

Sustainable Travel: Where the Value lies for Affinity Tours and their Travelers

Green Technology and Tourism for Creating Sustainable Development

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My Journey into Impact & Sustainable Tourism

- 25 years Own Travel Business. Design Special Interest & Educational tours for Universities, Study Abroad, Continuing Medical Education, Rotary Club and Private clients
- Watched devastation of planet with my own eyes. Oil flares in Rainforest, Reefs destroyed by Effluent
- Medical group from Guyana asked for help. Raise funds for medical plane for remote Rainforest villages. Plight of Amerindians. Contaminated Drinking Water. No Electricity. No Communication. No Refrigeration.
- My son discovered a solar tech that is low cost, lightweight, flexible and can be used and shipped easily. Can Provide power for water purification, communication & refrigeration of anti venom vaccine in remote areas!
- Bingo! Next 6 Years Developed Green Technologies like Solar panels, Water Purifiers WTE. We have the Technology & **Tourism can be the vehicle for getting it to who needs it the most**



Creating a New Model : Using Green Technology & Tourism for Sustainable Development

- Source Green Technologies for Sustainability; Solar Panels, Water Purification, Regenerative Agriculture
- Select areas dealing with Environmental or Economic challenges. Partner with Local NGOs working there
- Create programs that bring Technologies & Solutions to communities through Volunteer and Impact Tourism. Tourists donate Technology, Expertise, Time & Funds to Projects
- Creates Development that is Environmentally, Ethically, Economically and Socially Sustainable. Enables Empowerment of Women & Youth
- Off sets Carbon & other harm created by Tourism. Create Environmental and Economic Benefits



Activities to Create Impact & Sustainable Tourism Programs

- Planting Trees to create Green Zones in Arid or Mountain areas. Can be done on treks/ hikes in area. Takes 2-3 days. Can be part of regular hiking tour
- Rainwater Harvesting & Water Conservation for agriculture or Groundwater Recharge. With local NGO projects. Takes 2-3 days. Can be part of regular tour
- Clean Drinking Water with donations of water purifiers for WASH projects. Takes 1-2 days. Can be part of regular Tour
- Renewable Energy projects in village schools, artisan villages, hospitals etc. Donated solar panels. Takes 1-2 days. Can be part of longer sightseeing or educational tour.



Project 1: From Dust Bowl to Lush Villages & Forests

- 30 years ago drought brought poverty to villages in Rajasthan India. Wells dried up, Crops wilted, Rivers and Forests disappeared. Able-bodied men left to work in cities. Villages became Barren Dust Bowls
- Rajendra Singh offered to help. Reinstated ancient practice of Rainwater Harvesting by building Earthen dams to capture rainwater. Now 8,600 dams have been built to collect rainwater in 1,000 villages
- Nature took over, Replenished ground water. Rivers began to flow. Forest cover grew and Animals on brink of extinction reemerged. Women and girls who walked for miles to bring water now go to school or work.



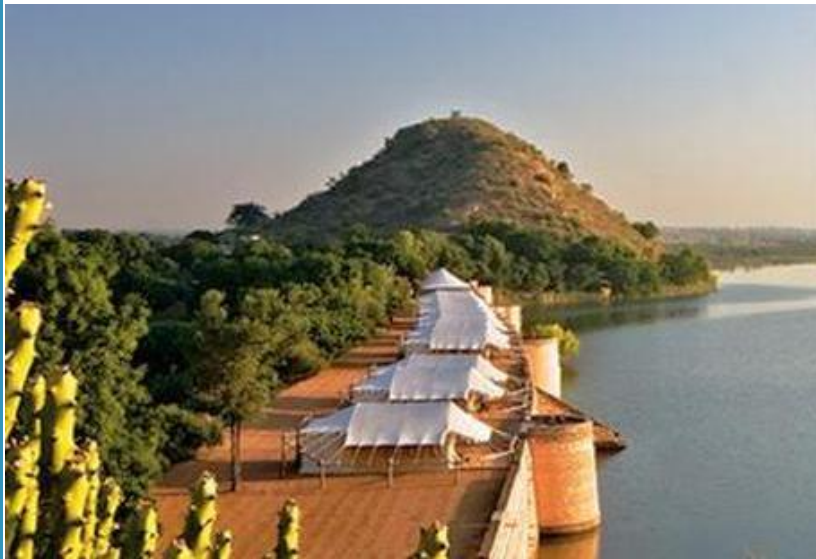
Our Partner Rajendra Singh Water Gandhi of India

- Rajendra Singh was awarded the 2015 Stockholm Water Prize (Nobel for Water) for his work in Water Conservation through Rainwater Harvesting
- He runs an NGO, Tarun Bharat Sangh to educate and train villages all over India to replicate this ancient practice to harvest rainwater to Reverse Drought and Floods
- We have partnered with Rajendra Singh and his NGO to bring Voluntourists, Donors, Educators and regular Tourists to donate their Time, Expertise, Technologies and Funds to help his projects
- We combine regular tours with 1-2 day visits to the NGO to participate in activities. Close to many popular tourist sites like Tiger Parks, Taj Mahal & Jaipur with its legendary Pink Palaces and Forts.



Project 2: Rainwater Harvesting leads to Luxury Tented Resort

- In the late 1800s, Nobleman Chhatra Singh near Jodhpur built a dam to create a water reservoir to harvest monsoon rains
- The dam was completed in 1890 and changed dry scrub into prime agricultural land. Farmers struggling on parched lands farmed around the reservoir. The reservoir was named Chhatra Sagar
- By early 1900s Chhatra Sagar developed into a lush green Oasis. It's wide open spaces and enchanting views, created an entertainment venue for Royalty. To keep the "big sky" feel construction was minimized. A luxury tented camp was created. Legendary sporting parties with high teas and exotic dinners were the rage



Sustainably Glamping at an Eco Luxury Tented Resort

- Campsite is surrounded by **1800 acres of** thriving Ecosystem with migratory birds and wild animals.
- Farms grow Sesame, Millet, Maize, Cumin, Anise that draw less from the water table. Grow more crops in monsoon to use rainwater. In winter they grow crops requiring less water and use water drawn from wells
- Nearby village with leather work, silver smith, potter, carpenter and a school funded by the Govt
- Chhatra Sagar has trained people from village to work at the resort. Women from the village work in the camp kitchen which serves their families as well as guests
- We have partnered with Chattra Sagar to bring Voluntourists, Donors, Educators and regular Tourists to donate their Time, Expertise, Technologies and Funds to village projects. Tourists can Glamp in style here
- Chattra Sagar is on way to Jodhpur's exotic sites. Can stop 1-2 days for enjoying the Camp, Activities at village



A Review: Stages of Sustainable & Impact Tourism

- Stage 1: Guyana needs Infrastructure of Sustainable Agriculture & Water Purifiers, Solar Panels, Refrigeration & Communication Techs for basic needs. Creates a base for Schools & Clinics, Village Art, Eco Lodge & Eco Tourism
- Stage 2: Alwar has built Sustainable Agriculture & Animal farming. It is ready for Solar Energy, Water Purifiers & Refrigeration to add Schools, Clinics and Eco Lodge & Eco Tourism
- Stage 3: Chattra Sagar has built sustainable agriculture and a Luxury Tented Resort for high-end Eco tourism. It needs to expand activities at the village with Water Purifiers, Solar Panels for Clinic and School



Impact Tourism: Where the Value Lies for Tours & Tourists

- Benefits Tourists, provides Learning, Purpose, Donor Satisfaction, Culture Immersion and Value added Travel experience. **Enjoy Regular Sightseeing along with Doing Good**
- Empowers Communities by creating Economic, Educational, Environmental, Agricultural & Health Benefits
- Benefits the Environment at project site by Planting Trees, Renewable Energy, Water Conservation
- Creates Global awareness about projects and creates Global exchange of Ideas and Solutions
- Offsets Carbon, Electricity and Water usage on transportation, accommodation and other tourism activities by planting trees, using solar panels and water conservation at project sites



Call to Action: Get Involved

- Think Sustainability. 87% of Tourists already Do! (Booking.com)
- Add Value to your Programs by Adding Purpose
- Benefit the Environment to offset the impact of Tourism
- Empower Women and Children through Health, Education, Employment
- Part Time Impact Activities creates less stress on participants
- Programs include Regular Sightseeing and Enjoyment Plus Doing Good



Thank You

