nilgiri tahrs, and crocodiles also attract significant visitation. Wildlife tourism is both the means and motive for conservation of these species of megafauna. Although there are many reasons why we should preserve wild animals, one of the most important reasons is that current and future generations can watch and enjoy them in their natural environment. Wildlife tourism, i.e. visits to national parks and wildlife sanctuaries, helps preserve these animals, and their habitat, by:

- reservation of wildlife habitats, against other kinds of development;
- generating additional funds to finance patrolling and related infrastructure;
- building the stakes of the neighbouring communities in conservation by creating jobs and business opportunities for them, and thereby, reducing their dependence on (illegal) overexploitation of forests and wildlife;
- acting as extra ears and eyes for forest departments and deterring potential criminals; and
- informing and educating public, and decision makers, about conservation issues.

However, wildlife tourism can have negative impacts on wild animals and their habitat, such as:

- destruction of wildlife habitat for creating tourism infrastructure, such as roads, visitor centres, accommodation etc.;
- generation of garbage, especially the non-biodegradable plastic garbage, which can choke waterways and guts of animals;
- noise and dust pollution;
- occasional accidents, resulting in death and injury to animals (and people);

- construction of lodges and roads, around wildlife reserves, destroys the corridors, consisting of private forests and agriculture, which link adjoining forests with the reserves, leading to fragmentation of wildlife habitat and animal populations;
- overcrowding of sensitive habitats (e.g. areas with dense wildlife) by visitors and vehicles; and
- vandalism resulting in teasing and harassing of animals and removal of forest produce.

Wildlife tourism benefits remote and poor communities by:

- creating new job and business opportunities;
- appreciation of rural properties;
- providing markets for local produce and making modern necessities available locally;
- promoting government investment in rural infrastructure as these areas become the face of the government to outsiders; and
- exposure to the modern world and other cultures.

At the same time, the local communities suffer virtually the same ill effects of tourism as the animals with whom they have lived for centuries, *i.e.* garbage, noise, dust, accidents, overcrowding, and, of course, in addition, cultural contamination and dilution.

Obviously, because of its dual nature, like most blessings of life, wildlife tourism needs careful management and regulation, in order to optimize the benefits and minimize its potential ill effects. These twin objectives can be achieved by:

- spreading tourism thinly and widely, to decongest overused habitats and infrastructure, and spread economic benefits to more communities;
- diversifying the experience to multiple modes of enjoyment, such as vehicle and elephant safaris, nature walks, trekking, birding, camping, cycling, *machaans* and hides, to reduce the impact and enhance enjoyment;
- education and orientation of visitors, service providers, local communities and regulators (foresters) in ways of sustainable

tourism and eco-friendly infrastructure and behaviour;

- Dispersal of wildlife lodges, as against their concentration near the few gates and entry points, all around the parks, in order to reduce overcrowding of sensitive corridors;
- Improvement in guiding and interpretation facilities;
- Improving regulation by developing clear rules and strict enforcement through trained and sensitive staff;
- providing incentives to tourism industry for promoting local employment and products;
- sharing park revenues with neighbouring communities; and
- participation of local and remote stakeholders in policy setting and consultations.

All these issues are interconnected as one solution affects several problems and vice versa. For example, spreading tourism thinly within parks, with multiple entry points, would automatically lead to dispersal of lodges all around, rather than looking for the convenience of being close to just one or two gates, and spread the economic benefits to more communities. However, these things easier said than done. Fixation of the visitors on a charismatic species, like the tiger, makes dispersal and diversification of tourism experience difficult. Forest departments are perpetually understaffed, undertrained and underprovided. As a result, they need to prioritise what they can do, among a zillion things, and tourism becomes the usual casualty, as it has not been their core responsibility so far. Recent signals from the central government, in the context of a PIL demanding a total ban on tiger tourism, have not helped matters either, as wildlife tourism is now seen (by MoEF) more as a necessary evil, rather than a means of making wild animals more desirable to human beings. However, looking at the benefits that wildlife tourism can bring to conservation and economy, it is slowly creeping up the priority ladder, despite occasional setbacks.

Dr. HS Pabla, IFS retired as the Principal Chief Conservator of Forests (Wildlife) and Chief Wildlife Warden of Madhya Pradesh in February 2012. He has been a strong votary of active wildlife management and has been advocating the use of wildlife tourism as a conservation tool. Post retirement from IFS, he was appointed as

an advisor to the MP Ecotourism Development Board and is now a consultant on wildlife management on a World Bank funded project in Bangladesh.

WILDLIFE TOURISM IN INDIA: SOME ISSUES

By Samir Sinha IFS, Chief Conservator of Forests & Director, Corbett Tiger Reserve

India is globally acknowledged as a mega diversity country which, with only 2.4% of the land area of the globe, is home to 7-8% of the recorded species of the world including 45,500 species of plants and 91,000 species of animals that have been documented in the country so far. With over 650 Protected Areas, (National Parks, Wildlife Sanctuaries, Community and Conservation Reserves), home to a large number of threatened and iconic species such as the tiger, elephant, rhino, leopard, snow leopard, wild buffalo and the Great Indian Bustard, the country is a dream come true for nature and wildlife lovers. Environment protection is deeply embedded in Indian cultural and social ethos over the years. It is also enshrined in the Constitution of India wherein Article 48-A and Article 51-A(g) of the Directive Principles of State Policy state that "the State shall endeavour to protect and improve the environment and to safeguard the forests and wildlife in the country", and it is a duty of every citizen "to protect and improve the national environment including forests, lakes, rivers and wildlife, and to have compassion for living creatures".

While most visitors enjoy an opportunity to visit our wilderness areas, the true potential of such areas is poorly understood and utilised. The benefits of such visits to a National Park, Sanctuary or other wildlife area could be amplified by following some simple guidelines.

- Firstly, a visit to a National Park or any such wildlife area is NOT a picnic. It's a firsthand opportunity to relax and experience the soothing embrace of nature and to also try and understand some of its mysteries and secrets.
- Before visiting any such area, it may be worthwhile to do some basic research about the place, the key species of plants,

- animals, birds etc. that it shelters and some facts about their ecology etc.
- Dress appropriately according to the season and the place.
 Earthy hues that blend with the local environment are best.
- We should not expect to see wild animals or birds as a matter of right. Remember, we are guests to what is the home of a large number of wild species. As such, our behaviour should be similar to how we would expect a guest to behave in our homes. Loud music or talk, causing disturbance or damage to wild animals and their habitat or chasing them or crowding them in order to get a better view are a strict no-no.
- Be sensitive to the needs of our fellow travellers and not cause any undue harassment or inconvenience to them.
- Kindly also pay attention to reducing our ecological footprint. These wilderness areas are also some of the most fragile in our country. Every visit, however brief, leaves its impact on these areas. Packaged snacks, soft drinks and drinking water may certainly make life comfortable for the traveller, but we would do well to remember that many such food materials are packed using non biodegradable materials. Such packets left behind carelessly strewn across forests, natural trails and campsites are leading to an ecological nightmare. Waste management is one of the biggest challenges in such areas. Taking small steps to reduce, reuse and recycle our consumption of natural resources can make a very big difference.
- Please also see if our visit can in any possible way enhance the local community. Promoting local goods and services which are legally sourced and /or manufactured can help strengthen local support for conservation.
- All wilderness areas come with their own set of risks. Rules and regulations are primarily to ensure visitor safety as also to enrich their experience. As such, they need to be strictly obeyed.

While tourism to such wildlife areas in India has seen an upsurge in recent times, some of horrors of poor practices in this sector are also coming to the fore. As of now, most attention is firmly focused on a

few "star" parks and "star" animals. As a result, there is often a mad scramble to visit only a few of such National Parks and Sanctuaries in the heightened expectation of spotting a rare and endangered species almost on demand. In such areas, there can be tremendous pressure on Protected Area management to open more areas for tourism, allow more vehicles and keep the area open for tourism activities for longer. Haphazard development of tourism facilities can place severe pressure on local resources including ground water and land, and can also cut access to wildlife corridors. Tourists, in the absence of proper guidance can end up procuring "wildlife souvenirs", which may not only fuel illegal wildlife trade but also threaten the existence of such species.

Alarmed by the unregulated nature of such tourism, especially in and around Tiger Reserves, recently the Hon. Supreme Court of India had to intervene to try and bring in some regulation so that the conservation values of such areas are not overwhelmed under the demands of the tourism sector.

Tourism has the ability to change lives. It can help spread the conservation message, occasionally helping convert poachers into guardians, communities into forest stakeholders and visitors into passionate advocates for conservation. It can also help spread awareness of visitors on issues like illegal wildlife trade, educating them about such issues. Thus tourism can do all this and much more. However, real examples of such efforts are still painfully few and far between.

Our experience with many forums of the travel industry suggests that there is certainly greater sensitivity towards such issues today. It is because of this that efforts like those by the ESOI merit special mention. Its active engagement with the nature based-travel industry is certainly a much needed step. However, in order to make wildlife tourism work, all major stakeholders including conservationists, the government, NGOs and tourism professionals must look at issues afresh. So let's work together to make every such visit a much more pleasant and rewarding experience for the visitors, while also securing wild species and their habitats for generations to come.

Samir Sinha is an officer of the Indian Forest Service from the Uttarakhand cadre, presently serving as the Chief Conservator of Forests and Field Director, Corbett Tiger Reserve. He is also a Fulbright Fellow. Views expressed below are strictly personal.

GUIDELINES ON TOURISM IN AND AROUND TIGER RESERVES BY THE NATIONAL TIGER CONSERVATION AUTHORITY

Resulting from ongoing conflicts between tourism and wildlife preservation in July 2012 the National Tiger Conservation Authority (NTCA) under the Ministry of Forests and Environment, Government of India created guidelines for tourism in and around protected areas. These guidelines led a ban of tourism from core and buffer areas of Tiger Reserves – and to confusion among tourism industry stakeholders in India and abroad.

In September 2012, the Ecotourism Society of India responded to these guidelines with the request to refine some of the suggestions made. ESOI emphasised the valuable role responsible tourism can play in conserving biodiversity. The Society also pointed out the need for reliable guidelines, land-use policies, multi-stakeholder governance approaches in and around protected areas as well as the need for scientific studies on carrying capacity and the impacts of tourism.

In October 2012, after consulting various stakeholders the NTCA launched modified guidelines. These include the following action point "Fostering Tourism or Ecotourism in Tiger Reserves":

"'Tourism' in the context of Tiger Reserves is contemplated as "ecotourism", which needs to be ecologically sustainable nature-tourism. This is emerging as an important component of tourism industry. It is distinct from 'mass tourism', having sustainable, equitable, community based effort for improving the living standards of local, host communities living on the fringes of tiger reserves. Ecotourism is proposed to be fostered under 'Project Tiger' to benefit the host community in accordance with tiger reserve specific Tourism Plan forming part of the Tiger Conservation Plan, subject to regulation as per carrying capacity, with a focus on buffer areas.

Since, tourism has been happening in areas of national parks and wildlife sanctuaries which are now designated as core or critical

tiger habitat, regulated low impact tourism (visitation) would be allowed in such areas subject to site specific carrying capacity. However, no new tourism infrastructure should be permitted in such core and critical tiger habitats. Further, the buffer forest areas should also be developed as wildlife habitats with the active involvement of local people living in such areas. This would provide extended habitat to tiger population for its life cycle dynamics, besides benefitting local people from ecotourism activities in such areas while reducing the resource dependency of people on core or critical tiger habitats and human-tiger interface conflicts.

The opportunities for stakeholders would include management of low cost accommodation for tourists, providing guide services, providing sale outlets, managing excursions, organizing ethnic dances and the like."

For more information please access

- Guidelines by The National Tiger Conservation Authority (July 2012):
 - http://projecttiger.nic.in/whtsnew/Final_&_Revised_Ecotourism Guidelines 21 5 2012 .pdf
- Response to NTCA guidelines by the Ecotourism Society of India: www.ecotourismsocietyofindia.org
- Guidelines on Tiger Conservation and Tourism by Ministry of Environment and Forests, Government of India (October 2012): http://moef.nic.in/assets/Comprehensive Guidelines NTCA.pdf

3.5 Rural Tourism in India

Endogenous Tourism:

A new Initiative to Strengthen Rural Livelihoods

The Government of India-UNDP Country Programme (2003-2007) is the principal development co-operation partnership of UNDP with the Government. The main objectives of this programme are based on the Tenth Five Year Plan goals of the Government of India, and on the United Nations Development Assistance Framework priorities of strengthening decentralization and promoting gender equality.

It also aims to promote new and innovative approaches to build livelihood opportunities in rural areas through community action. Aptly named the Endogenous Tourism Project, its focus, with the Rural Tourism Scheme, is to develop the culture, craft and sustainable dimensions of rural life, as a means to viable livelihood opportunities for low-income rural communities.

Rural Tourism Circuits

NORTH INDIA



- Delhi Corbett National Park Naini Tal Almora Jageshwar -Binsar - Kausani - Ranikhet - Delhi
- Delhi Rishikesh Rudraparayag Kedarnath Gopeshwar -Badrinath - Mana - Govindghat - Valley of Flowers - Hemkunth Sahib - Joshimath - Auli - Rishikesh - Delhi
- Delhi Panipat Kurukshetra Jyotisar Chandigarh Himachal extension Delhi
- Delhi Chandigarh Kullu Naggar Manali Manikaran Manali Upshi Leh Delhi

SOUTH INDIA

- Delhi/Mumbai Goa Kochi Backwaters Kumbalanghi -Vembanad Lake - Munnar - Ooty - Bangalore/Chennai
- Bangalore Hampi Anegundi Hubli Banawasi Badami -Pattadakal - Aihole - Hubli - Belgaum - Goa - Mumbai/Delhi
- Delhi/Mumbai Goa Kochi Backwaters Aranmula Alleppy
 Munnar Ooty Bangalore/Chennai
- Kochi Kalady Anakkara Thadiyankudissai Kurangani Madurai
- Chennai Mamallapuram Thiruchirapalli Thanjavur Karaikudi Madurai Chennai
- Chennai Tuticorin (Thoothukudi) Kazhugumalai Kayathar Ottapidaram Udangudi Tuticorin (Thoothukudi) Chennai

EAST INDIA

- Delhi Patna Nalanda Nepura Rajgir Gaya Bodh Gaya -Patna - Kolkata
- Kolkata Guwahati Sualkuchi Durgapur Kaziranga Guwahati Kolkata
- Kolkata Shantiniketan Ballavpur Danga Kolkata -Sunderbans WHS - Kolkata
- Delhi/Kolkata Bhubaneshwar Udaigiri & Khandagiri Caves -Pipli - Raghurajpur - Puri - Konark - Chilika Lake -Bhubaneshwar - Kolkata/Delhi
- Kolkata Bishnupur Mukutmanipur Chandanpur Kolkata -Sunderbans WHS - Kolkata

WEST INDIA

- Delhi/Mumbai Ahmedabad Modhera Bhuj Hodka Rann of Kachchh - Dholavira - Mumbai/Delhi
- Delhi Neemrana Samode Jaipur Udaipur Nathdwara -Haldighati - Jodhpur - Jaisalmer - Bikaner - Delhi

CENTRAL INDIA

- Delhi/Mumbai Kolkata Raipur Jagdalpur Nagarnar -Chitrakote - Raipur - Kanha National Park - Delhi
- Delhi Jhansi Orcha Khajuraho Chanderi Pranpur -Bhopal - Bhimbetika - Panchmarhi - Bhopal - Delhi
- Delhi Jabalpur Narmada Marble Rocks Mandla Chaugan
 Kanha National Park Jabalpur Delhi

NORTH EAST INDIA

 Kolkata - Darjeeling - Teesta River - Gangtok - Lachen -Kanchenjunga National Park - Gurudongmar Lake - Lachen -Lachung - Gangtok - Kolkata Kolkata - Guwahati - Sualkuchi - Durgapur - Kaziranga - Guwahati - Kolkata

Contact:

Ministry of Tourism Government of India Transport Bhawan Parliament Street New Delhi 110001

Phone: +91-11-23711995

Email: <u>contact@exploreruralindia.org</u> Website: <u>www.incredibleindia.org/eri/</u>

3.6 Alternative Sources of Energy in Tourism Sector SOLAR ENERGY

A solar cooker, or solar oven, is a device which uses the energy of sunlight to heat food or drink to cook it or sterilize it. High-tech versions, for example electric ovens powered by solar cells, are possible, and have some advantages such as being able to work in diffuse light. However at present they are very unusual because they are expensive. The vast majority of the solar cookers presently in use are relatively cheap, low-tech devices. Because they use no fuel and cost nothing to operate, many non-profit organizations are promoting their use worldwide to help reduce fuel costs for low-income people, reduce air pollution and slow deforestation and desertification, caused by use of firewood for cooking. Solar cooking is a form of outdoor cooking and is often used in situations where minimal fuel consumption is important, or the danger of accidental fires is high.

Many types of solar cookers exist. Simple solar cookers use the following basic principles:

 Concentrating sunlight: A reflective mirror of polished glass, metal or metalized film is used to concentrate light and heat from the sun into a small cooking area, making the energy more concentrated and increasing its heating power.

- Converting light to heat: A black or low reflectivity surface on a
 food container or the inside of a solar cooker will improve the
 effectiveness of turning light into heat. Light absorption converts
 the sun's visible light into heat, substantially improving the
 effectiveness of the cooker.
- Trapping heat: It is important to reduce convection by isolating
 the air inside the cooker from the air outside the cooker. A
 plastic bag or tightly sealed glass cover will trap the hot air
 inside. This makes it possible to reach similar temperatures on
 cold and windy days as on hot days.
- Greenhouse effect: Glass transmits visible light but blocks infrared thermal radiation from escaping. This amplifies the heat trapping effect.

Getting started:

- Start early, plan ahead.
- On a Sunny day two meals can be solar cooked: Start cooking by 9 in the morning for a noon meal. It takes just two minutes, one to put the food out to cook and one to bring it in after it is cooked.
- Find a place outdoors that will get several hours of sunlight and
- Protected from strong wind.
- With the cooking shiny side up, pull the two side "arms" forward to fit into slots in front. If windy, put large rocks behind the sides and under the front flap.
- Put the food in the pot, the lid on the pot and the pot on a potholder and the whole lot into a transparent plastic (PP/PE) bag.
- Put in the centre of the cook. Close the bag with a Tel wire string or tuck the open end of the bag under the potholder, so there is just a little air inside the bag around the pot.
- Adjust the front flap so there is a small shadow under it (low when the sun is low, high when the sun is high).

• Now the food will cook with no further attention. It is OK to quickly check the food once, but it won't burn or need stirring.

COOKING TIMES

Solar cooking allows great flexibility; extra cooking won't hurt the food. Food seldom overcooks and doesn't need stirring. Food cooks fastest when the sun is highest (midday). Solar cookers do NOT work for breakfast, on cloudy days or for cooking after sunset.

Usual cooking times for 4 pounds (2 kilos) of food on a sunny day:

- EASY TO COOK (1-2 hrs): Egg, rice, fruit, vegetables, fish, chicken
- MEDIUM COOKING TIME (3-4 hrs): Potatoes, vegetables (roots), some beans and lentils, most meat, bread.
- HARDEST TO COOK (5-8 hrs): Large roasts, soup and stew, most dried beans

SOLAR COOKERS WORK TEMPERATURE

Ideal for cooking, not burning food. People have cooked with fire for millennia, having to watch and stir food to protect it from burning and being wasted sticking to the pot.

FOOD SAFETY

Germs, viruses and parasites that cause illness when eaten are killed at 65 degree Celsius. This is called pasteurization. Food cooks at 80-90 degree Celsius, so when it is fully cooked it is also free of disease organisms. Most solar cookers have gentle cooking temperatures just above this, so foods keep more of their flavour, moisture and nutrients and rarely burn or get overdone. Cooking gently for many hours makes meats especially tender.

Soon after food is put into the solar cooker in the sun, temperatures quickly rise past 49 degree C, when the pot is uncomfortably hot to touch and any existing germs stop growing.

As always, if any cooked food cools to room temperature for several hours it can spoil. If it gets cloudy or after the sun sets, food keeps hot for only a short while in the cook, up to 1-2 hours in the solar

box. However, any cooked food that cools off and stays at room temperatures for 4 or more hours should be heated again to full cooking temperatures to destroy any possible food poisoning.

Measuring the air temperature inside the solar cooker with an oven thermometer gives only a rough measure of food temperatures. After an hour or more, temperatures inside the cooking pots are generally hotter than the air temperatures outside the pot. The pots lid is usually the hottest place.

Source courtesy: ITC Hotels Cookers International - Website: www.sci.org

Places to buy solar energy equipments

 Kirloskar Integrated Technologies Limited Manufacturer of Solastica Solar Products 13/A, Karve Road, Kothrud Pune 400138

Phone: +91-20-25457940 Mobile: +91-8975751149 Email: order@solastica.com

Website: http://solastica.com/, www.kitlgreen.com

TATA BP Solar India Ltd.

For Solar Lanterns, panels, inverters, streetlights, water heating systems
78, Electronic City
Hosur Road

Bangalore 560 100 Karnataka

Phone: +91-80-66601300, 40702000, 40703000

Fax: +91-80-28520116 Email: tatabp@tatabp.com Website: www.tatabpsolar.com

BIOGAS ENERGY

The Ministry of Non-Conventional Energy Sources (MNES) of India is responsible for implementation of National Project for Biogas Development (NPBD). At die state level, the organization is called "Biogas Cell" and is attached to MNES. Biogas programmes are implemented through state governments, their nodal agencies or corporations, KVIC and NGOs like AFPRO. The three main characteristics of biogas programmes in India are: (a) multi-design; (b) multi-institutions; and (c) multilevel subsidies.

India has a potential of 16 to 22 million household size biogas plants. By 1995, India had a total of 2 million family size biogas plants. Biogas plants are also being constructed for community and industrial use MNES provides financial assistance such as subsidies, service charge to the state government and the K.V1C, turnkey construction fee, incentives to promoters, organization of training programmes and repair of plants with structural problems. In addition to financial assistance from the central government, the state and other local governments also provide funds to support biogas programmes in their areas of priority, Biogas is commonly used for cooking and lighting, in some cases, it is used to operate agricultural equipment and stationary engines as well. The effluent is usually dried in the sun, either separately or in combination with agriculture wastes for partial composting and applied in the fields.

The Biogas is produced during anaerobic digestion of organic substrates, such as manure, sewage sludge, the organic fractions of household and industry waste, and energy crops. It is produced in large scale digesters found preliminary in industrial countries, as well as in small scale digesters found worldwide. Biogas is also produced during anaerobic degradation in landfills and is then referred to as landfill gas.

Biogas consists mainly of methane and carbon dioxide and it can be utilized as a renewable energy source in combined heat and power plants, as a vehicle fuel, or as a substitute for natural gas. The methane in the biogas can also be utilized in industrial processes and as a raw material in the industry. Production and utilization of biogas has several environmental advantages such as:

- It is a renewable energy source.
- It reduces the release of methane to the atmosphere compared to e.g. traditional manure management or landfills.
- It can be used as a substitute for fossil fuels.
- A high quality digestate that can be used as a fertilizer is produced simultaneously with biogas.

Places to buy biogas equipments

C.H. Four Energy Pvt. Ltd.

Mr. Achansh Jaiswal, Director

No. 50, Shivaji Housing Society, Off Senapati, Bapat Road

Pune - 411 016,

Maharashtra, India

Phone: +91-20-25630163 Mobile: +91-8055573883

Mail: info@chfourenergy.com

Website: www.chfourenergv.com/sewage-effluent-water-

treatment-plants-and-biogas-plant.html

Sunmax Energy Systemss Private Limited:

Mr. E. Anbarasu, Managing Director

No. 158, Kamaraj Salai, Brindhavanam

Pondicherry - 605 013, India

Phone: +91-413-4201774 / 6530425

Mobile: +91-9994597774 / 9994597772

Website: www.indiamart.com/sunmaxenergy/bio-gas.html

Ionics Environmental Solutions

Mr. E. Radhakrishnan, CEO

No. 2, 4th Floor, Third Cross Street,

V. P Colony, Ayanavaram

Chennai - 600 023, Tamil Nadu, India

Phone: +91- 44-65555035/ 26744500

Mobile: +91-9940477548

Website: www.indiamart.com/ionics-environmental-

solutions/profile.html

Hollandia Power Solutions

No. 94, National Media Centre,

Shanker Chowk, NH - 8, Gurgaon, Haryana - 122 002, India

Phone: + 91-124-2355534 / 4251010

Mobile:+91-9811084634

Email: india@hollandiapower.com, info@hollandiapowersolutions.com

Website: www.hollandiapowersolutions.com

WIND ENERGY

What is Wind Power?

Wind power is when we covert the power of the wind, physical energy, to more useful types of energy. The most common type of energy it is converted to is electricity.

A wind farm is a large area of land on which there are a number of wind turbines generating electricity, as a power plant does. When creating a wind farm one must make sure that the spacing between the turbine is sufficient as not to cause energy/wind loss.

How does it work?

The most common type of energy generated from wind is electrical energy. This is by making the use of an electrical generator which is turned by turbine blades which are turned by the wind and thereby turning the turbine, creating electricity.

Applications of Wind Energy:

You get three types of wind farms:

- 1 On Shore
- Near Shore
- Off Shore

On Shore

If a wind farm is about three kilometres away from the nearest shoreline it is regarded as an on shore wind farm. They are normally installed in the mountainous areas as the higher you go the faster the wind blows. The cliffs and mountains also contribute to speeding up the wind. Before setting up a wind farm much research has to be done because the smallest diffenrence of placement could even double the turbines' output.

Near Shore

If a wind farm lies on land within three kilometres to the nearest shore line or lying on the water within ten kilometres from the shore it is considered a near shore wind farm. Sea shores tend to be very windy as the land and sea heat up and cool down at different rates, creating strong winds. The wind from the sea is also denser and therefore carries more energy than the same speed wind in mountainous terrain.

Off Shore

If a wind farm is more than ten kilometres into the sea form a shore then it is considered to be off-shore. Off-shore turbines are found in deep sea waters and are usually much larger than their land-based siblings. The wind over the open sea is considerably faster and stronger than that of land because they have no obstacles in their way such as trees and buildings to affect the wind speed. Their distance from land allows companies to create larger ones and they do not need to worry about any noise factors as they are a considerable distance from the shore. The off-shore wind farms are the most expensive to build as they need to be set in the open ocean where they are subjected to all the earth's elements, therefore raising the maintenance cost of off shore wind farms. The cost involved in transferring the electricity from the turbine to the land could be large as there is a large distance to be covered. Off shore wind farms are much larger than the on shore counterparts as there is much more space in the open sea as opposed to land and there are no worries of people complaining about them in the sea.

Advantages

- Wind is free and in abundance and we have the technology to capture the power of wind efficiently
- The costs for wind turbines are only initial costs; once the turbine is built there are minimal maintenance costs which are involved.
- In the rural areas which are not connected to a country's power grid it can be used to generate its own power.
- The space which a wind turbine takes up on land is very small as the moving parts are quite a distance above the ground.

• Wind turbines produce energy with minimal damage to the world's environment and produces "clean power".

Disadvantages

- Some pollutants are given off into the atmosphere in the creation of a wind turbine.
- Wind turbines can be quite noisy.
- The wind speed is not constant and therefore there will not always be a definite supply of electricity form a wind turbine.
- Large numbers of wind turbines are needed to power towns, as the largest turbine is able to produce electricity to sustain only +/- 500 homes.
- Many people feel that wind turbines are unsightly and that they should not disrupt the natural beauty of landscapes.

Places to buy wind energy equipments

 Digitech Renewable Energy Development Organisation DREDO #1121,4th Main,13th Cross

Vijayanagara,1st Stage

Mysore, Karnataka 570017, India

Phone: +91-9964316969; 821 6540104

Email: support@dredo.org Website: www.dredo.org

• Supernova Technologies Pvt. Ltd.

Wind and Solar Hybrid

Arvind House, C. S. No. 180/1, Quay Street

Next to Sewree Police Station at Reay Road (E),

Darukhana

Mumbai- 400 010, India

Phone: +91-22-23757090/91/92/93/94

Mobile: +91-98692 27095 Fax: +91-22-23757095

Email: milton1@vsnl.net; srswg@yahoo.com Website: www.supernovawindsolar.com

TIDAL ENERGY

What is tidal power?

Tidal power is the generation of electrical power through the harnessing of the ebb and flow of the tides.

How does it work?

A barrage, which is in fact a huge dam, is built across a river estuary or bay. This barrage has gates in it which allow the water to flow into the barrage with the incoming tide. These gates are then closed when the tide begins to go back out. This water which is now trapped inside the barrage is now called a 'hydrostatic head'. The greater the head the more power can be generated from the out-flowing water. There are other gates within the barrage which are now opened; these gates contain hydro-electric generators, very similar to the ones used in Hydropower. These generators are now turned by the out-flowing water and power is generated.

The tidal range has to be sufficient in order for this to be a practical means to generate power. This range should be in excess of 5 metres otherwise the power generated is not sufficient.

The main downfall of tidal power generation is the capital needed at the beginning of the project to construct the barrages and the effect on the environment by the change in the water levels. But once the barrages have been built there is a very low maintenance cost. The generators only need changing once every 30 or so years and there is very little work needed to be done.

Applications of Tidal Power:

Small-scale tidal mills were used in the Middle Ages for grinding corn. The barrages which are built can be used as a means to cross the estuary with much greater ease. The main application of tidal power is as an additional means of generating renewable, sustainable energy which does not affect the environment in a negative way.

Advantages:

- It is very cheap to maintain
- There is no waste or pollution
- Very reliable
- We can predict when tides will be in or out
- The barrage can help to reduce the damage of very high tidal surges or storms on the land

Disadvantages:

- It changes the coastline completely and the estuaries are flooded so any mud flats or habitats that birds or animals live on are destroyed
- Initial building cost is very expensive
- Water is not replenished, it cannot flow away so any dirt or pollution lingers around the coast much longer
- Silt builds up behind the barrage
- Disrupts creatures' migration in the oceans
- Needs a very big piece of sea to be cost effective
- Not many sites suitable for this kind of power generation; building the barrage
- Only produces power for about 10 hours of the day

VERMICULTURE BIOTECHNOLOGY

By Colonel Harsharan Singh Sandhu (Retd.)

Executive Committee Member of The Hotel Association of India (H.A.I.)

During the past two decades, "global environmental awareness" has drawn the attention of the tourism industry towards following "environment friendly practices". Hence hotels are developing management systems to reduce the adverse impact of their business on the environment. Apart from many other issues demanding their attention, the waste management is an important area of action for hoteliers. Organic wastes like – vegetables, fruits, food refuse, garden waste, soiled paper can all be converted into good quality compost, through cost effective biotechnology called Vermiculture.

What is Vermiculture?

Vermi means earthworms and culture means farming. So, vermiculture means farming of earthworms. Earthworms are nature's fertiliser factories. Aristotle called them nature's ploughs and the intestines of the earth. Physically they are crushers, and grinders, due to action of their gizzard.

There are thousands of different species of worms, the "red wriggler" or tiger worm or manure worm (Eisenia fetida). Worms can be grown

almost anywhere, in the outdoors or indoors. Here we will deal with the indoor / backyard vermiculture composting system.

Firstly construct a worm bin. A worm bin is basically nothing more than a "contained compost pile", to which you have to add earthworms The bin can be made from wood, plastic, metal or Styrofoam - as long as it conserves moisture and provides darkness to the worms

Your aim is to put the waste "in" and get compost "out" there by recycling the nutrients. To do this, a series of step-by-step procedures must take place.

Firstly select a suitable container 12 inches to 24 inches deep. Provide ventilation and drainage by making holes of 1/8 inches sizes evenly spaced across the bottom of the bin and on to the sidewalls near the bottom of the bin.

Note: The worms need bedding, which must be moist but not soggy.

Then use rice straw / rice husk / dried leaves or coconut fibre as a base in the bin. Worms will typically eat under good conditions, approximately half of their body weight daily. You should work out an average amount of food you have for the worms to eat daily and then determine the size of the bin and the quantity of worms required for the bin. You will need approx. one pound of worms per square foot of bin area. Most worm growers estimate that there are approximately 1000 adult red worms in a pound and they double their strength approximately in 60 to 90 days.

Three categories of vermicomposting bins:

- 1. Non-continuous bins are undivided containers that start with a layer of bedding materials shredded paper and the like that line the bottom. Worms are added and organic matter for composting is added in a layer above the bedding. Another layer is added on top of the organic matter and the worms will start to compost the organic matter and bedding. This type of bin popular because it is small and easy to build, but unfortunately they're more difficult to harvest because all the materials and worms must be emptied out when harvesting.
- 2. Continuous vertical flow bins use a series of trays stacked on top of one another. The tray on the bottom, using something like

chicken wire as the base, is filled first in the manner described above (bedding, worms, organic waste), but is not harvested when it is full. Instead, a thick layer of bedding is added on top and the tray above is used for adding organic material. When the worms finish composting the bottom tray, they head for more food and migrate to the tray above. When enough of the worms have migrated, the bottom tray can be collected with just a few straggling worms left behind (they can then go in the tray above). Because of the separate tray, these bins provide are easier to harvest.

3. Continuous horizontal flow bins use a similar structure to the vertical flow, but line up the trays horizontally instead. The bin is usually horizontally longer than the vertical version is tall, and is divided in half, usually by a large gauge screen of chicken wire. One half is used until it becomes full, then the other half is filled with bedding and organic matter (pictured below). Over time, the worms migrate to the side with the food and the compost can be collected. These bins are larger than a noncontinuous system but still small enough to be used indoors, with the added bonus of being easier to harvest.

Vermicomposting tips

In warm climates, especially in the summer, keep the bin in the shade or away from midday direct sun — just like compost, it should stay moist. Quantities of kitchen waste added depends on the size of the worm population; at first, feed the worms approximately one-half their body weight in kitchen scraps a day at most. That is, if you have one pound of worms, feed them about 1/2 pound of kitchen scraps each day. When they become more established, you can feed them closer to their entire body weight, though it's best to wait to add new food until the old food has been processed by the worms.

Compost Soil

Troubleshooting odour and pests in vermiculture is similar to the same procedures used in composting; if the bin starts to stink, it's probably because there is too much nitrogen (which comes from "greens," which are things like grass clippings), so add some high-carbon "browns" (things like dead leaves and shredded paper), keeping the ratio the same as in conventional composting, about 30

parts carbon to one part nitrogen (see our piece on compost for more details on this). Rodents and flies are attracted by certain materials and odours, especially meat. This problem can be avoided by using a sealed bin, since the pests can't get at it, though simply avoiding animal products, rather than relying on special containers, is probably the easier way to go.

Step by step procedure

- Place a layer of bedding in the bin, approx 3 inch deep, and then add a layer2-3 inches of decomposed cow dung in vermicompost.
- Now add the worms.
- Cover the worms with waste food. Maximum loading limit for agro waste for a 10'x3' i.e. 30sq. ft. area is 400 kg. Perhaps the biggest mistake new growers can make is to apply too much feed at once. Too much food can produce acidic conditions. Hence increase the input gradually.
- Food to avoid or limit are:- meats and bones, heavily spiced food, dairy products, pet faces,
- Absolutely no metals, foils, plastics and chemicals.
- Cover the top of the waste with hessian cloth / old gunny bag and keep it moist by sprinkling water over it daily or on a required basis.

Maintenance

Three factors i.e. temperature, moisture and ventilation are vital for the system to work.

To ensure this:

- Keep the bins cool by keeping the gunny bag /Hessian cloth covering moist by sprinkling water. Worms breathe through their skin, therefore, dampness/moisture should be maintained at all times but soggy conditions must be avoided.
- 2. Insure ventilation through the holes in the bottom by keeping them unclogged and by avoiding overloading.
- 3. Most composting worms work best in the temperatures of 59 to 77 degrees. Many growers find it necessary to keep a "light on", over their bins to discourage "worm migration".

Harvesting the vermicompost

The compost is normally ready for harvesting, after about a 3-month period of loading the bin, which is when the worm castings are in the form of crumbly powder, the compost is now ready for harvesting. To harvest make small heaps of the crumbly powder. Since the worms are photophobic there will move to the bottom of the bin. It is best to remove the heaps after half an hour and collect it in the bags. Repeating the process of making heaps till, all the black crumbly powder has been collected. This process must be done very gently to avoid any harm to the worms. Thereafter, load the bin again for another process of collection.

WATER ENERGY Water – The Blue Gold By: Niranjan Khatri

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"If the earth was a size of a egg then all the water will be equivalent to a drop; all the air if condensed to the density of water it would be a droplet only 1/40th as big; and all the Arable land would be a not-quite – visible spec of dust. That drop, droplet and spec are all that make the earth different from the moon".

If we focus on the drop of water, in percentage terms 97% of water is in the sea, 2% is locked up in the Arctic and Antarctic Ocean and 1% is fresh water. Of this 1%, .22% is in the underground aquifer and balance. 78% is in the lakes, rivers, and ponds. This is the global scenario of water.

India is the second country in the world, which has the highest precipitation in the world. On an average 1200mm in the country, with maximum and minimum being 19000 mm in Cherrapunji 200 - 300 mm in Rajasthan respectively.

Our country is very lucky that we have a number of rivers cris-crossing the country.

With increase in industrialisation in the last 50 years 70% of our inland water has been contaminated due to industrial pollution/sewage pollution.

Today the country is facing acute water scarcity in many states and the availability of water per person per annum has come down from 6500 cubic meters to 2500 cubic meters per person per annum as per the TATA Energy Research Institute.

As per World Watch Institute, Washington, India will be a highly water stressed country from 2020 onwards. The definition of water stress is that, less than 1000 cubic meters of water will be available per person per annum. With the above scenario, it is imperative that the industry must become alive to the increasing pressure on scarce water resource by adopting various water miserly technologies available in the market today and optimise the various grades of water use for secondary use.

ITC Maurya Sheraton is a pioneer in installing an ETP (Effluent Treatment Plant) when it was not mandatory. The Indian hotel industry has now started using ETP water for gardening, flushing and air-conditioning use.

The government must change the regulatory mechanism to allow excess ETP water of Industry to be sold or used for social purpose so that C-Category water can be used for C-category use, for as many hotels release their ETP water in the municipal drain, the same can be utilised by nearby parks/golf course, the advantage of such water is that it has the right quantum of nutrients for the grass/plants.

Water harvesting needs to be made mandatory across the country for all small and large organisations. A beginning has been made in the capital for all new houses but a large number of existing houses are not tapping the A category rain water which is being converted to dirty water and at the same time the underground aquifer is depleting by one metre p.a.!

Pro-active steps must be taken to introduce concepts like water audit. It has been established that nearly 45% of energy requirements in all cities is for movement of water and it is well known fact that due to wrong pricing signals water is being wasted, which results in power wastage. In Delhi, as per one report, cost of water production is Rs.

15/- per kilolitre, whereas the people are paying Rs. 3.50 per kilolitre, which does not even, cover the operating cost.

Some simple water saving methods

Keep a Bisleri water bottle filled with water in the cistern tank to reduce discharge by one litre. Only 1.5 litres of water required discharging liquid waste and only 7 litres required for solid waste, however, the normal cistern tank size is 12 litres.

Simple strainer in the washbasin tap will reduce the outflow of water by 50% just as practised in aircraft.

It is often repeated that the future wars are going to be fought on account of water. We see small skirmishes in our own neighbourhood, slums and interstate conflict in Haryana, Delhi, Karnataka; Tamil Nadu is a regular feature in the dry spell every year.

Knowing that the problem is looming ahead the need of the hour is to change individual/industrial attitudes to conserve water it makes economic as well as environment sense.

New houses should use a dual flushing device, which discharges one and half litre for disposal of liquid waste and 7 litres for solid waste. The point being made is that by design change conservation can be easily implemented. The use of drip irrigation in parks, gardens and homes will lead to optimum use of water.

Components of a Rainwater System

A rainwater harvesting system comprises components of various stages - transporting rainwater through pipes or drains, filtration, and storage in tanks for reuse or recharge. The common components of a rainwater harvesting system involved in these stages are illustrated here.

- 1. Catchments: The catchment of a water harvesting system is the surface which directly receives the rainfall and provides water to the system. It can be a paved area like a terrace or courtyard of a building, or an unpaved area like a lawn or open ground. A roof made of reinforced cement concrete (RCC), galvanised iron or corrugated sheets can also be used for water harvesting.
- 2. Coarse mesh at the roof to prevent the passage of debris

- **3. Gutters:** Channels all around the edge of a sloping roof to collect and transport rainwater to the storage tank. Gutters can be semi-circular or rectangular and could be made using:
- Locally available material such as plain galvanised iron sheet (20 to 22 gauge), folded to required shapes.
- Semi-circular gutters of PVC material can be readily prepared by cutting those pipes into two equal semi-circular channels.
- Bamboo or betel trunks cut vertically in half.

The size of the gutter should be according to the flow during the highest intensity rain. It is advisable to make them 10 to 15 per cent oversize.

Gutters need to be supported so they do not sag or fall off when loaded with water. The way in which gutters are fixed depends on the construction of the house; it is possible to fix iron or timber brackets into the walls, but for houses having wider eaves, some method of attachment to the rafters is necessary.

- **4. Conduits:** Conduits are pipelines or drains that carry rainwater from the catchment or rooftop area to the harvesting system. Conduits can be of any material like polyvinyl chloride (PVC) or galvanized iron (GI), materials that are commonly available.
- 5. **First-flushing:** A first flush device is a valve that ensures that runoff from the first spell of rain is flushed out and does not enter the system. This needs to be done since the first spell of rain carries a relatively larger amount of pollutants from the air and catchment surface.
- 6. Filter: The filter is used to remove suspended pollutants from rainwater collected over roof. A filter unit is a chamber filled with filtering media such as fibre, coarse sand and gravel layers to remove debris and dirt from water before it enters the storage tank or recharge structure. Charcoal can be added for additional filtration

(i) Charcoal water filter

A simple charcoal filter can be made in a drum or an earthen pot. The filter is made of gravel, sand and charcoal, all of which are easily available.

(ii) Sand filters

Sand filters have commonly available sand as filter media. Sand filters are easy and inexpensive to construct. These filters can be employed for treatment of water to effectively remove turbidity (suspended particles like silt and clay), colour and microorganisms.

In a simple sand filter that can be constructed domestically, the top layer comprises coarse sand followed by a 5-10 mm layer of gravel followed by another 5-25 cm layer of gravel and boulders.

Did you know?

Less that 2% of the world's water is fresh water. Acute water shortage has become a recurring problem in many parts of India and the rest of the world. Conservation is the greatest resource when it comes to water supply. Consider how you can make a difference.

Excessive use of detergents is one of the major contributors to water pollution. More than 40% of the fresh water available to us is going waste due to Detergents, Dyes and Chemicals wastes.

Activity	Method adopted Saved Litre.	Qty. Used Litre.	Method could be adopted	Qty. Req. Litre.	Qty.
Brushing Teet	ıRunning tap for 5 mii	. 45	Tumbler or glass	0.5	44.5
Shaving	Running tap for 2 min	18	Shaving mug	0.25	17.75
Shower	Letting shower run while soaping, Staying under shower too long		Wet down, tap off, Soap up, rinse off	20	70
Flushing toilet	Using old fashioned large capacity cistern		Dual system short flush liquid waste full flush solid waste	4.5	4.5 or more
Watering plan	ts Running hose for 5 minutes	120	Water can	5	115
Washing floor	Running hose for 10 minutes	400	Buckets (two)	18	383

Information Source Courtesy: Casino Group of Hotels, Kerala The Taj Group of Hotels Select Holiday Resorts

4. CODES OF CONDUCT AND ENVIRONMENTAL CHECKLISTS FOR TOURISM STAKEHOLDERS

4.1 WTTC Agenda 21 for the Travel and Tourism Industry

The Travel & Tourism industry has a vested interest in protecting the natural and cultural resources, which are the core of its business. It also has the means to do so. As the world's largest industry, it has the potential to bring about sustainable development of the communities and countries in which it operates. Concerted action from governments, and all sectors of the industry, will be needed in order to realize this potential and to secure long-term future development.

The Agenda 21 for the Travel & Tourism Industry document contains priority areas for action with defined objectives and suggested steps to be taken to achieve them. The document emphasizes the importance of the partnerships between government, industry and non-government organizations, analyses the strategic and economic importance of Travel & Tourism and demonstrates the enormous benefits in making the industry sustainable. The framework for sustainable development to be established by the Travel & Tourism industry should be based on the Rio Declaration on Environment and Development, from which the following guiding principles flow:

- Travel & Tourism should assist people in leading healthy and productive lives in harmony with nature
- Travel & Tourism should contribute to the conservation, protection and restoration of the earth's ecosystem
- Travel & Tourism should be based upon sustainable patterns of production and consumption
- Travel & Tourism, peace, development and environmental protection are independent
- Protectionism in trade in Travel & Tourism services should be halted or reversed
- Environmental protection should constitute an integral part of the tourism development process
- Tourism development issues should be handled with the participation of concerned citizens, with planning decisions

- being adopted at local level
- Nations shall warn one another of natural disasters that could affect tourists or tourist areas. Travel & Tourism should use its capacity to create employment for women and indigenous peoples to the fullest extent
- Tourism development should recognise and support the identity, culture and interests of indigenous peoples
- International laws protecting the environment should be respected by the Travel & Tourism industry.
- For Travel & Tourism companies, the main aim is to establish systems and procedures to incorporate sustainable development issues as part of the core management function and to identify actions needed to bring sustainable tourism into being. The ten priority areas for action are:
 - Waste minimisation, reuse and recycling
 - Energy efficiency, conservation and management
 - Management of fresh water resources
 - Waste water management
 - Hazardous substances
 - Transport
 - Land-use planning and management
 - Involving staff, customers, communities in environmental issues
 - Design for sustainability
 - Partnerships for sustainable development

Towards a Full Implementation of Agenda 21

The document was circulated widely to governments, industry, non-governmental organizations and the media, and a **five-year program** was initiated to increase awareness and promote regional implementation.

These were the conclusions:

- Travel & Tourism has a real potential to contribute to sustainable development with effective management and sensible regulation. Agenda 21 for the Travel & Tourism Industry can provide sound direction. It should be widely distributed as the core document and all parties encouraged using it as their blueprint when addressing Travel & Tourism.
- Environmental policies fall into three basic types:
 - Those that result in cost savings
 - Those that appeal to the consumer and make products more attractive
 - Those that promote sustainability but which have no commercial advantage
- The Governments and tourism companies should concentrate their efforts in these policy areas.
- Close cooperation is required and should be stimulated between the public and private sectors: voluntary action is preferable to regulation, but some degree of regulation is necessary in areas such as land-use, waste management, etc. Codes of conduct at industry level are valuable.
- There should be more measurement of progress towards environmental goals. Standards for good practice, such as WTO's Sustainability Indicators, or WTTC's GREEN GLOBE Corporate, Destination and Certification criteria need to be more widely applied.
- The controlled expansion of infrastructure is critical to the achievement of sustainable tourism.
- Environmental taxes, where applied, should be fair and non-discriminatory. They should be carefully thought through to minimise their impact on economic development and revenues must be allocated to Travel & Tourism associated environment improvement programmes.

- International, national and local funding bodies should include sustainable development as part of their criteria, so that in time, all funding would be dependent on sound environmental practice.
- Contemporary research into sustainable development should be factored into the Agenda 21 for Travel & Tourism programme.
 Issues requiring increased attention include design, carrying capacity and tour operator activities.
- Environmental education and training should be increased, particularly in schools, for future hotel and tourism staff. This will also impact potential tourists. It is suggested as a general, non-exam compulsory subject in all schools.
- Publicity is important to make the industry and consumers aware
 of the need for sustainable policies and to motivate the travel
 trade to work for this objective. In the case of travellers,
 consideration should be given to:
 - Videos for aircraft and airports
 - In-flight magazine articles
 - Advice on ticket wallets, sickness bags and holiday brochures

4.2 APEC - PATA Code for Sustainable Tourism

The Code for Sustainable Tourism has been adopted by both PATA and APEC as a reflection of their strong commitment to tourism growth across the Asia and Pacific region that is viable and sustainable over a long-term future.

This code urges PATA Association and Chapter members and APEC Member Economies to:

$\underline{\textbf{Conserve}} \ \textbf{the natural environment, ecosystems and biodiversity}$

- **CONTRIBUTE** to the conservation of any habitat of flora and fauna, affected by tourism
- **ENCOURAGE** relevant authorities to identify areas worthy of conservation and to determine the level of development, if any, which would be compatible in or adjacent to those areas

• **INCLUDE** enhancement and corrective actions at tourism sites to conserve wildlife and natural ecosystems

Respect and support local traditions, cultures and communities

- **ENSURE** that community attitudes, local customs and cultural values, and the role of women and children, are understood in the planning and implementation of all tourism related projects
- **PROVIDE** opportunities for the wider community to take part in discussions on tourism planning issues where these affect the tourism industry and the community
- **ENCOURAGE** relevant authorities to identify cultural heritage worthy of conservation and to determine the level of development if any which would be compatible in or adjacent to those areas
- CONTRIBUTE to the identity and pride of local communities through providing quality tourism products and services sensitive to those communities.

Maintain environmental management systems

- **ENSURE** that environmental assessment is an integral step in planning for a tourism project
- **ENCOURAGE** regular environmental audits of practices throughout the tourism industry and to promote desirable changes to those practices
- **ESTABLISH** detailed environmental policies and indicators, and/or guidelines for the various sectors of the tourism industry
- **INCORPORATE** environmentally sensitive design and construction solutions in any building or landscaping for tourism purposes.

Conserve and reduce energy, waste and pollutants

- **FOSTER** environmentally responsible practices for:
 - reducing pollutants and greenhouse gases,
 - conserving water and protecting water quality,
 - managing efficiently waste and energy,
 - controlling noise levels and
 - promoting the use of recyclable and biodegradable materials.

Encourage a tourism commitment to environments and cultures

- ENCOURAGE those involved in tourism to comply with local, regional and national planning policies and to participate in the planning process
- **FOSTER,** in both management and staff of all tourism projects and activities, an awareness of environmental and cultural values
- ENCOURAGE all those who provide services to tourism enterprises to participate through environmentally and socially responsible actions
- **SUPPORT** environmental and cultural awareness through tourism marketing.

Educate and inform others about local environments and cultures

- **SUPPORT** the inclusion of environmental and cultural values in tourism education, training and planning
- **ENHANCE** the appreciation and understanding by tourists of natural environments and cultural sensitivities through the provision of accurate information and appropriate interpretation
- **ENCOURAGE**, and support research on the environmental and cultural impacts of tourism.

Cooperate with others to sustain environments and cultures

- COOPERATE with other individuals and organisations to advance environmental improvements and sustainable development practices, including establishing indicators and monitoring
- COMPLY with all international conventions and national, state and local laws which safeguard natural environments and cultural sensitivities.

4.3 The PATA Traveller's Code of Responsibility for Environmental and Cultural Sustainability

"Travel is a passage through other people's lives and other people's places"

• BE FLEXIBLE: Are you prepared to accept cultures and

- practices that are different from your own and learn to live a different lifestyle for a few days?
- **BE SENSITIVE:** Are you aware that cultures you will be experiencing are different from your own? Are you conscious that you need to be sensitive and respectful of these cultures?
- CHOOSE RESPONSIBLY: Have you selected to support businesses that clearly and actively address the cultural and environmental concerns of the locale you are visiting?
- DO YOUR HOMEWORK: Have you researched the people and places you plan to visit? Have you learned a few polite phrases in the local language of the place you plan to visit? Are you informed of the holidays, holy days and general religious and social customs of the places you will visit?
- **BE AWARE:** Are you informed of the holidays, holy days, and general religious and social customs of the places you will visit?
- SUPPORT LOCAL ENTERPRISE: Have you made a commitment to contribute to the local economy by purchasing from local run hotels, tour operators, restaurants, shops and buying from local artisan crafts?
- BE RESPECTFUL AND OBSERVANT: Are you willing to respect local laws that may include restrictions on purchases, usage of or access to places and things that may harm or otherwise erode the environment, or alter the culture of the places you visit?

4.4 Sustainable Tourism Criteria for India

Under the umbrella of the United Nations, the Global Sustainable Tourism Council (GSTC) developed the Global Sustainable Tourism Criteria as guidelines towards sustainable operations of tourism stakeholders worldwide. According to GSTC these criteria for hotels, tour operators and destinations are intended to be "the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation".

In 2010 Indian tourism stakeholders expressed the need to establish a set of principles and criteria adapted to national circumstances. Under guidance of a Steering Committee consisting of national tourism experts, a new range of **Sustainable Tourism Criteria for India (STCI)** was developed based on the Global Sustainable Tourism Criteria and best practices around the world. In April 2013 STCI was launched during a UNWTO's international conference on sustainable tourism in Hyderabad.

In a next step the criteria and indicators for rural tourism, home-stays and other tourism sectors in India will be developed. The implementation of STCI for accommodation and tour operators will be accompanied by capacity building measures, workshops, train the trainer programmes and awareness campaigns at different stakeholder levels under the lead of the Ministry of Tourism, Government of India. Moreover certification and extensive incentive schemes are being developed, and institutional strengthening of concerned bodies is focused.

(Please refer chapter 5.18 and 5.19 for the complete STCI document, which provide important additional information and clear indicators)

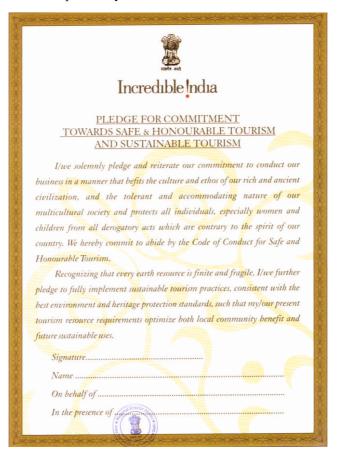
For further information, please contact:

Ministry of Tourism, Government of India

Phone: +91-11-23012636 Website: http://tourism.gov.in

4.5 Pledge for Commitment towards Safe and Honourable Tourism and Sustainable Tourism in India

In order to ensure that Indian tourism follows international standards of safe tourism practices, applicable for both tourists and local residents the Ministry of Tourism, Government of India in collaboration with Save the Children India, PATA and United Nations Office on Drugs and Crime (UNODC) developed the Code of Conduct for Safe and Honourable Tourism. Tourism stakeholders who commit to safe and honourable tourism by signing the associated pledge therefore safeguard tourism activities to be undertaken, integrating the need to protect the dignity, safety and the right to freedom from exploitation of all tourists and local residents involved in or impacted by tourism.



This code is a guideline of conduct to enable the Indian travel and tourism industry to:

- Encourage tourism activities to be undertaken with respect for basic rights like dignity, safety and freedom from exploitation of both tourists and local residents i.e. people and communities who may be impacted by tourism in some way.
- Aid the prevention of prostitution, sex tourism and forms of sexual exploitations like assaults and molestations in tourism to safeguard the safety of persons, in particular women and children.
- 3. To enhance prevention of activities like forced or involuntary drug use, manipulated and incorrect information, cultural and social intolerance which could increase vulnerability to crime.

The Code of Conduct for Safe and Honourable Tourism was launched in April 2010 and signed by various tourism stakeholders and associations.

Contact:

As above in the STCI: Ministry of Tourism, Government of India

Note : Safe and Honourable Tourism Guidelines may be referred to in chapter 5.20

4.6 Eco-Pledges

These pledges were undertaken by the Indian Industry as a first step towards a public display of their commitments towards becoming more environmentally responsible. Now even tourists are being advised to travel with those organisations have undertaken this or a similar pledge.

THE PATA INDIA CHAPTER ENVIRONMENTAL PLEDGE

by Hotels, Resorts, Travel Agents & Airlines

...I pledge to...

.... to be partners in conducting environmentally friendly operations in our hotels, resorts and restaurants and pledge to undertake certain specific actions mentioned below:

- 1. **STATIONERY & OTHER PUBLICITY MATERIAL ON RECYCLED PAPER:** We will introduce the use of recycled paper for our stationery and other publicity items such as brochures, menu cards, etc. and establish a recycling programme.
- 2. **POLYTHENE BAGS:** We will convert wherever possible from the use of polythene bags to paper bags, cloth bags and other alternatives.
- 3. **ALTERNATE SOURCE OF ENERGY FOR FUEL:** Where possible, we will convert to solar power such as solar heating and lighting etc. to reduce the use of thermal electricity.
- 4. **GARBAGE DISPOSAL:** We will introduce the system of separating recyclable and non-recyclable garbage emanating from our operations and dispose non-biodegradable garbage in a responsible way, so as not to harm the local environment. We will also try and compost the biodegradable garbage and use it in our establishment.
- 5. **WATER CATCHMENT & TREATMENT:** Wherever possible, we would recycle water by incorporating water treatment schemes. We will also make storage and catchments facilities for rainwater to be used for our operations.

- 6. **CONSERVATION OF BIODIVERSITY:** We pledge to conserve local biodiversity that includes the ecology, fauna and flora of the site.
- 7. **PLANTATION OF SAPLINGS:** We will green the local environment by planting saplings, preferably of indigenous species.
- 8. **ECOLODGES & RESORTS:** We pledge to conserve the ecology, animal and bird life of the area our properties are located in.
- 9. **ALTERNATE USE OF FUELS:** We will limit the burning of firewood and use alternate sources of fuel for both cooking and heating.
- 10. USE OF LOCAL ETHNIC MATERIALS IN CONSTRUCTION OF PROPERTIES: In keeping with the local landscaping, we will incorporate architectural styles (using local material) typical to the area, thus blending harmoniously with the local environment.
- 11. **SENSITIVITY TO LOCAL CULTURE:** We will ensure that the local community is not exploited in any way and their culture is conserved.
- 12. **EMPLOYMENT OF LOCAL COMMUNITIES:** Wherever possible, we will use local employment for our business to enhance the economy of our area. We will also endeavour to build capacity of local communities to enable them to participate in tourism related activities.

Signed by: Issued by:

Designation: PATA India Chapter

Company: Environment & Ecotourism Committee

THE PATA INDIA CHAPTER ENVIRONMENTAL PLEDGE

by Tour Operators, Adventure Tour Operators & Nature Camp owners

...I pledge to......be a partner in conducting responsible tourism with minimal impact on the physical, cultural and social environment of the area. Thus, I pledge to undertake specific actions mentioned below:

- 1. PREVENT HABITAT DEGRADATION: We will not make open fires and discourage others from doing so. Where water is heated by scarce firewood, we will not use it or use as little of it as possible. Wherever possible, we will choose accommodation that uses kerosene or fuel-efficient stoves.
- 2. CONSERVE THE HABITAT: We will ensure that the habitat is conserved and also encourage the planting of indigenous plant species near campsites and on trails
- 3. LIMIT DEFORESTATION: We will make no open fires and discourage others from doing so. Where water is heated by scarce firewood, we will not use it or use as little of it as possible. Wherever possible, we will choose accommodation that uses kerosene or fuel efficient firewood stoves.
- **4. PLANT SAPLINGS:** We will take saplings and encourage our tourists to help plant them near our campsites or on the trails.
- **5. NON-BIO DEGRADABLE GARBAGE:** We will leave campsites clean and take back all non-biodegradable litter to the road head/towns for proper disposal. We will only bury biodegradable food waste.
- **6. KEEP LOCAL WATER CLEAN:** Toilet facilities will be pitched at least 30 metres away from the water source and all waste will be covered properly. We will not allow detergents to be used in streams and springs.
- 7. FAUNA AND FLORA LEFT IN THEIR NATURAL ENVIRONMENT

We will not take away any plant or animal material from their natural surroundings.

- **8. PLANTS LEFT IN THEIR NATURAL ENVIRONMENT:** We will not take away cuttings, seeds and roots that are illegal in many parts of the Himalayas.
- RESPECT LOCAL CULTURES: We will promote the appreciation and preservation of religious places and local villages by never allowing clients to buy religious objects or heirlooms from remote villages.
- **10. ALTERNATE SOURCE OF ENERGY FOR FUEL:** Where possible, we will convert to solar power such as solar lanterns, solar cookers etc.
- 11. ENCOURAGE ALTERNATE SOURCES OF ENERGY:
 Wherever possible we will explore the option of using alternate sources of energy
- 12. STATIONERY & OTHER PUBLICITY MATERIAL ON RECYCLED PAPER: We will introduce/increase the use of recycled/hand-made paper for our stationery and other publicity items such as brochures, etc.

Signed by: Issued by:

Designation: PATA India Chapter

Company: Environment & Ecotourism Committee



4.7 Do's and Dont's in a Wildlife Sanctuary

- The Forest is a hallowed temple of life. Respect it. Revere it and help protect it.
- Obtain permission before entering a Park or Sanctuary and take a guide/naturalist and observe all rules.
- Drive very slowly for this way you will hear, observe and enjoy the most without disturbing the animals in any way.
- Maintain a reasonable distance from all animals. Anything closer than "the critical distance" will make them flee or attack.
- Listen to the jungle orchestra instead of transistors and tape recorders.
- Don't be disappointed if you don't see the tiger, the jungle is an
 undiscovered world of small yet beautiful mammals, birds,
 insects and plants.
- Dress in neutral colours that blend with the forests khakis, browns and olive green is ideal.
- "Wild animals have right of way"
- Guns are taboo.

4.8 Don't Buy Trouble!

Inadvertent buying of wildlife products.

Can't resist that Shatoosh shawl or those ivory bangles? Think twice before buying that exquisite coral showpiece! Illegal wildlife trade threatens the survival of many species. You might be violating the law and also endangering wildlife.

Most of the trade in wild animals, plants and their derivatives is illegal in India under the Wildlife (Protection) Act, 1972, which covers over 1800 species. Under the convention on International Trade in Endangered species of Wild Fauna and Flora (CITES), trade in over 830 species of wildlife is banned internationally while trade in over 33,000 species is strictly regulated.

Don't Buy Trouble!

When you buy or acquire an illegal wildlife product or souvenir, you may actually be buying trouble for yourselves.

Hunting of a protected species of wildlife or possession of and trade in them or their derivatives is illegal and severely punishable under the law. Wildlife products made from endangered species bought outside India would require permits for their import to India. Your souvenirs could be confiscated on your return and you could face strict legal action.

Buyers Beware!

When in doubt don't buy. Ignorance of law is not an excuse. Given below are some of the most widely traded illegal wildlife products.

- Marine products: Reef building corals, orange pipe corals,
 Black corals, Fire corals and Sea Fans are some of the highly
 endangered marine species offered on sale in our coastal
 regions and islands. Many endangered species of molluses such
 as Nautilus, Horse's hoof and Horned Helmet may also be
 offered.
- **Ivory items:** Ivory figurines, carvings and jewellery may be offered for sale at the tourist spots.
- **Live Birds:** All trade in wild Indian bird species is prohibited. Species on offer may include parakeets, falcons, Hill Myna, Great horned owl and munias. For every bird that reaches its final destination, several die en route.

- Reptile skins: Trade in skins and other products of protected species of reptiles such as Marsh and Salt water crocodiles, Yellow Monitor lizard, Cobra and Rock python is banned. Handbags, belts, wallets and other products made of these reptile skins may cost you much more than you bargained for.
- **Shatoosh Shawls:** These shawls are tainted with the blood of Chiru, a highly endangered Antelope. Three to five Chiru's are slaughtered to obtain the wool for one shawl.
- Skins, bones, derivatives and products fashioned from them: All trade in skins, bones, claws etc of Leopard, Tiger and other endangered species and derivatives such as Bear Bile and Musk Pods is banned.
- Medicinal plants and Orchids: International trade in 29 species of orchids, timber species and medicinal plants in the raw form such as logs, whole plants, crude drugs, oil extract and resinoid is prohibited ender EXIM policy. Only value-added products such as medicines derived from a cultivated variety of specified species may be allowed for export.
- Collection or sale of plants or derivatives of Scheduled species such as Kuth (Saussurea costus), Red Vanda, Blue Vanda, Ladies Slipper, Orchid, Pitcher plant and Beddomes Cycad are prohibited under Wildlife (Protection) Act, 1972.

How can you help?

- Do not buy illegal wildlife products. Also discourage your friends and family from doing so.
- If you come across any information on illegal wildlife trade, you may please contact the following:
 - Local forest or police officials.
 - Customs at airports, seaports and other international transit points.

Regional offices at the Wildlife Crime Control Bureau at:

Delhi - +91 11 23384556

Mumbai -+91 22 26828184

Kolkata - +91 33 22878698

Chennai - +91 44 24916747

Traffic India - +91 11 41504786

For further information, contact:

TRAFFIC India

WWF- Secretariat

172-B Lodi Estate

New Delhi 110003

Phone: +91-11-41504786

Email: trafficind@wwfindia.net

Website: www.traffic.org; www.wwfindia.org/traffic

4.9 Checklist for Hotels and Accommodation Providers

ACCESSIBLE AND UNIVERSAL DESIGN

Principles, Description and Guidelines (based on National Institute of Design India)

- (1) Equitable/ Saman: The design is fair and non-discriminating to diverse users in Indian context
 - Avoid prejudices against people of all ages, gender, disability, sizes, caste, class and religion.
 - Consider different capabilities of users and build in many levels of engagement.
 - Provide choices in access and use through flexibility and customization.
 - Allow personalization through inclusion of adjustable and adaptable options.
 - Provide equality in challenge, opportunity and energy requirement.
- (2) Usable / Sahaj: The design is operable by all users in Indian context
 - Provide independence, comfort, safety and support during use.
 - Facilitate access, operation and convenience by diverse users.
 - Include adaptations for those experiencing difficulty in use.
 - Provide clarity in use, operation and maintenance to minimize instruction and avoid confusion and error.
 - Adopt simple means to overcome complex operation.

- Follow cultural norms to address user expectations.
- Offer multi-sensory feedback to point in the right direction.
- Build in intuitive operation and innate understanding of problem.
- Allow easy adaptation to facilitate use by people with diverse abilities.
- Prevent costly mistakes and untended consequence from misuse.
- (3) Cultural / Sanskritik: The design respects the cultural past and the changing present, and assists all users in Indian context
 - Maintain social and traditional qualities in design.
 - Include Indian idioms to make historic and social connection.
 - Present in many languages for inclusive comprehension.
 - For all castes and society levels.
 - Respond to local context and conditions.
 - Employ appropriate technology to match user expectations.
- (4) Economy / Sasta: The design respects affordability and cost considerations for diverse users in Indian context
 - Ensure affordability, durability and maintainability.
 - Use local materials for energy savings and cost effectiveness.
 - Focus on low unit cost through wide distribution.
 - Adopt modular approach to offer choice in features and price range.
- (5) Aesthetics / Sundar: The design employs aesthetic to promote social integration among users in Indian context
 - Employ aesthetic to enhance universal appeal and use.
 - Allow personalizing aesthetics through flexibility, adaptability and modularity of colour, form, texture and interaction.
 - Employ appearance to inform use and safety.
 - Bridge wide range of meaning and comprehension gaps.

IMPLEMENTING ENVIRONMENTAL MANAGEMENT PLANS

- Have a full environmental management policy in place.
- Have elected staff members to have an environment club and co-ordinate the policy
- Have full environmental certification.
- Provide no smoking rooms and areas.
- Make guests, vendors and local stakeholders aware of hotels environmental policy, programmes and successes. Invite them to comment on its effectiveness.
- Educate your employees on environmental issues and the impacts of their behaviour on the natural environment:
 - Create regular in-house training and education opportunities on sustainability issues for your staff. Use orientations, briefings, memos, incentive programs, performance reviews and other methods to raise understanding.
 - Post signs to guide and inform both your employees and guests about environmentally-friendly behaviour (e.g. responsible use of water and energy, waste management).
 - Measure and monitor your progress on a regular basis.

SAVING ENERGY

- Replacing normal light bulbs with energy efficient ones wherever possible.
- Turning down thermostats by a degree the guests won't notice but it will reflect in the bill at the end of the month.
- Install timers in areas where lights tend to be left on.
- Establish a housekeeping policy to switch everything off as soon as a guest vacates a room or even install a key system that does so automatically.
- Clean condensers on the back of fridges and freezers to ensure optimal performance.
- Use less light in corridors at night.

WASTE AND WASTE WATER REDUCTION

- Change towels in guest rooms on request.
- Use eco soaps and shampoos.
- Use soap refillable dispensers for soap and shampoo attached to walls.
- Donate unfinished guest toiletries and food to a local NGO or poor children's school in the vicinity.
- Have water reducing/saving devices in place wherever reasonable.
- Encourage minimum use of disposable material and use ecologically degradable material where possible.
- Have procedures in place for the appropriate disposable of hazardous waste.
- Recycling bottles, tins, paper, plastic and even oil, employees also get involved in recycling process.
- Chemicals used for cleaning and sanitizing are non- aerosol, bio-degradable and least toxic.
- Cutting up old sheets and towels for cleaning rags.
- Re-cycle and or re-use fat and organic kitchen, spa and laundry waste (say in outdoor night lighting in diya oil lamps).
- Aim to run a paper free office wherever practicable.
- Recycled and unbleached paper products are used in the hotel.

RESPONSIBLE PURCHASE AND SUPPLY

- Source products which are the most sustainable in their manufacture, use and disposal.
- Review all the products and services you purchase and identify where more sustainable alternatives are available.
- Examine how your suppliers select their suppliers so that you can help develop a fully sustainable supply chain.
- Integrate sustainable criteria into your purchasing policy and procedures.

- Encourage local businesses to cut down on transport energy by sourcing locally.
- Buy as much seasonal and local produce as possible.
- Offer organic produce and menus.
- Buy products in bulk and reduce packaging where possible.
- Challenge suppliers and other business partners to improve their practices.
- Give Preference to 'fair trade' products (such as coffee and tea) or eco-labelled goods where possible.
- Never purchase or sell items made from protected wildlife or illegally traded species and inform your guests if there are any such items that may be offered for sale outside the hotel.
- Recognise suppliers' efforts through special events, promotion and longer-term contracts.

RAISING AWARENESS ON ENVIRONMENTAL AND SOCIAL ISSUES

- Encourage guests and staff to adapt environmentally-friendly practices (e.g. not to waste water, not leave TVs on standby).
- Provide guests with a sense of local culture, heritage and traditions.
- Offer guests the opportunity to make contributions to a chosen charitable organisation by offering the names and contacts of these organisations in the guest folder.
- Inform and educate travellers/guests about the dangers of environmental damage from tourism and the benefits of responsible tourism.
- Work with the local communities to develop awareness and encourage conservation of their local natural and cultural heritage.
- Assist local communities with projects, which support their local economy and/or heritage.

CORPORATE SOCIAL RESPONSIBILITY

- Involve staff in environmental initiatives and in the decision making process.
- Involve the local community.
- Contribute to the well being of the local community or communities you work in.
- Provide equal opportunities in recruitment and professional development to all segments of society, irrespective of caste, creed, religion, ethnicity and gender while completely avoiding child labour.

4.10 Guidelines for National Parks and Wildlife Lodges DISCOURAGED

- Commercial use of fire wood.
- Tourism activities like over-flying the national park area by any aircraft, hot air balloons.
- Discharge of effluents and solid waste in natural water bodies or terrestrial area.
- Construction activity 300 metres from the boundary wall of the park.
- Construction of any building not more than two stories (twenty five feet) 300 500 metres from the boundary wall of the park.

REGULATED

- Commercial use of natural water resources including ground water harvesting.
- Air and vehicular pollution.
- Sign boards & hoardings.
- Establishment of hotels and resorts.
- Erection of electrical cables.

- Fencing of premises of hotels and lodges.
- Use of polythene bags, plastic and synthetic packaging.
- Widening of roads.
- Movement of vehicular traffic at night.
- Noise pollution.
- No chopping of trees for construction.
- Plastic and synthetic packaging and disposal.

DESIRABLE / ENCOURAGED

- Rain water harvesting and water recycling.
- Organic farming.
- Use of renewable energy sources.
- Adoption of green technologies for all activities.

4.11 Checklist for Tour Operators, Sightseeing Operators and Travel Agents

- Visitors are encouraged to learn about the geography, ecology, culture and traditions of destinations being visited prior to departure. (Travel agents should co-ordinate tour operators and local educators to provide literature and information to visitors)
- Tour operators should provide authentic experiences, which are consistent with local community values, which further reinforce community identity and respect the dignity and privacy of the host population.
- Respect all local guidelines, laws, regulations and customs.
- Visitors should be encouraged to buy authentic arts and crafts of local artisans, and purchase local services, which benefit the local economy.
- Purchases of products or services, which threaten wildlife and plant populations should be discouraged or stopped.
- Visitors to be encouraged to support local conservation efforts and NGO's

- Tour operators to work with local authorities to minimise the environmental impact of visitors, in parks, wilderness areas and protected reserves. Groups visiting environmentally fragile areas limited to ten or fewer per guide.
- Tour managers to assure the most efficient methods of waste disposal are utilised.
- When possible, tours to utilise energy efficient modes of transportation.
- Local guides and operators hired when possible and local services and businesses supported as much as possible.
- Local perspectives sought in planning interpretative programs.
- To cooperate with other members of the industry and host country tourism officials to develop tourism which is compatible with the culture, values, and lifestyles of host communities and is sensitive to environmental/natural surroundings
- Local environmental and cultural initiatives be encouraged and supported.
- To encourage and participate in discussions on environmental issues at trade associations meetings, to arrive at suitable recommendations for implementations by governments and industry.
- The travel agency should periodically conduct follow-up interviews with clients to confirm that tours provided authentic experiences and enhanced understanding of the destination's history, ecology, culture and traditions.
- Travel agencies should collaborate through trade associations such as ASTA and PATA to ensure that the cultural and environmental impact of tourism is kept to a minimum, particularly with indigenous populations and in parks and reserves.
- Also encourage the use of energy efficient modes of transport by tour operators.
- Travel agencies should co-ordinate with Tour operators to

- provide relevant pre-trip information regarding host destination's local customs and proper etiquette.
- An ecotourism/environment handbook to be provided to clients prior to trip.

4.12 Checklist for Transport Operators

- A program is in place to recycle glass, paper, cans, plastics, newspapers and magazines used in service to clients and in offices.
- A fleet renewal program is in place to acquire vehicles with greater fuel efficiency and higher emission standards.
- Proper noise abatement procedures are followed by airline operators to minimise noise in nearby communities on takeoff and landing.
- A program is in place to convert to non-ozone depleting chemicals in refrigeration and air conditioning.
- Engines are turned off when the vehicle is stationary for more than two minutes.
- Collaborating within the industry and with the vehicle manufacturing companies to encourage and support the development of engines with greater fuel efficiency, higher emission standards, and minimum noise.
- Air conditioning units are properly maintained by qualified technicians to prevent the escape of ozone depleting chemicals.
- Collaborating within the industry to find suitable replacements to air conditioning units.
- Chemicals used on vehicles for cleaning and sanitising are nonaerosol products, bio-degradable, and least toxic available.
- Maintenance depots have programs and procedures in place for the appropriate disposal and recycling of fuels, oils and hazardous wastes.
- On board publications are used to increase tourist awareness and knowledge of the natural and cultural heritage of destinations being visited and to nurture an appreciation and respect for the culture and traditions of host populations.

- Driving procedures are in place to minimise engine and noise emissions.
- All vehicles are non-smoking, or separate cars are designated as smoking cars.

4.13 Checklist for National Tourism Organisations

- A national strategic plan for sustainable tourism development has been prepared in collaboration with the industry, environmental NGO's and other interested stakeholders.
- A program is in place to encourage the preparation of sustainable tourism plans at the community level.
- Significant tourism resources and values have been fully identified and are protected in planning and allocation processes of the government.
- A public awareness program has been implemented, in collaboration with industry, regarding the relationship of tourism and environment.
- Community involvement and informed public participation in tourism planning and tourism related issues are encouraged.
- All sectors of the industry are encouraged to be actively involved in tourism related social, cultural and environmental projects and events of local communities.
- A national system of accurate information services to visitors has been implemented.
- All sectors of the industry are encouraged to practice "truth in advertising" in all promotional materials.
- All industry sectors are encouraged to implement appropriate management systems and procedures regarding the conservation of water, energy and other resources; the safe disposal and recycling of waste; and the control of air, water, soil and noise emissions.
- All sectors are encouraged to work with suppliers to reduce packing, recycle products make use of recycled products and other measures aimed at improving environmental performance.

- The NTO is co-ordinating with other relevant agencies in the design of an efficient inter-modal transportation system to achieve energy conservation, reduce air emissions and facilitate the movement of travellers and residents.
- A program is in place, and responsibility assigned, to remain abreast of the state of the art in sustainable tourism guidelines and practices, and to make this information readily available to all members of the industry.

4.14 Checklist for Media, Publishers of Travel Guides and Promotional Material

- Information on the cultural and environmental heritage of destinations, as well as the customs and traditions of host populations, are included in travel stories.
- Travel stories include information on proper etiquette relative to the cultural setting.
- Readers are made aware of destinations and sites, which are relatively less, visited in order to relieve pressures on stressed areas.
- Readers are made aware of the advantages of travelling in nonpeak periods.
- Periodic coverage is given to the full range of "Alternative Travel" options such as Elderhostel, home stay programs, bicycle tours, trekking, farm vacations, etc.
- Readers are encouraged to buy authentic arts and crafts of local artisans and to purchase other products and services, as required, which benefit the local economy.
- The purchase of products or services that threaten wildlife and plant populations is discouraged.
- Readers are made aware of local conservation efforts, particularly regarding the use of energy and fresh water.
- Codes of ethics for tourists, such as ASTA's "Ten Commandments for Eco tourists "or IIPT's "Credo of the Peaceful Traveller" are periodically included in our publications.

 To collaborate through travel industry and media organisations to foster international understanding through travel and to encourage socially and environmentally responsible travel services and products.

4.15 Checklist for Restaurants

- Energy efficient equipment is utilised for food storage and preparation and is well maintained to increase energy efficiency.
- Refrigeration units and air conditioners are periodically checked for leaks to prevent loss of Freon.
- Employees participate in the recycling of glass, cans, paper, and plastics.
- To work with suppliers to reduce packaging and to develop reusable shipping containers.
- Supplies should be purchased in bulk as practical and dispensers utilised for condiments, soft drinks, dairy products, and other items where health regulations allow.
- Paper, when used, is recycled and unbleached.
- Grease is disposed of in accordance with proper procedures.
- Chemicals used for cleaning and sanitising are non- aerosol products, biodegradable, and least toxic available.
- A program to purchase locally and organically grown foods is in place.
- Guests are informed of steps being taken to protect the environment and reduce waste.
- Encouragement should be given to community and regional authorities for the development of regional infrastructure for the collection, storage and processing of recyclable materials including composting and conversion of food leftovers to animal feed.

5. INSTITUTIONS AND BUSINESSES ENGAGED IN ENVIRONMENTAL SUSTAINABILITY

5.1 Membership and Certification Organisations

MEMBERSHIP ORGANISATIONS

The International Ecotourism Society



The International Ecotourism Society (TIES) is an international non-profit membership organisation fully dedicated to finding the resources and building the expertise to make tourism a viable tool for conservation and sustainable development. The Society is documenting the best techniques for implementing Ecotourism principles by collaborating with a growing global network of active professionals in the field.

Long-term objectives include:

- Establish Education and Training Programmes.
- Provide Information Services.
- Establish Guidelines and Monitoring Programmes for the profession.
- Build an International Network of institutions and professionals.

TIES membership benefits include access to a global network of over 1400 Ecotourism professionals in 60 countries, discounts on publications, a quarterly newsletter, information services, and inclusion in the Annual TIES International Membership Directory.

Contact:

Dr. Kelly Bricker, TIES Board Chair The International Ecotourism Society (TIES) PO Box 96503 #34145

Washington, DC 20090-6503, USA

Phone: +1-202-506-5033 Fax: +1-202-789-7279

Email: info@ecotourism.org Website: www.ecotourism.org

Tour Operators Initiative



Most tour operators recognize that a clean environment is critical to their success, but few of them have the management tools or experience to arrange and conduct tours that minimize their negative environmental and social impacts while optimizing their benefits.

A group of tour operators from different parts of the world have joined forces to create the **Tour Operators' Initiative for Sustainable Tourism Development.** With this Initiative, tour operators are moving towards sustainable tourism by committing themselves to the concepts of sustainable development as the core of their business activity and to work together through common activities to promote and disseminate methods and practices compatible with sustainable development.

The Initiative has been developed by and for tour operators with the support of the UNEP, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the World Tourism Organization (UNWTO), who are also full members of the Initiative. Under this international umbrella, members of the Initiative will be able to respond to international agendas while developing ideas and projects to address the environmental, social, economic and cultural aspects of sustainable development within the tourism sector.

The Initiative is voluntary, non-profit, and open to all tour operators, regardless of their size and geographical location.

Contact:

Mrs. Maria Cristina Civili, TOI Secretariat

Tour Operators' Initiative c/o World Tourism Organization (UNWTO) Capitán Haya 42 28020 Madrid, Spain

Phone: +34-91-56781 00, 5678214

Fax: +34-91-5713733

Email: ccivili@unwto.org; toi@unwto.org Website: www.toinitiative.org; www.unwto.org

TOURISM CONCERN



Tourism Concern is a UK-based charity working for constructive responses to these problems. They look at the way tourism affects the people and environments in tourism destination areas. Tourism Concern raises awareness of tourism's impact with the general public, with government decision-makers and within the tourist industry itself - and we provide a unique information base for campaigners and students of tourism.

Tourism Concern campaigns for a tourist industry that is...

- **JUST** yielding benefits that are fairly distributed.
- PARTICIPATORY involving local people in its development and management.
- **SUSTAINABLE** putting long-term environmental and social benefit before short-term gain.

Contact:

Mrs. Jassi Sanhar, Development Officer

Stapleton House 277-281 Holloway Road London N7 8HN, UK

Phone: +44-207-1333800 Fax: +44-207-1333985

 $Email: info@tourismconcern.org.uk \ / \ jassi@tourismconcern.org.uk$

Website: www.tourismconcern.org.uk



CERTIFICATION ORGANISATIONS

BLUE FLAG

The Blue Flag is a voluntary eco-label awarded to more than 3850 beaches and marinas in 48 countries across Europe, South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean.

The Blue Flag works towards sustainable development of beaches and marinas through strict criteria dealing with Water Quality, Environmental Education and Information, Environmental Management, and Safety and Other Services. The Blue Flag Programme is owned and run by the non-government, non-profit organisation the Foundation for Environmental Education (FEE).

Contact:

International Blue Flag Coordination, FEE Secretariat

c/o The Danish Outdoor Council

Scandiagade 13

2450 Copenhagen SV, Denmark

Phone: +45-3328-0410 Fax: +45-3379-0179

Email: coordination@blueflag.org

Website: www.blueflag.org



ECOTEL

HVS Eco Services helps increase the value of hospitality companies through innovative environmental programs and management. http://www.hvsecoservices.com/HWMS.htmThe Hospitality Waste Management System is designed to reduce solid waste operating costs by 30% or more.

The ECOTEL® is an environmental certification system designed by HVS Eco Services specifically for the hospitality sector. This certification recognizes outstanding achievement along the triple bottom line: environmental, social and fiscal parameters.

Since 1994, Ecotel has custom designed environmental programs to meet hospitality companies' special needs, such as complex

government compliance issues, environmental education programs, and marketing. They have certified in India, the Orchid in Mumbai as Asia's first five-star Ecotel.

Contact:

Mr. Manav Thadani Managing Director, HVS Eco Services

6th floor, Tower- C

Building No. 8, DLF Cyber City Phase II

Gurgaon, Haryana, 122002, India

Phone: +91-124-4616000 Fax: +91-124-4616001 Email: mthadani@hvs.com Website: www.ecotelhotels.com



$Green\ Globe\ -\ The\ Premier\ Global\ Certification\ for\ Sustainability$

Green Globe is the Premier Global Certification for Sustainability. It is based on Agenda 21 and the principals for Sustainable Development endorsed by 182 Heads of State at the United Nations Rio de Janeiro Earth Summit. It provides companies, communities and consumers with a path to Sustainability. Certification criteria are updated annually and a paperless, web-based and multi-language certification system is used. All certifications are independently audited (verified).

Green Globe Certification has members of all sizes, in the following sectors: Attraction, Business, Congress Center, Meeting Venues, Cruise Ships (River & Ocean), Golf Course, Hotel & Resort, Meeting & Events, Organization, Restaurant, Spa & Health Center, Transportation and Travel Industry. Green Globe Certification also

offers a Destination Certification. Membership fees can be reviewed at www.greenglobe.com.

Contact:

Green Globe Worldwide Headquarters

Green Globe Certification 5959 W. Century Blvd., Suite 610 Los Angeles, California 90045, USA

Phone: +1-310-3373000 Fax: +1-310-6269982

Email: wecare@greenglobe.com Website: www.greenglobe.com



LEED Certification

Initiated by US Green Building Council the Leadership in Environment and Ecological Design (LEED) certification programme provides building owners and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.

LEED is not only linked to tourism industry but to all project types including healthcare facilities, schools, homes and even entire neighbourhoods. Main credit categories include: Sustainable sites, water efficiency, material and resource utilization. In 2013 there are over 14,000 LEED-certified commercial projects worldwide.

Contact:

US Green Building Council

2101 L Street, NW

Suite 500

Washington, DC 20037, USA

Phone: +1-202-742-3792 Email: info@usgbc.org Website: www.usgbc.org



Practices Under Guidance (PUG) by Travel Operators for Tigers - TOFT

Travel Operators for Tigers (TOFT) have developed an eco-rating system for individual lodges and resorts in tiger reserves. PUG represents a system of green labelling, examining operating practices, and thereby allowing International and National buyers and suppliers to make better purchasing decisions on which lodge or resort to choose to send their clients. PUG therefore focuses on enhancing operations' triple bottom line: economic profitability, respect for the environment in and social responsibility.

Contact **TOFT India**

A1/76, 1st Floor Safdarjung Enclave New Delhi 110029, India

Phone: +91-9810722634, + 91-9811811525

Email: admin@toftindia.org Website: www.toftigers.org



STEP Eco-Certification

The Sustainable Tourism Education Program (STEP) is a sustainability management program designed by the tourism industry. STEP is based on a framework that measures all aspects of sustainability for tourism businesses and serves as a practical tool for assessment, benchmarking and education. Participating businesses learn how to manage their triple bottom line more effectively by discovering how to effectively make an investment in sustainability.

STEP begins with an entry-level self-assessment tool, and also offers businesses the opportunity to receive a globally recognized ecocertification. STEP requires independent, third-party verification of business practices.

Contact:

Sustainable Travel International

835 SW William Drive

White Salmon, WA 98672, USA

Phone: +1-503-488-5500

Email: info@sustainabletravel.org Website: http://sustainabletravel.org

5.2 NGOs, Conservation and Green Organisations worth Supporting

Aaranyak

Aaranyak is a Guwahati based NGO organisation for preservation and restoration of environment and related issues. Aaranyak aims to foster conservation of biodiversity in Northeast India through research, environmental education, capacity building and advocacy for legal and policy reform to usher a new era of ecological security.

Contacts:

Aaranyak

50, Samanwoy Path Survey, P.O. Beltola

Guwahati 781028, Assam, India

Phone: +91-361-2230250 Fax: +91-361-2228418 Email: info@aaranyak.org Website: www.aaranyak.org

Atmashakti (Strength of the Soul)

Atmashakti(Strength of the soul), works with over 500,000 marginalised families, living in Odisha which is one of India's poorest states. Over half of these families are adivasis(tribals), who share a symbiotic relationship with the forest and nature. Unfortunately, due to lack of knowledge and awareness many of the rights they are entitled to, as also government schemes, do not reach them. It is our endevour to bridge this gap, so that these impoverished people are able to lead a life with dignity.

Contact:

Atmashakti Trust

Ms.Ruchi - 9868874611

101- A, Friends Colony East, New Delhi-110065, India

Phone: 011-26311407

Email: atmashaktitrust@gmail.com Website: www.atmashaktitrust.com



Archaeological Survey of India

Sir William Jone formed the Archaeological Survey of India (ASI) on the 15th January 1784 the Asiatic Society, an institution for enquiring among many other things, into the History the Antiquities, Arts, Sciences and Literatures of Greater India.

The main function of the Archaeological Survey of India is to explore, excavate, conserve, preserve and protect the monuments and sites of National & International Importance. Different branches and offices of Archaeological Survey of India look after various aspects in order to keep the monuments well preserved, protected and ensure the above functions.

The office of the Director General, Archaeological Survey of India is generally referred to as Headquarters or Directorate office. This office functions as the control centre for all the activities of Archaeological Survey of India.

Contact:

Pravin Srivastava, Director General

Archaeological Survey of India (ASI) Head Office Near National Museum, Janpath

New Delhi 110011, India Phone: +91-11-23015954

Email: directorgeneralasi@gmail.com

Website: www.asi.nic.in



BAIF Development & Research Foundation

It is a reputed voluntary organisation established in 1967 by Dr. Manibhai Desai, a disciple of Mahatma Gandhi, at Urulikanchan, near Pune to promote sustainable livelihood in Rural India. BAIF is committed to provide sustainable livelihood to the rural poor through management of natural resources and promotion of livestock development, watershed development and agri-horti-forestry as major income generation activities.

BAIF has developed the Village Cluster Development Approach to reach the poorest of the poor. This approach is a unique approach to

identify the problems and needs of poor families and introduce appropriate technologies and services to solve them. To ensure sustainability, self help groups of men and women of homogeneous socio-economic status have been promoted, who have identified their needs and initiated various income generation activities and community development initiatives with facilitation from BAIF.

Contact:

BAIF Development Research Foundation

BAIF Bhavan, Dr. Manibhai Desai Nagar

Warje, Pune 411058, India

Phone: +91-20-25231661; 64700562; 64700175

Fax: +91-20-25231662 Email: baif@baif.org.in Website: www.baif.org.in

The Corbett Foundation

The Corbett Foundation was established in 1994 by Industrialist, Mr. Dilip Dharamsey Khatau. The trust is set up purely for public and charitable purposes, which helps in preserving, protecting and conserving the unique ecosystem of the Corbett country in the foothills of the Himalayas. Its activities include First Aid boxes and Bio Diversity Awareness programmes for villagers and a unique compensation for livestock killed by live animals programme.

Contact:

Mr. Kedar G. Gore, Director, The Corbett Foundation

Conservation Corporation of India Pvt. Ltd. 81-88, 'Atlanta' Building, 8th floor, Nariman Point,

Mumbai 400 021, Maharashtra, India Phone: +91-22-61466400 / 61466417

Mobile: +91-9167006190 Fax: +91-22-61466499

Email: info@corbettfoundation.org Website: www.corbettfoundation.org

Dakshina Chitra Centre for Science and Environment Muttukadu

The Dakshina Chitra Centre is a living museum of the culture and traditions of South India.

Contact:

Dakshina Chitra

East Coast Road, Muttukadu Chingleput District 600 118, India Phone: +91-44-27472603 / 27472783

Fax: +91-44-24918943
Email: dakmcf@gmail.com
Website: www.dakshinachitra.net

Development Research and Action Group

The work of the Development Research and Action Group is very diverse and spread throughout India. It comprises environmental education; litigation regarding the Delhi Ridge; survey of the South Central Ridge, studies of Uttarakhand and impact of government policy on the environment of indigenous people, a tribal habitat restoration programme in Maharashtra and organic farming in Faridabad.

Contact:

Mr. Gautam Vohra, Secretary

75 Paschimi Marg Vasant Vihar New Delhi 110057, India Phone: +91-11-26142383 Email gv@gmail.com

Equitable Tourism Options (EQUATIONS)

EQUATIONS is a research, campaign and advocacy organisation with a special focus on the social, cultural, economic and environmental impact of tourism on local communities. A question that has been central to EQUATIONS' work and directs much of it is 'Who Really Benefits from Tourism?'.



The organisation works throughout India on six thematic, tourism-related areas: Children, Economic Impacts, Ecosystems and Communities, Governance and Law, Tourism Education, Women.

Contact:

EQUATIONS

Flat no - A2, 1st floor, No 21/7, 2nd Cross 1st A Main Road, Atmananda colony, Sultanpalya, R T Nagar Post Bengaluru - 560032, Karnataka, India Phone: +91-80-23659711 / 23659722

Fax: +91-80-23659733

Email: info@equitabletourism.org Website: www.equitabletourism.org

Friends of UNESCO World Heritage

Friends of World Heritage are a community of individuals all over the world working to preserve and protect UNESCO World Heritage



sites for local communities and for future travellers. World Heritage sites are places recognized for their outstanding natural and cultural value to the world and is irreplaceable sources of life, culture and livelihoods. We provide

Global Sustainable Tourism Council

The Global Sustainable Tourism Council (GSTC) is a global initiative dedicated to promoting sustainable tourism efforts around the world. The GSTC works to expand understanding of and access to sustainable tourism practices; helps identify and generate markets for sustainable tourism; and educates about and advocates for a set of universal principles, as defined by the Global Sustainable Tourism Criteria. The Criteria, a set of voluntary principles that provide a framework for the sustainability of tourism businesses across the globe, is the cornerstone of our initiative.

Contact:

Mr. Mauro Marrocu, Chief Executive Officer

Global Sustainable Tourism Council 1800 Massachusetts Avenue, NW, Suite 400

Washington, DC 20036, USA

Phone: +1-202-8879040 Fax: +1-202-8879021

Email: CEO@gstcouncil.org

Website: www.sustainabletourismcriteria.org

GOONJ

GOONJ is a nationwide movement started 14 years ago by Ashoka and Schwab Fellow Anshu Gupta and his friends to address the most basic but ignored need of clothing and the multifaceted role it plays in village India. GOONJ understands the connect between the struggle for the basics of life for the poor and village India getting left behind in the entire development happening in urban India. Using vast quantities of untapped underutilized material lying in

urban homes as a powerful resource, GOONJ is trying to address both these critical issues simultaneously without burdening either the giver or the receiver in the process.

Contact:

GOONJ.. J-93, Sarita Vihar, New Delhi- 76 Tel.- 26972351, 41401216 Email: mail@goonj.org/ http://goonj.org/



Glacier Works

Glacier Works Mission is to document, educate and raise awareness about changes to the glaciers in the Greater Himalaya through art, science and exploration. It seeks to incite curiosity about the region and spark dialogues regarding changes to these glaciers.

Over the past seven years, GlacierWorks has undertaken 14 expeditions to the Greater Himalaya to document changes in the region's glaciers.

It is headed by ace Mountain Climber, Photographer & Filmaker David Breshears who climbed Everest 5 times and made the Everest IMAX film

For more information log on to: www.glacierworks.org



Greenpeace

Greenpeace is a 30 years old organisation that has grown from small beginnings into a global force. With a unique ability to achieve changes by its use of direct, non-violent actions and lobbying at international conferences, Greenpeace has become the world's preeminent environmental organisation.

Amongst the successes Greenpeace can claim are the protection from exploitation of the Antarctica, an end to nuclear testing, the elimination of dumping nuclear wastes at sea, the Stockholm Treaty banning many of the world's most dangerous chemicals and a ban on commercial whaling. Greenpeace continues its global fight to save the environment.

Contact:

Mr. Kumi Naidoo, International Executive Director

Greenpeace International
Ottho Heldringstraat 5
1066 AZ Amsterdam, The Netherlands

Phone: +31-20-718-2000 Fax: +31-20-718-2002

Email: supporter.services.int@greenpeace.org

Mr. Samit Aich, Executive Director Greenpeace India

60, Wellington Street, Richmond Town

Bangalore 560025, India

Phone: +91-80-42821010/41154861

Fax: +91-80-41154862

Email: supporter.services.in@greenpeace.org Website: www.greenpeace.org/india/en/

Himalayan Environment Trust

Himalayan Environment Trust aims to mobilize support from the mountaineering and outdoor community and the Himalayan region governments to protect the Himalayan Environment, its flora and fauna, and the customs and interest of local people.

The trust has also evolved a Himalayan Code of Conduct that are simple guidelines on which is based the PATA Green Leaf pledge as well and have an active Gangotri conservation project in the Indian Himalaya. Associate memberships are available to individuals and organizations. Their Trustees include Sir Edmund Hillary as the Patron, Capt. M.S. Kohli as Chairman and Chris Bonington, Junko

Tabei, Maurice Herzog, Reinhold Messner, Richard Blum, Kazbek Valiev and Sushil Gupta.

Contact:

Mr. D.K. Suri, Director Administration

Himalayan Environment Trust E 4, East of Kailash New Delhi 110 065

Phone: +91-11-26215635/26216111

Fax: +91-11-26215635

Email: himalayan environment trust@gmail.com

Website: www.himalayanenvironment.org



Himalayan Homestays

Based on the results of a visitor survey was conducted in 2001 in Leh it was decided to go ahead and develop Homestays. In 2002, with financial assistance from UNESCO and The Mountain Institute (TMI), the Snow Leopard Conservancy started implementation of Himalayan Homestays in Ladakh. Today, Ladakhi villagers, Snow Leopard Conservancy India, tour operators and others are associated with the Himalayan Homestays initiative. Himalayan Homestays won the 2005 Global Vision Award for Community Outreach and also featured in The Guardian's Top Ten Fair Trade list.

Contact:

Himalayan Homestays

Mountain Initiatives Shangara House, Main Tukcha Road Leh - Ladakh 194101, Ladakh (J&K), India Email: stanzin.gurmet@gmail.com



IIMPACT

IIMPACT is a nonprofit organization that was established in 2003 by the members of the 1978 batch from the Indian Institute of Management in Ahmedabad (IIM-A).

IIMACT provides educational opportunity to girls aged 6-14 years, from socially and economically disadvantaged communities of India. This is done through local community based Learning Centers, where they get meaningful and stimulating education and are guided to their entry into formal schooling. IIMPACT Learning Centres are located close to the girls' homes to facilitate access and to deal with potential parental concerns. We work with local grassroots NGO

partners, to deliver a teaching methodology that is creative, interactive, relevant and effective by making use of specially developed teaching and learning materials.

Contact:

Email: urvashi.nair@iimpact.net Website: http://www.iimpact.net



Indian Institute of Forest Management

The Indian Institute of Forest Management is a sectoral management institute, which constantly endeavours to evolve knowledge useful for the managers in the area of Forest, Environment and Natural Resources Management and allied sectors. It provides training in management and related subjects for persons from the Indian Forest Service, Forest Departments, Forest Development Corporation and Forest related industries with a view to equip them to practice the art and profession of management of forestry development.

Contact:

Dr. G. A. Kinhal, Director

Indian Institute of Forest Management Nehru Nagar, P.O. Box 357 Bhopal 462003, Madhya Pradesh, India Phone: +91-755-2575998, 2775716

Fax: +91-755-2572878 Email: director@iifm.ac.in Website: www.iifm.org



Indian National Trust for Art and Cultural Heritage

The Indian National Trust for Art and Cultural Heritage (INTACH) was conceived in 1984 as a catalytic organisation to serve as a platform for individuals and institutions to evolve and implement plans for preservation of our cultural diversity and sustain creative traditions within our pluralistic society. INTACH has grown with the support of thousands of members, the passionate dedication of Indian pioneers, scholars, students and the enthusiasm of friends around the world. The membership categories are open for companies, organizations, individuals etc.

Contact:

Maj Gen (Retd), L. K. Gupta (Chairman) INTACH Delhi Chapter

71, Lodi Estate New Delhi 110003

Phone: +91-11-24631818 / 24632267 / 24641304

Fax: +91-11-24611290

Email: mail@intachdelhichapter.org

Website: www.intach.org

The International Association for Ladakh Studies

The IALS is a registered NGO in Ladakh, devoted to promoting and encouraging the development of Ladakh studies especially among Ladakhis. Its activities aim to help the heritage of Ladakh's indigenous culture in response to the changes affecting Ladakh. Memberships are available to those wishing to support the cause.

Contact:

Sonam Wangchok Kharzong, Secretary IALS

Himalayan Cultural Heritage Foundation, P.O.Box 105,

Leh, Ladakh 194101, J&K, India

Phone: +91-941-9218013

Email: secretaryials@gmail.com Website: http://ladakhstudies.org



International Network for Environmental Management

INEM, the International Network for Environmental Management, is a non-profit, non-partisan, world federation of national associations for environmental management and sustainable development. INEM aims to help companies improve their environmental and economic performance. INEM is accredited to the United Nations Commission on Sustainable Development (CSD) and United Nations Framework Convention on Climate Change (FCCC) and holds observer status with the United Nations Industrial Development Organization (UNIDO), and the Baltic Marine Environment Protection Commission (Helsinki Commission).

INEM has participated in the development of international environmental standards by the International Organization for Standardization (ISO) since the inception of the ISO ad hoc Strategic Advisory Group on the Environment (SAGE) in September 1991. INEM is a Liaison Member of the ISO Technical Committee on Environmental Management (ISO/TC 207), which is developing standards for environmental management systems, environment auditing, eco-labelling, life cycle analysis, and environmental performance evaluation.

Contact:

Ludwig Karg, Chairman International Network for Environmental Management

Osterstrasse 58 20259 Hamburg, Germany Phone +49-89-18935200 Fax: +49-89-18935199

Email: L.Karg@INEM.org Website: www.inem.org

Kalpavriksh

Kalpavriksh is a voluntary group working on environmental education, research, campaigns, and direct action. It began in 1979, with a students' campaign to save Delhi's Ridge Forest area from encroachments and destruction. Starting with these roots in local action, Kalpavriksh has moved on to work on a number of local, national, and global issues.

Kalpavriksh believes that a country can develop meaningfully only if ecological sustainability and social equity are guaranteed. To this end its activities are directed to ensuring conservation of biological diversity, challenging the current destructive path of 'development', helping in the search for alternative forms of livelihoods and development, assisting local people in empowering themselves to manage their natural resources, and reviving a sense of oneness with nature.

Contact:

Mr. Ashish Kothari Kalpavriksh

Flat no 5, 2nd Floor, Shri Dutta Krupa, 908, Deccan Gymkhana Pune 411004, Maharashtra, India Phone: +91-20-25670979, 25675450

Fax: +91-20-25654239

Email: kalpavriksh@vsnl.net; kalpavriksh.delhi@gmail.com

Website: www.kalpavriksh.org

Khangchenzonga Conservation Committee

The Khangchendzonga Conservation Committee (KCC) is committed to environmental conservation and the promotion of ecotourism in Sikkim, India. Through workshops, fairs, camps and other activities, KCC seeks to educate tourists, professionals in the local tourism industry and the community alike, on the importance of environmental conservation and wildlife protection.

A tourist information centre has been established to provide information on the responsibilities of ecotourism to tourists, while

training programmes are conducted to instruct locally based porters in responsible trekking practices. Cleaning and cultivation campaigns are also initiated to conserve surrounding forests and trekking trails.

Contact:

Khangchendzonga Conservation Committee (KCC)

P.O Box 737113Yuksam, Sikkim, India

Phone: +91-3595-241411

Email: kcc sikkim@hotmail.com



Ladakh Ecological Development Group

"...for preserving the traditional culture and values of Ladakh against the onslaught of tourism and development." Registered in J & K and based in Leh, it aims to promote ecological and sustainable development,

which harmonises with and builds on the traditional culture.

Contact:

Er. Phuntsog Namgial, President

Ladakh Ecological Development Group Karzoo, Leh, Ladakh – 194101 Jammu & Kashmir, India

Phone: +91-1982-253221 Website: http://ledeg.org



Leave No Trace - Center for Outdoor Ethics

The Leave No Trace Principles of outdoor ethics form the framework of Leave No Trace's message and include:

- Plan Ahead and Prepare Travel and Camp on Durable Surfaces
- Dispose of Waste Properly
- Leave What You Find
- Minimize Campfire Impacts
- Respect Wildlife
- Be Considerate of Other Visitors

Contact:

Leave No Trace, Center for Outdoor Ethics

P.O. Box 997

Boulder, CO 80306, USA

 $Phone: +1\text{-}8003324100 \; (toll\text{-}free) \; / \; +1\text{-}3034428222$

Fax: +1-303-4428217 Email: info@LNT.org Website: www.lnt.org

Madras Crocodile Bank

The Madras Crocodile Bank is a trust managed by a board of nine trustees, which includes naturalists, businessmen and local wildlife and tourism officials. It was started in 1976 with the main objectives of creating awareness about crocodiles and their role in the environment, and conserving the three Indian species, which had become seriously endangered due to habitat loss and hunting for skins

In recent years the Crocodile Bank has developed a much broader focus. As a Centre for Herpetology, it is India's premier institution for the study and conservation of reptiles. Apart from 14 of the world's 23 species of crocodilians, it maintains collections of several endangered Indian reptiles including the king cobra (Ophiophagus Hannah). The Crocodile Bank's bi-annual publication Hamadryad has high credit as a serious and well-reviewed herpetological journal.

Contact:

Mr. Colin Stevenson, Director

Madras Crocodile Bank Trust

Post Bag 4

Mamallapuram 603 104, Tamil Nadu, India

Phone: +91- 44-27472447

Email: Colin@madrascrocodilebank.org Website: www.madrascrocodilebank.org

The Norbulingka Institute

The Norbulingka Institute is a registered trust functioning under the Chairmanship of His Holiness, the Dalai Lama, and the spiritual and temporal leader of the Tibetan People, under the auspices of the Tibetan culture in both its literacy and artistic. The centre of arts combines training in the arts with the production of high quality art objects. The skills preserved and passed on include statue making, thangkha painting, appliqué and tailoring, woodcarving, carpentry and mental craft. Membership is available for those who appreciate Tibetan culture and wish to help in presenting it for the future.

Contact:

Mr. Tsering Phuntsok, Public Relations Officer

Norbulingka Institute P.O. Siddpur

176057 Dharamsala, Distt Kangra

Himachal Pradesh, India

Phone: +91-1892246405 / 9816036410

Fax: +91-1892246404

Email: info@norbulingka.org Website: www.norbulingka.org

Pan Himalayan Grassroots Development Foundation

Voluntary organisation involved with the holistic mountain development in the Kumaon Himalaya. The foundation addresses local issues such as drinking water, forestry, alternate energy, optimal land use, sanitation, building materials and micro enterprises. They plant trees under their forestry programme, process timber in a solar timber seasoning kiln, and have a carpenter's guild that provides income for the local people through the products' design.

Contact:

Mr. Kalyan Paul, Executive Director Pan Himalayan Grassroots Development Foundation

Post Bag # 3, Ranikhet 263 645 Almora District, Uttarakhand, India

Phone: +91-5966221516 / 5966222298 / 5966221654

Email: apaul@grassrootsindia.com Website: www.grassrootsindia.com

The Rainforest Alliance



The Rainforest Alliance is an international non-profit organization dedicated to the conservation of tropical forests for the benefit of the global community. Our mission is to develop and promote economically viable and socially desirable alternatives to the destruction of this endangered, biologically diverse natural resource. We pursue this mission through education, research in the social and natural sciences, and the establishment of cooperative partnerships with businesses, governments, and local peoples.

Contact:

The Rainforest Alliance

233 Broadway, 28th Floor New York, NY 10279, USA

Phone: +1-2126771900, Fax: +1-2126772187

Email: info@ra.org Website: www.rainforest-alliance.org

Ranthambhore Foundation

Est. 1988 as a Non Government Organisation with the objective enhancing the ecological balance with a focus in the Sawai Madhopur district of Rajasthan as well as rural and forest communities in other parts of India. Focus on protection of the tiger and its habitats. Various activities include: health care and family planning programme, afforestation and use of alternative energy.

Contact:

Mr. P K. Sen, Executive Director Ranthambhore Foundation

B-2-2324, 4th Floor, Vasant Kunj

New Delhi 110070, India Phone: +91-9810146686 Fax: +91-1126893085

Email: ranthambhorefoundation@gmail.com Website: http://ranthambhorefoundation.in

Sahyadri Nisarga Mitra

Sahyadri Nisarga Mitra (SNM) is a leading non-government organization (NGO) in India, engaged in conservation of, education about and research on nature. In the year 1992, SNM started its work in the pristine region of Konkan on the western coast of Maharashtra state in India. SNM has successfully organized various projects in nature conservation, protection and education with its limited resources.

Contact:

Sahyadri Nisarga Mitra

11, United Park, Markandi, Chiplun, District Ratnagiri,

Maharashtra 415 605, India Phone: +91-9423831700 Website: www.snmcpn.in

SECMOL – Students' Educational and Cultural Movement of Ladakh

SECMOL was founded in 1988 by a group of young Ladakhis to reform the educational system of Ladakh. Over the years their activities have been varied, and are now mainly focused on activities for Ladakhi youth. Area of activities include,

- SECMOL Campus at Phey, which is home to about 40 students from remote villages
- Solar energy and Sheyson Solar Earthworks
- Youth campus with lessons on Ladakhi history and geography, English, solar energy, Ladakhi dancing and games
- Volunteering for both domestic and international supporters
- Ecotourism operated by SECMOL's eco-friendly travel agency Around Ladakh with Students (ALS), which is specialized in cultural exchange for student groups, homestays, interaction with Ladakhi students, monastery and historical visits, treks and village tours
- SECMOL publications about Ladakh language and food, children's stories, school books, teaching materials etc.
- Education reforms in Ladakh to improve the overall education system

Contact:

SECMOL

PO Box 4

Leh, Ladakh, Jammu & Kashmir 194101, India Phone: +91-1982252421 (Office in Leh) /

+91-1982226120 (Campus in Phey)

Email: info@secmol.org Website: www.secmol.org



Shakti Sustainable Energy Foundation

India needs a secure and reliable energy system to meet its economic development goals in a sustainable manner. Shakti's mandate is to strengthen the energy security of the country by aiding the design and implementation of policies that encourage energy efficiency as well as

renewable energy working in areas with the maximum potential for energy savings: Power, Transportation, Industry, Buildings, and Appliances.

For more information log on to http://shaktifoundation.in/

Snow Leopard Conservancy Trust India

Since its inception in 2000 (formally registered in 2003), the Snow Leopard Conservancy India Trust (SLC-IT) has been dedicated to promoting innovative community-based stewardship of the endangered snow leopard, its prey and habitat to the benefit of local people and the environment in the trans-Himalayan regions of Ladakh. SLC-IT believes that truly sustainable conservation comes from participation by the entire community.

Contact:

Snow Leopard Conservancy Trust India

Shangara House, Main Tukcha Road Leh, Ladakh, 194 101, India

Phone: +91-1982257953

Email: info@snowleopardhimalayas.com Website: www.snowleopardhimalayas.in /

Society for Development Alternatives

Training programme for teachers and grass-root NGOs; action plan for small, medium and large industries to minimise waste and prevent pollution; rehabilitation strategies for environmental refugees; environmental impact assessment for various projects; research on sustainable development and environment conservation; policy influence in the area of natural resource management, rural labour, environmentally sound technologies, global warming and climate change; promoting non-conventional energy sources and appropriate technology; afforestation; soil and water conservation.

Contact:

Dr. Ashok Khosla Society for Development Alternatives

B-32, Tara Crescent, Qutab Institutional Area

New Delhi 110016

Phone: +91-11- 2656 4444/2654 4100/2654 4200 Fax: +91-11- 2685 1158 Email: tara@devalt.org

Website: www.devalt.org

Sulabh International Social Service Organisation

The largest nationally and internationally recognised pan-India social service outfit with 35,000 volunteers on the rolls who work to promote human rights, environmental sanitation, health and hygiene, non-conventional sources of energy, waste management and social reforms through education, training and awareness campaign.

The Sulabh International Social Service Organisation founded by Dr Bindeshwar Pathak in the year 1970, is the largest nationally and internationally recognised pan-India social service outfit with 35,000 volunteers on the rolls who work to promote human rights, environmental sanitation, health and hygiene, non-conventional sources of energy, waste management and social reforms through education, training and awareness campaign. It has developed a scavenging-free two-pit pour flush toilet (Sulabh Shauchalaya); safe and hygienic on-site human waste disposal technology; a new concept of maintenance and construction of pay-use public toilets, popularly known as Sulabh Complexes with bath, laundry and urinal

facilities being used by about ten million people every day and generation of biogas and bio fertiliser produced from excreta-based plants, low maintenance waste water treatment plants of medium capacity for institutions and industries. The United Nations Centre for Human Settlements has recognised Sulabh's cost-effective and appropriate sanitation system as a global 'Urban Best Practice'

Contact:

Dr. Bindeshwar Pathak, Founder Sulabh sanitation and social reform movement.

Sulabh Gram,

Mahavir Enclave, Palam-Dabri Marg,

New Delhi 110045, India

Phone: +91-11- 25031518, 25031519, 25057748.

Fax: +91-11-25034014

Email: sulabhinfo@gmail.com

Website: www.sulabhinternational.org

TRAFFIC

TRAFFIC

TRAFFIC's mission is to ensure that trade in wild plants and animals is not a threat to the conservation of nature. Traffic is the wildlife trade-monitoring programme of WWF-World Wide Fund for Nature and IUCN – The World Conservation Union. TRAFFIC wolfs in co-operation with the Secretariat of the Convention on International Trade in Endangered Species of Wild Fauna and Flora.

Conservation objectives

Programme priorities are set according to four conservation objectives addressing the relationship between wildlife trade and key biological and human concerns (species conservation, the integrity of priority Eco regions for biodiversity, and resource security) and the need for international co-operation, to ensure that trade does not exceed sustainable levels.

- Threatened species: To ensure that wildlife trade does not result in the endangerment of any wild animal or plant species
- **Priority Eco regions:** To ensure that wildlife trade does not threaten the integrity of selected priority Eco regions

- Resource security: To ensure the security of wildlife resources of particular value for food and medicine, and to support other human needs
- **International co-operation:** To support the development and application of international agreements and policy approaches that prevent negative conservation impacts of wildlife trade and encourage that wildlife trade is at sustainable levels.

Contact:

Dr Shekhar Kumar Niraj, Head

TRAFFIC India WWF- Secretariat 172-B, Lodhi Estate New Delhi 110003

Phone: +91 11 41504786/43516246 Email: trafficind@wwfindia.net;

sniraj@wwfindia.net Website: www.traffic.org; www.wwfindia.org/traffic TRAFFIC International 219A Huntingdon Road Cambridge CB3 0DL, UK Phone: +44 (0) 1223 277427

Fax: +44 1223 277237 Email: traffic@traffic.org Website: www.traffic.org

Wildlife Protection Society of India

The Wildlife Protection Society of India (WPSI) was founded in 1994 by Belinda Wright, its Executive Director, who was an award-winning wildlife photographer and filmmaker till she took up the cause of conservation. From its inception, WPSI's main aim has been to bring a new focus to the daunting task of tackling India's growing wildlife crisis. It does this by providing support and information for authorities who are combating poaching and the escalating illegal wildlife trade - particularly in wild tigers. It has now broadened its focus to deal with human-animal conflicts and provide support for research projects.

With a team of committed environmentalists, WPSI is one of the most respected and effective wildlife conservation organisations in India. It is a registered non-profit organisation, funded by financial donations from a wide range of Indian and international sources. The

Society's Board Members include leading conservationists and businessmen.

Contact:

Mrs. Belinda Wright, Executive Director

Wildlife Protection Society of India S-25 Panchsheel Park

New Delhi 110017, India Phone: +91-11 4163.5920/21 Fax: +91 11 4163.5924

E-mail: wpsi@vsnl.com Website: www.wpsi-india.org

Wildlife Trust of India

Wildlife Trust of India (WTI) is a non-profit conservation organisation, committed to urgent action that prevents destruction of India's wildlife.

Its principal concerns are crisis management and the provision of quick, efficient aid to those areas that require it the most. In the longer term it hopes to achieve, through proactive reforms, an atmosphere conducive to conserving India's wildlife and its habitat.

Wildlife Trust of India (WTI) was formed in November 1998 in response to the rapidly deteriorating condition of wildlife in India. WTI is a registered charity in India (under Section 12A of the Income Tax Act, 1961). It has as its express purpose the provision of rapid aid to wildlife in times of crisis.

Contact:

Mr. Vivek Menon, Chief Executive Officer

Wildlife Trust of India

F-13, Sector-8,

Noida, Uttar Pradesh 201301 Phone: +91 120 4143900

Fax: +91 120 4143933 Email: info@wti.org.in

Website: www.wti.org.in; www.wildlifetrustofindia.org



World Heritage Alliance for Sustainable Tourism

The World Heritage Alliance for Sustainable Tourism is a membership-based initiative that works to support World Heritage conservation, sustainable tourism, and local economic development for communities in and around UNESCO World Heritage sites.

The UN Foundation and Expedia, Inc. created the World Heritage Alliance in the fall of 2005 with the agreement of the UNESCO World Heritage Centre.

Contact:

World Heritage Alliance for Sustainable Tourism

c/o The United Nations Foundation 1800 Massachusetts Avenue, NW, Suite 400 Washington, D.C. 20036, USA

Phone: + 1 202 8879040 Fax: + 1 202 8879021

Email: worldheritagealliance@unfoundation.org

WWF India

WWF INDIA promotes nature conservation and environmental protection. They maintain a database of India's natural resources. Actively supported by the Godrej Business house, it is the premier NGO liaising with the government as well as non-government research organizations both in India and abroad. Have Chapters all over the country and its head quarters in Delhi houses a library and also run courses in Environmental Law. Open for Membership to individuals and organizations in various categories.

"The promotion of nature conservation and environmental protection as a basis for sustainable and equitable development".

WWF's Green Hiker Campaign

The Green Hiker Campaign is an initiative to encourage tourists and tour operators in the Himalayan region to opt for sustainable and responsible tourism. Covering almost the entire Himalayan region, WWF aims at reducing the baggage of tourism while inviting tourists to enjoy the Himalayas in its pristine form.

Website: www.wwfindia.org/greenhiker

Himalayan High Altitude Wetland Conservation

WWF's Regional Initiative, 'Saving Wetlands Sky-High!' is working with its country offices in Pakistan, India, Nepal, Bhutan and China to mobilise governments, communities and local stakeholders towards conservation of the Himalayan High Altitude Wetlands which find themselves beyond national and political boundaries.

Website: www.wwfindia.org/about_wwf/critical_regions/high altitude wetlands/

Contact:

Mr. Ravi Singh, Secretary General WWF India 172 B, Lodhi Estate, New Delhi 110003 Phone: +91 11 4150 4815

Email: ravisingh@wwfindia.net Website: www.wwfindia.org

Youthreach

Youthreach, a Delhi based organization, founded in 1997, believes that individual and collective voluntary participation affects social change. This contribution benefits the community from which we so readily and abundantly receive. Programmes are creatively designed allowing maximum flexibility whereby volunteers can come forward and offer their time, energy and skills in order to make a difference.

Contact:

Mrs. Diksha Chopra, Head of Programmes

Youthreach 11, Community Centre Ground Floor, Saket New Delhi 110 017

Phone: +91 11 26533520/41649047/41664084

Fax: +91 11 26533525

E-mail: yrd@youthreachindia.org Website: www.youthreachindia.org

5.3 Indian Travel Trade Associations and Societies

- Adventure Tour Operators Association of India (ATOI)
 Website: www.atoai.org
- American Society of Travel Agents India Chapter (ASTA India)
 Website: www.astaindia.com
- Association of Domestic Tour Operators of India (ADTOI)
 Website: www.adtoi.in
- Association of Tourism Trade Associations, India (ATTOI)
 Website: www.attoi.org
- Ecotourism Society of India (ESOI)
 Website: www.ecotourismsocietyofindia.org
- Experience India Society
- Federation of Association in Indian Tourism & Hospitality (FAITH)
- Federation of Hotel & Restaurant Association of India (FHRAI)
 Website: www.fhrai.com
- Hotel Association of India (HAI)
 Website: www.hotelassociationofindia.com
- Hotels and Restaurants Association of Northern India (HRANI)
 Website: www.hrani.net.in
- India Tourism Development Corporation (ITDC)
 Website: www.attindiatourism.com
- Indian Association of Tour Operators (IATO)
 Website: www.iato.in
- Indian Convention Promotion Bureau (ICPB) Website: www.icpb.org
- Indian Heritage Hotels Association (IHHA) Website: http://indianheritagehotels.com
- Indian Medical Travel Association (IMTA)
 Website: www.indianmedicaltravelassociation.com
- Indian Tourist Transport Association (ITTA)
 Website: www.ittaindia.com

- Pacific Asia Travel Association India Chapter (PATA India)
 Website: www.pataindia.org
- Tourism Division of Confederation of Indian Industry (CII) Website: www.cii.in
- Tourism Division of Federation of Indian Chambers of Commerce and Industry (FICCI)
 Website: www.ficci.com
- Tourist Guides Federation of India (TGFI) Website: http://tgfi.org
- Travel Agents Association of India (TAAI) Website: www.travelagentsofindia.com
- Travel Agents Federation of India (TAFI)
 Website: www.tafionline.com
- World Travel & Tourism Council India Initiative (WTTCII) Website: www.wttcii.org

5.4 State Initiatives for Ecotourism in India

State Policies

In order to direct the development of tourism in a country or at a destination there has to be a policy with identified targets and a plan to achieve them. This is more so necessary in order to maximise the benefits, remove or prevent the negative impact of uncontrolled mass tourism and go in for sustainable development. Hence, tourism planning is needed for a variety of reasons like:

- to coordinate the role of public and private sectors
- to properly direct development
- to demarcate the areas for development
- to determine the types of tourism to be promoted
- to prevent negative impact
- to regulate and legislate
- to improve the quality of services
- to train human resources and
- to market a destination etc.

More and more governments are giving priority to tourism policy formation and setting of goals. To achieve the goals there ought to be proper planning and monitoring of the plan.

These are as follows:

- Kerala Tourism Policy (2012)
 Link: www.emerging.kerala.gov.in/pdf/tourism-policy-2012.pdf
- Meghalaya Tourism Policy (2011)
 Link: http://megtourism.gov.in/pdf/Tourism Policy.pdf
- Odisha Forest Sector Ecotourism Policy (2013)
 Link: www.odisha.gov.in/forest&environment/pdf/Ecotourm Policy.pdf
- Punjab Ecotourism Policy (2009)
 Link: www.indiaenvironmentportal.org.in/files/approved ET Policy%5B1%5D.pdf

- Rajasthan Ecotourism Policy (2010):
 Link: http://rajasthan.gov.in/rajgovresources/ actnpolicies/Ecotourism Policy.pdf
- Sikkim Ecotourism Policy (2011)
 Link: www.indiaenvironmentportal.org.in/files/file/
 ET Policy book Pages 20-01-12.pdf
- Tamil Nadu Ecotourism Policy (under progress)
 The Ecotourism wing of Tamil Nadu Tourism Development
 Corporation (TTDC) will be responsible for implementing
 ecotourism policies and programs/projects in the state of Tamil
 Nadu.

Link: www.tamilnadutourism.org

State Ecotourism Boards and Societies

- Ecotourism Society of Haryana Link: http://www.haryanaecotourism.org/
- Himachal Pradesh: Ecotourism Society of Himachal Pradesh Link: www.himachalecotourism.nic.in
- Karnataka Eco-Tourism Development Board
 This recently established board is headed by Mr. Vinay Luthra.
 Link: http://karnatakaecotourism.org/
- Kerala: Responsible Tourism Initiative Kerala Link: www.rtkerala.com
- Madhya Pradesh: MP Ecotourism Development Board Link: http://mpecotourism.org
- Sikkim: Ecotourism and Conservation Society of Sikkim Link: www.sikkimhomestay.com

Note: Additional state bodies are in process of developing ecotourism guidelines and policies in their respective states.



5.5 Ecotourism Courses and Workshops

Asian Productivity Organisation

The Asian Productivity organization (APO) offers one-week Certificate courses in Green Productivity & Ecotourism through workshops in different countries around the world.

APO's programs cover the industry, service and agriculture sectors, with special focus on socio-economic development, small industry development, human resources management, productivity measurement and analysis, quality management, production and technology management, information technology, development of NPOs, green productivity, integrated community development, agribusiness, agricultural development and policies, resources and technology, and agricultural marketing and institutions. Green Productivity (GP) is a strategy for enhancing productivity and environmental performance for overall socio-economic development.

It is the application of GP methodology comprising http://www.apotokyo.org/gp.new/2methods.htmthe appropriate techniques, technologies and management system to produce environmentally compatible goods and services. GP can be applied in manufacturing, service, agriculture and community and is now being successfully applied in ecotourism.

Contact:

Asian Productivity Organization

Leaf Square Hongo Building, 2F 1-24-1 Hongo, Bunkyo-ku Tokyo 113-0033, Japan

Phone: +81-3-3830-0411 Fax: +81-3-5840-5322

Email: apo@apo-tokyo.org Website: www.apo-tokyo.org

Australian Conservation Training Institute

The Australian Conservation Training Institute (ACTI) is dedicated to environmental management and wildlife conservation, providing training and support to all levels of the community both nationally and internationally.

- To be a leader in training and support services which ensure better environmental management and biodiversity conservation nationally and internationally.
- To remain at the forefront of biodiversity conservation initiatives and to facilitate exchange of skills and ideas.
- To address environmental challenges by integrating community needs with economic and conservation imperatives.
- To build new partnerships which serve conservation and the community.

Contact:

Australian Conservation Training Institute

P O Box 134

Strathpine Old 4500, Australia

Phone: +61 7 3264 8613 Fax: +61 7 3264 8775

Email: info@australianconservationtraining.com.au Website: www.australianconservationtraining.com.au

Centre for Environment Education (CEE)

It is a Centre of Excellency supported by the ministry of Environment & Forests, Government of India. CEE is committed to ensuring that due recognition is given to the role of environment education in the promotion of sustainable development. CEE develops programmes and educational material, and builds capacity in the field of sustainable development. The centre has implemented some ecotourism projects and workshops in cooperation with international and national partners, being responsible for capacity building of ecotourism stakeholders.

Contact:

Centre for Environment Education

Nehru Foundation for Development

Nr. Gurudwara, Thaltej Tekra

Ahmedabad 380 054

Phone: 91 79 268580 02 to 05

Fax: 91 79 26858010

Email: webmaster@ceeindia.org

Website: www.ceeindia.org/cee/experiencing nature.html

Centre for Environmental Law (WWF India)

The Centre for Environmental Law (CEL) was established in 1993 as an integral part of WWF-India. Apart from handling and furthering WWF-India's conservation work involving policy analysis, campaigning and legal interventions on environmental issues, CEL serves as a resource centre for teaching environmental law and research in national, regional and international context.

To implement its programs CEL is building functional and professional linkages with the Government agencies and non-governmental organizations in India as well as at the regional and international levels. CEL receives support from Government of India and various national and international organizations including multilateral funding agencies.

CEL conducts regular programs for capacity building on environmental law, urban environmental management as well as tourism and environmental law.

Contact:

Moulika Arabhi, Director, Centre For Environmental Law

WWF India Secretariat

Phone: +91 11 41504772

Email: marabhi@wwfindia.net

Website: www.wwfindia.org/about wwf/enablers/cel/

Charles Sturt University



Charles Sturt University's Ecotourism program is an articulated sequence of postgraduate courses tha aim to develop students' ability to apply advanced knowledge of ecotourism operations to the management of existing businesses.

The Master in Ecotourism also draws on lessons and examples from around the world. Students study a variety of subjects in different discipline areas that relate directly to ecotourism conduct and management. Their research, analytical and problem solving skills will be developed through analysis and review of research literature and completing a research project.

Exit points from the Master program are provided at the Graduate Certificate and Graduate Diploma levels. This structure provides considerable flexibility allowing students to quickly gain Ecotourism knowledge and qualification they need today, and to add to their credentials at a later date if necessary.

Contact:

Charles Sturt University

Phone: +61 2 6338 6077 Fax: +61 2 6338 6001 Website: www.csu.edu.au

Indian Institute of Tourism & Travel Management (IITM)



Tourism and Travel

IITTM, an autonomous organization of the Ministry of Tourism, Government of India, is one of the premier institutes in the country offering education, training, research and consultancy in sustainable management of tourism, travel and other allied sectors. The institute is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience. With its focus in meeting the changing needs of the tourism industry, it has played an important role in the propagation

and professionalization of tourism education. The efforts of the Institute have been instrumental in evolving the

fundamental framework for tourism education and training in the country as it exists today. The Ministry of Tourism, Government of India has also entrusted the institute to conduct regional level guide training programmes for all the regions of the country.

Contact:

Indian Institute of Tourism and Travel Management

(An Organization of Ministry of Tourism, Government of India)

Govindpuri, Gwalior – 474 011 (M.P) India

Phone: +91 751 2437300, 2345 821, 2345 822, 4000112

Fax: +91 751 2344 054 Email: iittm@sancharnet.in Website: www.iittm.org

Indira Gandhi National Open University (IGNOU)

IGNOU offers 350 Certificate, Diploma, Degree and Doctoral programs comprising around 1,600 courses. In 2011 the university launched an online Leadership Program on Himalayan Ecosystems. The program caters to scientists and policymakers working in the areas of agriculture, rural development, environmental science and sustainable development. The objectives of the programme is to sensitize and strengthen awareness about the Himalayan ecosystems in the context of Sustainable development, to link and evolve the linkages of livelihood and ecological security in the mountain region and to improve the awareness among the stakeholders about the impact of climate change and management.

Contact:

Programme Coordinator, Leadership Programme on "Himalayan Ecosystems"

Chair for Sustainable Development IGNOU Block 1, Room No. 22 Maidan Garhi New Delhi 110068

Email: csd@ignou.ac.in; edrsud@ignou.ac.in

Website: www.ignouonline.ac.in

International School of Sustainable Tourism

The ISST is a non-stock and non-profit corporation registered in the Philippines. VISION 2020 To have a viable learning center for sustainable tourism in ASEAN that is world-class and internationally competitive.



The mission is to provide education for the development of a sustainable tourism future in the ASEAN region.

Contact:

Ms Mina Gabor, Principal International School of Sustainable Tourism Bldg 167 Dewey Ave Olongapo City Philippines Website: http://www.isstphilippines.edu.ph/



Leeds Metropolitan University

Centre for Tourism and Cultural Change (CTCC) at Leeds Metropolitan University, UK is a leading international centre for critical research relating to the relationships between tourism, tourists and culture.

We engage in pure and applied research, postgraduate education and professional development, consultancy, publications and conference organisation. In seeking to provide greater understanding as to the complex and changing relationships which exist between international tourism and culture(s), we wish to maximise the potential of tourism to promote and support cultural diversity, stimulate intercultural dialogue and contribute to the achievement of

the United Nations Millennium Development Goals, while maintaining a critical and creative approach. The inter-dependency of tourism and culture is well recognised in the context of global goals toward peace, poverty alleviation, environmental sustainability, diversity and inter-cultural dialogue.

Contact:

Leeds Metropolitan University

Civic Quarter

Leeds LS1 3HE, UK

Phone: +44 113 8123113

Website: www.leedsmet.ac.uk

London Metropolitan University

London Metropolitan University offers a Master programme in the field of "International Sustainable Tourism



Management". The programme provides a comprehensive analysis of tourism management and development issues with a specialisation on the principal issues associated with sustainability in tourism. The programme draws upon state of the art academic and practitioner knowledge in the field supported by specialist research perspectives. The programme engages with the critical issues facing global tourism in the twenty first century and strategies to address the pressing problems which tourism activity and development poses to host communities.

Contact:

London Metropolitan University

166-220 Holloway Road London N7 8DB, UK

Phone: +44 20 7133 4202

Website: www.londonmet.ac.uk

Safari Awards

With nominations from over a thousand luxury travel professionals, hundreds of

readers of Conde Nast Traveller, Tatler, Brides and Travel Africa



Magazine you can rest assured that any safari operation nominated for a Safari Award is amongst the best in its genre.

Finalists are amongst the top 3% not just in Africa but worldwide, and the Safari Award Winners are unquestionably the best, their reputation earned through excellence recognised by independent industry experts.

The Safari Awards are in their 10th year and are regarded as the Gold Standard for safaris in Africa and now Worldwide.

For more information log on to http://www.safariawards.com/



The George Washington University

Tourism Destination Management Marketing Certification Program: This program is ideal for professionals from traditional or emerging travel destinations which are the economic engine of the expanding \$ 3 trillion travel and tourism industry encompassing ecotourism, cultural heritage, sport, and sustainable forms of tourism worldwide. They offer weekend and weeklong courses in Community Tourism and Ecotourism and are generally run in summer. Supported by the World Tourism Organisation, World Travel and Tourism Council and the Green Globe.

Contact:

Department of Tourism and Hospitality Management The George Washington University

2201 G. Street, NW, Duques Hall Washington DC 20052, USA

Phone: +1 202 9946380 Fax: +1 202 9942286 Email: mta@gwu.org

Website: www.gwutourism.org, www.gwu.edu

PROJECT 2041

In the year 2041 the Protocol on Environmental Protection to the Antarctic Treaty could potentially be modified or amended – and with this its preservation becomes an important issue. Project 2041 thus aims to work towards the continuing protection of the Antarctic Treaty by education and raising awareness so that the last great wilderness on earth is never exploited.

The project is initiated and led by Robert Swan, OBE who is one of the world's preeminent polar explorers and environmental leaders. By age 33, Robert Swan, OBE became the first person to walk to both the North and South Poles, earning his place in history alongside the great explorers and adventurers. His 900 mile journey to the South Pole, 'In the Footsteps of Scott', stands as the longest unassisted walk ever made on earth.

Project 2041 follows the mission of informing, engaging and inspiring the next generation of leaders to take responsibility, be sustainable, and know that now is the time for action in policy development, sustainable business generation and future technology. Since 2003, Robert Swan has led annual expeditions to Antarctica with students and business executives to focus on leadership training, environmental clean-up and education initiatives.

Swan's contribution to education and the environment has been recognized on an international scale, seen through his appointment as United Nations Goodwill Ambassador for Youth and Special Envoy to the Director General of UNESCO. He was awarded the high distinction of OBE, Officer of the Order of the British Empire, as well as the Polar Medal by Her Majesty the Queen.

Education and raising awareness on climate change is also undertaken by Project 2041 in so called education bases or E-Bases. The project and expedition teams helped design and build the world's first renewable energy education station in Antarctica. The station is powered entirely by renewable energy. From here educational lessons are broadcasted to schools and universities demonstrating clean technology and energy saving practices.

In India an E-Base was opened in Pench, Madhya Pradesh. This base acts as an environmental platform for wildlife conservation as well

as interaction and sharing of information between MP Forest Department, local communities and tourists. In August 2013, an E-Base was opened in Ladakh by the project 2041 team. This base aims to highlight "stories of simple people shouldering extraordinary responsibilities".

Contact:

Project 2041

11045 Donner Pass Road, Suite 2D,

Truckee, CA 96161, USA Phone: +1-530-587-2041 Fax: +1 530-587-2144

Email: contact@2041.com Website: http://2041.com



University of Greenwich

The Department of Earth & Environmental Sciences at the University of Greenwich is one of the largest in the UK with about 500 undergraduate and 100 postgraduate students. They offer the following courses:

- M.Sc. Tourism, Conservation & Sustainable Development
- M.Sc. Sustainable Tourism Management
- M.Sc. Tourism and Protected Landscape Management

Contact:

Department of Earth & Environmental Sciences

University of Greenwich, Medway Campus Pembroke, Chatham Maritime

Chatham, Kent ME4 4TB, UK Phone: +44 20 83319800

Fax: +44 20 83319805

Email: webmaster@gre.ac.uk Website: www.gre.ac.uk

University of North Texas and The Tropical Agricultural Research and Higher Education Centre (CATIE)

The University of North Texas in partnership with CATIE in Costa Rica offers a joint Master of Science degree in International Sustainable Tourism. The course work prepares students for management and leadership positions in international sustainable tourism or advancement toward a doctoral degree. Students gain insight and experience from policy and operational perspectives.

The UNT-CATIE joint master's degree is the first of its kind offered in the U.S. In this two-year program, students spend the first two semesters at UNT and the last three semesters at CATIE in Turrialba, Costa Rica.

Contact:

University of North Texas

School of Merchandising & Hospitality Management International Sustainable Tourism Program

Email: lisa.kennon@unt.edu

Website: www.smhm.unt.edu, www.unt.edu/pais/grad/gminst.htm



Wildlife Institute of India (WII)

Offers training and research in conservation and management of wildlife, biodiversity, and eco-development.

Contact:

Dr. V. B. Mathur, Dean, Faculty of Wildlife Science

Wildlife Institute of India Post Box 18, Chandrabani, Dehradun 248001, Uttarakhand

Phone: +91 135-2640304, 2640111-115 Extn: 202

Fax: +91 135 2640117 Email: vbm@wii.gov.in Website: www.wii.gov.in

5.6 Travel Fares and Conferences Worth Attending - With Sustainability Component

Ecotourism and Sustainable Tourism Conference (ESTC)

Annually the International Ecotourism Society organizes the ESTC intending to reinforce the role of sustainable tourism practices and to advance sustainability goals for the tourism industry. The conference is one of the leading international meeting places for tourism stakeholders, bringing together 500+ professionals from across the industry and over 45 countries.

In 2013 ESTC will take place in Nairobi, Kenya focussing on the theme "Tourisms Role in Sustainable Community Development". ESTC 2014 will be hosted in Bonito, MS, Brazil on 27-30 April 2014.

Contact:

The International Ecotourism Society

Att: ESTC

PO Box 96503 #34145

Washington, DC 20090-6503, USA

Email: estc@ecotourism.org

Website: www.ecotourismconference.org



Global Eco Asia-Pacific Tourism Conference

The Global Eco Asia-Pacific Tourism Conference is Ecotourism Australia's annual premier conference. Global Eco brings together leading players from across the globe to examine best practice across sustainability, ecotourism, cultural and heritage tourism, tourism in protected areas and climate change response.

Global Eco features an Indigenous Tourism Forum which is a specialised session focusing on outstanding case study examples of business development; successful employment and training initiatives; youth, culture and heritage development; and business investment for growth.

Global Eco also features the Asia-Pacifc Forum. This forum is held during the plenery on each day of the conference and features national and international case studies addressing topics such as:

importance of sustainable development; importance of Indigenous/Cultural tourism; quality control/certification and more.

Contact:

Global Eco Asia-Pacific Tourism Conference

Phone: +61 7 3012 9575 Fax: +61 7 3210 0044

Email: info@globaleco.com.au Website: http://globaleco.com.au



ITB Asia

ITB Asia is an annually held three day B2B trade show and convention. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.

ITB Asia is where international exhibitors of all sectors of the travelvalue chain, Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from the MICE, Leisure and Corporate Travel markets.

Contact: ITB Asia

Email: itbasia@messe-berlin.com

Website: www.itb-asia.com



ITB Berlin

ITB Berlin is one of the leading global tourism exhibitions and an important B2B-Platform for trade visitors from all over the world – to meet business partners and to do business.

With more than 170,000 visitors, among these 113,000 trade visitors, and 11,000 represented companies from 180 countries ITB Berlin is the leading B2B-Platform of all tourism industry offers.

In addition, the world's largest tourism convention ITB Berlin Convention provides unique opportunities to benefit from the leading think tank of the global tourism industry. All levels of the value added chain are present: Tour operators, booking engines, destinations, airlines, and hotels right through to car rental companies. The convention also emphases on sustainable travel practices by the CSR @ ITB Convention day.

Contact:

ITB Berlin

Phone: +49 (0)30 3038-2113 Fax: +49 (0)30 3038-2119 Email: itb@messe-berlin.de Website: www.itb-berlin.de



Kerala Travel Mart

The Kerala Travel Mart (KTM) is a biennial event. It is the only tourism event in India that brings together the business fraternity and entrepreneurs behind the tourism products and services of Kerala. Today KTM is the largest gathering designed, planned and scheduled to facilitate meetings involving buyers, sellers, media, government agencies and others. Besides seminars, press meets, post mart fam tours and cultural evenings, it gives the participant a first-hand experience of the destination.

Launched in 2000 as KTM 2000, six marts were conducted over the last twelve years with the participation of buyers from around 50 countries and other parts of India. Each mart sees about 1000 selected buyers who come into contact with around 300 sellers.

Contact:

Mathew Philip, Chief Executive Officer Kerala Travel Mart Society 38/1912. Elamkulam Road

Cochin 682 017, Kerala Telefax: +91 484 2203156

E-mail: ktm@keralatravelmart.org Website: www.keralatravelmart.org



SATTE

SATTE is one of the leading B2B travel marts for South Asia. Over last two decades, SATTE has been promoting India's tourism and it has evolved as a global exhibition in this part of the world. It has become the launch platform for many countries and tourism products from across the globe to do business in and with India. SATTE has enjoyed much acclaim in international business circles and have been closely working with UNWTO. It has been providing all participants a platform to discuss, network, transact and evaluate the growth opportunities that India provides.

Contact:

Pallavi Mehra

UBM India Pvt. Ltd. Konnectus, 901/A 9th Floor Bhavbhuti Marg, Minto Road Opposite to New Delhi Railway Station New Delhi 110 002

Phone: +91 11 23233975/76/78

Fax +91 11 23765552 Mobile: +91 9910911887

Email: pallavi.mehra@ubm.com

Website: www.satte.in



World Travel Market

World Travel Market (WTM) in London is one of the leading global events for the travel industry to meet, network, negotiate and conduct business. All sectors of the travel industry are represented including Tourist Boards, Airlines, Cruise, Hotels, Luxury, Responsible Tourism to Travel Technology.

Travel companies, organisations and individuals interested in spreading sustainable practices and ethical methods within the travel industry meet under the umbrella of the **WTM Responsible**Tourism. The WTM Responsibel Tourism website provides year-round content highlighting the work communities take part in around the world, to help build a solid, sustainable future for travel and tourism. In association with the UNWTO, WTM Responsible Tourism holds the **World Responsible Tourism Day** since 2006.

Contact:

World Travel Market Araminta Sugden, WTM World Responsible Tourism Day Coordinator

Phone: +7769 857266

Email: Araminta.Sugden@reedexpo.co.uk

Website: www.wtmlondon.com www.wtmresponsibletourism.com

5.7 Environment Awards

Abraham Conservation Award

The Abraham Conservation awards have recognized and honored people in Asia and Africa that have made significant contributions to care for their environment. The Awards have also served as a means to raise awareness and motivation, especially among frontline conservationists.

Contact:

Abraham Foundation

232 East 62nd Street New York, NY 10065

Email: info@abrahamfoundation.org

Website: http://abrahamfoundation.org/abraham-awards/



DRV International Environmental Award Ecotrophea

The DRV INTERNATIONAL ENVIRONMENTAL AWARD ECOTROPHEA is open for individuals, groups, organisations, companies and communities who have achieved a notable success in protecting or improving the environment.

The winner of the award will not necessarily be the largest or most expensive project but that which makes an effective and innovative contribution to furthering environmentally friendly tourism. The application must be made before August 31st each year. The prize giving ceremony is held during the DRV Annual Congress in November in front of an audience consisting of the leading representatives of the German tourism sector.

Contact:

Mrs. Gesa Balssen

DRV – German Travel Association Schicklerstraße 5-7 D-10179 Berlin

Germany

Phone: +49 30 2840644 Fax +49 30 2840630 Email: balssen@drv.de

Website: www.ecotrophea.de



The Goldman Environmental Prize

The Goldman Environmental Prize continues today with its original mission to annually honour grassroots environmental heroes from the six inhabited continental regions: Africa, Asia, Europe, Islands and Island Nations, North America, and South and Central America. The Prize recognizes individuals for sustained and significant efforts to protect and enhance the natural environment, often at great personal risk.

Contact:

The Goldman Environmental Prize

160 Pacific Avenue, Suite 200 San Francisco, CA 94111, USA

Phone: +1 415-249-5800 Fax: +1 415-772-9137

Email: info@goldmanprize.org Website: www.goldmanprize.org

International TUI Environmental Awards

The award stimulates and motivates the winners to push ahead with their sustainable development activities and to build up and expand closer partnerships with the tourism industry. We also honour and support the active involvement of our prize winners with funding currently totalling Euro 10,000.

Contact:

Mrs. Mila Dahle, Head of Group Environmental Management/Sustainable Development

Karl-Wiechert-Allee 4 30625 Hannover, Germany Phone: +49 511 566 2200

Fax: +49 511 566 2222 Email: mila.dahle@tui.com

Website: https://www.tui-group.com/en/sustainability/

env management/env awards

National Awards of Excellence by the Ministry of Tourism, India

- Best maintained Tourism Friendly Monument.
- Best maintained Tourism Friendly National park.
- Best Eco Friendly Tourism project/organisation.
- Award of Excellence for most barrier free monument/tourist attraction in the Country.

Apply with details of Environment friendly practices in consonance with the Agenda 21 principles. Apply by end October each year and awards in the form of a trophy and citation are given out by the Tourism Minister, each year on 25 January, India's National Tourism Day.

Contact:

The Joint Secretary, Ministry of Tourism

Transport Bhawan, Parliament Street

New Delhi 110 001

Website: www.tourism.gov.in

PATA Gold Awards

These prestigious Gold Awards are open to both members and nonmembers. Judged by panels of experts, the Gold Awards recognize exceptional achievement in six categories:

- Marketing (six Gold Awards and one Grand Award)
- Environment (three Gold Awards and one Grand Award)
- Heritage and Culture (two Gold Awards and one Grand Award)
- Education and Training (one Gold Award and one Grand Award)
- Marketing Media (nine Gold Awards)
- Travel Journalism (four Gold Awards)

An application fee is US\$100 for PATA members and US\$200 for non-members and Chapter members. The Awards in the form of a citation are presented at the PATA Travel Mart in September

Contact:

PATA Headquarters

Unit B1, 28th Floor, Siam Tower 989 Rama 1 Road Pathumwan Bangkok 10330 Thailand

Phone: +66 (0)2 658-2000 Fax: +66 (0)2 658-2010

E-mail: goldawards@PATA.org

Website: www.PATA.org/goldawards

Rajiv Gandhi Wildlife Conservation Award and Amrita Devi Bishnoi Wildlife Protection Award by the Minitsry of Environment and Forests

The **Rajiv Gandhi Wildlife Conservation Award** is given annually for significant contribution in the field of wildlife conservation which has made, or has the potential to make, a major impact on the protection and conservation of wildlife in the country. Two awards of

Rupees One lakh are given to education and research institutions, organisations, forest and wildlife officers/research scholars or scientists/wildlife conservationists.

The Amrita Devi Bishnoi Wildlife Protection Award is given for significant contribution in the field of wildlife protection, which is recognised as having shown exemplary courage or having done exemplary work for the protection of wildlife. A cash award of Rupees One lakh is presented to individuals/institutions involved in wildlife protection.

Contact:

Ministry of Environment, Forest & Climate Change Government of India

Paryavaran Bhawan, CGO Complex Lodi Road, New Delhi 110003

Phone: +91 11 24361669 Website: http://moef.nic.in



Sanctuary Wildlife Awards

Sanctuary Asia, India's leading wildlife, conservation and environment magazine was started by Editor Mr Bittu Sahgal in 1981 to raise awareness among Indians of their disappearing natural heritage.

Sanctuary Asia & Royal Bank of Scotland is pleased to announce the Sanctuary Wildlife Awards to recognise and draw national attention to the contribution of individuals working for the protection of wildlife and natural habitats in India. Nominations and entries are invited in the following categories:

• Sanctuary Green Teacher Award

- Sanctuary Lifetime Service Award.
- Sanctuary Wildlife Service Award.
- Sanctuary Wildlife Photography Award.

Contact:

Mr Bittu Sahgal, Editor Sanctuary Asia

145/146, Pragati Industrial Estate N.M. Joshi Marg, Lower Parel MUMBAI – 400 011

Phone: +91-22-22044218/17

Email: editorial@sanctuaryasia.com Website: www.sanctuaryasia.com



Skål Ecotourism Awards

Skål is a professional organisation of tourism leaders around the world, promoting global tourism and friendship. The first Club was founded in 1932 in Paris by travel managers, following an educational tour of Scandinavia."It has today has approximately 20,000 members in 480 Clubs throughout 89 nations. It is headquartered at the General Secretariat in Torremolinos, Spain.

Skål International following the United Nations declaration of 2002 as the Year of Ecotourism and the Mountains launched the Ecotourism Awards in the same year, to highlight and acknowledge best practices around the globe. The awards presented on these grounds, while highlighting best practices in tourism around the world, also serve the purpose of acquainting the world with this new

concept that puts emphasis on the importance of the interaction of the physical, cultural and social environments, the traveller's responsibility and the need for active community participation in Ecotourism.

Contact:

Skål International

Avda. Palma de Mallorca, Nº 15 - 1 Edificio España 29620 Torremolinos, Málaga, Spain

Phone: +34 ·95 2389111 Fax: +34 95 2370013

Email: skal@skal.org Website: www.skal.org



Tourism for Tomorrow Awards by WTTC

The Tourism for Tomorrow Awards – Rewarding Best Practice in Travel and Tourism worldwide – was set up in 1989 by the Federation of Tour Operators to encourage action from all sectors of the industry to protect the environment.

In 1992, British Airways took over the running of the Awards, developing them to encompass all aspects of sustainable tourism, with the explicit aim of leading the industry in this field. The programme has been pioneering and successful in raising awareness of the sustainability agenda in the tourism industry, and promoting and improving best practice. Over the years, Tourism for Tomorrow has been supported by eminent figures in the world of conservation, such as Professor David Bellamy and Sir Crispin Tickell. Winning

entries have been featured on ITV's 'Wish You Were Here!' program and in the national press.

The Tourism for Tomorrow Awards, managed by the World Travel & Tourism Council, recognises and rewards Best Practice in Travel & Tourism throughout the world. The Awards are based on the vision laid out in the Council's Blueprint for New Tourism, which sets out guiding principles and calls for greater public private synergy towards delivering consistent results that match the needs of economies, local and regional authorities and local communities with those of business. Entries are encouraged from all sectors of the Travel & Tourism Industry worldwide, large, medium or small scale, in the following categories:

- Destination Award
- Conservation Award
- Investment in People Award
- Tourism Partnership Award

Contact:

World Travel & Tourism Council

1-2 Queen Victoria Terrace Sovereign Court London E1 W3HA, UK

Phone: +44 20 74818007 Fax: +44 20 74881008

Email: info@tourismfortomorrow.com

Website: www.wttc.org/tourismfortomorrow/

Tray Talk Environment Awards

Instituted for the recognition of an individual company for their environmental achievements in South Asia. Apply by end October and awarded at the World Travel Market, London by November each year. Apply to Sanjeet.

Contact:

Tray Talk

72 Todarmal Road New Delhi 110001

Phone: +91 11 2373 1971 Fax: +91 11 23351503 E-mail: info@ddppl.com

Website: www.travtalkindia.com

UNEP Awards

• Champions of the Earth:

The Champions of the Earth Award recognizes outstanding environmental leaders, whether individuals or organizations, that have exemplified inspiration, vision, innovation, leadership and action for the environment. This international award was established by UNEP in 2004.

- UNEP Saskawa Prize
 - The UNEP Sasakawa Prize recognizes laureates with a proven record of achievement, as well as the potential to make outstanding contributions to the environment consistent with UNEP's policy and objectives. This international award is a partnership between UNEP and The Nippon Foundation.
- UNEP International Photographic Competition
 The UNEP International Photographic Competition recognizes
 artists who use photographs to reflect the diversity of the planet
 and its people. Started in 1991, the competition aims to
 showcase participants' talent as well as their concern for our
 environment.

Seed Awards

The SEED Award recognizes innovation in local, environmentally-responsible and sustainable entrepreneurship. This international award is the flagship programme of the SEED Initiative, a partnership founded by the United Nations Development Programme (UNDP), UNEP, and the International Union for Conservation of Nature (IUCN).

Green Star Awards

The Green Star Awards recognize those who have made remarkable efforts to prevent, prepare for, and respond to environmental disasters around the world. This international award is a joint initiative between UNEP, the UN Office for the Coordination of Humanitarian Affairs and Green Cross International.

Contact:

Mrs. Lucita Jasmin, Head Special Events

UNEP

Phone: +254 20 762 3401

Website: www.unep.org/awards

UNESCO Asia-Pacific Heritage Awards

UNESCO Asia-Pacific Heritage Awards for Culture Heritage Conservation recognize the efforts and contributions of individuals and organizations within the private sector, including private-public partnerships, which have successfully restored and conserved structures and buildings of heritage value in the Asia-Pacific region.

These awards need to be applied for before 31 March every year and there are four categories:

- Award of Excellence (1)
- Award of Distinction (2)

- Award of Merit (5)
- Honourable mention (6 or more)

Contact:

Asia-Pacific Heritage Awards for Culture Heritage Conservation

Culture Unit, UNESCO Bangkok

920 Sukhumvit Road, Prakanong, Klongtoey

Bangkok 10110, Thailand Phone: +66 2 3910577

Fax: +66 2 3910866

Email: culture.bgk@unesco.org / heritageawards.bgk@unesco.org

Website: www.unescobkk.org/culture/heritageawards



Wild Asia Awards

Wild Asia's Responsible Tourism Awards is the only tourism award of its kind in Asia. Established by Wild Asia in 2006 with a small grant, it is now a mainstream event, comprising of workshops and an annual awards ceremony. This annual award aims to recognize accommodation operators and tour operators who are making a positive difference for the environment, people, cultures and traditions, the very thing that makes a holiday experience distinct. Award winners and finalists have demonstrated responsibility through sustainable management best practices.

Contact:

Wild Asia

Upper Penthouse, Wisma RKT, No 2 Jalan Raja Abdullah,

Kuala Lumpur, Federal Territory 50300, Malaysia

Phone: +603 6201 2150 Fax: +603 6201 2150

Website: www.wildasia.org



Wildlife Tourism Awards by Travel Operators For Tigers

The Travel Operators for Tigers (TOFT) is a 'supply chain' pressure campaign initiative aimed at a Global collective and inclusive Travel trade response to the tiger crisis in India, and by association, all the forests and wildlife being affected in the Indian subcontinent.

TOFT Wildlife Tourism Awards are instituted to honour those who innovatively use nature travellers and the ecotourism community to help save the Tiger and its habitat.

Awards Categories include:

- The John Wakefield Memorial Award for Most Inspirational Eco Lodge of the Year 2010
- The Billy Arjun Singh Memorial Award for Best Wildlife Guide of the year 2010 (also carries INR 15000 prize)
- Lodge Naturalist of the Year 2010 (also carries a INR 15000 prize).
- Visitor Friendly Wildlife Destination of the Year 2010 (also carries a prize INR 50000 worth of kit or equipment to be used in tiger protection/conservation)
- Wildlife Promotion Company of the Year 2010
- Wildlife Tourism Community Initiative of the Year 2010 (also carries a prize of INR 250000)
- Wildlife and Tourism Initiative of the Year 2010 (also carries a prize of INR25000 towards equipment/services for the benefit of the community)

Contact:

TOFT India

A1/76, 1st Floor, Safdarjung Enclave, New Delhi, 110029

Phone: +91 9810722634, + 91 9811811525

Email: admin@toftindia.org Website: www.toftigers.org



World Responsible Tourism Awards

The Awards organised by responsibletravel.com with support from the World Travel Market and the International Centre for Responsible Tourism were founded in 2004 to surprise and inspire tourists and the tourism industry by the best of the best in responsible tourism – tourism that creates better places to live in and visit. Since their foundation the Awards have attracted over 12,000 nominations from members of the public, leading to 201 unique organisations Awarded from 51 countries around the world. Nominations are submitted by the public and evaluated by an expert panel of judges.

The World Responsible Tourism Awards 2013 are announced in the following categories:

- Best for Child Protection
- Best for Water Conservation
- Best Destination for Responsible Tourism
- Best for the Local Economy
- Best Photography for responsible Tourism
- Best for responsible Tourism Campaigning
- Best for Responsible Wildlife Experiences
- Peoples' Choice for Responsible Tourism

Contact:

World Responsible Tourism Awards

Phone: 01273 82 92 60

Email: awards@responsibletravel.com Website: www.responsibletravel.com

Zayed International Prize for Environment

The Zayed International Prize for the Environment is meant to recognize and encourage environmental achievements supporting and promoting the implementation of Agenda 21, Millennium Development Goals (MDGs).

The foundation endeavours to promote sustainable development through various environmental initiatives and through propagating environmental awareness, addressing sustainability issues, conducting international and regional conferences, workshops and seminars, raising consciousness among the public, professionals, trade and the fraternity; in addition to publications and community activities.

Contact:

P.O.Box 28399, Dubai - United Arab Emirates

Phone: +971 4 3326666 Fax: +971 4 3326777

E-mail: mail@zayedprize.org.ae; zayedprz@emirates.net.ae

Website: www.zayedprize.org.ae

5.8 Environmental Magazines and other Ecotourism-supportive Publications



The BNHS Journal

The BNHS Journal is the journal of the Bombay Natural History Society with a lot of good research papers on the natural resources, be it birds, fauna, flora etc.

Contact:

BNHS Journal

Hornbill House, Opp. Lion Gate, Shaheed Bhagat Singh Road Mumbai 400001, Maharashtra Phone: +91 22 22821811

Fax: +91 22 22837615 Email: info@bnhs.org Website: www.bnhs.org

Express Travel World

A complete travel magazine offers monthly insight on Travel Trade in India.

Contact:

Sunil D'costa

The Indian Express Ltd., Business Publications Division, 1st Floor, Express Towers, Nariman Point, Mumbai 400021.

Phone: +91 22 67440263 / +91 9821798612

Fax: +91 22 22885831

Email: sunil.dcosta@expressindia.com Website: http://travel.financialexpress.com



Down to Earth

Published by the Centre for Science & Environment – an authoritative account of various environmental issues in the country. They also produce Gobar Times for children.

Contact:

Down To Earth

41 Tughlakabad Institutional Area

New Delhi 110 062

Phone: +91 11 29955124 / 29956110 / 29956394

Fax: +91 11 29955879

Email: editor@downtoearth.org.in Website: www.downtoearth.org.in



Green Hotelier Magazine

The environmental magazine for the hotel industry – an excellent source of international news, case studies, cost saving techniques and practical advice for hotel executives who want to stay up to date on environmental issues.

Contact:

International Tourism Partnership (ITP) International Business Leaders Forum (IBLF)

60 Gray's Inn Road

London WC1X 8AQ, UK

Phone: +44 (0)20 7467 3622 Email: roalind.chik@iblf.org Website: www.greenhotelier.org





HIMAL

Himal is a magazine published from Nepal with a passion for all aspects of Environment along with Geo political issues, travel and community projects.

Contact:

The Southasia Trust

GPO Box: 24393 Kathmandu, Nepal

Phone: +977 1 5547279 Fax: +977 1 5552141

Email: editorial@himalmag.com, info@himalmag.com

Website: www.himalmag.com

International Journal of Sustainable Development

Environmental education and training, transfer of technology to rural area; nursery raising and forest conservation; encouraging the use of smokeless chullahs and non-conventional energy sources; irrigation, drainage and flood control programmes; development programme for tribals.

Contact:

Mr. Hari Dang, Chairman

TASD at Wilderness House / Dabur House 1 (Old No.3) Factory Road New Delhi110029

Fax: +91 11 2619 8255, 26198954

Mobile: +91 9810743433

Email: haridang@vsnl.com, haridang5@gmail.com

Website: www.wildernessequityschool.org



Sanctuary Asia

Sanctuary Asia, India's leading wildlife, conservation and environment magazine, was started by editor Mr. Bittu Sahgal in 1981 to raise awareness among Indians of their disappearing natural heritage.

Contact:

Mr Bittu Sahgal, Editor

Sanctuary Asia 145/146, Pragati Industrial Estate N.M. Joshi Marg, Lower Parel MUMBAI – 400 011

Phone: +91-22-22044218/17

Email: editorial@sanctuaryasia.com Website: www.sanctuaryasia.com

Travel BIZ Monitor/Hospitality BIZ

TravelBiz Monitor is a fortnightly news magazine reporting on and for the Indian travel and tourism industry. This magazine has a holistic focus to streamline news and analysis relevant to this industry in a crisp format. The magazine combines a range of current news stories across each of the industry's verticals, backed by analysis and perspective.

Contact:

Saffron Media Pvt. Ltd., Travel Division

Sterling House

5/7, Sorabji Santuk Lane

Off Dr. Cowasji Hormasji Lane

Marine Lines (E), Mumbai -400 002 Phone: +91-22-3027 2400 / 3027 2412

Fax: +91-22-3027 6192

Email: tbm@saffronmedia.in Website: www.travelbizmonitor.com



Travel Trends Today

Travel Trends Today (T3) is India's leading travel and tourism industry print magazine, published monthly. T3 reaches out to a wide spectrum of industry professionals in a controlled distribution.

Contact:

UBM India Pvt. Ltd

Unit No. 1 & 2, B Wing, Times Square, Andheri Kurla Road,

Andheri East Mumbai - 400 059 Phone: + 91-22-61727272

Email: info@traveltrendstoday.in Website: www.traveltrendstoday.in



Tray Talk

Trav Talk, one of the flagship publications of the group, is the leading travel trade publication of South East Asia that mirrors all the happenings, moves, and trends of the industry every fortnight with in-depth stories, exclusive views, opinions and high-value information.

Contact:

Trav Talk 72 Todarmal Road New Delhi - 110001

Phone: +91 11 2373 1971 Fax: +91 11 23351503 E-mail: info@ddppl.com

Website: www.travtalkindia.com

5.9 Important Publications on Sustainable Tourism

This chapter shall provide information on publications given by various eminent organizations on Ecotourism practices being followed in our country.

ESOI Publication

A Practitioner's Guide to Responsible Tourism - More from Less (2010)

This book is ESOI's first publication that contains the presentations and proceedings of their third workshop held in Kochi on March 19-20, 2010 with the theme "Practicing Responsible Tourism". Covering a great variety of topics related to responsible tourism the book tends to provide key reference sources to tourism entrepreneurs, managers, local communities, central and state government representatives, including the forest departments, training faculty and students. "A Practitioner's Guide to Responsible Tourism" comprises papers from 16 tourism experts. Key topics discussed include:

- Sharing learnings at selected private operations
- Responsible Practices
- Including the Community
- Focus on the Built Heritage and the Guest
- Environmental Law

Responsible Tourism - Issues and Practices Lessons from Guwahati and Aurangabad Workshops

This publication contains the outcomes of ESOI's workshops - in Guwahati (March 2012) and Aurangabad (April 2012). It introduces the reader to a wide range of successful ecotourism initiatives in India. It also highlights challenges that have to be addressed to make tourism practices in the country more sustainable.

Contact:

Ecotourism Society of India

Phone: +91 11 45793028

E-mail: admin@ecotourismsocietyofindia.org/ Website: www.ecotourismsocietyofindia.org/

Ecotourism Development in India - Communities, Capital & Conservation (2008)

The book addresses policy and decision makers as well as civil society organisations, campaigners and activists, who can advocate for a better formulation and implementation of conservation and development policies and practices. The book serves as a guide to sustainable of ecotourism. It can also be referred to as a useful guide by tourism practitioners and organisations seeking to locate their operations in the realm of policy, law and decision making.

Authors: Seema Bhatt, Syed Liyakhat (EQUATIONS)

Published by:

Centre for Environment Education and Cambridge University Press India Pvt. Ltd. Cambridge House, 4381/4 Ansari Road, Daryaganj, New Delhi-110002 Email: cupdel@cambridge.org

EQUATIONS Publications

(a selection)

Envisioning Tourism In India (2010)

With this book, which was published in both English and Hindi language, EQUATIONS presents its vision for tourism for India. Being one of the few critical voices on tourism in the global south, EQUATIONS has often had to focus on tourism's negative impacts – in policy and in practise. This opportunity to dream and to envision what they would wish to see was undoubtedly the other side of the coin. Along with the book, in the annexures, are stories, case studies, people policies and charters that illustrate how another tourism is indeed possible.

Local Hospitality: Developing Local Employment In India's Tourism Sector

The report explores the potential opportunities that exist to improve the involvement of employment in tourism for local and marginalised communities. Four hotels in Kerala and Karnataka in Southern India that implemented recruitment and training programmes which target local individuals were studied. The research aimed to identify good practice as well as to understand the challenges and benefits of implementing the programmes.

Nature, Markets, Tourism – Exploring Tourism's Claims to Conservation in India

This compilation of briefing papers is produced as part of the Life as Commerce Project in partnership with the Global Forest Coalition. The aim of this project is to address the environmental and social impacts of market-based conservation schemes. The primary objective is to raise awareness on the impacts of such schemes and to build and strengthen capacity of local communities, social movements and women's groups to address their impacts. EQUATIONS analysed the prevalence and impacts of ecotourism in the 4 Indian states of Chhattisgarh, Madhya Pradesh, Uttarakhand and the Andaman & Nicobar Islands.

Contact

EQUATIONS

Flat no – A2, 1st floor, No 21/7, 2nd Cross 1st A Main Road, Atmananda colony, Sultanpalya, R T Nagar Post Bengaluru – 560032, Karnataka Phone: +91 80 23659711 / 23659722

Fax: +91 80 23659733

Email: info@equitabletourism.org Website: www.equitabletourism.org

INTACH Publications

(a selection)

Conservation Brief-Heritage Conservation-Legislative and Organizational Policies for India - Shyam Chainani

This 8th edition of the Conservation Briefs provides an introduction to the legislative policies available for use in heritage preservation. This book is designed as an easy reference for government agencies local authorities, ngo's and activists who wish to preserve their heritage.

Hand on Heritage

Hands on Heritage is a handbook with activities, worksheets, and several exciting and innovative ideas on how to have fun while we learn about India's rich cultural and natural heritage. The book is divided into 3 sections: Natural Heritage, Built Heritage and Living Heritage. Each section has a set of activities, back ground information, ready-to-do worksheets and suggestions on heritage awareness that can be adapt to ones requirements. The book has also been translated into 7 Indian languages—Hindi, Urdu, Marathi, Tamil, Malyalam, Bengali, and Gujarati

Heritage Management Plan

The purpose of this publication is to provide guidelines for the preparation of a Heritage Management Plan (HMP). The process starts with identifying the need for an HMP, suggested structure of an HMP and accessing significance of a heritage property. Subsequently the document lays emphasis on defining the vision, developing objectives, formulating policy guidelines and from these how to create a programme of action.

Historic Building Conservation and Sustainability

A checklist to inspire the spread of innovative conservation strategies to meet list century challenges of climate change and responsible living

Contact

INTACH Delhi Chapter

71, Lodi Estate, New Delhi 110003

Phone: +91 11 24631818 / 24632267 / 24641304

Fax: +91 11 24611290 Email: mail@intachdelhichapter.org

Website: www.intach.org

Other Useful Publications

By the Ministry of Tourism, Government of India:

(a) Ecotourism in India

Policy and guidelines First Edition 1998

(b) Action Plan for National Ecotourism Policy

Published in 2001

Contact:

Transport Bhawan Parliament Street, Connaught Place New Delhi 110001

Guidelines for interaction between the tourism industry and Northern Thailand Mountain people

Published by PATA Thailand Chapter Environment Committee 1998 C/o Convention Organisers Co. 1011 AICE Building, Chalermloke Shopping Centre Rajdamri Road, Lumpini, Pathumwan Bangkok 10330 Thailand

Phone: +66 2 2529024 Fax: +66 2 2539088

Email: pata@asiaaccess.net.th

Dos and Don'ts in the Himalaya

By The Indian Mountaineering Foundation Benito Juarez Road New Delhi 110 021

Phone: +91 11 24111211, 24117935, 24111572

Fax: +91 11 24113412 Email: indmount@bol.net.in

5.10 Where to Buy Eco Products?

Biome Environmental Solutions

Eco-friendly construction 1022, 6th Block, 1st Floor, HMT Layout Vidyaranyapura Main Road Vidyaranyapura, Bangalore 560 097 INDIA

Phone: +91 80 4167 2790

Email: contact@biome-solutions.com Website: www.biome-solutions.com

Conscious Food

Natural and organic products including whole cereals and their flours, pulses, spices, natural sugars, honey, coffee, green and herbal teas, cold-pressed oils, sunflower and other seeds, alfalfa and healthy snacks made with various cereals, seeds, nuts, dried fruits and herbs 317 / 318, Vasan Udyog Bhavan,

Off Senapati Bapat Marg,, Lower Parel,

Mumbai 400013

Phone: +91 22 2497 4035 / +91 22 2494 7902 /

+91 22 2493 4551 / +91 22 2493 4552

Email: info@consciousfood.com Website: www.consciousfood.com

The East India Natural Goods Co.

Manufacturers of quality accessories in jute Gopalpur, Budge Budge Road Kolkata 700 143, India.

Phone: +91 33 24012464 / 2401 3465

Fax: +91 33 24346107

Email: info@eastindianatural.com Website: www.eastindianatural.com

EcoFarms

Organic Farming, Organic Food and Beverage, 100 % Organic

Cotton Apparels, Agricultural Interventions

Dorli-Dolamba, Nagpur Bypass Road

Yavatmal 445 001

Phone: +91-7232-242372 Fax: +91-7232-245369

Email: feedback@ecofarmsindia.in Website: www.ecofarmsindia.in

GreenNGood

Online retail store for eco-friendly products Green And Good Eco Solutions Pvt Ltd.

Phone: +91-141-4047939

Email: contact@GreenNGood.com Website: http://greenngood.com

Hand Paper World

Gifts, Social Stationery, Speciality Papers Frontline Papers (P) Ltd 12-B Janpath Market Connaught Place New Delhi 110001

Phone: +91 11 2332 2677 Fax: +91 11 23721188 Email: info@handpaper.in

Website: www.handpaper.com

Hastkala Creations

Handmade Paper and Paper Products

Mr. Ranjhan Jha

1808, Ground Floor, Parsadi Gali, Kotla Mubarakpur

New Delhi-110003

Phone: +91 9818761924 / 9873551924

Email: ranjanjha79@gmail.com

Low Smoke Chulha

The low smoke chulha is a stove for indoor cooing which is designed to contribute to improvement of rural livelihoods. Based on the Philips' Philanthropy by Design Initiative, the stove was developed in a multiple stakeholder process involving NGOs, community stakeholders, local entrepreneurs, research institutions and private sector. The low smoke chulha burns bio-mass fuel efficiently and directs cleaned smoke out of the house through a chimney and thus enables healthy indoor cooking. Further, it stimulates the formation of local entrepreneurial forces for its production and distribution.

Website: www.lowsmokechulha.com

Morarka Organic Foods

Morarka Organic distributes its products in the retail segment under the brand name of Down to

Earth.http://en.wikipedia.org/wiki/Morarka_Organic - cite_note-5 It has launched an online shopping website to make its products available to consumers across India and world. The company offers a range of food products including cereals, pulses, spices, condiments, masala mixes, oils, ready-to-eat snacks, various kinds of cookies, etc., along with English herbs.

Vatika Road, Off Tonk Road Jaipur 302022, Rajasthan

Phone: +91-141-2771100, +91-141-2771101, +91-141-2770089

Fax: +91-141-2770031

Email: info@morarkamail.com

Website: www.morarkaorganic.com; www.downtoearthorganic.com

Navdanya

Navdanya is a network of seed keepers and organic producers spread across 17 states in India. The organisation has helped set up 111 community seed banks across the country, trained over 5,00,000 farmers in seed sovereignty, food sovereignty and sustainable agriculture over the past two decades, and helped set up the largest direct marketing, fair trade organic network in the country.

A 60, Hauz Khas New Delhi 110016

Phone: +91 1126968077 / 26532561

Fax: +91 11 26856795

Email: vandana.shiva@gmail.com, navdanya@gmail.com

Website: www.navdanya.org

Organic India

Producer of organic herbal and ayurvedic health products, organically grown tulsi teas, organic, non-toxic, herbal dyes etc.

Plot No. 266, Faizabad Road, Kamta, Post Chinhat Lucknow-227105 Tel: +91 522-2701579

Fax: +91 522 2701395

Website: www.organicindia.com

Philips India Ltd.

Philips Ecotone range of Bulbs that saves up to 80% electricity

Ashoka Estate, 9th Floor, 24, Barakhamba Road, Connaught Place, New Delhi, Delhi - 110 001

Contact Person: Mr. V. Parihar Phone: +91 11 23317630 +91 11 23321167

+91 11 23353280

Fax: +91 11 23321682

Website: www.lighting.philips.co.in

Sintex Industries

Sintex waste bins and containers.

Plastic Division Kalol (N. Gujarat) 382721.

Phone: +91 2764-253500 Fax: +91 2764 253800

Email: plastics@sintex.co.in

Website: www.sintex-plastics.com

Sresta

Sresta offers a wide variety of produce, organic food and products ranging from fresh fruits and vegetables, purees and juices, commodities and over 300 retail food products.

Email: feedback@sresta.com Website: www.sresta.com

5.11 Recycled Paper Manufacturers

Abhinav Exports

E-37, Hauz Khas New Delhi 110016

Phone: +91 11 26566387, 26524658, 41655758.

Fax: +91 11 26857009.

Email: info@abhinavexports.com / abhinav@abhinavexports.com

Website: www.abhinavexports.com

Ballarpur Industries Ltd.

First India Place, Tower C, Mehrauli – Gurgaon Road,

Gurgaon 122002, Haryana

Phone: +91 124 2804242/43 Fax: 0124 2804260-61

Email: corpcomm@bilt.com Website: www.bilt.com

Delhi Khadi Gramudyog Emporium

24, Regal Building

Connaught Place, Near Rivoli Cinema

New Delhi 110001

Phone: +91 11 233360902, 23362231

Directorate of Hand Made Paper Industries

Khadi & Village Industries Commission 3 Irla Road, Vile Parle West

Mumbai 400056, Maharashtra

Phone: + 91 22 26710526

Email: hmpi_fibre@kvic.gov.in Mr. R.K. Dhamija, Director

Earth India Pvt. Ltd.

65-E, Munirka Village, Near Gurdwara,

New Delhi 110067

Phone: +91 11 26189137 / 26179721

Mobile: +91 9718085050 Fax: +91 11 26179721

Contact Person: Mr. S. R. Dixit

Elrhino

Elrhino is a rural small scale handmade paper making unit set up with the twin objectives of eco-conservation and rural employment generation. It is an eco-driven initiative where all possible kinds of waste materials are recycled turning them into beautifully handcrafted, elegantly textured handmade paper and exquisite paper products.

A 405, Harshvardhan Complex, Saki Vihar Road, Mumbai 400072

Phone: 099 67999462

E-mail: info@elrhinopaper.com Website: www.elrhinopaper.com

Handmade Paper Institute Pune

Mr. Pradip Shinde K. B. Joshi Road Agriculture College Campus, Shivaji, Nagar

Pune 411 005, Maharashtra Phone: +91 20 25537383 Mobile: +91 9225600870

Fax: +91 20 25530191

National Mission on Bamboo Applications

National Mission to represent the interest of the Bamboo sector in India

Website: www.bambootech.org

TARA Technology and Action for Rural Advancement

B 32 TARA Crescent Qutab Institutional Area New Delhi 110016

Phone: +91 11 26564444, 26544200

Fax: +91 11 26130817 E-mail: tara@devalt.org Website: www.devalt.org

Tree Paper

1796 A, Opp D 42, South Extension I Prasadi Gali, Kotla, Mubarakpur. New Delhi 110003

Phone: +91 11 24649396 / 24643605

Email: info@treepapersindia.com / sales@treepapersindia.com

Website: www.treepapersindia.com

Contact Person: Mr. Fayaz Ali (Proprietor)

5.12 Environment Film Makers

Bishnu Dev Halder

An Independent filmmaker based in Kolkata, he has done projects like 'Blocks Of Green', that talks about the energy efficiency and water conservation in the green buildings in Kolkata, which has been selected for the UKEFF rights. He has also won a National award for one of his documentary film.

Flat # F-12, Devloke Nest, Narenderpur, Kolkata 700103

Phone: +91 9231593025

E-mail: bishnudevh@docresi.org

Website: www.docresi.org

Mike Pandey

Green Oscar awarded filmmaker on Elephants, the Rhino, whale sharks and other wildlife.

C 18 Chirag Enclave

New Delhi 110048, India

Phone: +91 11 26410684, 26216508

Fax: +91 11 26216508 Email: wildlife@vsnl.com Website: www.mikepandey.org

Naresh and Rajesh Bedi – The Bedi Brothers

Well known for their films and books on wild life including the snow leopard and the wild dogs.

Bedi Films

TV News & Feature Agency

D- 28 Rajouri Garden New Delhi 110027

Phone: +91 98102 74114, 98111 95721

Email: bedifilms71@gmail.com

Website: rajeshbedi.com

Rita Banerji

Rita heads Dusty Foot Productions based in New Delhi, India. A wildlife and environment filmmaker -cameraperson, with over 15 years of experience Rita has produced, directed and filmed many award winning documentaries and television programmes. She along with Shilpi won the Panda Award, also known as the Green Oscar for 'The Wild Meat Trail' at Wildscreen 2010. She has been a core team member of other Panda award winning films 'The Last Migration' and 'Shores of Silence - Whale Sharks in India'.

Dusty Foot Productions,

C9/9037, Vasant Kunj, New Delhi 110070, India. Phone: +91-11-41081846

E-mail: dustyfootindia@yahoo.com Website: www.dustyfootindia.com

Rupin Dang

Is a keen outdoor person, blending skills of mountain climbing, journalism, photography and filmmaking. Has made films on the Delhi Ridge, the Har Ki Dun wilderness, Rajasthan tiger land, and Himalayan birds.

Wilderness Films India Ltd

1 Factory Road, Ring Road South,

New Delhi 110 029

Phone: +91 11 26198255, 26198954, 26163766, 26100336

Email: wfi@vsnl.com

Website: www.wildfilmsindia.com

Sanjay Kak

Well known for his films on Arunachal Pradesh community work -'in the forests hangs a bridge'. Other works include 'Angkor Wat'. He is working closely with Delhi Film Archive.

C4/4048 Vasant Kuni New Delhi 110070

Email: octave@vsnl.com

Shekar Dattatri

Note:

He is one of the India's leading wildlife conservation film-makers. During the last 25 years, his films have received 4 national awards and numerous international awards, and have aired around the world on channels such as National Geographic & Discovery. One of his most passionate movies is "The truth about tigers".

Plot 40, Door 11, 3rd East Street Thiruvanmiyur, Chennai 600 041, India Phone: +91 44 244 15744

E-mail: shekar.dattatri@gmail.com

Website: www.shekardattatri.com

The CMS ENVIS Media Centre on Environment and Media provides a comprehensive database on environment filmmakers on their website. For further information, please access: http://cmsenvis.cmsindia.org/journalistdata/ filmmakerdatabase search.asp.

5.13 Nature and Environment Photographers

Ravi Agarwal

Ravi is a photographer artist, writer, curator and environmental activist. He explores issues of urban space, ecology and capital in interrelated ways working with photographs, video, performance, onsite installations and public art. Ravi has shown in several international shows including Documenta XI (2002), Kassel, Germany, Horn Please (Berne 2007) Indian Highway (2009 ongoing) as well as several national shows and solo shows. He writes extensively on ecological issues, and is also founder of the environmental NGO Toxics Link.

Website: www.raviagarwal.com

Ramanath Chandrashekar

Ramnath Chandrasekhar's interest in natural history and wildlife photography began at the age of 13, with frequent visits to the lush green jungles of the southern Western Ghats. In 2006 he was a semifinalist at the BBC Wildlife Photographer Of The Year competition. Many of his photographs have been published in various newspapers and magazines, such as Sanctuary Asia, Hornbill, Better Photography, Smart Photography, Times Of India, The Hindu, Indian Express and Deccan Chronicle. He was given a special mention at the 2007 Sanctuary Asia wildlife photography awards. In 2011 he won a Sanctuary Asia 'Young Naturalist' Award. In 2012, he documented the Himalayan winter while being a part of an expedition team accredited by the Indian Mountaineering Foundation.

Email: ramnathh.sekhar@gmail.com Website: http://ramnathshekar.com

Ashok Dilwali

Ashok Dilwali is a renowned photo-artist of the lofty Himalayas. He has travelled widely in Europe and USA and has won international awards for his work. He is the author of many coffee table books on

the Himalaya. Ashok also manages the prestigious family photographic concern, Kinsey Bros, whose field of specialization is studio portraiture and commercial works but Himalaya remains his first and foremost obsession. He claims that his biggest achievement in life has been to bring grandeur of the Himalayas to millions of homes and offices.

Email: dilwaliashok@gmail.com Website: www.ashokdilwali.com

Rajarshi Bannerji

Rajarshi is a member of Climate smart Initiative of Global change Program, Jadavpur University and an active member of Society for Conservation, USA. He is a participatory wildlife photographer who has travelled to biodiversity hotspots n different parts of India, Kenya, South Africa and United States. He is also a recipient of several photographic awards.

Website: www.rajarshibanerji.com

Sandesh Kadur

His films have been shown on television networks including National Geographic, BBC, Discovery and Animal Planet. His recent documentary, Mountains of the Monsoon, drew attention to one of India's biodiversity hotspots, the Western Ghats – a region where Sandesh has done much work and which is the subject of his highly illustrated book Sahyadris: India's Western Ghats – A Vanishing Heritage. Currently based in India, Sandesh is documenting the Eastern Himalaya, another endangered ecosystem in critical need of conservation. He is an associate member of the International League of Conservation photographers, a member of Filmmakers for Conservation and the founder and director of Felis Creations, a visual-arts company based in India, which focuses on creating content that inspires conservation.

Email: kadur.sandesh@gmail.com Website: www.sandeshkadur.com

Ashima Narain

Ashima has managed her photography career to provide flexibility in her diverse interests – she has worked as a portrait, fashion, advertising, wildlife, wedding, documentary and NGO photographer. She has also worked as a cinematographer for documentaries, ads and NGO films. Currently, she works in Mumbai as the Photo Editor for National Geographic Traveller India. Previously, she worked as the National Photo Editor for Paprika Media (Time Out India). She has been the recipient of the Commonwealth Photographer of the Year in 2004, the Ramnath Goenka Nature & Environment Photographer of the Year 2006, the UK Environment Film Fellowship 2006 and the Best Asian Wildlife Documentary award from Japan Wildlife Film Festival 2008.

Email: ashima@ashimanarain.com Website: www.ashimanarain.com

Raghu Rai

Raghu is one of the greatest legends in Indian street and documentary photography. His photo essays have appeared in many of the world's leading magazines and newspapers – including Time, Life, GEO, Le Figaro, Le Monde, Die Welt, The New York Times. He has been an adjudicator for World Press Photo Contest, Amsterdam and UNESCO's International Photo Contest for many times. His works are in permanent collection of Bibliothic Nationale, Paris, National Gallery of Modern Art and many other private collectors and museum. Raghu has produced more than 30 books on different aspects, life and themes on India. One of Raghu's numerous accomplishments is a school he founded: the Raghu Rai Center for Photography.

Email: raghu@raghuraicenterforphotography.com Website: http://raghuraicenterforphotography.com

Rathika Ramasamy

Rathika Ramasamy is the first woman wildlife photographer in India and is one of the leading photographers in this field. She is

passionate about birds and is specialized in bird photography. Rathika has traveled to many of the National Parks in India and in Africa. For her, wildlife photography is not only a passion but a medium to conserve nature. Her work has been showcased in national and international publications. She regularly conducts Wildlife Photography workshops all over India and gives talks.

Email: rrathika@gmail.com

Website: www.rathikaramasamy.com

Devendra Singh

Devendra has been working as professional naturalist and photographic field guide since 2003 indulging in wildlife photography and cultural exploration in different parts of northern India. He is an approved guide by Department of Tourism, State of Rajasthan. Many of Devendra's images have been published in various magazines, books, brochures and official publications of Dept. of Tourism, Govt of Rajasthan.

Email: info@photographersguide.net Website: www.photographersguide.net

Sudhir Shivaram

Sudhir is a renowned wildlife photographer in India. He is deeply committed to the cause of wildlife conservation and follows ethical practices while photographing his subjects in the wild. He campaigns for wildlife protection around the world and gives of his time and images to raising awareness about nature and wildlife. Sudhir is the recipient of Sanctuary Asia Wildlife Photographer of the Year 2012 award.

Email: sudhir@sudhirshivaram.com Website: www.sudhirshivaram.com

Landscape and Eco-friendly Architects 5.14

Arch I Platform

Platform for sustainable urban design and architecture 150 Second Floor, Kailash Hills New Delhi 65

Phone: +91 11 41060083

Email: arch.iplatform@gmail.com

Website: http://archforhumanity.blogspot.in

Auroville Design Consultants

The Auroville Design Consultants established in 1988 and is functioning under the "Auroville Center for Scientific Research -Auroville Foundation". The team consists of Suhasini Ayer – Principle Architect, supported by associate architects, experts in renewable energy and waste water management.

Contact Architecture Dept Auroville Building Centre Auroshilpam Auroville-605 101 Tamil Nadu, India. Ph: 91 413 262 2784

Gautam Bhatia

Gautam Bhatia is a practicing architect currently working on several projects in Uttaranchal. He is the recipient of several awards for his buildings, and is the author of six books on architecture, including Punjabi Baroque. Silent Spaces and a biography on architect Laurie Baker

A29 Gulmohar Park New Delhi 110049

Phone: +91 11 41740550

Email: gbhatia100@gmail.com Website: www.gautambhatia.com

Hitesh Mehta

Hitesh is an executive board member of The International Society (TIES). He has delivered lectures in many countries around the world and works for the world-renowned organisation EDSA-Edward D Stone Jr and Associates, which Is a firm of Planners and Landscape Architects.

Hitesh Metha, President HM Design 232 N E. 16th Terrace, Ft. Lauderdale, FLORIDA 33301, USA

Phone: +1 954-525-8358

Email: mehta_h@bellsouth.net

Mozaic Design

Mozaic strives to provide holistic solutions to its patrons. Our engagement often transcends the boundaries of project briefs and enter the realms of new experiences. We explore prospects of symbiotic growth of our clients with nature and encourage sustainable practices in architecture as well as industrial products.

Mr. Dean D'Cruz 1 Design Valley Alto-Porvorim, Bardez

Goa 403521

Phone: +91 832 2410471 / 2

Fax: +91 832 2412570

Email: architecture@mozaic.in

Website: www.mozaic.in

Neeraj Manchanda

Is well known for his sensitive handling of the environment and creating good eco-lodges.

52/114 Chittranjan Park

New Delhi 110019

Phone: +91 11 26271770 / 71

Fax: +91 11 26277940

Email: studio@nma-design.com Website: www.nma-design.com

Rahoul Singh

C-262 CF, Defence Colony

New Delhi 110 024

Phone: +91-41554211, 41651002

Email: info@rldastudio.com Website: www.rldastudio.com

Rahul Sen

SenSen Design Office No B/140, 2nd Floor, Behind HDFC Bank,

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Email: sensendesigns@gmail.com

Sanjay Prakash

Sanjay is an architect with a commitment to energy-conscious architecture, eco-friendly design, people's participation in planning, music and production design. His area of practice and research over the last 30 years includes passive and low energy architecture and planning, hybrid air-conditioning, autonomous energy and water systems, bamboo and earth construction, community-based design of common property, and computer-aided design.

R1/301, Hauz Khas Enclave

New Delhi 110016

Website: www.sanjayprakash.co.in

Rajen Baraya

Is well known for his Eco architectural styles and a member of the National Committee of Tourism of the Confederation of Indian Industries.

S-185, Panchsheel Park

New Delhi 110017

Phone: +91 11 55662185

Email: rajenbaraya@gmail.com

Satish Khanna Associates

Master Planing, Landscape Architecture, Urban Design, Architecture

E-38, Lower Ground Floor, Masjid Moth, G.K. Part 3

New Delhi 110048

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5.15 Conservation Architects

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Divay Gupta

Principal Director, Architectural Heritage Division INTACH 71 Lodi Estate New Delhi 110003

Phone: +91 11 24351018

Email: divaygupta@gmail.com

Janhwij Sharma

Director (Conservation & World Heritage)

Archaeological Survey of India

Phone: +91 11 23013316 Email: dircon.asi@gmail.com Website: www.asi.nic.in

Karan Grover & Associates

Architects, Planners and Interior Designers Kirti Tower, Tilak Road, Vadodara 390 001

Gujarat

Phone: +91 265 2427522, 2427544

Fax: +91 265 2427599 Website: www.kga.co.in

Dr. Priyaleen Singh

23 SPA Housing Taimur Nagar New Friends Colony New Delhi 110065

Mobile: +91 9810744756

Email: priyaleen.delhi@gmail.com

Rahul Mehrotra

RMA Architects 43, V B Gandhi Marg Fort, Mumbai 400023

Phone: +91 22 22834303 Fax: +91 22 23892454

Email: rma@rmaarchitects.com Website: www.rmaarchitects.com

Ratish Nanda

#1559, Pocket I, Vasant Kunj, Sector B

New Delhi 110070

Phone: +91 11 26897688 Mobile: +91 9810297559 Email: ratishn@gmail.com

Vikas Dilawari

Building no. 273, Flat no. 6, Road no. 12, Jawahar Nagar

Opp. Cinemax, Goregaon (West)

Mumbai 400062

Maharashtra

Phone /fax: +91 22 28755006, 28722744

Email: vikasdilwari@hotmail.com

Note: The above architects are specialised in the field of build

heritage and monuments, and are all accredited with INTACH.

5.16 Nature and Landscape Artists

Amita Dev

Inspired by a Himalayan journey to Ladakh, now a prolific water colour artist of landscape and people of the Himalayan regions.

S 179 Greater Kailash II

New Delhi 110048

Phone: +91 11 29218154, 51637074

Email: amitadev@hotmail.com

Manmohan Singh Bawa

An avid trekker whose watercolours are well renowned specially his works on the Garhwal Himalaya.

Y 30 Hauz Khas

New Delhi 110006

Phone: +91 11 26518455

Email: bawaseema@hotmail.com

5.17 Other Useful Contacts



International Union for Conservation of Nature (IUCN)

Founded in 1948 IUCN is the world's largest and oldest global environment organization. Today it is the largest professional global conservation network, representing more than 1,200 member organizations.

Conserving biodiversity is central to the mission of IUCN. The organization demonstrates how biodiversity is fundamental to addressing some of the world's greatest challenges such as climate change, sustainable development and food security.

Contact:

International Union for Conservation of Nature

IUCN Conservation Centre Rue Mauverney 28 1196, Gland, Switzerland Phone: +41 22 999 0000

Fax: +41 22 999 0002 Email: mail@iucn.org Website: www.iucn.org

Ministry of Environment, Forest & Climate Change Government of India

This is a nodal agency of the Central Government, for the planning, promotion and co-ordination of environmental and forestry programs. The principal activities consist of conservation and survey of flora, fauna, forests and wildlife, prevention and control of pollution, deforestation and regeneration of degraded areas and protection of environment.

Contact:

Ministry of Environment & Forests, Government of India

Paryavaran Bhawan, CGO Complex Lodi Road, New Delhi 110003

Phone: +91 11 24361896 / 24360721

Website: http://moef.nic.in

Ministry of New and Renewable Energy, Government of India

The MNRE is the nodal ministry of Government of India for all matters relating to new and renewable energy. The broad aim of the Ministry is to develop and deploy new and renewable energy sources to supplement the energy requirement of India.

The MNRE provides useful information (e.g. about national policies and the regulatory framework) on their website.

Contact:

Ministry of New and Renewable Energy, Government of India

Block-14, CGO Complex,

Lodhi Road, New Delhi 110 003

Phone: +91 11 24360404 / 24360707

Fax: +91 11 24361298

Email: secy-mnre@nic.in (Mr. Ratan P. Watal, Secretary)

Website: www.mnre.gov.in



Mountain Institute, Asia Regional Office

Since 1972, the Mountain Institute has worked to conserve the world's high priority eco systems, improve the livelihoods of mountain people and increase awareness for mountain issues through advocacy, outreach and education. It has field offices and community based programmes in the Andean, Appalachian and Himalayan mountain ranges.

Contact:

P.O. Box 2785.

Baluwatar

Kathmandu, Nepal

Phone: +977 1 4419356 or 4414237.

Fax: +977 1 4410073

Email: summit@mountain.org Web: www.mountain.org



PATA

Founded in 1951, the Pacific Asia Travel Association is the recognized authority on Pacific Asia travel and tourism. It provides leadership to the collective efforts of 41 national government members, 48 state and local tourism bodies, 66 airlines and cruise lines — all in all, nearly 2,000 travel industry companies.

Its members also include companies that provide a wide range of services to the travel industry. PATA has long been an advocate of balancing growth with responsible conservation measures, and its successes to date have been extraordinary. PATA has provided a cohesive structure to help its members realize the most economic prosperity from this growth.

Contact:

PATA Headquarters

Unit B1, 28th Floor, Siam Tower 989 Rama I Road, Pathumwan Bangkok 10330, Thailand

Phone: +66 2 658 2000 Fax: +66 2 658 2010

Website: www.pata.org



Secretariat for the Convention on Biological Diversity

Signed by 150 government leaders at the 1992 Rio Earth Summit, the Convention on Biological Diversity is dedicated to promoting sustainable development. Conceived as a practical tool for translating the principles of Agenda 21 into reality, the Convention recognizes that biological diversity is about more than plants, animals and micro organisms and their ecosystems – it is about people and our need for food security, medicines, fresh air and water, shelter, and a clean and healthy environment in which to live.

The Secretariat of the Convention on Biological Diversity was

established to support the goals of the Convention. Its principal functions are to prepare for, and service, meetings of the Conferences of the Parties (COP) and other subsidiary bodies of the Convention, and to coordinate with other relevant international bodies.

Contact:

Secretary of the Convention on Biological Diversity

413, Saint Jacques Street, suite 800 Montreal OC H2Y 1N9, Canada

Phone: +1 514 288 2220 Fax: +1 514 288 6588 Email: secretariat@cbd.int Website: www.cbd.int

United Nations Econocmic and Social Commission for Asia and the Pacific (ESCAP)

The United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) is the regional development arm of the United Nations for the Asia-



Pacific region. Made up of 62 member States, with a geographical scope that stretches from Turkey in the west to the Pacific island nation of Kiribati in the east, and from the Russian Federation in the north to New Zealand in the south, the region is home to 4.1 billion people, or two thirds of the world's population. This makes ESCAP the most comprehensive of the United Nations five regional commissions, and the largest United Nations body serving the Asia-Pacific region with over 600 staff.

Established in 1947 with its headquarters in Bangkok, Thailand, ESCAP works to overcome some of the region's greatest challenges by providing results oriented projects, technical assistance and capacity building to member States in the following areas:

- Macroeconomic Policy and Development
- Trade and Investment
- Transport
- Social Development
- Environment and Sustainable Development
- Information and Communications Technology and Disaster Risk Reduction

- Statistics
- Sub-regional activities for development

ESCAP promotes rigorous analysis and peer learning in our 7 core areas of work; translates these findings into policy dialogues and recommendations; and provides good development practices, knowledge sharing and technical assistance to member States in the implementation of these recommendations.

Contact:

Economic and Social Commission for Asia and the Pacific

The United Nations Building Rajadamnern Nok Avenue Bangkok 10200, Thailand Phone: +66 2 288 1234

Fax: +66 2 288 1000

Website: www.unescap.org

United Nations Environment Programme

UNEP is an advocate, educator, catalyst and facilitator, promoting the wise use of the planet's natural assets for sustainable development. UNEP works with many partners: United Nations entities, international organizations, national governments, non-governmental organizations, business, industry, the media and civil society.

UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.

Contact:

United Nations Environment Programme

United Nations Avenue, Gigiri PO Box 30552, 00100

Nairobi, Kenya

Phone: +254 20 7621234 Fax: +254 20 7624489/90 Email: unepinfo@unep.org Website: www.unep.org



United Nations World Tourism Organisation (UNWTO)

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

Contact World Tourism Organization Capitán Haya 42 28020 Madrid, Spain Phone: +34 91 567 81 00

Fax: +34 91 571 37 33 Email: omt@unwto.org Website: www.unwto.org



World Travel & Tourism Council (WTTC)

The World Travel & Tourism Council (WTTC) is the forum for business leaders in the tourism industry. With chief executives of some one hundred of the world's leading tourism companies as its members, WTTC has a unique mandate and overview on all matters related to travel and tourism. WTTC works to raise awareness of tourism as one of the world's largest industries, supporting 260 million jobs and generating 9 per cent of world GDP.

WTTC advocates partnership between the public and private sectors, delivering results that match the needs of economies, local and regional authorities and local communities with those of business, based on:

- Governments recognising tourism as a top priority
- Business balancing economics with people, culture and environment
- A shared pursuit of long-term growth and prosperity

In 2000 with the WTTC Indian Initiative, the country established its own subdivision of the council.

Contact

World Travel and Tourism Council

1-2 Queen Victoria Terrace Sovereign Court London E1W 3HA, United Kingdom

Phone: + 44 20 7481 8007 Fax: + 44 20 7488 1008 Website: www.wttc.org

WTTC India Initiative

A-228, Sushant Lok, Phase I, Gurgaon Haryana 122 002 Tel: +91 124 426 1874,

Fax: +91 124 426 1874, Fax: +91 124 426 1875 Email: wttcii@gmail.com Website: www.wttcii.org



SUSTAINABLE TOURISM FOR INDIA

CRITERIA AND INDICATORS

APPLICABLE TO ACCOMMODATION SECTOR AND TOUR OPERATORS

Ministry of Tourism, Government of India www.incredibleindia.org

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1. Preface

Sustainable tourism practices in India are not new, bound together by the twin travel dicta of Bharat Darshan and Atithi Devo Bhavah, now known the world over through the medium of the Incredible !ndia campaign.

When undertaking a journey away from home, indeed that of life itself, we ought to be guided by the quality of life's offering and taking from our environment what is needed, while responsibly leaving behind that which would sustain the destination and future travellers.

Today, that balance has been eroded by global shifts in population with resultant quantum leaps in the call on the earth's depleting finite resources, despite innovations in technology and access to information.

Quicker access to distant locations, larger disposable incomes and rising lifestyle aspirations now characterise the growing numbers of travellers. When the balance between natural processes is subjected to heavy pressure, the resultant damage can create positions where weather patterns and lifestyles are thrown out of gear.

Burning of fossil fuels and the ensuing greenhouse effect has led to global warming while the use of non-biodegradable containers such as aerosols has dented the ozone shield, raising ultra-violet radiation.

Accommodation units, tour operators, MSME providers of visitor services, transporters and nature tour outfitters are all part of the supply chain which must balance bio-diversity conservation with the professional quality of visitor experiences. Essentially, this implies meeting the challenge to create a sustainable balance between visitor numbers without sacrificing natural and cultural heritage. For tourism service providers, this also means acceptance of sustainable service agreements, facilitated by the government and targeting sustainable visitor satisfaction.

In fragile eco-systems, this takes on another crucial dimension. Local communities become the motive force for sustainable practices, especially in the preservation of cultural identities and natural heritage. While tempering the impact of the ecological footprint, this can also create the pressure point for an equitable local share in the economic benefits of tourism.

These considerations continue to be central to the Ministry of Tourism's priorities for the 12th Five Year Plan.

This publication brings these strands together, with the expectation that tourism today will enable future communities and travellers to also gain from sustainable, inclusive experiences.

2. Background

The tourism sector's capability as a sustainable and inclusive development driver, especially for livelihoods, was renewed with the 10th Five Year Plan, the National Tourism Policy, the global Incredible India campaign and the Millennium Development Goals

To supplement traditional farm-based income, many rural communities have moved towards livelihood diversification. Such attempts have included out-migration or provision of visitor services on tourism circuits in various states.

Industrialization and development trends worldwide have fostered urban-centric growth, often disconnected with the rural heartland. This trend of urbanization has also dented job opportunities and income levels in rural areas, apart from an urbanization syndrome in the countryside. Conversely, the stresses of urban life have created a need for counter-urbanization, which could, for example, strengthen the bond between India and Bharat.

Sustainable tourism can provide solutions to the issues of inclusive growth. Besides, the 'return to roots' focus, in tourism, is interlinked with increased access to information, enlarged interest in heritage and culture, improved accessibility and climate change concerns.

India has taken a lead in this field. Tourism experiences across the country now provide quality time visits for participatory settings, where the takeaway includes the enduring way of life, art, culture and heritage that are community-owned, culturally expressive and

environmentally sustainable. There is simultaneous benefit for local communities with the enriching connection between visitor and host. Attitudes and mindsets are transformed, imparting local pride and visitor appreciation. The visitor thus comes face to front with India's vernacular traditions as they vibe with the present.

The geographical spread and habitat diversity of India makes it a multiple-interest, all-season destination.

Sustainable visitor strategies based on art, craft, cultural & natural heritage and environment care can hence target larger tourism yields, which could contribute significantly to conservation and to the rural sector in particular.

Tourism hence has the potential of being a non-polluting, sustainable, income provider. With the global emphasis on sustainability and combating climate change, this creates a major opportunity to position the Indian tourism experience as a unique visitor takeaway, in low-impact settings.

The primary target segment here is low-volume but highyield visitors, compatible with the carrying capacity of the local environment, alternate energy options, local community acceptance and visitor satisfaction. This income route can reach the most disadvantaged, if local communities are strengthened through support to capacity building and sustainable rural infrastructure, while laying emphasis on the role of women and youth.

3. Sustainable Tourism Scenario

Tourism is one economic sector in India that has the potential to grow at a high rate and ensure the development of infrastructure at the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth.

In India, the travel and tourism sector is estimated to create 78 jobs per million rupees of investment, compared to 45 jobs in the manufacturing sector for similar investment. Along with construction, it is one of the largest sectors of the service industry in India. Apart from providing employment to a wide spectrum of job

seekers from the unskilled to the specialized, a higher proportion of tourism benefits (jobs, MSME trade opportunities), accrue to women. Moreover, emphasis would increasingly be given to organising more short-term courses for the unskilled workforce, as well as unemployed youth, on the pattern of 'Hunar-se-Rozgar' and 'skill certification of service providers'. Besides, strategies followed during the 11th Plan may have to be suitably recalibrated to take care of the challenges from competing countries and to harness the full potential of Indian tourism.

There are other concerns as well. A study conducted by the Ministry of Tourism, Government of India at important tourist destinations, reveals that lack of hygiene and sanitation is a major irritant for foreign and domestic tourists. Therefore, creation of awareness, as well as making the requisite facilities available, will be given high importance during 12th Five Year Plan through the following measures:

- Major social awareness campaign under the 'Atithi Devo Bhavah' initiative
- Involving schools, NGOs, industry associations, etc. in carrying out sustained cleanliness drives at important tourist destinations. Suitable incentives and awards will be provided to all organizations and individuals involved in this initiative
- Top most priority will be given for sanctioning Central Financial Assistance for setting up of way-side amenities, biodegradable toilets, etc.

While making efforts for the targeted 12th Five Year Plan growth in Foreign and domestic tourists, the Ministry will endeavour to make the growth sustainable. This is proposed to be achieved through the following measures:

- Sustainable Tourism criteria for India (STCI) and indicators for hotels, tour operators have been finalized. Similarly, the criteria and indicators for rural tourism and home-stays are being evolved. Action will be initiated for Tourism industry constituents, not yet covered.
- The scope of Market Development Assistance scheme would be enlarged to cover participation of representatives of recognised national associations in workshops/ seminars on

sustainable tourism, organised by reputed organisations in India or overseas.

• Training of various stake holders under the existing plan schemes of the Ministry.

Sustainable tourism development will include advancing some of the following niche tourism products or developing additional niche products such as (h) and (i) given below:

- a) Adventure
- b) Medical
- c) Wellness
- d) Golf
- e) Polo
- f) Cruise
- g) Meetings Incentives Conferences & Exhibitions (MICE)
- h) Pilgrimage/Spiritual travel
- i) Film Tourism
- j) Eco/ Wildlife/ Caravan Tourism

As tourism is a multi-sectoral activity, active convergence in the resources of various sectors involved in promotion of tourism at Central and State level is necessary for achieving the optimum results.

The intention is that countrywide experiential tourism attractions get developed for the socio-economic benefit of local communities, especially in order to strengthen inclusive economic growth. It is equally important to ensure that increased socio-economic well-being does not cause permanent or long-term damage to the country's physical, cultural and environmental heritage. The use of existing resources, both tangible and intangible, has to be undertaken judiciously for the well-being of the present generation, but not at the cost of depriving future generations of any part of our inheritance.

The Planning Commission, in the Approach Paper to the 12th Five Year Plan, has mentioned that Tourism and Hospitality Sector has a

key role to play in promoting faster, sustainable and more inclusive economic growth.

4. Sustainable Tourism Criteria for India Committee

In 1988, the United Nations World Tourism organization (UNWTO) defined sustainable tourism as 'leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems'. Later in 1992, the 'Earth Summit' in Rio established the triple principles of environmental, economic and social sustainability. Since then, the principles of sustainable tourism have been adopted by the tourism industry worldwide.

In India, the tourism sector is based on its unique endowments of biodiversity, forests, rivers, and its rich culture and heritage. The challenges in this sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travelers, together with safeguarding the economic interest and heritage of local communities.

The importance of Sustainable Tourism worldwide has increased significantly due to the impact of increased human activity on climate. Nevertheless, it is necessary that the negative impact of the Tourism industry is not enlarged unrealistically. Full advantage can then be drawn from the potential of tourism for inclusive growth, with livelihood support to the poor, most disadvantaged, women and youth.

Sustainable tourism implies minimizing the negative and maximizing the positive effects of all forms and activities of tourism on:

- a. Environment
- b. Local Communities
- c. Heritage (cultural, natural, built, oral, intangible)
- d. Inclusive economic growth

Tourism is primarily driven by the private sector, with a multiplicity of stakeholders, whose sizes range from micro

enterprises to large transnational corporations. The actions of these players, along with those of tourists and the local communities, determine the overall impact of tourism on the environment, whether positive or negative.

Governments - Central, State and Local - have a critical role in determining the policies for sustainable tourism. Moreover, many policies and much of the legislation surrounding sustainable tourism falls in the area of governance, such as land use, labour laws, environmental regulations and waste disposal. One of the primary functions of the Government in enhancing Sustainable Tourism is, therefore, to create an environment that enables or influences the private sector to operate more sustainably, and influence patterns of visitor flows and behaviour to optimize the impact of tourism. Positive intervention by the

Government, is thus necessary, going beyond providing an enabling environment.

Recognizing its role in promoting Sustainable Tourism, the Ministry of Tourism, Government of India, had, as far back as 1998, extensively deliberated with the industry and other stakeholders to formulate the wide-ranging "Ecotourism in India - Policy and Guidelines", covering:

- a. Ecotourism definition
- b. Ecotourism resources of India
- c. Policy and planning
- d. Operational guidelines for (i) government (ii) developers, operators and suppliers, (iii) visitors. (iv) destination population / host community, and (v) NGOs/scientific & research institutions
- e. Environmental pledge

In this, due cognizance was taken of key parameters, such as, carrying capacity, the polluter pays principle, regulatory issues, environment care, sustaining heritage (cultural, natural, built, oral, intangible), and inclusive economic growth.

Around that time, the United Nations Environment Programme (UNEP) and UNWTO brought out a publication entitled "Making

Tourism More Sustainable - A Guide for Policy Makers". This lists the following aims of an agenda for sustainable tourism:

- a. Economic Viability
- b. Local Prosperity
- c. Employment Quality
- d. Social Equity
- e. Visitor Fulfillment
- f. Local Control
- g. Community Wellbeing
- h. Cultural Richness
- i. Physical Integrity
- j. Biological Diversity
- k. Resource Efficiency
- 1. Environmental Purity

Later, certain organizations grouped together, garnering the goodwill of UNEP and UNWTO, to promote the "Global Sustainable Tourism Council" and their "Global Sustainable Tourism Criteria" (GSTC) for adoption by hotels and tour operators, drawn from criteria generated by a variety of sources. However, these criteria refer only to hotels and tour operators, and exclude several major constituents of the tourism industry such as local communities, destination management, transport, airlines, beaches and backwaters, wellness, as also operational focus which require indicators and governance coefficients, going beyond statements of intent.

Against this background, it was considered necessary to define criteria for sustainable tourism to suit Indian conditions, specifically taking cognizance of India's attainments in sustainability, while also considering criteria generated by other sources, including GSTC. As several stakeholders in sustainable tourism such as airlines etc., fall outside the ambit of Ministry of Tourism, Government of India, the Sustainable Tourism Criteria for India, at present include only tour operators and the accommodation sector that come directly within the Ministry's purview.

Accordingly, Ministry of Tourism, Government of India, convened a National Workshop on Sustainable Tourism Criteria for India, in July 2010.

Based on the recommendations of this National Workshop on Sustainable Tourism Criteria for India, a sub-committee chaired by the Joint Secretary (Tourism), Government of India, and comprising expert stakeholders was constituted in 2010 for defining Sustainable Tourism Criteria for India (STCI) and indicators.

The key concerns kept in mind by the Committee were:

- (i) Carrying capacity.
- (ii) Anthropogenic character, applying to all major human impacts on the environment.
- (iii) Local community participation, engagement and, benefit.
- (iv) Ministry of Environment & Forests, Government of India guidelines.
- (v) Bio-degradable toilets.
- (vi) Water harvesting.
- (vii) Lessons from successes and failures, national & international.
- (iix) Institutional certification and viewpoints: ISO, BIS, BEE, LEED etc. (ix) Polluter Pays Principle.

The Sustainable Tourism Criteria for India (STCI) and indicators, evolved by the Committee for the accommodation sector and tour operators sector, are annexed with this Report.

The ratification of these indicators and criteria by the industry associations, has progressed well, and they are now accordingly planned for implementation.

Among the ensuing tasks, the foremost is implementation of the criteria and indicators for tour operators and the accommodation sector; and the development of criteria and indicators for rural tourism and home-stays, and other sectors.

The implementation of Sustainable Tourism Criteria for India (STCI will progress on the basis of:

- 1. Workshops to advocate sustainability by the Ministry of Tourism, Government of India, for all stakeholders across the regions of the country.
- 2. Extensive range of incentives for establishments complying with STCI, specially focusing on international market access, through the Ministry's Market Development Assistance scheme, and also, operational advantage concerning energy, water and other input requirements, as feasible.
- 3. Ministry of Tourism, Government of India support to proposals from all tourism sector associations for skill development, as in 'Hunar Se Rozgar' for unskilled, low-skilled and, semi-skilled and craftsperson categories.
- 4. MSME tourism service providers to be specially supported after meeting eligibility and STCI compliance conditions.
- 5. Certification through innovative use of existing mechanisms, there is a need for appointing consultants or a project monitoring unit.
- 6. Training of Trainers for Sustainable Tourism through institutional arrangements.
- 7. School and college curricula to incorporate sustainable tourism.
- 8. Advance calendar of participatory activies, displayed on the Ministry's website.
- 9. Capacity building in industry and Government by identifying institutions for developing a pool of trainers, training of trainers, etc.
- 10. Evolving governance coefficients, using contemporary technology, for incorporation in the rating / approval mechanism, to enable realistic monitoring and evaluation of sustainable tourism implementation by all tourism industry constituents.

5. Action Steps

- 1. Ratification of the Sustainable Tourism Criteria for India and Indicators for tour operators and the accommodation sector by all industry associations; and down-streamed by them to all categories of their membership for applicability. The Ministry's sanction may be re-worded accordingly.
- 2. Implementation of the Sustainable Tourism Criteria for India and Indicators for tour operators and the accommodation sector may be done on voluntary basis.
- 3. Ministry of Tourism, Government of India would convene regional sensitization workshops for all industry associations and their memberships & other stakeholders for Sustainable Tourism Criteria for India, and indicators, together with State Tourism Departments, other implementing partners and focal points.
- 4. Simultaneously, the Ministry will facilitate creation of governance coefficients for effective assessment of implementation of all Sustainable Tourism Criteria for India and Indicators. Action will also be initiated to create Sustainable Tourism Criteria for India and Indicators not yet devised for sectors such as tourism transport, destination management etc.
- 5. Similarly, sustainable tourism focus would also be professionally imparted to all NGO/Implementing Partners and to all local communities/institutions as they do not have a tourism background. This is necessary to meet visitor requirements and value chain enhancement for competitive advantage.
 - This tourism focus should be an essential component of each site's workplan.
- 6. The tourism industry being a principal stakeholder, will be brought on board from project inception at all sites, to ensure local community and NGO/Implementing Partners' clarity on visitor satisfaction; and to professionally formulate the tourism product to reach target markets in India and overseas.

- 7. Priority to be accorded to local initiatives, especially institutional creation of Village Tourism Development Committee (VTDC), SHGs, home-stays etc. For this, software (CBSP) workplan finalization must precede hardware (infrastructure) workplan formulation, and be based on Participatory Rural Appraisal to create the site Baseline, which is the basis for gauging workplan implementation. Local felt needs should be worked into the software workplan, that must ideally lead to the hardware workplan components. Amendments to workplans can be made as per Ministry's A&RT circular letter of 9 September 2005. The Ministry's sanction may be re-worded accordingly.
- 8. Entry point strategy for sites' back and forward convergence as well as governance, should be mandated, to take cognizance of other schemes/yojanas at each site, to avoid duplication of workplan components and to optimise fund utilisation.
- Central and state tourism funds may be made conditional on workplan allocation and compliance for Waste Management, Hygiene and Sanitation as pre-requisites for local communities' health and visitor satisfaction. Ministry's sanction may be reworded accordingly.
- A computerised Management Information System may be developed for effective reporting, and must be regularly complied with by all NGO/Implementing Partners and Focal Points.
- 11. Use of local materials, styles and skills must be adhered to, through advisory support of a panel of architects specialized in the vernacular idiom.
- 12. All MSMEs and VTDCs may be formally registered and, through community participation and empowerment of weaker sections especially women, enable local ownership of assets, with tourism revenue funneled back to the site.
- 13. Success benchmarks should be widely disseminated, for higher yields and to strengthen livelihoods.
- 14. Continual technological updating is necessary with budgetary allocation.

- 15. In particular, energy conservation as a catalytic intervention to address climate change concerns, may be incorporated in capacity building.
- 16. Since the States have legislative capability for tourism, they should proceed sensitively, especially with regard to ecological footprint.
- 17. A two-year advance calendar of activities be created to facilitate
- best-practice and implementation of Sustainable Tourism Criteria for India and Indicators by new entrants.
- 18. Organisations complying with Sustainable Tourism Criteria for India, may receive incentives from the Ministry of Tourism, Government of India, such as, eligibility under the Market Development Assistance Scheme, and weightage in application for National Tourism Awards.

SUSTAINABLE TOURISM CRITERIA FOR INDIA-APPLICABILITY TO ACOMMODATION SECTOR PRINCIPLES

A Demonstrate Effective Sustainable Management

- A1. The organisation has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health and safety issues.
- A2. The organisation is in compliance with all relevant national legislation and regulations
- A3. All personnel receive periodic training in the management of environmental, socio-cultural, quality health and safety practices.
- A4. Customer satisfaction is measured and corrective action taken, where appropriate.
- A5. Promotional materials are accurate and complete and do not promise more than can be delivered by the organisation.

B Design and construction of buildings and infrastructure

- B1. Comply with land usage and protected or heritage area requirements
- B2. Respect the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition in, so far as new construction, including additions and extensions to property, is concerned.
- B3. Use locally appropriate principles of sustainable construction, including local styles, skills and materials for new construction and additions or extensions to property.
- B4. Provide access and facilities for persons with special needs in accordance with principles of universal design.
- B5. Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is provided to visitors, as well as explanations of appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.

C Maximise social and economic benefits to the local community and minimise negative impacts

- C1. The organisation actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation
- C2. Local residents are employed, including in management positions, wherever feasible. Training is offered, as necessary.
- C3. Local and fair trade services and goods, particularly from MSMEs, are purchased by the organisation, where available.
- C4. The organisation encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).
- C5. A code of behaviour for activities in indigenous and local communities has been developed, with the consent of, and in collaboration with the community and/or neighbourhood

- C6. The organisation has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.
- C7. The organisation should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender, while completely shunning child labour.
- C8. All employees, including contractual labour, are treated in accordance with national legislation and are paid a fair wage, with the minimum being in accordance with the law
- C9. The acitvities of the organisation do not jeopardise the provision of basic services such as water, energy or sanitation to neighbouring communities.

D Maximise benefits to cultural and historical heritage and minimise negative impacts

- D1. The organisation follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction
- D2. Historical and archaeological artifacts are not sold, traded or displayed, except as permitted by law.
- D3. The organisation contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does not impede access to them by local residents.
- D4. The intellectual property rights of local communities will be respected whenever the organisation uses elements of local art and tradition, architecture, or cultural heritage in its operations, design, decoration, food or shops.

E Maximise benefits to the environment and minimise negative impacts

E1 Conserving Resources

- E1.1 Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.
- E1.2 The purchase of disposable and consumer goods is measured, and the organisation actively seeks ways to reduce their use.
- E1.3 Energy consumption should be measures, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.
- E1.4 Water consumption should be measured, sources indicated and measures to decrease overall consumption, should be adopted.

 The organisation practices rainwater harvesting wherever water tables have been receding.

E2 Reducing Pollution

- E2.1 The organisation implements a step-by-step plan to identify, and then quantify, sources of greenhouse gas emissions under its control, and activate measures to offset climate change in a time-bound manner.
- E2.2 Wastewater, including gray water, is treated effectively and reused, where possible.
- E2.3 A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.
- D2.3 The use of harmful substances including pesticides, harmful chemicals, swimming pool disinfectants and cleaning material is minimised; substituted, when available, by innocuous products, and all chemical use is properly managed.
- E2.4 The organisation implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds and air and soil contaminants.

E3 Conserving biodiversity, ecosystems and landscapes

- E3.1 The organisation does not participate in, accept, allow or encourage the use of, or display or trade in endangered species of flora and fauna, except trophy displays, as permitted under the law.
- E3.2 No wildlife is held in captivity.
- E3.3 The organisation uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.
- E3.4 The organisation supports biodiversity conservation, including supporting natural protected area and areas of high biodiversity value.
- E3.5 Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised, and, if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.

SUS	SUSTAINABLE TOURISM FOR INDIA CRITERIA (STCI)- APPLICABILITY TO ACCOMMODATION SECTOR				
	STCI PRINCIPLES	POTENTIAL INDICATORS			
]	DEMONSTRATE EFFECTIVE SUSTAINABLE MANAGEMENT				
A 1	The establishment has implemented along-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health and safety issues.	A Sustainability Management Plan must be written, agreed, adopted and signed by Directors/owners. Plan must be communicated to all levels of personnel in a language they understand. Should also be accessibleto outsiders. Plan must be reviewed annually. Plan includes sections on: Environmental issues Socio-cultural issues Health & Safety of guests & employees Volulity controly) Local community participation Responsibilities for periodic monitoring and action taken to be defined inthe Plan.			
A 2	The establishment is in compliance with all relevant national legislation and regulations.	Annual signed statement by Directors/Owners that the establishment is in compliance with all relevant legislation. Statement must provide details of infringements, fines paid, remedial actions taken, matters under litigation			
A 3	All personnel receive annual training in the management of environmental, socio-cul tural, quality health and safety practices.	1) Existence of a Sustainability Training Programme for all levels of employees, with specific training packets on environmental, socio-cultural, quality, health and safety.2) Record of training sessions held and list of participants.3) Literature available on different topics.4) Participation in training programme to be recorded in employee profiles.5) Each organization must identify a trainer.			

	STCI PRINCIPLES	POTENTIAL INDICATORS
A 4	Customer satisfaction is measured and corrective action taken where appropriate.	 Customer feedback forms in each room and at Reception Record of forms / letters received Customer ratings measured: Total of all Customer Rating Scores ÷
A 5	Promotional materials incorporate requisite environmental concerns, are accurate and complete and do not promise more than can be delivered by the organisation.	 Advertising agencies and tour operators have been briefed appropriately. Interpretation material is available on the Site.
A6	DESIGN AND CONSTRUCTION OF BUILDINGS AND INFRASTRUCTURE	
A 6.1	Comply with land usage and protected or heritage area requirements.	 NOC from State Tourism Dept and/or Municipal Authorities and/or ASI has been obtained. There is clear title to the property. There has been no involuntary removal of the local people from land.
A 6.2	The property respects the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition insofar as new construction, including additions and extension to property, is concerned.	New construction should not adversely impact: Flora and fauna of the area, The vista and scenic views - whether from the property itself or from the vicinity, Monuments and features of sociocultural value, water bodies or courses, animal paths,

	STCI PRINCIPLES	POTENTIAL INDICATORS
		vi) rights of way of neighbouring communities 2) There is minimal deforestation and excavation 3) No alien or invasive species of plants are deliberately introduced into the property
A 6.3	The property uses appropriate principles of sustainable construction including local styles, skills and materials for new construction and additions or extensions to property.	Use of local skills and material, locally integration with local styles wherever possible, vernacular architecture.
A 6.4	The establishment provide provides access and facilities for persons with special needs in accordance with principles of universal design.	 Ramps for wheelchairs Toilets for physically challenged Provision for critical information (e.g. Fire & Safety Precautions) in Braille Clear signage indicating availability of special facilities, Visual alarms/door-bell indicators for deaf persons
A 6.5	Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is provided to visitors, as well as explanations of appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.	Multilingual literature is available in the rooms or lobby on the local customs, culture, heritage, flora and fauna, together with advice on appropriate behaviour

	STCI PRINCIPLES	POTENTIAL INDICATORS		
	MAXIMISE SOCIAL AND ECONOMIC BENEFITS TO THE LOCAL COMMUNITY AND MINIMISE NEGATIVE IMPACT			
В	The establishment actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation	Percentage of revenue contributed to local community for public benefit Engagement and consultation with community in plans intended for them Encouragement to personnel to participate in community development activities		
B 1	Local residents are employed, including in management positions wherever feasible. Training is offered as necessary.	 Number of local persons employed Locals employed as % of total Designations of local persons Special training (e.g language skills) given to local persons to improve upward mobility Ensure that community based home stays are locally owned Gender equity 		
B 2	Local and fair trade services and goods, particularly from MSMEs, are purchased by the establishment where available.	Prioritize consumables and services procured from local vendors depending upon availability clear-cut purchase policy giving preference to local goods and services and eco-labelled products Evidence of development of vendors in the area		
В3	The establishment encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).	Hotel allows direct or aided access to guests by local crafts-persons, farmers, performance artistes Shopping arcade offers goods produced by local artisans		

	STCI PRINCIPLES	POTENTIAL INDICATORS
B 4	A code of behaviour for activities in indigenous and local communities has been developed, with the consent of and in collaboration with the community and/or neighbourhood	To develop local Sustainable Charter
B 5	The establishment has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.	 No persons below 18 are employed in the property, directly or indirectly All vendors are required to certify that they do not engage child labour Employees and guests are cautioned that sexual misconduct with minors will not be tolerated and will be immediately reported to the authorities Personnel & procurement policies declare that there is no discrimination in salary, training, designation and promotion prospects on the basis of caste, creed, religion, gender or sexual orientation and the same applies to suppliers. Employees and suppliers advised to report violations to highest levels.
В 6	The establishment should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender while completely shunning child labour.	Merged with B 5 above
В7	All employees, including contractual labour, are treated in accordance with national legislation and	Merged with A 1 2) Written instructions to labour contractors, if any 3) Spot inspection by management of labour contractors pay scales

	STCI PRINCIPLES	POTENTIAL INDICATORS
	are paid a fair wage, with the minimum being in accordance with the law	
В 8	The activities of the establishment do not jeopardise the provision of or access to basic services such as water, energy or sanitation to neighbouring communities.	There are no direct or indirect complaints by the community of reduction in water availability, power cuts, sewerage and waste management (use recycle principle) as a result of the property's operations There should be no instance of organization directly or indirectly
MA		ULTURAL & HISTORICAL HERITAGE AND E NEGATIVE IMPACTS
С	The establishment follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction	Guests and employees are given guidelines on environmental, cultural, historically sensitive sites in vicinity and advised appropriate behaviour
C1.	Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by law.	Precautionary notices issued to guests Shopping arcade does not display prohibited items for sale Vigilance kept on taxi drivers, tourist guides, touts
C2.	The establishment contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does	Monetary/in-kind contribution to protection and maintenance of important local sites Free passage to such sites by local residents, if located within property

	STCI PRINCIPLES	POTENTIAL INDICATORS
	not impede access to them by local residents.	
C 3	The intellectual property rights of local communities will be respected whenever the establishment uses elements of local art and tradition,	Due credit given, as due, in descriptive literature, plaques etc and sources indicated Payment is made, if demanded, for utilisation of community-owned or intellectual property, whether patented or not No litigation to obtain unfair
	architecture, or cultural heritage in its operations, design, decoration, food or shops.	advantage through misuse of community's intellectual property, culture and heritage
]		O THE ENVIRONMENT AND REMOVE GATIVE IMPACTS
D	Conserving Resources	
D 1	Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.	Existence of Corporate Purchasing policy specifying procurement of eco-responsible or eco-labelled goods Attempt to maximize expenditure on eco-friendly/eco-labelled goods
D 1.1	The purchase of disposable and consumer goods is measured, and the establishment actively seeks ways to reduce their use.	 Purchasing policy requires re-usable, returnable and recyclable goods where available Goods purchased in bulk wherever possible Vendors persuaded to take back packaging material Segregation and treatment of waste at source Drinking water in rooms and at banquets not to be served in disposable plastic glasses

	STCI PRINCIPLES		POTENTIAL INDICATORS
D 1.2	Energy consumption consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted while encouraging the use of renewable energy.	2) 1 3 4 3 4 5 5 1 5 6 1	Records of energy monthly for past 2 years maintained. Separate records for electricity and diesel/fuel oil consumption Rolling plan for reduction in energy consumption for 3 years, e.g. 20% over existing in Year 1 compared to previous year, and 10% every year thereafter External energy audit in Year 1 and every 2-3 years thereafter Purchase and installation of energy saving devices recorded, and actual energy saved quantified (use of BE labelled products). These would include use of CFL/LED lights, motionactivated lights, gas or induction cooking ranges, master switch in rooms, translucent lamp-shades, signage in guest rooms Installation of solar photovoltaic lighting systems for outdoor areas, e.g. parking lots Installation of solar hot water systems for rooms, kitchen, laundry Annual Report should indicate energy
D 1.3	Water consumption should be measured, sources indicated and measures to decrease overall consumption should be adopted. The organisation practices rainwater harvesting wherever water tables have been receding	1) (2) (3) (4) (4) (5) (6) (6) (6) (6) (6) (7) (7) (7) (7) (7) (7) (7) (7) (7) (7	Water usage from different sources (Municipality, groundwater etc) for last 2 years is recorded Water consumption different activities (kitchen, laundry, gardening etc) is recorded. Targets set for water use reduction in each activity and records kept of progress against target on monthly basis as aggregate and per guest-night Rainwater harvesting measures and other measures adopted to re-charge ground-water Water-saving appliances in guest rooms, e.g. cisterns, showers. eriodic inspection of all water lines and boilers for leakage

	STCI PRINCIPLES		POTENTIAL INDICATORS
		7) 8) 9)	Reduction in laundry load with longer linen-change period as default Appropriate signages for guests Training of personnel in water conservation
	Reducing Pollution		
D 2	The establishment implements a step-by-step plan to identify and then quantify sources of greenhouse gas emissions under its control, and activates measures to offset climate change in a time-bound manner.	1) 2) 3)	Measurement of direct GHG emissions by weight Initiatives to reduce GHG emissions Year-wise progress in reduction of GHG (aggregate and per guest-night)
D2.1	Wastewater, including gray water, is treated effectively and reused where possible.		Grey-water recycling & usage technologies adopted and implemented, with records of quantities re-used and nature of re-use
D2.2	A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.	1) 2) 3) 4) 5)	Solid Waste Management Plan to be incorporated into Sustainability Management Plan and measure: Total waste generated by type (aggregate and per guest-night) Qty of waste sent to land-fill Qty of waste incinerated Qty of waste composted Qty of waste sold to scrap merchants Monthly figures maintained and compared with past records to assess performance in waste reduction
D2.3	The use of harmful substances including pesticides, harmful chemicals, swimming pool disinfectants and cleaning material is	1) 2)	Identification of all hazardous material used in the property. Insistence of requisite standards for safety, degradability and toxicity sought from vendors when new products are introduced

	STCI PRINCIPLES		POTENTIAL INDICATORS
	minimised, substituted when available by innocuous products, and all chemical use is properly managed	3)	Data on consumption of hazardous material recorded and measured to assess reduction Purchase of phosphate-free or
			biodegradable detergents for cleaning
D2.4	The establishment implements practices to reduce pollution from noise, light, ozone-depleting compounds and air and soil contaminants and takes measures to counter runoff and erosion	1) 2) 3) 4) 5) 6)	Air, water and soil pollution covered above Refrigerants for air-conditioning, cooling must be free of CFC and HCFC Lighting designed so that it is confined to property, is not obtrusive to neighbourhood Sound amplification upto 75 DB for outdoor events is turned off after 10.00 p.m. Diesel generators are muffled/use residential quality noise dampening Soil erosion is prevented using natural binding plants or geotextiles or natural grasses such as Vetiver
	Conserving biodive	ersity,	ecosystems and landscapes
D 3	The establishment does not participate in, accept, allow or encourage the use of or display or trade in endangered species of flora and fauna, except trophy displays as permitted under the law		Property does not display or permit vendors to sell, display or promote trade in endangered species of flora and fauna, except those licensed
D 3.1	No wildlife is held in captivity	1) 2)	No wildlife is kept on premises or even allowed for displays. Strays into property are herded out or otherwise removed with expert help Wildlife conservation and methods of handling are expressly mentioned in Sustainability Management and Employee Training plans

	STCI PRINCIPLES		POTENTIAL INDICATORS
		3)	Importance of wildlife conservation and precautionary notes issued to all guests at jungle/nature resorts
D3.2	The establishment uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.		Gardens should use endemic native species of plants
D3.3	The establishment supports biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.		Establishment extends financial or technical support for biodiversity conservation efforts in the area
D3.4	Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised and if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.	1) 2) 3)	No activity of the hotel should adversely impact wildlife - flora or fauna If any disruption of ecosystems is anticipated by expansion, construction etc, suitable animal experts or conservationists are consulted prior to such activity so as to minimise adverse effects Sustainability Management Plan must expressly provide these instructions

SUSTAINABLE TOURISM CRITERIA FOR INDIA-APPLICABILITY TO TOUR OPERATORS

PRINCIPLES

A Demonstrate Effective Sustainable Management

- A1. The organisation has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health and safety issues.
- A2. The organisation is in compliance with all relevant national legislation and regulations
- A3. All personnel receive periodic training in the management of environmental, socio-cultural, quality health and safety practices.
- A4. Customer satisfaction is measured and corrective action taken, where appropriate.
- A5. Promotional materials are accurate and complete and do not promise more than can be delivered by the organisation.

B Design and construction of buildings and infrastructure

- B1. Comply with land usage and protected or heritage area requirements
- B2. Respect the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition in, so far as new construction, including additions and extensions to property, is concerned.
- B3. Use locally appropriate principles of sustainable construction, including local styles, skills and materials for new construction and additions or extensions to property.
- B4. Provide access and facilities for persons with special needs in accordance with principles of universal design.
- B5. Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is

provided to visitors, as well as explanations of appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.

C Maximise social and economic benefits to the local community and minimise negative impacts

- C1. The organisation actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation
- C2. Local residents are employed, including in management positions, wherever feasible. Training is offered, as necessary.
- C3. Local and fair trade services and goods, particularly from MSMEs, are purchased by the organisation, where available.
- C4. The organisation encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).
- C5. A code of behaviour for activities in indigenous and local communities has been developed, with the consent of, and in collaboration with the community and/or neighbourhood
- C6. The organisation has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.
- C7. The organisation should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender, while completely shunning child labour.
- C8. All employees, including contractual labour, are treated in accordance with national legislation and are paid a fair wage, with the minimum being in accordance with the law
- C9. The acitvities of the organisation do not jeopardise the provision of basic services such as water, energy or sanitation to neighbouring communities.

D Maximise benefits to cultural and historical heritage and minimise negative impacts

- D1. The organisation follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction
- D2. Historical and archaeological artifacts are not sold, traded or displayed, except as permitted by law.
- D3. The organisation contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does not impede access to them by local residents.
- D4. The intellectual property rights of local communities will be respected whenever the organisation uses elements of local art and tradition, architecture, or cultural heritage in its operations, design, decoration, food or shops.

E Maximise benefits to the environment and minimise negative impacts

E1 Conserving Resources

- E1.1 Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.
- E1.2 The purchase of disposable and consumer goods is measured, and the organisation actively seeks ways to reduce their use.
- E1.3 Energy consumption should be measures, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.
- E1.4 Water consumption should be measured, sources indicated and measures to decrease overall consumption, should be adopted. The organisation practices rainwater harvesting wherever water tables have been receding.

E2 Reducing Pollution

- E2.1 The organisation implements a step-by-step plan to identify, and then quantify, sources of greenhouse gas emissions under its control, and activate measures to offset climate change in a time-bound manner.
- E2.2 Wastewater, including gray water, is treated effectively and reused, where possible.
- E2.3 A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.
- E2.4 The organisation implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds and air and soil contaminants.

E3 Conserving biodiversity, ecosystems and landscapes

- E3.1 The organisation does not participate in, accept, allow or encourage the use of, or display or trade in endangered species of flora and fauna, except trophy displays, as permitted under the law.
- E3.2 No wildlife is held in captivity.
- E3.3 The organisation uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.
- E3.4 The organisation supports biodiversity conservation, including supporting natural protected area and areas of high biodiversity value.
- E3.5 Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised, and, if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.

SUSTAINABLE TOURISM CRITERIA FOR INDIA (STCI)- FOR THE TOUR OPERATORS SECTOR

	TOUR OPERATORS SECTOR			
	STCI PRINCIPLES	POTENTIAL INDICATORS		
A 1	Implement a Sustainability Management System	A Sustainability Management Plan exists that is appropriate to the business' size and scale Checklist: Sustainability Management Plan considers:		
A 2	Legal Compliance	 Compliance with all relevant legislation and regulations Procedure exists for maintaining and implementation of up-to-date list of legal requirements, according to market practices, specially where the country is a signatory to international treatie 		
A 3	Employee Training	Scale: Literature exists on some limited topics. Some literature is available and staff is made aware of where it is located. Literature on all critical issues exists and staff is informed of location. Literature on all critical issues is available and provided to management staff.		

	STCI PRINCIPLES	POTENTIAL INDICATORS
		v) Literature on all critical issues available and provided to all staff. vi) Training plan exists; staff is provided training materials in the local language; time for learning on their own and a mixture of classroom and self-paced training is provided at company's expense. ix) Formal training plan and programme exists, is functional and certain percentage of staff participate at company's expense x) Periodicity of training, aproximately once in two years a. Number of days of training per employee b. Number of employees trained per specific training activity/topic c. Amount of money invested in training per employee, including value of in-kind contribution. d. Elements of sustanability are covered in trainings e. Employee evaluations include elements of sustainable operations f. Focus on training of trainers.
A 4	Customer Satisfication	 Average Customer Satisfaction rating Corrective action plan exists Number or type of complaints received as percentage of total guests Percentage of complaints received that have been resolved
A 5	Promotional materials are accurate and complete and do not promise more than can be delivered by the business.	 Scale: Materials are accurate in description of services Materials are complete Customer and/or Tour operators survey questions Marketing materials complete and accurate and not exaggerated

	STCI PRINCIPLES		POTENTIAL INDICATORS
		ii)	Marketing materials set realistic expectations for clients and areavailable in print and electronic formats.
A 6	Design and construction of buildings and infrastructure		
A 6.1	Comply with local zoning and protected or heritage area requirements	i) ii)	Land use is in compliance with local zoning and protected or heritage area laws and regulations Penal provision for non-compliance with building norms
A 6.2	Design and construction of buildings and infrastructure	i) ii) iii) v) vi)	Site plan has a documented design that takes into account all STCI with specific emphasis on risk areas of impact associated with setting and design Design and construction reduce heating, cooling, ligthing and water consumption through passive design appropriate to local conditions, and technology Buildings with emphasis on visual compatibility with the natural environment Transportation and circulation with emphasis on minimizing fossil-fuel consumption Utility systems with an emphasis on energy-efficient heating, cooling and lighting, water conservation, waste water treatment; and solid waste management. Reduction of on-site and off-site development impacts on air, water, and sound quality.
A6.2.1	Siting respects natural and cultural heritage surroundings	i) ii)	Archaeological, cultural heritage, and sacred sites have not been disturbed Endangered wildlife has not been displaced or habitat destroyed

	STCI PRINCIPLES	POTENTIAL INDICATORS
		 iii) Buildings do not destroy scenic beauty iv) Earth movements have been minimized v) Water courses including aquifers and subterrainean links have not been altered vi) Runoff from buildings, parking lots, and grounds is channeled and filtered and harvested and reused. vii) Location of buildings not over water bodies and wetlands, whether seasonal or permanent viii) Location of buildings and roads not in designated no-building zones ix) Vegetation disturbance has been minimized and restored with endemic and not exotic species x) Gardens, green areas, golf courses and sporting fields use local and endemic vegetation where ever possible or grasses that are adapted to local climate
A6.2.2	Design respects natural and cultural heritage surroundings	i) Existing historic and cultural buildings and landscapes have been restored, in vernacular idiom ii) Buildings use regional construction materials, as long as these are obtained sustainably iii) New buildings reflect regional vernacular architecture, and include regional art and crafts iv) Existing structures have been restored on set heritage norms
A62.3	Natural and cultural impact has been assessed	i) Environmental and social impact assessment has been completed ii) Plans are in compliance with recommendations and are checked for continued compliance Land acquisition is legal

	STCI PRINCIPLES		POTENTIAL INDICATORS
A6.2.4	Land rights and acquisition respect natural and cultural heritage	i)	Land acquisition is in accordance with all protected area or cultural heritage regulations; action should take into account fencing and animal corridor blocking issues.
		ii) iii)	Local Community have not been involuntarily removed from the land. Where local communities or indigenous peoples have legal, traditional, collective, or customary rights over the possession and use of the land, the Stakeholders affected have had the opportunity to accept or reject the proposed use
		iv)	Use for tourism has been authorized with the prior informed consent of stakeholders affected including Panchayats and NGOs with a redressal mechanism in placee Number of unresolved complaints by
		v)	local communities
A.6.3	Design and construction of buildings and infrastructure use locally appropriate principles of sustainable construction A6.3.1 take due cognizance of the vernacular idiom	i) ii)	Construction plan follows sustainable site design, and the plan incorporates use of architects and designers specialized in the vernacular idiom, conservation architects, landscape designers etc. Construction plan documents meet all STCI, with specific emphasis on risk areas of impact associated with
	namely, oral, natural and built heritage A6.3.2 Cost of environment safeguards to be part of project cost	iii) iv) v)	construction Minimize within acceptable norms areas of vegetation disturbance, earth grading, and water channel alternation. Reduce wastes and emissions Incorporate local materials and crafts
		vi)	into structures, native plants into landscaping, and local community consultations for programs and operations . Safe and clean workplace provided

	STCI PRINCIPLES		POTENTIAL INDICATORS
A 6.4	Provide access for persons with Special Needs communicated to the customer	i) ii)	Facilities and services are accessible to persons with special needs Level of accessibility is clearly
A.7.	Information about and interpretation of the natural surrondings, culture and cultural heritage is provided to customers, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultutral heritage sites	i) ii) iii) iv) v)	Company has interpretation program Company has delivery mechanism for interpretations (i.e., collateral, tour local guide, podcast) Staff training programs in interpretation for tourism Interpretive materials are accurate Scale:
В.	Maximize social and economic benefits to the local community and minimize negative impacts		
B 1.	The company actively supports initiatives for communities social and infrastructure development including, among others, education, health, gender equity and environment care and sanitation	i) ii)	Percentage of annual gross income contributed to local* community for the public benefit through commercial, in kind, or pro bono engagement Plan developed in collaboration with community
B.2	Local residents are employed, including in management positions. Training is offered as necessary.	i) ii) iii) iv)	Percentage of local employees on staff, management and non-management Percentage of payroll distributed to local employees Number of trainings received within and outside of operations per employee Number of internal promotions of local population

	STCI PRINCIPLES	POTENTIAL INDICATORS		
		v) Retention rate of trained employees, part-time, seasonal and full-time vi) Ratio of local year-round employees to local temporary employees vii) Training Scale viii) Amount of monetary investment in training and educational assistance as a percentage of payroll		
B.3	Local and fair-trade services and goods provided by Micro, Small and Medium Enteprises are purchased by the business, where available.	 i) Percentage of purchases of services and goods from local providers ii) Percentage of purchases that are fair trade purchases iii) Number of facilities built using local material iv) Purchasing policy gives priority to local and fair trade suppliers that meet quality and environmentally friendly criteria v) Checklist of available local, sustainable goods, services, and contract services vi) Percentage of available local, sustainable goods, services and contract services utilized vii) Percentage of local owned restaurants, services, and shops utilized on tours 		
B.4	The company provides the first option to Micro, Small and Medium Service Providers to develop and sell sustainable products that are based on the area's nature, history, and culture, including food and drink, crafts, performing arts, agricultural products, etc.	 i) Company provides access to enterprises, including handicrafts, food and beverage, cultural performances, or other goods and services, to sell directly to guests ii) Promotion of local products in marketing activities and services iii) Number of local enterprises promoted iv) Number of local jobs created as a result of company's intervention v) Number of new local enterprises incubated 		

	STCI PRINCIPLES	POTENTIAL INDICATORS
B.5	A code of conduct for activities in indigenous and local communities has been developed, with the consent of and in collaboration with the community.	Appropriate code of behaviour or any other scaling mechanism is integrated into the operations Consulation and dialogue with the community and other stakeholders
B.6	The company has implemented a policy against commercial and sexual exploitation, particularly of women, children, adolescents and tribal communities.	Scale Number of incidents reported with host destination authorities
B.7	The company is equitable in hiring women and local minorities, including in management positions, while restraining child labor	i) Percentage of women and local minorities employees on staff is reflective of local demographics, both in management and non-management categories ii) Employee turnover by gender and local staff iii) Number of internal promotions, by gender and by local and non-local aspects reflects local demographics iv) Number of incidents of child labor as defined by the ILO v) Ratio of wage levels between men and women
B.8	International or national legal protection of employees is respected, and employees are paid a mandated wage nationally.	Salaries and benefits meet or exceed local, national and international regulations, whichever are higher. Payment is made into national social security system for qualified employees. Overtime is paid for hours worked beyond the established work week hours and working hours must not exceed the legal maximums or those established by the ILO.

	STCI PRINCIPLES	POTENTIAL INDICATORS
		All employees have the right to annual paid vacation. Health insurance or the equivalent is provided to all employees. Employees receive training and capacity building. Training and capacity building is provided for local community
		non-employee residents to develop qualified local labor force.
B.9	The activities of the company do not jeopardize the provision of basic services, such as water, energy, or sanitation, to local and neighboring communities.	Changes in rates of energy, water, waste disposal costs Number of incidents and reports of outages, reduced service or quality of product for the local community as compared to company Changes in energy, water, waste disposal costs as a perecntage of community income Whether availability of water, waste, and energy to the local community has been reduced as the result of the business' activities
С	Cultural Heritage	
	Maximize benefits to cultural heritage and minimize negative impacts.	
C.1	The company follows established guidelines and a code of behaviour for visits to culturally or historically sensitive	 i) Company policy includes established guidelines or code of behavior ii) Changes in site mangement plan based on annual assement

	STCI PRINCIPLES	POTENTIAL INDICATORS
	sites, in order to minimize visitor impact and harmonize with visitor satisfaction	
C.2	Historical and archeological artifacts are not sold, traded, or displayed, except as permitted by law.	Number of incidents and reports regarding inappropriate use of artifacts Company policy exists Company policy is implemented and executed effectively
C.3	The business contributes to the protection of local historical, archeological, culturally, and spiritually important properties and sites, and does not impede access to them by local residents	i) Monetary and in-kind contribution to the protection of important properties and sites per unit sector activity, for instance per guest-night ii) Number and percentage of local population that accesses properties and sites iii) Cost to locals for access
C.4	The business uses elements of local art, architecture, or cultural heritage in its operations, sustainable design, decoration, food, or shops, while respecting the intellectual property rights of local communities	Number of incidents and reports of exploitation of local intellectual property B.3 Indicators are also applicable
D	Maximize benefits to the environment and minimize negative impacts	

	STCI PRINCIPLES	POTENTIAL INDICATORS		
D.1	Conserving Resources			
D1.1	Purchasing policy favors environmentally sustainable products for building materials, capital goods, food, and consumables.	i)	Percentage of purchases of goods and services from green or sustainable sources for building materials, capital goods, food and consumables	
D.1.2	Purchase of disposable and consumable goods is measured, and the business actively seeks ways to reduce their use.	i) ii) iii) iv)	Purchasing policy requires re-usable, returnable and recycled goods, where available Waste management plan exists Packaging minimization programme Number of types and quantity of products in disposable containers.	
D.1.3	Energy consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.	i) ii) iii)	Total energy consumed per tourist specific activity such as guest-nighst, tourists, etc. per source or renewable versus non-renewable fuel Percentage of total energy from renewable sources Monetary investment in energy saving devices, technologies and renewable energy as a percentage of total energy costs and investments or total turnover	
D.1.4	Water consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted.	i) ii) iii) iv)	Water management programme exists Change to availability and access to potable water as a result of company activities Total volume of water in kilolitres consumed per source per specific tourist activity such as guest-nights, visitors, etc Percentage of water-using equipment and activities that employ a water conservation technique and rain harvesting techniques	

	STCI PRINCIPLES	POTENTIAL INDICATORS		
D.2.	Reducing Pollution			
D.2.1	Greenhouse gas emissions from all sources controlled by the business are measured, and procedures are implemented to reduce and offset them as a way to achieve climate neutrality and go beyond to mitigate climate change impacts	i) Total direct and indirect greenhouse gas emissions by weight ii) Number of initiatives to reduce greenhouse gas emissions iii) Carbon footprint, namely emissions less offsets, per tourist activity or guest-night iv) Change in greenhouse gas emissions year on year		
D.2.2	Wastewater, including grey water, is treated effectively and reused	 i) Waste water plan, including treatment, exists ii) Total water discharge by quality and destination iii) Volume in litres waste water reused 		
D.2.3	A solid waste management plan is implemented, with quantitative goals to minimize waste that is not reused or recycled.	 i) Total waste generated, in tonnes, by type and disposal method ii) Kilograms of waste to landfill per sector specific activity, namely, guest-nights, visitors, revenue, etc. iii) Amount of waste incinerated iv) Number of incidents of hazardous spills v) Percentage of total waste that is reused and recycled 		
D.2.4	The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized; substituted, when available, by non harmful products; and all chemical use is optimally managed.	 i) Hazardous materials in use ii) Percentage of bio-degradable and low phosphate chemicals used to total chemicals iii) Pesticides in use per unit area iv) Decreased usage of harmful substances by volume v) Percentage of harmful substances substituted by sustainable alternatives vi) Changes in water quality 		

	STCI PRINCIPLES	POTENTIAL INDICATORS		
D.2.5	The business implements practices to reduce pollution from noise, light, run-off, erosion, ozone-depleting compounds, and air and soil contaminants.	See D.1.2- D.2.4 for indicators on air, water and soil contaminants Number and types of incidents and complaints Pollution management plan exists for emissions, effluents and waste		
D.3.	Conserving biodiversity, ecosystems and landscapes			
D.3.1	Wildlife species are NOT harvested from the wild, consumed, displayed, sold, or internationally traded, as part of a regulated activity which ensures that these species remain sustainably protected.	i) Company policy exists ii) Company policy is communicated to staff iii) Company policy is communicated to guests iv) Sustainable management plan (see Criteria A.1)developed with scientific experts which includes strategies, current and future plans		
D.3.2	No captive wildlife is held, except for properly regulated scientific activities, and living specimens of protected wildlife species are only kept by those authorized and suitaby equipped	Sustainable management plan developed with scientific experts which includes strategies, current and future plans Conservation policies are included in employee training Existence of captive wildlife for uses other than breeding or rehabilitation to house and care for them, where this is deemed scientifically necessary.		
D.3.3	The business uses endemic species for landscaping and restoration, and takes measures to avoid the introduction of invasive alien or exotic species.	i) Company policy prohibits use of invasive alien species in gardens, landscapes and other areas of operation ii) Number of alien or invasive species present on property iii) Percentage of area of property with alien or invasive species iv) Plan exists for removal and restoration, where required		

	STCI PRINCIPLES	POTENTIAL INDICATORS
D.3.4	The business contributes to the support of biodiversity conservation, including supporting natural protected areas and areas of any biodiversity value.	 i) Percentage of annual budget allocated to support natural protected areas and biodiversity conservation ii) Land restoration area iii) Habitats protected or restored area iv) Whether assessment plan exists
D.3.5	Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is prevented, and the company contributes appropriately to provision of requisite safeguards and conservation management.	i) IUCN Red List and national conservation list species and habitats affected by the company's operations with levels of extinction risk ii) Habitats protected or restored by the company, including as part of participation in partnership projects by area iii) Protected and high value land use owned or managed by the company in area and percentage iv) Percentage of annual budget allocated by the company to restore or rehabilitate natural protected areas or biodiversity conservation

NOTE:

The STCI can be ammended in the future in view of changing condition in consultation with the Tourism industry stakeholders



SUSTAINABLE TOURISM CRITERIA FOR INDIA

FOR BEACHES, BACKWATERS, LAKES & RIVERS

Ministry of Tourism, Government of India www.incredibleindia.org

PRINCIPLES

A. Demonstrate Effective Sustainable Management

- A1. The organisation has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, socio-cultural, quality, health and safety issues.
- A2. The organisation is in compliance with all relevant national legislation and regulations.
- A3. All personnel receive periodic training in the management of environmental, socio-cultural, quality health and safety practices.
- A4. Customer satisfaction is measured and corrective action taken, where appropriate.
- A5. Promotional materials are accurate and complete and do not promise more than can be delivered by the organisation.
- A6. The establishment undertakes to do constant/internal review and improve upon safety and environmental standards keeping in view the best practices globally.

B. Design and construction of buildings and infrastructure

- B1. Comply with Land Usage, Protected or Heritage Area, Coastal Zone and other applicable regulations and requirements.
- B2. Respect the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition in, so far as new construction, including additions and extensions to property, is concerned.
- B3. Use locally appropriate principles of sustainable construction, including local styles, skills and materials for new construction and additions or extensions to property.
- B4. Provide access and facilities for persons with special needs in accordance with principles of universal design.
- B5. Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is provided to visitors, as well as explanations of appropriate

behaviour while visiting natural areas, living cultures and cultural heritage sites.

C. Maximise social and economic benefits to the local community and minimise negative impacts

- C1. The organisation actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation.
- C2. Local residents are employed, including in management positions, wherever feasible. Training is offered, as necessary.
- C3. Local and fair trade services and goods, particularly from MSMEs, are purchased by the organisation, where available.
- C4. The organisation encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).
- C5. A code of behaviour for activities in indigenous and local communities has been developed, with the consent of, and in collaboration with the community and/or neighbourhood.
- C6. The organisation has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.
- C7. The organisation should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender, while completely shunning child labour.
- C8. All employees, including contractual labour, are treated in accordance with national legislation and are paid a fair wage, with the minimum being in accordance with the law.
- C9. The activities of the organisation do not jeopardise the provision of basic services such as water, energy or sanitation to neighbouring communities.
- C10. The organisation undertakes to train the community in resource management, and enhancing employability of community beach/ backwater/lake/river side activity

management, water sports management, wellness activities, cruising and shore excursion management.

D. Maximise benefits to cultural and historical heritage and minimise negative impacts

- D1. The organisation follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction.
- D2. Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by law.
- D3. The organisation contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does not impede access to them by local residents.
- D4. The intellectual property rights of local communities will be respected whenever the organisation uses elements of local art and tradition, architecture, or cultural heritage in its operations, design, decoration, food or shops.

E. Maximise benefits to the environment and minimise negative impacts

E1. Conserving Resources

- E1.1. Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.
- E1.2. The purchase of disposable and consumer goods is measured, and the organisation actively seeks ways to reduce their use.
- E1.3. Energy consumption should be measures, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.
- E1.4. Water consumption should be measured, sources indicated and measures to decrease overall consumption, should be adopted. The organisation practices rainwater harvesting wherever water tables have been receding.

- E1.5. The ancient knowledge and practices followed by local population are well respected.
- E1.6. The establishment understands the principle of carrying capacity and enforces it while providing the services and using resources.

E2. Reducing Pollution

- E2.1. The organisation implements a step-by-step plan to identify, and then quantify, sources of greenhouse gas emissions under its control, and activate measures to offset climate change in a time-bound manner.
- E2.2. Wastewater, including gray water, is treated effectively and reused, where possible.
- E2.3. A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.
- E2.4. The use of harmful substances including pesticides, harmful chemicals, swimming pool disinfectants and cleaning material is minimised; substituted, when available, by innocuous products, and all chemical use is properly managed.
- E2.5. The organisation implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds and air and soil contaminants.
- E2.6. Establishment undertakes to take steps to reduce pollution by avoiding oil spillage, disposal of garbage, sewage, waste in the water body and introduce bio-toilets in the vessels/boats and commitment to oppose open defecation on the beaches & near water bodies.

E3. Conserving biodiversity, ecosystems and landscapes

- E3.1. The organisation does not participate in, accept, allow or encourage the use of, or display or trade in endangered species of flora and fauna, except trophy displays, as permitted under the law.
- E3.2. No wildlife is held in captivity.

- E3.3. The organisation uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.
- E3.4. The organisation supports biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.
- E3.5. Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised, and, if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.
- E3.6. The organisation does not indulge in sand mining from the beach, lake, backwater and river.
- E3.7. The organisation does not make any changes to the contours of rivers, beaches, lakes and backwater.
- E3.8. The organisation respects the existing disaster management plan and helps the local communities during natural disasters.
- E3.9. The organisation does not cut and burn trees.
- E3.10. The organisation spreads awareness among local communities against open defection and garbage disposal.

Chief Seattle's Letter to all the People

Chief Seattle, Chief of the Suquamish Indians allegedly wrote to the American Government in the 1800's - In this letter he gave the most profound understanding of God in all Things. Here is his letter, which should be instilled in the hearts and minds of every parent and child in all the Nations of the World:

"The President in Washington sends word that he wishes to buy our land. But how can you buy or sell the sky? the land? The idea is strange to us. If we do not own the freshness of the air and the sparkle of the water, how can you buy them? Every part of the earth is sacred to my people. Every shining pine needle, every sandy shore, every mist in the dark woods, every meadow, every humming insect. All are holy in the memory and experience of my people.

We know the sap which courses through the trees as we know the blood that courses through our veins. We are part of the earth and it is part of us. The perfumed flowers are our sisters. The bear, the deer, the great eagle, these are our brothers. The rocky crests, the dew in the meadow, the body heat of the pony, and man all belong to the same family.

The shining water that moves in the streams and rivers is not just water, but the blood of our ancestors. If we sell you our land, you must remember that it is sacred. Each glossy reflection in the clear waters of the lakes tells of events and memories in the life of my people. The water's murmur is the voice of my father's father.

The rivers are our brothers. They quench our thirst. They carry our canoes and feed our children. So you must give the rivers the kindness that you would give any brother.

If we sell you our land, remember that the air is precious to us that the air shares its spirit with all the life that it supports. The wind that gave our grandfather his first breath also received his last sigh. The wind also gives our children the spirit of life. So if we sell our land, you must keep it apart and sacred, as a place where man can go to taste the wind that is sweetened by the meadow flowers.

Will you teach your children what we have taught our children? That the earth is our mother? What befalls the earth befalls all the sons of the earth.

This we know: the earth does not belong to man, man belongs to the earth. All things are connected like the blood that unites us all. Man did not weave the web of life; he is merely a strand in it. Whatever he does to the web, he does to himself.

One thing we know: our God is also your God. The earth is precious to him and to harm the earth is to heap contempt on its creator.

Your destiny is a mystery to us. What will happen when the buffalo are all slaughtered? The wild horses tamed? What will happen when the secret corners of the forest are heavy with the scent of many men and the view of the ripe hills is blotted with talking wires? Where will the thicket be? Gone! Where will the eagle be? Gone! And what is to say goodbye to the swift pony and then hunt? The end of living and the beginning of survival.

When the last red man has vanished with this wilderness and his memory is only the shadow of a cloud moving across the prairie, will these shores and forests still be here? Will there be any of the spirit of my people left?

We love this earth as a newborn loves its mother's heartbeat. So, if we sell you our land, love it as we have loved it. Care for it, as we have cared for it. Hold in your mind the memory of the land as it is when you receive it. Preserve the land for all children, and love it, as God loves us.

As we are part of the land, you too are part of the land. This earth is precious to us. It is also precious to you.

One thing we know - there is only one God. No man, be he Red man or White man, can be apart. We ARE all brothers after all.

FOR SAFE & HONOURABLE TOURISM

ADOPTED
ON
1ST JULY 2010

Ministry of Tourism, Government of India www.incredibleindia.org







SAFE AND HONOURABLE TOURISM:-

To leverage the burgeoning global travel and trade and in keeping with the Indian tourism industry's objective of positioning India as a global tourism brand, the Ministry of Tourism has strategically outlined in its policy the central principle of, 'Atithi Devo Bhava' (Guest is God). In stating this, is evident the commitment of Indian tourism to ensure that every tourist in India is physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated.

To meet this objective and at the core of the National tourism policy of 2002 is outlined the seven pillars of tourism, Swagat (Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachanam (Infrastructure Development) and Safai (cleanliness).

'Safe and Honourable Tourism' aims to strengthen the critical pillar of 'Suraksha' (Safety) and ensure that Indian tourism follows international standards of safe tourism practices, applicable for both tourists and local residents i.e local people and communities who may be impacted by tourism in some way. Its central objective is to ensure that tourism activities are undertaken, integrating the need to protect the dignity, safety and the right to freedom from exploitation of all tourists and local residents involved in or impacted by tourism. In today's scenario, following safety guidelines is not just about adhering to the provisions of the seven pillars but also implies good business. As the demand from travellers for safe and secure tourism services increases, this code will assist signatories to build capacities among their services chains and personnel so as to be able to respond to this demand.

SPECIFIC OBJECTIVES -

This code is a guideline of conduct to enable the Indian travel and tourism industry to:

- 1. Encourage tourism activities to be undertaken with respect for basic rights like dignity, safety and freedom from exploitation of both tourists and local residents i.e people and communities who may be impacted by tourism in some way.
- 2. Aid the prevention of prostitution, sex tourism and forms of sexual exploitations like assaults and molestations in tourism to safeguard

the safety of persons, in particular women and children.

3. To enhance prevention of activities like forced or involuntary drug use, manipulated and incorrect information, cultural and social intolerance which could increase vulnerability to crime.

APPLICABILITY:

This code of conduct shall be applicable to all the owners, suppliers, contractors, employees of the travel and tour sector including hotels, restaurants, lodges, guest houses, tour agents, entertainment establishments etc. In addition it shall be applicable to service providers like event management organizations, entertainment providers, transport operators like taxis, buses, tour guides and other services or agencies associated with the tourism sector. This is not a legally binding instrument but a set of guidelines for the tourism industry. In addition to these guidelines, included in this code are key messages that signatories are encouraged to use.

GUIDELINES FOR THE TOURISM INDUSTRY -

1. Information & training of personnel:

- Management will take up measures to build awareness and train staff on the guidelines of this code and appropriate legal provisions to enhance vigilance and to ensure that personnel act in a manner that promotes the safety of tourists, local residents and their own staff
- All hotels and tour operators shall train and maintain two persons as focal points to ensure that all safety norms and guidelines of this code are adhered to. The officers shall provide correct information to tourists, like information on Child lines- 1098, Women Help lines- 1091, local police helpline 100 and also act as a liaison officer with agencies such as the local police station, immigration authorities, civil society partners working in this area, child and women welfare committees etc.
- In case of an incidence of exploitation, personnel shall be sensitized to report correct information to the appropriate authorities act in cooperation with law enforcement agencies,

- other agencies providing care and support and take necessary action to protect the interests of the individual whose rights are violated,.
- Organizations will promote awareness on the code among service providers affiliated to their business such as vendors, contractors, taxi drivers, tour guides, event management companies etc.
- In case of misconduct by a staff member or personnel of a service provider, signatories of the code will commit themselves to act in an unbiased manner, reporting the incidence to appropriate authorities and protecting the interests of the individual whose rights are violated.
- Identified victims shall not be treated as criminals. They should be identified as persons in need of care, protection and should be provided with legal, medical, psycho-social and any other assistance without delay.

2. Public awareness and guest notification:

- Messages of intolerance to any form of exploitation must be
 made evident in appropriate places visible to guests/clients,
 employees and other visitors. Guests and clients must also be
 provided information through the company's website,
 brochures, tickets, bills, in-room/in-flight communication etc
 on issues related to commercial sexual exploitation such as sex
 tourism, prostitution, pornography, forms of sexual assaults,
 molestations and key messages elaborated in this code.
- In order to enhance tolerance for social and cultural norms, signatories of this code must take action to provide information available to their best knowledge on local social and cultural beliefs and norms. Knowledge and tolerance for different social and cultural norms will allow tourists to dress, conduct themselves and respect local beliefs helping them to adjust and thereby reducing the vulnerabilities they might face as foreigners to a particular destination.
- Signatories of the code are encouraged to assist tourists with guidance on safety tips applicable to the specific city/place like places to visit, timings for visits, right dressing and precautions

against moving alone, and against accepting eatables and favors from unknown persons etc. Guests and clients shall be cautioned against solicitations from touts, non-regulated tourism operators and encouraged to consult the website of the Tourism Ministry and other authorized websites.

 Signatories will ensure that a clause is included in registration papers seeking commitment of the tourist to act in a manner that respects the dignity and rights of local residents and also to conduct themselves in a manner that shall aid the tourist's own protection against exploitation.

3. Regulated use of premises and official equipment:

- Management/owners are encouraged to prohibit usage of the
 organization's premises for use or abuse of illicit substances,
 sexual violations and of company equipment for viewing,
 storage, distribution, promotion or use of material which could
 increase vulnerability to exploitations of the nature mentioned
 in this code.
- Individuals under the permitted age shall not be allowed permission in to restricted areas like bars and pubs.
- Tourism service providers shall verify and maintain a record of details pertaining to tourists, personnel and service providers like address, contact details etc and also commit themselves to maintaining confidentiality.
- Internet usage that promotes, seeks any contacts for sex tourism and other sexual services, for search of pornographic material and/or to solicit the sale and purchase of illicit substances shall be prohibited.

4. Ethical business practices and marketing:

- Management/owners shall ensure that all contracts with business partners, suppliers and franchise agreements bear a clause seeking commitment to provisions of the 'Code of conduct for Safe and Honorable Tourism' in their businesses.
- Any tourism enterprise or service provider found to act in a manner that undermines the safety of persons outlined in this code may be blacklisted.

- Sexually explicit images or concepts/images that may
 compromise the safety of individuals shall not be used for
 marketing purposes. An unambiguous company policy shall be
 set up to ensure that marketing and advertising does not support
 the promotion of sexual exploitation or promotion of sexually
 explicit images.
- Signatories are encouraged to patronize vendors and service providers who are committed to adhering to the provisions of this code.

5. Implementation and Monitoring:

- All signatories are required to maintain an annual report on 'Code of conduct for Safe and Honourable Tourism' and submit it to a designated authority.
- Management/owners shall report on:
 - Training and capacity building initiatives carried out for personnel/ staff.
 - Means adopted to raise awareness on safety among guests, personnel and service providers.

6. EDITORS

EDITOR-IN-CHIEF

Mandip Singh Soin FRGS is an Explorer, Mountaineer, Environmentalist and an Ecotourism specialist and is the Founder & Managing Director of Ibex Expeditions Pvt Ltd., an award-winning tourism company of India. He is also the Founder President of the Ecotourism Society of India, the National body for Responsible Tourism.

He established Ibex Expeditions in 1979 as a specialist travel company doing customised journeys in the area of Ecotourism, Adventure journeys, Wildlife & Safari travel and personalized cultural tours in India. Their operations extend to Sri Lanka, Nepal, Bhutan, Borneo, Tibet, Mongolia, Madagascar, Peru, Morocco & Namibia.

Rated by National Geographic as one of 'The Best Adventure Travel Companies on Earth', Ibex has been the recipient of four International awards and two National awards.

- Most Innovative Tour Operator 2011 by the Ministry of Tourism, Government of India.
- Award of Excellence by the Ministry of Tourism, India, for being India's most Eco Friendly organisation 2001
- World Travel Market Environmental Company Award 2000
- Green Globe Distinction award for outstanding Environmental Achievements 1999
- PATA Gold Award for Environment 1999
- PATA Asia Discovery Award 1998

In 2012, Mandip received the honour of the Arjuna award for Adventure – The Tenzing Norgay National Adventure Award for Lifetime Achievement from the President of India.

Mandip was declared India's Most Versatile Adventure person by the Limca Book of Records in 1992 and the only Indian to have received the Ness Award from the Royal Geographical Society, UK, for Expeditions and Explorations.

His diverse expeditions & explorations span over 45 countries and in 6 continents.

He took an Earth pledge to make a difference after an environmental expedition in 1989 - Ice walk - in the Canadian Arctic near the North Pole, supported by the United Nations Environment Programme (UNEP) which studied the depleting ozone hole and global warming.

In 2002, he participated in an Indo Pakistan Friendship Expedition in the Swiss Alps to propose making the Siachen glacier into a Trans Boundary Environmental Peace Park under the aegis of the UIAA and IUCN. In 2003, he led the International Ecotourism and Volcano expedition to the Andaman & Nicobar Islands. In 2008, an ecotourism expedition in the Chambal ravines with the MPEDB, set into motion the idea of bringing Tourism employment to the controversial local communities and propose the area as a World Heritage site.

Recipient of the PATA Foundations 'Lord Duncan Sandy's Scholarship' to study tourism and conservation at the University of York in the UK, he has also undertaken a course in Green Productivity & Ecotourism in Indonesia under the Asian Productivity Organisation in Indonesia.

He was Chairman of the Environment & Ecotourism Committee of the PATA India Chapter & a member of the Sustainable Tourism Advisory committee of PATA internationally. He has served as a member on the National Tourism Advisory Council of India and serves as a Member of the jury for the Tourism for Tomorrow Awards of the World Travel & Tourism Council.

He is a Member of the Ecotourism Development Board of the Government of Madhya Pradesh and the State Ecotourism Society of Himachal Pradesh and is a Trustee of the Himalayan Environment Trust.

He represents India for the Access & Conservation Commission & the Mountain Protection Commission of the UIAA (The World Climbing and Mountaineering Federation).

Mandip was the former Senior Vice President of the Adventure Tour Operators Association of India and Chair for the South Asia Chapter of The Explorers Club, USA.

He lectures frequently in different parts of the world on environment, ecotourism and adventure and when not on expedition or planning customised journeys at Ibex Expeditions, Mandip devotes his time to spreading the message of conservation, environment protection and responsible travel.

EDITORS

Rakesh Mathur is a Founder and Honorary Secretary of the Ecotourism Society of India. He was CEO of BASS Hoel (now IHG) for south and west Asia and President of Welcom Heritage Hotels. Post retirement he is now Director and Principal Advisor to Zinc Hospitality, Crossroads Hotels and Specialty Restaurants Ltd. Mr. Mathur has been at the forefront of promoting Heritage Tourism in India and has won several awards and recognitions for his work. He was awarded the Karmaveer Puraskaar by the Indian Confederation of NOGs – iCONGO – for launching the Concept and Code of Conduct of Safe and Honourable Tourism.

Seema Bhatt is the Honorary Vice President of the Ecotourism Society of India. She is an independent consultant working on issues related to climate change, biodiversity and ecotourism. She has worked extensively with ecotourism projects across India and South Asia. Seema recently co-authored a book on Ecotourism Development in India published by the Cambridge University Press and is currently working on setting standards for ecotourism in India.

Dörte Kasüske holds a M.Sc. in Tourism and Regional Planning. Supported by the 'Heinz Nixdorf Scholarship Programme to promote work experience of German high potentials in the Asia-Pacific region' Ms. Kasüske was interning with the Ecotourism Society of India. Having a keen interest in the social impacts of tourism, she conducted in-depth research on community participation and transformation in Myanmar and worked as an independent consultant on responsible tourism issues.

