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The heart of
Incredible India

**Sustainable Tourism Criteria For India
'Practicing Responsible Tourism,
Regional Workshop, Bhopal, September 25-26, 2018**

Signed by

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REPORT OF THE SESSION

Venue: Conference Room, Deliberations

Time: 10.00 am - 1:00pm

Setting the Context for Responsible Tourism

Welcome Address: Mr. Rakesh Mathur (ESOI)

These **STCI familiarisation and capacity building** workshops are extremely beneficial as they help the Tourism service providers in **Demystifying the concept of Sustainability** in every day Tourism business- by breaking it into easy, to do, 'sustainable' steps that are easy to emulate and apply.

The workshops aim at setting corrective and curative measures with regard to Tourism practices with ecological sensitivity and conservation of nature and community development in the region. These practices will be highlighted by speakers who practice them in their businesses and yet benefit financially along with creating a lighter footprint and supporting the local communities and environment.

The workshop shall not only familiarize participants with concepts of Sustainable Tourism and STCI, but also involve the understanding of its nuances and applicability. Hence it should be considered as training in 'Sustainable Tourism'. Each participant will receive a certificate of participation and training which would be handy whenever such a parameter based incentive is announced by the Ministry of Tourism, Government of India.

Special Address on MP Tourism: Dr.T Iiyaraja

1. Dr.T Iiyaraja (MD, MPSTDC) - Real meaning of prosperity will come when there is economic stability applied across all allied sectors with regards to cost cutting and also with respect to culture diversity. In India, mass tourism that includes pilgrimage is prevalent. In Madhya Pradesh such destinations include Omkareshwar. In Madhya Pradesh, hotels are adopting various sustainability measures such as installation of solar panels etc. He highlighted issues of water scarcity in Mandu. Environmental sustainability should go hand in hands with economic sustainability.

Key Points:

- Green Initiatives
- Segregation of Waste

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- Certification with incentives
- Evaluation
- Carrying capacity
- Appropriate R&D for innovations
- Integrated approach
- Minimization of carbon footprint

Introduction about ESOI (Mr Rakesh Mathur, Honorary Secretary, ESOI)

What is Ecotourism Society of India

Ecotourism Society of India (ESOI) is a non-profit organisation that proposes to promote and ensure environmentally responsible and sustainable practices in the tourism industry.

The Ecotourism Society of India (ESOI) was formed in 2008, at the behest of the MoT, comprising 13 widely experienced founding members from state government departments of tourism and forests, the tourism industry, wildlife conservation, NGOs and also Members of Parliament. This national body for ecotourism stands on three pillars:

- Engaging in advocacy
- Helping create policies and guidelines
- Helping with certification

ESOI works closely with the central and state government bodies responsible for sustainable tourism and a network of like-minded regional / state players across the country to facilitate and support synergy of policies, initiatives and activities at the national and state level.

In its advocacy role, ESOI has conducted workshops across the country. These workshops allow for knowledge sharing, capacity building and a better understanding of ecotourism and its practical implementation. They also help raise awareness on the implications of unsustainable 'business as usual' tourism and the need for green measures.

The society is open to membership to conscious companies and individuals who wish to walk the sustainable path and lend support to the cause.

Objectives

The **Ecotourism Society of India** is dedicated to the promotion of sustainable development in tourism and to responsible best practices in and among the tourism fraternity. All funds/income generated shall be utilized towards the promotion of the aims and objectives of

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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. Tourists and visitors numbers and tourism practices must 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 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. Organize training and other activities to create awareness on ecotourism, sustainable and responsible tourism.
16. To 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

Speech by Mr. Hari Ranjan Rao (Principal Secretary Tourism)

Time 10:45 A.M.

Mr. Rao gave a brief overview of Madhya Pradesh as a tourist destination being promoted through Wildlife Tourism, Heritage Tourism, Nature Tourism, Pilgrimage Tourism, and Adventure Tourism and Sustainable tourism practices. He stated that tourism is not always about luxury but also about the environment. He mentioned various household examples to

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relate with day to day working of concept of reuse, recycle, reduce and refuse.

Adventure based activities have high impacts and low investments. He highlighted trendy activities like Cycling, City Walk with locals, Heritage Run being organized for the locals. 11 cities identified for heritage walks include: Indore, Bhopal, Chanderi, Ujjain Vidisha, Orcha, Jabalpur. Tourism Quiz are being organized at primary, secondary and higher secondary schools is fast gaining popularity.

High Value Low Impact Tourism has great potential in the state. Developing way side amenities need to be looked at. Heritage properties need to be promoted. The state is also becoming very popular for film tourism. 12 projects are in pipeline. The MP Travel Mart is also fast gaining popularity. Developing water-based tourism should be done keeping in mind carrying capacity and sanitation issues. He highlighted the issue of regulation versus voluntary compliance. He also discussed issues of regulation vs voluntary compliance.

Key Points

- Reduce, Reuse, Recycle
- Need for a balancing act with luxury tourism
- Involvement of citizens through heritage walks, cycling etc
- Involvement of school children through the nature quiz
- Re-visit the Tourism Policy
- High Value Low Impact Tourism
- Promotion of film tourism
- Skills Training
- Road map for ecosensitive zones
- Regulation versus Voluntary Compliance

2. Ms. Bhawana Valambe- She gave a recap all the points covered by speakers and also emphasized the need parameters for balancing needs of people with conservation of ecosystems.

3. Issues and Concerns in Tourism: Ms Seema Bhatt

She talked about the range of tourism activities that include: Nature-based holidays; hill stations, adventure tourism, wildlife tourism etc. There exists a conflict between tourism, conservation and the community. Mass tourism results in adverse impacts such as sexual

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harassment, demand for timber, noise pollution, garbage disposable, wildlife disturbance, and desecration of heritage properties. This is what resulted in the evolution of ecotourism. She shared with the audience a number of examples of good ecotourism from different parts of the country.

Key Points:

- Mass tourism's negative impact on the environment and local communities
- Sustainable Tourism as a tool for Sustainable Development
- Promote local culture, local art and local cuisine
- Requirements for ecotourism are: Capacity Building, Education, Feedback Mechanisms, Code of Conduct and carrying Capacity Studies.

Panel Discussion: How to Re-energize MP Tourism?

1. Mr. Faiz Rashid- Jehanuma Palace
2. Mr. Rakesh Chopra -Radiant Travels
3. Mr. Anand Kumar- Principal IHM, Bhopal
4. Dr. S. Sreenivasa Murthy- Member Secretary- MP State Biodiversity Board
5. Mr. Jitendra Agarwal (Retrd. PCCF)
6. Mr. Ali Rashied- Reni Pani Lodge

1. Jitendra Agarwal talked about MP's progressive state policies and amenable socio-cultural environment. The different issues he pointed out were related to discipline, adoption of good practices while visiting a destination, improvement in the training of the personnel, capacity building and marketing, observing carrying capacity, understanding and working on solutions. Focus on the aspirations of the people should always to be kept in mind.

Key Points:

- Dynamic solutions to determine carrying capacity
 - Need for Integrated planning
2. Ali Rashid talked about the wide range of tourism destinations in the state.

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Key Points:

- Need to focus on wildlife other than just the tiger
- Dispersal of tourism destinations for lower impact
- Utilisation of buffer zones
- Better training and capacity building of local community and hotel management
- Better inter-sectoral coordination

3. Dr. Sreenivasa Murthy focused on tourism in Panna Tiger Reserve.

Key Points:

- Diversify tourism such as the promotion of monsoon tourism
- Create tourism packages that include both natural and cultural tourism

4. Mr. Rakesh Chopra emphasized on the tourism experience.

Key Points:

- Appropriate capacity building for guides and skill-based training
- Transportation
- Taxation

5. Mr. Anand Kumar said in his discussion that awareness about being responsible begins at home. He said that education at the primary and secondary education should focus on being responsible.

Key Points:

- Training and capacity building for local communities
- Need for better awareness

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6. Mr. Faiz Rashid talked about the road and air connectivity and better infrastructure for wildlife destinations. He also talked about the involvement of local communities as staff in hotels.

Key Points:

- Better connectivity for tourism
- Focus on children
- Mandatory employment of local community as staff in rural areas
- Need to address issues of plastic, garbage segregation and recycling

7. II Session Panel Discussion

Post Lunch.

02:25 p.m.

TECHNICAL SESSION2: SCOPE OF BEING RESPONSIBLE.

Mr.Rakesh Mathur: Sustainability is good Business-Responsible Practices in Tourism

Fundamental Concepts

1. Concept of Perpetual Sustainability.
2. Mass tourism and hotels can result in high consumption of energy, high wastage and high pollution.
3. Higher the experience, higher the cost
4. Uncontrolled tourism needs to be addressed.

Mr Mathur shared a sustainability chart and highlighted the fact we ought to recycle but we fail tragically.

He further discussed that where have we gone wrong?

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1. Sheer pressure of population growth causing high rate of depletion of natural resources.
2. Basic human greed to consume more and more
3. Lack of education

Ecotourism is equally important for urban hotels. Pollutants like gas, liquid and solid are generated on a large scale every day. Saving son energy consumption add directly to profits. Energy costs are the highest in hotels. Have to set Certain benchmarks have to be set for hotels and regular checks carried out to ensure that standards are maintained.

Garbage segregation should be at the source. Housekeeping staff needs to be oriented to do the same. Identify the economic benefits. Share your best practices with your colleagues and stakeholders. Reward good ideas and initiatives.

Guidelines for Ecotourism Projects in Hotels

1. Avoid artificial room fresheners.
2. Regular servicing and changing of air filters.
3. Treat your water properly.
4. No smoking area signages.
5. White and reflecting colours on walls.

Water:

1. Water conservation
2. Water recharging system
3. Changing bed linen to be avoided.
4. Reutilization of water.
5. Regular checking of water distribution system for leaks.

Energy

1. Use gas or inductions over electric systems like ovens.
2. Use of solar power.

Proper Waste Segregation

1. Wet garbage can be converted to compost.
2. Dry garbage needs to be recycled.
3. Reusable cloth Laundry Bags.
4. Purchase amenities in bulk.

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5. Use of natural products.
6. Encourage, train and motivate staff for waste management.

Sewage

1. Onsite sewage treatment plant
2. Recycle and reuse of waste water

Guidelines for Natural and Wildlife Lodges

1. Rain water harvesting.
2. Use of renewable energy resources.
3. 3 R's policies also including the 4th r of reducing.
4. Local food products.

New Ideas and Innovations.

1. Bucket bath
2. Small mirror size
3. Aircraft size toilets.
4. Use of rubber boards instead of teak etc
5. Solar reflection on windows, to generate power.
6. Reduce room sizes
7. Cotton mattresses
8. Use of potted plants instead of cut flowers.
9. CFL, LED use at every stage
10. Ban on plastic items.

For best results:

1. Feedback
2. Incentives
3. Share with colleagues best practices.

4. SESSION BY: DR. ANJUNA DHIR

TIME: 03:00 P.M.

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**SUSTAINABLE TOURISM CRITERIA FOR INDIA- INTRODUCTION,
RELEVANCE & NEED**

STCI

Based on Global Sustainable tourism Criteria. It is a certification plan to check on our sustainability quotient. Accepted and launched by Ministry of tourism government of India. Sustainable tourism is a responsibility for all including types of destination, including mass tourism

Four Pillars of sustainability

1. Economic viability
2. Socio- cultural responsibility
3. Tourism management plan
4. Environmental and biodiversity accountability.

STCI scans:

1. Policy
2. Procedure
3. Training
4. Records
5. Complaint mechanism

Procedures.

1. Maximize historic and cultural benefit.
2. Maximize environment benefit.
3. Maximize socio economic.
4. Sustainable infrastructure.
5. Environmental benefit.

Principles.

- a. Demonstrate Effective sustainable management.
- b. Maximize social and economic benefit to the local community and minimize local impact.

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SESSION BY: MS.TARUNA SINGH

TIME: 03: 20 P.M.

**CONVERTING TOURISM INTO RESPONSIBLE BUSINESS- THE
CERTIFICATION PROCESS- GICIA**

1. Certification
It means to obtain a predefined standard. Certification in tourism is based on
 1. Quality
 2. Sustainability
 3. Involvement of communities
2. Why STCI certification
 - a. Helps distinguish genuine claims
 - b. Improves industry environmental, social and economic performance.
 - c. Provide tangible/ intangible benefits
3. Who does the certification
 - a. Third party monitoring and evaluation committee
 - b. Standard owner MOT/ESOI / tourism industry (Accommodation and tour operators)
4. STCI certification process
 - a. Application
 - b. Application added to ESOI database
 - c. Review of applicant documents.
 - d. On-site audit
 - e. Report
 - f. Certification decision
 - g. Surveillance audit
 - h. Recertification

Ms.Taruna also went in detail to explain how the STCI certification works. Certification is not given out if there is a major failure based on the assessment marks is given out.

Application can also be cancelled. It also helps to keep a check on seeing the actions if it is taken based on the suggestions given in the previous functional year. Recertification after 3

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years. If you have 60-75% bronze rating, 75%-85% - silver star rating, 85%- 100%- gold star rating.

Benefits include:

1. A seal of confidence.
2. Informing consumer choice
3. Stimulating market development
4. Encouraging continuous improvement
5. Feel good factor- even profits can buy..!

During the question answer sessions. Mr.Gujral a delegate volunteered to share his thought on sustainability. The Gujral family runs Jabalpur's first 3-star hotel. He mentioned in detail about how the property runs on solar power. Solar power is used to power the water motor to pump water since the time of establishment. They have never bothered about hitting the motor button as they have an automated level intimation system which the motor switches on when it goes down. He also mentioned about the social responsibility they have taken up on packing the extra food and placing it in refrigerators just outside the walls of the hotel which allows people who cant afford one time food access to it.

Technical Session 3 Technology of Being Responsible

Participatory exercise that involved participants addressing the following three questions:

1. Where do we want to reach from where we are now?
2. What are the constraints that stop us from reaching our goals
3. The fastest action points that can be taken in the existing set up to reach our sustainability goals?

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Valedictory address..

- Bhawna madam's address
- We need to follow ST practices
- It is difficult..
- Awareness .. Challenges- constant re-iteration of sustainability measures
- Money is yours but resources are ours.
- MPSTDC, MPTB, Vision document- has ST....Rural Tourism..
- Tourism destination- needs sustainability.../ Confidence in our intentions
- ECO sensitive zones Master plan..
- Convergence of ideas..
- Safety of the women – tourist... taekwondo
- Dist level body. District tourism development council... headed by DC- micro planning – 30 destinations..
- MP Touerism adopts STCI

(DAY 2)

26/09/2018

The day started with Mr.Rakesh Mathur addressing the participants. The meeting was postponed to 10:00 a.m. from the actual time of 09:30 a.m. because we were expecting some more participants. He also announced that He (Mr.Rakesh Mathur) will be the moderator for the day.

Mr. Rakesh invited Mr H.S. Pabla (ESOI), Mr.Ajit Sonakia and Mr.Aly Rashid to the podium for their discussions

Session by: Mr. H.S.Pabla (ESOI)

Time: 10:05 a.m.

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Topic: **Conservation Challenges in Madhya Pradesh**

Nature, ecotourism, wildlife are all connected to each other. All are inter-dependent. When we talk of wild animal, why do we save them who can kill or cause loss to property? He divided all living being into 2 categories, namely living organism without which survival will become questionable (Termites, Earthworm, Honeybees) and wild animals (Elephant, Tigers, Deers).

3 problems faced in protecting wild animals.

1. Population
2. Poverty
3. Prosperity.

Our lifestyle is enlarged as compared to previous generation. Resources are used in large number, demand is increasing at a micro level i.e. family. More demand is forcing us to enter into the forest and destroy habitat of wild animal in which they live, wild animals are valuable alive than dead.

Protected area Vs Wildlife Corridors.

India has 700 national parks and sanctuaries. Having national parks doesn't serve the movement of animals, buffer zones had to be come up with. We came up with forest corridors. India lacks land space for forest corridors. Wildlife management needs intervention.

Animal rights Vs Conservation

Wild animals can be protected in 2 situation. If they are not a threat to society or as a source of revenue and benefit to the society and community. Wildlife creates in employment but also creates loss to the people who live in close contact with them. Wild animals destroy crops, life and property because we conserve it.

Minimize conflict, Generate Benefit

When Panna national park was created there was a conflict by the locals as their lands were under the conserved area. Though it created a lot of tourist jobs at the cost of the local

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property. Eco tourism is the only tool made wild animal acceptable to the masses and acted in conservation. 10% jobs in the world is through tourism.

Eco tourism, Nature tourism, Wildlife tourism not seen as a solution.

Power imbalance between centre and states

Forest right 2006.

This law states till December 2005 who have occupied a land is theirs. It emphasizes the importance of land ownership being given to the locals.

Man and animals have always been in conflict. Killing and consumption of each other has always been the norms of nature. Wildlife cannot be conserved through religious beliefs, you need a strong economic and logical argument to convince the people. In 2013 hoteliers opposed the idea of ceasing tourism inside wildlife areas. Eco tourism was an outcome of that opposition. They had validation as tourism could create a belief of conservation and a sense of responsibility. Today people are not ready to compromise on their comforts, so there is a deficit of talent. We always have learnt that forest ecosystem is a resource but wildlife has been ignored.

He concluded by saying that wildlife should be also been seen as a natural resource helping to create awareness among the citizens and how important they are for maintaining the balance in nature

Session by : Mr.Ali Rashid

Time: 10:45 a.m.

Topic: **More to the Jungle than Tigers.**

He stated how Madhya Pradesh is the hotspot for India's Flora and Fauna. Wildlife that is ignored. Wildlife tourism in MP is always about tourism that surrounding the tiger, Ignoring our natural wealth. This caused too many accommodation provisions to pop up over time. We have 6 tiger reserves and 25 wildlife sanctuaries and many buffer area. India is the

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6th most bio diverse countries in the world, and 139th in ecotourism. In India we have not valued into giving benefit. 13 cat species, 4 bear species.

Talking about his works in the Satpura region. Walking and canoeing is low impact tourism that gives importance to the place than just tiger viewing. Madhya Pradesh has a lot of opportunities as we have all kind of topograophies, like rivers, gorges, Hills, Valleys, Marshes, etc. elephant back safari could be promoted. He has his trained staff serving Indians and foreigners with much enthusiasm and great skill set. Local awareness to the contribution is also highly valued. Local guides are trained to be well informed about wildlife and wildlife tracking adding to the adventure of being around wildlife than just viewing it. The 'Iconic 5 Species' Leopard, Sloth Bear, Wild Dog, Gaur, giant squirrel. Engaging and developing a homestay model to get more into the discovering wildlife in detail.

Session by: Mr. Ajit Sonakia

Time: 11:05 a.m.

Topic : **Carbon Management- the crucial role of forests in Madhya Pradesh.**

Carbon management is in discussion. Carbon dioxide is what is bothering us, it's one of the 6 greenhouse gases. Carbon dioxide has a lot of sources apart from natural sources. CO₂ emissions due to human actions has resulted in rise in temperature. 51% is contributed by power production alone. UN in 1950 realised the main reason to carbon to the environment is Fossil Fuel. If BOU (Business as usual) continues in our behaviour then CO₂ will increase to a point where the environment will break down. Carbon dioxide can only be controlled by the natural process of photosynthesis and can be achieved through increasing the green cultivation or plantation. Littering contributes to carbon footprints majorly in India.

Session By: Ms.Shama Pundarekar

Time: 11:25 a.m.

Topic: **Tourism Impact on a Destination**

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What makes tourism sustainable?

- Social Sustenance
- Economic sustenance
- Environmental sustenance

Theories on how to evaluate social impact of tourism.

extrinsic dimension

- Stages of tourism development
- Tourism residence ratio
- Type of tourist who are coming in

Intrinsic dimension

- Socio-economic characteristic
- Proximity
- period of residence

she discussed about 2 types of leakages in tourism

1. import leakage
2. export leakage

Capacity planning: Increasing the tourist footfall kills the destination. Where people comes to see a river and the people inflow is so much that people rarely see the river.

Increasing tourism also helps in bettering the infrastructural and safe for the tourist.

Cleanliness has been given more importance because of demand.

Talking about the Kumb Mela in Ujjain, For the event there were provisions made, but when the demand is over or the event is over there is no occupancy which doesn't generate revenue. It degrades the maintenance. Cultivable land was concreted to accommodate people.

Developing destination:

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1. Identify the destination and circuits

Government provides

- 5 crores- minor destination
- 8 crore – minor circuit
- 25 crore- mega destination projects
- 50 crore – mega circuit project

A question and answer round was conducted to solve and interact with the audience.