**Ministry of Tourism
Government of India**

SAVE ENERGY

RESPECT LOCAL CULTURE & HERITAGE

REDUCE WASTE

RESPECT NATURE

EMPOWERING LOCAL BUSINESSES AND COMMUNITIES
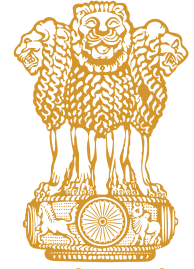
SAY NO TO SINGLE-USE

CONSUME LOCAL FOOD

SAVE WATER

Travel for LiFE

Travel for LiFE

A Program for Tourism Sector under Mission LiFE

September 27th, 2023

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TRAVEL FOR LIFE
A PROGRAM FOR TOURISM SECTOR UNDER MISSION LIFE

SEPTEMBER, 2023

**Ministry of Tourism
Government of India**

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Foreward

G20 New Delhi Leaders' Declaration (NDLD) has noted the crucial role of tourism and culture for sustainable socio-economic development and economic prosperity and noted the Goa Roadmap for Tourism as one of the vehicles for achieving the Sustainable Development Goals (SDGs).

Aligned with the theme of India's G20 Presidency – 'One Earth - One Family - One Future', the G20 GOA Roadmap for Tourism underscores the role of tourism in society, the economy, and environmental stewardship.

Mission LiFE (Lifestyle for Environment), envisioned by Hon'ble Prime Minister of India Shri Narendra Modi is a global mass movement led by India urging individuals and communities to act for the protection of the environment against the effects of climate change.

Ministry of Tourism has launched 'Travel for LiFE' program under Mission LiFE to bring large-scale behavioural change amongst tourists and tourism businesses, significantly impacting environmental protection and climate action.

New Delhi Leaders' Declaration also noted the launch of "Travel for LiFE" and supported the development of smart destinations that are responsible and sustainable.

I look forward to India's tourism sector's active participation in achieving Mission LiFE targets and the 2030 Sustainable Development Goals.

I believe the Travel for LiFE program will further the G20 vision towards a sustainable future and tourism following the G20 New Delhi Leaders Declaration and Goa Roadmap for tourism.

G. Kishan Reddy
Union Minister for Tourism, Culture and Development of North Eastern Region, Government of India

INTRODUCTION

INTRODUCTION

1.1. G20 New Delhi Leader's Declaration & Tourism

1.1.1.   G20 New Delhi Leaders' Declaration (NDLD), while recommitting to achieving SDGs, has highlighted the crucial role of tourism and culture as a means for sustainable socio-economic development and economic prosperity and noted the Goa Roadmap for Tourism as one of the vehicles for achieving the SDGs.

1.1.2.   New Delhi Leaders' Declaration also noted the launch of "Travel for LiFE" and supported the development of smart destinations that are responsible and sustainable.

1.2. Goa Roadmap for Tourism

1.2.1.   G20 GOA Roadmap for Tourism is a pioneering initiative that blueprints sustainable global tourism. G20 GOA Roadmap, aligned with the theme of India's G20 Presidency, underscores the role of tourism in society, the economy, and environmental stewardship.

1.2.2.   The Goa Roadmap examines the challenges, opportunities, objectives, and recommendations on the five key priority areas of Sustainable Tourism, Digitalization, Tourism MSMEs, Skills and Destination Management identified under India's G20 Presidency for achieving sustainable development goals. The roadmap also advocates many tourist-led actions inspired by the Travel for LiFE program, unveiled on the sidelines of the 3rd G20 Tourism Working Group meeting at Srinagar.

1.3. Mission LiFE

1.3.1.   Introduced by the Hon'ble Prime Minister of India, Shri Narendra Modi, on 1st November 2021 during the 26th United Nations Climate Change Conference of the Parties (COP26) in Glasgow, the Mission LiFE (Lifestyle for Environment) is a global mass movement led by India urging individuals and communities to act for protection of the environment against the effects of the climate change.

1.3.2. Mission LiFE was formally launched by Hon'ble Prime Minister Shri Narendra Modi on 19th October 2022, in the presence of the UN Secretary-General António Guterres, at the Statue of Unity, Ekta Nagar, Gujarat.

1.3.3. Mission LiFE embodies the spirit of the Pro Planet People (P3) model and functions on the basic principles of "Lifestyle of the planet, for the planet and by the planet".

1.4.   Tourism – A key driver for economic growth and job creation

Tourism has emerged as a key driver of economic growth. It is one of the fastest growing economic sectors and has significant impact on trade, job creation, investment, infrastructure development and social inclusion. Tourism is a major source of employment. It is a labour-intensive sector and has significant multiplier effect on employment in related sectors.

1.5.   Tourism – faces significant sustainability related challenges

Tourism has major impacts on the natural and built environments and on the wellbeing and culture of host populations. Tourism industry has led to pressure on fragile ecosystems and wildlife. It also puts considerable pressure on host communities and compete for the use of scarce resources, notably land and water. It has become a signicant contributor to local and global pollution. It also contributes significantly to green-house gases emissions.

1.6.   Travel for LiFE (TFL) – A Program for Tourism Sector under Mission LiFE

Travel for LiFE (TFL), a program for tourism sector under Mission LiFE, has been envisaged to create awareness about sustainable tourism and to nudge the tourists and tourism businesses to adopt sustainable practices synchronous with nature. The program aims to mainstream sustainability into tourism sector towards developing a sustainable, responsible and resilient tourism sector.

1.7.   TFL – The key principles

1.7.1. TFL program, inspired by Mission LiFE, calls for a transition from a "use-and-dispose" economy to a circular economy characterized by mindful and deliberate utilization of resources instead of mindless and destructive consumption to preserve the resources of the environment.

1.7.2. TFL program will nudge tourists and tourism businesses to practice a lifestyle that is synchronous with nature and does not harm it. It aims to encourage large scale behavioural changes and mainstream sustainability into tourism sector.

1.7.3. TFL program actions promote sustainable economic development, encourage sustainable consumption and production and thereby contribute to the SDGs focused on Decent Work and Economic Growth (SDG 8), Sustainable Cities and Communities (SDG 11), Responsible Consumption and Production (SDG 12), Climate Action (SDG 13) and Life Below Water (SDG 14). Given the wide range of actions, Travel for LiFE contributes directly and indirectly to almost all the SDGs..

**TFL ACTIONS
BY TOURISTS**

TFL ACTIONS BY TOURISTS

2.1.   TFL – To encourage tourists for simple LiFE actions

TFL program will encourage tourists to take simple actions that result in conservation of the environment, biodiversity, improvement in the local economy and preservation of the socio-cultural integrity of the local communities. It aims to create mindful and deliberate utilization of resources by the stakeholders in the tourism value chain.

2.2.   TFL Themes

The TFL program identifies eight themes to address various aspects of sustainability. The themes have scope to include other additional themes considering the evolving nature of Sustainable Tourism. These indicative themes will help in easily identifying the actions to be taken by tourists and tourism businesses:

(i)   Save Energy
(ii)   Save Water
(iii)   Say No to single-use plastic
(iv)   Reduce Waste
(v)   Empower Local Businesses and Communities
(vi)   Respect Local Culture and Heritage
(vii)   Consume Local Foods
(viii) Conserve Natural Heritage

2.3.   TFL Actions

In line with the indicative themes identified above, a list of TFL actions has also been identified. The list is only illustrative with potential for many more actions, which can be taken to achieve the objective of TFL.

2.4.   TFL Actions – Save Energy

Reducing energy consumption and switching to renewable energy is very crucial on a global level as it mitigates climate change. Tourists can take following actions during their travel:

(i)	Prefer public transport during travel
(ii)	Keep the temperature of the AC to optimum efficiency, preferably 24 degrees at the place of accommodation during travel
(iii)	Prefer Travel for LiFE Certified Accommodations to ensure energy saving during travel
(iv)	Prefer solar-powered travel devices such as camping lamp, chargers, and power banks, etc.
(v)	Switch off the lights and appliances in hotel, when not in use

2.5.   TFL Actions – Save Water

Water is essential not only to health, but also to the alleviation of poverty, food security, ecosystems, and education. Tourists can take following actions during their travel to save water:

(i)	Take shorter showers at the place of stay
(ii)	Reuse towels and linens at the place of stay
(iii)	Follow the hotel's swimming pool rules
(iv)	Turn off taps when not in use
(v)	Use dual system toilets effectively

2.6.   TFL Actions – Say No to Single-Use Plastic

Minimising the use of single-use plastics is of utmost significance within the wake of responsible travel and sustainable tourism. Tourists can take following actions during their travel:

(i)	Avoid purchasing single-use plastic products
(ii)	Carry your water bottles during travel
(iii)	Carry your cloth bag for shopping
(iv)	Carry your eco-friendly cutlery kit
(v)	Carry an eco-friendly travel accessory kit

2.7.   TFL Actions – Reduce Waste

Minimizing waste, segregating and proper disposal is key to environmental sustainability and climate action. Tourists can take following action during their travel:

(i)	Avoid littering waste during travel
(ii)	Prefer to travel with E-Tickets/ Digital Documents
(iii)	Practice segregation of waste during travel
(iv)	Prefer to buy upcycled handicraft souvenirs
(v)	Prefer to buy paper products made from recycled paper

2.8.   TFL Actions – Empower Local Businesses and Communities

Empowering local businesses and communities is vital for economic resilience, recognising cultural authenticity, and promoting community well-being. Tourists can take following action:

(i)	Spend at least 5% of your travel budget on local products/ souvenirs
(ii)	Shop from the arcade, which offers local artisans' products/ souvenirs
(iii)	Support local tour operators, accommodation units and guides
(iv)	Prefer to indulge in responsible local experiences
(v)	Promote local experience on your social media account

2.9.   TFL Actions – Respect Local Culture and Heritage

It is essential to acknowledge the intrinsic value of preserving and celebrating the unique culture, heritage and traditions of a destination. Tourists can take following actions during their travel:

(i)	Respect local culture and heritage
(ii)	Avoid misuse of the community's intellectual property, culture and heritage
(iii)	Follow the tourist protocols, do's and don'ts when visiting cultural heritage sites
(iv)	Book tours that contribute to heritage conservation and community empowerment
(v)	Spread awareness about the cultural traditions of India on your social media

2.10.   TFL Actions – Consume Local Foods

Choosing local cuisine while travelling not only enhances the travel experience but also encourages sustainable consumption. Tourists can take following actions during their travel:

(i)	Prefer locally available and seasonal food
(ii)	Avoid requesting for packaged food
(iii)	Be open to try food prepared using local millets
(iv)	Prefer consuming natural or organic products
(v)	Prefer to eat in restaurants owned by locals who serve local freshly cooked food

2.11.   TFL Actions – Conserve Natural heritage

Conservation of natural heritage is an essential global imperative for sustainable tourism. Tourists can take the following action:

(i)	Avoid purchasing products/ souvenirs made from wild animals' skins, tuskers and fur
(ii)	Do not support animal rides or abuse in any way
(iii)	Follow the tourist protocols, do's and don'ts when visiting protected areas.
(iv)	Do not be forced to spot the wildlife while experiencing the wildlife safari.
(v)	Read information signs on native flora species and spread awareness.

2.12.   TFL Pledge

In order to galvanize tourists for adoption of various TFL actions, following TFL pledge will be widely circulated including social media and myGov platforms and tourists will be encouraged to take the TFL pledge:

(i)   I shall adopt a planet-friendly lifestyle during my travel

(ii)   I shall encourage my friends and family to adopt responsible behaviour during travel

(iii)   I shall respect local culture and learn about my heritage during my travel

(iv)   I shall avoid single-use plastic during my travel

(v)   I shall preserve natural heritage during my travel

CHAPTER

3

TFL FOR TOURISM BUSINESSES AND DESTINATIONS

TFL FOR TOURISM BUSINESSES AND DESTINATIONS

3.1. Sign Up for TFL

3.1.1. In order to encourage the tourism businesses and other tourism ecosystem players to adopt sustainable practices and commit to TFL program, the Ministry of Tourism has designed Sign Up for TFL.

3.1.2. Any tourism business, destination, attraction and other ecosystem players willing to voluntarily commit to sustainable practices and further develop their business towards sustainability, can **Sign Up for TFL.**

3.1.3. Signing up for TFL is the first step in transitioning to a tourism business that demonstrates effective sustainable management, maximizes socio-economic benefits to local communities and maximizes cultural and historical heritage and environmental benefits.

3.1.4. Following **TFL Sign Up pledge** will be taken by Tourism businesses and other Ecosystem Players:

TFL Sign Up Pledge		
Save Energy	(i)	I/We will reduce energy consumption and increase the use of renewable energy sources
	(ii)	I/We will recommend employees and tourist to use low impact transportation
Save Water	(iii)	I/We will reduce overall water consumption
	(iv)	I/We will practice rainwater harvesting wherever possible
Say No To Single Use Plastic	(v)	I/We will replace all single-use plastic with reusable alternatives
	(vi)	I/We will opt for biodegradable accessories
Reduce Waste	(vii)	I/We will reduce overall waste production
	(viii)	I/We will reuse the waste wherever possible

Empower local businesses and communities	(ix) I/We will keep my employees informed about sustainable management practices
	(x) I/We will employ residents, even in management positions, wherever possible
Respect local culture and heritage	(xi) I/We will inform tourists about the natural environment, customs, local culture, cultural heritage, and acceptable behaviour at such sites
	(xii) I/We will not sell, trade or display historical and archaeological artefacts except as permitted by law
Consume local foods	(xiii) I/We will purchase from local eco-friendly suppliers and producers
	(xiv) I/We will offer seasonal and local food to tourists
Conserve natural heritage	(xv) I/We will follow practices to reduce pollution from noise, light, air and soil contaminants
	(xvi) I/We will support biodiversity conservation, including natural protected areas and areas of high biodiversity value

3.2.   TFL Certification for Tourism Businesses and other Ecosystem Players

Ministry of Tourism has designed TFL certification for tourism businesses, destinations, attractions, experience providers and other stakeholders to measure the level of adoption of sustainable tourism practices by these entities. The TFL certifications will be powered by Sustainable Tourism Criteria for India (STCI) and principles of Mission LiFE. The certification will be available in the following three categories:

(i)   TFL Bronze,

(ii)   TFL Silver and

(iii)   TFL Gold

3.3.   Benefits of TFL Certification

The TFL certification will provide following benefits:

(i)   The Ministry of Tourism will provide national and international visibility and recognition to sustainable tourism businesses, destinations and attractions and other ecosystem players.

(ii)   The certification will standardize sustainable tourism practices.

(iii)   The certification will serve as a business guiding tool.

(iv)   The certification will provide a competitive advantage in terms of business excellence and commitment to sustainability.

(v)   The certification will aid in establishing a cooperative relationship with the local community.

3.4.   TFL Bronze Certification

TFL Bronze certification aims to identify, assess and reward tourism businesses and other entities that meet basic sustainability criteria and parameters. This certificate requires submission of limited supporting documents to provide evidence for the compliances for the laid down criteria for TFL Bronze certification.

3.5.   TFL Silver Certification

TFL Silver Certification is to identify, assess and reward tourism businesses and other entities that meet intermediate sustainability criteria and parameters. This certificate requires the submission of several supporting documents to provide evidence for the laid down criteria for TFL Silver certification.

3.6.   TFL Gold Certification

TFL Gold Certification is to identify, assess and reward tourism businesses and other entities that meet advanced sustainability criteria and parameter. This certificate requires the submission of all supporting documents to provide evidence for the laid down criteria for TFL Gold certification.

4

IEC AND CAPACITY BUILDING ACTIVITIES

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4.1. Overview

Ministry of Tourism has planned various activities for Information, Education & Communication (IEC) and Capacity Building for creating mass awareness and adoption of TFL program by tourists and tourism businesses, destinations and other ecosystem players.

The Ministry of Tourism will work with Line Ministries, State Governments, Districts/ Destinations, Industry Associations, industries and other tourism stakeholders to coordinate the implementation of IEC and Capacity Building activities.

4.2. Activities to encourage Tourists to adopt TFL Actions

To spread awareness and encourage the adoption of TFL actions by tourists, a suggestive list of activities has been identified. Ministry of Tourism through Central Nodal Agency will provide guidance to the States/ UTs and Industry partners to undertake these activities:

Theme	Activity
Save Energy	**Green Travel Contest** - A national contest to promote low-impact transportation among tourists
	Energy Ease Travel Contest – A nationwide contest encouraging responsible energy consumption during the travel
	Fit Traveller Contest – A nationwide contest for tourists encouraging them to engage in healthy lifestyles

Theme	Activity
Save Water	**Go Water-Wise Contest** – A nationwide contest encouraging tourists to reduce water usage while on vacation
Say No To Single Use Plastic	**Alternative Contest** – A nationwide contest encouraging tourists to use alternatives to single-use plastic products
	My Bottle for My Travel Selfie Challenge – A nationwide social media challenge to promote carrying your water bottle while travelling
Reduce Waste	**Low Trash Contest** – A nationwide contest encouraging tourists to reduce and manage waste while travelling
Empower local businesses and communities	**Buy Local Contest** - A nationwide contest encouraging tourists to buy authentic local produce, art and craft
Respect local culture and heritage	**Incredible India Contest** - A nationwide contest encouraging tourists to responsibly experience India's rich heritage and myriad attractions
Consume local foods	**Eat Local Campaign** – A nationwide social media campaign encouraging tourists to consume the destination's local cuisine
Conserve nature	**Nature Photo Contest** – A nationwide contest to celebrate the power of photography to advance conservation and connect viewers with wildlife and the outdoors

4.3.   Activities for encouraging Tourism Ecosystem to adopt TFL

To engage and motivate tourism businesses, destinations and other tourism stakeholders to take TFL sign up and certification, a suggestive list of activities has been identified. Ministry of Tourism through Central Nodal Agency will provide guidance to the States/ UTs and Industry partners to undertake these activities:

Theme	Activity
Save Energy	**Switch It Off Day** – Tourism stakeholders at the destination will organize "Switch It Off Day" to promote energy conservation by turning off all standby appliances and lighting for one hour.
Save Water	**Reuse Water Contest** – A nationwide contest to showcase tourism stakeholders that practice innovative wastewater reuse
Say No To Single Use Plastic	National-level Idea Competition to showcase alternative alternatives for single-use plastic products among tourism stakeholders
Reduce Waste	**Reusable Relief Contest** – A nationwide competition to showcase the progress of tourism stakeholders using reusable products.
	E-Recycling Day – Tourism stakeholders can donate e-waste, including laptops, computers, LED bulbs and more, for recycling once a year
	Clean-Up Drive Day – To encourage tourism stakeholders to organize monthly clean-up drives nearby.

| Theme	Activity
Empower local businesses and communities	**Community Day** – Tourism stakeholders will organize "Community Day" to promote interaction and coordination with local businesses and the community
Respect local culture and heritage	**Vernacular Architecture Competition** – A national competition to showcase innovative integration of vernacular architecture by tourism stakeholders
Consume local foods	**Culinary Competition** - A national competition showcasing millet-based recipes encircling Indian regional cuisine, influences, methods and ingredients
Conserve Natural heritage	**Plantation drives** – Tourism stakeholders will organize drives to plant indigenous trees to develop a sense of environmental concern
	Adopt A Tree drive – Tourism stakeholders will adopt tree (s) to develop a sense of responsibility

5

IMPLEMENTATION, GOVERNANCE AND MONITORING
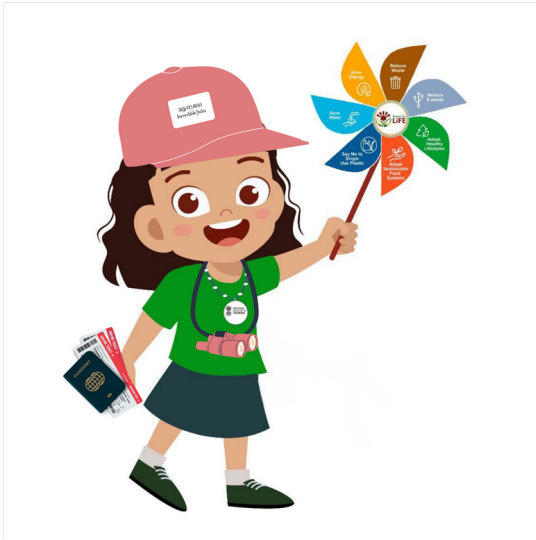
IMPLEMENTATION, GOVERNANCE AND MONITORING

5.1. Institutional Structure – Overview

The Travel for LiFE program is a large-scale and multi-sectoral program that will play a crucial role in catalysing India's sustainable, responsible, and inclusive tourism development model. The program will use the institutional structure to implement and monitor the program.

5.2. National Level

The National Board for Sustainable Tourism, assisted by the Central Nodal Agency for Sustainable Tourism (CNA-ST), will spearhead the program at the National level. Under the aegis of the Ministry of Tourism, CNA-ST will provide the necessary support to implement the program in partnership with Line Ministries, States/UTs, Industry, Community Organizations and other stakeholders.

5.3. State Level

State Governments will have a crucial role in creating momentum for the Travel for LiFE Program. State Tourism Departments will coordinate TFL activities in the States to encourage the tourists and tourism stakeholders to implement the program. State Tourism Departments will regularly track the progress of various activities and further guide and monitor the Destinations in implementing TFL program.

5.4. Destination Level

Destination management committees under District Collector will be most crucial in coordinating and converging all relevant line departments and tourism stakeholders for TFL program at the ground level. The Destination management committees will support the implementation of Travel for LiFE activities for tourists and tourism businesses as per the TFL program and guidance by the Ministry of Tourism and States/ UTs.

5.5. Monitoring

The output and outcomes of the program will be monitored on continuous basis through various channels. The key elements of the monitoring are given below.

5.5.1. Key Performance Indicators

The following key performance indicators to quantify the development of the change in behavioural patterns as a result of activities taken under the Travel for LiFE Program:

(i) Number of Pro Planet People who took the TFL Pledge

(ii) Number of TFL Signed Up by Tourism Stakeholders

(iii) Number of TFL Certified Tourism Stakeholders

(iv) Number of TFL Activities by States, Destinations and Tourism Stakeholders

5.5.2. Incredible India

The Incredible India website will have a landing page for "Travel for LiFE", highlighting various aspects of the program for the visitors to the website. It will mainstream TFL across all pages, where signed up and certified tourism businesses will be shown. It will create mass awareness about the TFL actions for tourists and TFL certification for tourism stakeholders.

5.5.3. NIDHI+ Website

NIDHI+ website will provide end to end services for TFL Sign Up as well as TFL Certifications for Tourism Stakeholders, which will be integrated with Incredible India portal.

5.5.4. Sustainable Tourism India Website

A Sustainable Tourism India website will be a gateway to the knowledge resources on Travel for LiFE program. It will have central repository for the States and Industry for IEC and capacity building resources. The website will also have TFL Dashboard. All implementation stakeholders and partners will use the dashboard to update their respective data for monitoring the Travel for LIFE program.

5.5.5. TFL Mobile Application

The TFL Mobile App will be developed to enable tourists to get quick tips and ideas on adopting simple, sustainable behaviour during their travel. It will help them create a log of their actions and measure the impact, such as energy saved and waste reduced. The application will integrate Individual-level tourist data generated into the Travel for LiFE dashboard.

5.6. Duration of TFL Program

The Travel for LiFE Program will be a co-terminus with Mission LiFE. The Travel for LiFE program may be modified as per necessary course corrections.

Ministry of Tourism
Government of India