



TX2

DOUBLE THE NUMBER OF

TIGERS

Sustainable Tourism as a Conservation Tool

**Communication, Education,
Empowerment**

OUR PARTNERS

Khalid Pasha, CA|TS Manager | WWF Tigers Alive | WWF Singapore

WWF Tigers Alive (WWF Singapore), Expert Advisor on Protected Areas

WWF Tigers Alive is WWF's highly ambitious and visionary species recovery programme. WWF Tigers Alive Initiative is working on doubling the number of wild tigers by 2022. Currently, at an estimated number of 3200, the tiger population is at high risk of being endangered due to poaching and illegal wildlife trade. The initiative is focusing on 13 landscapes that the world's top tiger experts have.

Julian Matthews, TOFTigers Founder Director

TOFTigers Initiative (the United Kingdom), Expert Advisor on Sustainable Tourism

TOFTigers is an NGO which is focusing on advocating, planning, supporting and funding the protection, conservation and rewilding of natural wilderness and their wild inhabitants, especially tiger habitat, through the clever and wise use of nature tourism, using better visitor guidance, more community involvement, targeted green investment and enhanced governance and monitoring.



AGENDA FOR TODAY

- India versus Kenya (Protected Areas)

Recommendations for sustainable tourism:

Phase 1: Communication

Phase 2: Planning

Phase 3: Development

- Summary of recommendations
- Discussion

Kenya versus India - Protected Areas

LEWA
Laikipia
Kenya

- Partnership for Conservation
- Wildlife Guardians
- Impact of Education
- Results for People
- Supporting Pastoral Livelihoods
- Energy-Saving Stoves
- Tourism with an Impact

OL PEJETIA
Laikipia
Kenya

- Conservation & Tourism
- Agriculture
- Human Capital
- Technology
- Fundraising
- Security

Rathambore
National
Park, India

- Asia's first self-sustaining park
- Long-term land use planning
- Benefits of visitation
- Environmental awareness & monitoring
- Incentives (tax benefits & capital)
- Visitor facilities & briefings
- Improved vehicle system

Leverage
Points

- Stakeholder Engagement / Dialogue
- Sustainable Tourism development with engagement of local communities (conservation strategy?)
- Fundraising System for environmental awareness, skills development & monitoring, facilities, vehicle system, etc.
- Security System
- Model of Financial Sustainability

THE ISSUE

- Bengal Tigers are Endangered
- Sustainable Development in Ranthambore National Park

Stakeholders

1. Locals
2. Indian Citizens
3. Indian Government
4. Wealthy Indian Families
5. Conservation Community

Strategies

- Benefits of sustainable tourism
- Develop Infrastructure
- Sustainable Tourism
- Cultural Heritage



Target Audience



1. Local Community
2. Wealthy Indian Families
3. Global Conservation Community

SWOT Analysis - Local Communities

S

- Knowledge of the area
- Local political power
- Take part in decision-making
- Value nature

O

- Create sustainable development through tourism
- Increase the local government revenue
- Create and develop educational programs
- Raise awareness of tiger conservation

W

- No awareness of benefits of tourism for the area;
- Afraid of changes;
- Low education;
- Low access to information;
- Don't know the real benefit that tigers have in their social and economic life
- Directed affected by everything that happens in the park

T

- Lose control of the process
- Poaching

Communication & Education

A

Common Name
Bengal Tiger

Aa

Scientific Name
Panthera tigris



Geographic habitat
Widely distributed across India.



Length
275-290cm (male), 260cm (female)



Weight
135-230 kg



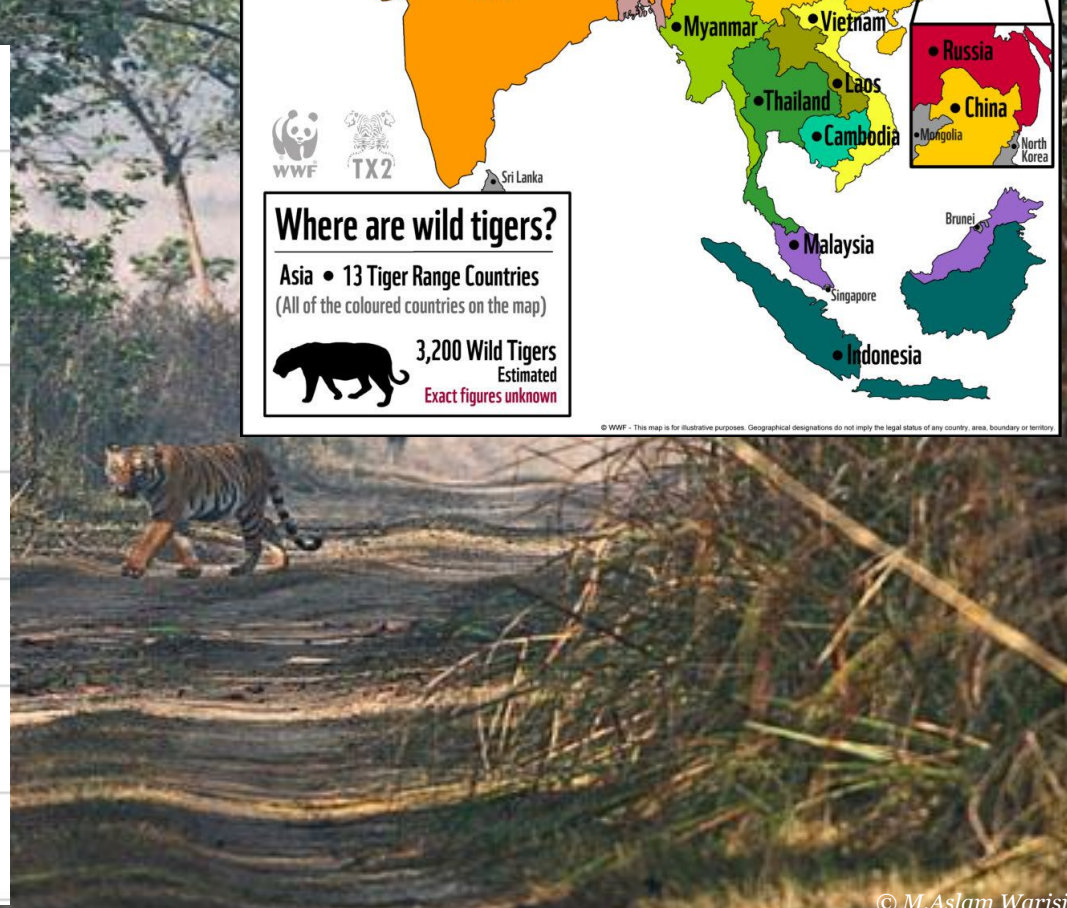
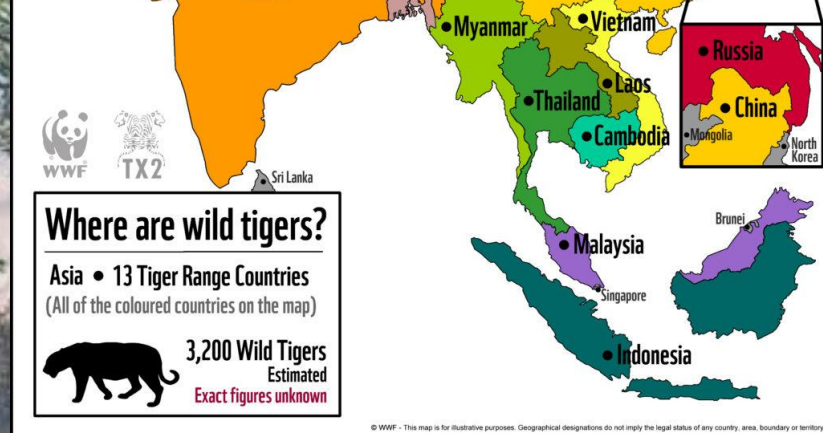
Population
1945-2491 (Mean = 2226)



Did you know?
Tiger stripes are individually as unique as human fingerprints.



Status
Endangered



Local Communities



1. **Workshop with specialists**
2. **Executive Summary with visual graphics**
3. **Communicate and retain their values**
4. **Engage in communication with community leaders and the people**
5. **Empower the community to work together**

Local Communities Cont.



6. Campaign focused on key benefits
7. Provide a platform for the community to voice their opinion
8. Show the community their voice was taken into account during the process

Awareness Through Art & Culture



POWER, ROYALTY, FERTILITY, STRENGTH

SWOT Analysis - Wealthy Indian Families

S

- Private funding for the park and reserve
- Access to various networks

W

- Not enough willing participants

O

- Create an incentive for behind the scenes access to the park
- Annual reports and updates
- Events for more awareness and fund raisers

T

- Sees an economic benefit to developing on the reserve instead of preserving it

Sustainable Tourism in Ranthambore National Park

- 
- ★ **Local Infrastructure Development**
 - Conservation educational facility for local community and tourism
 - <https://www.childreninthewilderness.com>

★ **CAT Walks**

★ **Security**

★ **Night Safari**



Return on Investment in the Wild

© Alex Walsh / WWF

Increasing Tiger
population

Infrastructure
development &
Educational Facility

Economic Growth &
Development for local
businesses

Retained Cultural
Heritage & Passion for
Future Generations

Small acts, when multiplied by millions of people,
can transform the world

- Howard Zinn

SWOT Analysis - Conservation Community

S

- Provides funding
- Spreads awareness to their own communities

W

- Such a large audience does not always participate

O

- Creating a call to action and a drive for people to participate
- Global Platform
- Influencing other people
- Create a tourism drive for those who live outside of India

T

- Lack of conservations who can help take action

Conservationists: HOW to help!

1. Spread the Word
(EDUCATE!)
2. Global Scale = Social Media
3. Promote Tourism in India
(Ranthambore)
4. Create Passion for Bengal
Tigers

Carrying Capacity



1. Establish No. from safety measures
2. Collect carrying capacity data from other successful parks
3. Identify the laws and policy for capacity regulations
4. Create innovative solutions to slow foot traffic within the park



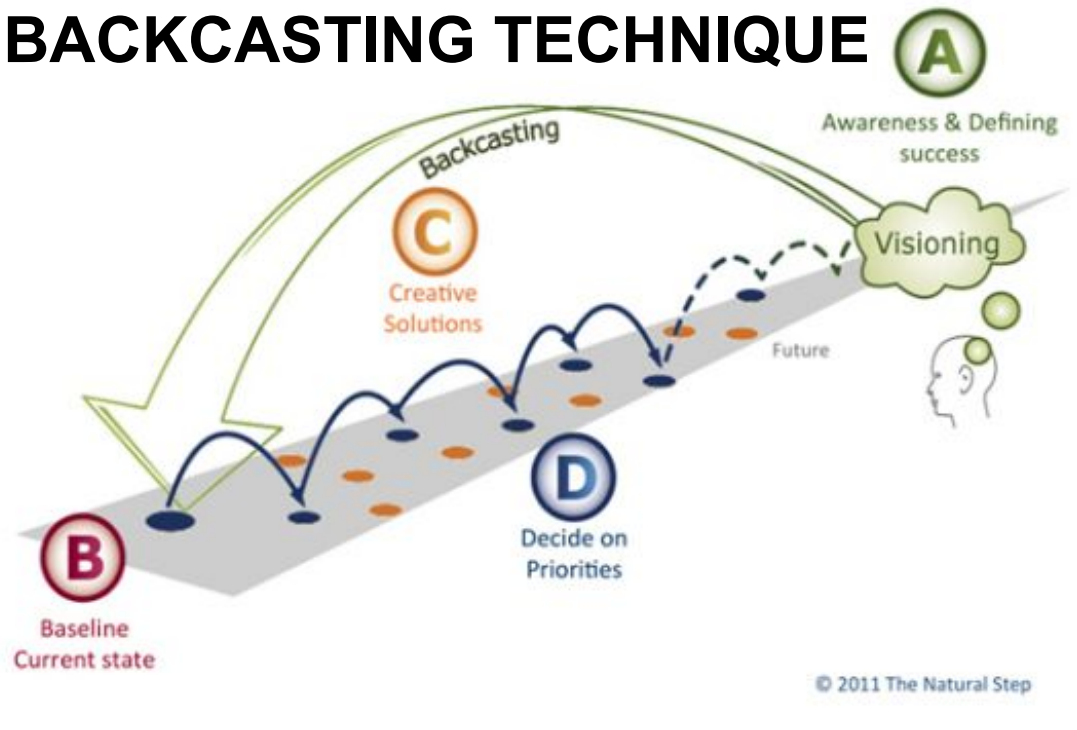
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CALL TO ACTION!

**“United together, creating a brighter future
for ourselves and our children”**

OUR STORY: RANTHAMBORE MODEL

BACKCASTING TECHNIQUE





Summary of Recommendations

1. Delivery of benefits of sustainable tourism as conservation tool (local, national, international levels)
2. Stakeholder Engagement towards Official Conservancy Organization: (Local NGO Tigerwatch, WWF Tigers Alive, TOFTigers, - all the key parties): vision, mission, values, objectives, goals!
3. Security Program (Kenya experience)
4. Fundraising Program
5. Art & Culture
6. Innovative products
7. Long-term projects
8. Certification standard for Biodiversity Conservation & Sustainable Tourism
9. Communication, education, empowerment!

save the Tigers !

Thank you to our Partners!



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<http://www.toftigers.org>

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