RAKESH MATHUR, Hon. President
Former CEO, BASS (IHG) HOTELS, South & West Asia &
Former President, ITC WelcomHeritage Hotels
Director and Principal Advisor:
LORDS Hotels and Resorts
WOODBRIDGE Guest Homes
About RTSOI

The Responsible Tourism Society of India, RTSOI (formerly known as Ecotourism Society of India (ESOI)) was formed in 2008, at the behest of the Ministry of Tourism (MoT), led by 13 founding members who are to senior professionals from the tourism and hospitality industry, Senior state & central government officers, wildlife conservationists, NGOs and also Members of Parliament.

RTSOI works closely with Central and State Governments and regional stakeholders across the country to establish RESPONSIBLE TOURISM PRACTICES.

The Society is a nationally recognised body on Responsible and Sustainable Tourism with strong links to similar bodies and organisations around the world.
As a nationally recognised body, the Responsible Tourism Society of India will engage in the broader vision of establishing India as a forerunner in the movement towards responsible tourism and transformational travel.

To propagate Tourism that holds itself accountable for the CURRENT and FUTURE ECONOMIC, SOCIAL & ENVIRONMENTAL Impact, addressing the needs as well as the responsibilities of TRAVELERS, INDUSTRY and HOST COMMUNITIES.

This will be accomplished with efforts targeted at the tourism and hospitality industry, related associations and the ministry of tourism through:

1. **Awareness and advocacy** through campaigns and events.
2. Establishing **guidelines, policies & certification** for the industry.
3. Offer comprehensive **research** and **support** to government bodies and private stakeholders.
1. **Develop policies** with the Ministry of Tourism and various other stakeholders
2. **Create thorough & definite guidelines** and **codes of conduct** for the tourism and hospitality industry that are aligned with global parameters yet valid in the national and regional context to certify and **promote sustainable tourism**. This would include:
   a) Encourage **zero pollution**-generating practices with respect to water, air, noise, soil and environment.
   b) Encourage **energy saving** practices, alternate energy solutions.
   c) Encourage **water harvesting**, watershed management and recycling.
   d) Encourage good **waste management** practices
   e) List parameters for **sensitive land use** that does not impinge upon local resources.
   f) Encourage **community participation** and development
g) Encourage use of local human resources by imparting skills training & utilizing locally available skills and talent, thus creating local opportunities and help in mitigating urban migrations.

h) Encourage fair wage policy in keeping with the Niti Ayog regulations for hospitality and tourism employment.

i) Encourage purchase of locally available resources and fair trade for food products, crafts, textiles and art, craft, architecture.

j) Encourage re-purposing of heritage buildings, local and vernacular building techniques for hospitality projects.

k) Discourage over-tourism by setting regulations for destination management.

l) Encourage networking and work distribution with local service providers so that products & services are sustainable and eco-friendly.

m) Non-Commoditization of wildlife and sensitive practices to uphold conservation perspectives.

n) Non-commoditization of tribal and sensitive areas through unregulated photography and insensitive tourism.
3. **Document** ecologically, geologically and socially sensitive areas with a view to preserve its cultural heritage, natural history, community living and traditions.

4. To undertake **carrying capacity studies** in all diverse geographical, ecological and social regions of India. Create inviolate areas against the influx of tourism to protect the regions.

5. **Study existing government policies** on sustainability in tourism and hospitality, measure impact and suggest upgrades and implementation.

6. **Create work-shops** at national and regional levels with strong local leaders to create an unbroken chain of awareness, use of sustainable practices and impact assessment. This will allow us to gauge the impact of RTSOI.

7. **Create national and regional events** for positive networking between different stake holders in the industry to create alignment of the RTSOI values.

8. Run BtoB and BtoC **campaigns** to mainstream the values of RTSOI.

9. Promote the cause of **safe and honorable** tourism and **pledge** of sustainable tourism.

10. Promote **school education** in being a responsible citizen and organized **social service**.
The Responsible Tourism Society of India is dedicated to the promotion of sustainable and responsible tourism practices within the tourism industry. All funds/income generated are utilized towards achieving the following objectives of the society.

1. TABULATE ECO-SENSITIVE AREAS where tourism will have an impact on the social, cultural and natural environment.
2. Make strategies 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. Develop POLICIES AND CODES OF CONDUCT for promotion of Sustainable & Responsible tourism, and help create an implementation Strategy.
5. Develop a Sustainability based CERTIFICATION of tourism service providers.
6. Act as a WATCHDOG for excessive consumption of Natural Resources and any negative impact of/on the tourism sector.
7. Support RESEARCH in Tourism.
8. Work with service providers to enhance QUALITY OF their PRODUCT AND SERVICES to a level so they can be SUSTAINABLE and eco-friendly.
9. Encourage use of appropriate LOCAL practices, materials, art, craft, architecture, food etc.
10. Encourage MINIMAL CONSPICUOUS consumption and prevent excessive CONSUMPTION of ENERGY.
13. Encourage LOW POLLUTION-generating practices and Minimize CARBON Footprint.
14. Organize TRAINING and other activities to create AWARENESS on Ecotourism, Sustainable and Responsible tourism.
15. To COLLABORATE with like-minded bodies and implement ecotourism objectives in India and abroad.
16. To continually identify new Ecotourism destinations, Strengthen Ecotourism and make INDIA A PREFERRED ECOTOURISM DESTINATION.
<table>
<thead>
<tr>
<th><strong>Mr. Mandip Singh Soin FRGS</strong></th>
<th><strong>Mr. Prem Das Rai</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Founder &amp; Managing Director, Ibex Expeditions</td>
<td>Member of Parliament, Sikkim</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mr. Rakesh Mathur</strong></th>
<th><strong>Mr. Jose Dominic</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Former CEO, BASS (IHG) HOTELS, South &amp; West Asia. &amp; Former President, ITC WelcomHeritage Hotels Director and Principal Advisor: LORDS Hotels and Resorts WOODBRIDGE Guest Homes</td>
<td>M.D. &amp; C.E.O, CGH Earth Experience Hotels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mr. Toby Sinclair</strong></th>
<th><strong>Mr. Ravi Singh</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Wildlife Film Maker &amp; Director, &amp; Beyond Asia and India Safari &amp; Tours</td>
<td>CEO, WWF India</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mr. Krishna Kumar Singh</strong></th>
<th><strong>Dr. Venu V. IAS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>President, Lok Vaniki Samiti Madhya Pradesh Former MLA, Madhya Pradesh</td>
<td>Principal Secretary, Revenue, Kerala</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mr. Steve Borgia</strong></th>
<th><strong>Mr. Avay Shukla</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>CMD, INDeco Leisure Hotels Pvt Ltd</td>
<td>Former Additional Chief Secretary, Forests, Govt. of Himachal Pradesh</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mr. Sarath C.R.</strong></th>
<th><strong>Mr. Niranjan Khatri</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Freelance Naturalist and Associate Director (Conservation), Evolve Back Resorts</td>
<td>Former GM Environment Initiatives, ITC Hotels, Founder iSambhav</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mr. Sudhir Sahi</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>International Tourism Consultant</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Title/Position</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Mr. Rakesh Mathur</td>
<td>Honorary President</td>
</tr>
<tr>
<td>Former CEO, BASS (IHG) HOTELS, South &amp; West Asia. &amp; Former President, ITC WelcomHeritage Hotels Director and Principal Advisor: LORDS Hotels and Resorts &amp; WOODBRIDGE Guest Homes</td>
<td></td>
</tr>
<tr>
<td>Mr. Rohit Kohli</td>
<td>Honorary Vice President</td>
</tr>
<tr>
<td>Joint Managing Director</td>
<td></td>
</tr>
<tr>
<td>Creative Travel Pvt. Ltd., New Delhi</td>
<td></td>
</tr>
<tr>
<td>Ms. Seema Bhatt</td>
<td>Honorary Vice President</td>
</tr>
<tr>
<td>National Biodiversity Expert, Food and Agriculture Organization of the United Nations, India</td>
<td></td>
</tr>
<tr>
<td>Ms. Mridula Tangirala</td>
<td>Honorary Secretary</td>
</tr>
<tr>
<td>Head Tourism, Tata Trusts, New Delhi</td>
<td></td>
</tr>
<tr>
<td>Mr. Anirudh Chaoji</td>
<td>Honorary Treasurer</td>
</tr>
<tr>
<td>Biologist - Tadoba Andhari Tiger Reserve Ecologist &amp; Director, Ran Mangli &amp; Ecologics.in Founder and Ex-Director, Pugmarks Eco Tours Pvt Ltd</td>
<td></td>
</tr>
<tr>
<td>Mr. Steve Borgia</td>
<td>Honorary Imm. Past President</td>
</tr>
<tr>
<td>CMD, INDeco Leisure Hotels Pvt. Ltd., Tamil Nadu</td>
<td></td>
</tr>
<tr>
<td>Mr. Jose Dominic</td>
<td>M.D. &amp; C.E.O. CGH Earth Experience Hotels, Kochi, Kerala</td>
</tr>
<tr>
<td>Mr. Mandip Singh Soin</td>
<td>FRGS, Founder President RTSOI</td>
</tr>
<tr>
<td>Founder &amp; Managing Director, Ibex Expeditions</td>
<td></td>
</tr>
<tr>
<td>Mr. Dipak Deva</td>
<td>Managing Director Sita, TCI, Distant Frontiers and TCI Go Vacations, New Delhi</td>
</tr>
<tr>
<td>Mr. Anil Kumar Sharma</td>
<td>CEO, A Sharma Associates (Architects)</td>
</tr>
<tr>
<td>Director, Hospitality Industry Architecture, Interiors, &amp; Management, New Delhi.</td>
<td></td>
</tr>
<tr>
<td>Ms. Akanksha Garg</td>
<td>Director &amp; CEO (Resorts)</td>
</tr>
<tr>
<td>Waxpol Hotels and Resorts Ltd</td>
<td></td>
</tr>
<tr>
<td>Mr. Shoba Narayanswamy</td>
<td>Founder RARE India @ Strategy &amp; Execution, New Delhi</td>
</tr>
</tbody>
</table>
GRAND PATRON MEMBERS
1. Kerala Tourism
2. Gujarat Tourism
3. Chattisgarh Tourism
4. Air BnB
5. Madhya Pradesh Tourism Board

PATRON MEMBERS
1. Madhya Pradesh State Tourism Development Corporation
2. Tamil Nadu Tourism Development Corporation
3. Jammu & Kashmir Tourism
4. Indian Tourism Development Corporation (ITDC)
5. Andhra Pradesh Tourism
6. Himachal Pradesh Responsible Tourism Society
7. Travel Corporation of India

INSTITUTIONAL MEMBERS
1. Punjab Heritage & Tourism Promotion Board
2. The Eco Tourism Society of Himachal Pradesh
RTSOI : Honorary Members & Goodwill Ambassadors

1. H.H. Maharaja Gaj Singh Ji, Maharaja of Marwar, Jodhpur, President IHHA & Chairman Jodhana Trust

2. Shri M.P. Bezbaruah IAS, Former Secretary, Ministry of Tourism & Member North East Council.

3. Shri Shilabhadra Banerjee IAS, Former Secretary, Ministry of Tourism & Director ITC Ltd.

4. Shri Sujit Banerjee IAS, Former Secretary, Ministry of Tourism & Secretary General, WTTC India Initiative.

5. Dr. H.S. Pabla, IFS, Former Principal Chief Conservator of Forests (Wildlife) and Chief Wildlife Warden of Madhya Pradesh.

6. Shri Vinod Zutshi, IAS, Former Secretary, Ministry of Tourism & Chairman, New India Tourism

7. Ms. Latika Nath, Brand Ambassador (RTSOI), Conservation, Ecologist & Photographer

8. Shri Arjun Mathur, Brand Ambassador (RTSOI), Film Actor and Painter
1. **20 Workshops** in 18 cities, well attended by tourism stakeholders for members, private sector, corporates and Government.

2. RTSOI Founding Members part of the **Core Committee** for developing the **Sustainable Tourism Criteria of India (STCI)** based on the Global Sustainable Tourism Criteria (GSTC).

3. Members part of the Committee to develop the **12th Five Year Plan on Tourism for Sustainable Tourism Policies**.

4. Members serve on the **National Tourism Advisory Council**.

5. RTSOI Pioneered the **Chambal Wildlife Reserve Project** to rehabilitate dacoits into naturalists and guides along with the Madhya Pradesh Ecotourism Development Board.

6. Principal Partner of **Workshop** on wildlife tourism organized by **CII in Bhopal**.

7. Conducted a study & submitted a report for **Haryana Forest Department** to convert their guest houses & lodges to **Eco Tourism destination**
8. MOU with Ministry of Tourism (MOT).

9. Partnerships with INTACH, WWF-INDIA, WTTC, Wanderlust, GICIA India Pvt. Ltd, HPECOSOC, MP Tourism Board, IITTM, SKAL CLUB, FICCI-FLO.

10. Published and Edited over 7 books and conference handbooks on capacity building, responsible tourism and environment.

11. Conducted ecotourism conclave for Manipur Government and submitted draft ecotourism policy.

12. Circulated environment charter for all member hotels.


14. Submitted code of conduct of safe and honorable tourism and pledge for sustainable tourism.

15. Submitted proposal to Ministry of Education and ministry of tourism on school education in being a responsible citizen.

16. Edited responsible tourism and environment handbook for MoT.
BICST 2013
BHOPAL INTERNATIONAL CONFERENCE ON SUSTAINABLE TOURISM
“Tourism: Enabler for Conservation, Livelihood and Sustainable Growth”
April 18-19, 2013 - Bhopal

INTERNATIONAL CONFERENCE 2013
A Pioneering initiative to rehabilitate dacoits into naturalists and Guides by RTSOI & Madhya Pradesh Responsible Tourism Development Board.
Publications

2010
- RESPONSIBLE TOURISM
- ISSUES AND PRACTICES
- LESSONS FROM GUWAHATI AND AURANGABAD WORKSHOPS

2012
- A practitioner’s guide to responsible tourism
- More from less

2013
- BHOPAL INTERNATIONAL CONFERENCE ON SUSTAINABLE TOURISM 2013
- TOURISM: AN ENABLER FOR CONSERVATION, LIVELIHOODS AND SUSTAINABLE GROWTH
- CONFERENCE PROCEEDINGS
Edited three editions of Responsible Tourism and Environment handbook published by the MOT in collaboration with the PATA India Chapter Environment Committee.

Aimed at giving practical educational information about eco-tourism and environmental best practices.
Sustainability is no longer a choice, it is a responsibility essential for survival and continuity in every industry. We believe that Tourism with its obvious advantages should be in the forefront of this movement in making Tourism a sustainable industry.

RTSOI invites companies and individuals who wish to walk the sustainable path as members to aid the RTSOI mission to make tourism and hospitality in India conscious, aware and sustainable.
PLEDGE FOR COMMITMENT TOWARDS SAFE & HONOURABLE TOURISM AND SUSTAINABLE TOURISM

If 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, if 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

On behalf of

In the presence of
1. Being a part of like-minded, environmentally aware, action oriented society of tourism and hospitality professionals

2. Opportunity to learn, share and promote sustainable tourism best practices in life and business.

3. Participate in members-only training programs, seminars, workshops and conferences

4. RTSOI logo usage on website and other promos as recognition and validity of commitment to responsible tourism practices.

5. Opportunity to be a part of the think tank advisory to the government bodies.

6. Access to RTSOI research data, policies and guidelines

7. Exposure to experiences & knowledge of Responsible Tourism & responsible tourism associations worldwide.

8. Listing on RTSOI website with hyperlinks to individual websites.
9. **Networking** opportunities with innovative people and pioneers of sustainable tourism and businesses in India and around the world.

10. **Members privileges** to advertise and share best practices, awards and recognition on the RTSOI website, e-newsletters etc.

11. Member **discounts** and complimentary copies of RTSOI **publications**.

12. Potential for **lead generation** through the comprehensive RTSOI website.


14. **Tax Exemption** on contributions made to RTSOI under Section 80 G. Consider this as CSR Initiative.
Advantages of STCI are as follows:

1. Principles are based on the Global Sustainable Tourism Criteria (GSTC)
2. Accepted and launched by Ministry of Tourism, Govt of India.
3. Propagated & Promoted by Responsible Tourism Society of India, – which is the Sustainability partner with the Ministry of Tourism, Govt. of India.
1. Demonstrate Effective Sustainable Management
2. Design and construction of buildings and infrastructure
3. Maximise social and economic benefits to the local community and minimise negative impacts
4. Maximise benefits to cultural and historical heritage and minimise negative impacts
5. Maximise benefits to the environment and minimize negative impacts
   * Conserving Resources
   * Reducing Pollution
   * Conserving biodiversity, ecosystems and landscapes
STCI - Implementation Plan

1. Workshops to advocate sustainability by MoT, for all stakeholders.
2. Incentives for establishments complying with STCI.
3. Hunar Se Rozgar: An initiative for unskilled, low-skilled, semi-skilled workers as well as crafts people.
4. MSME tourism service providers to be specially supported.
5. Certification through innovative use of existing mechanism/consultant.
6. Training of Trainers through institutional arrangements.
7. School and college curricula to incorporate Sustainable Tourism.
8. Calendar of participatory activities on ministry website.
10. Evolving governance coefficients to enable realistic monitoring and evaluation of sustainable tourism implementation.
We believe in **perpetual sustainability**, and not just long term.

If we Think we can bring about change, then let us **Believe we can be the change**.

Be a member now ! Together let’s **make India tourism the first carbon positive industry.**

admin@rtsoi.org

www.rtsoi.org
The Responsible Tourism Society of India
(A non-government, non-profit organization)

Dr. Anjuna Dhir
Executive Director
Mobile: +91-9811031980
Email: anjunadhir@rtsoi.org

Sanjay Ahirwal
Manager - Admin & Programmes
Mobile: +91-9015226116
Email: admin@rtsoi.org

Responsible Tourism Society of India
Office: E-75, Basement, East of Kailash, New Delhi - 110065
Tel.: 011-45793028; Website: www.rtsoi.org

Tax benefit u/s 80G of Income Tax Act for all donations / contributions

Make this your CSR