

Unit-1**Tourism Organizations: History, Introduction, Features, Need, significance in growth of tourism industry**

Structure:

- 1.0 Objectives**
- 1.1 Introduction**
- 1.2 Meaning of Tourism Organization**
- 1.3 History of Tourism Organization**
- 1.4 Characteristics of Tourism Organizations**
- 1.5 Types of Tourism Organizations**
- 1.6 Need of Tourism Organizations**
- 1.7 Check Your Progress**
- 1.8 Summary**
- 1.9 Glossary**
- 1.10 Self-Assessment Questions**
- 1.11 References and Suggested Readings**

1.0 Objectives:

The following are the major objectives of the present Unit:

- To know the meaning and significance of Tourism Organisation
- To highlight the major objectives and various functions performed by Tourism Organisations.

1.1 Introduction:

Travel agencies, hotels, and transport companies help travellers travel smoothly and hassle-free from one destination to another. Travel agencies sell tour packages and assist in obtaining the necessary travel documents. Hotels offer different categories of rooms to tired business and leisure travellers. Similarly, transport companies offer different modes of transportation, including Luxury AC/Non-AC business, cars, and tuk-tuks for travellers. Sometimes, these businesses face numerous problems and challenges. Such challenges may emerge from due to the Government's new policies. Sometimes, due to conflicts between competitors, they have to face many challenges. To overcome such conflicts and government pressure, these service providers prefer to join different organisations that look after their members' issues and conduct seminars and workshops regularly. Travel agencies and hospitality organisations are bodies that include travel agents, tour operators, hotels, and transport companies. Such organizations protect the interests of their members. These organisations can be categorised as international, national, regional, or local. In Unit 1, learners will understand the meanings, features, types, and significance of these organisations. The present unit will also help learners understand the significance of tourism organisations for their associated members and the benefits of joining these organisations.

1.2 Meaning of Tourism Organization:

The International Union of Official Travel Organisations (IUOTO) is widely recognised as the first international tourism organisation. Since 1947, numerous organisations have emerged in the global tourism and hospitality industry. Such

organisations have played a significant role in tourism planning, promotion, and protecting the rights of tourists and their members, among other activities. The significance of the tourism industry in creating foreign exchange, increasing employment opportunities, and developing infrastructure has increased the need for such organisations. These organisations can be found in both the public and private sectors, as well as at various levels, including international, national, state, and local. For example, the United Nations World Tourism Organisation (UNWTO) is an international organisation, the Indian Tourism Development Corporation (ITDC) is a national organisation, and the Maharashtra State Tourism Department Corporation is a state-level organisation. Different industry segments also have organisations that defend and promote their rights, such as the Travel Agents Association India (TAAI) is an association of travel agents, the Federation of Hotel and Restaurant Association of India (FHRAI) is a association of hotels and restaurants, the Indian Association o Tour Operators (IATO) ia a association of tour operators, Tour Guides Federation of India (TFGI) is an association of tour guides woking in India.

1.3 History of Tourism Organisation:

International cooperation among tourism companies came after World War II. Recognising tourism's economic potential and its role in generating employment, various countries established the International Union of Official Travel Organisations (IUOTO) in 1947. This became the United Nations World Tourism Organisation (UNWTO) in 1974. The UNWTO now plays a significant role in promoting tourism sustainably and fostering international collaboration within the industry. The tourism business is dynamic and complex; therefore, an individual service provider must be directly and indirectly associated with different travel trade associations. Those days have passed when tourism intermediaries could operate their businesses without being associated with any tourism organisation. The nature and scope of the tourism business, as well as the emergence of new challenges and conflicts among businesses, have evolved

to such an extent that it is necessary to be part of local, national, regional, and international associations. The magnitude of problems, issues, and challenges in the tourism industry is so great that collective efforts are needed to ensure the suitable growth of the tourism business. The need for joint effort arises only when tourism trade intermediaries are affected by government rules and regulations. The primary objective of being a part of the tourism associations is to work responsibly towards achieving common goals. It may, directly and indirectly, benefit individual companies. Being a responsible member of the tourism organisations and providing constructive suggestions is essential. Following is a list of different tourism and hospitality organisations that gives a clear picture of their nature, allied industry and year of establishment:

Tourism Organizations				
Sr. No.	Name of Tourism Organization	Nature of Organizations (International/ National)	Associated with	Year of Establishment
1.	United Nations World Tourism Organization (UNWTO)	International	Tourism Industry	2 nd January 1975
2.	International Civil Aviation Organization (ICAO)	International	Aviation Industry	04 th April 1947
3.	Pacific Asia Travel Association (PATA)	International	Travel Agencies	1951
4.	International Air Transport Association (IATA)	International	Aviation Industry	April 1945
5.	United Federation of Travel Agents Associations (UFTAA)	International	Travel Agencies	November 1966
6.	American Society of Travel Advisors (ASTA)	International	Travel Agencies	20 th April 1931
7.	World Tourism and Tourism Council	International	Travel Agencies	1990
8.	Travel Agents Associations of India	National	Travel Agencies	1951
9.	Indian Association of Tour Operators	National	Tour Operators	13 th January 1982
10.	India Tourism Development Corporation	National	Hospitality Industry	October 1966
11.	Tourism Finance Corporation of India	National	Tourism, Aviation and	1 st February 1989

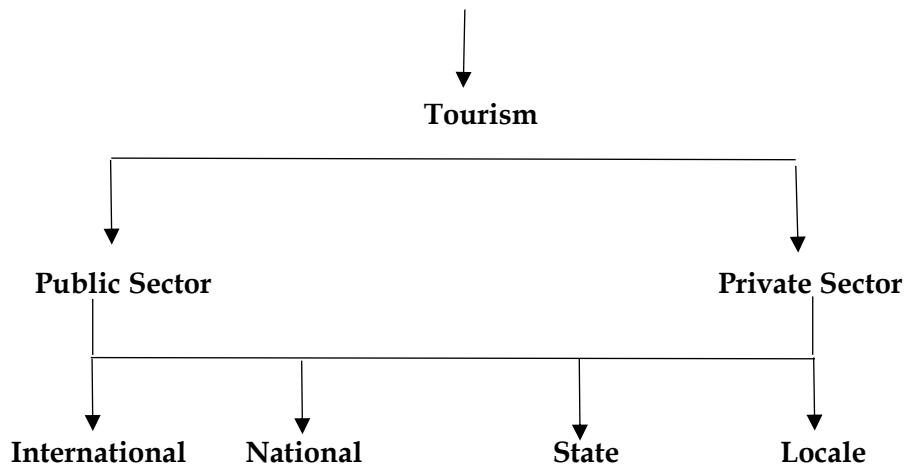
			Hospitality Industries	
12.	Federation of Hotel and Restaurant Association of India	National	Hospitality Industry	1954

1.4 Characteristics of Tourism Organisations:

The following are the characteristics of tourism organisations:

- Tourism organisations comprise a group of travel agencies, tour operators, transport operators, hotels, resorts, and airline companies operating in various parts of the world.
- Tourism organisations solve the problems and challenges faced by their members.
- Tourism organisations are formed by their members.
- It regularly conducts conferences, seminars, and workshops to train and grow its members.
- It collects statistical data and provides it to its affiliated members.
- It serves as an intermediary between its members and the Governments of different nations.
- Its members are elected by their active and associated organisations.
- Tourism organisations may be international, national, or local-level organisations.

1.5 Types of Tourism Organisations:



As already pointed out, organizations are created by different companies for their benefit. Its members elect its members. All organisations work for the benefit of their members, but they can be classified into different types based on their distinct characteristics.

1. Public Sector Organisations: **Tourism and hospitality organisations are established by the governments of various countries or a single country and are referred to as public sector organisations.** Governments create such organisations. Governments establish such organisations and associations to address the common problems of their beneficiaries. Through the formation of such associations, governments make their contribution. The government incurs all the expenses of creating such associations.

2. Private Sector Organisations: **Private sector organisations are established by companies in the travel, hospitality, and aviation sectors.** Their motive is to solve common problems, organise conferences to discuss current issues, and share new information and data. A person interested in joining an organisation has to pay the membership fee.

Furthermore, public and private sector organisations can be classified based on International, National, State, and local levels. Detail on each such nature of the association is given below:

A. International Organisation: These organisations or associations are formed by companies or Governments in different parts of the World. IATA, ICAO, WTO, and others are examples of such organisations.

B. National Organisations: **These are established by travel companies in a particular country or the Government of that country.** Such organisations can be joined by a company located in that country only, such as TAAI, a national organisation of travel agents in India.

C. State Organisations: An organisation located in any state and created by different companies in that state. Such organisations grant membership only to companies located in a particular state. It only benefits the companies located in a state. Some examples of state-level tourism organisations are the “Travel Trade

Association of Uttar Pradesh" (TTAUP) and "The Maharashtra Tour Organiser's Association" (MTOA).

D. Local Organisations: Some associations are created by local individuals, companies, or administrations. These associations work in the best interest of their associated members. Only locals can join such associations. It resolves their problems and provides them with sufficient information. Local-level organisations include the Tourist Guide Association of Varanasi and the Tourism Welfare Association of Varanasi.

1.6 Need of Tourism Organizations:

Tourism organisations are essential for the growth and development of tourism industry because of the following reasons:

- Different sectors of the industry are interdependent. For example, for a tour to be successful, various sectors, including transportation, accommodation, transfers, and entertainment, must work in harmony.
- Many vendors/operators are small-scale operators and need an association to defend and protect their rights.
- The tourist market is fragmented, and organizations help in reaching potential customers.
- Destinations can be located far apart, especially in the case of international tourism.
- Tourism has to develop in a planned manner if it is to remain sustainable.

The tourism industry has recognized that booming tourism can be achieved through a consolidated effort by government and private organizations. These organizations must coordinate with the various tourism industry sectors to ensure they function harmoniously and maximise profits. At the same time, these organizations should ensure easy accessibility, adequate facilities, safety, and value for money for the tourists, leading to customer delight.

1.7 Check Your Progress:

- Discuss the historical features of Tourism Organization.

- Discuss the importance of Tourism Organizations in the growth and development of the tourism industry in India.

1.7 Summary:

Thus, based on the above-detailed discussion, it is clear that an organisation plays a crucial role in a company's growth, as it provides a common platform to solve everyday problems. Such organisations also provide regular training programmes for their members and organise regular conferences.

1.8 Glossary:

- **Tourism:** The movement of people from one destination to another for more than 24 hours, with the purpose being business, culture, medical, health, sports, adventure sports, etc.

- **Tourism Industry:** This includes hospitality, transport, and other industries that make leisure and business traveller's movement hassle-free and smooth.
- **Tourism Organisation:** An association of different travel agencies, tour operators, transport companies, hotels, and resorts that look after their issues.

1.9 Self-Assessment Questions:

- What is a tourism organization? Also, discuss its different characteristics and significance.
- What are the different types of tourism organizations?
- Write a note on the role of tourism organizations in promoting and developing the tourism industry in India.
- How do tourism organizations help promote and develop the world tourism industry?

1.10 References and Suggested Readings:

- Roday S., Biwal A. & Joshi V. (2009), *Tourism Operations and Management*, published by Oxford University Press, New Delhi.
- Swain S.K. & Mishra J.M. (2012), *Tourism Principles and Practices*, published by Oxford University Press, New Delhi.
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- Singh L.K. (2008), *Fundamental of Tourism and Travel*, published by Isha Books.
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- Chand M. (2004), *Basics of Tourism: Theory, Operation and Practice*, published by Kanishka Publishers and Distributors.
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Unit-2

World Travel and Tourism Council (WTTC): History, Organization, Membership & Functions

Structure:

2.0 Objectives

2.1 Introduction

2.2 History of WTTC

2.3 Objectives of WTTC

2.4 Features of WTTC

2.5 Functions of WTTC

2.6 Membership granted by WTTC

2.7 Significance of WTTC

2.8 Check Your Progress

2.9 Summary

2.10 Glossary

2.11 Self-Assessment Exercise

2.12 Reference and Suggested Readings:

2.0 Objectives:

After reading this unit, you will be able to:

- Explain the functions of the World Travel and Tourism Council (WTTC).
- Understand the role of WTTC in promoting and developing the Tourism industry.

2.1 Introduction:

The **World Travel & Tourism Council** (WTTC) is a global forum for the travel and tourism industry. It comprises members from the global business community and works with governments to raise awareness about the travel and tourism industry. It is recognised as the only forum representing the private sector across all parts of the industry worldwide. Its activities include research on the economic and social impact of the industry, as well as the organisation of global and regional summits focused on issues and developments relevant to the industry.

2.2 History of WTTC:

The WTTC was founded in the 1980s by a group of business executives led by James D. Robinson III, former CEO of American Express. The group was formed to discuss the travel and tourism industry and the need for more data on the importance of what some believed was a non-essential industry. Discussions led to the first meeting of the WTTC in Paris, France, in 1989. The first meeting included a speech by former United States Secretary of State Henry Kissinger, who suggested that the travel and tourism industry was not widely recognised due to its lack of organisation and structure. The WTTC was officially established in 1990.

The first annual general meeting took place in Washington, DC, in 1991, when the council consisted of 32 members. These initial members agreed on the need for a joint effort to promote awareness of the economic contribution made by the travel and tourism industry. The founding members provided investment and support to produce economic data demonstrating the importance of the industry.

They shared an interest in ensuring greater interest from governments and policymakers to ensure the success of travel and tourism.

Robert H Burns took over as chairman of the WTTC in 1993 when there were 68 members. It began releasing tourism impact information around the same time, working with Wharton Econometric Forecasting Associates to develop the data. The WTTC formed a group known as the Tourism Satellite Account (TSA) to compile and release the data. The TSA was recognised by the United Nations Statistical Commission in 1999. During the 1990s, the WTTC expanded the council's activities to include education and training, air transport liberalization, taxation, and sustainable development. The new activities led to the creation of the World Travel & Tourism Human Resources Centre in Vancouver and the World Travel & Tourism Taxation Policy Centre in the United States.

In 1997, the WTTC organized the first Global Travel and Tourism Summit in Vilamoura, Portugal. Membership in the organization reached 100 in the same year. Two more summits were held in Vilamoura in 2000 and 2003, followed by annual meetings in various locations.

In 2013, the WTTC established the Hotel Carbon Measurement Initiative in collaboration with the International Tourism Partnership.

2.3 Objectives of WTTC:

The main objectives of the World Travel and Tourism Council are:

- To expand markets in harmony with the environment and to reduce barriers to growth.
- To raise awareness of Travel and Tourism's full economic and social impact and potential.

2.4 Features of WTTC:

The essential characteristics of the World Travel and Tourism Council are mentioned below:

- It maximises the sustainable growth of the Travel and Tourism sector by partnering with governments, destinations, communities, and other

stakeholders to drive economic development, create jobs, and foster security, understanding, and social responsibility.

- It raises awareness about the economic and social impacts of Travel and Tourism.
- The WTTC provides an important example of business leaders investing time and money to advance their global activities.
- It comprises members from the global business community and works with governments to raise awareness about the travel and tourism industry.
- It works for the betterment of its members.
- It regularly conducts conferences and workshops.

2.5 Functions of WTTC:

WTTC performs the following essential functions:

- Its activities include research on the economic and social impact of the industry.
- The World Travel & Tourism Council (WTTC) works to raise awareness of Travel and tourism as one of the world's largest sectors, employing 1 in 11 people and generating approximately 10% of global GDP.
- The group was formed to discuss the travel and tourism industry and the need for more data on the importance of what some believed was a non-essential industry.
- To raise the voice of the industry in front of Governments.
- To provide the data to its members.
- It regularly organizes seminars and webinars.
- To promote the travel and tourism industry sustainably.
- To promote safe travel
- It solves the common problems of its members
- It serves as an intermediary between the Government and its members.
- It regularly conducts research work
- It awards members who perform well.

2.6 Membership granted by WTTC:

With Chief Executives of over 140 of the world's leading travel and tourism companies as its members, WTTC has a unique mandate and overview of all matters related to travel and tourism. WTTC works to raise awareness of Travel and tourism as one of the world's largest sectors, supporting 284 million jobs and generating 9.8% of global GDP. The WTTC has two types of membership:

- Global members
- Regional members

Furthermore, it also grants membership to companies that provide services to the industry, referred to as industry partners.

2.7 Significance of WTTC:

The World Travel and Tourism Council (WTTC) plays a crucial role in the travel and tourism industry. It has made so many outstanding efforts to grow the tourism industry. It promotes the industry and encourages its members through numerous efforts. We can understand the significance of tourism by the following points:

- **Research:** The WTTC regularly conducts research in conjunction with Oxford Economics on the economic and social impact of the travel and tourism industry. The foundation of the WTTC's research activity is a set of annually produced Travel & Tourism Economic Impact Reports. These include a global report, as well as 24 regional and 184 country reports.
- **Awards:** The international jury of experts, mainly from WTTC, selected the annual World Travel Awards in 1993. In 2004, the WTTC assumed responsibility for the Tourism for Tomorrow Awards. The Tourism for Tomorrow Awards are awarded in several categories to encourage and acknowledge developments in sustainable tourism.
- **Summits:** The WTTC organises a global summit each year, typically held in April, and a regional summit in the third quarter, with up to 1,000 individuals in attendance annually. Summit attendance is by invitation only.

- **Sustainable Growth:** The WTTC focuses on the sustainable growth of the tourism industry by partnering with governments, destinations, communities, and other stakeholders to drive economic development, create jobs, and promote security and understanding in our world.

2.4 Check Your Progress:

- Discuss in detail the historical features of the World Travel and Tourism Council.

- Throw a light on the different categories of membership granted by WTTC.

2.9 Summary:

Thus, based on the extensive discussion above, it is clear that the World Travel and Tourism Council (WTTC) is a membership organisation that represents the leaders of the global travel and tourism industry. WTTC is a forum for global business leaders, including presidents, chairs and CEOs of 100 of the world's foremost companies. It is the only body representing the private sector worldwide across all parts of the travel and tourism industry. WTTC's mission is to raise awareness of the total economic impact of Travel and tourism, the world's largest generator of wealth and employment, which accounts for 200 million jobs and over 10 per cent of global GDP.

2.10 Glossary:

- **The WTTC, or World Travel and Tourism Council, is a travel and tourism industry forum that collaborates with governments to raise awareness about the sector.**
- **Travel and Tourism Industry:** The Travel and Tourism industry encompasses the movement of people travelling from one destination to another, either domestically or internationally, with purposes including leisure, pleasure, or business.

2.11 Self-Assessment Exercise:

- What is WTTC? Discuss its key features and significance.
- What are the different functions performed by WTTC?
- Highlight the role of WTTC in promoting and developing the world's tourism industry.
- Highlight the various categories of membership offered by WTTC.

2.12 Reference and Suggested Readings:

- Roday S., Biwal A. & Joshi V. (2009), *Tourism Operations and Management*, published by Oxford University Press, New Delhi.

- Swain S.K. & Mishra J.M. (2012), *Tourism Principles and Practices*, published by Oxford University Press, New Delhi.
- Pearce D.G. (1992), *Tourist Organizations*, published by Longman Scientific & Technical.
- Roday S., Biwal A. & Joshi V. (2009), *Tourism Operations and Management*, published by Oxford University Press, New Delhi.
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- Evans N., Stonehouse G. & Campbell D. (2012), *Strategic Management from Travel and Tourism*, published by Taylor & Francis.
- <https://wttc.org/>
- <https://www.hospitalitynet.org/organization/17001149/wttc.html>

Unit-3

International Air Transport Association (IATA): History, Aims, Services, Activities, Membership

Structure:

- 3.0 Objectives**
- 3.1 Introduction**
- 3.2 History of IATA**
- 3.3 Mission and Vision of IATA**
- 3.4 Features of IATA**
- 3.5 Types of Membership Granted by IATA**
- 3.6 Functions of IATA**
- 3.7 Significance of IATA in the Growth of the Tourism Industry**
- 3.8 Check Your Progress**
- 3.9 Summary**
- 3.10 Glossary**
- 3.11 Self-Assessment Questions**
- 3.12 References and Suggested Readings**

3.0 Objectives:

The present unit aims to:

- Understand the significance of IATA in promoting the tourism industry.
- Understand the functions performed by IATA.

3.1 Introduction:

IATA was established in April 1945 in Havana, Cuba, and its headquarters is in Montreal, Canada. It is an inter-airline organisation established in various nations. It is also considered the trade association of the world's airlines. In 2016, the total number of its members was 290 from 126 nations. The IATA's member airlines carry approximately 82% of the total available seat miles of air traffic. IATA supports airline activity and helps formulate industry policy and standards. This association intends to provide safe, reliable, and economical air services for the benefit of its customers. In this unit, you will learn about the meaning, objectives, functions, and different membership categories IATA provides.

3.2 History of IATA:

IATA was founded in Havana, Cuba, on 19 April 1945. It is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure and economical air services for the world's consumers. The international scheduled air transport industry is more than 100 times larger than in 1945. Few industries can match the dynamism of that growth, which would have been much less spectacular without the standards, practices and procedures developed within IATA.

At its founding, IATA had 57 members from 31 nations, mainly in Europe and North America. Today, it has 290 members from 120 nations worldwide.

3.3 Mission and Vision of IATA

The following are the vision and mission of the International Air Transport Association (IATA):

- **Vision:**

Working together to shape the future growth of a safe, secure, sustainable air transport industry that connects and enriches our world.

- **Our mission:**

IATA's mission is to represent, lead, and serve the airline industry.

- **Representing the airline industry:**

We improve understanding of the air transport industry among decision-makers and increase awareness of the benefits that aviation brings to national and global economies. Advocating for the interests of airlines across the globe, we challenge unreasonable rules and charges, hold regulators and governments to account, and strive for sensible regulation.

- **Leading the airline industry:**

For over 70 years, we have developed global commercial standards upon which the air transport industry is built. We aim to assist airlines by simplifying processes and increasing passenger convenience while reducing costs and improving efficiency.

- **Serving the airline industry:**

We help airlines to operate safely, securely, efficiently, and economically under clearly defined rules. Professional support is provided to all industry stakeholders with a wide range of products and expert services.

3.4 Features of IATA:

The following are the features of the IATA organization:

- Its members are the airlines of the different countries
- It works for the betterment of its members and customers
- It encourages safe and reliable air travel
- It improves technology to make the airline's tickets easily
- It makes rules and regulations regarding airline tickets and baggage

3.5 Types of Membership Granted by IATA:

From 57 founding members in 1945, IATA represents 290 airlines from 120 countries. Carrying 82% of the world's air traffic, IATA members include the world's leading passenger and cargo airlines. IATA membership is open to airlines operating scheduled and non-scheduled air services that maintain an IATA Operational Safety Audit (IOSA) registration. IATA offers three categories of membership:

- **Active:** Any air transport company licensed to operate a scheduled air service under proper authority in transporting passengers, mail, or cargo between the territories of two nations is eligible to become an active association member.
- **Associate:** Associate membership is open to any organization/enterprise operating in air transport under the state's flag. If you are eligible to qualify as a member of ICAO, you are eligible to become an associate member of IATA.
- **Allied:** Allied members are those who, after membership, can deal with airline tickets and use the IATA logo for all purposes. These types of membership are open to travel agencies/ tour operators and those selling airline tickets to the general public on behalf of airlines.

Benefits of being an IATA Member:

Members benefit in several ways. Most importantly, IATA provides a powerful, unified and experienced voice that supports and promotes the interests of its members through:

- International recognition and lobbying
- Targeting key industry priorities
- Driving industry change
- Reducing costs
- Communication campaigns
- Training and other services

3.6 Functions of IATA:

The association's Board of Governors revised IATA's priorities for 2020 at its June 2020 meeting in light of the impact of COVID-19 on the industry.

- **Generate Cash for Airlines:**

2020 target: To support the industry in achieving relief measures that generate cash for airlines equivalent to up to USD120 billion

- **Reduce Airline Costs:**

2020 target: To support the industry in reducing supplier costs and taxes for airlines equivalent to up to USD50 billion.

- **Industry Restart:**

2020 target: To enable the industry to reach 60% of 2019 RTK levels by December 2020 through the successful implementation of the IATA Industry Restart Plan

- **Ensure IATA's Sustainability:**

2020 target: To protect cash and IATA customers' accounts in delivering the 2020 cost reduction targets (USD108 million cash expenditure reduction vs 2020 budget) and ensuring the safe and secure delivery of IATA's services for the industry.

- **Safety and security:**

We continuously improve safety and security performance through effective risk management, earning the industry the license to grow.

2020 target: reduction of the 5-year all-accident rate (pdf) per million flights from 2015-2019 (2019 rate available in February 2020) to 2016-2020

2035 goal: year-on-year reduction of the 5-year all-accident rate per million flights between 2019-2035.

- **Environmental sustainability:**

Implement a comprehensive strategy to reduce aviation's climate, noise, and local impacts while securing the industry's license to grow.

2020 target: 1.5% fuel efficiency improvements (pdf), litres per 100 RTK on 2019 figure (available in March 2020)

2035 goal: total net CO2 at less than Carbon Neutral Growth (CNG) 2020 level (pdf)

- **Rebalancing the value chain:**

To enable a continued reduction in airline operating costs and charges to facilitate sustainable growth.

2020 target: USD900 million reduction and 33% cost avoidance on ANSP/Airport charges, fuel fees and taxation (pdf)

2035 goal: under development

- **Infrastructure for growth:**

To enable timely, appropriate and affordable infrastructure and capacity for the industry to ensure sustainable growth.

2020 target: 1% reduction on 2019 figure (tbc) in ATM/Airport caused delays per flight > 15 minutes in Europe

2035 goal: 15% reduction on 2018 figure in ATM/Airport caused delays per flight > 15 minutes

- **Government, taxes and regulations:**

To achieve standards and regulations that facilitate rather than constrain sustainable aviation growth while minimizing taxation on aviation.

2020 target: 5.75 average Smarter Regulation rating in IATA Regulatory Competitiveness Index

2035 goal: 6.3 average Smarter Regulation rating in IATA Regulatory Competitiveness Index.

3.7 Significance of IATA in the Growth of the Tourism Industry:

- It promotes safe, regular, and economical air transport for the benefit of the world's people, fosters air commerce, and studies the problems connected to that.
- It provides a means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport services.

- To cooperate with the International Civil Aviation Organization and other international organizations to promote safe, reliable and economical air services.
- It provides a common platform for travel agencies/tour operators
- It promotes and develops international tourism.
- It recognises the travel agencies and tour operators who fulfil minimum requirements.
- It provides statistical data to its members.
- It publishes the Travel Information Manual (TIM), which contains updated information related to the aviation industry and travel agents and airline companies around the world use it.

3.8 Check Your Progress:

- Write a detailed note on IATA.

- Discuss the significance of IATA in the growth of the Airlines Industry.

3.9 Summary:

After a vast and detailed study of IATA, it is clear that IATA is a large inter-airline organization that grants membership to scheduled airlines working in different countries. It works to provide detailed, reliable and timely information to its members and customers. It also provides training, organizes regular conferences, and provides funds to its members. It provides a common platform for its members and solves their everyday problems. IATA makes rules and regulations related to airline ticketing and baggage.

3.10 Glossary:

- **Scheduled Airlines:**
- Airlines, which publish timetables in advance.
- **Non-Scheduled Airlines:**
- Airlines that do not publish any prior timetable.

3.11 Self-Assessment Questions:

- Discuss the essential functions performed by IATA.
- What kind of membership is granted by IATA?
- Define IATA. Also, discuss its key features and significance.

3.12 References and Suggested Readings:

- <https://www.shareyouressays.com/knowledge/3-broadly-classified-membership-of-iata/93524>.
- <https://www.iata.org/>
- https://en.wikipedia.org/wiki/International_Air_Transport_Association
- <https://www.iatatravelcentre.com/international-travel-document-news/1580226297.htm>
- <https://www.tfafacility.org/international-air-transport-association-iata>
- IATA (1978), The State of the Air Transport Industry, Annual Report, published by International Air Transport Association

Unit-4

**International Civil Aviation Organization (ICAO):
History, Objectives, Functions, Organizational Structure**

Structure:

4.0 Objectives

4.1 Introduction

4.2 History of ICAO

4.3 Objectives of ICAO

4.4 Features of ICAO

4.5 Functions of ICAO

4.6 Differentiation between ICAO and IATA

4.7 Role of ICAO in the Aviation Industry

4.8 Check Your Progress

4.9 Summary

4.10 Glossary

4.11 Self-Assessment Questions

4.12 References and Suggested Readings

4.0 Objectives:

The essential objectives of the present unit are listed below:

- To learn the critical functions performed by ICAO
- To understand the differences between ICAO and IATA

4.1 Introduction:

ICAO is funded and directed by 193 national governments to support their diplomacy and cooperation in air transport as signatory states to the Chicago Convention (1944). Its core function is to maintain an administrative and expert bureaucracy (the ICAO Secretariat) supporting these diplomatic interactions and to research new air transport policy and standardization innovations as directed and endorsed by governments through the ICAO Assembly or the ICAO Council, which the assembly elects. Industry and civil society groups and other concerned regional and international organizations also participate in exploring and developing new standards at ICAO in their capacity as 'Invited Organizations'. As these stakeholders identify new priorities, the ICAO secretariat convenes panels, task forces, conferences and seminars to explore their technical, political, socio-economic and other aspects. It then provides governments with the best results and advice possible as they collectively and diplomatically establish new international standards and recommended practices for civil aviation internationally. Once governments achieve diplomatic consensus around a new standard's scope and details, it is then adopted by those same 193 countries to bring worldwide alignment to their national regulations, helping to realize safe, secure and sustainable air operations on a truly global basis. In addition to these core diplomatic and research capabilities, ICAO also serves as a critical coordination platform in civil aviation through its seven Regional Offices. It also conducts educational outreach, develops coalitions, and conducts auditing, training, and capacity-building activities worldwide per the needs and priorities governments identify and formalize.

4.2 History of ICAO:

The International Commission for Air Navigation (ICAN) was the forerunner to ICAO. It held its first convention in 1903 in Berlin, Germany, but no agreements were reached among the eight countries that attended. Twenty-seven countries attended the second convention in 1906, also held in Berlin. The third convention in London in 1912 allocated the first radio call signs for aircraft use. ICAN continued to operate until 1945.

Fifty-two countries signed the Chicago Convention on International Civil Aviation, also known as the Chicago Convention, in Chicago, Illinois, on 7 December 1944. Under its terms, a Provisional International Civil Aviation Organization was to be established and replaced by a permanent organization when twenty-six countries ratified the convention. Accordingly, PICAO began operating on 6 June 1945, replacing ICAN. The twenty-sixth country ratified the convention on 5 March 1947, and consequently, PICAO was disestablished on 4 April 1947 and replaced by ICAO, which began operations the same day. In October 1947, ICAO became an agency of the United Nations under its Economic and Social Council (ECOSOC).

In April 2013, Qatar offered to serve as the new permanent seat of the Organization. Qatar promised to construct a massive new headquarters for ICAO and to cover all moving expenses, stating that Montreal "was too far from Europe and Asia", "had cold winters", and was hard to attend due to the Canadian government's slow issuance of visas, and that the taxes imposed on ICAO by Canada were too high. According to The Globe and Mail, Qatar's invitation was at least partly motivated by the pro-Israel foreign policy of Canadian Prime Minister Stephen Harper. Approximately one month later, Qatar withdrew its bid after a separate proposal to the ICAO's governing council to move the ICAO triennial conference to Doha was defeated by a vote of 22-14.

In January 2020, ICAO blocked several Twitter users—among them think-tank analysts, employees of the United States Congress, and journalists—who

mentioned Taiwan in tweets related to ICAO. Many tweets were concerned about the COVID-19 pandemic and Taiwan's exclusion from ICAO safety and health bulletins due to Chinese pressure.

In response to questions from reporters, ICAO issued a tweet stating that publishers of "irrelevant, compromising and offensive material" would be "precluded". Since that action, the organization has followed a policy of blocking anyone asking about it. The United States House Committee on Foreign Affairs harshly criticized ICAO's perceived failure to uphold principles of fairness, inclusion, and transparency by silencing non-disruptive opposing voices. Senator Marco Rubio also criticized the move. The Ministry of Foreign Affairs (Taiwan) (MOFA) and Taiwanese legislators criticized the move, with MOFA head Jaushieh Joseph Wu tweeting to support those who were blocked.

Anthony Philbin, chief of communications of the ICAO Secretary General, rejected criticism of ICAO's handling of the situation: "We felt we were completely warranted in taking the steps we did to defend the integrity of the information and discussions our followers should reasonably expect from our feeds." In exchanges with International Flight Network, Philbin refused to acknowledge the existence of Taiwan.

On 1 February 2020, the US State Department issued a press release which heavily criticized ICAO's actions, characterizing them as "outrageous, unacceptable, and not befitting of a UN organization."

4.3 Objectives of ICAO:

- Achieve the sustainable growth of the global civil aviation system.
- To serve as the global forum of States for international civil aviation. ICAO develops policies and Standards, undertakes compliance audits, performs studies and analyses, provides assistance and builds aviation capacity through many other activities and the cooperation of its Member States and stakeholders.

4.4 Features of ICAO:

Essential features of ICAO are mentioned below:

- ICAO is a specialized agency of the United Nations.
- It ensures the safe and orderly growth of the aviation industry.
- ICAO defines the air accident investigation protocols followed by transport safety authorities in countries signatory to the Chicago Convention on International Civil Aviation.
- ICAO is funded and directed by 193 national governments.
- ICAO is distinct from other international air transport organizations.

4.5 Functions of ICAO:

Each regional office is responsible for serving the Contracting States to which it is accredited and maintaining liaison with non-Contracting States and other territories in the areas of general responsibility for the performance of the following:

1) Air Navigation Functions: including assisting, expediting and following up of:

- Action by States to implement regional plans and regional supplementary procedures; and
- Implementation of ICAO Standards, Recommended Practices and Procedures.

2) Air Transport Functions: including States and international organizations of ICAO air transport policies and activities, and encouraging States to file statistics, to implement Annex 9 on facilitation, to submit replies to economic study questionnaires and to submit data for revision of the Manual of Airport and Air Navigation Facility Tariffs (Doc 7100).

3) Regional Bodies: where established, close cooperation with the regional bodies: African Civil Aviation Commission (AFCAC), European Civil Aviation Conference (ECAC), Latin American Civil Aviation Commission (LACAC), and co-ordination of interrelated work programmes to avoid

duplication of effort and to ensure harmony in the development of the international air transport system as a whole.

- 4) **Technical Co-operation Functions**, including the Regional Scholarship Programme and assistance in investigating fellowship applications; provision of advice on programming, including coordination within the region of requests for regional projects; briefing of newly-recruited Technical Co-operation experts.
- 5) **Legal**, obtaining current copies of air laws and regulations and information on contemplated air legislation and regulations from Contracting States; obtaining, on request, judicial information relating to aviation matters.
- 6) **Aviation Security**, encouraging, assisting, expediting, monitoring and following up all aspects of aviation security following ICAO policy, Standards, Recommended Practices and procedures.
- 7) **General**, reporting on implementation by States of Assembly and Council Resolutions regarding aviation security; reporting on aviation accidents and incidents to enable follow-up action by ICAO as may be required; the distribution of ICAO publications and documents following Headquarters policy; the holding of meetings at regional office locations, or other appropriate locations within the areas of general responsibility, the participation in press, television and radio interviews and the provision of lectures on ICAO activities; the follow-up with Contracting States, as required, on the collection of contributions and the attendance at meetings of other international organizations.

4.6 Differentiation between ICAO and IATA:

This was a long-winded way of explaining the apparent differences between ICAO/IATA, but it helps to clarify why the two are used together, why they are different, and why it is crucial to know both when trying to identify airports, flight paths, or ATC broadcasts:

- ICAO codes are four-letter codes used by the International Civil Aviation Organisation (ICAO), an appendant body of the United Nations, to designate international flights and govern air travel standards.

On the other hand, IATA codes are three-letter codes used by a non-governmental trade organisation to efficiently identify airports, airlines, and flight paths for consumers.

- The International Civil Aviation Organisation (ICAO), part of the United Nations system, is an organisation whose members are nations (usually represented by the nation's aviation department, sometimes by the foreign ministry.) ICAO considers aviation political and technical issues and adopts Standards and Recommended Practices that member states implement in law or regulation.

The International Air Transport Association (IATA) is a non-governmental organisation representing the airline industry. It coordinates the adoption of industry standards and facilitates cooperation between airlines subject to national laws.

- The ICAO is the International Civil Aviation Organization and is part of the United Nations.

The International Air Transportation Association is an Airline Trade Group.

4.7 Role of ICAO in the Aviation Industry:

Different nations formed the International Civil Aviation Organization (ICAO) to offer safe, reliable and economical air travel for passengers:

- It ensures the safe and orderly growth of civil aviation worldwide.
- It meets the needs of the world's people for safe, regular, efficient and economical air transport.
- It promotes the safety of flights in international aviation.
- It aims at international commercial development.
- The tremendous development of aviation during World War II demonstrated the need for an international organisation to assist and regulate international flight for peace.

- It serves as an international platform to promote cooperation.
- It determines and disseminates best practices.
- It raises awareness among its members and passengers about the significance of air travel.
- It facilitates the use of existing arrangements wherever they exist.

4.8 Check Your Progress:

- Discuss in detail the historical features of ICAO:

- Differentiate between ICAO and IATA.

4.9 Summary

Based on the above-detailed study, it is clear that the International Civil Aviation Organization (ICAO) is the specialized agency of the United Nations (UN). It includes different countries that operate scheduled airlines and have

international airports. It also promotes safe, reliable, timely and economical air travel for people worldwide. It has benefited and regulated the world's aviation industry.

4.10 Glossary:

- **Aviation Industry:** The aviation industry encompasses nearly all aspects of air travel and the activities that facilitate it.
- **The United Nations is an intergovernmental organisation that aims to maintain international peace and security, as well as to develop friendly relations among nations.**
- **Air Transportation:** Air transportation refers to the movement of passengers and freight by any conveyance, with an appreciation for the future significance of this new technology.

4.11 Self-Assessment Questions:

- Differentiate between ICAO and IATA.
- Discuss the essential functions performed by ICAO
- Highlight the key features and significance of ICAO

4.12 References and Suggested Readings:

- <https://www.icao.int/Pages/default.aspx>
- <https://ihsmarkit.com/products/icao-standards.html>
- <https://www.icao.int/secretariat/Pages/ro-responsibilities.aspx>
- <https://www.britannica.com/topic/International-Civil-Aviation-Organization>

Unit-5

**United Nations World Tourism Organization (UNWTO):
History, aim, membership, functions, role etc.**

Structure:

5.0 Objectives

5.1 Introduction

5.2 Features of UNWTO

5.3 History of UNWTO

5.4 Aims and Objectives of UNWTO

5.5 Membership of UNWTO

5.6 Organizational Structure of UNWTO

5.7 Role and Contribution of UNWTO

5.8 Check Your Progress

5.9 Summary

5.10 Glossary

5.11 Self-Assessment Exercise

5.12 Further and Suggested Readings

5.0 Objectives:

After reading the present unit, the learners will be able to explain:

- The features and meaning of UNWTO
- The significance of UNWTO in the promotion of the Tourism Industry

5.1 Introduction:

The United Nations World Tourism Organisation (UNWTO) is an intergovernmental organisation. It is a United Nations body established to promote tourism in a sustainable manner worldwide. Earlier, UNWTO, known as the International Union of Official Travel Organization (IUOTO), was established 1947. UNWTO came into existence on 2nd January 1975, and its headquarters are in Madrid (Spain). It is one of the largest bodies in the Tourism industry. To separate it from the World Trade Organisation (WTO), it was renamed the United Nations World Tourism Organisation (UNWTO) on December 1, 2005. It regularly organises conferences, collects statistical data, and conducts research studies to improve the well-being of its members. In this unit, learners will understand the UNWTO, its significant functions, and the organisation's role in benefiting its members and the tourism industry.

5.2 Features of UNWTO:

The following are the essential characteristics of the United Nations World Tourism Organization (UNWTO):

- It is the specialized agency of the United Nations.
- It aims to maximise the contribution of tourism to socio-economic development while minimising its potential negative impacts.
- It promotes tourism as a driver of economic growth.
- It focuses on Sustainable Development, Competitiveness, innovation, digital transformation, Ethics, culture, social responsibility, Technical Cooperation, the UNWTO Academy, and Statistics.

- It grants membership to countries, travel companies, educational institutions, etc.

5.3 History of UNWTO:

The World Tourism Organisation is a United Nations agency responsible for developing and promoting tourism globally.

The World Tourism Organisation has its beginnings in the International Congress of Official Tourist Traffic Associations, set up in 1925 in The Hague. In 1934, the International Union of Official Tourist Propaganda Organization (IUOTOP) was created. However, it was renamed the International Union of Official Travel Organisations (IUOTO) after World War 2nd in Geneva.

IUOTO was a technical, non-governmental organisation whose membership at its peak included 109 National Tourist Organisations (NTOs) and 88 associated members, including private and public sector organisations.

As tourism grew and became an integral part of modern life, its international dimensions increased, and national Governments started to play a proactive role in tourism activities, such as infrastructure development.

During the 1960s. It was recognised that there is a need for tourist development at international, regional, and national levels, and to maintain the peace of tourist development, specialised inter-governmental machinery is required. That is why 1967 IUOTO members called for its transformation into an intergovernmental body empowered to deal worldwide with all matters concerning tourists and cooperate with other international bodies.

In 1970, on the 27th of IUOTO's Extraordinary General Assembly, the statutes of the World Tourism Organisation were adopted in Mexico. Thus, IUOTO became the World Tourism Organization, and its first General Assembly was held in Madrid in May 1975. The Secretariat was installed in Madrid, and the Spanish Government provided the initial infrastructure.

5.4 Aims and Objectives of UNWTO:

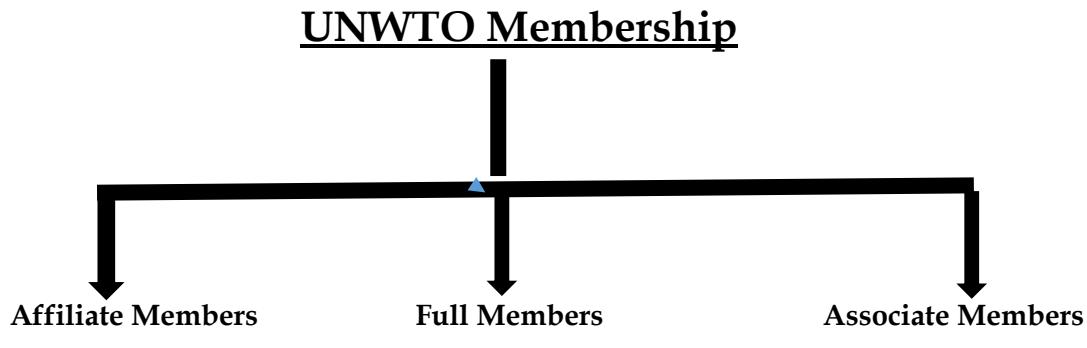
Through tourism, UNWTO aims to stimulate economic growth and job creation, provide incentives, protect the environment and cultural heritage, and promote peace, prosperity, and respect for rights. The UNWTO's main missions/aims are as follows:

- To create employment opportunities.
- To improve international understanding and contribute to peace among all the world's nations.
- To create intercultural awareness and personal friendships.
- To promote and develop responsible, sustainable, and universally accessible tourism.
- To stimulate and develop responsible, sustainable, and universally accessible tourism.
- To stimulate and develop public-private sector partnerships.
- To develop and encourage the implementation of the Global Code of Ethics for travel and tourism.
- To help equalize economic opportunities,
- Coordinate and cooperate with other international Agencies in tourism promotion and development.
- To focus on destination development.
- To promote the use of information technology.
- To develop Human Resources.
- To promote and spread the message of peace and harmony through quality education and training.
- To develop a conventional framework for tourism and encourage its use.

5.5 Membership of UNWTO:

In 2003, UNWTO membership reached 141 countries, seven territories, and 360 affiliate members representing the private sector educational institutions,

tourism associations and local tourism bodies. The UNWTO has three categories of membership:



- **Full Member**
- **Associate Member**
- **Affiliated Member**
- **Full Member:**

It is open to all Sovereign states. At present, full members are from 141 countries. India is a founding member of the UNWTO.

- **Associate Members:**

This membership type is open to territories that are not responsible for their external relations. Membership requires the government's approval, which assumes responsibility for its external relations. Currently, seven territories are affiliated with members.

- **Affiliate Members:**

Affiliate membership comprises various organisations and companies that work directly in the travel, tourism, and related sectors. These may include airlines, cruises, transport, hotels, resorts, restaurants, tour operators, travel agents, banking institutions, insurance companies, and other travel-related organizations. Moreover, the affiliate members are made up of three groups, namely:

1. **The UNWTO Business Council**
2. **The UNWTO Education Council**
3. **The UNWTO Task Force in Destination Management**

The affiliate membership requires endorsement by the government of the state in which the applicant's headquarters is located.

The UNWTO is the only intergovernmental organisation that offers membership to the operational sector, providing a unique contact point for discussion between government officials and industry leaders. The UNWTO, with its broad-based membership, also conducts various activities, including regular meetings, seminars, workshops, and conferences on specific topics such as e-business for tourism and public-private sector cooperation and partnership.

5.6 Organizational Structure of UNWTO:

The UNWTO administration is carried out under the leadership of a secretary-general, an executive council, regional commissions, committees, and a secretariat, among other entities. The overall control and management of UNWTO rest with the General Assembly, which convenes annually. Thus, the bodies and organizational structure of UNWTO follow as:

- **General Assembly:**

It is the supreme and **principal body of UNWTO**. The General Assembly comprises members and associate members, whereas affiliate members and representatives of other international organizations can participate as observers. Every four years, it elects a Secretary-General. The General Assembly meets annually to approve the budget and work program, as well as to debate topics of vital importance to the tourism sector.

- **Executive Council:**

It is essential for the smooth working of UNWTO. The Executive Council is the governing board of UNWTO and is responsible for ensuring that the organisation performs its functions to achieve its goals/objectives. The board meets twice a year and is composed of 27 members elected in the general assembly in a ratio of one for every five full members.

Spain has a permanent seat on the executive council as a host country for UNWTO headquarters. Further, representatives of associate and affiliate members participate in Executive council meetings as observers.

Regional Commissions:

To strengthen and support the efforts carried out by the National Tourism Administration, UNWTO has established a regional commission. The UNWTO currently has six regional commissions: Africa, the Americas, East Asia and the Pacific, Europe, the Middle East, and South Asia.

Each region receives special attention from its regional representative based at the headquarters in Madrid. The commission meets for at least a year and comprises all the full associate members and affiliate members from the region participating as observers. In a special effort to help boost tourism to Sub-Saharan Africa, UNWTO has developed a specific technical activities program for 2003-04.

Committees of UNWTO:

The UNWTO has appointed various committees comprising full, Associate, and affiliated members to advise the UNWTO administration and to achieve its mission. These committees are:

- Programme Committee
- Budget and Finance Committee
- Statistic and microeconomic analysis of the Tourism Committee
- The quality support Committee
- Education Council
- Business Council
- Sustainable Development of the Tourism Committee
- Tourism Ethics Committee

Secretariat of UNWTO:

Secretariat is the hierarchy of authority and responsibility through which UNWTO works. It tells us who is responsible for what. Secretary-General leads

the UNWTO Secretariat. These officers are responsible for implementing UNWTO programs. The UNWTO Business Council is headed by a full-time chief executive and is supported by the Regional Commission and Committee.

5.7 Role and Contribution of UNWTO:

At the beginning of the new millennium, tourism has firmly established itself as the number one industry in most countries. Tourism is the fastest-growing economic sector for more than a dozen countries, in terms of foreign exchange earnings, job creation, and is an essential factor in the balance of payments.

UNWTO has been increasingly vital in making tourism the number one global, regional, and national industry. Since its inception, i.e. in 1924, UNWTO has taken various initiatives to promote and develop tourism systematically and scientifically, such as:

- Develop intercultural awareness and personal friendship.
- Encourage investment in tourism.
- Help in equalising economic opportunities.
- Develop international understanding and peace.
- Regional development.
- Develop sustainable and responsible tourism.
- Collaborate and coordinate with international agencies to promote tourism development.
- Provide leadership and quality education.
- Destination development and management.
- Promote technology.
- Develop statistical measurement.
- Develop ethics and social responsibility.

5.8 Check Your Progress:

- Write a detailed note on the meaning and features of UNWTO.

- Write a detailed note on the different categories of membership granted by UNWTO.

5.9 Summary:

Thus, based on the extensive discussion above, it can now be concluded that the UNWTO is the largest organisation in the tourism industry. Its headquarters is situated in Madrid (Spain). Every year, it collects statistical data from different parts of the World and shares the same collected data with its members. WTO also organises conferences, workshops, and training sessions for its members. It resolves the disputes of its members. UNWTO promotes the growth of the tourism industry by publishing data and various reports.

5.10 Glossary

- **Tourism Industry:**

The tourism industry involves travel companies, hospitality companies, and the transport industry, which provide travel-related facilities to people who wish to travel.

- **Tourism:**

Tourism is the movement of people from one destination to another.

5.11 Self-Assessment Exercise:

- What is UNWTO? Discuss its significance in the growth of the tourism industry.
- Discuss the essential functions performed by UNWTO.
- How does UNWTO differ from any other tourism organisation?

5.12 Further and Suggested Readings:

- <https://tourismnotes.com/world-tourism-organization-unwto/>
- <https://www.unwto.org/>
- <https://www.unwto.org/unwto-tourism-dashboard>
- <https://unwto.org/sustainable-development>
- <https://www.e-unwto.org/>

Unit-6

United Federation of Travel Agents Association (UFTAA): History, Introduction, Mission, Functions and Membership

Structure:

6.0 Introduction

6.1 Objectives

6.2 History of UFTAA

6.3 Aim of UFTAA

6.4 Features of UFTAA

6.5 Functions of UFTAA

6.6 Membership of UFTAA

6.7 Significance of UFTAA in the growth of the Tourism Industry:

6.8 Check Your Progress:

6.9 Summary

6.10 Glossary

6.11 Self-Assessment Exercise

6.12 Further and Suggested Readings

6.0 Introduction:

The Universal Federation of Travel Agents Association (UFTAA) existed in November 2020. It is an international organisation closely associated with IATA, UNWTO, ICATO, and ASTA, among others. It is one of the most significant associations in the field of tourism and the global travel industry. 1919, the International Federation of Travel Agencies (IFTAA) was established in Brussels. However, in 1996, IFTAA merged with the Universal Organisation of Travel Agents. The association's primary objectives are to promote, develop and expand the tourism and travel industry. UFTAA has divided the whole world into eleven regions. It provides membership to national organisations and travel agents from different countries.

6.1 Objectives:

After reading this unit, you will be able to:

- Explain the objectives and functions of UFTAA
- Understand the role and contribution of UFTAA in promoting the tourism and travel industry.

6.2 History of UFTAA:

In the 1960s, at the dawn of mass tourism, a few tourism professionals with great foresight saw the need for a global umbrella organisation for the travel agency industry. By merger of "Fédération Internationale des agences de voyages" (FIAV) and the United Organisation of Travel Agents Associations (UOTAA), the United Federation of Travel Agents 'Associations (UFTAA) was formed on November 22nd 1966, in Rome. Its first President was an Italian, Giuliano Magnoni, later followed by 24 leading personalities worldwide. The federation was later renamed the United Federation of Travel Agents' Associations, still known under the same well-established acronym, UFTAA.

As a globally recognised body, UFTAA is the longest-established negotiating partner of the world's leading travel and tourism organisations. The close cooperation with IATA is of particular importance, as it represents the interests

of individual travel agents and serves as a partner in the IATA-UFTAA Training Programme. The International Hotel and Restaurant Association (IH&RA) and the International Road Union (IRU) are other organisations that have close relationships. Also, in areas that are more distant from the daily worries of travel agents, has UFTAA actively been and still is a spokesperson for the agent's interest? Particularly worth mentioning are the World Tourism Organisation (UNWTO) through its Affiliate Member Programme and, on various occasions, the World Health Organisation (WHO), UNESCO, the International Chamber of Commerce (ICC), the International Forum of Travel and Tourism Advocates (IFTTA), and many more. The high-level contacts have enabled UFTAA to assist national associations in their contacts with authorities and help individual agencies.

Throughout its history, UFTAA has been a faithful, active and neutral advocate for all associations and independent travel agencies, irrespective of size and location. In today's competitive environment, a neutral umbrella organization like UFTAA is needed more than ever to defend and promote the interests of travel agencies in their professional work on behalf of travelling consumers.

UFTAA celebrated 50 years of successful contributions to the Travel & Tourism Industry at its Golden Jubilee Congress in 2016. UFTAA offers its members the valuable opportunity to be involved with UFTAA's global networking platform, supporting the well-being of the travel and tourism industry. UFTAA is represented globally and encourages associations, organisations, institutions, and individual member agencies in the travel, tourism, and hospitality industries to connect through UFTAA. UFTAA inspires and encourages industry leaders to stay connected globally in this fast-evolving world.

6.3 Aim of UFTAA:

The Universal Federation of Travel Agents Association is essential in promoting and developing travel and tourism and its products. Some crucial aims and

objectives of the Universal Federation of Travel Agent Associations are following as:

- To ensure public recognition of members.
- To protect interest from legislation and other forms of the legal point of view.
- To act as a negotiating body.
- To improve the professional status and business standing.
- To improve up-to-date information.
- It serves as the negotiating body for various branches of the tourism and travel industries, representing the interests of travel agents and the public.
- It ensures that all travel agents, through their national association, have the maximum degree of cohesion and understanding, as well as prestige and public recognition, advancement of members' interests, and protection from legislation and other legal perspectives.
- It offers its members all the necessary material, professional and technical advice and assistance to enable them to take their proper place in the world tourism economy.

6.4 Features of UFTAA:

The following are the critical features of UFTAA:

- It is an essential organization of travel agents worldwide.
- It is one of the most significant travel and tourism organisations in various parts of the world.
- It is formed by merging two associations named "**The International Federation of Travel Agencies Association**" (IFTAA) and "**The Universal Organisation of Travel Agents Association**" (UOTAA).
- It is a worldwide body representing the travel agency and tourism industry.
- It regularly organises the World Congress of travel agents and other meetings necessary for exchanging and transmitting knowledge.

6.5 Functions of UFTAA:

UFTAA performs various functions for the interest and benefit of its members, and these are as follows:

- It unites and consolidates the Federation of Travel Agents' National Association to enhance and promote the members' interests.
- The travel agents' activities are represented before the various bodies, government authorities, and suppliers.
- It adopts new measures to ease consumer travel and offer services to its members.
- Also, it acts as an information and investigation centre to offer information for technological development.
- It organizes a world congress of travel agents. Besides, it also organizes meetings, seminars, and conferences to exchange and transfer knowledge.
- It opposes all the rules and regulations that can harm the travel and tourism industry and the free movement of any country's citizens.
- Further, it works through its education bureaucratic obstacles in travel and seeks excellent transportation safety.
- It assists through its education committee so that travel agents become better qualified through the IATA/UFTAA training program.

6.6 Membership of UFTAA:

UFTAA grants the following three categories of membership:

- **Associations:**

UFTAA assists national associations in their global contacts with associated authorities. We welcome Associations that represent members involved with the following activities may apply for UFTAA membership.

- ✓ Travel agencies
- ✓ Tour operators (inbound and outbound)
- ✓ Tours/Sightseeing operators

- ✓ Tourism agencies are involved with specialized services like sports, medical, wellness, adventure, and wildlife/safaris.
- ✓ Companies in the business of hospitality
- ✓ MICE / Meetings / Congresses / Exhibition / Event organizers
- ✓ Transport/coach companies; car/cab/limo companies;
- ✓ Air Charter companies
- ✓ Allied service providers, including ".com or online companies"
- ✓ Technology providers
- ✓ Education providers
- ✓ Moreover, associations that have members in any other related field.

- **Affiliates (Individual Agencies / Companies/ Service Providers):**

UFTAA offers the opportunity for individual agencies/companies listed below who are most welcome to join as "Affiliate Members". The industry's exponential growth has impacted UFTAA's decision to admit affiliate members (individual agencies) and offer them global networking opportunities. Seller meets Buyers through UFTAA, which can be a highly dependable experience as we deal in travel and tourism. Affiliate members can easily create consortiums, exchange services, and connect with highly beneficial services. UFTAA will provide events/forums for hand-shake and B-to-B interaction opportunities. Affiliate membership is a great way for agencies/companies to remain connected globally. Affiliate Members are welcome from all fields of the Travel & Tourism Industry. Some categories are listed below, and these must be individual organizations.

- ✓ Travel Agencies
- ✓ Tour Operators (Inbound & Outbound)
- ✓ Hotels / Resorts
- ✓ Tours / Sight-seeing operators
- ✓ Tourism Agencies / DMCs
- ✓ Specialized tourism agencies feature sports, medical, wellness, adventure, wildlife/safaris, etc.

- ✓ Cruise sales promoters
- ✓ MICE / Meetings / Congresses / Exhibition / Event organizers
- ✓ Transport/coach/Car/Cabs/Limo companies
- ✓ Technology providers – Web Designing & Management / Portal providers / Back-end support to agencies/companies
- ✓ Allied service providers, including “.com or online companies”
- ✓ Education providers – Authorized Training Centers in Travel & Tourism Training / Training institutes supporting skills development or related fields
- ✓ Universities/Colleges offering Travel, Tourism or Hospitality Management
- ✓ Professionals Training Centers for Aviation Staff – Inflight attendants – Travel & Tourism etc.
- ✓ Global Placement Companies Visa Services providers
- ✓ Foreign Exchange / Credit or Debit Card providers
- ✓ Communication companies – Global Calling Cards or Sim Card providers
- ✓ Meet and assist Agencies at Airports / Cities

• Institutions (Organizations – All sizes; Other Associations; Federations; Tourism & Other Boards; Authorities etc.):

(Organisations Connected with Travel /Tourism Products and Related Services, Tourism Boards, Global Distribution Systems etc.).

UFTAA welcomes organizations connected with travel/tourism products and related services, as well as tourism boards and GDSs, to join UFTAA as associate members.

Associate members benefit from UFTAA membership mainly because of the ease of connecting with our members - Travel Agent Associations and Affiliates Members. In addition, Associate Members can promote tourism products, travel-related services, and allied products through channels that help strengthen their presence globally and bring opportunities to enter into partnerships with UFTAA members. In a fast-evolving marketplace, such ‘connecting’ with UFTAA membership can positively impact and lead to strategies that may improve the health of our industry.

Associate Members can be:

- ✓ Tourism Boards (Domestic or International)
- ✓ Destination Management Companies
- ✓ Cruise-liners
- ✓ Airlines / Air Charter Companies
- ✓ Hotel Chains
- ✓ Railways
- ✓ Health Centers
- ✓ Theme Parks / Tourism Centers
- ✓ wellness centres
- ✓ Financial institutions
- ✓ Associations promoting MICE, Transport, Freight
- ✓ Insurance Companies
- ✓ Manpower Training / Educational Institutions
- ✓ Any other Organisation (as approved by the UFTAA Board)

6.7 Significance of UFTAA in the Growth of the Tourism Industry:

UFTAA's role in Global Tourism and promotion of Tourism is extensive. UFTAA has been actively promoting tourism and establishing a global tourism network, as well as the Global Tourism Office in Istanbul, Turkey. Thanks to our member, TURSAB, Turkey, this office is in an excellent location and aims to connect the world's tourism specialists. UFTAA is actively connected with several large Tourism and Exhibition Organizing organizations and has been actively connected year after year. UFTAA's delegates, from all over the world, attend such Exhibitions or MICE activities to help our tourism specialist members join such events. To name a few, UFTAA partnerships have extended with ITB ASIA (Singapore); South Asia's Leading Travel Show- SATTE (India); International Mediterranean Tourism Market - IMTM (Israel); Luxury Tourism Workshop (Venice); World Tourism Exchange, China; India Tourism Mart (ITM) India; and more.

6.8 Check Your Progress:

- Highlight the different categories of membership granted by UFTAA

- Discuss the role of UFTAA in promoting and growing the Tourism Industry.

6.9 Summary:

From the above discussion, we can say that UFTAA works closely with various Travel and Tourism bodies. Its aims and objectives are to promote, develop, and defend the tourism industry and work towards sustainable tourism. Its members include major tourism-related service providers, such as hotels, tour operators, travel agents, airlines, etc. Thus, it is worth mentioning that this organization plays an important role and remains the backbone of the growth and development of the travel and tourism industry.

6.10 Glossary:

- **Organization:** A group of people who form a business, club, etc. They come together to achieve a particular aim or goal.

- **Tourism Industry:** The tourism industry involves travel companies, hospitality companies, and the transport industry, which provide travel-related facilities to people who wish to travel.
- **Tourism:** Tourism is the movement of people from one destination to another.

6.11 Self-Assessment Exercise:

- Write a detailed note on UFTAA
- Discuss the key features of UFTAA
- What are the essential functions performed by UFTAA?

6.12 Further Readings:

- [https://tourismnotes.com/universal-federation-of-travel-agents-associations-uftaa/#:~:text=Universal%20Federation%20of%20Travel%20Agent,IFTAA\)%20was%20established%20in%20Brussels.](https://tourismnotes.com/universal-federation-of-travel-agents-associations-uftaa/#:~:text=Universal%20Federation%20of%20Travel%20Agent,IFTAA)%20was%20established%20in%20Brussels.)
- <https://uftaa.org/>
- <https://uftaa.org/about-uftaa/>
- <http://www.kairosinstitute.in/blog1/2018/06/05/united-federation-of-travel-agents-association/>

Unit-7

Pacific Asia Travel Association (PATA): History, Chapters, Members and Events

Structure:

7.0 Introduction

7.1 Objectives

7.2 History of PATA

7.3 Objectives of PATA

7.4 Features of PATA

7.5 PATA Membership

7.6 PATA Chapters

7.7 Functions of PATA

7.8 About ATOAI

7.9 Objectives of ATOAI

7.10 Role of ATOAI in Promotion and Growth of Adventure Tourism Industry in India

7.11 Check Your Progress

7.12 Summary

7.13 Glossary

7.14 Self-Assessment Exercise

7.15 Further and Suggested Readings

7.0 Introduction:

Founded in 1951, PATA is a not-for-profit membership-based association that catalyses the responsible development of travel and tourism to, from and within the Asia Pacific region.

By bringing together our private and public sector members, PATA facilitates meaningful partnerships to enhance the value and quality of travel and tourism, as well as sustainable growth to, from, and within the Asia Pacific region.

The Association provides aligned advocacy, insightful research and innovative events to its more than 800 member organisations, including 95 government, state and city tourism bodies, 20 international airlines and airports, 102 hospitality organizations and 70 educational institutions, and over 4,000 youth members worldwide.

The PATA network also embraces the grassroots activism of the PATA Chapters and Student Chapters, which organize numerous travel industry training programs and business development events worldwide. Thousands of travel professionals belong to the 31 local PATA Chapters worldwide, while hundreds of students are members of the 22 PATA Student Chapters globally.

PATA's Head Office has been in Bangkok since 1998. The Association also has official offices or representation in Beijing and London.

7.1 Objectives:

After reading the present unit, you will learn:

- The primary objectives and functions of PATA
- The role of PATA in promoting the Tourism industry in the Pacific region.

7.2 History of PATA:

Pacific Asia Travel Association (PATA) was founded in 1951 as a non-profit corporation to stimulate interest in the Pacific region as a vacation land and to develop, promote and facilitate travel to and among the many Pacific destinations.

The Association had 44 Founder Members. The Founder, Lorrain Thurston, a leading newspaper publisher in Honolulu, had an idea to organise all travel from the Occident to the Pacific area in a consistent, cohesive and systematic manner to ensure maximum benefit from the existing opportunities and the creation of fresh opportunism through multimedia publicity.

PATA's first conference was held in January 1952 in Honolulu, and its headquarters were established in San Francisco, USA, in 1953. PATA has its own Director for Europe, based in London and works to promote traffic from the European markets into the Pacific region. PATA's first Asian office was opened in Manila, Philippines in 1976.

7.3 Objectives of PATA:

Pacific Asia Travel Association (PATA) is the **largest non-profit, non-political organization** in travel and tourism. The PATA aims to promote and develop tourism and advance members' interests.

PATA is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry.

The main objectives of PATA are:

- To promote and develop tourism in the Pacific region.
- To provide timely, up-to-date and informed.
- Organize seminars/conferences for the members.
- Build the business of members.
- Organize training and development programs for members.
- To promote ethical practices.
- To focus on destination development.
- To take the lead position on issues in the travel and tourism industry that must be addressed.
- To stimulate and develop public-private sector partnerships.
- To improve international understanding and international corporation.
- To provide a common forum.
- To publish material relating to the tourism industry.

- HR development.
- Marketing research and statistics.
- To provide valuable insights, forecasts, and analysis to help members make better business decisions.

7.4 Features of PATA:

The following are the salient features of PATA:

- PATA is a non-profit association
- It promotes travel and tourism to and within the Pacific region
- It is a non-political corporation
- PATA focuses on travel opportunities in member countries and develops awareness of the travel trade in tourism-originating countries.
- It provides a meeting point for people from many countries involved in all aspects of the travel trade.

7.5 PATA Membership:

Membership in the PATA is open to all organizations that contribute directly and indirectly to the travel and tourism sector. Generally, PATA membership is open to all professional organizations such as airlines, steamship lines, travel agencies, tour operators, hoteliers, government, tourism professional organizations, advertising agencies, public relations agencies, etc.

PATA has four types of membership:

1. Active Members
2. Associate Members
3. Allied Members
4. Affiliated Members

PATA has 95 government state and city tourism bodies, 25 international airlines and airports, 108 hospitality organizations, 72 educational institutions, and hundreds of travel industry companies in the Asia Pacific and beyond. Thousands of professionals in the travel industry belong to PATA.

Every year, the members of PATA meet at an annual conference to discuss various issues and activities of the association. The member elects the Board of Directors for three or two-year terms. The control and management of PATA are vested in the hands of active members.

The board of directors (50) meets every month at its headquarters. The head of the association is the president elected by the members, assisted by a full-time vice-president and other administrative professionals, to carry out the smooth functioning of the corporation.

7.6 PATA Chapters:

PATA has established a well-defined network of regional and promotional chapters to achieve its objectives. The regional chapters are situated within the Pacific area and provide information, organize training programmes for members, improve the quality of plants and services, and take steps to increase regional tourism traffic.

The promotional chapters are situated outside the Pacific area and are responsible for promoting the travel trade. Practically, the activities of these chapters are designed to increase the tourist traffic in the Pacific region by organizing regular members' meetings, trade fairs, educational programs, untapped natural resources, and seminars/conferences on various Pacific destinations.

7.7 Functions of PATA:

Generally, PATA's main aim is the progressive development and promotion of tourism to its member countries. The contribution, role, and functions of PATA towards its members can be studied under the following points:

- PATA conducts research studies on tourism.
- PATA organizes marketing programs.
- Provides detailed and up-to-date information.
- Organize events in the Pacific region.
- Helps in economic development.

- PATA helps improve tourist plants and service facilities.
- PATA helps member countries introduce corrective measures to increase tourist traffic.

7.8 About ATOAI:

The Adventure Tour Operators Association of India (ATOAI) is the national representative body of Indian Adventure Tour Operators, founded in 1994 by a close group of Travel Trade Adventurers. It was established to create a strong support group that would lead to both group and individual profits by positioning adventure as one of the main tourism attractions in India. ATOAI has been serving for 31 years and currently has over 750 members across 28 states. It offers various membership categories, including Lifetime Membership (for founding members and early supporters, with applications currently closed), Allied Membership (for firms and companies associated with the tourism and travel industry for at least one year), Active Membership (for recognized adventure tour operators promoting adventure tourism responsibly and sustainably), Media Membership (for individuals or companies in print or online media related to adventure travel), Associate Membership (for associations engaged in tourism and travel), and Professional/Individual Membership (for individuals with experience or accomplishments in adventure travel or sports). The association is led by a board including President Ajeet Bajaj, Senior Vice President Vaibhav Kala, Vice President Arshdeep Anand, Hon. Secretary Ronny Singh Gulati, Hon. Treasurer Nirat Bhatt, Immediate Past President Vishwas Makhija, and several Executive Committee members.

7.9 Objectives of ATOAI:

Following are the major objectives of Adventure Tour Operators Association of India (ATOAI):

- Promote responsible and sustainable adventure travel experiences in India.
- Foster growth and cultivate partnerships among ATOAI members.
- Position India as the world's leading and largest adventure travel destination.

- Expand membership to strengthen ATOAI's influence and inclusivity.
- Transform the fragmented adventure tour operator sector into a cohesive, organized industry.
- Empower members to operate seamlessly across all seven continents.
- Establish India as a year-round adventure tourism destination.
- Coordinate with industry stakeholders and government bodies to support adventure tourism.
- Collect data to strengthen industry projections and strategic planning.
- Create opportunities for members to enhance their business prospects.
- Provide platforms for networking through workshops, road shows, and conventions.
- Formulate policies, minimum standard guidelines, and vision statements for adventure tourism destinations.
- Identify and remove hurdles that impede the growth of the adventure tourism industry.

7.10 Importance of ATOAI:

The Adventure Tour Operators Association of India (ATOAI), established in 1994, plays a critical role in shaping and advancing the adventure tourism sector in India. With over 750 members across 28 states, ATOAI has become a cornerstone for promoting sustainable growth, ensuring safety, and elevating India's position as a global adventure tourism destination. Below are the key points highlighting the importance of ATOAI:

- **Unifying the Industry:**

ATOAI brings together a fragmented sector of adventure tour operators, fostering collaboration and creating a unified voice. This cohesion strengthens the industry's ability to address challenges, influence policies, and promote collective growth, making it a vital force in organizing adventure tourism in India.

- **Promoting Sustainable Tourism:**

By developing and enforcing minimum standard guidelines, ATOAI ensures that adventure tourism is conducted responsibly, prioritizing environmental conservation and community welfare. This commitment enhances India's reputation as a sustainable tourism destination, attracting eco-conscious travelers globally.

- **Enhancing Safety Standards:**

ATOAI's focus on safety protocols and operational guidelines minimizes risks associated with adventure activities. By setting high standards, it builds trust among tourists, ensuring safer experiences and reducing incidents that could harm the industry's reputation.

- **Advocacy and Policy Influence:**

ATOAI serves as a liaison between adventure tour operators and government bodies, advocating for favorable policies, improved infrastructure, and streamlined regulations. This role is crucial for creating an enabling environment for the industry to thrive and grow.

- **Boosting India's Global Presence:**

Through its efforts to promote India as a year-round adventure tourism destination, ATOAI showcases the country's diverse offerings, such as Himalayan trekking, river rafting, and wildlife safaris. This elevates India's standing in the global adventure tourism market, attracting international tourists and boosting economic growth.

- **Empowering Operators:**

ATOAI empowers its members through training, certifications, and networking opportunities via workshops, webinars, and conventions. Events like the webinar on "Safe Tourism Experience: Insurance, Explained!" (July 30, 2025) and the Members Meet on "Member Advantage Card" (February 18, 2023) equip operators with skills and resources to compete globally.

- **Driving Economic Growth:**

By promoting adventure tourism, ATOAI contributes significantly to India's economy through job creation, tourism revenue, and support for local

communities in remote adventure destinations. Its efforts to market India as a premier destination amplify this economic impact.

- **Facilitating Innovation and Collaboration:**

ATOAI fosters innovation by encouraging the development of new adventure tourism products and marketing strategies. Its platforms for collaboration among operators, media, and allied businesses lead to enhanced visitor experiences and industry competitiveness.

- **Data-Driven Decision Making:**

ATOAI collects and analyzes industry data to provide insights into market trends and consumer preferences. This data-driven approach supports strategic planning, attracts investment, and strengthens the industry's credibility with stakeholders.

- **Addressing Industry Challenges:**

By identifying and resolving barriers such as regulatory hurdles, inadequate infrastructure, and safety concerns, ATOAI creates a more conducive environment for adventure tourism. This proactive approach ensures the sustained growth and resilience of the sector.

7.11 Check Your Progress:

- Explain the role of PATA in tourism promotion:

- How does PATA benefit its members?

Page 10 of 10

7.12 Summary

Thus, based on the above-detailed discussion, it can be concluded that PATA is a non-profit, non-political organisation that promotes tourism and travel activities in the Pacific Asia region. Only such an international organisation works collectively to benefit tourism service providers in most Asian countries.

7.13 Glossary:

- **Conference:** A meeting of people from different parts of a Nation or World who discuss everyday matters.
- **Travel Agent:** A person who is the owner or an employee of a travel company. He is authorised to sell the complete package or separate components of the tourism industry.

7.14 Self-Assessment Exercise:

- Explain the significance of PATA in the promotion of the tourism industry
- Write a detailed note on PATA
- What are the different types of membership provided by PATA?

7.15 Further and Suggested Readings:

- <https://www.hospitalitynet.org/organization/17000981/pata.html#:~:text=The%20Association%20provides%20aligned%20advocacy,travel%20industry%20companies%20in%20Asia>
- <https://tourismnotes.com/pacific-asia-travel-association-pata/>
- <https://www.pata.org/about-pata>
- <https://www.pata.org/>
- <https://oureducare.com/tourism/pata-pacific-asia-travel-association/>

- <https://centreforaviation.com/data/profiles/industry-associations/pata>

Unit-8

American Society of Travel Advisors (ASTA): History, Introduction objectives, Membership, Functions etc.

Structure:

8.0 Introduction

8.1 Objectives

8.2 History of ASTA

8.3 Objectives of ASTA

8.4 ASTA Membership

8.5 Functions of ASTA

8.6 Check Your Progress

8.7 Summary

8.8 Glossary

8.9 Self-Assessment Exercise

8.10 Further and Suggested Readings

8.0 Introduction:

American Society of Travel Advisors (ASTA) is the largest association of tour and travel professionals. It was established on 20th April 1931, and its headquarters is in New York. The association was earlier known as the American Association and Tourist Agent's Association but later changed its name to the American Society of Travel Advisors (ASTA). It shares new updated information with its members, organizes conferences, provides training, promotes tourism worldwide, publishes booklets, etc. and provides membership to travel agents, tour operators, hotels, car rentals, steamship companies, government tourist offices, etc. It works for the welfare of the tourism industry in more than 140 countries.

8.1 Objectives:

After reading the present unit, you will be able to:

- Learn the various functions of ASTA
- Understand the role played by ASTA for the benefit of its members and travellers.

8.2 History of ASTA:

The American Society of Travel Advisors (ASTA) was founded in New York City on April 20, 1931, as the American Steamship and Tourist Agents Association. ASTA changed its name to the American Society of Travel Agents in 1944. On January 26, 2000, ASTA acquired the assets of The National Association of Commissioned Travel Agents, Inc. (NACTA), a membership subsidiary called the National Association of Career Travel Agents since 2009. NACTA represents independent travel agents, cruise-oriented, home-based, and outside sales travel agents. On August 28, 2018, the organization was renamed the American Society of Travel Advisors.

ASTA supported the Travel Promotion, Enhancement, and Modernization Act of 2014 Act. This bill would extend the Travel Promotion Act of 2009 provisions, which established the Corporation for Travel Promotion (also known as Brand

USA) through September 30, 2020, and impose new performance and procurement requirements on the corporation. ASTA President Zane Kerby said the bill "is essential to marketing the United States as a desirable destination for international tourists, conferences and business."

8.3 Objectives of ASTA:

The main objective of ASTA is the promotion and advancement of the interests of members, safeguarding people's travel against fraud, misrepresentation, and other unethical practices. The other sub-objectives are:

- To educate and train members.
- To provide a common forum.
- Organize travel seminars, conferences, and conventions.
- To provide a means of collaboration.
- To publish material relating to the travel industry.

The ASTA has 58 chapters, including 28 in the USA and Canada, and the remaining 30 chapters are in different countries. The elected officers and executive committees manage these. The members elect the president and chairman of the board for two years. The day-to-day activities are administered by an executive vice president assisted by the professional staff.

8.4 ASTA Membership:

The American Society of Travel Agents (ASTA) is a global organization that plays an essential role in the travel and tourism sector. ASTA has over 25000 members, including 18000 active members; the remaining are allied and associate members. ASTA is organized and managed under New York State Corporation Law and is located in Virginia. Anyone related to the travel and tourism sector can apply for membership in ASTA. ASTA has two categories of membership. These are the following:

- 1. Active Members**
- 2. Allied and Associate Members**

1. Active Members:

Travel and tourism organizations, firms, and companies actively involved in the travel business can become active members. Travel agencies and tour operators are active American Society of Travel Agents (ASTA) members.

2. Allied and Associate Members:

Those organizations, firms, and companies that are not actively involved in the travel and tourism business but support in the backend and play an essential role as suppliers in the travel and tourism industry. Airlines, hotels, railways, and government organizations are allied and associate American Society of Travel Agents members.

8.5 Functions of ASTA:

ASTA comprises different industry segments as a professional travel trade organization and plays a pivotal role in promoting and developing the world's fastest-growing industry. The following point justifies the above assertions:

- ASTA helps with professional and technical assistance.
- It offers a common forum for the exchange of ideas.
- It conducts worldwide market research.
- It helps governments to formulate tourism policies and strategies.
- ASTA protects tourists from unethical travel trade practices.
- ASTA conduct research, studies, and publicity for the sound development of travel agencies.
- ASTA offers various training and management development programs for senior executives of travel companies.
- ASTA co-operates with all organizations and individuals engaged in tourism activities designed to enhance the professional standing of the travel industry.

8.6 Check Your Progress:

- Discuss the essential functions performed by ASTA

- **Highlight the different types of membership provided by ASTA.**

8.7 Summary:

After the above-detailed study, it is clear that ASTA is one of the most significant associations in the World. It was established on 20th April 1931 as the American Steamship and Tourist Agent's Association. The essential purpose of the association was to protect and promote the mutual interests of its members with a standard code of conduct for fair business, to promote tourism and to persuade tourists to use ASTA member services.

8.8 Glossary:

- **ASTA:** The American Society of Travel Advisors is committed to protecting and promoting the mutual interests of its members to promote tourism.
- **Advisor:** Someone whose job is to give advice about a topic.

8.9 Self-Assessment Exercise:

- What are the roles and functions of ASTA in the tourism industry?
- Write in detail about the significance of the ASTA.

8.10 Further and Suggested Readings:

- <https://www.asta.org/>
- <https://tourismnotes.com/american-society-of-travel-agents-asta/>
- <https://www.travelpulse.com/suppliers/travel-associations/american-society-of-travel-advisors-asta.html>
- <https://wtaaa.org/asta/>
- <https://www.travelsense.org/tips/the-asta-verified-travel-advisor-certification-program/>

Unit-9

Indian Association of Tour Operators (IATO): Purpose, Objectives, Membership and Functions

Structure:

9.0 Introduction

9.1 Objectives

9.2 History of IATO

9.3 Objectives of IATA

9.4 IATO Membership

9.5 Benefits of IATO Membership

9.6 Functions of IATO

9.7 Check Your Progress

9.8 Summary

9.9 Glossary

9.10 Self-Assessment Exercise

9.11 Further and Suggested Readings

9.0 Introduction:

The Indian Association of Tour Operators (IATO) is the National body of the tourism industry. It has over 1600 members covering all segments of the Tourism Industry. Established in 1982, IATO today has international acceptance and linkages. It has close connections and constant interaction with other US, Nepal, and Indonesia tourism associations, and its member bodies are USTOA, NATO, and ASITA. It is increasing its international networking with professional bodies to facilitate better International travellers visiting India and the entire Region.

IATO interacts closely with the government on all critical issues affecting the tourism industry in India, with the highest priority being tourism facilitation. It interacts closely with all Government Ministries/Departments, Chambers of Commerce and Industry, and Diplomatic Missions. It acts as the common medium between the decision-makers and the industry and presents the complete perspective to both sides, synergizing their shared agenda of Tourism facilitation. All IATO members observe the highest standards of professional ethics and offer personalized service to their clients.

Being the National Apex Body of the Tourism Industry, IATO is always actively responsive to its social responsibility. All IATO members actively participate in meeting their Social Obligations not only during national emergencies and natural calamities. But also as an ongoing venture. IATO members have generously contributed to the National Defense Fund in recent years. Also, they organized Blood Donation camps during the Kargil conflict, carried out relief work in the Cyclone affected areas in Orissa, set up emergency relief supplies for the victims of the Gujarat Earthquake, and adopted a village and provided them with the necessary relief and rehabilitation infrastructure. IATO has contributed wholeheartedly to the Prime Minister's Relief Fund and helped the government in its efforts during the national crisis.

IATO has five categories of membership: Active, Allied, Associate, International and Honorary. All its active members are recognized and approved by the Indian government's Department of Tourism and have at least three years of experience

in handling International Tourists to India before being admitted to the IATO fraternity.

IATO's affairs are managed by an Executive Committee elected by the Active Members every two years. The President heads the Executive Committee with a team of six officebearers and 9 Executive Members. The Executive Committee meets monthly to discuss the current Tourism Industry and Membership Issues. IATO networks through its state-level chapters at the local level, where all local issues are handled at the appropriate level.

9.1 Objectives:

The following are the objectives of the present Unit:

- To understand the functioning of IATO
- To know the purposes of IATO in travel, tourism, and hospitality.

9.2 History of IATO:

Indian Association of Tour Operators (IATO) is the national apex body of the tourism industry. Founded on 13th January 1982 with just seven members, it now has over 1600 members from different tourism industry segments like travel agents, hotels, airlines, government tourism departments/ development corporations, educational institutions, transport operators and national and international tour operators.

IATO has been the forum for the tourism industry to address crucial industry issues at various levels. During the 1982 convention, IATO's demand for the Tourism Industry's recognition as EXPORTERS was finally accepted by the Government in 2002! IATO has constantly been discussing essential issues at different forums and, with persistent persuasion, has attained the unique position of being the Industry's prime contact with the Government.

While the Industry's issues are the prime focus of IATO as the National apex Body, IATO has wholeheartedly participated in its Social Obligations. IATO has supported all major national causes, which relief emergency operations in national crises and calamities have contributed. IATO has also been actively

involved in developing Professional Human Resources in the Tourism Industry by providing Job Training to students from Different Tourism Institutes and organizing special need-based courses for training in the Industry.

9.3 Objectives of IATO:

The Indian Association of Tour Operators has been founded to promote international understanding and goodwill to the ultimate advantage. All income of the Association shall be utilized towards the promotion of the aims and objectives of IATO.

The aims and objects of the Society are as follows:

- To promote national integration, welfare and goodwill
- To take all steps necessary for promoting, encouraging and assisting in developing tourism throughout the country and to take initiatives to secure the welfare of the Tourism Trade in all respects.
- To Communicate with Chambers of Commerce, other Mercantile and Public Bodies in India, Government Departments or Committees, International Air Transport Association and various foreign and local associations and corporations, companies and concerns and promote measures in the interests of the travel trade and nominate members to act on them.
- To encourage and promote friendly feelings among the tour operators and travel agents on all subjects involving their common good and benefit.
- To try to amicably settle the disputes of the members of this Association by referring the disputes for settlement to a sub-committee to be constituted for such purpose by the Executive Committee.
- To protect the interest of the members of this Association from the malpractices of foreign tour operators
- To set up and maintain high ethical standards in the industry.
- To undertake such welfare activities which the members can not undertake individually.
- To get affiliation with similar organizations in other countries.

- To promote equal opportunities for all visitors to enjoy the Tourism and travel facilities regardless of race, colour, creed or nationality.
- To organize overseas promotional tours jointly with various airlines and Govt. of India Tourist Office abroad and other similar organisations.
- To conduct aiding and assisting seminars, group discussions, courses of studies, and cultural meetings.
- To institute awards for excellence in tourism-related activities.
- To assist students by scholarship in pursuing higher education, study, and research, particularly in developing tourism and international brotherhood fields in India and outside the country.
- To institute chairs and fellowships in India.
- To take the initiative and ensure that the problems affecting any of the services relating to the tourism trade are sorted out through the mediation of the Association, failing which joint legal action to be taken for and on behalf of the members of the Association for settling such problems.
- To produce regular reports about the achievements of the members of the Association and to do all such things as are incidental or conducive to the above objects.
- To print and publish information material for the benefit of its members.

9.4 IATO Membership:

The membership of the association is open to all tourism and travel organizations in India and abroad if they have:

- Good professional reputation.
- Sound financial position.
- At least two years in the travel business.
- Recognized by DoT.

The association imposes other terms and conditions from time to time.

The association has the following members:

1. Active Members

2. Associated Members
3. Allied Members
4. Honorary Members
5. International Members

To become a member of the IATO, organizations must apply on the prescribed form, which must be proposed and seconded by the association members, of which one must be an active member. The application shall be considered by the executive committee and approved by a majority of 2/3 members. The decision of the executive committee will be final.

9.5 Benefits of IATO Membership:

While working relentlessly for tourism development in the country, IATO safeguards the interests of its members. When the association took shape, it set out with the following aims and objectives:

- To promote national integration, welfare and goodwill.
- To promote, encourage and assist in developing tourism and to secure the welfare of the travel trade in all respects.
- To encourage and promote friendly feelings in the industry.
- To try to settle the disputes of the members amicably.
- To protect the members' interest from the malpractices of foreign tour operators.
- To set up and maintain high ethical standards in the industry.
- To undertake such welfare activities which the members cannot undertake individually.
- To get affiliation with similar organizations in other countries.
- To promote equal opportunities for all visitors to enjoy the tourism and travel facilities regardless of race, colour, creed or nationality.
- To organize overseas promotional tours jointly with various airlines, the Government of India tourism offices abroad, and other similar organizations.
- To conduct, aid, assist and discuss courses of studies and cultural meetings.

- To institute awards for excellence in tourism-related activities.
- To assist students by offering scholarships to pursue higher education, study, and research, particularly in tourism development.

9.6 Functions of IATO:

Since the formation of IATO, the tour operation business has gained recognition and importance globally. IATO has done remarkable work in the field of tourism promotion and development.

The prominent roles and functions of IATO are the following:

- Promote national integration and international understanding.
- Acts as an image builder.
- Organizes 'Farm Tour' (overseas).
- Encourage tourism education and research.
- Settle disputes between the members.
- Protect the members from malpractices.
- Provides information.

Tourism and travel associations exist in almost every country in the world. These associations lay down the guidelines and objectives to protect the interests of the members and tourists. The associations, directly and indirectly, promote tourism and build the host country's image globally. These associations help the Department of Tourism to formulate effective and extensive tourism policies and strategies.

9.7 Check Your Progress:

- **What is IATO? Also, discuss its key features**

- Throw a light on the benefits of becoming a member of IATO

9.8 Summary:

Now, it is clear that IATO is the only National level Association of tour operators. It works for the benefit of tour operators and other allied companies. It works a lot for the betterment of its members by organizing conferences, meetings, workshops etc. IATO also helps the Government with issues related to the Tourism industry.

9.9 Glossary:

- **Tour Operator:** A company or a firm which designs tour packages and makes them available to customers through travel agents.
- **Travel Agent:** A travel agent is the owner or an employee of a firm or corporation commonly known as a travel agency.
- **Travel Agency:** A travel agency is the office of a travel agent where a complete tour package or single components are sold to the persons who are willing to travel to a tourist destination

9.10 Self-Assessment Exercise:

- Differentiate between IATO and TAAI
- Discuss the significance of IATO for the tourism industry in India
- Highlight the significance of IATO for tour operators in India

9.11 Further and Suggested Readings:

- <https://iato.in/pages/view/9>
- <https://iato.in/>
- <https://iato.in/members/lists>
- <https://tourismnotes.com/indian-association-of-tour-operators-iato/>
- <https://www.adtoi.in/>
- <https://eturbonews.com/2989937/indian-association-of-tour-operators-elects-new-president-in-record-turnout/>

Unit-10

**India Tourism Development Corporation Limited (ITDC):
History, Objectives, Functions and Role**

Structure:

- 10.0 Introduction**
- 10.1 Objectives**
- 10.2 History of ITDC**
- 10.3 Objectives of ITDC**
- 10.4 Functions of ITDC**
- 10.5 Operations of ITDC**
- 10.6 Role of ITDC in the Growth of the Tourism and Travel Industry**
- 10.7 Financial Performance of ITDC**
- 10.8 Check Your Progress**
- 10.9 Summary**
- 10.10 Glossary**
- 10.11 Self-Assessment Exercise**
- 10.12 Further and Suggested Readings**

10.0 Introduction:

India Tourism Development Corporation (ITDC) is a Government of India body that promotes India's tourism and Hospitality industry. The body was founded in October 1966. It is the second most popular organization after India Tourism. It was formed by merging the Hotel Corporation of India Ltd., the India Tourism Corporation Limited and the India Tourism Transport Undertaking Ltd. Its prime objectives are to construct, maintain and manage the existing hotels and to market them. As the name suggests, its primary objective is to develop tourism infrastructure at essential tourist destinations in India.

10.1 Objectives:

After reading the present unit, the learners will be able to:

- Understand the objectives and functions of (ITDC)
- Contribution of ITDC in the promotion and growth of the Indian Tourism Industry.

10.2 History of ITDC:

India Tourism Development Corporation Ltd. (ITDC) came into existence in October 1966 with the sole objective of developing and expanding tourism infrastructure in the country and thereby promoting India as a tourist destination. Working on the philosophy of the public sector, ITDC achieved its objectives by promoting the largest hotel chain in India and providing all tourist services, i.e. Accommodation, Catering, Transport, in-house Travel Agency, Duty Fee Shopping, Entertainment Publicity etc., under a single window. It also offers consultancy services from concept to commissioning in tourism, both for the private and public sectors.

10.3 Objectives of ITDC:

Broadly, the main objectives of the Corporation are:

- To construct, take over and manage existing hotels and market hotels, Beach Resorts, and Traveller's Lodges/Restaurants;

- To provide transport, entertainment, shopping and conventional services;
- To produce and distribute tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc.
- To provide innovative, dependable and value-for-money solutions to the needs of the tourism development and engineering industry, including consultancy and project implementation.

10.4 Functions of ITDC:

- It organized shows at Red Fort, Delhi
- It runs duty-free shops at five airports. The airports are Mumbai, Delhi, Kolkata, Chennai, and Thiruvananthapuram.
- It helped to develop tourist places.
- The brand name of ITDC, Ashok Travels and Tours (ATT), offers services to both national and international visitors.
- The ATT offers a tour package that includes a honeymoon tour, mountain tour, shopping tour, etc.
- It participates in food festivals around the globe. The menu focuses on Indian food.
- As the name implies, the ITDC wants to build a solid foundation for tourism growth. They work together with the government. It is the primary driver in the country's tourism growth, development, and expansion.

10.5 Operations of ITDC:

ITDC is a nodal agency in India's travel and tourism sector. Presently, ITDC has the following business groups and the following operations:

- 1. Ashoka Group of Hotels** – Accommodation and Catering Division
- 2. Ashoka Travel and Tours** – Travel Trade Division
- 3. Duty-Free Shops and Tax** – Shopping Division

1. Ashoka Group of Hotels:

The Ashoka chain is the largest hotel chain in the public sector undertaking. Initially, it provided accommodation in places where the private sector was shy of investing in the lodging sector.

Now, it runs hotels all over the country. ITDC's hotels' inventory ranges from five-star deluxe hotels to lodges. It has 26 properties at 23 prominent tourist places. These properties are divided into elite, classic and comfortable hotels such as 'Samrat' in New Delhi, 'Kanishka' in New Delhi, 'Ashoka' in Jaipur and traveller lodges in Manali.

2. Ashoka Travel and Tours:

ITDC's in-house travel agency was established in 1983. It offers several package tours, both domestic and international. It has the largest fleet of cars and coaches. It also promotes domestic tourism and has launched several packages, of which 'pilgrims programme' and 'Buddhist' are the latest in collaboration with the Railways.

The in-house travel agency also handles conferences and inbound tours. During the last two years, this division has made a remarkable profit.

3. Duty-Free Trade:

To facilitate airport shopping, the corporation has created 32 Duty-Free Shops in the arrival and departure lounges of international airports at Delhi, Mumbai, Calcutta, Chennai and Thiruvananthapuram (Goa).

A tax-free shop is at Ashoka Hotel, New Delhi. This trade is consistently providing revenue for the corporation. Duty-Free Shop contributed 38 percent of ITDC's net profit last year. The government has decided to operate more duty-free shops shortly.

10.6 Role of ITDC in the Growth of the Tourism and Travel Industry:

Undoubtedly, the ITDC is at the forefront of Indian Tourism, which possesses an elaborate infrastructure of hotels, beach resorts, travel agencies, car rental services, duty-free shops, consultancy services, and convention and conference facilities across the length and breadth of the country.

The corporation has recently entered into joint venture agreements with several state governments to set up mid-market or budget hotels. It has also offered tour packages in collaboration with Air India, Indian Airlines, State Tourism Corporations, and Indian Railways, such as 'Enjoy India' for domestic tourists and 'Discover India,' 'Pilgrims Tours' and 'Buddhist Package' etc.

The role of ITDC can be better understood in the following points:

- Helps in the development of Infrastructure.
- Promotes India as a tourist destination.
- Helps promote domestic tourism in collaboration with railways.
- Provides consultancy services.
- Promotes inbound tourist traffic.
- Provides training facilities.

10.7 Financial Performance of ITDC:

The high profits since 1991-92 speak of the sound financial performance of ITDC. During a short span, the corporation has made a remarkable contribution to the Indian economy.

In May 1998, the Indian Tourism Development Corporation (ITDC) was criticized by the Parliamentary Standing Committee on Transport and Tourism despite increased turnover and profits. Standing that the performance of ITDC is not as "rosy as has made out," the committee called for a closer look into the working of ITDC.

The committee believed that ITDC had generated increased turnover and profits. Though the company owns prime properties all over the country, it has not been able to generate more business due to the poor quality of its products. The committee also suggested improving the quality of products by providing training to the employees.

Last year, the Disinvestment Commission said the government should offer up to 74 percent of its equity. In 1999, the government offered equity in ITDC to employees and public sector financial institutions, up to 74 percent. This will help the company to raise its finances for expansion and diversification of its activities.

The corporation shall continue to play a strategic and catalytic role in tourism development. However, the corporation needs to implement strategies and action plans to Toto, if it has to remain a profit-making public sector enterprise. Recently, the government has given the status of "Mini Ratna" to ITDC

10.8 Check Your Progress:

- Discuss the essential functions performed by ITDC

- Highlight the role of ITDC in promoting and growing the tourism industry in India.

10.9 Summary:

Finally, it can be concluded that ITDC-India Tourism Development Corporation is the second most crucial association after India Tourism. It operates as a public sector entity. Promoting India as a tourist destination is one of the significant aims of ITDC. It was established because, firstly, the private

companies were unwilling to invest in tourism facilities; secondly, they thought the profit was uncertain when investing in tourism facilities.

10.10 Glossary:

- **Tourism is the movement of people from one place to another.**
- **Corporation:** A large company or group of companies that are controlled together as a single organization.
- **Private Sector:** Entrepreneurs or business houses which provide facilities and services such as hotels, restaurants, transport etc., with the main motive of making a profit on their investment

10.11 Self-Assessment Exercise:

- Discuss the contribution of ITDC to India's tourism industry.
- What is the significance of ITDC?
- Highlight the key features of ITDC.

10.12 Further Readings:

- <https://oureducare.com/tourism/itdc-india-tourism-development-corporation/>
- <https://itdc.co.in/>
- <https://itdc.co.in/contact/>
- https://en.wikipedia.org/wiki/India_Tourism_Development_Corporation
- <https://tourism.gov.in/>

Unit-11

**Tourism Finance Corporation of India (TFCI):
Introduction, objectives, functions role in growth of
tourism industry in India**

Structure:

11.0 Introduction

11.1 Objectives

11.2 History of TFCI

11.3 Vision and Mission of TFCI

11.4 Functions of TFCI

11.5 Role of TFCI in the Growth of the Tourism Industry

11.6 Check Your Progress

11.7 Summary

11.8 Glossary

11.9 Self-Assessment Questions

11.10 Reference and Suggested Readings

11.0 Introduction:

Tourism Finance Corporation of India set up a specialized all-India Financial Institution to finance/fund requirements of the Tourism and Hotel industry. IFCI and other financing institutions sponsored it, and banks were notified as Public Financial Institutions under Section 4-A of the Companies Act 1956 and have a Financing Participation scheme for all Indian financial institutions.

Tourism Finance Corporation of India was incorporated as a public limited company under the Company Act, 1956, on 27th January 1989. The operational activities were started on 1st February 1989. It was set up as a specialized cell to cater to the needs of the Tourism and Hotel Industry. It was expected to ensure priority in funding tourism and tourism-related projects.

TFCI has undoubtedly made a dent in the tourism sector. It has been showing better performance since its inception in 1989. The investment of TFCI has grown appreciably over the year from Rs. 265 crores to Rs. 6,978 crores in 2001-02.

TFCI is a commercial venture; hence, it cannot afford to finance those tourism and hotel projects that do not ensure interest recovery and the loan's principal amount in time. It will help TFCI generate some surplus, which is essential for the further expansion of its activities.

11.1 Objectives:

After going through the present unit, the learners will understand:

- The different objectives of TFCI
- The Significance of TFCI in the Growth of the tourism industry in India

11.2 History of TFCI:

Tourism Finance Corporation of India Ltd. (TFCI) is an Indian financial institution set up in 1989 based on the National Committee of Tourism recommendations under the aegis of the Planning Commission. Established as a premier tourism financing institution, TFCI has acted as a catalyst in creating infrastructure in the hospitality segment for over three decades of its existence. TFCI has also enabled various businesses to channel their investments into

different segments and locations in the tourism industry. A group of government organizations sets it up. IFCI, LIC, OIC, SBI, BOI, Canara Bank, etc., TFCI was instrumental in creating many firsts (viz., Indian Railways' Palace on Wheels, Essel world, spa/wellness resort Ananda in the Himalayas, etc.) in the hospitality sector.

TFCI has assisted a third of India's branded hotels in total capacity. It has been associated with central domestic and international hotel operating brands like ITC, Leela, Taj, Lalit, Lemon Tree, Hyatt, Marriott, Hilton, Radisson, Holiday Inn, Ramada, etc. Intending to augment tourist influx, TFCI has also acted as an advisor to the central government, multiple state governments/ its affiliated agencies and has also assisted in interalia charting master tourism plans, promotional activities, market potential assessment, tourism flow surveys, market feasibility studies, etc. To name a few, it has been associated with the Government of Himachal Pradesh, the Ministry of Environment & Forests (GoI), the Government of Gujarat, Gujarat State Tourism Development Corporation, Tamil Nadu Tourism Development Corporation, MP State Tourism Development Corporation Ltd., Delhi Tourism Transport Development Corporation, Jharkhand Tourism Development Corporation, etc. TFCI had also advised the Ministry of Railways to launch and manage pan-India luxury train services.

IFCI's (largest shareholder) stake was divested through an open market operation in 2018. Our primary shareholders are India Opportunities III Pte Ltd., Tamaka Capital (Mauritius) Ltd., LIC of India, Oriental Insurance Company and Mr Sajeeve Thomas (an experienced career banker). TFCI, in its new avatar, is focusing on lending/investing in diverse sectors like healthcare, pharma, education, logistics, etc, while maintaining its leadership position in the hospitality segment. TFCI has also ventured into Investment Banking activities, viz., M&A advisory, Special Situation Funding and Private Equity arrangers, Debt Syndication, asset buy/sell side advising, etc. It is also a dominant player in the hospitality segment and is interalia engaged in project financing, corporate

loans, working capital demand loans, structured financing, etc. With an eye on Aatmanirbhar Bharat, TFCI is passionate about funding the MSME segment, the backbone of our economy.

11.3 Vision and Mission of TFCI:

Vision:

- Be a part of the Aatmanirbhar Bharat mission and assist in the growth of the MSME sector.
- Assist in augmenting the country's social infrastructure (like healthcare, education, etc.).
- Help India explore the potential of tourism as an engine for economic growth, including generating employment opportunities.
- To bridge the gap between funding and growth opportunities in the MSME segment.
- Help India showcase her tourism treasure to the world by creating Tourism Infrastructure.
- Make India a preferred destination for foreign direct investment.
- To make long-term resources available for the creation/development of Tourism Infrastructure, Healthcare, Education, Logistics, etc sectors.
- To develop a sound Investment Banking platform and be an advisor of choice for clients across India.

Mission:

- To be a key player in the financial services sector by assisting in value creation for the country while observing business ethics, transparency and meritocracy.
- To assist in the growth of hospitality, healthcare and education sectors by providing innovative solutions to its clients.
- To attain and maintain the leadership position in the identified business segments.
- To work collectively with the Government, Regulators and Industry participants to build viable businesses.

11.4 Functions of TFCI:

TFCI provides financial assistance to enterprises in setting and developing travel and travel-related activities, facilities, and services. It also coordinates and formulates policies and strategies related to financing tourism projects. Since its inception, the company has been playing a catalytic role in providing financial assistance for new expansion, diversification and modernization projects in the tourism industry and related activities.

The primary function of TFCI is the following:

- Rupee loans
- Underwriting of public issue of share/debenture and direct subscription on such securities.
- Guarantee for deferred payments and credits raised in India and abroad.
- Equipment finance and equipment leasing.
- Assistance under supplier's credit.
- Merchant Banking and Advisory services.

TFCI is operating on similar lines as other all-India Financial Institutions. It provides financial assistance for projects in the tourism industry on its own and in consortium with other all-Indian financial institutions, namely IFCI, IDBI, and ICIC.

The tourism projects financed by TFCI include, among other things, Hotel restaurants, Holiday Resorts, Amusement Parks and Sports, Safari Park Ropeways, Convention Halls, Transport, Travel and Tour operating agencies, Air Taxi Services, Tourist Emporia Sports facilities etc.

TFCI is financing non-conventional and small projects that were not eligible for institutional finance earlier but are gaining significant importance from a tour point of view. Hence, TFCI is playing a developmental role in promoting tourism within the overall policies of the Government of India.

The present product line of TFCI consists of the following main areas:

- (a) Project Financing
- (b) Financial Services

(c) Investment

11.5 Role of TFCI in the Growth of the Tourism Industry:

The TFCI has been endeavouring to take steps that are considered vital in preparing the base of the tourism industry in the country. TFCI has been playing an increasingly important role. These are the following:

- To assist with the project in the country's identified backwards and hill areas.
- It plays a vital role in achieving the growth targets set for the travel and tourism industry.
- It plays a pivotal role in motivating private investors to put their funds into travel-related projects.
- TFCI helps attract more and more investment into the non-conventional segments of the tourism industry, such as adventure tourist resorts, ropeways, human resource training, institutes, ferries, air taxis and other tourism promotional facilities.
- To suggest a measure, TFCI should forecast the financial requirements of the travel and tourism sector.
- To maintain good coordination among enterprises and other financial institutions.

Travel and tourism infrastructure requires extensive public and private investment to finance the preliminary planning, development stages, and fixed assets. Due to the huge investments, the travel and tourism industry is also known as the 'capital-intensive industry'. TFCI plays an essential role in promoting and developing tourism in India.

11.6 Check Your Progress:

- **Discuss the role of TFCI in the growth of the Tourism industry**

- Why are funding agencies necessary to develop the tourism industry in a country?

11.7 Summary

Thus, based on the above-detailed discussion, it can now be summarized that TFCI plays a vital role in the promotion and development of the tourism industry in India. Today, many existing travel and hospitality companies are the result of TFCI. Every country should establish funding agencies of such a nature so that people can fulfil their dreams.

11.8 Glossary:

- **Finance:** The money you need to start or support a business, etc.
- **Fund:** A sum of money that is collected for a particular purpose.
- **Corporation:** A corporation is an organization, usually a group of people or a company that is authorized by the state to act as a single entity and recognized as such in law for specific purposes.

11.9 Self-Assessment Exercise:

- What is the significance of TFCI?
- What are the different functions of TFCI?
- Write an essay on TFCI

11.10 Further Readings:

- <https://tourismnotes.com/tourism-finance-corporation-of-india/#:~:text=TFCI%20provides%20all%20forms%20of,the%20financing%20of%20tourism%20projects>
- <https://www.tfciltd.com/about-overview>
- <https://www.tfciltd.com/>
- <https://www.slideshare.net/sajanmarijan/tfcı-lecture>
- <https://www.indiainfoline.com/company/tourism-finance-corporation-of-india-ltd/summary/4317>
- <https://www.indiainfoline.com/company/tourism-finance-corporation-of-india-ltd/summary/4317>

Unit-12

Federation of Hotel and Restaurant Association of India (FHRAI): History, Objectives, Activities, Membership

Structure:

- 12.0 Introduction**
- 12.1 Objectives**
- 12.2 Objectives of FHRAI**
- 12.3 Functions of FHRAI**
- 12.4 FHRAI Membership**
- 12.5 Significance of FHRAI in the Growth of the Tourism Industry**
- 12.6 Check Your Progress**
- 12.7 Summary**
- 12.8 Glossary**
- 12.9 Self-Assessment Exercise**
- 12.10 Further and Suggested Readings**

12.0 Introduction:

The Federation of Hotel and Restaurant Association of India (FHRAI) was founded in 1954 by India's four regional Hotel and Restaurant Associations. The headquarters of the Association is located in Delhi. Four associations that formed FHRAI are the Hotel and Restaurant Association of North India, New Delhi, Hotel and Restaurant Association of South India, Chennai, Hotel and Restaurant Association of Western India, Mumbai and finally, the Hotel and Restaurant Association of Eastern India, Kolkata. These four regional associations fund FHRAI. FHRAI is a central association that represents the industry before the Government. Currently, it has about 3500 members and grants membership to the Hotels, Restaurants and associate members. The association also runs the FHRAI Institute of Hospitality Management.

12.1 Objectives:

After reading the unit, you will be able to:

- Know the essential functions performed by FHRAI
- Understand the different categories of membership provided by the association.
- Explain the role of FHRAI in the growth of the Hotel industry in India.

12.2 Objectives of FHRAI:

The objectives of FHRAI are to:

- It unites the four regional associations and works towards encouraging, promoting, and protecting by lawful means the interest of the hotel and restaurant industry and raising the industry's standards both at home and abroad.
- It considers policies, guidelines, legislation, by-laws, and regulations that affect the industry and discusses with the government authority and initiates, supports, or opposes by lawful means such legislation or regulation by various means.

- It advises and informs members about national/international matters related to the industry and disseminates statistical and commercial information through surveys and research.
- It prints, publishes, and circulates papers, periodicals, books and other literature conducive to advancing the industry's interest.
- It helps to provide training facilities to promote and function the hotel institute and the hospitality personnel.

12.3 Functions of FHRAI:

The following are the important functions performed by FHRAI:

- Dissemination of information to the members.
- It organizes conventions and seminars, ideal forums for exchanging experiences and ideas.
- It researches hospitality sectors that include hotels and restaurants. Besides, it also provides updates on the latest developments in the tourism industry.
- Also, it provides a platform for human resource training in the tourism industry.
- It conducts regular professional development programs to develop and update the knowledge and skills of hotel professionals.

12.4 FHRAI Membership:

The following are the membership offers by FHRAI:

- **The FHRAI hotel membership:**

This is offered to a hotel member of one of the regional associations. The hotel should have at least ten rooms, which should be functional, and a restaurant in the hotel should be mandatory.

- **The FHRAI restaurant membership:**

A restaurant seeking FHRAI membership should be in operation and must be a member of any regional association. Besides, it should have a minimum of 25 covers.

- **The FHRAI associate members:**

It is offered to companies and firms. The companies or firms must be members of a regional association. Besides, it should be associated with the hospitality industry.

The federation works closely with the government, keeping the government informed about the problems faced by the hotel and restaurant sectors.

Further, the FHRAI hosts an annual four-day All India Hotel and Restaurant Convention, in which state and union government representatives are invited to participate in discussions about problems and their solutions, development plans, and promotional activities.

12.5 Significance of FHRAI in the Growth of the Tourism Industry:

- FHRAI is committed to the interests of the hospitality community and works in several ways to promote its welfare and progress.
- **Discount Cards:** Our hotel and restaurant members get two membership discount cards, which entice them to a 30% discount on rooms and F&B in all member establishments.
- **Guide:** Membership entitles you to be listed in our prestigious Hotel and Restaurant Guide India, updated and published annually.
- **Magazine:** Our monthly FHRAI magazine is a highly acclaimed premium publication for the hospitality industry. It provides vital updates on legal matters and government notifications, and it also features insightful articles on critical trends in the Indian and global hospitality industry.
- **Representation & Lobbying:** As the authentic voice of the hospitality industry in India, FHRAI actively engages with the Central and State governments on a multitude of issues and robustly represents the views and concerns of our members.
- **Legal Relief:** We continuously monitor various legal and regulatory developments and obtain timely and effective redressal for our members.

- **Annual Convention:** The annual convention of FHRAI is the most anticipated and widely attended event on the Indian hospitality industry's calendar. Our convention serves as a unique platform for our members from across the country to interact and deliberate with key stakeholders, including those at the highest echelons of the government, eminent global experts, business icons, media etc.
- **Research and publications:** Apart from the FHRAI Magazine, we have a rapidly expanding portfolio of thought-leadership publications, including industry surveys, research reports, monographs and compendiums.
- **Seminars:** In partnership with other eminent stakeholders, FHRAI regularly conducts seminars, conferences and workshops across the country on various technical and topical issues of interest to our members.
- **Website:** The FHRAI website, www.fhrai.com is a comprehensive portal that gives our members access to the latest industry news, event updates, electronic copies of the current and back-issues of the FHRAI Magazine, and other indispensable resources. Our members enjoy the privilege of a free listing in our online Members Directory and a facility to provide hyperlinks to their websites.

12.6 Check Your Progress:

- **What are the important functions of FHRAI?**

- Highlight the role of FHRAI in the growth of tourism in India:

12.7 Summary:

It can be concluded that FHRAI was established in 1954 by merging four regional associations in India. It protects its members' interests by presenting their problems and issues to the Government. FHRAI regularly organizes conferences, workshops, and seminars and provides the latest data to its members. The association also plays an intermediate role between the Government and its members.

12.8 Glossary:

- **Hotel:** A building that provides boarding and lodging facilities to a person ready to pay.
- **Restaurant:** A place where you can buy, eat or take away food and beverage items.
- **Association:** A group of people who work together in a single organization for a particular purpose

12.9 Self-Assessment Exercise:

- Discuss the significance of FHRAI
- Write an essay on FHRAI

12.10 Further Readings:

- <https://www.fhrai.com/>

- <https://www.indianmirror.com/indian-industries/associations/hotelfederation-association.html>
- https://www.fhrai.com/regional_association.aspx
- <https://www.slideshare.net/sangeetarani9/itft-fhrai>
- <http://www.hrani.net.in/>

Unit-13

Travel Agents Association of India (TAAI): History, Purpose, Objectives, Activities and Membership

Structure:

13.0 Introduction

13.1 Objectives

13.2 History of TAAI

13.3 About TAAI

13.4 Aim and Mission of TAAI

13.5 Features of TAAI

13.6 Functions of TAAI

13.7 Significance of TAAI in the Growth of the Tourism Industry

13.8 Check Your Progress

13.9 Summary

13.10 Glossary

13.11 Self-Assessment Exercise

13.12 References and Suggested Readings

13.0 Introduction:

The Travel Agents Association of India (TAAI) was formed by 12 travel agents in India in 1951. It is one of the oldest tourism and travel-related organisations in India. Its headquarters is situated in Mumbai, Maharashtra. For better functioning, the association has been divided into four regions: North, South, East, and West. TAAI is headed by a president, who a Vice-President, a general secretary and other office bearers and all of them are elected by the active members. TAAI grants four categories of membership: active membership, branch associate, allied associate, and overseas associate. Its main objectives are representing the industry before the Ministry of External Affairs, Civil Aviation, Finance, Transport, Railways and Home Affairs. To provide timely, complete and reliable information to the members, solve members' everyday problems, resolve disputes among its members, promote the country's tourism industry and protect the rights and interests of the travellers. In the present unit, the learners will find the historical features, significant objectives, functions and different kinds of membership granted by the association.

13.1 Objectives:

The following are the primary objectives of the present unit:

- To highlight the contribution of TAAI to the growth of the Indian tourism industry.
- To understand the different functions performed by TAAI.

13.2 History of TAAI:

The Travel Agents Associations of India (TAAI) was formed towards the end of 1951 by twelve leading travel agents who felt the time had come to create an Association to regulate the travel industry in India along organized lines and follow sound business principles.

The primary purpose was to protect the interests of those engaged in the industry, promote its orderly growth and development, and safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

The association's membership swelled steadily from the original 12 to approximately 2500 Active, Associate, Allied, Government and Non-Resident members in the following years.

13.3 About TAAI:

Travel Agents Association of India (TAAI) was incorporated in 1951, 4 years after Indian Independence. It continues most effectively with quality growth and the ability to support industry growth. TAAI is India's premier, nodal, most prominent and oldest Travel & Tourism Association.

TAAI's membership of about 2,500+ leading Indian companies involved actively with tourism brings to its members constant guidance from our 20 regional units, which are unique to TAAI and its leadership development. Each unit has an elected chairman, secretary, and treasurer to administer effectively. Member agencies get to meet regularly. We most effectively support road shows, presentations, and interaction on industry updates.

TAAI is actively associated with the Airlines and IATA. We debate Airline practices as IATA's APJC (Agency Program Joint Council) members. TAAI's active Airlines Council connects TAAI with Domestic and international Airlines. TAAI works closely with the Ministry of Tourism and the government of India. We actively participate in the Tourism Meetings convened by the Government. We are actively associated with the State Tourism Boards of India.

TAAI has an extensive membership network and is actively involved in several industry verticals; thus, its focus is to promote these effectively and connect members with opportunities.

- Airline Ticketing
- Outbound Tourism
- Inbound Tourism
- Domestic Tourism
- Hospitality
- MICE

- Sports Tourism
- Destination Promotion & Specialization

Destination promotion has been TAAI's stronghold. TAAI's networks include tourism ministries, governments, national authorities, and boards. We have MOUs to promote bilateral tourism with over 25 countries, and TAAI encourages itself to promote outbound into these countries. TAAI is a ONE-POINT CONTACT for any country; destination or attraction must be effectively promoted across India.

TAAI Conventions (Indian Travel Congress) are the most eagerly awaited Travel and tourism industry events. This annual TAAI event's immense visibility to the global industry is fantastic. 800 to 1400 delegates, depending on the destination and TAAI's decision, are blessed with the excellent opportunity to network, get updated, promote or buy and, importantly, take home some great learning through our knowledge sessions. TAAI organizes these events all over the world, including in India.

13.4 Aim and Mission of TAAI:

- TAAI is conscious of the interest of the travelling public and maintains high ethical standards within the travel trade.
- TAAI aims to develop the travel and tourism industry in India by constantly improving the standard of service and professionalism to cater to the needs of travellers and tourists from within India and overseas.
- TAAI is engaged in promoting cooperation among the different segments of the travel and tourism industry among TAAI members by contributing to the sound progress and growth of the industry as a whole.

13.5 Features of TAAI

The following are the critical features of TAAI:

- TAAI is an Indian organization of travel agencies.
- It regularly organizes conferences for its members
- It works as an intermediary between travel companies and the Government.

- It collects and shares statistical data with its members.
- It continues most effectively with quality growth and the ability to support industry growth.
- TAAI works closely with the Ministry of Tourism and the government of India.

13.6 Functions of TAAI:

- TAAI functions as a powerful platform for the interaction of thoughts and experiences.
- TAAI helps promote, maintain, and stimulate the industry's growth in travel and tourism.
- TAAI educates and equips the members to meet the challenges of tomorrow through conventions and seminars.
- TAAI draws the attention of the controlling and regulatory authorities in the country and discusses with them the industry's problems and works for the survival and betterment of its members.
- TAAI maintains close contact with world bodies and represents matters affecting the country's travel and tourism industry.
- TAAI gathers valuable information on travel and tourism and disseminates it to its members for guidance.
- TAAI helps develop a better understanding of the different segments of the travel industry and brings them into its fold by offering membership under different categories.
- TAAI fosters fraternity among its members.

13.7 Significance of TAAI for Travel Companies:

- TAAI Members are bound by the TAAI Code of Conduct and Constitution and enjoy networking opportunities with the TAAI Membership via various formal and informal forums.
- TAAI's primary objective is to look after the interests of its members. Each application is vetted by TAAI local Regions/Chapters/City committees and finally approved after stringent scrutiny by its Managing Committee. All

members adhere to the Code of Conduct and abide by the Constitution of TAAI. Members enjoy the benefits of the wide range of member information and networking abilities with over 2500 other members and hundreds of partners.

- To protect and secure the interests of the membership.
- Act on behalf of our membership in negotiations and deliberations with Industry stakeholders.
- To promote the highest standards of professionalism and ethics among our members in their dealings with the public and among each other.
- To provide professional training to enhance skills, provide updates on the latest industrial work, and conduct roadshows with various national tourism organizations nationwide.
- To consider all legislation and proposed legislation brought to TAAI's attention by members or otherwise, affecting or likely to affect the travel industry and to take any or all such actions in the interest of its membership.

Every Region/Chapter/City Committee of TAAI has to conduct meetings of its members once every 60 days, where members can share ideas on the current matters affecting the trade in general and get acquainted with new developments in the travel and tourism industry. At these meetings, problems affecting the members are discussed and resolved. Many meetings are conducted by inviting industry leaders/consular officers and guest speakers to address members on pertinent issues.

TAAI Newsletter keeps members updated on important industry matters.

TAAI Annual Congress (also known as Annual Conventions) offers formal and informal networking opportunities with other members, associate partners, international delegates etc. This annual event is well known. Respected international speakers and industry leaders are invited to address members.

TAAI constantly liaises with government bodies, viz. Office of Director General of Civil Aviation (DGCA), Ministry of Civil Aviation (MOCA), Ministry of External Affairs (MEA), Ministry of Tourism, Government of India Tourist Office, various commerce organizations, Diplomatic Missions, Airport

Authorities etc. TAAI fights any action which may be detrimental to the travel industry.

13.8 Check Your Progress:

- Discuss the different functions performed by TAAI.

- Describe the significance of TAAI for travel companies.

13.9 Summary:

Thus, based on the above-detailed discussion, it is clear that the Travel Agents Association of India (TAAI) is the largest association of travel agencies in India. It works for the benefit of the travel agents in India. It also provides financial assistance to its members. It regularly organizes conferences for its members. It works as an intermediary between Government and its members. It works for the

13.10 Glossary:

- **Travel:** Movement of people from one destination to another

- **Agent:** A person who works on a commission basis and brings business to a company.

13.11 Self-Assessment Exercise:

- Differentiate between TAAI and IATO.
- Please explain in detail the efforts done by TAAI for the benefit of its members.
- What is the role of the Travel Agents Association of India (TAAI) in commencing travel trade?

13.12 References and Suggested Readings:

- <https://www.travelagentsofindia.com/>
- <https://tourismnotes.com/travel-agent-association-of-india-taai/>
- <https://www.devex.com/organizations/travel-agents-association-of-india-taai-121026>
- <https://taai.org.in/>
- <https://www.thehindu.com/business/Industry/travel-agents-body-seeks-guidelines-for-travellers-who-have-taken-covid-19-jab/article33588603.ece>
- <https://www.slideshare.net/sudarshan2244/taai>
- <https://www.traveltrendstoday.in/news/tato/item/9652-taai-appeals-to-iata-to-waive-annual-fees-extend-financial-security-deadline>

Unit-14

**India Tourism, Ministry of Tourism: Functions/Activities
of India Tourism offices in India. State Tourism
Development Corporation (Uttarakhand, U.P., M.P.)**

Structure:

14.0 Introduction

14.1 Objectives

14.2 About Ministry of Tourism

14.3 Role and Functions of the Ministry of Tourism

14.4 India Tourism Offices

14.5 Incredible India

14.6 Uttarakhand Tourism Development Board

14.7 Garhwal Mandal Vikas Nigam

14.8 Kumaun Mandal Vikas Nigam

14.9 Uttar Pradesh State Tourism Corporation

14.10 Madhya Pradesh State Tourism Corporation

14.11 Check Your Progress

14.12 Summary

14.13 Glossary

14.14 Self-Assessment Exercise

14.15 Further and Suggested Readings

14.0 Introduction:

India is famous for its various attractions that are spread over its different states. The India Tourism and the Central Government Tourism Department look after all this in general. ITDC is an autonomous body whose primary function is the commercial part of tourism in the country. However, for the proper development of the destination and its promotion as a tourist attraction, almost all the states and union territories have tourism corporations. State tourism development corporations (STDCs) concentrate primarily on domestic tourists. For this, STDCs are involved in the construction of low-income rest houses, development of tourist centres, publicity, guide provision and arrangement of sightseeing tours, the establishment of art galleries and provision of shopping and wayside amenities. STDCs have information centres at entry points like railway stations, airports, and bus stands to facilitate tourists' income.

14.1 Objectives:

After reading the present unit, the learners will understand:

- The critical functions of the Ministry of Tourism and State Bodies
- The role of such bodies in the growth of the tourism industry in India

14.2 About the Ministry of Tourism:

The Ministry of Tourism is the nodal agency that formulates national policies and programs and coordinates activities of various central government agencies, state governments/UTs, and the private sector to develop and promote tourism in the country. This Ministry is headed by the Union Minister of State for Tourism (Independent Charge).

The administrative head of the Ministry is the Secretary (Tourism). The Director General of Tourism (now merged with the office of the Secretary (Tourism)} provides executive directions for implementing various policies and programs. Directorate General of Tourism has a field formation of 20 offices within the country, eight offices abroad, and one sub-ordinate office/project, i.e. Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project.

The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas, and the field offices in India are responsible for providing information services to tourists and monitoring the progress of field projects. The activities of IISM/GWSP have now been revived, and various Ski and other courses are being conducted in the J&K Valley.

The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation and the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

14.3 Role and Functions of the Ministry of Tourism:

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalysing private investment, strengthening promotional and marketing efforts and providing trained human resources. The functions of the Ministry in this regard mainly consist of the following:

All Policy Matters, including:

- Development Policies.
- Incentives.
- External Assistance.
- Manpower Development.
- Promotion & Marketing.
- Investment Facilitation.

Planning and coordination with other Ministries, Departments and State/UT Governments., Regulation:

- Standards.
- Guidelines

Infrastructure & Product Development:

- Guidelines

Human Resource Development:

- Institutions.
- Setting Standards and Guidelines.

Publicity & Marketing:

- Policy.
- Strategies.
- Co-ordination.

Research, Analysis, Monitoring and Evaluation

International Co-operation and External Assistance:

- International Bodies.
- Bilateral Agreements.
- External Assistance.
- Foreign Technical Collaboration

Legislation and Parliamentary Work, Establishment matters, Vigilance matters, Implementation of official language policy, Implementation of official language policy, Budget co-ordination and related matters, Plan-coordination and monitoring

The Functions of Attached Office viz. Directorate General of Tourism is as under [The office of DG (T) has now been merged with the office of Secretary (Tourism)]:

Assistance in the formulation of policies by providing feedback from the field offices. Monitoring of Plan Projects and assisting in the Plan formulation

Coordinating the activities of field offices and their supervision, Regulation:

- Approval and classification of hotels and restaurants.
- Approval of travel agents, inbound tour operators, tourist transport operators, etc.

Inspection & Quality Control

- Guide service
- Complaints and redressal.

Infrastructure Development:

- Release of incentives.
- Tourist facilitation and information.
- Field publicity, promotion, and marketing.
- Hospitality programs.
- Conventions & conferences.

14.4 India Tourism Offices:

1. The Ministry of Tourism, Government of India, through its 20 Domestic India Tourism Offices across the country, positions its tourism products in the consumer psyche and stimulates inter-state travel. This objective is met by launching a multi-pronged promotional campaign. The specific elements of this campaign include advertising in print and electronic media, participation in fairs and exhibitions, organising seminars and workshops for stakeholders and service providers, printing brochures and collaterals and handling the Hospitality programme.
2. These 20 offices are divided into five zones, i.e., North, South, East, West, and North-East, known as Regional Offices. Each Regional Office is headed by the Regional Director/ Deputy Director General. The Regional Director of the Tourism Office in Delhi looks after the Northern Region with offices in Jaipur, Varanasi and Agra. Regional Director Tourism Office in Chennai looks after the Southern Region with offices in Bengaluru, Kochi, and Hyderabad. The Regional Director of the Tourism Office in Kolkata looks after the Eastern Region with offices in Patna, Bhubaneswar and Port Blair. Regional Director Tourism Office in Mumbai looks after the Western Region with offices in (Panaji) Goa, Aurangabad, and Indore. The Regional Director of the Tourism Office in Guwahati looks after the North-Eastern Region with offices in Imphal, Shillong, and Naharlagun.
3. The post of Regional Director is equivalent to Deputy Secretary in the Government of India (GoI). Director/ Asst heads the offices in Jaipur, Bengaluru and Patna – DG equivalent to Under Secretary in the GoI. The remaining offices

are headed by a Manager/ Assistant Director equivalent to the Section Officer in the GoI, except for Naharlagun, which the Tourist Information Officer looks after.

4. The Domestic Office Division looks after mainly the administrative/ financial aspect of these 20 India Tourism Offices. This ensures their smooth functioning in carrying out marketing/publicity/advertising/promotional activities in their jurisdiction in close coordination and collaboration with the State's/UT's Hotels and Tourism Service Providers.

5. The Order containing the Delegation of Financial Powers (DFP) to Regional Directors/ Directors/ Managers for exercising them only for Plan Funds, which is 'Tourism Promotion' and 'Window Display', is placed at Flag 'A'.

6. This division processes the administrative/financial proposals received from various domestic India Tourism Offices and conveys the approval of the Ministry to them, which is beyond their Delegated Powers or not within their administrative powers as follows:

- Hiring/Continuation/Shifting of Office Accommodation.
- Hiring of a Tourist Information Counter at the Airport.
- Finalisation of the Annual Action Plan
- Plan Budget for Tourism Promotion (TP) and Window Display (WD) Head.
- Proposals relating to organising Mini/Mega Events during Paryatan Parv, International Yoga Day, Ek Bharat Shreshtha Bharat, Swachhata Pakhwara, etc, are beyond the financial powers of Regional Directors.
- Proposals relating to participation in Tourism Trade fairs.
- Organising Road Shows, Seminars, workshops, Training programmes for Service providers, and Joint Promotions with State Government.
- Advertisement- Print, Radio, Jungle, Outdoor, Online, etc.
- Printing and Production of Brochures, Giveaway items, etc.
- Court cases.
- Other miscellaneous work.

7. The Domestic Office Division is also responsible for organising/coordinating all logistics and approvals about holding the annual International Tourism Mart

(ITM) held in different North-Eastern (NE) States in association with the host NE State. To date, eight editions of the ITM have been held. The eighth edition of the ITM 2019 was held from 23rd to 25th November 2019 in Imphal, Manipur, with the participation of foreign tour operators (delegates) and media and their meeting with domestic tour operators and FAM trip for foreign delegates by NE States. Holding ITM in the NE States is to increase the flow of tourist traffic to that region, boosting the NE economy through a multiplier effect and thereby creating jobs.

14.5 Incredible India Campaign:

Incredible India is the name of an international marketing campaign initiated by the Government of India to promote tourism in India in 2002 to a global audience. The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality, etc. The campaign was conducted globally and received appreciation from tourism industry observers and travellers alike.

According to spending data released by Visa Asia Pacific in March 2006, India has emerged as the fastest-growing market in the Asia-Pacific region regarding international tourist spending. The data revealed that international tourists spent US\$372 million in India in the fourth quarter (October–December) of 2005, 25% more than in the fourth quarter of 2004. China, which came second in the region, managed to raise US\$784 million from international tourism in Q4 2005, a growth of 23% over its Q4 2004 figures. The tourist spending figures for India would have satisfied the Indian tourism ministry, which had been targeting the high-end market through its long-running Incredible India communication campaign.

14.6 Uttarakhand Tourism Development Board:

Uttarakhand Tourism Development Board is the body that advises the government on all matters relating to tourism in the state. The statutory board is chaired by the Tourism Minister of the Government of Uttarakhand, and the Chief Secretary of Uttarakhand is its vice chairman. The Principal Secretary/

Secretary of Tourism acts as Chief Executive Officer. It also has five non-official members from the private sector and experts in tourism-related matters.

The board also functions as a regulatory and Licensing Authority.

Mission & Vision:

- It is crucial to place Uttarakhand on the world tourism map as one of the leading tourist destinations and to make Uttarakhand synonymous with tourism.
- To develop the manifold tourism-related resources of the State in an eco-friendly manner, with the active participation of the private sector and the local host communities.
- Tourism should be developed as a major source of employment and income/revenue generation and as a pivot of economic and social development in the state.

14.7 Garhwal Mandal Vikas Nigam:

GMVN - Garhwal Mandal Vikas Nigam, a Government of Uttarakhand Enterprise, was formed on 31st March 1976. Presently, with an authorised capital of Rs. 40 crores and a dedicated workforce of over 1200 employees, it has more than 90 Guest Houses and Tourist Bungalows all over the Garhwal Region.

GMVN provides luxury, deluxe and low-cost budget room accommodations to the guests visiting Garhwal. All the GMVN properties are located at prime locations in every destination, such as Mussoorie, Dehradun, Rishikesh, Haridwar, Joshimath, Auli, Badrinath, Gangotri, Lansdowne, Dhanaulity, Tehri, Kedarnath, Harsil, Yamunotri etc.

GMVN also operates Char Dham Yatra every year and offers many Char Dham Packages and budget bus tours to Char Dham. GMVN provides various adventure tourism courses in Skiing in Uttarakhand, Skiing in Auli, Rafting in Rishikesh, and Yoga and Meditation Week in Rishikesh.

14.8 Kumaun Mandal Vikas Nigam:

As the name suggests, KMVN is responsible for regional development, including creating employment opportunities and sustainable community development. The primary functions of the Nigam are the following:

Tourism:

1. Development, Maintenance and Marketing of Tourist Rest Houses: KMVN has unmatched accommodation infrastructure and has its footprints almost everywhere in Kumaon, ranging from popular hill stations like Nainital to trails of Pindari, Darma, Adi Kailash etc.
2. Tourism Promotion: KMVN plays a crucial role in promoting tourism and ensures direct/indirect benefits to communities in the region.
3. Packaged Tours KMVN conducts packaged tours across Kumaon. To facilitate travellers to the fullest, these packages can be customized to suit individual requirements. Amusement/ recreation projects (Ropeway, Eco-garden)

Marketing:

1. Distribution of Cooking Gas
2. Marketing of fruits and herbs
3. Operating Petrol Pumps and Service Station
4. Mining of minor minerals

Industry and Entrepreneurial Development:

1. Financial support in the form of assisted, joint & subsidiary industrial projects, to promote industries by providing financial support to local entrepreneurs.
2. Direct management of industrial units
3. Construction for government projects

14.9 Uttar Pradesh State Tourism Development Corporation:

Establishment of Corporation: Uttar Pradesh State Tourism Development Corporation Ltd. (UPSTDC) was established in 1974. Its Authorised Share Capital is Rs. 40 Crore, and its Paid-up Capital is Rs. 32.60 Crore.

Uttar Pradesh Tourism Development Corporation Ltd operates 40 Tourist Bungalow/Hotels, 07 UPTOURS Division and three other Units for miscellaneous activities.

Objectives of UPSTDC: The main objective of establishing UPSTDC is to provide tourist accommodation, restaurants, and wayside amenities to tourists, open recreational centres, and organise package tours to promote tourism in the state through vigorous publicity.

Other activities:

- Urban Haat Varanasi and Lucknow
- Vehicle Parking at Shilpgram and Fatehpur Sikri
- Light & Sound Show Agra

14.10 Madhya Pradesh State Tourism Corporation:

The Madhya Pradesh State Tourism Development Corporation (MPSTDC) is a government agency that conducts and regulates tourism activities in the Indian state of Madhya Pradesh. The MPSTDC is headquartered in Bhopal and has offices across all the districts of Madhya Pradesh. The agency also operates homestays, hotels, resorts, and tourist rest houses in critical locations within the state. The department has the official slogan, The Heart of Incredible India.

Objectives:

MPSTDC came into existence with a focused objective to promote and enrich the diverse tourism of Madhya Pradesh. Development of tourism with public and private partnership responsibly and sustainably, investor facilitation, skill development and involving the local population, publicity and promotion of tourist destinations of Madhya Pradesh in the national and international arenas, identification and development of tourism infrastructure are the core objectives of the board.

14.11 Check Your Progress:

- Differentiate between GMVN and KMVN

- What are the functions of the Ministry of Tourism?

14.12 Summary:

Government organizations working for tourism in India are India Tourism, ITDC and STDCs. These organizations have a network of offices which promote various tourism products in India and abroad. Non-government organizations view tourism activities in terms of benefits to the locals and the environment. They discuss the policy decisions the government plans to implement and point out the pros and cons of such decisions. Organizations like the ASI and the NGO help preserve our country's national and cultural environment.

14.13 Glossary

- **Campaign:** A plan to do several things to achieve a particular aim
- **Corporation:** A large company or group of companies is controlled as a single organization.

14.14 Self-Assessment Exercise:

- Write a detailed note on UPSTDC
- Discuss the objectives of the Uttarakhand Tourism Development Board

14.15 Further and Suggested Readings:

- <https://tourism.gov.in/>
- <https://www.ibef.org/industry/tourism-hospitality-india/showcase/incredible-india#:~:text=Incredible%20India%20is%20the%20name,like%20yoga%2C%20spirituality%2C%20etc.>
- Uttarakhandtourism.gov.in/about-utdb
- <https://gmvnonline.com>
- <http://kmvn.in>

Unit-15

**Indian Railway Catering and Tourism Corporation
(IRCTC)**

15.0 Introduction:

15.1 Objectives:

15.2 Role and Functions of IRCTC:

15.3 Impact of IRCTC:

15.4 Challenges Faced by IRCTC:

15.5 Summary:

15.6 Self-Assessment Questions:

15.7 Suggested Readings:

15.8 Activities:

15.9 Terminal Questions:

15.0 Introduction:

The Indian Railway Catering and Tourism Corporation (IRCTC), established in 1999, is a public sector undertaking under the Ministry of Railways, Government of India. It plays a pivotal role in managing the catering, tourism, and online ticketing operations of Indian Railways, one of the world's largest railway networks. IRCTC has transformed the passenger experience by introducing digital ticketing, quality catering, and innovative tourism packages, contributing significantly to the modernisation of Indian Railways. This unit provides a comprehensive overview of IRCTC's functions, impact, challenges, and future potential.

15.1 Objectives:

After studying this unit, you will be able to:

- Explain the role and significance of the Indian Railway Catering and Tourism Corporation (IRCTC) in the Indian Railways ecosystem.
- Describe the key services provided by IRCTC, including online ticketing, catering, and tourism.
- Analyse the impact of IRCTC on passenger convenience and railway operations.
- Identify the challenges faced by IRCTC and discuss its prospects.

15.2 Role and Functions of IRCTC:

IRCTC serves as a specialized agency to enhance the efficiency and accessibility of railway services. Its primary functions include:

1.1 Online Ticketing:

IRCTC operates the official online ticketing platform (www.irctc.co.in) and the IRCTC Rail Connect mobile application. Key features include:

- **E-Ticketing:** Enables passengers to book train tickets online, reducing dependency on physical counters.

- **Tatkal and Premium Tatkal:** Facilitates urgent travel with dedicated quotas for last-minute bookings.
- **Reservation and Cancellation:** Offers options to reserve seats, check PNR status, and cancel tickets online.
- **Payment Flexibility:** Supports multiple payment methods, including UPI, credit/debit cards, and net banking.

1.2 Catering Services:

IRCTC manages catering services both onboard trains and at railway stations. Its responsibilities include:

- **Onboard Catering:** Provides meals on premium trains like Rajdhani, Shatabdi, and Duronto Express.
- **E-Catering:** Allows passengers to order food from partner restaurants for delivery to their train seats.
- **Base Kitchens and Food Plazas:** Operates modern kitchens and food courts at major stations to ensure hygienic food.
- **Standardized Menus:** Maintains uniform quality and pricing across trains and stations.

1.3 Tourism Services:

IRCTC promotes tourism through specialized trains and tour packages:

- **Luxury Trains:** Operates trains like Maharajas' Express, Palace on Wheels, and Golden Chariot for premium travel experiences.
- **Bharat Darshan Trains:** Offers affordable packages covering religious and cultural destinations.
- **International Packages:** Organizes tours to countries like Thailand, Singapore, and Dubai.
- **Rail Tour Packages:** Combines train travel with accommodation and sightseeing.

1.4 Additional Services:

- **IRCTC Rail Connect App:** Provides ticketing, train status updates, and other services.

- **Loyalty Programs:** Offers rewards through schemes like the IRCTC SBI Card.
- **Station Redevelopment:** Supports modernisation of railway stations under public-private partnerships.
- **Non-Railway Ventures:** Includes e-commerce, travel insurance, and budget hotels.

15.3 Impact of IRCTC:

IRCTC has significantly influenced Indian Railways and passenger services:

- **Enhanced Accessibility:** Over 70% of railway tickets are booked online, reducing queues and improving convenience.
- **Revenue Generation:** Contributes substantially to Indian Railways' revenue through ticketing and tourism.
- **Tourism Promotion:** Luxury and budget packages have boosted domestic and international tourism.
- **Digital Transformation:** Adoption of AI-based chatbots and mobile apps has improved customer service and operational efficiency.

15.4 Challenges Faced by IRCTC:

Despite its achievements, IRCTC faces several challenges:

- **Website and App Performance:** High traffic during peak hours causes technical glitches and slow response times.
- **Tatkal Booking Issues:** Limited availability and system overloads hinder last-minute bookings.
- **Catering Quality:** Inconsistent food quality and hygiene on some trains and stations.
- **Competition:** Emergence of private players in the railway and tourism sectors.

4. Future Prospects:

IRCTC is poised for growth through strategic initiatives:

- **Technological Upgrades:** Investments in cloud-based infrastructure and AI to enhance platform performance.

- **Private Train Operations:** Collaboration with private operators for modern trains like Tejas Express.
- **Sustainable Tourism:** Promotion of eco-friendly tour packages and green catering practices.
- **Global Expansion:** Expansion of international tourism packages to attract foreign tourists.

15.5 Summary:

The Indian Railway Catering and Tourism Corporation (IRCTC) is a key player in modernizing Indian Railways. Through its online ticketing, catering, and tourism services, IRCTC has improved passenger convenience and contributed to the railway's revenue. Despite challenges like technical issues and inconsistent catering quality, IRCTC continues to evolve by leveraging technology and expanding its tourism offerings. Its role in promoting India's cultural heritage and enhancing railway services makes it an integral part of the Indian travel ecosystem.

15.6 Self-Assessment Questions:

- What is the primary role of IRCTC in the Indian Railways system?
- List the key services provided by IRCTC and explain any one in detail.
- How has IRCTC's online ticketing system impacted passenger convenience?
- Identify two major challenges faced by IRCTC and suggest possible solutions.
- Discuss the significance of IRCTC's tourism services in promoting India's cultural heritage.

15.7 Suggested Readings:

- Indian Railways Official Website: www.indianrailways.gov.in
- IRCTC Official Website: www.irctc.co.in
- Annual Reports of IRCTC: Available on the IRCTC website.

- “Indian Railways: The Lifeline of the Nation” – Ministry of Railways Publications.

15.8 Activities:

- **Case Study:** Analyze how IRCTC’s e-ticketing system has reduced the dependency on physical ticket counters. Prepare a brief report.
- **Group Discussion:** Discuss the challenges in maintaining consistent catering quality across trains and stations. Propose solutions.
- **Project Work:** Design a promotional poster for IRCTC’s Maharajas’ Express, highlighting its luxury features.
- **Field Visit:** Visit a nearby railway station to observe IRCTC’s catering and ticketing services and prepare a summary of your findings.

15.9 Terminal Questions:

- Evaluate the role of IRCTC in transforming the passenger experience in Indian Railways. Provide examples to support your answer.
- Discuss the challenges faced by IRCTC in its online ticketing system. How can technology help address these issues?
- Explain how IRCTC’s tourism services contribute to promoting India’s cultural and economic growth.

Unit-16

The Archaeological Survey of India (ASI)

Structure:

16.0 Introduction

16.1 Objectives

16.2 History of ASI

16.3 Objectives of ASI

16.4 Functions of ASI

16.5 ASI Sites Approved by UNESCO as World Heritage Sites:

16.6 Significance of ASI in the Growth of the Tourism Industry

16.7 Check Your Progress

16.8 Summary

16.9 Glossary

16.10 Self-Assessment Questions

16.11 References and Suggested Readings

16.0 Introduction:

The Archaeological Survey of India (ASI) comes under the Ministry of Culture, Government of India. It works for the conservation and protection of archaeological sites and historical monuments. More than 3800 ancient monuments and archaeological sites are preserved and maintained by this organisation. The Archaeological Survey of India protects such places and conducts research. It protects monuments and sites of national importance through its 24 circles. It mainly preserves temples, mosques, forts, caves, pillars, stupas, well tombs, churches, etc., which are heritage properties and represent the destination's culture. In this unit, the readers will understand the different functions performed by ASI, its different departments and important archaeological sites and monuments. Learners will also understand the role of ASI in promoting and protecting our heritage monuments.

16.1 Objectives:

The primary objectives of the present unit are listed below:

- To understand the functions performed by ASI.
- To learn the role of ASI in preserving historical monuments and archaeological sites.
- To know the top historical monuments and archaeological sites that come under ASI.

16.2 History of ASI:

The Archaeological Survey of India is an Indian government agency attached to the Ministry of Culture responsible for archaeological research, conservation, and preservation of the country's cultural monuments. It was founded in 1861 by Alexander Cunningham, who became its first Director-General. This body is responsible for preserving and conserving the existing monuments or archaeological sites and searching for new hidden archaeological sites or monuments. A large number of archaeological museums houses artefacts also come under ASI. ASI preserves the majority of the cultural monuments.

Alexander Cunningham had a great interest in excavation, so he took the initiative and funded many excavations. After some time, he decided to establish a permanent body and conducted an archaeological survey, but all his efforts could not be realised in 1948. Finally, he successfully established the ASI in 1861. In the initial stage, ASI faced financial challenges. The ASI works under the AMASR Act of 1958. ASI preserves more than 3650 monuments, archaeological sites and remains of national importance. The ASI is headed by a Director General, who is assisted by an Additional Director General, two Director Generals, and 17 Directors. The ASI is divided into 30 circles, each headed by a superintending Archaeologist. Each of the circles is further divided into sub-circles.

From 1784 to 1861:

Sir_William_Jones:

Archaeological and historical pursuits in India started with the efforts of Sir William Jones, who put together a group of antiquarians to form the Asiatic Society on 15th January 1784 in Calcutta. The efforts put by Jones had a long backing of enthusiasts and dilettantes like Tavernier, Finch and Bernier, Thevenot, Careri, Fryer, Ovington, Hamilton, Anquetil du Perron, Joseph Tieffenthaler, William Chamber, to name a few, who surveyed monuments in various parts of India, earlier.

This endeavour by Jones culminated in the publication of a periodical journal named *Asiatick Researches*, started in 1788. The journal highlighted the research and surveys done by the society to make the public aware of the antiquarian wealth of India. The continuing fieldwork soon brought to light many antiquities and other remains, which were later housed in a museum in 1814. Later, similar societies were started in Bombay (Mumbai) in 1804 and Madras (Chennai) in 1818.

The identification of Chandragupta Maurya with Sandrokottos of Greek historians Jones, enabled a chronological horizon of Indian history to be fixed. This was followed by identifying Pataliputra (Palibothra of classical writings) at

the confluence of the Ganga and Son. The decipherment of the Gupta and Kutila script by Charles Wilkinson was a landmark in this aspect. Many individuals like H.T. Colebrooke, H.H. Wilson, Sir Charles Warre Malet, Lt. Manby, William Erskine and Collin Mackenzie contributed enormously to furthering the research and documentation.

The appointment of Francis Buchanan in 1800 by the Marquis of Wellesley to survey Mysore was a positive step by the then government. In 1807, he surveyed monuments and antiquities in present-day Bihar and Uttar Pradesh. The repair of the monuments was not thought of during this period, and very rarely were certain monuments like the Taj Mahal, Fatehpur Sikri, and Sikandara repaired. The Bengal Regulation XIX of 1810 was the first attempt to make the government intervene in case of risks to monuments through legislation.

James Princep:

In 1833, Prinsep became the secretary of the Asiatic Society. His most eventful achievement is deciphering the Brahmi and Kharoshthi scripts between 1834 and 1837. The identification of Piyadasi with Asoka and the contemporary kings mentioned in his Rock Edict XIII enabled the fixing of a clear chronological benchmark for Indian history. The excavations at Manikyala stupa (now in Bangladesh) in 1830 and sites in the Indus-Jhelum region in 1833 and 1834 revealed Buddhist relics, and through coins, a new ruling family, the Kushanas, was identified.

Meadows Taylor:

Many individuals who contributed enormously included James Fergusson, who carried out extensive surveys of the rock-cut monuments in India between 1829 and 1847; Markham Kittoe in east India discovering the Dhauli rock-edict, and his surveys in Gaya and Sarnath; Edward Thomas in the field of numismatics; Cunningham who helped Prinsep in the investigations on the Indo-Greek and Indo-Scythic dynasties and also explored stupas in Bhilsa, etc.; Walter Elliott who followed the work of Collin Mackenzie and copied nearly 595 inscriptions from Dharwar, Sonda and north Mysore, also reconstructed the dynastic history of

Chalukyas and other south Indian dynasties through coins; Colonel Meadows Taylor who carried out extensive surveys on the megalithic monuments of south India; Dr. Stevenson and Dr. Bhau Daji carried out surveys of the cave-inscriptions of western India.

Alexander Cunningham 1:

Meanwhile, Alexander Cunningham, a Second Lieutenant of the Bengal Engineers who initially assisted James Prinsep, formulated a plan in 1848 for an Indian Archaeological Survey and placed it before the British government, but without success. During the same period, the government made many eventful decisions based on the recommendations of the Royal Asiatic Society of the United Kingdom. Upon these recommendations, the Indian government sanctioned a small amount for monument repairs. Lord Hardinge initiated a system approving proposals submitted by individuals based on their research and knowledge of Indian antiquities. Some of them were Markham Kittoe, for conducting operations in Bihar and Banares; Major F. Maisey, for drawing the antiquities at Kalinjar and sculptures at Sanchi and Captain Gill to copy the paintings of Ajanta Caves; Lt. Brett to take impressions of the cave-inscriptions. The following years saw the uprising of the Indian soldiers, and the First War of Indian Independence in 1857 virtually put a standstill on archaeological pursuits.

From 1861 to 1901:

The fresh proposal by Alexander Cunningham was given due attention by Lord Canning, who sanctioned a survey scheme in northern India. It was defined as:- “an accurate description-illustrated by plans, measurements, drawings or photographs and by copies of inscriptions-of such remains as deserve notice, with the history of them so far as it may be traceable, and a record of the traditions that are retained regarding them”.

Cunningham was appointed as the first Archaeological Surveyor in December 1861. He surveyed areas stretching from Gaya in the east to the Indus in the northwest and from Kalsi in the north to the Narmada in the south between 1861 and 1865. For this, he largely followed the footsteps of the Chinese pilgrim Hieun

Tsang. However, the endeavours came to a halt due to Lord Lawrence's abolition of the Archaeological Survey in 1866. Meanwhile, an act (XX) was passed in 1863, which vested powers with the government 'to prevent injury to and preserve buildings remarkable for their antiquity or their historical or architectural value'. Based on the suggestions of the then Secretary of State, Sir Stafford Northcote, Lord Lawrence called on the local governments to list historical buildings and obtain photographs of them. This was later followed by instructions to prepare casts of essential buildings to understand the different architectural styles of India. The work was entrusted to four independent parties in Bombay, Madras, Bengal and the Northwestern Provinces. Individuals like Sykes and Burgess in Bombay, Lt. H.H. Cole in Kashmir, Mathura, other places, and Rajendra Lal Mitra in Orissa contributed significantly to this scheme.

The government's attention to undertaking repairs and conservation, protecting the ancient monuments from disuse, was not drawn until the Duke of Argyll, the new Secretary of State, advised the Government of India to establish a central department to tackle the archaeological problems of the whole country. He also stressed the need for the conservation of monuments, stating that it was the bounden duty of the Government to prevent its servants from wantonly accelerating the decay of monuments.

The Archaeological Survey was revived as a distinct department of the government, and Cunningham was appointed Director General, who assumed his charge in February 1871. The department was entrusted with doing 'a complete search over the whole country, and a systematic record and description of all architectural and other remains that are either remarkable for their antiquity, or their beauty or their historical interest'.

Cunningham was also entrusted - 'to direct his attention to the preparation of a summary of the labours of former enquirers and of the results which had already been obtained and to the formulation of a general scheme of systematic enquiry for the guidance of a staff of assistance in present and future researches'.

Cunningham was given two assistants, J.D. Beglar and A.C. Carlleyle, whom H.B.W. Garrik later joined. Cunningham resumed surveys in Delhi and Agra in 1871; in 1872, he surveyed Rajputana, Bundelkhand, Mathura, Bodh Gaya and Gaur; in 1873, Panjab; between 1873 and 1877, Central Province, Bundelkhand and Malwa. To initiate the survey systematically, Alexander Cunningham recorded Buddhist finds and monuments by plotting them on a map to understand the ancient trade route.

The surveys of Cunningham led to several discoveries, such as monolithic capitals and other remains of Asoka, specimens of architecture of the Gupta and post-Gupta period, the great stupa of Bharhut, and the identification of ancient cities, namely Sankisa, Sravasti and Kausambi. He also brought the Gupta temples at Tigawa, Bilsar, Bhitargaon, Kuthra, Deogarh and Gupta inscriptions at Eran, Udayagiri and other places to prominence.

The founding of the journal Indian Antiquary in 1872 by James Burgess enabled the publication of essential inscriptions and their decipherment by scholars like Buhler and Fleet, Eggeling and Rice, Bhandarkar and Indraji. Cunningham also brought a new volume known as *Corpus Inscriptionum Indicarum*, aimed at publishing inscriptions of connected epigraphical material in a compact and handy volume. On the proposal of Cunningham to set up an Epigraphical Survey to meet the growing demand of deciphering and interpreting the inscriptions, the government appointed J.F. Fleet as Government Epigraphist in January 1883 for three years. Fleet extensively surveyed and brought to light many new inscriptions and solved the problem related to the Gupta era. Moreover, he set up a new pattern and standard for the publication process of inscriptions, which is followed even today.

James Burgess:

The enactment of the Treasure Trove Act of 1878 was a landmark in confiscating and protecting treasures and antiquities found during chance digging. Lytton, in 1878, observed that the conservation of ancient monuments cannot be exclusively left to the charge of the Provincial Governments as directed by the Central

Government in 1873, and this has to be brought under the purview of the Government of India. Thus, Major H.H. Cole was appointed as Curator of ancient monuments during the period of Ripon in 1881 to assist the Provincial and Central government in all matters related to conservation. He produced many preliminary reports on the monuments of Bombay, Madras, Rajputana, Hyderabad, Panjab and the Northwestern Provinces. Again, the conservation work was assigned to the local governments when Cole's tenure ended in 1883. By the time Cunningham retired in 1885 he recommended to the government to abolish the post of Director General and reorganize north India into three independent circles, viz., Panjab, Sind and Rajputana; Northwestern Provinces (Uttar Pradesh) and Central Provinces; and Bengal including Bihar, Orissa, Assam and Chhota Nagpur, each managed by a Surveyor with a staff of two assistants and two draftsmen. The regions of Madras, Bombay and Hyderabad were recommended to be placed under Burgess and epigraphy under Fleet. Thus, Bengal came under Beglar, the Northwestern Provinces under Major J.B. Keith, Dr A. Fuhrer as his assistant and Panjab under C.J. Rodgers.

The other important events during this period were the extensive surveys by Burgess in western India between 1871 and 1885 and with his assistant Alexander Rea in south India from 1882. Many new areas were explored and discovered. Dr. E. Hultzsch was appointed Epigraphist in 1886 for five years to decipher and interpret the Sanskrit, Pali, and Dravidian languages. Burgess was also called to take the additional responsibility, along with the archaeological surveyor of South India, to scrutinise the reports submitted by the three new Circles.

Burgess became the Director General in March 1886, and based on his recommendations, the government unified the three separate circles under one head, along with the three different fields of operation: exploration, conservation, and epigraphy. Among the significant works carried out by Burgess, the important ones are the survey made by Fuhrer and Smith between 1886 and 1887 of the Sharqi architecture of Jaunpur and the monuments of Zafarabad, Saheth and Maheth and Ayodhya. Smith also conducted surveys in Budaon,

Lalitpur, Orcha, and Bundelkhand. Henry Cousens carried out surveys in north Gujarat and Bijapur, while Rea undertook surveys of Mahabalipuram, Krishna, Nellore and Godavari.

During the tenure of Burgess, the Kankali Tila at Mathura was excavated in 1887-1888. He was also instrumental in bringing out two necessary directives, which debarred public officers from disposing of antiquities without official approval and prohibited digging of ancient remains without the consent of the Archaeological Survey. He also started a new publication known as *Epigraphica Indica* in 1888, which great scholars like Buhler, Kielhorn and Eggeling edited.

He also published twenty volumes, seven of which were part of the Archaeological Survey of India, New Imperial Series. Perhaps in retrospection on the voluminous work done by Burgess, like Cunningham, Burgess also thought that an extensive survey organization would not be required to do the remaining work. He, therefore, recommended that the government abolish the post of Director General and divide the entire country into two circles, one under Cousens and the other under Rea. Thus, chaos and confusion returned, and the Archaeological Survey as a central body ceased to exist. Only two Surveyors, now known as Superintendents, worked in the west and south while Fleet was assigned the duties of epigraphical research. Hultzsch was also retained as Government Epigraphist at Madras for three years.

The following years saw utter chaos and disorganization, while the publication of survey reports virtually ended. The results were lagging in every field, and a voluminous quantity of work was to be done. In 1895, the Government of India understood the reality and, for a while, requested the Asiatic Society to bear the responsibilities, which the latter refused. However, it took a long time before proposals were called from the local governments, scholars from the Royal Asiatic Society and Tawney, Buhler and Fleet. The proposal submitted to the Secretary of State put forth the following recommendations:

Creation of five circles with an Archaeological Surveyor as head at Bombay with Sind and Berar; Madras and Coorg; Punjab, Baluchistan and Ajmer; Northwestern Provinces and Central Provinces; Bengal and Assam.

Conservation is the main aim of the Circle heads, and excavation is the secondary objective.

Whatever funds were available were to be utilized to preserve monuments rather than explore the unknown.

Epigraphy received significant support, and Hultzsch was retained for South Indian inscriptions, while honorary epigraphists were considered for other regions.

The recommendations were accepted in May 1899, and the pension of those who joined the survey before that date was also made provision. However, despite the firm footing for archaeological works, the problem pointed out by Lord Lytton earlier in 1878 was not addressed.

Lord Curzon:

The arrival of Lord Curzon was a blessing in disguise for the revival of the Archaeological Survey of India. He, observing the lack of coordinated efforts and the total disorganization of Circles, proposed the revival of the post of Director General. He should be a trained explorer with archaeological knowledge and engineering skills – “He was required to exercise general supervision over all the archaeological work of the country, whether it was that of excavation, of preservation or repair, of epigraphy, or the registration and description of monuments and ancient remains. He would co-ordinate and bring up-to-date the local surveys and reports and should, in addition, present to the Government an annual report of his work”.

From 1901 to 1947:

1901, the recommendations were accepted, and John Marshall was appointed the new Director General. Lord Curzon centralized the survey and vested the powers to the Director General of the Archaeological Survey of India. Marshall assumed charge in 1902, and a new era started in Indian archaeology.

His principles on archaeological conservation are still valid and followed even by modern conservation experts. The main observations of Marshall were:

Hypothetical restorations were unwarranted unless they were essential to the stability of a building;

Every original member of a building should be preserved intact, and demolition and reconstruction should be undertaken only if the structure could not be otherwise maintained;

Restoration of carved stone, carved wood or plaster moulding should be undertaken only if artisans were able to attain the excellence of the old; and

In no case should mythological or other scenes be re-carved.

He started a new series of publications, namely Annual Reports of the Director General, which contained the Survey's works and research activities. A separate branch for Arabic and Persian in Epigraphy was also created, and Dr Ross was appointed to conduct this. The most remarkable event concerning the protection of monuments is the enactment of the Ancient Monuments Preservation Act 1904.

In addition to the five Circles created in 1899, specific changes were made by appointing an architect for Muhammadan buildings in north India in 1902. On a solid pleading by Marshall in 1904, on the verge of the expiry of his five-year tenure for the retention of the Survey, the government accepted the proposal temporarily. Further, on 28th April 1906, the government announced that the Survey was placed on a permanent and improved footing.

The sanctioned strength on that date was the Director General of Archaeology and Government Epigraphist for the whole of India; Superintendents of Western Circle covering Bombay, Sind, Hyderabad, Central India and Rajputana; Superintendent of the Southern Circle, covering Madras and Coorg, and an attached Assistant Superintendent for Epigraphy; Superintendent and Archaeological Surveyor of the Northern Circle, covering the United Provinces, Panjab, Ajmer, Kashmir and Nepal; Superintendent and Assistant Superintendent of the Eastern Circle, covering Bengal, Assam, Central Provinces

and Berar; Superintendent of the Frontier Circle, covering the Northwest Frontier Province and Baluchistan; and Superintendent of the Burma Circle.

In 1912, the government again seriously considered abolishing the post of Director General and replacing it with a Professor of Archaeology attached to a proposed oriental research institute. However, it was not carried through. An Archaeological Chemist and Deputy Director General were added to the strength in 1917 and 1918, respectively. The Montague-Chelmsford Reforms of 1919 significantly changed the administration of the Survey, while the Devolution Rules of 1921 laid down archaeology as a Central subject. The Eastern Circle was renamed Central Circle, and a new Eastern Circle, with Calcutta as headquarters, was created.

The years 1921-22 saw the discovery of the Indus Civilization, and subsequently, a separate Exploration Branch with a Deputy Director General and three Assistant Superintendents was created. Explorations and excavations were given due attention. The provincial governments were left with only the statutory power to declare a monument protected.

Sir John Marshall relinquished the post of Director General in 1928 and retired on 19th March 1931 as he had to write a series of monographs on Mohenjodaro, Harappa, Taxila, Sanchi, Mandu, Delhi, Agra and Multan. H. Hargreaves succeeded Marshall as Director General in 1928, and his recommendation for abolition of the Superintendent of Hindu and Buddhist Monuments at Lahore and Superintendent of Muhammadan and British Monuments at Agra into an Assistant Superintendent attached to Frontier Circle and Superintendent of Northern Circle was accepted in 1931.

Rai Bahadur Daya Ram Sahni succeeded him in July 1931. His period saw a curtailment in posts and funds followed by a reverse trend in functioning. The Annual Reports soon had a huge backlog, and in 1935, a special officer was appointed to clear them. J.F. Blakiston succeeded as Director General in 1935, during which period, through the Government of India Act of 1935, the Central Government assumed all powers vested with the Provincial Government. Under

certain amendments in the Ancient Monuments Preservation Act, foreign institutions were allowed to undertake fieldwork in India, through which Chanhudaro in Sind was explored and excavated.

N_G._MajumdarRao_Bahadur_KN_Dikshit:

Rao Bahadur K.N. Dikshit succeeded in 1937, and the exploration of Sind was revived. However, it met with a tragic end with the death of the team leader, Shri N.G. Majumdar, at the hands of dacoits. During this period, Sir Leonard Woolley was appointed a foreign expert to report on future excavations. His report highly condemned the nature and policies of the government relating to excavation and the techniques adopted and involved. However, he praised the survey's conservation activities and did not comment on epigraphical activities. He also recommended large-scale excavation of specific sites; the prominent one was Ahichchhatra in Bareilly district, Uttar Pradesh, under the supervision of a competent archaeologist. Hence, Ahichchhatra was excavated under the direction of K.N. Dikshit between 1940 and 1944. The intervening period saw some setbacks due to World War II, which slowed down the survey's progress.

mortimer_wheeler:

R.E.M. Wheeler succeeded K.N. Dikshit as Director General in 1944 on a contract of four years. He revived the Excavation Branch under an Assistant Superintendent, which was later elevated to Superintendent. He emphasised exploration, excavation techniques and solving the problems related to chronology. In 1945, conservation was centralised and brought under the purview of Survey, for which additional staff were sanctioned. A prehistorian in the rank of Assistant Superintendent was also created. To meet the additional work at the headquarters, the post of Joint Director General was created in 1935. A Superintendent of Publications was also created to cater to the needs of high-quality publications on the works carried out by the Survey.

He excavated three critical sites, namely Arikamedu in Pondicherry, Brahmagiri in Karnataka and Taxila (now in Pakistan), to ascertain and fix a clear chronological timeframe for Indian history that was eluding archaeologists.

These excavations were also utilized to train the Indian students in excavation techniques, conservation, and other related aspects. Wheeler introduced the stratification technique of excavation, which was in vogue then, and improved the system of reporting and publishing. He brought out a new series of publications, *Ancient India*, which contained detailed excavation reports of many sites apart from research articles and reports on field surveys.

From 1947 onwards:

N.P. Chakravarti succeeded Wheeler in April 1948. His period saw the organization of a large-scale exhibition in New Delhi in 1948 on Indian art objects. These objects were initially exhibited in London in 1947 and later returned to India, forming the nucleus of the National Museum, which was opened on 15th August 1949.

On India becoming a republic and adopting the Constitution, the following functions relating to archaeology about the Union and the State Governments were made:

Union: ancient and historical monuments and archaeological sites and remains declared by the Parliament by law to be of national importance;

State: ancient and historical monuments other than those declared by Parliament to be of national importance.

Besides these two categories, the Union and the States would have concurrent jurisdiction over archaeological sites and remains other than those declared by Parliament by law to be of national importance. N.P. Chakravarti relinquished his post in June 1950 to continue until 1952 as an advisor to the Survey. Madhav Swaroop Vats succeeded him, and his period saw the enactment of the Ancient and Historical Monuments and Archaeological Sites and Remains (Declaration of National Importance) Act in 1951. A. Ghosh succeeded Vats in 1953.

The activities in post-Independence India saw great strides and development in the Archaeological Survey of India field. The Circles, created on a regional basis largely following the geographical jurisdiction of the States, have now been rechristened based on the city where the Circle Headquarters is located. Mostly,

every state has a Circle, usually in the state capital, named after the city in which the Circle is located. However, in states with larger areas, often two or three circles look after the protection of monuments. For example, three Circles administer Uttar Pradesh, with headquarters at Agra, Lucknow and Patna, while Chandigarh Circle looks after monuments in Haryana and Punjab.

At present, 24 Circles are looking after more than 3600 monuments.

The following Acts were enacted for better preservation and maintenance of monuments and also to prevent the illegal trafficking of antiquities and art treasures.

Ancient Monuments and Archaeological Sites and Remains Act, 1958

The Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation) Act, 2010

Antiquities and Art Treasures Act, 1972:

In addition to the above, periodical amendments and regulations were added to cope with the changing scenario and protect the monuments. One such action is declaring a Prohibited area, 100 m from protected limits and a further 200 m as a Regulated Area from the prohibited limits to prevent encroachments and unregulated constructions near protected monuments.

The Treasure Trove Act of 1878 and the Ancient Monuments Preservation Act of 1904 are also in vogue in addition to the legislation mentioned earlier.

Many new publications were also started during the post-independence era. Prominent among them was the Indian Archaeology-A Review, an annual publication that reviews all the activities conducted in the country.

In addition, many publications started earlier like the Epigraphia Indica and its supplements Epigraphia Indo-Moslemica, which was later renamed as Epigraphia Indo-Moslemica – Arabic and Persian Supplement, Memoirs of the Archaeological Survey of India, Corpus Inscriptionum Indicarum, etc. are also continue.

16.3 Objectives of ASI:

The following are the main objectives of the Archaeological Survey of India (ASI):

- It conducts archaeological research
- It protects historical monuments.
- It protects the archaeological sites of India
- It discovers new archaeological sites

16.4 Functions of ASI:

Archaeological Survey of India is an attached office of the Department of Culture with headquarters in New Delhi. It has 24 regional Circles and 5 Regional Directorates. Its main functions are:

- It conducts archaeological exploration and excavation regularly
- It also keeps developing epigraphically research, setting up and reorganising site museums and training in archaeology
- Development of cultural and eco-tourism integration with the monuments
- Preservation, conservation and environmental development of centrally protected monuments and sites, including World Heritage Monuments and antiquities
- Conducting Research and Training in different areas of Archaeology
- Maintenance of gardens and development of new gardens surrounding centrally protected monuments and sites
- Implementation of the Antiquities and Art Treasures Act (1972)
- Regulate all archaeological activities in the country as per the provisions of the Ancient.

16.5 ASI Sites recognized by UNESCO as World Heritage Sites:

Of all 38 protected sites and monuments, 29 ASI properties are recognized as World Heritage properties by UNESCO. The list of UNESCO World Heritage Sites in India is given below:

1. Agra Fort (1983)
2. Ajanta Caves (1983)
3. Buddhist Monuments at Sanchi (1989)
4. Champaner-Pavagadh Archaeological Park (2004)

5. Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004)
6. Churches and Convents of Goa (1986)
7. Elephanta Caves (1987)
8. Ellora Caves (1983)
9. Fatehpur Sikri (1986)
10. Great Living Chola Temples (1987)
11. Group of Monuments at Hampi (1986)
12. Group of Monuments at Mahabalipuram (1984)
13. Group of Monuments at Pattadakal (1987)
14. Humayun's Tomb, Delhi (1993)
15. Khajuraho Group of Monuments (1986)
16. Mahabodhi Temple Complex at Bodh Gaya (2002)
17. Mountain Railways of India (1999)
18. Qutb Minar and its Monuments, Delhi (1993)
19. Red Fort Complex (2007)
20. Rock Shelters of Bhimbetka (2003)
21. Sun Temple, Konârak (1984)
22. Taj Mahal (1983)
23. The Jantar Mantar, Jaipur (2010)

The Indian government has submitted 34 tentative sites under consideration other than these sites.

16.6 Significance of ASI in the Growth of the Tourism Industry:

Archaeological Survey of India is an attached office of the Department of Culture with headquarters in New Delhi. It has 24 regional Circles and 5 Regional Directorates. As discussed, its main objective is to protect and preserve historical sites and monuments. It plays a significant role in achieving the sustainable tourism goals. Its significance in the Indian tourism industry is listed below:

- It helps preserve, conserve, and develop centrally protected monuments and sites, including World Heritage Monuments and antiquities.

- It maintains gardens in and around archaeological and historical monuments. It also develops new gardens surrounding centrally protected monuments and sites.
- It continuously explores and excavates the undiscovered ancient sites.
- Specialized study of inscription and various phases of Indian architecture.
- It maintains the Archaeological site's Museums.
- Operation of the Antiquities and Art Treasures Act

• It works on research and training in different areas of Archaeology
ASI is the successor of the Asiatic Society of India. It was founded in its current form in 1861 by Sir Alexander Cunningham with the help of the then Viceroy Canning.

It regulates all the archaeological activities in the country as per the provisions of the Ancient Monuments and Archaeological Sites and Remains Act, 1958 and the Antiquities and Art Treasure Act, 1972.

According to the Ancient Monuments and Archaeological Sites and Remains Act, 1958, an 'Ancient Monument' is defined as follows: -

"Ancient Monument means any structure, erection or monument, or any tumulus or place of interment, or any cave, rock-sculpture, inscription or monolith which is of historical, archaeological or artistic interest and which has been in existence for not less than 100 years and includes—

- Remains of an ancient monument.
- Site of an ancient monument
- Such portion of land adjoining the site of an ancient monument may be required for fencing or covering in or otherwise preserving such monument.
- The means of access to, and convenient inspection of, an ancient monument;"

It defines an archaeological site and remains as "any area which contains or is reasonably believed to contain ruins or relics of historical or archaeological

importance which have been in existence for not less than one hundred years, and includes—

- Such portion of land adjoining the area as may be required for fencing or covering in or otherwise preserving it and
- The means of access to and convenient inspection of the area;”

16.7 Check Your Progress:

- Discuss the significance of ASI in the protection of historical monuments in India.

- Highlight the essential functions performed by ASI.

16.8 Summary

Thus, based on the above-detailed study, it is clear that the Archaeological Survey of India (ASI) comes under the Ministry of Culture, Government of India and its primary role is to protect the historical monuments and archaeological sites in India. It also maintains museums that house artefacts found at the archaeological sites.

16.9 Glossary:

- **Artefacts:**

An object, such as a tool, was made in the past.

- **Archaeological Site:**

An archaeological site is a place that preserves evidence of past activity and has been, or maybe, investigated using the discipline of archaeology. It also represents a part of the archaeological record.

- **Archaeology:**

Archaeology is the study of the past based on the objects or parts of monuments that are found in the ground.

16.10 Self-Assessment Exercise:

- Explain the historical features of ASI.
- Discuss the significance of ASI in protecting and preserving Heritage monuments and archaeological sites in India.
- How does ASI help get recognition for World Heritage Sites?

16.11 References and Suggested Readings:

- <https://www.india.gov.in/official-website-archaeological-survey-india>
- <http://asiegov.gov.in/>
- <https://indianculture.gov.in/MoCorganization/archaeological-survey-india>
- <https://artsandculture.google.com/partner/archaeological-survey-of-india>