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## From the President's Desk

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**Dear Colleagues,**

I am sure that all of you are now busy with the peak season coming in and travelers asking for various information and tourists wanting to travel to different destinations. "No time to breathe" as it is said.

Tourism is indeed picking up with the VOA facility enlarging its sphere and incoming tourism has picked up very well. Outbound tourism is also set to cross barriers this year as the rupee is looking up too. And let us not forget how Adventure Tourism in India is (according to a travel report) growing at the pace of nearly 20 per cent annually and it is set to become worth Rs. 700 crore in the industry. In fact even the Union Ministry of Tourism (MoT) is making it a part of the Tourism Policy. But of course, we need to understand that our Infrastructure, skilled manpower and safety are some of the concerns here that need to be addressed.

Tourism Boards in India are busy with road shows all over the country urging Indians to travel to their countries and TAAI has been assisting them in promoting these destinations as always. Of course, we are all trying to cope with the weekly payment that has been thrust upon us and that is a matter that is being taken up by your Association time and again.

UFTAA had the Forum Meet for all Hon Secretary Generals' of its member travel associations and the UFTAA Board Meet that was attended by our HSG Mr. Harmandeep Singh Anand, who had the opportunity to interact with Aleks Popovich Senior VP - Industry Distribution and Financial Services, IATA and impressed upon him the travails that we travel agents are facing and he has promised to look into it. He also interacted with Joe Borg Olivier, UFTAA President and other senior officials of UFTAA as well as Presidents and Sec. Generals of global travel associations

Meetings, meetings and meetings ! Sometimes we breeze through the month through a heap of meetings and it becomes a hectic one. But that is the bane for interactions and communications that lead to solutions and improvisations which rule our industry, where changes are the order of the day !!

Before I end, let me wish all of you a **HAPPY GUDIPADWA** and hope that the month of April as the new financial year will reap good results for us.

**Iqbal Mulla**  
President

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## EDITORIAL

TAAI TEAM NEWSLINE has put across news and happenings pan India for all of you to read as our OBs, MC and Regional & Chapter Chairmen have been busy with various activities. We have started a new column with this issue wherein you can post your queries to TAAI through emails and letters on Service Tax matters and get them answered. Read about it on page 2. I am sure Holi festival must have been fun for all of you as it is celebrated all over India and now it is time for Gudipadwa and Good Friday.

With some exams ending and others poised to end, domestic & outbound tourism is set to rise and how ! Family travel as one knows, is always an important aspect of holidaying in our country. There has been exciting cricket matches in some chapters and it is indeed a great bonding sport. Enjoy reading !

**TAAI TEAM NEWSLINE**



CA Manish Gadia

## YOUR SERVICE TAX DOCTORS

Members, In every Issue of Newslines there will be your Service Tax Doctors ready to answer all your queries regarding Service Tax. Please send in your questions to [taai@taai.in](mailto:taai@taai.in)



Harmandeep Singh Anand

### Some Qs & As on Service Tax Matters

Our CA Manish Gadia and HSG Harmandeep Singh Anand, visited Kolkata on 14th March, for presentations on Service Tax matters where there were 50 participants, then again on 20th March, they went to Amritsar, on the same day to Jalandhar and on 21st March, 2014 to Chandigarh and the strength of the participants were 20, 80 and 25. Many queries in respect of Service Tax were raised by participants at the region/ chapters, and it seemed that they were registered under only two or three category of services rather than 8 to 9 categories as per our FAQ. It is recommended that the members should re-check the services provided by them and accordingly take / amend the registration certificate, if required.

#### 1. Whether the services provided by Travel Agents of getting visas (directly through embassy) liable to service tax?

1.1. Earlier, the activity of obtaining Visa was not considered to be taxable service, hence were not liable to service tax till 30th June, 2012. However, the Finance Act, 2012 has been amended and the definition of the term 'service' is inserted. 1.2. The new changes are a paradigm shift from the old system, where only services of specified descriptions are subjected to tax. In the new system all services, except those specified in the negative list, will be subject to taxation. 1.3. The act of obtaining Visa is not covered by negative list of services. Therefore the act of obtaining Visa shall be construed to be an activity and service tax shall be leviable on it.

#### 2. Service tax would be payable at what rate, on what amount and under which category of Service?

2.1. Service tax @ 12.36% would be leviable on the said charges charged by the Travel Agents to its clients, except on charges, which represent actual statutory fees towards the Visa, subject to the fulfillment of conditions laid down in Rule 5(2) of the Valuation Rules. 2.2. The Category of Service would be Other Taxable Services i.e. under the Accounting Code "00441480".

#### 3. Travel Agents gets visas done through Visa Facilitation Centers (VFCs) authorized by embassies / Visa Handling Agents which levy their service fee and Service tax on their service fees and visa charges and in turn the agents charge Visa fees, service charges, courier charges and DD charges. Whether service tax would be applicable on the said charges?

3.1. Service tax @ 12.36% would be leviable on the said charges charged by the Travel Agents to its clients, except on charges towards Visa fees, subject to fulfillment of conditions laid down in Rule 5(2) of the Valuation Rules, and claim set off of the service tax paid to VFCs. 3.2. VFCs / Visa Handling agents may charge service tax to the Travel Agents on the said service fees, in such a case the Travel Agent can take Cenvat credit of the said service tax against the service tax charged by them to their clients.

#### 4. Travel Agents may just provide professional consultancy and charge service fees for the same to clients. Whether service tax is leviable on the same?

4.1. Service tax @ 12.36% shall be leviable on the same as it falls within the meaning of service as defined in the service tax laws and liable under the category of Other Taxable Services i.e. under the Accounting Code "00441480".





## UFTAA MEMBER ASSOCIATION MEET IN GENEVA



THE UFTAA FORUM for Secretaries General and Managers of Associations of Travel Agents was held in Geneva on Monday 24th March 2014. A number of UFTAA member Associations attended the full day Forum which was chaired by UFTAA's president Joe Borg Olivier.

Harmandeep Singh Anand TAAI Hon Secretary General Attended the Secretary Generals' Forum as well as the Board Meeting the next day and interacted with the UFTAA President as well as IATA's Aleks Popovich, Senior VP-Industry Distribution & Financial Services and his team which went off very well.. High on the agenda were matters related to the airline industry and IATA. Yossi Fatael, who chairs UFTAA's Air Matters Committee, gave a full morning presentation on important issues that are of interest and concern to the Travel Agent. He touched upon various subjects which included: The New Distribution Capability, Financial Criteria, Commission and Social Media in Tourism. The afternoon

session started with a presentation by Trenitalia, (with whom UFTAA has a special agreement that benefits its members), EXPO 2015, Hotels, Cruises and the IATA-UFTAA Career Path Programme. The Forum was joined by Noel Gilmartin, IATA's Head of Distribution Management, who replied to a number of questions raised by delegates. Later in the afternoon Aleks Popovich, Senior Vice-President Industry Distribution and Financial Services and Javier Gallego, Director FDS Operations joined the meeting. Mr. Popovich gave an overview on the NDC and other related matters and along with Mr Gallego answered valid questions put to them by the floor. The meeting was a very interactive one.

All present expressed views that such meetings for the associations served to update, inform and educate association managers with the latest developments on Air Matters and other related subjects applicable to the travel trade and urged UFTAA to organize more such meetings. Mr. Harmandeep also visited the IATA training center in Geneva.

## TAAI MEETS WITH PRESIDENT OF ZANZIBAR

TAAI - Tourism Council is happy to inform members that a special meeting was arranged by Chairman Mr. Jay Bhatia and Co-Chairman Mr. Lokesh Bettaiah with His Excellency, The President of Zanzibar, Dr. Ali Mohamed Sein and Ambassador John W.H. Kijazi, High Commissioner of Tanzania to India, during their visit to Mumbai on 7th February 2014.

The TAAI team represented by President – Mr. Iqbal Mulla, Hon Treasurer – Mr. Marzban Antia, Tourism Council Chairman – Mr. Jay Bhatia, Co-Chairman Mr. Lokesh Bettaiah, WR OB's Chairman Sampat Damani, Sec. Col P Shashidharan, VFM, AFV and Treasurer, Mr. Sameer Karnani, members like Mr. Sharukh Kapadia, Ms. Seemaa Makhija, Ms. Anaita Punjabi, Ms Jyoti Singh. A brief showcase presentation on Zanzibar was made to the TAAI team. The enthusiastic Head of State and his delegation wished to promote Zanzibar as a tourism destination from India, through members of TAAI. Zanzibar boasts of sea coast, terrestrial wildlife, marine parks, dhow cruises, spices, forts, ruins, historical sites, music, arts and deep rooted culture. Shopping also not to be missed. Today the romance, the splendour and legends of the past are still vibrantly alive, traditional sailing dhows, carved wooden and doors, chests, the scent of



the clove and the smile of the hospitable people welcomes you to Zanzibar. Speaking to the TAAI team HE said that he was keen to work along with TAAI, one of the oldest trade associations in India. India and Zanzibar share a cultural bond over the years and there are lot of Indians staying in their country from generations. TAAI representatives made various suggestions of promoting tourism in Zanzibar to H.E. which were well received. He has assured to invite members for familiarisation trips and showcase their region. Exclusive Workshops, B2B sessions and bilateral tourism for TAAI members were discussed in detail.

Soon a MoU shall be drafted between TAAI and Ministry of Tourism, Govt. of Zanzibar. The intent of this Memorandum is to create a market for tourism to Zanzibar from India, develop ties for investment and opportunities Needless to say, both parties shall create and develop programmes for attracting tourism and related activities with the help of each other. The association will work together with the Ministry in Zanzibar to create and maintain a programme of collaborative work. TAAI thanks Mr. Jilesh Babla representative of the Govt. of Zanzibar in making TAAI an integral part of the tourism development.



## THE INTERNATIONAL CONFERENCE ON “Contemporary Research in Tourism and Hospitality: Theory, Practice and Pitfalls” held 18-21 Feb 2014, Pondicherry University.



Our MC Member Lokesh Bettaiah was a special guest here. The 4 day conference involved publishers, tourism authorities and the tourism and hospitality industry representatives providing an excellent opportunity for networking and sharing research findings. The objective of this important conference was to exchange and debate 'contemporary research' in tourism, events and hospitality domains by inviting researchers around the world for the first time to Pondicherry, a famous

tourist destination. Dr. Y. Venkata Rao, Associate Professor & Head, Department of Tourism Studies School of Management, Pondicherry University was happy that TAAI sponsored the event AKANKSHA'14, ( part of the School ) where three student rank holders, namely Ms. Shalki, Ms. Jeniffer and Ms. Kavya (1st, 2nd and 3rd Rank respectively) were provided certificates and cash rewards presented by Mr Bettaiah. Picture shows the students receiving the certificates from Mr Bettaiah

### TAAI MC MEET IN MUMBAI

3rd March, saw the entire TAAI elected representatives of every region and chapter along with the national OBs and MC at the M C meet in Mumbai. It was a great initiative so that all could interact with one another, exchange views and participate in what turned out to be a thorough networking exercise ! All were more than happy to make acquaintance with each other and gave reports on their respective roles in being part of TAAI. The President welcomed the gathering and expressed happiness on seeing how this initiative led to such good bonding. Hon Sec General Harmandeep Singh Anand gave details on the workings of the Secretariat besides other matters and introduced the staff to all present. Treasurer. Marzban Antia spoke of how the regions and chapters could enhance membership. TAAI Western Region graciously distributed sweet boxes much to everyone's delight. A wonderful way to end the day ! This was followed by cocktails & dinner. The meeting concluded the following day. The parting shot comment was about having more such fruitful meetings with meaningful discussions. !





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## NEWS FROM TAAI EASTERN REGION



Devesh K Agarwal Chairman Eastern Region and his team of Secretary Vikas Sarawgi and Treasurer Chandra Prakash Poddar inform us that they arranged the annual TAAI Eastern Region bash, on 7th February, 2014 at Hotel Park Plaza, Kolkata. It was a well attended program with over 200 guests including those from Tourism Boards, Hotel & Airline Industry. And the highlight was the theme of the evening titled "WILD WEST", where the guests were invited to be dressed as COWBOYS or COWGIRLS. There were prizes for the best dressed male and female respectively. In all, a fun filled & exciting evening with a vibrant different ambience! The guests looked straight out from a Western movie in their cowboy hats!

## TAAI NORTHERN REGION MEET



TAAI Northern Region held its first meeting under the team of new office bearers on the 07th February 2014, at the ITC MAURYA and agenda was to give inputs on the recently conducted First MC meeting held on the 07th January 2014 at Mumbai including approval of new memberships and other industry matters. For the first time, an Open Forum to discuss various concerns of our members was introduced which was well

appreciated by the members and they opined that every meeting should dedicate at least half an hour as an Forum where various important and urgent concerns could be addressed. Chairman Rajan Sehgal, Secretary Neeraj Malhotra and Treasurer Gaurav Dogra have made a note of this request and thanked the members for their earnestness.



## TAAI SR's FIRST MEETING



The first meeting of the Southern Region of TAAI convened by the newly elected members was held in Chennai recently with V.K.T.Balan, Chairman of TAAI-SR presiding over the meeting. The guests of honour who graced this meeting were none other than TAAI President

Mr. Iqbal Mulla, Vice President, Mr. R.Sunil Kumar, and Hon Treasurer, Mr. Marzban Antia. The President in his address said "I am profoundly pleased to see the unity and solidarity of the Southern Region members. In fact, it was a source of inspiration for all in TAAI." The President believed that members would extend the same co-operation with spirited enthusiasm to the growth of the National unit as well as in the interest of the benefit to all. He also mentioned how this encouraged the Office Bearers to have one co-opted M.C member from the Southern region. That member would have to be selected under the chairmanship of Chairman Mr. Balan and his members with the same feeling of unity, after which the OBs would then accept his recommendation and confirm the co-opted M.C member. Greatly moved by this gesture of good-will the members as a whole stood up and gave the Office Bearers a warm standing ovation. The meeting drew to a close in a friendly and cordial atmosphere and surely all who participated carried home pleasant memories of their first SR meeting.



Picture shows the VFS presentation in progress.

## AP CHAPTER MEETING

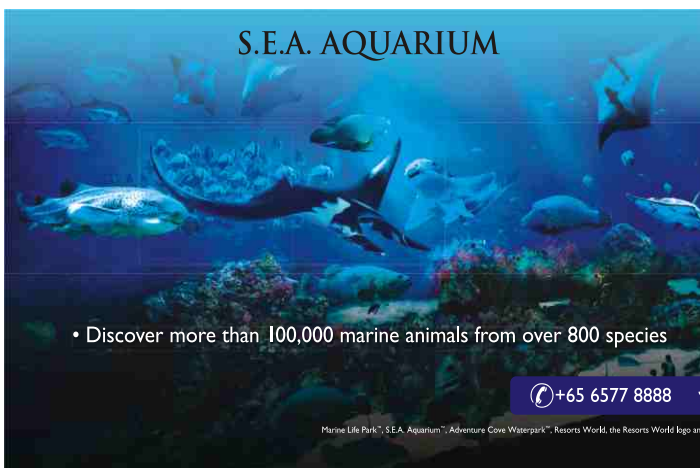
The well attended first AP Chapter Meeting under the aegis of the new committee with Chairman Ajay Kumar Ramidi., Secretary, Nagesh Pampati and Treasurer, G. Veera Mohan. took place on 28th Jan 2014 at Hotel Taj Vivanta. There was a brief presentation by Ms.Nithya Nair Operations Manager of VFS Global Team. Members welcomed this initiative by the team and all were treated to a grand dinner after the meet.

## NATIONAL TOURISM AWARD FOR TAAI MEMBER

TAAI Members Mr. Hugh and Mrs. Colleen Gantzer two distinguished writers of the travel and tourism industry since the last 25 years were awarded with the Lifetime Achievement Award at the National Awards Function held on 18th February, 2014 in Delhi by Dr. Shashi Tharoor, Minister of State (MoS) for Human Resource Development (HRD), Government of India.



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## GUJARAT CHAPTER'S MEET IN A ROYAL CASTLE !



TAAI Gujarat Chapter members' meeting was held on 15 Feb at the lovely Ghanerao Royal Castle. Members were taken by a private coach for a 2 nights stay at the Castle near Ranakpur which was an exhilarating experience to say the least. The Chairman, Shreeram Patel welcomed the members and they spoke on several issues of the industry. Secretary, Paras Lakhia thanked the team of Ghanerao Royal castle for hosting this meet and for providing all the courtesies. Minutes of the last meeting were read, approved and seconded, after which members discussed the major concern of weekly payments. A special thanks to the



Prince of Ghanerao Mr Shakti Singh for all his support. Also Dhaval Baxi and Manoj Chhaya were specially appreciated for helping the Chapter arrange this wonderful meeting at Ghanerao. Needless to say, members had a fabulous time at the castle due to its amazing location, regal ambience and great hospitality displayed by the servicing staff. The leopard sighting at Ghanerao became the highlight of the trip, exciting all members who had a great time at the famous Ranakpur Jain temples as well. This meet helped members to have an excellent networking time and the opportunity to share and bond with each other.

## SOUTH TAMILNADU CHAPTER AND ACCESS AMERICA







M.S. Paramasivam, Chairman. TAAI - South Tamilnadu Chapter informs us that he and his office bearers along with the Chapter organised a program "ACCESSAMERICA" with the Commercial Service, US Consulate of Chennai one 07th March, in Madurai.

This initiative at the US Consulate in Chennai showcased U.S Business/Companies and Educational Institutions interested in doing business with local Madurai businesses. The program provides local Indian Companies wishing to have strategic tie ups and to do business in America, with an easy access to the US services. Members were very happy with this effort by the Chapter and noted how useful the program has proved to be. TAAI is bringing more such programs to its various Regions and Chapters so that members can get maximum benefit from such interactions.



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## EXCLUSIVE A380 SHOWCASE AT THE INDIA AVIATION 2014

Emirates and Airbus invited President, Mr. Iqbal Mulla as a special guest at the India Aviation Show 2014 to join them on an exclusive personal tour of the A380 superjumbo aircraft. The specialist Emirates cabin crew took the guests on board to explore the luxury interior, including First Class Private Suites and Shower Spas.



## MTDC MEET

Maharashtra Tourism Diamond Alliance is another initiative by MTDC to boost Tourism to the state and was arranged along with the Indian travel industry stake holders in Mumbai. President Mr. Mulla was specially invited to be a part of this new initiative. Sumit Mullick, Additional Chief Secretary & Chief Protocol Officer, Govt. of Maharashtra was also present

## CII TOURISM DELEGATION TO NEPAL

President Iqbal Mulla was a Special Guest of Honor and Key Speaker at the important Economic Forum Meet in Katmandu on 24-26 February, 2014. CII organised the event with The Federation of Nepalese Chambers of Commerce and Industry (FNCCI) in cooperation with the Government of Nepal and partnered by CII. The summit saw B to B meetings between Travel Agents and Mr. Ashok Pokharel, President, Nepal Association of Tour Operators (NATO) and his team and with Mr. D.B. Limbu, President, Nepal Association of Tour and Travel Agents (NATTA). Said Mr Mulla "we all know that Nepal and India enjoy excellent bilateral relations in political, economic, trade and cultural fields, and above all Tourism."



Dr. Ram Sharan Mahat, Finance Minister, Nepal with Mr. Iqbal Mulla, Leader of the Delegation and President, Travel Agents Association of India (TAAI) & Chairman & Managing Director; Mr Virander S Datta, Chairman, International Institute of Culinary Arts, New Delhi; Mrs Alka Datta, Director, Datta Hospitality Management Support Services Pvt.Ltd.; Maj S K Yadav, Managing Director, Wanderlust Travels Ltd.; Ms Kumkum Manaktala, Assistant Manager & Head Tourism, CII; Mr Randhir Brar, Executive Director, Le Passage to India and Ms Priya Seigell, Assistant Vice President, RBS Business Services Pvt Ltd. (Tourism)

Apart from incoming and outgoing tourists, Nepal is now a great honeymoon destination. FNCCI in cooperation with the Government of Nepal and its counterparts like Confederation of Indian Industries (CII) in India, has been working closely for the promotion and development of bilateral trade and investment relations as well. The summit looked at the way forward of expanding touristic opportunities between India and Nepal with the topic "Successful Reform in Tourism: Lessons for Nepal and Way Forward". Mr Mulla met with Dr. Ram Sharan Mahat, Finance Minister, Nepal and discussed how developing Nepal as an attractive, safe, and sustainable tourism destination requires a holistic approach wherein the government, the private sector, and public-private partnerships work collectively.



## 1ST MEETING OF SOUTH GUJARAT CHAPTER

On 8th Feb 2014, Arvind Mistry, Chairman- South Guj. Chapter called for his Chapter's first meeting at Umbharat Dist. Navsari where the special guest was none other than MC member Mukesh Patel. The Chapter Members were happy to receive him. Mr. Patel thanked the Chairman and his team for the warm welcome. After which they discussed various matters of the industry.



## NAGPUR CHAPTER'S LAVASA MEETING



5th Mar 2014 saw TAAI Nagpur Chapter meeting in Lavasa at Hotel Mercure turning out as a good Fam tour too. 24 members were present and the Office bearers discussed topical matters of the industry with Chairperson Madhuri Deo thanking all for making it to the meeting. Local sightseeing tour was arranged by the hotel and members were served a sumptuous lunch. Later on, it was wonderful to see everybody enjoying water sports activity. There was an audio - video presentation of Project Lavasa right from its inception to future plans. Currently phase 1 is in completion stage. Members were shown around the properties and

discovered that Lavasa is exotic dream creation for offsite, meetings, seminars, training, weekends & specially for destination marriages. A treat for the eyes was a panoramic laser show with music & fountains on the waterfront. Members simply loved the show ! Dinner was in the presence of hotel dignitaries who were happy to receive the members . There was more to come. The next day it was time to experience the XTHRILL – Adventure activities such as Rappelling, Burma Bridge, Zipline, ATV Ride, Archery, Air Rifle Target Shooting,, Paint Ball and, Jungle Trekking. Members were thankful that it was also an opportunity to stress busting after months of hard work.

## HOW ABOUT SOME CRICKET, FOLKS !



The office bearers of our Rajasthan Chapter got into action for some fun with a cricket match with TAAI members, IATA staff, various travel partners, Airlines, GDS, Allied services and even non TAAI & non IATA at the "Etihad Cricket Bash" on 9th March 2014 at Jaipur. There were

totally 4 teams fighting it out for the Winner's Trophy on a sunny day. The tournament was sponsored by Etihad Airways and co-sponsored by Matrix. Former Chairman of Rajasthan Chapter Mr. Deepak Mehta and his team won the match much to their joy. There were more than 100 people at the event that was followed by a sumptuous lunch. A special word of praise here for Rajeev Soni, D S Rathore, and Deepak Mehta for all their assistance in making this tournament what it was. There were 2 free airtickets to any part of the world flown by Etihad Airways that went to DESTINY TRAVELS & GARIMA TRAVELS.

The Chapter Chairman Sanjeev Ghoda, Secretary Dhiraj Mittal and Treasurer Asrar Ahmed thanked the sponsors for their support and the participants for their spirit of sportsmanship. " A tournament like this is what helps in building fellowship amongst all in our trade "said Mr Godha. Well, we all certainly agree with that !

## AP CHAPTER CLINCHES THE MATCH !



Ajay Ramidi, our Chairman-TAAI AP Chapter is happy to inform that on 15th Feb the chapter had organised a cricket match played between TAAI Agents vs Airlines/CRS/GMR team at the Secunderabad club.

On winning the toss, the TAAI captain Mr. Ajay Ramidi of TAAI Agents elected to field and restricted the airlines team to 126 in 20 overs. TAAI team successfully chased the 126 runs target in just 13 overs with 9 wickets on hand !! What a well played game ! All thanks to the good



opening partnership between Mr Ram of ITH and Mr. Jaffer of Cox and Kings with Mr. Jaffer being unbeaten at half a century. Little wonder then that he was given Man of the Match Award. The match attracted a record breaking attendance of over 120 people consisting of TAAI agents and representatives of airlines, CRS and GMR. There was an interesting quiz contest on aviation after the presentation ceremony. Members thoroughly enjoyed the day of cricket and interacted with one and all, The mood was amicable, the food was good and the game was perfect ! Congratulations TAAI Team !

## NEWS FROM WESTERN REGION

Tourism Malaysia promotes VMY 2014 in India and Sri Lanka, Tourism Malaysia was on a sales mission to India and Sri Lanka from March 10 to 20 as part of its effort to raise awareness on Visit Malaysia Year 2014 (VMY 2014) stopping at Mumbai, New Delhi, Colombo, Kochi and Bangalore. Our Western Region Chairman, Sampat Damani, Secretary Col P. Shashidharan, VSM, AFV and Treasurer Sameer Karnani were present at the event in Mumbai and interacted with DATO" Mirza M Taiyab, Director General of Malaysia Tourism Promotion Board who led his Malaysian delegation to Mumbai and New Delhi from March 17 to 20. In 2013, a total of 650,989 Indian travellers visited Malaysia

## THINK TOURISM - THINK INDIA

Thought Leadership Meet 19th March, 2014, New Delhi  
TAAI was Partner Association with Assocham for the Think Tourism – Think India Leadership meet organized specially for the industry think –heads on 19th March, in Delhi. Our MC Member and Chairperson – Airline Council, Jyoti Mayal as well as Northern Region Chairman, Rajan Sehgal attended the interesting meet where the Welcome Address by Shri. Rana Kapoor, President ASSOCHAM and Inaugural Address, Release of Knowledge Report and ASSOCHAM Souvenir by

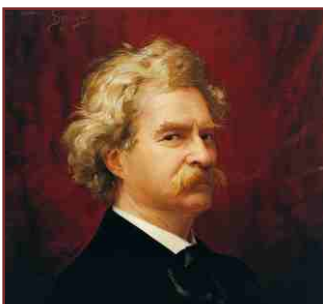
Shri Parwez Dewan, IAS, Secretary, Ministry of Tourism, Government of India were very thought provoking and appealing to the audience. Panel discussions were “Emerging Needs vs Future Challenges: Hoteliers’ Perspective,” “Inclusive Tourism: Driving the Socio-Economic Enabler,” “Challenges & Issues relating to Domestic & International Tourism” and “Emerging Niches in Tourism’ all of which turned out to be very topical keeping the travel and tourism scenarios currently prevalent.

## TAAI PUNE CHAPTER NEWS



TAAI Pune Chapter conducted the 7th edition of TAAI Cricket Tournament. This event is one of the most sought after event in Pune Chapter’s annual calendar. This year, a total of 28 teams participated over three weekends starting from 11th Jan 2014 onwards and the finals were played on 19th Jan 2014. Prasanna Purple Team won the title for the 2nd year in a row.

The event was supported by Indigo, Ark Holidays, Prasanna Holidays & Starwood Hotels. Indigo offered return Air tickets for the Best Bowler & Best Batsman of the tournament. Ark Holidays sponsored the Trophy for Winners & Runners up. Prasanna Holidays sponsored 02 Nights / 03 Days “Konkan Darshan” package for the Man of the Series. Starwood Hotels supported the event as Co- Sponsors. Chairman Krishna Gopalan informs us that all the teams had a wonderful time as the tournament gave them an opportunity to interact with one another.



## QUOTE OF THE MONTH

**"The man who does not read has no advantage over the man who cannot read."**

**- Mark Twain**