

FORMERLY THE ECOTOURISM SOCIETY OF INDIA

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 tousim 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.



RTSOI: Mission Statement

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 stake holders.



RTSOI: Primary Objectives

- 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**.

RTSOI: Primary Objectives – As Per

Attachment

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. 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
- 11. Encourage Energy SAVING PRACTICES, Water Harvesting, Use of Solar and other Natural Energy Sources.
- 12. Encourage good WASTE MANAGEMENT Practices, especially of non-bio-degradable materials.
- 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.



International Tourism Consultant

RTSOI: Founding Members

Mr. Mandip Singh Soin FRGS Founder & Managing Director, Ibex Expeditions	Mr. Prem Das Rai Member of Parliament, Sikkim
Mr. Rakesh Mathur Former CEO, BASS (IHG) HOTELS, South & West Asia. & Former President, ITC WelcomHeritage Hotels Director and Principal Advisor: LORDS Hotels and Resorts WOODBRIDGE Guest Homes	Mr. Jose Dominic M.D. & C.E.O, CGH Earth Experience Hotels
Mr. Toby Sinclair Wildlife Film Maker & Director, & Beyond Asia and India Safari & Tours	Mr. Ravi Singh CEO, WWF India
Mr. Krishna Kumar Singh President, Lok Vaniki Samiti Madhya Pradesh Former MLA, Madhya Pradesh	Dr. Venu V. IAS Principal Secretary, Revenue, Kerala
Mr. Steve Borgia CMD, INDeco Leisure Hotels Pvt Ltd	Mr. Avay Shukla Former Additional Chief Secretary, Forests, Govt. of Himachal Pradesh
Mr. Sarath C.R. Freelance Naturalist and Associate Director (Conservation), Evolve Back Resorts	Mr. Niranjan Khatri Former GM Environment Initiatives, ITC Hotels, Founder iSambhav



RTSOI : Governing Body

Mr. Rakesh Mathur, Honorary 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	Mr. Jose Dominic M.D. & C.E.O, CGH Earth Experience Hotels, Kochi, Kerala
Mr. Rohit Kohli, Honorary Vice President Joint Managing Director Creative Travel Pvt. Ltd., New Delhi	Mr. Mandip Singh Soin FRGS, Founder President RTSOI Founder & Managing Director, Ibex Expeditions
Ms. Seema Bhatt, Honorary Vice President National Biodiversity Expert, Food and Agriculture Organization of the United Nations, India	Mr. Dipak Deva Managing Director Sita, TCI, Distant Frontiers and TCI Go Vacations, New Delhi
Ms. Mridula Tangirala, Honorary Secretary Head Tourism, Tata Trusts, New Delhi	Mr. Anil Kumar Sharma CEO, A Sharma Associates (Architects) Director, Hospitality Industry Architecture, Interiors, & Management, New Delhi.
Mr. Anirudh Chaoji, Honorary Treasurer Biologist - Tadoba Andhari Tiger Reserve Ecologist & Director, Ran Mangli & Ecologics.in Founder and Ex-Director, Pugmarks Eco Tours Pvt Ltd	Ms. Akanksha Garg Director & CEO (Resorts) Waxpol Hotels and Resorts Ltd
Mr. Steve Borgia, Honorary Imm. Past President CMD, INDeco Leisure Hotels Pvt. Ltd., Tamil Nadu	Ms. Shoba Narayanswamy Founder RARE India @ Strategy & Execution, New Delhi



RTSOI: Grand Patrons, Patrons and Institutional Members.

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

INSTITIONAL 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



RTSOI: Accomplishments 2008-2020

- 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



RTSOI: Accomplishments 2008-2020

- 8. MOU with Ministry of Tourism (MOT).
- 10. Published and Edited over **7 books** and conference handbooks on capacity building, responsible tourism and environment.
- 11. Coducted **ecotourism conclave** for **Manipur** Government and submitted draft **ecotourism policy**.
- 12. Circulated environment charter for all member hotels
- 13. Drafted responsible tourist policy for ministry of tourism
- 14. Submitted code of conduct of **safe and honorable** tourism and **pledge** for sustainable tourism.
- 15. Submitted proposal to Ministry od education and ministry of tourism on school education in being a responsible citizen.
- 16. Edited responsible tourism and environment handbook for MoT.



WORKSHOPS





INTERNATIONAL CONFERENCE 2013











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

CHAMBAL PROJECT







Publications

2010 2012 2013



RESPONSIBLE TOURISM

ISSUES AND PRACTICES



LESSONS FROM GUWAHATI AND AURANGABAD WORKSHOPS





A practitioner's guide to responsible tourism

More from less

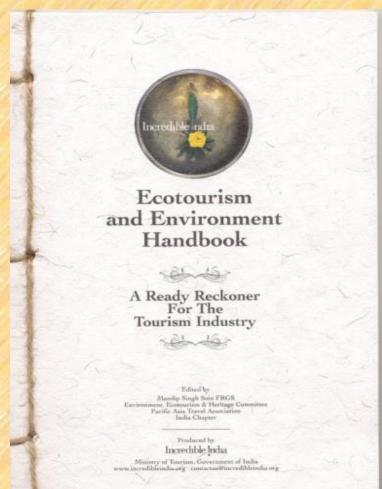
Ecotourism Society of India

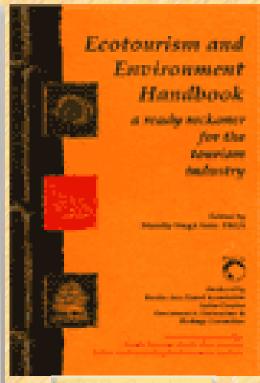




Responsible Tourism and Environment handbook published by the MOT in collaboration with the PATA India Chapter Environment Committee

Aimed at giving practical educational information about eco-tourism and environmental best practices.









RTSOI: Membership Invitation

Sustainability is no longer a choice, it is a reponsibility 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.





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	
On behalf of	
In the presence of And Director	



अतुल्य!भारत

सुरक्षित और सम्मानजनक पर्यटन और सतत पर्यटन के प्रति प्रतिबद्धता के लिए प्रतिज्ञा

मैं/हम हमारी समृद्ध और प्राचीन सभ्यता की संस्कृति और लोकाचार तथा हमारी बहु-सांस्कृतिक समाज की सहनशील और उदार प्रकृति को कायम रखते हुए अपना कार्य करने की सत्य निष्ठा से प्रतिज्ञा करता हूँ/करते हैं और अपनी वचनबद्धता दोहराता हूँ/दोहराते हैं। हम उन सभी अपमानजनक कार्यों, जो हमारे देश की प्रवृति के विपरीत हैं, से सभी व्यक्तियों विशेषकर महिलाओं और बच्चों की सुरक्षा सुनिश्चित करते हुए उद्यम करेंगे। हम एतद्द्वारा सुरक्षित एवं सम्मानजनक पर्यटन हेतु आचार संहिता के पालन का वचन देते हैं।

यह स्वीकार करते हुए कि पृथ्वी के प्रत्येक संसाधन सीमित तथा नाशवान है, मैं/हम सर्वोत्तम पर्यावरण और विरासत संरक्षण मानकों के अनुकूल सतत पर्यटन व्यवहारों को पूर्णतः कार्यान्वित करने की भी प्रतिज्ञा करता हूँ/करते हैं, तािक मेरे/हमारे वर्तमान पर्यटन संसाधन की आवश्यकताओं का स्थानीय समुदाय के लाभ और भावी सतत उपयोगों, दोनों के लिए अधिकतम उपयोग किया जा सके।

हस्ताक्षर
की ओर से
की उपस्थिति



RTSOI: Membership Advantages

- 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.



RTSOI: Membership Advantages

- 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.
- 13. Opportunity for STCI certification in near future.
- **14. Tax Exemption** on contributions made to RTSOI under Section 80 G. Consider this as CSR Initiative.



RTSOI & Sustainable Tourism Criteria for India (STCI)

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.
- 9. Capacity building in industry.
- 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



(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