



Travel for LiFE

A Program under Mission LiFE for Tourism Sector



Travel for
LiFE



सत्यमेव जयते

पर्यटन मंत्रालय
MINISTRY OF
TOURISM



1. Travel for LiFE Program

1.1 **Travel for LiFE** has been formulated as a sectoral program for the tourism sector under Mission LiFE that aims to promote sustainable tourism in the country in convergence with the pillars of the National Strategy for Sustainable Tourism.

1.2 The program through **Travel for Life Actions** aims to mobilize tourists and tourism businesses of the country to be mindful and deliberate in their actions as important stakeholders of the tourism value chain.

1.3 **Activities** are also proposed, under the Information, Education & Communication (IEC) and Capacity-building pillar of the National Strategy, which will be undertaken in partnership with Line Ministries, States and Industry Partners to create awareness and encourage behaviour change in tourists and tourism businesses.

2. Travel for LiFE Calendar

MONTH	JULY	AUGUST	SEPTEMBER
1ST WEEK	N/A	WASTE REDUCTION	SUSTAINABLE FOOD SYSTEMS ADOPTED
2ND WEEK	SAVE ENERGY	PROTECTING FOREST AND WILDLIFE	SAFEGUARDING CULTURE AND TRADITIONS
3RD WEEK	SINGLE-USE PLASTIC	MAINTAINING PHYSICAL INTEGRITY	COMMUNITY EMPOWERMENT AND UPLIFTMENT
4TH WEEK	WATER SAVED	SUPPORT TO LOCAL BUSINESSES AND COMMUNITY	SUSTAINABLE TOURISM PRODUCT AND EXPERIENCES
5TH WEEK	WASTE REDUCTION	SUSTAINABLE FOOD SYSTEMS ADOPTED	FAIR TRADE PRACTICES

2.1 Calendar for the month of July

JULY 2023							THEME OF THE WEEK	No of Actions Covered	Activities Proposed
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
						1			
2	3	4	5	6	7	8			
9	10	11	12	13	14	15	SAVE ENERGY	20	<ul style="list-style-type: none"> ● Switch it off Day ● Local Ride Contest
16	17	18	19	20	21	22	SINGLE-USE PLASTIC	8	<ul style="list-style-type: none"> ● Reusable Relief Contest ● My Bottle For My Travel Campaign
23	24	25	26	27	28	29	WATER SAVED	7	<ul style="list-style-type: none"> ● Reuse Water contest ● Water Reduction Campaign
30	31						WASTE REDUCTION	10	<ul style="list-style-type: none"> ● E-Recycling Day Activity ● Clean Up Drive Day

2.2 Calendar for the month of August

AUGUST 2023							THEME OF THE WEEK	No of Actions Covered	Activities Proposed
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
		1	2	3	4	5	WASTE REDUCTION		
6	7	8	9	10	11	12	PROTECTING FOREST AND WILDLIFE	12	<ul style="list-style-type: none"> ● Adopt a Tree ● Plantation Drive
13	14	15	16	17	18	19	MAINTAINING PHYSICAL INTEGRITY	4	<ul style="list-style-type: none"> ● Travel for LiFE Forum ● SOP to visit ecologies.
20	21	22	23	24	25	26	SUPPORT TO LOCAL BUSINESSES AND COMMUNITY	6	<ul style="list-style-type: none"> ● Traveller's checklist ● Travel For Local Contest ● Organizing Fairs
27	28	29	30	31			SUSTAINABLE FOOD SYSTEMS ADOPTED	8	<ul style="list-style-type: none"> ● Repurpose Food Waste ● Fit Traveller Contest

2.3 Calendar for the month of September

SEPTEMBER 2023							THEME OF THE WEEK / MAJOR EVENT	No of Actions Covered	No of Activities Proposed
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
					1	2	SUSTAINABLE FOOD SYSTEMS ADOPTED		
3	4	5	6	7	8	9	SAFEGUARDING CULTURE AND TRADITIONS	7	<ul style="list-style-type: none"> Vernacular Architecture Competition
10	11	12	13	14	15	16	COMMUNITY EMPOWERMENT AND UPLIFTMENT	6	<ul style="list-style-type: none"> Sustainable Tourism Entrepreneurship Training
17	18	19	20	21	22	23	SUSTAINABLE TOURISM PRODUCT AND EXPERIENCES	2	<ul style="list-style-type: none"> STCI Certification Sensitization Workshops
24	25	26	27				FAIR TRADE PRACTICES	2	<ul style="list-style-type: none"> Fair Trade Practice Guidelines

3.1 Save Energy week

3.1.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<ul style="list-style-type: none">(1) Use public transport while travelling.(2) Prefer to travel in CNG/ EV vehicles over petrol/ diesel vehicles.(3) Use shared taxi and carpooling, wherever possible.(4) Prefer low impact transportation for local visits or short commutes.(5) Keep the temperature of AC to optimum efficiency preferably 24 degrees.(6) Switch off the lights, appliances and taps in the hotel, when not in use.(7) Prefer to do outdoor / nature activities, wherever possible.(8) Keep your electronic devices in energy-saving mode.(9) Use a solar-powered travel charger.(10) Use solar-powered lights while camping.(11) Prefer clean energy powered accommodations.	<ul style="list-style-type: none">(1) Use energy-saving appliances such as LED bulbs/ tube lights.(2) Switch to renewable energy sources.(3) Keep the temperature of AC to optimum efficiency preferably 24 degrees.(4) Install community earthen pots for cooling water.(5) Upgrade to an energy-saving HVAC system and maintenance checks.(6) Use smart switches for appliances which are used frequently.(7) Install occupancy sensors, wherever possible.(8) Follow the correct SOPs maintenance inspection.(9) Prefer to use eco-friendly vernacular construction material.

3.1 Save Energy week

3.1.2 Suggested Activities

3.1.2.1 Switch it off Day

Organize “Switch It Off Day” To Promote Energy Conservation Among Tourism-Related Enterprises. On This Day, The Tourism Businesses Shall Turn Off All Standby Appliances And Lighting For One Hour.

3.1.2.2 Local Ride Contest

To Encourage The Use Of Bicycles For Short Commutes, The Yuva Tourism Club Can Conduct Local Ride Contest For The Members To Encourage Such Behaviour.

3.2 Save Water week

3.2.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<p>(1) Limit your water consumption during shower, whenever possible.</p>	<p>(1) Install rainwater harvesting infrastructure on the property. (2) Install a water meter to measure water consumption regularly. (3) Fix leaks in flushes, taps and waterpipes. (4) Install water-efficient fixtures for washroom amenities and accessories. (5) Prefer to reuse water drained out from AC / RO. (6) Prefer to pre-soak used utensils before washing them.</p>

3.2 Save Water week

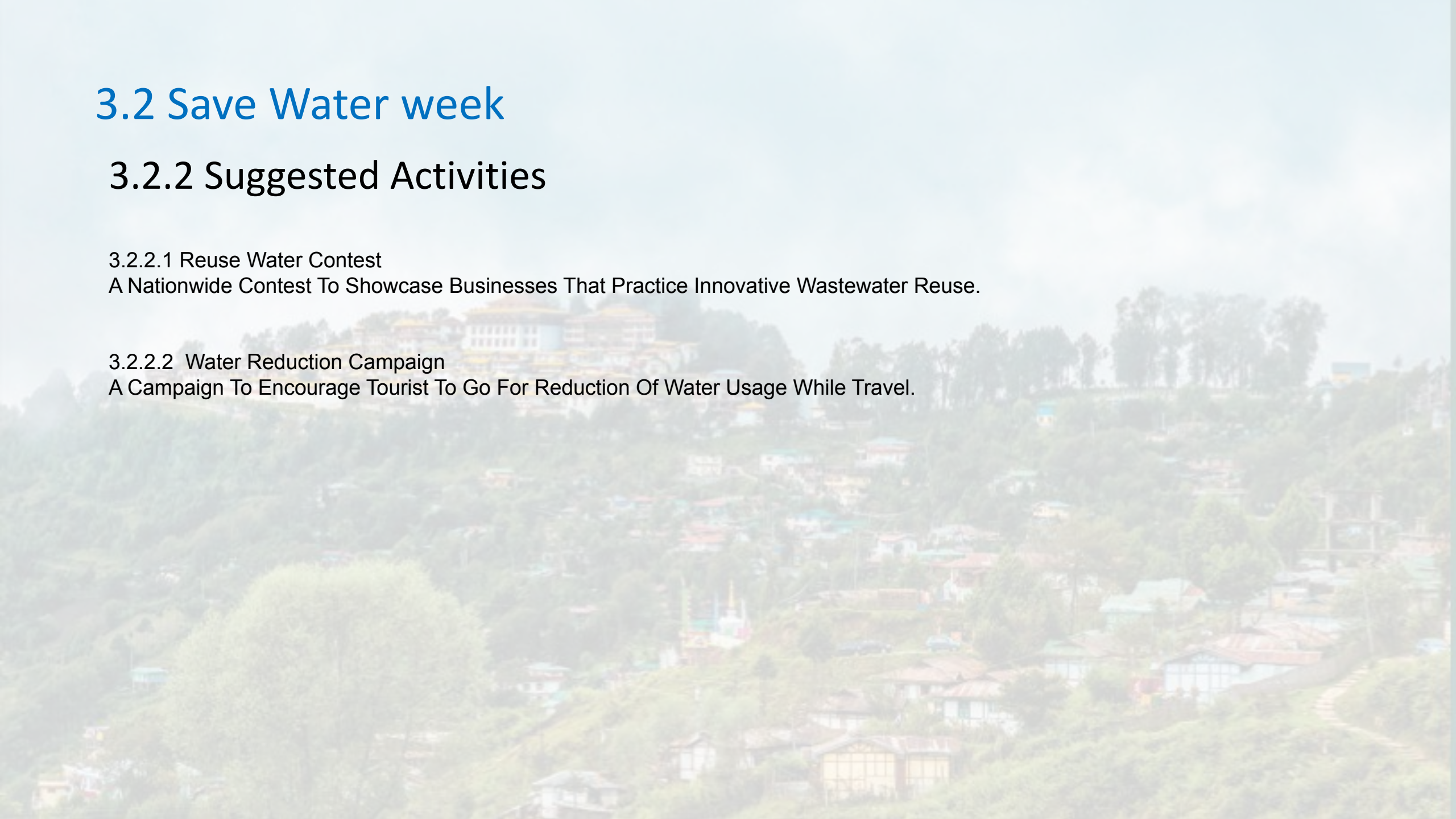
3.2.2 Suggested Activities

3.2.2.1 Reuse Water Contest

A Nationwide Contest To Showcase Businesses That Practice Innovative Wastewater Reuse.

3.2.2.2 Water Reduction Campaign

A Campaign To Encourage Tourist To Go For Reduction Of Water Usage While Travel.



3.3 Single-Use Plastic Reduction week

3.3.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<ul style="list-style-type: none">(1) Avoid single-use plastic products.(2) Carry your own cloth bag for shopping.(3) Carry your own water bottles during travel.(4) Carry your eco-friendly cutlery kit.(5) Prefer an eco-friendly travel accessory kit.	<ul style="list-style-type: none">(1) Replace all single-use plastic items with reusable alternatives.(2) Provide eco-friendly toiletries to guests.(3) Prefer to install refillable washroom amenities.

3.3 Single-Use Plastic Reduction week

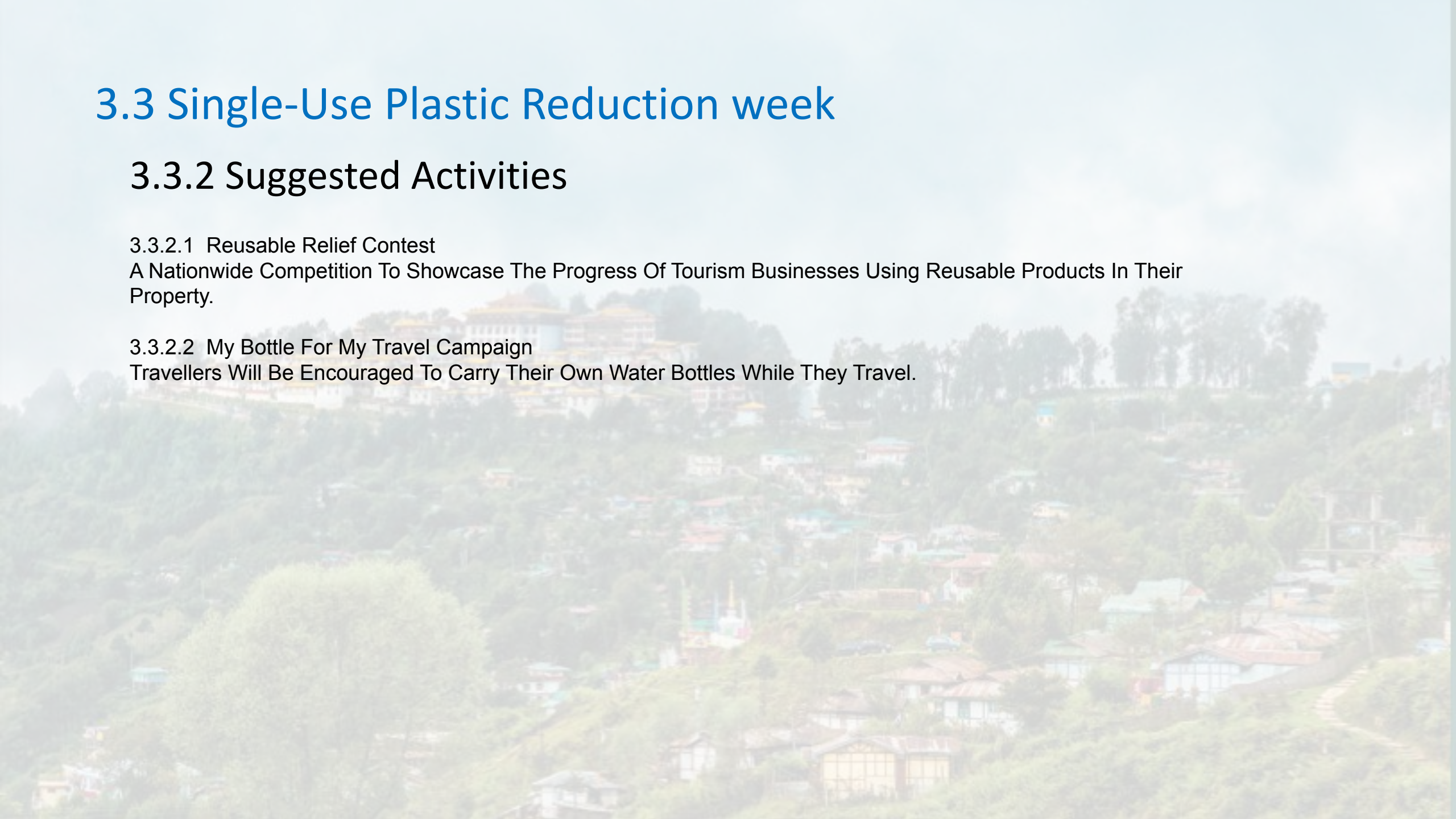
3.3.2 Suggested Activities

3.3.2.1 Reusable Relief Contest

A Nationwide Competition To Showcase The Progress Of Tourism Businesses Using Reusable Products In Their Property.

3.3.2.2 My Bottle For My Travel Campaign

Travellers Will Be Encouraged To Carry Their Own Water Bottles While They Travel.



3.4 Waste Reduction week

3.4.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<ul style="list-style-type: none">(1) Prefer to carry E-Tickets/ Digital Documents.(2) Practice segregation of waste while travelling.(3) Prefer to buy upcycled handicraft souvenirs.	<ul style="list-style-type: none">(1) Encourage paperless office practices.(2) Practice segregation of waste.(3) Repair, reuse and recycle old furniture.(4) Prefer to use biodegradable trash bags.(5) Deposit food waste to biogas plant.(6) Prefer to decorate with upcycled handicraft souvenirs/ products.(7) Conduct an annual waste audit.

3.4 Waste Reduction week

3.4.2 Suggested Activities

3.4.2.1 E-Recycling Day Activity

Once a year, the tourism businesses can donate e-waste including laptops, computers, LED bulbs and more for recycling.

3.4.2.2 Clean Up Drive Day Activity

To Encourage Yuva Tourism Club To Take The Initiative Of Organizing Monthly Clean-Up Drives In Their Locality.

3.5 Sustainable Food System Adoption week

3.5.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<ul style="list-style-type: none">(1) Prefer locally available and seasonal food.(2) Include sustainable food like millets in your diets.(3) Prefer consuming natural or organic products.	<ul style="list-style-type: none">(1) Start in-house composting.(2) Prefer locally available and seasonal foods.(3) Prefer to include sustainable food such as millets in the menu.(4) Prefer eco-friendly / recyclable cutlery.(5) Create kitchen gardens at the property, wherever possible

3.5 Sustainable Food System Adoption week

3.5.2 Suggested Activities

3.5.2.1 Repurpose Food Waste

The Food Establishments Are Encouraged To Collect Their Food Waste Periodically And Deposit It To Biogas Plants For Production Of Renewable Energy.

3.5.2.2 Fit Traveller Contest

A nationwide contest for tourist encouraging them to engage in healthy lifestyles practices



3.6 Protecting Forest and Wildlife

3.6.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<ul style="list-style-type: none">(1) Avoid purchasing products/ souvenirs made from the skins, tuskers and fur of wild animals.(2) Do not support animal rides or abuse in any way.(3) Follow the tourist protocols, do's and don'ts when visiting protected areas.(4) Do not force to spot the wildlife during experiencing the wildlife safari.	<ul style="list-style-type: none">(1) Avoid display of products/ souvenirs made from the skins, tuskers and fur of wild animals at the hotel property.(2) No wildlife held in captivity should be present on the premises.(3) Plant trees in the property to reduce the impact of pollution.(4) Install vertical gardens on the property, wherever possible.(5) Install information signs on native flora species to educate guests.(6) Importance of wildlife conservation to be communicated to all guests at jungle/ nature resorts.(7) Providing for services or goods that contribute positively to biodiversity conservation.(8) Put up instructions for tourists to take mindful actions to conserve the forest and wildlife.

3.6 Protecting Forest and Wildlife

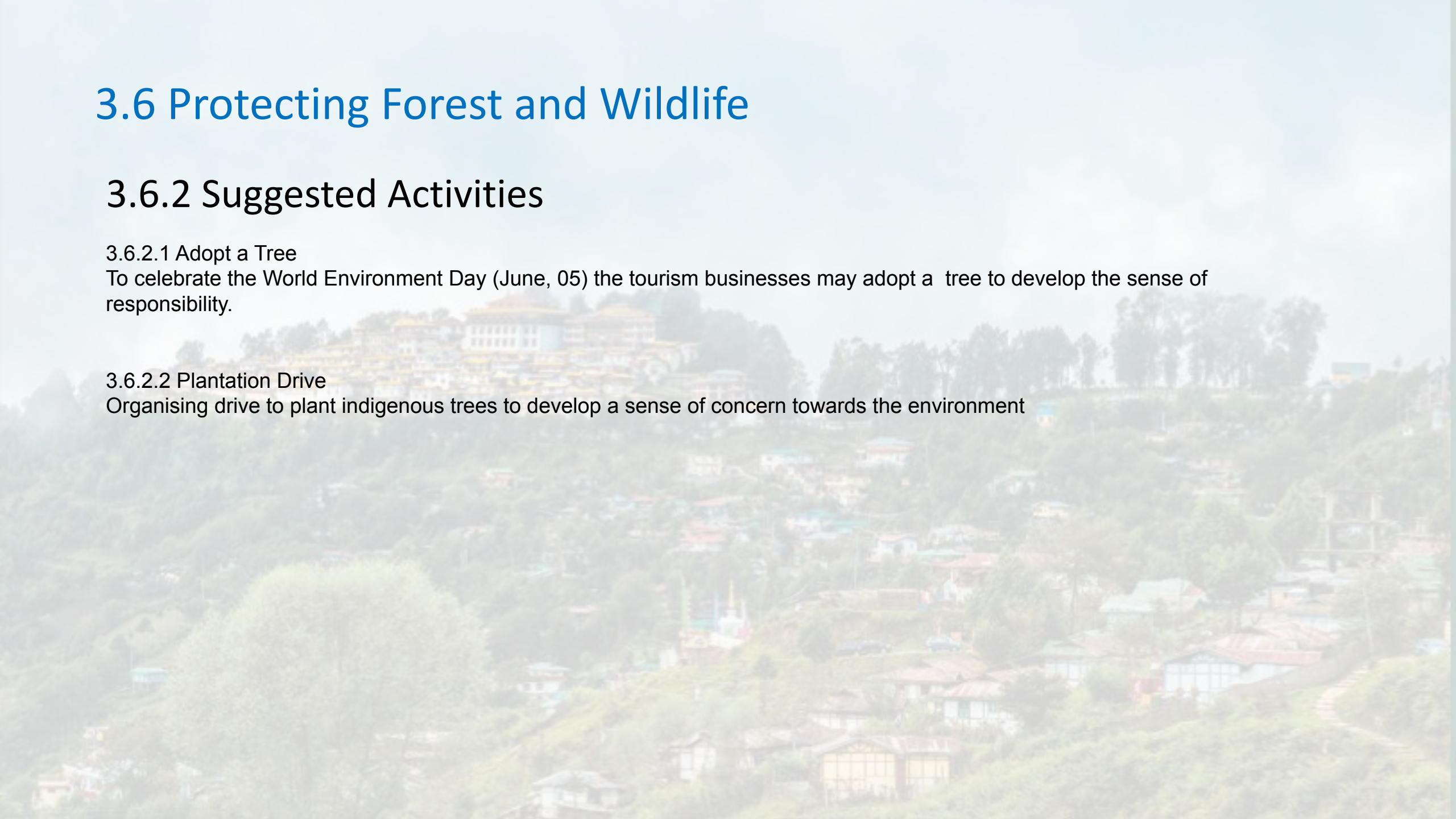
3.6.2 Suggested Activities

3.6.2.1 Adopt a Tree

To celebrate the World Environment Day (June, 05) the tourism businesses may adopt a tree to develop the sense of responsibility.

3.6.2.2 Plantation Drive

Organising drive to plant indigenous trees to develop a sense of concern towards the environment



3.7 Maintaining Physical Integrity

3.7.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
(1) Dispose polythene bags, tetra packs or food in designated trash bins.	(1) Plan indigenous crops, plants, trees, shrubs, grasses around tourism places. (2) Develop and maintain ponds and wetlands around the tourism places. (3) Link up with sustainable tourism forums for knowledge exchange.

3.7.2 Suggested Activities

3.7.2.1 Travel for LiFE Forum

A Forum to exchange best practices and knowledge for biodiversity conservation

3.7.2.2 Traveller's SOP

How to visit protected areas: Traveller's SOP to visit various ecologies.

3.8 Support to Local Businesses and Community

3.8.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<p>(1) Prefer to spend at least 5% on local products/ souvenirs.</p> <p>(2) Prefer responsible local experiences.</p> <p>(3) Support local tour operators, accommodation units and guides.</p> <p>(4) Prefer to support local female-owned businesses, wherever possible.</p> <p>(5) Promote local experience on your social media account.</p> <p>(6) Always provide your valuable feedback to the tourism service provider.</p>	<p>(1) Ensure the viability and competitiveness of tourism enterprises.</p> <p>(2) Practice fair-trades to seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community.</p>

3.8 Support to Local Businesses and Community

3.8.2 Suggested Activities

3.8.2.1 Traveller's checklist

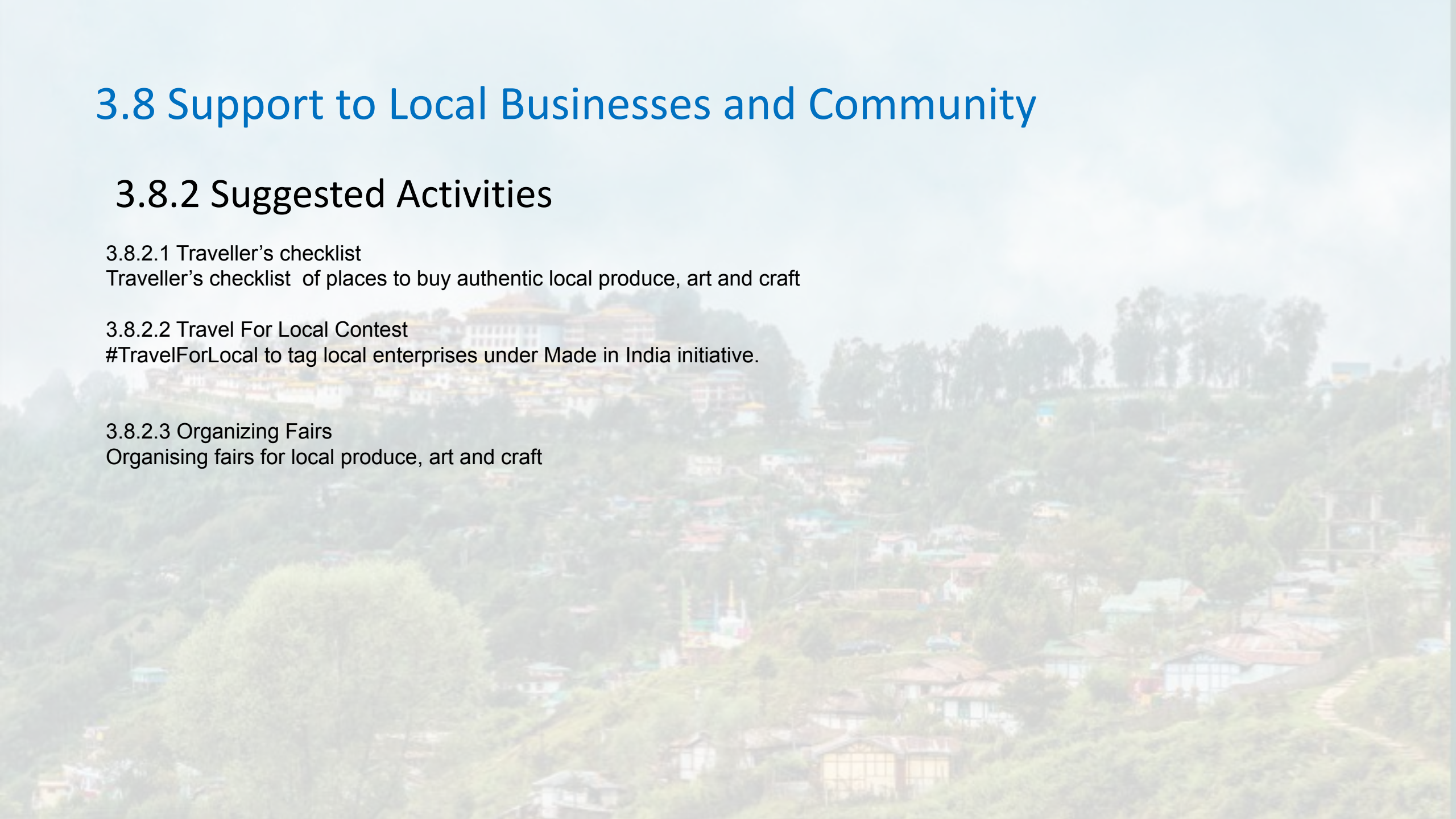
Traveller's checklist of places to buy authentic local produce, art and craft

3.8.2.2 Travel For Local Contest

#TravelForLocal to tag local enterprises under Made in India initiative.

3.8.2.3 Organizing Fairs

Organising fairs for local produce, art and craft



3.9 Community Empowerment And Upliftment

3.9.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<ul style="list-style-type: none">(1) Prefer to hire a local guide for excursion activities.(2) Shop from the arcade which offers local artisans' products/ souvenirs.(3) Donate to a local welfare organization, wherever possible.(4) Join hands with locals in local activities and to make local art and craft	<ul style="list-style-type: none">(1) Develop organizational policy around social inclusivity.(2) Integrate local cultural elements into the hotel environment using local products, decorations and architecture.(3) Engage and empower local communities in planning and decision making about tourism product development and management.

3.9.2 Suggested Activities

3.9.1 Co-Creating Experience with Locals Workshop

Workshops to be conducted for tourists to co-create experiences with locals.

3.9.2 Sustainable Tourism Entrepreneurship Training Program

3.10 Safeguarding Culture and Traditions

3.10.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
<ul style="list-style-type: none">(1) Respect the culture and heritage sensitivities.(2) Spread awareness about the culture & traditions of India on your social media.(3) Avoid misuse of the community's intellectual property, culture and heritage.(4) Book tours that contribute to heritage conservation and community empowerment.	<ul style="list-style-type: none">(1) Offer special packages on local heritage sites and co-creates experiences with locals.(2) Inform the guests about the local experiences to add an extra dose of authenticity to their vacations.

3.10.2 Suggested Activities

3.10.1 Vernacular Architecture Competition

Vernacular Architecture Competition – National competition to showcase innovative integration of vernacular architecture

3.10.2 Traveller's Checklist

Traveller's checklist about local excursions at various cultural landscapes.

3.11 Sustainable Tourism Product and Experience

3.11.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
(1) Prefer to buy services from STCI certified tourism service providers, wherever possible.	(1) Apply for STCI certification for tourism service providers.

3.11.2 Suggested Activities


3.11.1 STCI Certification Sensitization Workshops

3.11.2 Travellers Blog Contest

Traveller's blog on STCI certified Accommodations, Tour Operator, and Destinations.

3.12 Fair Trade Practices

3.12.1 Actions to be promoted

Actions for Tourists	Actions for Tourism Businesses
	<p>(1) Ensure the viability and competitiveness of tourism enterprises.</p> <p>(2) Practice fair-trades to seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community</p>

3.12.2 Suggested Activities

3.12.2.1 Fair Trade Practice Guidelines

Guidelines to adopt Fair-Trade Tourism practices.

A scenic view of a hillside town, likely in a mountainous region. The foreground shows a lush green hillside with several houses and buildings. In the middle ground, a dense cluster of houses is visible, interspersed with trees. At the top of the hill, a large, multi-story building with a golden roof, possibly a monastery or a government building, stands out. The sky is overcast and hazy. The text "Thank you" is overlaid in the center of the image in a bold, dark blue font.

Thank you