

**PROMOTING & ENSURING
ENVIRONMENTALLY RESPONSIBLE
AND SUSTAINABLE TOURISM
PRACTICES**



In India, the concern to minimize the visitor footprint goes back to the 1930s with school teams from the Doon valley journeying off the beaten track in Garhwal. These included the crossing of the Kalindi Khal on the Bhagirathi-Alaknanda watershed in 1937 with Tenzing Norgay in support. That came with the legacy of the first ascent of Kamet (25,446 ft) when the returning climbers discovered the 'Valley of Flowers'.

Thus ecotourism in India is not a new credo. The first beginnings with guided commercial trips gained ground in the early 1970s.

The Ministry of Tourism, Government of India brought together all accumulated experience in the thrust towards sustainable tourism. For this purpose, in 1998, the Ministry formulated and disseminated its Ecotourism Guidelines for a diversity of stakeholders.

Formalising contemporary sustainability needs, the Ecotourism Society of India (ESOI) was formed in 2008 as a non-profit organisation by a group of environmentally sensitive professionals from the tourism industry with the Ministry's encouragement.

ESOI's principal objective is to promote and ensure environmentally responsible and sustainable practices in the tourism industry.

ESOI works with the central and state governments as well as a growing network of community representatives and stakeholders within and outside India to facilitate synergy in sustainable tourism initiatives.

ECOTOURISM SOCIETY OF INDIA

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National Body for Responsible Tourism

www.ecotourismsocietyofindia.org

The **Ecotourism Society of India (ESOI)** was formed in 2008 as a non-profit organisation by a group of environmentally sensitive professionals from the tourism industry with encouragement of the Ministry of Tourism, Government of India to promote and ensure environmentally responsible and sustainable practices in the tourism industry.

ESOI has been registered under the Societies Act XXI, 1860, under Regn.No.S/61047/2008. All founding members and office bearers work on a voluntary basis for ESOI.

ESOI works closely with the central and state governments and their designated offices as well as networking with like-minded players to facilitate synergy in policies and initiatives at the national and state level.

Towards this objective, ESOI launched its series of workshops on 'Environmental Law and Tourism' in September 2008 in Delhi in partnership with WWF-India. ESOI has so far successfully conducted four workshops in different states, with the support of their state tourism departments and the PATA India Chapter.

ESOI invites you to support its initiatives for spreading awareness of sustainable tourism practices and their implementation with a code of ethics.

PARTNER



ESOI's objectives include:

- ◆ Encourage minimum carbon footprint.
- ◆ Encourage sustainable use of resources and renewable energy.
- ◆ Encourage energy saving practices, including water harvesting and solar and wind energy sources.
- ◆ Encourage waste management practices.
- ◆ Encourage use of local practices, materials, skills and styles.
- ◆ Encourage tourism service providers to enhance the quality of their products and services.
- ◆ Document the features of eco-sensitive areas.
- ◆ Continually identify new ecotourism destinations.



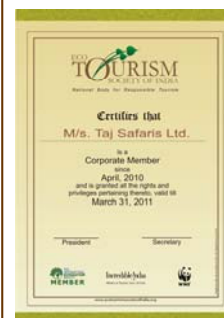
Membership advantages:

1. Sharing and promoting sustainable tourism practices.
2. Invitation to training programmes and seminars at discounted rate.
3. Tourists' recognition of members' commitment to responsible practices.
4. Represent members' viewpoint concerning ecotourism with government bodies.
5. Access to domain research data, policies and guidelines.
6. Sharing experiences & knowledge with ecotourism bodies worldwide.
7. Listing of members' details and profile in ESOI website, with hyperlinks to members' websites.
8. Networking opportunities with creative and innovative people involved in sustainable tourism practices throughout India.
9. Special member discounts and privilege spots for advertisement in ESOI website, e-newsletters, etc.
10. Member discounts or complimentary copies of ESOI publications, CDs containing workshop proceedings, etc.

Membership category & fees	(Indian Rupees)	
	Admission	Annual
Individual Membership	5,000	1,500
Associate Corporate*	12,500	2,500
Institutional	20,000	5,000
Corporate	25,000	5,000
Patron—Corporate	1,00,000	—
Patron- Govt / PSU Donor	3,00,000	—

*turnover < Rs.1 crore

Download membership application from www.ecotourismsocietyofindia.org



Announcing ESOI's 5th workshop on

'PRACTICING RESPONSIBLE TOURISM'

November 26–27, 2010

Indeco Hotels, Mahabalipuram

Tamil Nadu

Incredible India

