

Unit –IV: Tourism organizations: WTO – PATA and tourism organizations in India – ITDC
– Functions –TTDC – Functions.

The **World Tourism Organization (UNWTO)** is the United Nations specialized agency entrusted with the promotion of responsible, sustainable and universally accessible tourism, having its headquarters in Madrid Spain. It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers the sector leadership and support in advancing knowledge and tourism policies worldwide. It serves as a global forum for tourism policy issues and a practical source of tourism research and knowledge. It encourages the implementation of the Global Code of Ethics for Tourism to maximize the contribution of tourism to socio-economic development, while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United National goals (SDGs), geared poverty and fostering sustainable development and peace worldwide

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO focus is on Sustainable Development, Competitiveness, Innovation & Digital Transformation, Ethics, Culture & Social Responsibility, Technical Cooperation, UNWTO Academy, and Statistics.


It is absolutely crucial to work towards the enhancement of a new generation of partnerships, partnerships not only with governments, not only with civil society and academia but equally partnerships with the business community in the context of the perspective of implementation of the Sustainable Development Goals, creating the conditions for an inclusive and sustainable development – the best way to prevent crises and conflicts in today’s world”.
António Guterres, United Nations Secretary-General

To realize the Management Vision, UNWTO’s work is based around five distinct pillars:

1. making tourism smarter through celebrating innovation and leading the digital transformation of the sector;

2. making tourism more competitive at every level through promoting investment and promoting entrepreneurship;
3. creating more and better jobs and providing relevant training;
4. building resilience and promoting safe and seamless travel; and
5. Harnessing tourism's unique potential to protect cultural and natural heritage and to support communities both economically and socially.

General secretaries

Name	Years of Tenure
 Robert Lonati	1975–1985
 Willibald Pahr	1986–1989
 Antonio Enriquez Savignac	1990–1996
 Francesco Frangialli	1997–2009
 Taleb Rifai	2010–2017
 Zurab Pololikashvili ^[7]	2018–

General Assembly

The General Assembly is the principal gathering of the World Tourism Organization. It meets every two years to approve the budget and programme of work and to debate topics of vital importance to the tourism sector. Every four years it elects a Secretary-General. The General Assembly is composed of full members and associate members. Affiliate members and representatives of other international organizations participate as observers.¹

Executive Council

he Executive Council is UNWTO's governing board, responsible for ensuring that the Organization carries out its work and adheres to its budget. It meets at least twice a year and is composed of members elected by the General Assembly in a ratio of one for every five full members. As host country of UNWTO's headquarters, Spain has a permanent seat on the Executive Council.

Committees

The Secretariat is responsible for implementing UNWTO's programme of work and serving the needs of members and affiliate members. The group is led by Secretary-General, Zurab Pololikashvili of Georgia, who supervises about 110 full-time staff at UNWTO's Madrid headquarters. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese Government,

Official languages

The official languages of UNWTO are Arabic, Chinese, English, French, Russian and Spanish.

Tourism Organizations

1. INTERNATIONAL REGIONAL & NATIONAL TOURISM ORGANIZATIONS (updated November)

Identify and classify different local and international tourism organizations λ Discuss each organization's function in the tourism industry λ Discuss the relationships of tourism organizations

2. INTERNATIONAL CIVIL AVIATION ORGANIZATION

Adapts international standards and to recommend practices for regulating air navigations. λ Encourage the improvement of the art of aircraft design and operation for peaceful purposes.

3. IATA or INTERNATIONAL AIR TRANSPORT ASSOCIATION

Aims to promote safe, regular and economical air transport, faster air commerce and study problems connected with the industry. Involves standardizing of tickets, prices, airline air way bills, baggage checks and other documents

4. WORLD TRAVEL & TOURISM COUNCIL

The only global forum whose members are the top decision makers in the travel and tourism industry. The 150 members are the CEO, President or Chairman of - airlines, airports, hotels,

cruise lines, travel agencies, tour operators and travel technology suppliers. The only body representing the private sector in all parts of the industry worldwide.

ORGANIZATION of ECONOMIC COOPERATION and DEVELOPMENT

Designed to achieve the highest sustainable economic growth and employment and raise standards of living of member countries. Country Assistance Program Evaluation 26194 June 2008 Philippines. Country Assistance Program Evaluation: Increasing Strategic Focus for Better Results

6. PATA or PACIFIC ASIA TRAVEL ASSOCIATION

Develops, promotes and facilitates travel in the Pacific Areas
Early leader in recognizing the need for environmental ethics
Initiated the PATA Code for Environmental Tourism

CTA

CTA or Caribbean Tourism Association/Organization

Encourages and Assists in the development of tourism throughout the Caribbean Area.

APEC or ASIA – PACIFIC ECONOMIC COOPERATION

Aims to establish coordination of national economies for the benefit of countries in the Asia-Pacific region. Permanent Secretariat is located in Singapore. This serves as the coordinating body and central repository for all APEC DOCUMENTS

OAS

OAS or ORGANIZATION OF AMERICAN STATES

Strengthen relations between American States by providing advisory services and training programs in many fields including tourism

Philippines also is an observer to the Organization of American States.

PATA

Pacific Asia Travel Association (PATA) is the largest travel promotional organization in the world. It promotes travel and tourism to and within the Pacific region. It was incorporated to develop, promote, and facilitate travel to areas within the Pacific RIM in 1951 as a non-profit, voluntary, and non-political corporation.

Aims and Objectives of PATA

Pacific Asia Travel Association (PATA) is **the** largest non-profit, non-political organization in the field of travel and tourism. The objective of the PATA is the promotion and development of tourism, advancement of the interest of members.

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.
- To organize seminars/ conferences for the members.
- Build the business of members.
- To organize training and development programs for members.
- To promote ethical practices.
- To focus on destination development.
- To take the lead position on travel and tourism industry issues that need to 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 the tourism industry.
- HR development.
- Marketing research and statics.
- To provide valuable insights, forecasts, and analysis help members to make better business decisions.

PATA Membership

The membership of the PATA is open to all organizations which contribute in the travel and tourism sector directly and indirectly. Generally, the membership of PATA is open to all professional organizations such as airlines, steamship lines, travel agencies, tour operators,

hoteliers, government, tourism professional organizations, advertising agencies, and public relations agencies, etc.

Roles and 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 in the improvement of tourist plants and service facilities.

National Tourism Organization in India

For the growth of any industry, we need an organization. We require their involvement to plan, develop, and monitor its progress and growth. The need for the National Tourism Organization in India is no exception.

Thus, there is a need to establish a National Tourism Organization in India. They play a vital role to promote and develop India's travel and tourism. We have various organizations that involve in the National Tourism Organization in India. Due to their involvement, we can see the growth and development of tourism in India.

Travel Agency Association of Indian (TAAI)

The Travel Agency Association of Indian (TAAI) was established in the year 1951, by 12 leading travel agents, in order to develop an association and to manage the tourism industry with sound business values.

The association has its registered office in Mumbai. The regional office in Kolkata, Delhi, and Chennai. It also publishes a magazine every month, the "Travel News".

Besides, it is remembered as the main agent of travel and tourism in India, known as the Voice of the travel and tourism industry of India.

Additionally, it prints a newsletter called the IATO Imprints. The newsletter helps to update its members on the development of tourism and the achievements of its members. Also, the IATA is responsible to promote the Air India Ltd abroad, which is the Flagship carrier of India.

The Indian Railway Catering and Tourism Corporation Limited (IRCTC)

The Indian Railway Catering and Tourism Corporation Limited (IRCTC) is a public sector enterprise under the Ministry of Railways, Government of India. IRCTC was established on 27th September 1999 as an apex body of Indian railway to cater and manage hospitality on railway stations and trains to promote Indian tourism at domestic as well as international level.

IRCTC headquarter is situated into the heart of national capital New Delhi. To operate the operations smoothly five zonal offices are working in Delhi, Kolkata, Mumbai, and Chennai & Secunderabad. IRCTC provides complete travel and tourism solutions for the various customer segments and also catering to trains and at stations over the Indian Railway network. It is also called “Lifeline of the nation“.

IRCTC provides the following range of products and services:

- Luxury Tourist Trains
- Exclusive steam and hill charters
- Chartering of special trains and coaches over the Indian Railway network.
- Tour packages – Bharat Darshan – special tourist trains for the budget traveler.
- Hotels – near important railways station all over India.
- Car rentals
- E-ticketing for travel over Indian Railways
- Call centers – for rail and tourism related information.
- Onboard catering on trains all over the Indian Railway network.
- Multi-cuisine food plazas at important railway stations.
- Packaged drinking water – Rail Neer

- Buddhist circuit special train
- Tatkal Scheme facility

With the availability of such wide range of services under one umbrella, IRCTC is, thus, able to offer readymade as well as customized packages to meet the requirement of all segments of the travel and tourism industry

The Federation of Hotels and Restaurants Association of Indian (FHRAI)

The Federation of Hotels and Restaurants Association of Indian (FHRAI) is the apex body of the hotel's sector. It consists of four regional associations representing the hotel sector.

FHRAI was founded in 1954 under the Indian Companies Act of 1955.

It was formed by Hotel and Restaurant Association (HRA) North India, New Delhi, HRA East India, Kolkata; HRA West India, Mumbai; and HRA South India, Chennai. In fact, these four regional organizations sponsor FHRAI. FHRAI provides and protects the interests of the hospitality industry.

Indian Association of Tour Operators (IATO)

The Indian Association of Tour Operators (IATO) was founded in the year 1982, to promote global peace and goodwill. It is a united travel forum that promotes and supports the growth of tourism in India. The members consist of all tourism-related industries. It has over 1600 to its members. The members participate during national distress and national emergencies. It also works towards the growth and expansion of the tourism industry. It provides a forum for discussions and meetings with other tourism-related providers for promotion.

Travel Finance Corporation of India (TFCI)

The National Committee on Tourism has considered forming a tourism association that will look after the needs and projects of tourism. As a result, the Travel Finance Corporation of India (TFCI) was set up by the Indian government. TFCI was funded by Indian Financial / Investment institutes and IFCI Ltd. In the year 1989, the TFCI came into effect. The office is located at the IFCI Tower, New Delhi.

India Tourism Development Corporation (ITDC)

The association is the second most important after India Tourism. It operates as a public sector entity. The main aim of the ITDC is to promote India as a tourist place. The association became the Indian private sector mainly for two reasons. Firstly the private companies were unwilling to invest in tourism facilities. Secondly, they thought the profit was uncertain to invest in tourism facilities.

The association was formed in the year 1966. It was formed with the merger of Hotel Corporation India Ltd, India Tourism Transport Undertaking Ltd, and Indian Tourism Corporation Ltd.

The Aims and Objectives of ITDC

To build, take over, and manage the current hotel and to promote hotels, beach resorts, and restaurants.

It provides transport, duty-free shopping, and meeting facilities.

It produces, distributes and sells tourist ads products.

Acts as management, consultancy and decision-making service in India and abroad.

It also works as full-fledged money changers (FFMG), restricted money changers, etc.

It offers advanced and cost-effective results for the growth of tourism and technical needs. This includes project discussion and operations.

The entertainment and other functions of ITDC

It organized shows at Red Fort, Delhi

It runs duty-free shops at five airports. The airports are Kolkata, Thiruvananthapuram, Delhi, Chennai, and Mumbai.

It helped to developed tourist places.

The Ashok Travels and Tours (ATT) which is the brand name of ITDC provide services to national and global visitors.

The ATT offers a tour package that includes a honeymoon tour, mountain tour, shopping tour, etc.

It partakes in food festivals around the globe. The menu focuses on Indian food.

The product and Services of ITDC

Ashok is the brand name of ITDC products and services. It provides a free-duty shopping service to global visitors at its 38 outlets. The outlets also display Indian products and earned vital foreign exchange for the country.

The Ashok Travel and Tour (ATT) which is the product of ITDC offers national and global tickets, hotels, car rental, money exchange services, tour packages, etc.

Additionally, it has a training and education system. The education center is located in Delhi. It concentrates to offer knowledge in the field of travel and tourism.

Another division of ITDC is the Ashok Reservation and Marketing Services (ARMS). The main aim of the division is to promote the Ashok Group of Hotels. To market the products and services offered by the ITDC, it takes part in national and global events such as ITB Berlin. These events help to interact with foreign tour operators.

TTDC

TTDC was incorporated during June 1971 under the Companies Act 1956. The entire share capital of Rs.10.43 Crores has been subscribed by the State Government. TTDC was formed with the objective of promoting tourism in Tamilnadu by providing infrastructure facilities of transport and accommodation. To fulfil this objective, TTDC has expanded its activities into 3 main operations, namely, Hotels, Transport and Fairs. TTDC is at present having 53 hotels across Tamil Nadu. Out of the 53 hotels under the control of TTDC, TTDC is currently operating 25 hotels(out of 25, two hotels have not been provided rooms and one hotel is not in use). All hotels have been upgraded to ensure comfortable stay for the tourists. The Transport division is having a fleet of 12 coaches operating tours ranging from half-day to 14

days covering the southern states. TTDC is having an exhibition in Island Ground, Chennai with 21 acres for conducting exhibitions.

FAIR

The India Tourist and Industrial Fair is organised every year from January to March for 70 days. All the Govt. Departments will erect their pavilions in attractive manner with working models to educate the public about the welfare measures and development programmes undertaken by the State Govt. Apart from the regular India and industrial Fair, Summer Fair, Deepavali Fair, Food Fair etc., are conducted at the Island Ground in an area of 21 acres.

Functions

TTDC has then implemented own customized software "Hotel Management system" at 12 major hotels for controlling over all bookings in each hotel and implemented customaries software "Tour Management System" for controlling over all tour bookings in Tour division during the November 2008..

TTDC has now upgraded system "Online Reservation System" as real time reservation system after implementing software "Hotel Management System" and "Tour Management System" during March 2012.

Further TTDC has extended the facility of Online Real-time Reservation to all 22 hotels operated by TTDC during 2016. This unique facility enabled the tourists to book all the rooms any time in any of TTDC hotels and to book all seats any time in any Tours through online on Real time basis.

Tourists can cancel their booking of any Hotels as well as any of seats in TTDC Tours at any time by online on real time basis.

Tourists can Postpone/Preopen their room reservation as well as any of seats in Tours already booked by them at any time by online on real time basis subject to availability without any cancellation charges.

The revenue earned through Online Reservation has nearly doubled from 2012 after implementation of Online Real-time reservation system.

Year	Rs.in Crores
2011-2012	Rs. 2.79 Crores
2012-2013	Rs.5.65 Crores
2013-2014	Rs. 7.76 Crores
2014-2015	Rs.10.04 Crores
2015-2016	Rs.10.07 Crores
2015-2016	Rs.10.07 Crores
2016-2017	Rs.11.43 Crores
2017-2018	Rs.12.80 Crores
2018-2019	Rs.14.00 Crores

Due to this, TTDC has received global bookings from more than 125 countries specially Spain, USA, London, France, Australia, Finland, Canada, Norway, Germany, Italy, Japan, Netherlands, Singapore, china, Dubai, Mauritius, Malaysia, Sri Lanka, South Africa etc.

TTDC has implemented Wi-fi facility initially in nine TTDC hotels viz Hotel Tamilnadu-Ooty, Coimbatore, Mamallapuram, Madurai I, Madurai -2, Kodaikannal, Rameswaram, Hosur and Krishnagiri during the year 2013. Further TTDC has implemented Wi-fi facility in remaining eight hotels viz Hotel Tamilnadu - Kanniyakumari, Trichy, Tanjavur, Thiruchendur, Yercaud, Hogenkkal, Kancheepuram and Rameswaram(Tourist Home) during the September 2018 .

TTDC has also implemented online Membership card system for availing Gold/Platinum Cards online. Through this system, tourists can get a Gold card online by paying Rs.5000/- and a Platinum card by paying Rs.15,000/-. Due to this, tourists can get discount 10% on lodging in any of TTDC during season period and 20% discount on lodging during off-season period.

TTDC has implemented New Boat House Management software with salient feature of capturing the boat riding timings at Boat Houses of TTDC viz Ooty, Pitchavaram, Yercaud, Kodaikannal I and Kandaikannal -II to avoid pilferage in the billing of tickets and to monitor availability of boats.

TTDC has introduced online ticketing system for Industrial & Trade Fair, Chennai for visitors to book their entrance tickets and mini train ride tickets online during the year 2018-2019.

Digital Marketing has been created through Social Media Platforms like Face book, Twitter, You Tube, Instagram etc to interact and share current information with tourists. Through this campaign in Facebook, the events of tourism have reached to more than 1.53 crores people in the last two years.