

UNIT V

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5.1. NEED FOR TOURISM ORGANIZATION – UNWTO, WTTC, ICAO, IATA, PATA & UFTAA

Need for Tourism Organizations

- To encourage international travel and to help travel and tourism companies operate with a common set of standards, international tourism organizations have been created
- The benefits the travel industry brings to various destinations is also highlighted by these organizations.
- Functions of **Tourism Organizations**: They generally include—research; information and promotion within the country; overseas promotional activities; international relations; development of **tourist** areas; overall **tourism** policy and promotion; supporting key **tourism** interests in a time of financial crisis.

United Nations World Tourism Organization

- 1974, based in Madrid, Spain, is a UN agency dealing with questions relating to tourism
- compiles the World Tourism rankings
- concerned with the collection and collation of statistical information on international tourism
- represents public sector tourism bodies
- development of responsible, sustainable and universally accessible tourism
- encourages the implementation of the Global Code of Ethics for Tourism
- minimizing its negative social and environmental impacts
- geared toward reducing poverty and fostering sustainable development

- **2010–present** — Taleb Rifai (Jordan)
- 154 member states, 7 associate members, 350 affiliate members
- **General Assembly**
 - supreme organ of the Organization. Its ordinary sessions, held every two years, are attended by delegates of the Full and Associate Members
- **Regional Commissions**
 - Established in 1975 as subsidiary organs of the General Assembly, the six Regional Commissions normally meet once a year
- **Executive Council**
 - implementation of its own decisions and recommendations of the Assembly , Council meets at least twice a year
- **Committees**
 - *World Committee on Tourism Ethics *Programme Committee *Committee on Budget and Finance *Committee on Market and Competitiveness
- **Secretariat**
 - led by Secretary-General ad interim [Taleb Rifai](#) of Jordan, who supervises about 110 full-time staff at UNWTO's Madrid Headquarters

WTTC - World Travel and Tourism Council

- The World Travel & Tourism Council (WTTC) is a forum for the travel and tourism industry. It is made up of members from the global business community and works with governments to raise awareness about the travel and tourism industry. It is known for being the only forum to represent the private sector in all parts of the industry worldwide. Its activities include research on the economic and social impact of the industry and its organisation of global and regional summits focused on issues and developments relevant to the industry.

Type	Non-profit, non-governmental
Industry	Travel and tourism
Founded	1990
Headquarters	London , United Kingdom

Activities of WTTC

Research

The WTTC performs and publishes 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. The reports calculate the economic impact of the industry including the direct and total GDP impacts, direct and indirect employment, investment, and exports. Using models based on Tourism Satellite Accounting, the council reports one year and ten year forecasts for these impacts. This research is used by major publications including Forbes and Bloomberg News. It also supplies country indicators for the Travel and Tourism Competitiveness Report, a report published by the World Economic Forum that ranks selected nations according to the Travel and Tourism Competitiveness Index.

Activities of WTTC

Summits

The WTTC organises a global summit each year, usually held in April, with a regional summit held sometime in the third quarter, with up to 1,000 individuals attending each year. Summit attendance is by invitation only.

Awards

- International jury of experts mainly from WTTC found in 1993, the annual World Travel Awards.
- In 2004 the WTTC took over the Tourism for Tomorrow Awards. These awards were initially created by the Federation of Tour Operators in 1989 and taken over by British Airways in 1992. The Tourism for Tomorrow Awards are awarded in several categories to encourage and acknowledge developments in sustainable tourism.

INTERNATIONAL CIVIL AVIATION ORGANIZATION (ICAO)

- April 1947, (Raymond Benjamin) is a specialized agency of the UN, montreal.
- codifies the principles and techniques of international air navigation
- fosters the planning and development of international air transport to ensure safe and orderly growth
- infrastructure, flight inspection, prevention of unlawful interference, and facilitation of border-crossing
- protocols for air accident investigation - *Chicago Convention*
- publishes Doc 9303, Machine Readable Travel Documents
- standards for aircraft registration ("tail numbers")
- Kyoto Protocol - reduction of emissions

INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA)

- April 19, 1945
- headquartered in Montreal, Quebec, Canada
- James Hogan (CEO)
- represent, lead, and serve the airline industry
- present in over 150 countries covered through 101 offices around the globe
- successor to the International Air Traffic Association
- IATA had 57 members from 31 nations, mostly in Europe and North America. Today it has about 230 members from more than 140 nations
- Airline rules and regulations are defined by IATA. The main aim of IATA is to provide safe and secure transportation to its passengers

Pacific Asia Travel Association (PATA)

- working to promote the responsible development of travel and tourism in the Asia Pacific region.
- began in 1951 when Lorrin P. Thurston, president of two major daily newspapers in Honolulu, and William J Mullahey of Pan American Airways set about organising the first Pacific area travel conference with the aim of promoting tourism to the largely undiscovered region of Asia Pacific.
- Following the December 2004 Indian Ocean Tsunami, PATA launches a relief fund
- In 2005 the PATA Board of Directors approve an amendment to the association's Mission Statement to reflect concerns for responsible tourism
- 2011 will see PATA celebrate its 60th anniversary with a series of activities and events focused around the theme 'Building Tourism. Past.Present.Progressive'. On September 6-9, PATA Travel Mart 2011 will be held at Pragati Maidan, New Delhi

• **Activities**

- Price setting
- 3-letter IATA Airport Codes
- 2-letter IATA airline designators
- assigns IATA train station codes
- assigns IATA Delay Codes
- accreditation of travel agents
- worldwide the Billing and Settlement Plan (BSP)
- Cargo Accounts Settlement Systems (CASS)
- regulates the shipping of dangerous goods and publishes the *IATA Dangerous Goods Regulations* manual (DGR)
- Worldwide Scheduling Guidelines (WSG)
- Bar Coded Boarding Pass (BCBP)
- publish *IATA Rates of Exchange* (IROE) 4 times/ year
- IATA Operational Safety Audit (IOSA)

UFTAA - UNITED FEDERATION OF TRAVEL AGENTS' ASSOCIATIONS

- on November 22nd, 1966, in Rome, Italy
- emanates from the Universal Federation of Travel Agents' Associations
- result of a merger of two large world organisations, FIAV and UOTAA,
- non-profit Confederation of international scope, representing Regional Federations comprising some 80 national associations
- recognising the need to unify travel agencies and tour-operators into one international federation
- Composition of the Board of Directors elected in **Rimini** on October 22nd, 2010.
- Since 1990, UFTAA has been fighting against the **sexual exploitation of children** by tourists and its "Child and Travel Agent' Charter has been signed by 82 National Associations of Travel Agents

5.2. TOURISM ORGANIZATIONS IN INDIA – TAAI, IATO, FHRAI, MINISTRY OF TOURISM

TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI)

- Established back in 1951
- largest Travel Association of India
- Started with just 12 travel agents
- 2400 members under its banner
- to promote the interest of the Indian tourism industry and the entities associated with it
- to assure the rights and satisfaction quotient of the travellers
- Apply superior technical skills to the job on hand.
- Deliver the highest quality of service.
- Act with responsibility within sound financial parameters.
- Build trust and credibility in the marketplace
- membership spot of TAAI is multi-faceted (with Active IATA accredited Travel Agencies, Airlines and General Sales Agencies, Hotels and Tour operators).
- check on any unethical practices by the member agencies
- strict Code of Ethics that sets certain parameters

INDIAN ASSOCIATION OF TOUR OPERATORS (IATO)

- Established in 1982
- National apex body of the tourism industry
- has over 4000 members covering all segments of Tourism Industry
- IATO has international acceptance
- interacts closely with the Government on all critical Issues affecting the Tourism Industry
- highest priority to Tourism facilitation
- common medium between the Decision Makers and the industry
- social responsibility during natural calamities
- five categories of membership: Active, Allied, Associate, International and Honorary
- President with a team of 6 Office Bearers and 9 Executives

- meet every month on the first Saturday
- IATO has 12 Action Committees
 - Adventure Tourism Development Committee
 - * Civil Aviation, Press & PR Committee
 - * Domestic Tourism Development Committee
 - * Grievances Committee
 - * Guides Coordination Committee
 - * Host Committee
 - * Hotel Relations Development Committee
 - * IATO News Committee
 - * Legal Affairs, Insurance & Consumer Committee
 - * Privilege Card Development Committee
 - * Railways Co-ordination & Dev. Committee
 - * Surface Transportation Development Committee
 - * Website Development Committee

FHRAI - FEDERATION OF HOTEL & RESTAURANT ASSOCIATIONS OF INDIA

- formed in the year 1955
- apex body of the Hospitality Industry in India
- 3500 Members, comprising of 2160 Hotels,(with nearly 1,20,000 rooms), 1064 Restaurants and allied members
- Rules and regulations for hotels
- Star grading and statistics
- present only about 120000 rooms, and hence the shortage of 150000 rooms needs to be bridged for which an investment of over Rs.50000 Crores is required in the next 3-4 years.

MINISTRY OF TOURISM

- The Ministry of Tourism, a branch of the Government of India, is the apex body for formulation and administration of the rules, regulations and laws relating to the development and promotion of tourism in India.
- It facilitates the Indian department of tourism The head of the ministry is Minister of Tourism, a Minister of State (Independent Charge), held by Prahlad Singh Patel Since September 2017.
- To promote the GDP of the country indirectly and to have friendly relations with them, The Government of India announced officially a Visa on Arrival status/facility for International Visitors to enter/visit India from 43 countries including United States, Australia, Vietnam, Thailand, Vanuatu, Singapore, Israel, Jordan, Kenya, Russian Federation, Brazil, Finland, Germany, Japan, Myanmar on 27 November 2014 and some more countries to follow soon.

Campaigns

- Incredible India
- Cleanliness Index
- Tourism campaign at ITB Berlin

Formed	1967
Jurisdiction	India
Headquarters	Ministry of Tourism Transport Bhawan Sansad Marg New Delhi,110011 New Delhi

Institutions

- A number of educational institutions related to tourism and hospitality are governed by Ministry of Tourism.
- This include the Institutes of Hotel Management, Catering Technology and Applied Nutrition (IHMCTAN; e.g., IHM Kolkata, IHM Mumbai, IHM Bathinda, IHM Hajipur) and Indian Institute of Tourism and Travel Management (IITTM).
- In 2016, a few of the IHMCTANs (Ahmedabad, Bhopal, Jaipur) driven by inputs from the Ministry of Tourism, started giving a hotel management student the option to choose only vegetarian cooking.
- Earlier, it was compulsory for all IHMCTAN students to learn non-vegetarian cooking. This decision to offer a vegetarian option by IHMCTANs could possibly be the first amongst any of the hospitality training institutes of the world

5.3. NATIONAL TOURISM POLICY AND ACTION PLAN

Introduction

- Tourism itself is an abstraction
- It doesn't exist, at least in the same sense as a residence
- Tourism is not even a discipline
- Tourism is a field made up of many physical program and action parts
- It is only the components of tourism and their aggregates that can be planned
- It has no owner, it is controlled by multitude of owners, mostly with in three categories
 - Government
 - Non Profit organisations &
 - Private commercial enterprises
- Tourism is influenced by a great many other factors that can make or break planning process and its implementation, such as local residents, financial institutions and market demand

- Tourism is generated by two major powers – Demand & supply
- Demand – diversity of traveler interests and abilities
- Supply – all the physical and program developments required to serve tourists
- Planning is multidimensional activity and seek to be integrative. It embraces social, economic, political, psychological, anthropological and technological factors. It is concerned with the past present and future (Rose 1984)
- City planning in Indus valley civilization 3000 years ago

Tourism Planning In India

- Started quite late with the first tourism policy being announced by the Government of India in November, 1982 after tourism was recognized as an industry by the Planning Commission of India in June, 1982.
- In July, 1986 the Planning Commission of India set up the National Committee on Tourism in order to formulate plans for this sector.
- The government's initiatives of incorporating a planned tourism sector in India went a long way in boosting Indian tourism.
- In May, 1992 the National Action Plan for tourism was announced.
- The objectives of this landmark plan for **tourism planning in India** were:
 - To improve the economy category domestic tourism
 - To develop the tourist areas socially and economically
 - To preserve the environment and the national heritage
 - To encourage international tourism
 - To improve in world tourism India's share
 - To increase opportunities for employment in this sector

- **India tourism planning** increased with the seventh five year plan India (1985-1989).
- The various policies advocated by the seventh plan for **tourism planning in India** are:
 - To promote aggressively domestic tourism
 - It laid stress on creating more beach resorts
 - To conduct conferences, trekking, conventions, and winter sports so that various options are available to the foreign tourists
- These policies of the seventh five year plan gave a boost to the tourism planning India
- To further encourage **tourism planning in India**, the eighth five year plan (1992- 1997) mentioned that the private sector should increase its participation in the sector.
- The various policies advocated by the eighth plan for tourism planning in India are:
 - To develop the tourists places
 - To develop winter sports, beach resort, and wildlife tourism
 - To restore the projects of national heritage
 - To provide in tourists centers economy class accommodation

Tourism Policy A Definition

Tourism Policy can be defined as “A set of regulations, rules, guidelines, directives, and development /promotion objectives and strategies that provide a framework within which the collective and individual decisions directly affecting tourism development and the daily activities within the destinations are taken.”

Indian tourism policy

- ▶ The Ministry of tourism headed by the 'Union Minister for Tourism' is the nodal agency for the formation of national policies and programs related to tourism.
- ▶ It also coordinates all the activities of the central government agencies, state government undertakings and the private sector for the development and promotion of tourism.
- ▶ The sixth plan marked the beginning of a new era when tourism began to be considered as a major instrument for social integration and economic development.

National Tourism Policy 1982

In 1982, the Indian Government approved the National Tourism Policy firstly.

Six broad areas (6'S)

1. **Swagat** (Welcome)
2. **Suchana** (Information)
3. **Suvidha** (Facilitation)
4. **Suraksha** (Safety)
5. **Sahyog** (Cooperation)
6. **Samrachana** (Infrastructure Development)

Objectives of the tourism policy 1982

- To promote balanced socioeconomic – development.
- Promote and preserve the rich heritage and culture of India.
- Create employment opportunities

Tourism Policy of 1982

- ▶ **It becomes a unifying force nationally and internationally fostering better understanding through travel.**
- ▶ **It brings socio-economic benefits to the community and the State and nation.**
- ▶ **Encourages individuals to participate in tourism development and also create interest in local youth.**
- ▶ **Gives importance to conservation of heritage, natural environment, development and promotion of tourist products.**

- ▶ The policy encourages public private partnership for tourism growth.
- ▶ Realizing that tourism is a multi sectoral activity
- ▶ The policy implies to facilitate larger funds to tourism infrastructure.
- ▶ Recognizes that high quality standards in services, hotels and tourism related industries.
- ▶ The policy creates tourism economic zones, circuits and tourism areas.

Tourism Policy 2002

The policy document seeks to enhance employment potential within the tourism sector as well as to foster economic integration through developing linkages with other sectors. Broadly the policy paper attempts to:

- 1. Position tourism as a major engine of economic growth.**
- 2. Focus on domestic tourism as a major driver of tourism growth.**
- 3. Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination.**

Cotd:

- ▶ Promote PPP(Public Private Partnership).
- ▶ Create and develop integrated tourism circuits based on India's unique civilization, heritage, and culture.
- ▶ Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and “feel India from within”

National Tourism policy 2002

- ▶ It suggested that tourism not only generates government revenue, foreign currency, but also provides an optimal use of India's scarce resources, sustainable development, high quality employment (especially to youngsters, women and disabled people), and finally peace, understanding, national unity and stability

Impacts or outcomes of 2002 Policy

1

- The policy laid down initiatives to promote rural tourism and tourism in small settlements

2

- A well designed campaign highlighting upon the historical places, natural beauty leisure activities

3

- The number of tourists that came to India after 2002 (after the declaration of tourism policy) is very high.

4

- There has been increase in the foreign exchange earnings through tourism in our county.

5

- Tourism policy 2002 contributed a lot towards the development of tourism in our country

Incredible India campaign

- ▶ In 2002, Government of India launched an international marketing campaign named as Incredible India to promote tourism in India to global audience.
- ▶ It 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 travelers.

Draft tourism policy Of India 2015

The Idea

- ⦿ Take India from only being a spiritual hub to a honeymooners' paradise and everything that may fall between these two destinations.
- ⦿ To promote India as a “Must Experience” and “Must Revisit” destination.
- ⦿ To Increase India's Share in World Tourist Arrivals from the present 0.68% to 1% by 2020 and then up to 2% by 2025.
- ⦿ Policy will give something for everyone, Spirituality, Leisure, Medical and Rural tourism, Ayurveda and Heritage.

New Policy Draft

- ▶ **The Narendra Modi Govt. has come out with a National Tourism Policy 2015 Draft.**
- ▶ **Many aspects of Modi's vision like MAKE IN INDIA, SWATCH BHARAT, SMART CITIES, INTERNATIONAL YOGA DAY & SKILL DEVELOPMENT are part of the draft policy.**

Recommendations 2015 policy

- Increase number of Heritage Sites at UNESCO List .
- Develop and Provide free Wi-Fi connection Tourism Zones.
- Activity at tourist centers in India.
- Night Viewing at ASI Archeological Monuments.
- Policy for Vintage Cars.

5.4. STATE GOVERNMENT ROLE IN TOURISM DEVELOPMENT – DOT, GOVT. OF TAMIL NADU

Department of Tourism – Govt. of Tamil Nadu

- Tamil Nadu Tourism comprises Tourism Department in the Secretariat, and a Commissionerate of Tourism functioning to formulate policies and implement programmes for the development of tourism sector in the State. Tamil Nadu Tourism Development Corporation is a state owned public sector undertaking to initiate novel ventures and innovate new schemes for providing demonstration effect to the private sector. In performing this role, Tamil Nadu Tourism coordinates the activities of various other Government Departments / agencies and the private sector.
- Tamil Nadu Tourism Development Corporation (TTDC) has been operating Hotels, Youth Hostels, Restaurants, Tours, Boat houses and Telescope houses as a forerunner for the private sector to follow as new area of business proposition.

Tamilnadu Tourism Development Corporation (TTDC)

- Incorporated in 1971 with the main object of promoting tourism in Tamilnadu by building tourism related infrastructure on commercial basis. TTDC made a modest beginning by taking over 5 Govt. bungalows and operated 2 coaches. It has made rapid strides since then and today it has earned the proud distinction of owning the longest chain of hotels in South India numbering 53. The fleet of coaches has increased to 12. TTDC is providing the following facilities covering all the major tourists destinations in the state for the benefit of tourists.
- Hotels
- Youth Hostels
- Restaurants
- Boat Houses
- Telescope Houses
- Lake park
- Petrol Bunk
- Coaches for operation of Tours
- Exhibition site at Island Ground for conduct of exhibitions.
- TTDC is operating Youth Hostels, wherein dormitory accommodation is provided to the budget tourists. This has helped the tourists to avail low cost accommodation even during the peak season in Ooty, Kodaikanal and Yercaud.

THANK YOU