

Welcome Students I'm Mrs Suvarnagouri from Goa College of Home Science. I will be taking second year BSc Hons Home Science semester three. The paper code for this paper is SEC 15 I'll be covering

tourism organizations.

Need for organization

- International Organizations
- Government Organizations in India
- State Government/Union Territories
- Private Sector Organizations in India

Student will be able to :

- Understand various types of tourism organizations.
- Narrate the functions and relevance of these organizations

Need for Tourism organizations

- The development of any industry needs an organization to plan, develop and monitor its progress and growth.
- Over the years a number of organizations have emerged in tourism. They have played a vital role in tourism policy formation, planning, promotion, infrastructure, resort development, protecting the rights of tourists and negotiations.

Tourism organizations are essential for the following reasons.

- Different sectors of the industry are interdependent on each other. for ex for a tour to be successful, many sectors such as transport, accommodation, entertainment need to work in harmony.
- Many of the vendors/operators are small scale operators and need an association to defend and protect their rights.
- Tourist market is fragmented and organizations help in reaching the potential customers.

Destinations can be located far apart, especially in case of international tourism.

- Tourism has to develop in a planned manner if it is to remain sustainable.

Importance of tourism in generating foreign exchange, employment prospects, national interests and at times the stage of development have determined the need for such organizations and accordingly influenced their growth and functions. Consolidated effort of government and private organization is must

to achieve the success in the tourism industry. These organizations exist in the Public Sector as well as Private Sector and at different levels i.e. global, national, state and local.

INTERNATIONAL ORGANISATIONS

World Tourism Organization

- WTO World Tourism Organization (founded 1975) is an intergovernmental body.
- WTO's membership comprises 113 of the world's governments and over 170 affiliate members (international and regional tourism organizations) from the Travel and Tourism Industry.
- WTO headquartered at Madrid (Spain)

The fundamental aim of the organization shall be: "the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity, and universal respect for and observance of human rights and fundamental freedoms for all without distinction of race, sex, language or religion.

WTO is now renamed as UNWTO (United Nations World Tourism Organization)

WTO provides a forum for industry to "establish the frameworks and global standards of travel and tourism".

WTO's activities include:

Technical Cooperation

- As an executing agency of the United Nations Development Programme (UNDP), WTO provides assistance to governments on a wide range of tourism issues, from sustainable tourism development, investment needs and technology transfer to marketing and promotion.
- Over 600 projects have been fielded since 1980.

Education and Training

- Education and training is one of the major building blocks of the travel and tourism industry.
- WTO offers a variety of programmes, including "distance learning" courses, which have been organized.
- Other projects include the establishment of a network of WTO Education & Training Centres and publication of a Directory of Tourism Education and Training Institutions.

Environment and Planning

- The goal of sustainable tourism development underlies WTO's work in environment and planning.
- Activities include participation in forums on tourism and the environment, such as the Rio Earth Summit and the Globe seminars in Canada.
- Several publications, including three joint reports with the United Nations Environment Programme, provide vital input on tourism planning in resorts, communities and national parks.

Facilitation and Liberalization

- WTO works towards the removal of barriers to tourism.

- Activities in this area include promotion of improved access to tourism for the handicapped, research on Computer Reservations Systems, involvement with the General Agreement on Trade and Tariffs (GATT) process, assistance on health and safety issues.

Marketing and Promotion

- WTO continuously monitors and analyses travel and tourism trends in over 16 countries which provide invaluable data for strategic planning and marketing.

Publications WTO also has a number of publications. They include:

- Yearbook of Tourism Statistics,
- Compendium of Tourism Statistics (annual),
- Directory of Tourism Education and Training Institutions,
- An Integrated Approach to Resort Development,
- Tourism Carrying Capacity,
- Sustainable Tourism Development: Guide for Local Planners, and
- World Tourism Forecasts to the Year 2000 and Beyond.

IATA The International Air Transport Association (IATA), is a nongovernmental organization and membership consists of practically all air carriers. The Active members are engaged in international operations whereas the Associate membership consists of domestic airlines.

IATA aims:

- at encouraging the development of reliable, regular and economic air transport for the benefit of travellers,
- to foster air commerce and study the problems therein, and
- to research the problems and issues related to the industry. Founded in 1945, the activities of IATA have increased over the years.
- setting rates on global routes agreeable to member airlines,
- planning of time tables for international flights,
- standardizing and coordination of certain services like baggage checks, reservations,

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UFTAA Universal Federation of Travel Agents Association

- UFTAA was founded in 1966. Its members are national organizations and regional organizations.
- It aims at representing the travel agency industry and travel agents at different forums and negotiates on their behalf.

Few other organizations:

- International Federation of Tour Operators (**IFTO**) which represents national tour operators associations,
- International Youth Hostel Federation (IYHF), which represents national youth hostel associations.

- International Hotel Association (IHA) representing the hotel and restaurant industry
- International Association of Tour Managers (IATM),
- Pacific Asia Travel Association (PATA),

GOVERNMENT ORGANISATIONS IN INDIA

•In most of the countries the tourism policy is formulated and in some cases operationalized also under a National Tourist Organization.

•Matters related to development, promotion, marketing etc. are looked after by such official organizations. In India the Department of Tourism, which comes under the Ministry of Civil Aviation and Tourism, functions as the National Tourist Organization.

The primary task is to

- Lay down the policy,
- Collect tourism related data, attend to enquiries related to tourism,
- Publicize India as a destination,
- Regulate the activities of different segments of the tourism industry.

India Tourism Development Corporation (ITDC)

India Tourism Development Corporation was established in October 1966. ITDC performs following activities:

- Policy formation and planning,
- Promotion and marketing,
- Coordinating between public and private sectors,
- Human resources development through training and education, and legislation and regulation, etc.

Similarly, there are a number of tourist offices abroad which work in liaison with Air India for promoting India as a destination.

State Government/Union Territories

•On the pattern of Central Government, the State Governments and Union Territories have their own Tourism Departments and Tourism Development Corporations.

At all airports, major Railway stations and bus stands tourist information centers have been set up by these departments.

They are also actively engaged in

- Policy formation at their levels,
- Promotional activities,
- Destination development,
- Providing guide services,
- Conducting sightseeing tours, and Providing lodging etc.

PRIVATE SECTOR ORGANISATIONS IN INDIA

The Indian Association of Tour Operators (IATO)

- It was established in 1981.

- The idea has been "to promote international understanding and goodwill to the ultimate advantage".
- It is a joint forum of tour operators. The Association promotes and aids the development of tourism in India. This is done either directly or through discussions and meetings with other bodies and agencies. The membership is open to organizations of good professional reputation and standing who have been connected with Tourism and/or travel industry for at least one year.

Active Members include:

- A firm or company having an established place of business in India,
- Recognized by the Department of Tourism as a tour operator/travel agent for a minimum period of one year,
- Its major substantial part of activity of promotion of tourism and foreign exchange earnings in a year is minimum Rs. 10,00,000/-

Allied Members:

Any firm or company, which is regularly engaged or associated with the tourism and travel industry and is recognized by the state or central government or by their trade association such as carrier companies, hoteliers, caterers, excursion agents, transport contractors, forwarding and clearing. agents, shipping companies etc.

The **IATO** aims to :

- Promote national integration, international welfare and goodwill,
- Assist students by scholarship to pursue higher education, study and research particularly in the field of development of tourism and international brotherhood both in India and outside the country,
- Institute chairs and fellowships in India,
- Conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings, etc.
- Encourage and promote friendly feelings among the tour operators and travel agents on all subjects involving their common benefits.
- Promote equal opportunity for all visitors to enjoy the tourism and travel facilities without distinction of the race, colour, creed or nationality.
- Set up and maintain high ethical standards in the industry.
- 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 promote measures in the interest of the travel trade and nominate members to act on them.

Travel Agents Association of India (TAAI)

In the year 1951, twelve leading travel agents of India came together to "create an Association to regulate the travel industry along organized lines and in accordance with 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.

In fact, TAAI is a "professional coordinating body" consisting of various segments of the travel and tourism industry. It is recognized as the main representative body of the travel industry in India.

As a non-political, non-commercial and a non-profit making body.

it aims at:

- Safeguarding the interests of the travelling public,
- Maintaining high ethical standards within the travel trade,
- Developing Tourism Industry through improving the travel agency business and service for tourists, Promoting mutual cooperation among TAAI members, and
- Contributing to the sound progress and growth of the industry.

By 1993 TAAI had a membership of more than 600 which includes members of different categories.

The Active Members of TAAI are supposed to :

- Empathise with travellers needs,
- Offer correct advice,
- Undertake multi-sector domestic and international reservations, Plan holidays,
- Ensure hassle-free trustworthy travel.

The Federation of Hotel and Restaurant Association of India (FHRAI)

It was established in 1954, was incorporated as a Company under the Indian Companies Act on 7th December 1955.

The Federation was formed by the four Regional Associations functioning in the country viz.

Hotel & Restaurant Association of Eastern India: Calcutta;

Hotel & Restaurant Association of Northern India. New Delhi:

Hotel & Restaurant Association (Western India), Bombay. and

the South India Hotels & Restaurants Association, Madras.

The principal objectives of the Federation are to:

- Unite the four Regional Associations in a representative national organization
 - Create a national fraternity of the hotel and restaurant establishments located all over India,
 - Consider and take decisions on all questions of interest to the hotel and restaurant industry,
 - Act as an information centre and disseminate statistical and other information concerning the hotel and restaurant industry and advise its members on matters of importance to them.
 - Promote and market the hospitality industry of India, especially hotels and restaurants, in the national and international market.
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- Non government organizations play an important role in the socio economic development of the nation.
 - They play a vital and challenging role in tourism development by acting as mediators and facilitators between the local population and the policy decision makers.

Thank you. These are my references.