

GI-TRIPS Responsible Tourism Policy

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At GI-TRIPS, we believe that tourism should not only delight the traveler—it should uplift the community, preserve the culture, and respect the planet. As the first dedicated Geographical Indication (GI) tourism initiative in India, our commitment to responsible tourism is woven into every journey we design.

1. Cultural Sustainability

We champion India's intangible cultural heritage by:

- Curating experiences around GI-tagged products and their communities
- Ensuring respectful, non-intrusive interactions with artisans and farmers
- Preserving traditional knowledge systems through storytelling and outreach

2. Economic Empowerment & Fair Trade

We support rural livelihoods through:

- Direct engagement with GI producer communities
- Facilitating retail at source, ensuring fair pricing and transparency
- Promoting cooperative and community-led tourism

3. Environmental Responsibility

While our focus is cultural, we strive to:

- Use low-impact, small-group travel models
- Encourage sustainable choices like reusable materials and plastic reduction
- Partner with eco-conscious transport and hospitality providers wherever possible

4. Education, Access & Awareness

We raise awareness about India's GI ecosystem through:

- Heritage-based school programs and GI Discovery Clubs
- YouTube, Instagram, and digital campaigns featuring 150+ GI stories
- Cultural guides, learning materials, and responsible travel tips for our guests

5. Transparency & Ethical Practices

We ensure:

- GST-compliant invoicing and clear refund/cancellation policies
- Respect for host communities' privacy and customs
- Informed consent for all photography, video, and interviews

6. Monitoring & Impact Measurement

We evaluate our success using:

- Artisan and community feedback
- Digital engagement metrics (reach, views, comments)
- Number of travelers exposed to GI education
- GI circuits launched and regions served