

Advancing Sustainability in Wildlife Tourism



Editor's Note

Wildlife tourism today stands at a crucial crossroads. Protected areas are not just biodiversity hotspots - they are shared landscapes where conservation, community livelihoods, and tourism must work in harmony.

Sustainability in wildlife tourism goes beyond reducing environmental impact. It means creating systems that strengthen conservation, empower local communities, and ensure long-term economic resilience.

Responsible safari operations, ethical business practices, community partnerships, and credible certification frameworks are central to this effort.

As travellers become more conscious and selective, the sector has an opportunity - and a responsibility - to lead by example. By committing to measurable sustainability standards and collaborative action, wildlife tourism can remain a powerful force for conservation and inclusive growth for generations to come.

Happy reading,
Team TOFT



Sustainability is not a trend - it is
the foundation of tourism's future.

SUPPORTER
FEATURE

Lodge of the Quarter



Vrruksh Eco Stay Tadoba-Andhari Tiger Reserve



Vrruksh Eco-Stay, managed by Virya Wildlife Tours, is nestled in the peaceful village of Bhamdeli, just off the Moharli Safari Gate of the Tadoba-Andhari Tiger Reserve (TATR) in Maharashtra. Spread over nearly three acres, the property is embraced by native vegetation with mango, jamun, lemon, bamboo, and mahogany trees, creating a tranquil forest ambience. Tadoba-Andhari Tiger Reserve is Maharashtra's oldest and one of its largest protected wildlife landscapes, formed by merging Tadoba National Park (established in 1955) with Andhari Wildlife Sanctuary in 1993-1995 to form it into a tiger reserve under India's Project Tiger initiative to conserve Bengal tigers and their habitat.

[More Details](#)





EXPERT PERSPECTIVE

Safaris and Sustainable Conservation in Karnataka

By Julian Matthews, Founder – TOFT

It is encouraging to see safaris resume in Karnataka with renewed emphasis on local employment and community support. Responsible ecotourism has consistently played a constructive role in strengthening conservation while generating sustainable livelihoods.

However, ecotourism has often been unfairly blamed for challenges linked to wildlife conflict and management. Rising tiger densities are, in fact, a reflection of successful conservation. The real question is how to proactively manage growing wildlife populations alongside expanding human settlements. This is fundamentally a management and policy issue requiring coordinated action between forest authorities, conservationists, communities, and responsible tourism stakeholders.

Ecotourism, when well-regulated and community-focused, is not the problem - it is part of the solution. It creates livelihoods, builds local support for conservation, and generates awareness among visitors.

The real question is how to proactively manage growing wildlife populations alongside expanding human settlements.

With balanced, science-led policies and collaborative decision-making, Karnataka can continue to demonstrate how conservation, community welfare, and responsible tourism can coexist successfully.



Sustainability & Wildlife

Latest Updates



Sustainable Practices - Pench Jungle Camp

As a significant conservation initiative, Pench Jungle Camp has dedicated approximately 40 acres of privately owned forest land exclusively to wildlife conservation. This area is preserved in a completely natural and undisturbed state, allowing native flora and fauna to thrive without human interference. By protecting this raw habitat, the camp supports local biodiversity and provides a safe refuge for a wide range of wild animal species.

[More Details](#)

New Supporters & Certifications

New



Supporters



New



Members



New



PUG Audited Lodges



Upcoming Events

Mahua Festival (1st–5th April) **Pugdundee Safaris**

From 1st to 5th April, Pugdundee Safaris invites guests to experience the forest in its Mahua season across their lodges. The Mahua Festival brings together immersive nature walks, regional cultural encounters, and a thoughtfully crafted seasonal farm-to-table menu celebrating Mahua flavours, curated by Chef Harshita Kakwani. Guests can expect quiet, meaningful moments that offer a rare connection to the forest and its rhythms.

Get in touch to be part of this limited seasonal experience:
www.pugdundeefaris.com



FROM TOFT

FAM Trip to Kathmandu & Chitwan, Nepal (2-6 February 2026)

TOFT organised a familiarisation (FAM) trip to Kathmandu and Chitwan, Nepal, in partnership with **Hotel Barahi Kathmandu and Barahi Jungle Lodge**. The initiative aimed to strengthen regional partnerships and promote responsible, conservation-led travel across Nepal's cultural and wilderness landscapes.

Travel partners from **Travel Inn, Tigerwalah, and Alive Tours & Travels** participated, gaining first-hand exposure to Nepal's approach to heritage preservation, community engagement, and wildlife conservation. The programme included **visits to heritage landmarks such as Boudhanath Stupa, Swayambhunath Stupa, and Patan, followed by a wilderness experience in Chitwan National Park focused on conservation management, biodiversity protection, and community integration.**



Hosted at Hotel Barahi Kathmandu and Barahi Jungle Lodge, the group experienced sustainability-conscious hospitality alongside authentic Nepali warmth. The FAM trip reinforced TOFT's commitment to building responsible tourism networks across South Asia through collaboration and conservation-driven partnerships.



Partners



Thank you



Supported by



FROM TOFT

TOFT as Sustainability Partner at SATTE 2026 Leading the Way in Responsible Wildlife and Nature Tourism

India and Asia's largest travel trade exhibition, South Asia Travel and Tourism Exchange (SATTE) 2026, was successfully held from February 25–27, 2026 at Yashobhoomi (India International Convention & Expo Centre) in New Delhi.

With decades of legacy, **SATTE** once again reaffirmed its position as a premier B2B networking platform for the global travel and tourism industry. The exhibition floor saw vibrant business exchanges, high-level networking, and focused discussions on the evolving priorities of the sector - particularly sustainability and responsible tourism growth.

As the official Sustainability Partner, TOFT played a pivotal role in driving conversations around wildlife and nature tourism. For over two decades, TOFT has brought together ITOs, DMCs, lodges, and tour operators under one umbrella, creating a collaborative platform committed to conservation-led tourism. Through its "PUG" eco-certification standards, TOFT continues to guide members towards measurable, credible sustainability practices



that protect biodiversity and support local communities. TOFT also promoted Travelife certification for travel agents and tour operators, reinforcing measurable sustainability benchmarks across the travel distribution chain.

The response from the industry was overwhelmingly positive. A significant number of businesses expressed interest in certification pathways, practical sustainability tools, and long-term partnerships focused on protecting wildlife and fragile ecosystems. SATTE 2026 clearly demonstrated that the trade is not only ready for change - but actively embracing it.



FROM TOFT

TOFT & Travelife Partnership Renewed Strengthening Sustainable Tourism Through 2026



We are delighted to share that TOFT and Travelife for Tour Operators have renewed their partnership through 2026, continuing our joint commitment to building a more sustainable tourism sector in India and Nepal.

Since 2022, this collaboration has helped tour operators take meaningful steps toward internationally recognised sustainability standards, supported by practical tools, training, and clear certification pathways. With this renewed agreement, **TOFT will keep expanding access to Travelife's systems and resources, appoint sustainability coaches, and champion certified members across the region.**



At its heart, this partnership is about more than certification- it's about ensuring tourism protects wildlife, supports local communities, and strengthens India and Nepal's reputation as responsible, forward-looking destinations.

Job Openings

Pench Jungle Camp

Pench Jungle Camp offers well-structured internship programmes for individuals aspiring to build careers in wildlife conservation and eco-tourism. These internships provide hands-on field exposure, insights into local biodiversity, and practical training in sustainable tourism operations.

[More Details](#)

Ameliya Safaris

Ameliya Safaris is a boutique wildlife travel company designing immersive safari experiences across India and Africa. Rooted in deep field knowledge, conservation values, and high-touch guest service, their work sits at the intersection of wildlife, storytelling, travel design, and responsible tourism.

Current Openings:

Travel Curator & Safari Planner – Delhi/NCR

Program Assistant – Delhi/NCR

Marketing Intern – Delhi/NCR

Professional Wildlife Guide & Host – MP or Delhi/NCR

[More Details](#)

Supporter Spotlight



[Visit Website](#)

We're grateful to Greaves UK for their generous support of TOFT's conservation and responsible tourism work.

Support like this helps us continue protecting wildlife, strengthening local livelihoods, and encouraging more responsible ways of travelling across nature-rich destinations.

For nearly five decades, Greaves Travel has believed in travel that gives back. Long before sustainability became a buzzword, this family-owned company was already committed to caring for the communities, cultures, heritage, and wildlife connected to their journeys. Since the 1970s, their initiatives have grown to include improving access to clean water and sanitation in rural areas, supporting vulnerable children in Delhi, helping restore historic monuments, and protecting endangered species.





Get Involved

We invite supporters and partners to:



Share sustainability stories and best practices



Contribute guest articles and expert insights

Apply for joining TOFT, Travelife certification, or PUG audit

For joining TOFT and PUG Certification – admin@toftindia.org

For Travelife Membership – toftigers@toftindia.org



TOFT works to promote responsible tourism that supports conservation, communities, and credible sustainability standards.



www.toftigers.org

Job Openings

Name of the Organisation

Job Position

Location

Expected Joining Date

Professional Movements / New Joinings

Photograph of the new joiner
(high-resolution image preferred)

Name of the Organisation

Name & Designation of the New Joiner

A brief introduction (2-3 lines)

Member Milestones



Two TOFT member lodges recognised for outstanding community engagement



Increased adoption of sustainability reporting across member properties

