

TAAI's TRAVEL & TOURISM INITIATIVE

NAMASTAAI

Vol. 1 No. 1 | April - May 2016 | www.taai.in | For Private Circulation Only

WHY IS INDIA INCREDIBLE?

TAAI TALK

**TAAI
TRENDS**

**TAAI
TUTELAGE**

**TAAI
TECHNOLOGY**

**TAAI
TRAILBLAZERS**

**TAAI
TORCHBEARERS**

AND MORE...

**INAUGURAL
ISSUE**

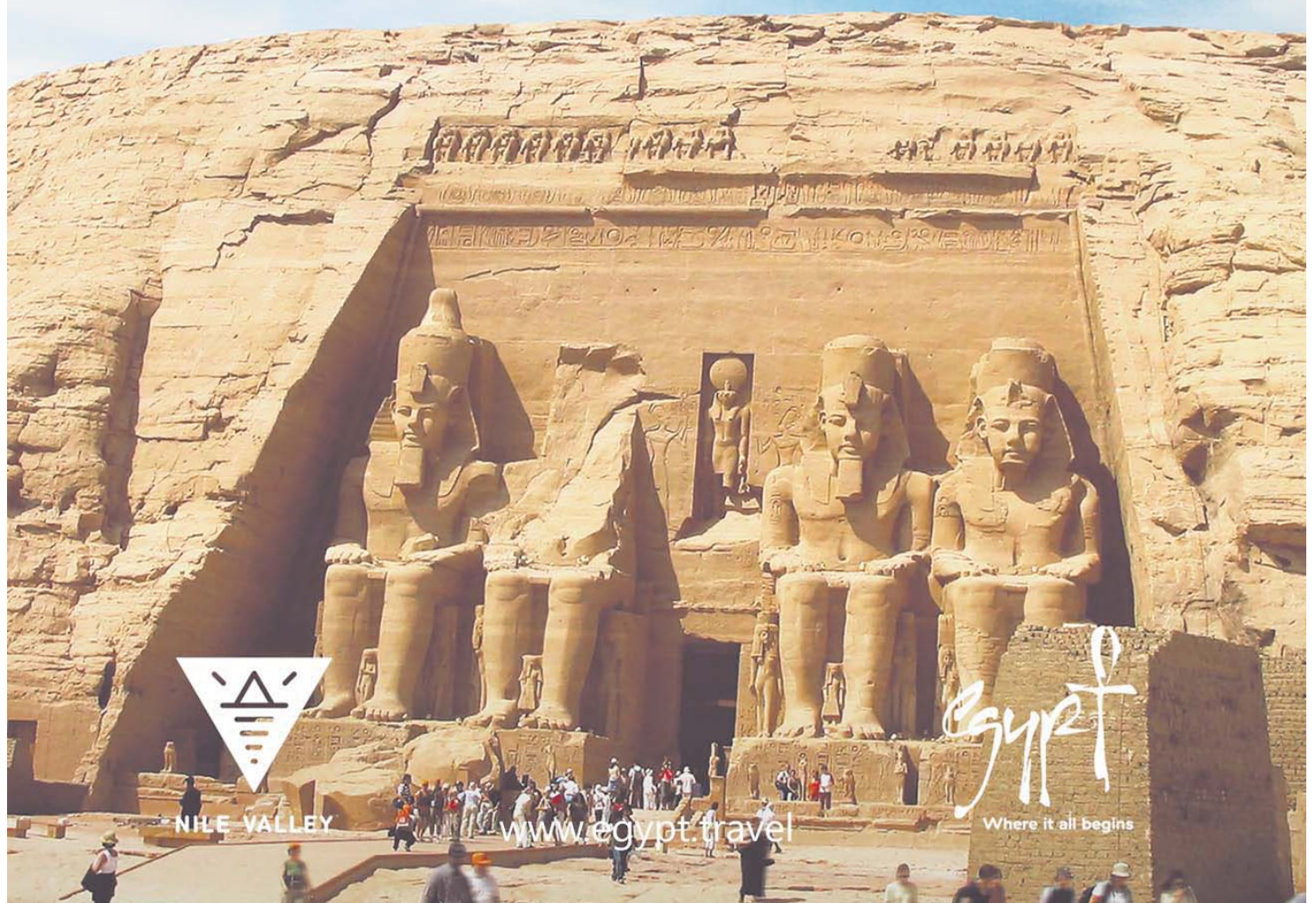


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THE PRESIDENTIAL ADDRESS

Are you 'seen' or are you 'noticed'? Have you arrived?

Are you 'seen' or are you 'noticed'? This question continues to concern many, more often than before. What's the difference between being 'seen' and being 'noticed'? Don't both mean the same? For some, prima facie, they may appear the same. There is a huge difference, however. Getting noticed implies acknowledgement; recognition; well-known stature. It reflects that you are different. You have made your mark. You have actually arrived. Many are 'seen' but only few transit into getting 'noticed'. What prevents one from getting 'noticed'? There can be several reasons. When one is not delivering beyond expectations; or not delivering anything new; or has not up-scaled the enterprise to offer uniqueness, or has not evolved – all indicative of a very ordinary approach to take business forward. Here are a few questions to help assess. *What is it that you offer which others normally don't? How are you different to your customer from an unknown on-line service? Are you the most convenient to buy from? Apart from the credit you offer, what is your USP?*

Big thinking precedes great achievement is a useful lesson. Our world today is not only evolutionary but the pace of change is immensely faster. It will continue to accelerate. Unless we can see beyond the 'easy' obvious, there is little room to declare that we *have arrived*. As industry players, we have made extensive investments. We invested wealth; we created offices; we trained our teams; we connected with those who trust us. With so much at stake, we cannot merely survive or be only 'seen'. We must go 'published'. We must be talked about. We must be referred. We must be emulated. We must consistently upgrade or upscale



our levels and continue to remain on the forefront – be it embracing technology or be it offering expertise that all others may not. We must beat all challenges as we embrace the accelerating change. **Change before you have to**, said *Jack Welch*. When we interpret our past, we realise that most of us have been 'reactive' to change and not 'pro-active'. We may have changed the way we do our business, but we have done that since we were cornered. We were left with no option but to change. *Getting noticed* is to **lead** the change.

TAAI is in its 65th year. We commenced four years after independence. Our members are leaders in **all verticals of our growing and vibrant industry:**

Ticketing, Tourism– *outbound, inbound, domestic; sports; health; medical, etc;* MICE, Hospitality, Technology, Media and Education. We boast of a tremendous resource, expertise, experience and success stories of our members that make us the most formidable and nodal association in the travel and tourism industry. For decades, we reigned prominent. Perhaps, we were the only all-encompassing travel and tourism association that attracted attention. In changing times, it is important to strongly reflect our roots. NAMASTAAI is being introduced by our Managing Committee as the TAAI magazine to present TAAI in its full form. It is an initiative to renew TAAI getting 'noticed' – to get acknowledged that TAAI means Ticketing, TAAI means Tourism, TAAI means Technology, TAAI means MICE and TAAI means much more.

Any association or organisation is as big or as strong as its members. TAAI has hundreds of unsung heroes. Some of our members have registered a powerful impact in their chosen field of the industry. We have those whose accomplishments are huge. They must be published – for these stories can inspire. Only when best practices are shared, there is collective learning. NAMASTAAI will endeavour to do this. For NAMASTAAI to be a holistic magazine, we seek active participation of our members; our principals; our partners. Our goal is clear. It must offer greater learning to all.

NAMASTAAI from TAAI. Happy reading!
Let's do it together.

Sunil Kumar R
President, TAAI
sunilindia@gmail.com

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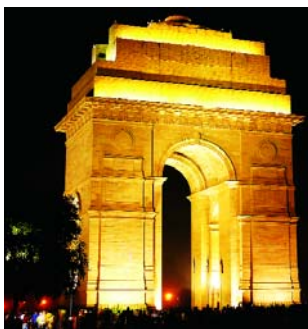
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ABOUT THE COVER IMAGE

India Gate in New Delhi commemorates the 70,000 Indian soldiers who lost their lives fighting for the British Army during the World War I. The memorial bears the names of more than 13,516 British and Indian soldiers killed in the Northwestern Frontier in the Afghan war of 1919.

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JAY BHATIA

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IMTIAZ QURESHI

BHAGWAN RAMNANI

SHREERAM PATEL

ANIL KUMAR

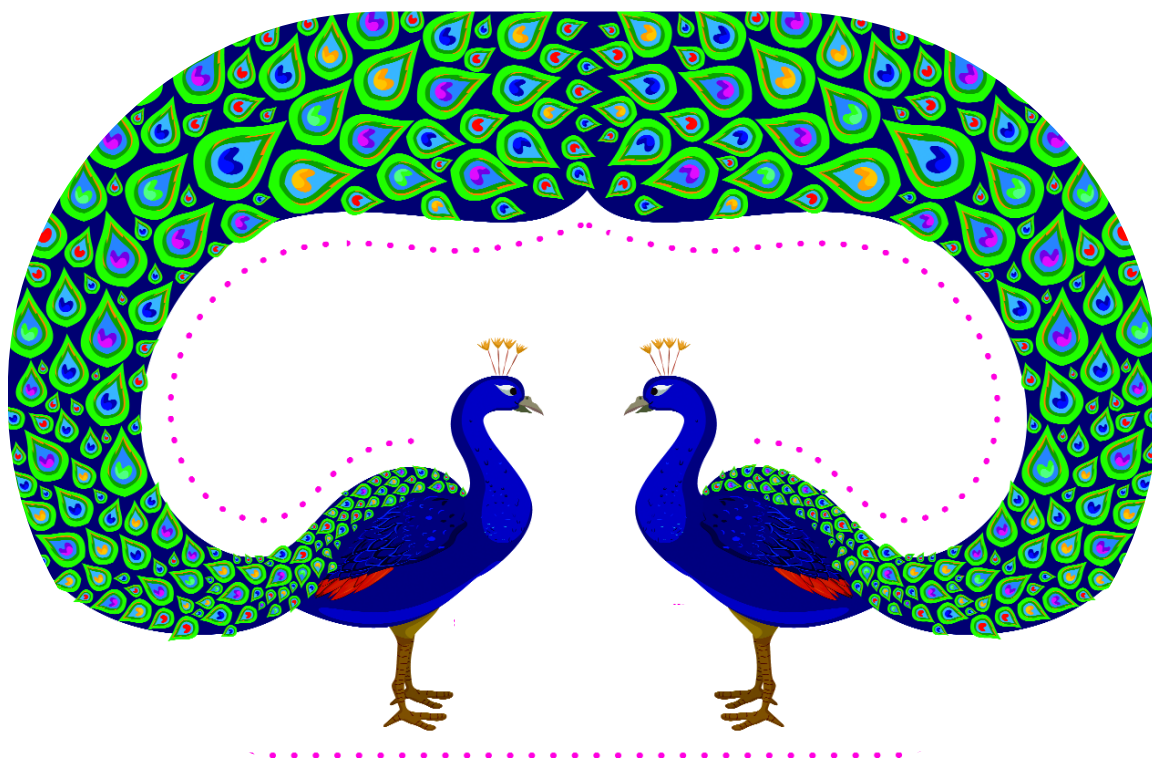
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NAMASTAAI By TAAI
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The Indian Express (P) Ltd



Why NAMASTAAI ?

NAMASTAAI is *Namaste* from TAAI

Namaste is a Sanskrit word derived from another Sanskrit word 'Namaha'. 'Namah' or 'Namas' meaning 'bow', obeisance, reverential salutation or adoration and 'te' meaning to you; Namaste literally means bowing to you;. An extended analogy suggests that within each of us there exists the Divine, known as the 'Soul'. The greeting of Namaste or Namaskar is when the soul in one person acknowledges and pays respect to the Soul in another. An easily understandable version can be "The divinity in me salutes the divinity in you".

NAMASTAAI is an expression of greeting from TAAI which is from 'within'. NAMASTAAI also reflects that TAAI respectfully salutes you, our readers and greets you via our very own magazine.

We at TAAI always believed that innovation is integral to progress. NAMASTAAI is an endeavour from TAAI to reflect our strength of experience and expertise. These strengths are to be shared to support learning. NAMASTAAI also showcases TAAI's highlights, in keeping with the association's drive behind game-changing travel and tourism businesses of the future. 4,000 copies of NAMASTAAI will be sent out to our members and other industry leaders from all related segments and educational institutions.

AN E-MAGAZINE

NAMASTAAI comes as an e-magazine too through our website 'www.taai.in' to enable our reach beyond India - to our overseas members, partners and our associates.

PRIVACY POLICY

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THE TAAI TEAM

TAAI has evolved and consistently grown over the last 6 decades. Having established itself as the nodal association for Travel, Tourism & Hospitality, TAAI, today, boasts of several verticals which are ably led by the National Committee and Chairpersons. TAAI as an association along with its members actively caters to the following key areas:

- Aviation (Ticketing)
- Inbound and domestic tourism
- Outbound tourism including cooperation with National Tourism Organisations

- Hospitality
- MICE
- Transport
- Sports, Medical and Adventure Tourism
- Education
- Documentation including visas and allied services.

TAAI's administrative structure encompasses a strong National Managing Committee that meets regularly with 20 Regions & Chapters spread across India led by its 3 office-bearers. Regions & Chapters are an excellent source for TAAI to

promote products, service and educational awareness that help better manage their organisations.

Regions & Chapters meet regularly to debrief members on updates. They also organise activities locally which include staff training, sports, partnership programmes and several other events.

NAMASTAAI is an ambitious programme of the current TAAI committee and its purpose is to get TAAI better known and to serve as an important resource to all.

TAAI Managing Committee

The Managing Committee of TAAI, elected on 30th September, 2015, has taken several initiatives. NAMASTAAI is a one agenda item aimed to bring TAAI closer to and reflect TAAI stature. Team TAAI gears up for this exciting activity and seeks the participation of all. Here's presenting the TAAI Managing Committee 2015-2017.



SUNIL KUMAR
President



MARZBAN ANTIA
Vice President



BETTAIAH LOKESH
Hon. Secretary General



JAY BHATIA
Hon. Treasurer & Chairman, Tourism Council

“*NAMASTAAI is our unique initiative in branding TAAI as the nodal association of India's travel & tourism. A great way to go 'visible' and to 'share knowledge'*”

Marzban Antia
Vice President - TAAI

“*TAAI glorifies the heights of excellence. Experiences of the past blended with dynamism of the present are laurels for TAAI. NAMASTAAI is here .. to offer more learning to all*”

Bettaiah Lokesh
Hon. Secretary General - TAAI

“*NAMASTAAI, a magazine of India's premier and nodal travel & tourism Association shall showcase the professionalism and activities of members, trade colleagues, organisations, destinations, their expertise and achievements. The happenings in TAAI's 20 Regions/Chapters and the work done by the national committee will be visible to the fraternity*”

Jay Bhatia
Hon. Treasurer - TAAI

TAAI's got India connected! 20 units across India

20 active units are what make TAAI a truly representative body with excellent opportunity to network, debrief, promote and educate industry leaders.

TAAI regularly meets, throughout the year as "Regions & Chapters" in our 20 active administrative units spread across India. These 4 Regions and 16 Chapters are ably led by Chairpersons supported by the local Hon. Secretary and Hon. Treasurer. TAAI members get the opportunity to strongly connect, locally, to take industry matters forward.



JYOTI MAYAL
Chairperson, Airlines Council



IMTIAZ QURESHI
Chairman, Legal Council and
Co Chairman, Tourism Council



BHAGWAN RAMNANI
Chairman, Allied Services including Insurance
Matters and Co-Chairman, Membership
Development Council & Taxation Council



SHREERAM PATEL
Chairman, Technology, Website & CRS
and Co-Chairman, Airlines Council



ANIL KUMAR
Chairman, Membership Development
Council and Co-Chairman, Technology,
Website & CRS



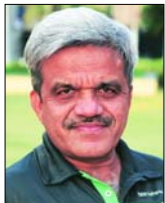
R VENKATACHALAM
Chairman, Sports /Cultural Council



DEVAKI THIYAGARAJAN
Chairman, Taxation Council and
Co-Chairperson, Legal Matters



B R KRISHNA RAO
Co-opted Managing Committee Member
and Co-Chairman, Allied Services
including Insurance Matters



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Chairman
Northern Region



SAMPAT DAMANI
Chairman
Western Region



HEMA CHANDER
Chairperson
Southern Region



DEVESH K AGARWAL
Chairman
Eastern Region



AJAY KUMAR RAMIDI
Chairman
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Chapter



BALJIT S SHERGILL
Chairman
Chandigarh Chapter



ARIF ABDUL RAZAQ
Chairman
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Pune Chapter



RAJESHWAR K DANG
Chairman
Punjab Chapter



MANOJ SOGANI
Chairman
Rajasthan Chapter



SUNIL B SATYAWAKTA
Chairman
UP & Uttarakhand Chapter



DEVENDRA R SHAH
Chairman
Saurashtra-Kutch Chapter



MUKESH PATEL
Chairman
South Gujarat Chapter



M S PARAMASIVAM
Chairman
South Tamil Nadu Chapter



डा महेश शर्मा
Dr Mahesh Sharma



सत्यमेव जयते

राज्य मंत्री (स्वतंत्र प्रभार)
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और
नागर विमानन राज्य मंत्री
भारत सरकार
Minister of State (Independent Charge)
for Tourism & Culture
and
Minister of State for Civil Aviation
Government of India

Date: April 14, 2016

*I am pleased to know that **Travel Agents Association of India** is going to launch its travel magazine **NAMASTAAI** in May, 2016.*

*On this joyous occasion, I would like to convey my compliments and best wishes to the **Travel Agents Association of India** for success in all their endeavours.*

(Dr. Mahesh Sharma)





I am happy to note that the Travel Agents Association of India is bringing out the first issue of its periodical magazine 'NAMASTAAI'.

I am confident that this publication would emerge as an excellent medium of communication between TAAI members and the industry.

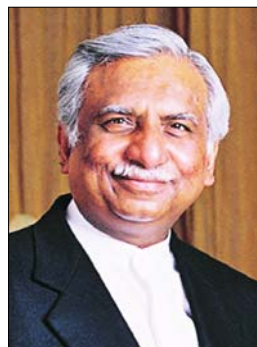
We at Air India keenly look forward to the active support from all members of TAAI in our quest for achieving excellence in the operation of the airline.

My best wishes for the success of 'NAMASTAAI'. May it emerge as a leading publication of the tourism industry in the future.

With best wishes,

Sincerely,
ASHWANI LOHANI
Chairman
Air India

“We at Air India keenly look forward to active support from all members of TAAI in our quest for achieving excellence in the operation of the airline”



TAAI has long been renowned as an association of service-centric members focused on providing the finest travel support to customers and clients across our nation.

It is therefore most appropriate that TAAI is to launch its very own travel magazine NAMASTAAI. On this auspicious occasion I offer you my warmest felicitations, congratulations and best wishes for a successful launch and fulfilment of a much-needed travel medium. NAMASTAAI is indeed a laudable initiative to provide exclusive content and keep the travel trade community informed about the latest trends and happenings in the industry and all of us at Jet Airways welcome it warmly.

Travel agents play a pivotal role in simplifying the travel process for our valued customers as well as in offering consultation services to the benefit of the entire industry. Distribution channels for the travel industry have undergone significant change since the past few years and I am pleased that Jet Airways and TAAI have worked together to adapt to the changing needs of our customers.

Jet Airways continues to work closely with all travel partners in ensuring that together we offer our guests the highest quality travel experience. Jet Airways is India's premier airline with a robust domestic and international network. I am proud of our 23-year old partnership with travel agents since our inception, a partnership that has evolved with great success to our mutual advantage and to the delight and benefit of our customers.

I look forward to continuing this strong association with TAAI and the travel agents community, as we embark on our next phase of growth.

With best wishes,

Sincerely,
NARESH GOYAL
Chairman
Jet Airways

“I am pleased that Jet Airways and TAAI have worked together to adapt to the changing needs of our customers”

TAAI IATA Joint Bank Guarantee Program

India is a unique country, where IATA has successfully operated this scheme for about 20 years. One of the most successful initiatives of TAAI which was most functional and successful for those who participated in this program was the TAAI IATA Joint Bank Guarantee (JBG). In comparison to other forms of risk cover, JBG Program had proved its higher level of promptness. TAAI IATA JBG Program that successfully lasted for about 20 years, perhaps, is a global record. This was discontinued effective 2013 and since then efforts have been invested to get this Program back for the benefit of our members.

The JBG Program is an initiative of TAAI that was introduced in the early 90's. The Program was subsequently improved

Why is JBG Program eagerly awaited?

- Easy for agencies to get covered through TAAI AOP
- No hassles following up with banks
- Flexibility on opting for a higher cover slab
- 'Mutual Liability' is the fundamental of the Program.
- A successful Program earns interest on the deposit made with AOP
- Airlines were more supportive in offering capping to JBG agencies
- An external auditor manages the financials

by the respective Managing Committees, year after year. When the Program concluded, members were rewarded with surpluses to their credit, apart from being benefitted by any expenses incurred towards insurance or bank charges for an individual bank guarantee. After extensive

efforts, at the San Diego PA Conference in October 2014, the Program was approved by the PA Conference. This is a historic achievement due to a powerful presentation by TAAI to the airlines of the world. The scheme is being reintroduced w.e.f July 1, 2016.

Aviation Summit - 2016



On February 18, 2016 the PHD Aviation Summit-2016 - 'Indian Civil Aviation - Benefits beyond Borders' held in Delhi, aimed to provide a mega platform for both Indian and global players to tap the immense opportunities in the fast growing Indian aviation market and for Indian players to interface with their global counterparts. Jyoti Mayal, TAAI member Managing Committee & chairperson - Airline Council, was a panelist at this

important summit. The panel discussed various segments of the aviation industry.

Mayal touched upon aviation matters that impacted the travel industry. Other panelists were Gargi Kaul, joint secretary and financial advisor, Ministry of Civil Aviation; Sanat Kaul, former secretary, Civil Aviation; Amber Dubey, civil aviation head, KPMG; Kapil Kaul, CEO, India &

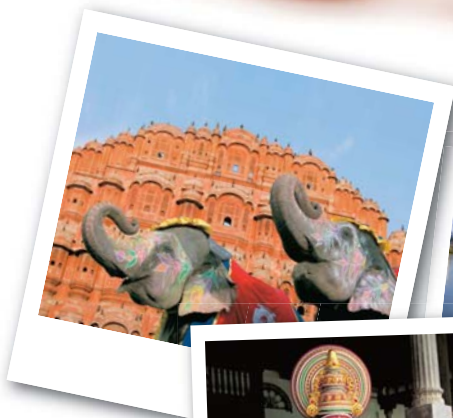
ME, CAPA and Bhupesh Kumar, CEO, Club One.

The focus was on regional and remote connectivity, global best practices, general aviation key issues and the cargo sector. The event was attended by airport service providers, airlines officials, regulators, investors, OEMs, MRO industry, Ministry of Civil Aviation, state governments, international aviation associations, etc.

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2 – 20	INR 750	INR 1000	BOOKING AMOUNT INR 10,000
20 & ABOVE	INR 750	INR 1500	FULL AMOUNT

NOTES: Date of departure can either be pre-fixed by the agent or decide the date 30 days after paying the booking/full amount.

* There is no blocking in this offer, Offer will be confirmed once agent pays the amount.

* Booking ID can be created based on the booking information given from the agent.

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ITC plays host at Jodhpur TAAI's 4th Managing Committee Meeting

It was a wonderful experience for the TAAI Managing Committee to be closely associated with ITC Hotels, who had played hosts for the 4th Managing Committee meeting at Jodhpur, Rajasthan from the 7th to 9th March, 2016.

ITC used this opportunity to showcase two of their exclusive products – WelcomHotel Jodhpur and WelcomHotel Khimsar Fort and Dunes. The feedback of the members was absolutely incredible. The most common comment was that these hotels are great value and must be experienced by leisure and business travellers. Both the locations of WelcomHotel Khimsar Fort as well as WelcomHotel Khimsar Dunes offered a unique opportunity for the visitors to experience heritage, culture and nature.

The property at Dunes can be rated among the most stunning hotels in this category which offers excellent outdoor experience of a rare kind. The quality of service at all these properties, ably supervised by their most efficient general managers and their teams, is much appreciated.

President Sunil Kumar, joined by his colleagues from the Managing Committee, presented TAAI plaques of appreciation to both the hotels to acknowledge support from TAAI to ITC.

The 4th Managing Committee Meeting concluded on several matters pertaining to TAAI and its agenda. Following are the significant conclusions:

- TAAI's very own travel magazine NAMASTAAI will be launched soon. NAMASTAAI will be circulated to members, tourism boards, airlines, consulates and stakeholders of the travel and tourism industry, that will cover various aspects of information including TAAI news and updates, industry trends, members experience sharing on



accomplishing significant success in their endeavours, destination updates and more content that will support upgradation of information to companies and their personnel. NAMASTAAI will be initially a bi-monthly and is proposed as a 80 page magazine. The task of designing; planning; printing/publishing is outsourced to The Indian Express (P) Ltd in Mumbai, to coordinate the activity and

in order to ensure quality standards. For members, NAMASTAAI offers an excellent advertising space to promote their products/services to other members of TAAI at very reasonable prices. Members are invited to optimise this initiative and get connected with a large group of TAAI members across the country to market their own products /services for mutual benefit.



- The Joint Bank Guarantee (JBG) Program was approved for launch effective 1st July, 2016 with various conditions for the members to fulfill in order to qualify for participation. JBG is an alternative to insurance cover or individual Bank Guarantee which are the two forms of financial criteria that agencies accredited with IATA will have to offer as security. For more details on the JBG Program, please refer to the circular sent out by TAAI to all its active members.

- TAAI approves the formation of a South Asian Association that will have the Travel & Tourism Associations of South Asia to better network for sharing best practices. Thanks to an initiative of UFTAA, currently similar board resolutions have been adopted at TAASL (Sri Lanka), NATTA (Nepal) and TAAI (Pakistan) and more associations will also be invited to join this formation.

- TAAI proposes to establish a committee to liaise with the government and its respective divisions to take up the 'white paper' submitted by TAAI for creating a round-table that will regulate fair practices and offer closer coordination between the government and associations in India.

- TAAI's technology initiative was reviewed for further implementation to support members with affordable connectivity and upgrade them to meet the growing expectations of our customers.

- Four committees to meet – a new model structure that the Managing Committee favoured is that an Airlines Council, Tourism Council, Allied Services Council and Membership Council be created to have regular interaction and review member

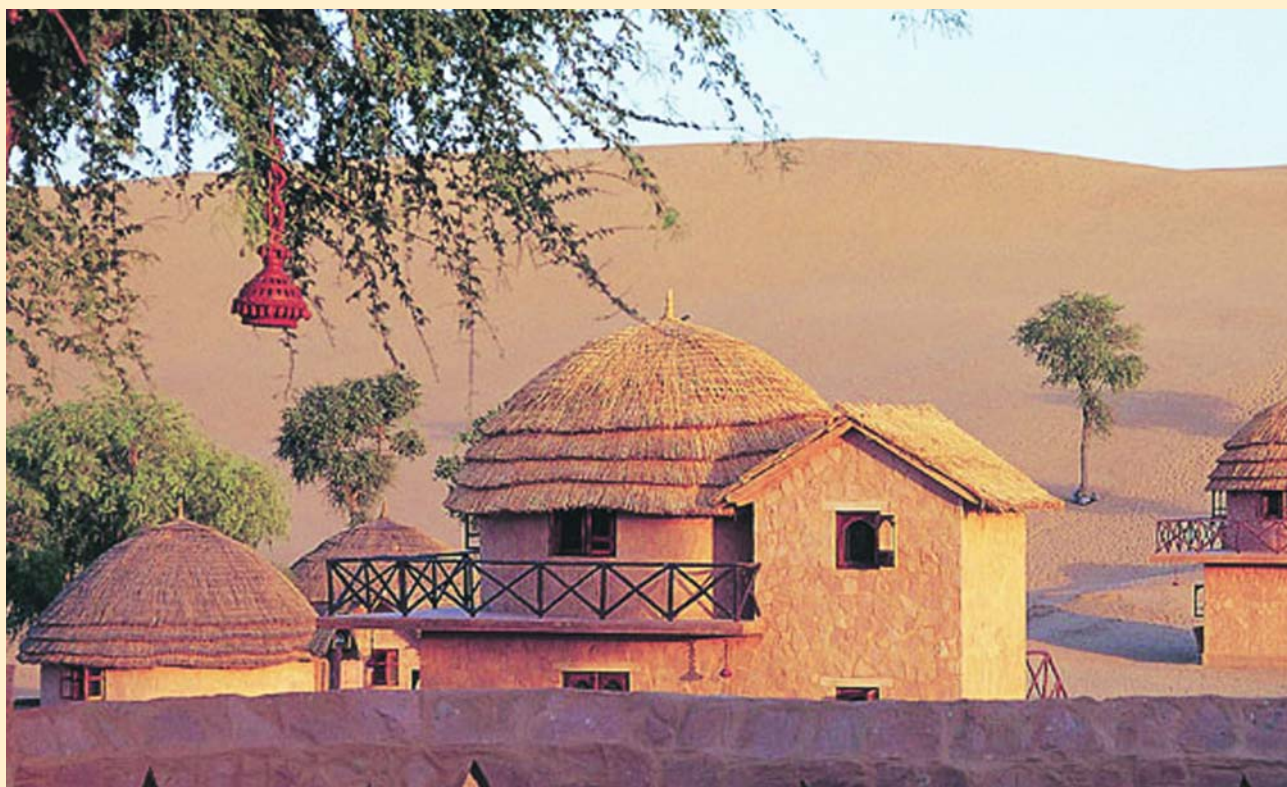


expectations. All Regions and Chapters will have these four committees formed at the local level with a chairperson heading each of these four committees. The committee chairpersons from all the Regions and Chapters will then be able to meet up through the TAAI National Committee to form a resource pool and

to plan and tweak TAAI Agenda to meet member expectations.

- TAAI Convention venues were reviewed. While the Managing Committee members were keen to hold the convention at an overseas destination, an Indian destination will also be considered.

TAAI MC visits Khimsar Dunes Village, Rajasthan



TAAI MC members visited the Khimsar Dunes Village in Jodhpur as part of the MC meet. Khimsar Dunes Village may seem rustic in appearance, but it beautifully brings together the heritage of the city. Nestled amidst sand dunes, the property is only accessible by jeep, camel or horseback. This remote hotel is inspired by the rural culture of the country and also puts up as a romantic destination.

The mini lake around the property seems like a mirage in the expanse of the desert. The eco friendly hotel has luxurious huts, rustic in appearance, but providing spacious and

comfortable stay. Each hut has independent courtyards and open-air showers. The double-decker huts are also pleasing features. The hotel has dining facilities at various places where one can relish good food while enjoying a good view. One can have breakfast by the waterside, lunch atop the dunes and dinner around the bon fire gazing at the stars.

One can take a jeep safari into the black buck reserve or ride a camel into the wild desert. The property has a 4,000 sq ft conference and banquet hall where one can host events and meetings. It is a unique place to hold such events due to its heritage value. The fort is a 15

minute ride from the property and makes up for a good day trip for the guests. The fort and dunes village perfectly complement each other and guests can get a taste of royalty during their stay here. Guests can also add a golden sunrise and a colourful sunset to their most memorable experience list once they stay here.

THE ROYAL GARAGE

The Khimsar Fort is home to some elite vintage cars that belong to the Maharaja. The garage is the pride of the Fort and one should not miss out on seeing the cars. The garage at the Fort is a short ride from the properties.

TAAI's educational initiatives

TAAI has been actively involved with various educational institutions to encourage more students to take up travel and tourism specialist programs. Today, TAAI has partnered with several institutions – School of Management, Pondicherry University; HR College of Commerce & Economics, Mumbai; Garden City College (GCC) of Management (Department of Tourism Studies), Bengaluru. In all these institutions TAAI is actively involved in several areas including offering guest lectures; sourcing live projects for students; offering internships and placements and offering merit scholarships.

In February 2016, Sunil Kumar, president, TAAI was the Chief Guest at Akanksha – the annual industry-institute interface at the college premises in Pondicherry. TAAI, as in the past, presented scholarships to three merit students of the college. Mr Kumar, who is a well known and a qualified international trainer, delivered a presentation to the students on 'Top Performance - Growing up. Growing Beyond'. The 90-minute power packed interactive presentation covered various trends that every career seeker must be made aware of. It also covered various aspects of leadership and preparing for challenges in a changing environment. The well received presentation drew a huge impact. Kumar congratulated Dr Y Venkata Rao, head, Department of Tourism studies, School of Management, Pondicherry University, for his most active contribution.



President Sunil Kumar addresses industry programs

Mr Sunil Kumar, President TAAI, addressed several industry events during the recent months.

On 12th April 2016, Mr Kumar addressed the 'Thought Leadership Meet on MICE Tourism in India', organised by ASSOCHAM at Hotel Shangri – La, New Delhi.

On 18th February 2016, he addressed the seminar organised by PHD Chamber of Commerce on 'Indian Civil Aviation – Benefits Beyond Borders' at PHD House, New Delhi.

On 9th December 2015, Mr Kumar addressed the Outlook Group Program – Responsible Tourism Summit at ITC Maurya, New Delhi.

TAAI at Vibrant Gujarat

Chief Minister of Gujarat, Anandiben Patel was the chief guest at the Vibrant Gujarat program that was supported by TAAI. Managing Committee member, Shreeram Patel was invited as a special guest and interacted with the dynamic CM. The event was very well organised and highly successful in drawing the crowds.



SERVICE TAX AT A GLANCE

We present the frequently referred to **Service Tax ready reckoner** – for our member agencies to refer to and be guided. Readers are requested to consult your own tax advisors / practitioners and what is given here is based on our consultant's interpretation and cannot hold TAAI and GMJ & Co responsible for any unintended mistake of interpretation or any action taken on the basis of this Note. Acknowledgement to our Service Tax Council – MC Member, Devaki Thiyagarajan and MC Member, Bhagwan Ramnani. TAAI consultant: CA Manish Gadia and CA Jinit Shah of M/s GMJ & Co.

Changes effective 1st June 2016 : In addition to the service tax percentages given below, w.e.f. 1st June 2016 Krishi Kalyan Cess (KKC) will be levied @ 0.50% on the value of the taxable services and in our view wherever there is proportionate service tax applicable therein KKC will also apply proportionately. Say, in case of Air Ticket Booking if Basic Fare option is followed then w.e.f. 1st June 2016 effective rate shall be 1.50% in case of International Air Ticket Booking and 0.75% in case of Domestic Air Ticket booking. The said proportionate applicability of KKC is subject to issuance of Notification to the said effect.

Category : Air Travel Agent – Air Tickets

A) Service Tax on 'Basic Fare' option		
B) Service Tax on Mark up or Commission or Service Charge (An agency can opt for either option to commence effective 1st April and continue till 31st March and one cannot change the option while the financial year is in progress)		
Air Tickets	A) Service Tax on 'Basic Fare' option	
On commissionable fare of International Ticket		1.45%
On commissionable fare of Domestic Tickets		0.725 %
Air Tickets	B) Service Tax on 'Mark up / Commission / Service Charge' option	
On Mark up or commission or Service Charge (Cancellation Charges; Voiding Charges; No-Show Charges and any other service charge related to Cancellation / Amendments of Air Tickets.)		14.5%
NOTE: If ticket is issued by Airline/Consolidator than agent has to collect Service Tax from Airline/Consolidator and if agent has charged any additional service charge/management fee than he has to collect Service Tax from the client.		

Type of Service : Tour Operator Services

Type of Service	Value	% of Service Tax
Hotel Booking / Accommodation only	On Total Value	1.45%
If following services as a part of Tour Package		
a. Hotel Booking	On Total Value	4.35%
b. Cruise Booking	On Total Value	4.35%
c. Train / Bus Booking	On Total Value	4.35%
d. Sight Seeing	On Total Value	4.35%
d. Transfers	On Total Value	4.35%
If following services are a stand-alone service		
a. Cruise Booking	On Total Value	4.35%
b. Sight Seeing	On Total Value	4.35%
c . Transfers	On Total Value	4.35%
d. Any other service	On Total Value	4.35%

Type of Service : Service Fee / Management Fee

a. Management Fees	On Total Value	14.50%
b. Professional Fees	On Total Value	14.50%
c . Consultancy	On Total Value	14.50%

Note: The possible scope of services (above) may fall under any of the description of services depending on case-to-case basis and how the customer wants the services from the Tour Operator

Type of Service: Rent-a-Cab Scheme Operator Service

Type of Service	% of Service Tax
Car Hire / Car Rental charges to clients	
On Total Amount (with abatement)	5.80%
On Mark up / Commission / Service Charge (without Abatement)	14.50%

Type of Service: Rail Travel Agents Service

Type of Service	% of Service Tax
Service charges on train / rail tickets bookings, if the same is done as a stand-alone booking	
On Service Charge	14.50%

Type of Service: Business Auxiliary Service

Type of Service (Commission Received)	% of Service Tax
a. Commission from hotels for booking accommodations	14.50%
b. Commission from other tour operators or service providers towards Sightseeing, Transfers, etc	14.50%
c. Commission from agent / transporter for booking / bus	14.50%
d. Commission on Cruise bookings	14.50%
e. Commission from car hire / Rental Company	14.50%
f. Commission towards inbound and outbound package tours	14.50%
On Commission / Professional Fees	
g. Agency charges to clients for selling of SIM cards or recharge coupon vouchers	14.50%
i. Any amount, by whatever name called, be it, consultancy charges, professional fees, etc. received by the unregistered travel agents towards mediclaim policies and travel insurance	

Type of Service: Event Management

Type of Service	% of Service Tax
<i>Planning or Organising an event</i>	
On Management Fee or Professional Fee	14.50%

Other Taxable Services:

Type of Service	% of Service Tax
1 Segment Payout received from CRS/GDS	
2 Visa and Passport assistance on stand-alone basis irrespective of whether the same is done directly through embassy or through a Visa Processing Center. On Commission / Professional Fees	14.50%
3 Professional consultancy Visa and Passport assistance	
4 Professional Fees charged for assisting students in their admission process	

Type of Service: Travel Agent for booking of passage (other than air/rail travel agents) Services

Type of Service	% of Service Tax
Service Charges on bus tickets booking, if the same is done as a stand-alone booking	14.50%



TAAI & VFS Global organise workshops

Under the aegis of TAAI's Allied Service Council, its chairman, Bhagwan Ramnani, and co-chairman R Krishna Rao put forth a focused initiative on skill development programs among travel companies to add value to their businesses.

Realising the problems faced by travel companies with embassies, consulates and VFS in securing visas for their clients, TAAI brought in VFS to educate the members. This effort was much appreciated by the participants.

VFS has conducted these useful programs for TAAI members in the Eastern and Northern Regions and for Chapters in Gujarat, Karnataka and Kerala. Pictures show workshop in progress for TAAI Northern Region members.



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Northern Region partners with KLM at Dreamliner launch



KLM recently launched its Dreamliner aircraft, which was followed by a golf tournament ending with prizes and dinner. For the event, TAAI partnered with KLM. Rajan Sehgal, chairman of TAAI northern region joined the match.



Western Region meeting held in Mumbai

The 3rd TAAI Western Region meeting was held in Mumbai on 15th March 2016 with two product updates being presented by Discover the World Marketing on Expedia bookings and Hertz Car Rentals. The informative presentation was appreciated by members. Some members registered immediately for these products. Guideline Travels LLP then did their product update about Europa Mondo tours, which give members an opportunity to create their own tour programmes, when and as they wish to travel. Members expressed a desire to soon attend a training programme conducted by Guideline Travels at their office to gain a better grasp of their product. Excitement soon followed when the members got to watch the first mega match of the T20 Cricket World Cup 2016 India vs New Zealand on the



big screen. Much to everybody's disappointment, India lost the match, but, win or lose a game, all had fun, bonding and cheering together. That's what cricket is all about. TAAI Western Region office bearers Sampat Damani, chairman; Sameer Karnani, secretary and Madhuri Kanga, treasurer couldn't agree more.

Northern Region at Jet Airways' Amsterdam launch



Jet Airways launched its flight to Amsterdam at a glittering evening at The Jinnah House, the official residence of the Dutch ambassador.

The interactive industry event was well attended by the travel and corporate world. Rajan Sehgal, chairman; Neeaj Malhotra, secretary and Gaurav Dogra, treasurer of TAAI Northern Region attended the event.

Southern Region at MoT press meet

A press meet was recently organised by the Ministry of Tourism (MoT), Government of India in close coordination with the High Commission of Australia to promote the Spirit of India Run by long distance runner Pat Farmer. The run stretched from Kanyakumari to Srinagar - a distance of 4600 km in 65 days. It was a fund raiser for education of the girl child. He started his run on 26th January 2016 from Kanyakumari. The MoT desired that TAAI and its members support the run and give publicity to the event, which they did. Chairperson Hema Chander was present at the meet.



Saurashtra-Kutch Chapter reviews Joint Bank Guarantee

Devendra Shah, chairman and his office bearers of TAAI Saurashtra-Kutch Chapter, held their meeting on 26th March 2016, in Rajkot which was well attended by the members. Shah took up the matters of TAAI IATA Joint Bank Guarantee Program, describing its benefits and other industry related topics such as various airline and visa matters and to conduct a VFS workshop in Rajkot for the benefit of the members. New members' applications were also scrutinised.



Eastern Region members review increase in tax



The 3rd Members Meeting of the Eastern Region of TAAI was held on 12th April 2016 at The LaLit Great Eastern Hotel in Kolkata. The meeting was presided over by Devesh Kumar Agarwal, chairperson, TAAI-Eastern Region. Vikas Sarawgi, secretary and C P Poddar, treasurer of TAAI-Eastern Region shared the head table with the chairperson. Senior members, managing committee members and several others attended the meeting, including Bhagwan Ramnani, Manoj Saraf, Samar Ray, SL Soni, Sanjeev Mehra.

Following the approval of the minutes of the last meeting, the chairman updated the members about the discussions of the Managing Committee meeting and briefed the house about the TAAI Annual Convention to be hosted in mid-2016.

The floor was then open and the members discussed several issues confronting the travel and tourism

industry in the country. The levy of Service Tax and increase in the rate of tax on this sector drew maximum response from almost all the members. Some of the members raised the issue of abatement on services of tour operators for Service Tax payment spelled out in this year's Union Budget and wanted such kind of relief for travel agents.

As per the new amendments, in case of 'package tour', abatement @ 75 per cent from the gross amount charged by the tour operator is currently available so that Service Tax is payable on balance 25 per cent portion with the facility of availing CENVAT Credit of service tax charged by another tour operator. The abatement is reduced from 75 per cent to 70 per cent in the case of package tour. In other words Service Tax will now be payable on 30 per cent of the gross amount.

The chairman promised to take up the concerns of the members regarding

Service Tax with the Managing Committee of TAAI, so that they can raise the issue during their deliberations with the Central Government.

Some of the members requested the Chair to invite representatives of domestic /foreign airlines or international tourism boards based in the East in the future meetings so that the members can thrash out any issues with them. Manoj Saraf stated that under the current TAAI president Sunil Kumar, the organisation is doing a good job and urged the members to extend their support and cooperation to the national team so that a joint and concerted effort can be made to realise the goals of the organisation.

With regard to outstation meetings for TAAI- ER members, the chairman asked for the opinion of the house to host the next edition of the regional meeting at Guwahati in Assam, which the members readily accepted.



MP & CG Chapter with Travel Agents Society of Kashmir

Travel Agents Society of Kashmir (TASK) gave a presentation on Kashmir on February 5 where MP and CG Chapter chairman, Manish Sharma was a special guest. This event was

organised in Indore with support from J&K Ministry of Tourism to have a one-on-one interaction with Kashmir based tour operators which would facilitate tourism to Kashmir. Among others, the

director tourism of J&K, Mahmood Ahmed Shah, was present in the seminar displaying the government's commitment to the tourism industry.

Meeting with US Consul Officer

The US Consulate, with the help of office bearers of TAAI MP and CG Chapter, organised a face-to-face interaction with TAAI agents on February 17, 2016 to address B1/B2 visa concerns and enlighten members about the scope of MICE movements in USA.

Consul officer Amanda Tollefson from Mumbai, addressed the session that turned out to be a very good interactive one and aimed at benefiting the agents who are into US Visa counseling.



Bajana trip of Gujarat Chapter



The second TAAI Gujarat Chapter meeting was held on 12th March 2016 at The Royal Safari Camp, Bajana. It was an outstation meeting after the new team took charge. Representatives of airlines as well as GDS companies were invited. It was a good opportunity for members to network. Everyone at Bajana enjoyed the trip and were very pleased with all the arrangements. It was a perfect setting for a meeting amidst a new surrounding followed by fun and relaxation.



TAAI and Cruise Professionals' roadshow in Nagpur

TAAI Nagpur Chapter organised a cruise road show in Nagpur with Cruise Professionals 30th March 2016, attended by over 50 members including staff. Jatindra Nakade, chairman, TAAI Nagpur Chapter welcomed Nishith Saxena, director, Cruise Professionals and his colleague who later briefed the members all about Cunard, P&O Cruises and Princess Cruises. Members found this information useful and in the interest of the fraternity. There is a growing demand for cruise holidays including honeymoon travel by discerning travellers who need correct details about cruise liners, ports and the travel documents required. Cruise Professionals are in the business of providing support to the stakeholders in their areas of interest. Members found the program fruitful as it helped them to acquire proper product information.



Nagpur Chapter meets Consul General of Indonesia



Saut Siringoringo, Consul General of the Republic of Indonesia visited Nagpur and met the travel agents in the city. The meeting was organised on 6th April 2016 over dinner at CP Club where the agents interacted with Consul General Saut Siringoringo, Hariyanta Soetarto, Consul (Economics) and Walfred Tagor Manihuruk, director, Indonesian Trade Promotion Center (ITPC).

Photograph shows a memento being given by Jatindra Nakade, chairman, TAAI Nagpur Chapter to the Consul General.

MoT invites Karnataka Chapter Chairman on panel for Rs 10 cr grant to Hospet Junction

MS Raghavan, chairman, TAAI Karnataka Chapter, was invited by Shoeb Samad, regional director – South, Ministry of Tourism, Government of India to join him and Kailash Prasad Yadav, director – tourism and catering, Ministry of Railways on the panel to approve the grant of ₹10 cr to Hospet Railway Junction for its upgradation as a

'smart railway station' among 24 stations from all over India selected by the Ministry.

This amount is jointly sponsored by Ministry of Tourism and Ministry of Railways (₹5 cr each). Mr Samad was of the opinion that it was necessary to have Raghavan on the panel to

represent the travel fraternity. It is considered an honour for TAAI that MoT considered the association to be part of this development. In principle, this grant has been approved and now Kailash Prasad Yadav will be formally sending in a report to the Ministry for disbursement of the grant to the railway station.



TAAI Karnataka initiates placements as interns for travel and tourism graduates of Garden City College of Management of Bengaluru. This college has partnered with TAAI under TAAI's Educational Support Program offering specialised training to students of the College undertaking Graduation in Travel and Tourism Management. TAAI has organised guest lectures by colleagues in the industry on various industry related subjects. This initiative was well received and was also undertaken in several other colleges in India like HR College in Mumbai, Mount Carmel College in Bengaluru and Pondicherry University which offers a MBA in Travel and Tourism.





TAAI extends valuable support in promoting global tourism and actively promotes destinations. Annual TAAI Conventions offer delegates with a first-hand experience to guide travellers. A B2B exhibition adds value. The last five convention venues outside India were Bali, Istanbul, Phuket, Dubai and London, while we have in the recent years also held conventions in Bengaluru, Chennai and Hyderabad.

The Indian Travel Congress, familiarly known as Annual Convention of TAAI is an eagerly awaited three-night major industry event. Be it held in India or overseas, it attracts large delegations as it offers excellent networking opportunities for sellers and buyers. These conventions are presented tastefully with a blend of cultural, business and destination awareness as objectives. Business sessions with eminent panelists encourage upgrades. The impact of a TAAI convention is a huge growth of outbound from India to these destinations. Year-on-year, several National Tourism Organisations, Convention Bureaus and Governments invite TAAI to hold its Annual Convention in their countries. TAAI works closely with the travel media in India who are among our prominent invitees to these conventions. We present you a glimpse of some of our Annual Conventions held overseas and in India.

MADRAS CONVENTION 1989



CALCUTTA CONVENTION 1990



COCHIN CONVENTION 2003



LONDON CONVENTION 2008





TAAI CONVENTIONS THROUGH THE LENS



DUBAI CONVENTION 2009



PHUKET CONVENTION 2010



ISTANBUL CONVENTION 2012



BALI CONVENTION 2015



TAAI Conventions: 1951-2015

(Popularly known as The Indian Travel Congress)

YEAR	CONVENTION VENUE	YEAR	CONVENTION VENUE
1951	Bombay	1982	Madras
1952	Bombay	1983	Singapore
1953	Calcutta	1984	Srinagar
1954	Varanasi	1985	Bangalore
1955	Srinagar	1986	New Delhi
1956	Colombo	1987	Kathmandu
1957	Jaipur	1988	Srinagar
1958	Simla	1989	Madras
1959	Mussoorie	1990	Calcutta
1960	Darjeeling	1991	Goa
1961	Delhi	1992	Hyderabad
1962	Srinagar	1993	Jaipur
1963	Hyderabad	1994	Kathmandu
1964	Agra	1995	Calcutta
1965	Srinagar	1996	Goa
1966	Cochin	1997	Colombo
1967	Ootacamund	1998	Hyderabad
1968	Srinagar	1999	Bangalore
1969	Kathmandu	2000	Agra
1970	Bangalore	2001	Mumbai
1971	Pune	2002	Kochi
1972	Srinagar	2003	Malaysia
1973	New Delhi	2004	Kolkata
1974	Calcutta	2005	Sri Lanka
1975	Madras	2006	Hyderabad
1976	Bombay/ Aurangabad	2007	Chennai
1977	Agra	2008	London, UK
1978	Bangalore	2009	Dubai
1979	Kathmandu	2010	Thailand
1980	New Delhi	2012	Turkey
1981	Colombo	2013	Bangalore
		2015	Bali

South Asian Cooperation: A TAAI-UFTAA initiative

Travel agencies are being attacked by new norms in business practices, which negatively impact our success, cause extreme situations that not only affect our success, but also disturb the set up. We are flooded with consistent challenges. Many of these norms are being introduced in the name of 'way-forward due to technological advancement' or as 'global trends'. While they appear to be intelligent ways to drive an industry, some practices have a huge negative impact on the bottom lines and affect sustainability. Travel agencies have invested extensively and supported their principals to accomplish growth levels. However, the new practices are not friendly and some of them drive competition between principals and agencies, thus weakening the foundation of a win-win relationship.

In our recent study of practices in other countries, it is observed that varying trends exist. Some of them are a shocking revelation. In many cases, we do not have the same advantage and facility, while in certain countries, they need our help on matters where we are better placed in view of our size. In other words, we can stand to gain through



inter-dependence and not by fighting battles on our own. From stand-alone approaches, we can now embark on 'collaborative initiatives'.

Thus to gain a global perspective and be better guided, TAAI, through our strong participation with UFTAA, has proposed regional cooperation with our neighbouring countries and held its first meeting on 30th January 2016 at Claridges Hotel, New Delhi and TAAI OBs were also present with three association heads and with the UFTAA Air Matters Team. Subjects included commissions, settlement norms and other related matters pertaining to IATA and APJC meetings. It was unanimously concluded by all

association heads from Sri Lanka, Nepal, Mauritius who were present that we must take this forward. Everyone shared with TAAI their challenges and also heard from us about the practices prevalent in India. Association heads from Pakistan were the first to confirm their participation, but unfortunately they had visa challenges. Association head from Bangladesh could not be present, despite his best efforts, but he concurred that we must all work together as one team to help overcome some challenging trends that are emerging fast. TAAI team included all the OBs, airlines committee and well supported by our host, chairman of Northern Region, Rajan Sehgal, supported by his region office.



**If you fail, never give up because
F.A.I.L. means "First Attempt In Learning",
End is not the end, in fact,
E.N.D. means "Effort Never Dies",
If you get No as an answer,
Remember N.O. means "Next Opportunity"
So let's be positive**

- P J Abdul Kalam, former President of India

TAAI commends Emirates for Emirates Cricket Trade Tournament

TAAI actively involved!

Continuing with its agenda to inspire the spirit of sportsmanship among the travel trade, Emirates Airline organised the second edition of its 'Emirates Cricket Trade Tournament 2016' for the travel trade on 12-13th March 2016 and then again on 19-20th March 2016 respectively for the finals in Mumbai.

TAAI was happy to be associated with this unique tournament presented to the industry by Emirates Airline. On 12th March 2016, TAAI office bearers and members were involved with the launch of the program at Mumbai. Addressing the event, Sunil Kumar, president of TAAI, complimented Emirates Airline for this unique offering to the industry which supports industry team building as well. He urged that this tournament be held in other locations of India as well. On this occasion, Appreciation Plaques were presented by TAAI officials to industry leaders who had made outstanding contributions towards the development and growth of the travel and tourism industry.

The format of the tournament was made more competitive with 416 players in 32 teams consisting of 13 team members playing matches over four days over two weekends at Islam Gymkhana.

The team members were selected on a draw basis on entries received. Each team had players from different travel agencies. It was an enriching experience for both, the travel trade and the airline as this tournament was specially crafted to ensure healthy interaction between the entire trade because of its good mix. The winning team was Lax Rangers.



TAAI Office Bearers with Emirates Airline Officials at the meet in Mumbai



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Why is India Incredible?

India remains incredible, not just because of its diverse culture and heritage but because of the reinvention of its tourism offerings to the world. TAAI members need to move away from traditional packages, innovate and create unique itineraries to appeal to the new age global traveller



*Tourism in India
revolves 90 per
cent around its
history, culture
and adventure*

For a global traveller India has always been perceived as an enigma, a land of mystical traditions and ancient culture, a heritage that dates back to several millennia and architectural marvels that continue to fascinate the world. India remains incredible, not just because of its diverse culture and heritage but because of the reinvention of the tourism offerings to the world.

REDEFINING LUXURY

India has and continues to be a great luxury destination. Since time immemorial the country has been associated with maharajas, lavish grandeur, opulence and style. India's havelis and palaces coupled with its charm and hospitality have always attracted the West. A major segment of business in inbound travel is in the luxury space. While the international clientele was always the most significant buyer of the India luxury offering, in the recent past, the demand from the local domestic traveller for exotic luxury destinations, both within and outside India, has grown widely. Further, the demand for luxury is not restricted to the leading metros but it is pan India in nature. Globally as well, the demand is coming in from varied nationalities and zones.

Interestingly, India's brand recall as a luxury destination has evolved from the opulence and palatial splendour to a rather experiential and refined form of luxury that is subtle and highly personal. Though one cannot erase the palaces from people's perception, the style of luxury that is being demanded in recent times clearly is more towards experiential luxury when it comes to tastes and preferences. From a high profile jungle lodge or an high-end eco experience in a treetop accommodation, to a tranquil time in the middle of the Kerala backwaters on a state-of-the-art houseboat, people are looking for luxury that is totally experiential and moving beyond just heritage and culture.

HERITAGE HOSPITALITY

Culture and heritage has always been and will remain the biggest draw for tourism in India. Tourism in the country revolves 90 per cent around its history, culture and adventure, clubbed with business travel. It needs different treatment. A rich architectural legacy is

India's greatest tourism asset and the many heritage hotels across the country are destinations in itself. From a 14th century fort in Rajasthan to a manor house near the Himalayas to a plantation villa in Kerala – these properties are as varied as the men who have had the vision and passion to convert each into hospitality ventures. At a time when international brands are introducing flagship luxury brands in the country, these centuries old properties continue to redefine the concept of luxury for the new age traveller.

It was Rajasthan which took the lead in creating a business venture of heritage by converting ancestral homes into hotels. The heritage hotel sector has come a long way, it is no longer only the big players who are making profits,

*It is not just the art and
architecture, but intangible
legacy like music and dance
that are being promoted
through the now iconic festivals
that is drawing both domestic
and international
travellers*

smaller individual owners have also found this to be a lucrative venture – not only do they earn revenue, but also maintain the architecture as well. Today it is also the defining factor when it comes to a luxury experience. A traveller coming into India, by default relates heritage hotels to luxury, the reasons are a plenty – the history behind the structure and the region, the high service standards of Indian hotels, amongst others. The discerning experiential travellers opting for the luxury of these palaces are now looking for the next level in luxury.

INTANGIBLE LEGACY

It is not just the art and architecture, but intangible legacy like music and dance that are being promoted through the now iconic festivals that is drawing both domestic and international travellers. These festivals attract a

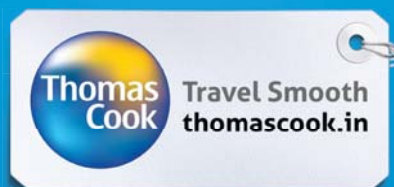


refined crowd to India's smaller towns, which need to be developed through a sustainable and responsible route. The festivals reveal a lot about what we have in store, our wealth in the field of performing arts and also the fact that events have added a lot of value to the tourism potential of the regions. From Konark Dance and Music Festival in Odisha to Modhera Dance Festival in Gujarat, from Elephanta Festival in Maharashtra to Sirpur Dance and Music Festival in Chhattisgarh, each showcases performances that enthralls visitors year after year.

Both national and international tourists are travelling to these hidden heritage hubs to experience art and culture in an environment which is natural and conducted in open theatres. These tourists are also taking time out to explore the surroundings and other tourism specialties of the state with a promise to come back again to discover more.



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The key trend is that travellers are seeking experiences rather than just sightseeing



Experiential tourism is the way ahead with niche tourism gaining strength.

EXPERIENTIAL INDIA

For the new age traveller who has roamed the world and has experienced many of its glitzy sights and sounds, the new attractions are more simple – the joy of picking leaves in a tea garden, watching the evening sunset from the verandah of a century old bungalow, or living the life of a planter for a couple of days.

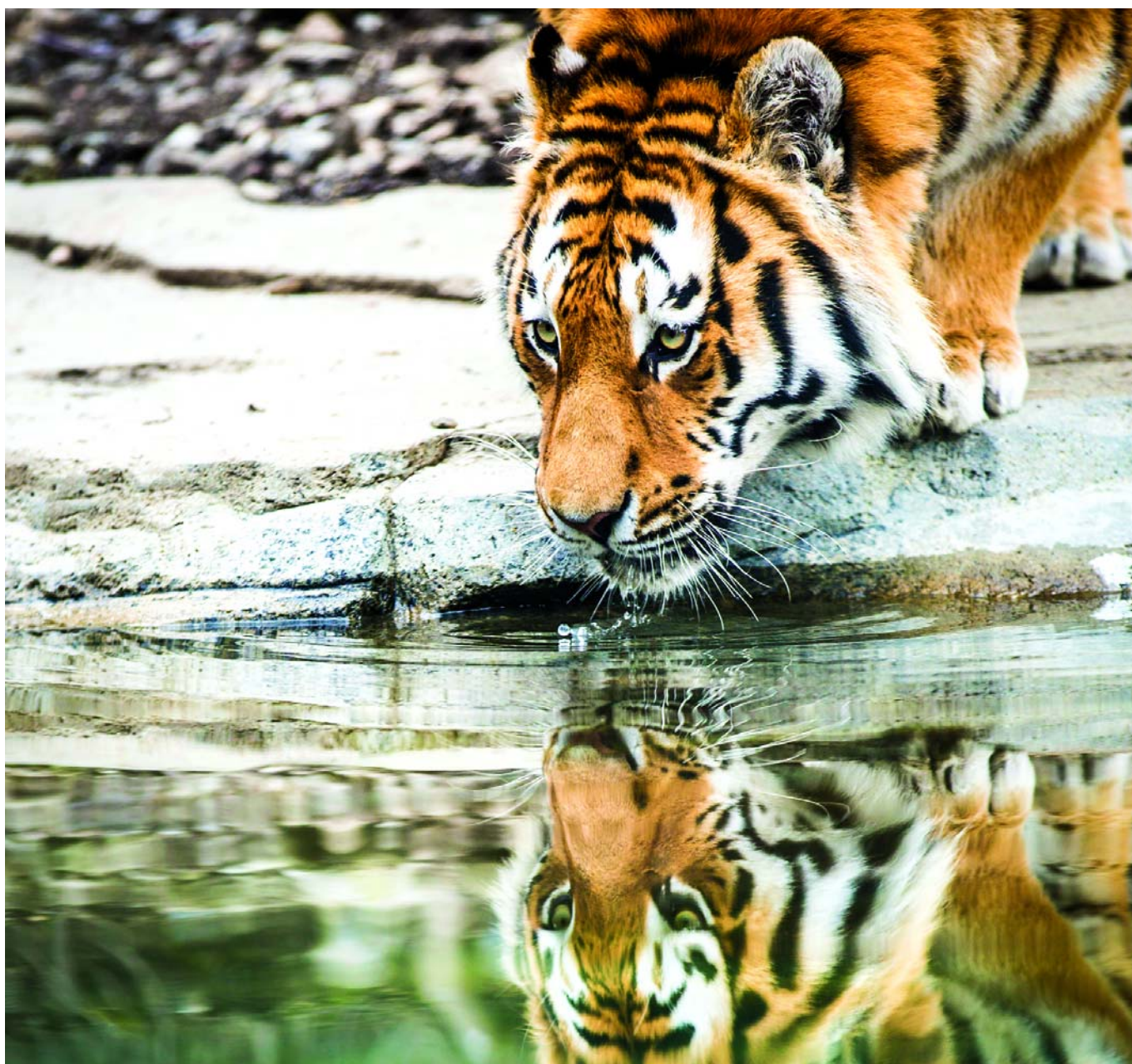
Interestingly, these experiences are not just marketed as a tourism product, but as an eco tourism experience to an

evolved segment of clientele. A holiday in a tea estate or a spice farm or a coffee plantation is the unique attraction of unspoiled version of nature at its best – from nature walks and bird watching tours to Orchid spotting. The accommodation is also a highlight – from heritage homestays in spice gardens of Kerala to colonial bungalows in Darjeeling's tea estates.

The 'exclusive local experiences' is the mainstay of the travel itinerary. Those interested in experiential holidays range from nature lovers and adventure seekers to retired people. Yet

another significant category are corporate executives who wish to get away and senior corporates who are interested in using these settings for their small and strategy meetings and conferences. The key trend is that travellers are seeking experiences rather than just sightseeing.

The concept of voluntourism is also gaining popularity in India which is further supported by a general consciousness to the idea of using their recreational time to contribute to the socio economic/ environmental causes they believe in.



UNIQUE CONFERENCING

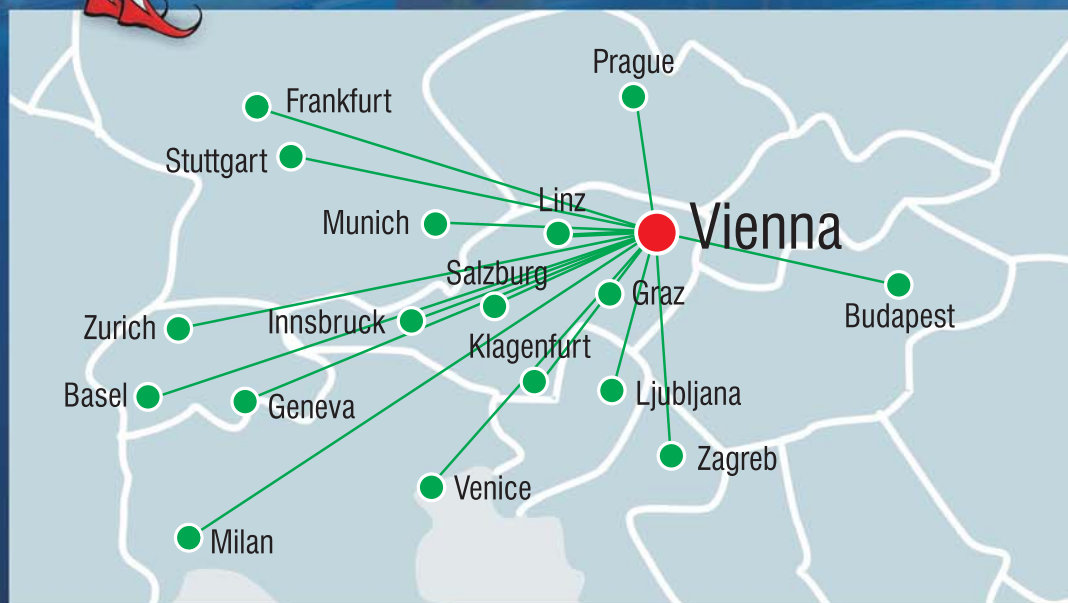
MICE in India is going places, literally, from the scenic backwaters of Kumarakom to the temple town of Amritsar to palace complexes in Udaipur. Large conferences and exhibitions have gone beyond the metros. The incentive market has shown an inclination towards the unconventional, the more exotic a place for mixing business with pleasure, the better.

The fact however cannot be denied that for a country whose burgeoning outbound MICE sector is being wooed by countries across the world, India as a MICE destination is still undersold. Aggressive

marketing in international fora is the need of the hour for India to find an important place on the global MICE map. Locations for conferences and business events in India are undergoing an interesting transformation. From the enclosed walls of city five-star hotels, the venues are shifting to exotic palace hotels, tranquil backwater resorts and the backyard of the Taj Mahal. Today, Mumbai, Delhi, Kolkata, Chennai, Bengaluru and Hyderabad are no longer the only options – several MICE alternatives have emerged around exciting tourism destinations across the country with hotels investing in state-of-the-art facilities.

TAAI actively supports the 'Incredible India' campaign. Our members play a pivotal role in promoting INDIA, globally and within India with a large percentage of our members actively engaged in Inbound and Domestic Tourism

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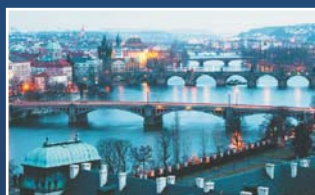
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Klagenfurt, Austria
4 hours by train



Prague, Czech Republic
4 hours 30 minutes by train



Innsbruck, Austria
4 hours 30 minutes by train



Ljubljana, Slovenia
5 hours 30 minutes by train



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TAAI TORCHBEARERS

The Making of TAAI

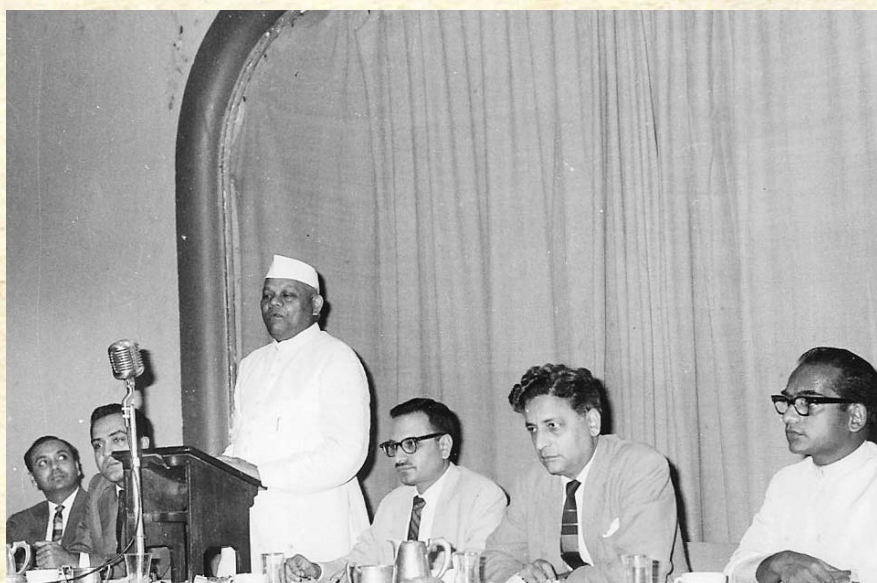
The founding fathers of TAAI were illustrious men of great vision and grit who were determined to establish and nurture an institution against the challenges of the times. In this series, we take a walk down memory lane to introduce you to the founding fathers



It was in the year 1949, a young Nariman Katgara, who had joined his father's travel agency – Jeena & Company in 1944, decided to visit Mexico City to attend the Annual Convention of the American Society of Travel Agents (ASTA). ASTA was then and is even today the largest national association of travel agents, having also the largest number of international members. He was very impressed, not only by the organisational work that went into structuring of the Annual Conference, but also by the significant role ASTA was playing to protect the interests of its members in taking up issues and problems relating to travel and tourism, both international and domestic.

Impressed with this experience, Nariman Katgara, after his return to India, strongly recommended to all his colleagues in the industry then, like Jimmy Guzder, Gautam Khanna, Shyam Poddar, Allan Currimbhoy, Vasant Kotak, K Poddar etc, to join ASTA. In 1950, the subsequent year, his younger brother Adi Katgara attended the ASTA Convention in Washington DC where Jeena & Company had taken a booth in ASTA's Travel & Tourism Trade Fair. For a few colleagues from India like Allan Currimbhoy and Shyam Poddar, who attended the ASTA Convention, Jeena & Company's booth became a meeting point during the trade show. They too were impressed by ASTA and felt the need for a national association in India. The Travel Agents Association of India (TAAI) was thus born in mid 1951. Later the Memorandum and Articles of the Association were drafted and approved and signed on October 16, 1951, by JV Milton of American Express Co. Inc, NJ Katgara of Jeena & Co., SD Khanna of India Travel Service, K Poddar of International Carriers, VM Kotak of N Jamnadas & Co, F Dastur of Asiatic Travel Service and A Chettle of Thomas Cook & Son (C & O) all from Bombay (now Mumbai). The association was duly registered and incorporated in Bombay on December 5, 1951.

A meeting of members was convened in Bombay and Nariman Katgara was unanimously elected as the founder president, with John Milton of American Express, as vice president. The association



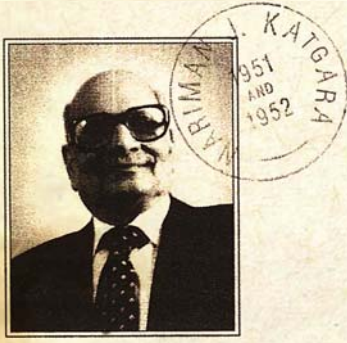
The association was soon recognised by the Ministry of Transport (travel and tourism in those days was under this ministry). The first convention of TAAI was in fact, a get-together the same evening of mid December, 1951 held at the Greens Hotel in Bombay

was soon recognised by the Ministry of Transport (travel & tourism in those days was under this ministry). The first convention of TAAI was in fact, a get-together the same evening of mid December, 1951 held at the Greens Hotel in Bombay. Some of the stalwarts at this 'Black Tie' evening were Bobby Kooka, commercial director of Air India; Basil Gulati, deputy commercial director of Air India; N V (Bakul) Khote – sales manager of Air India; John Thurman of BOAC; Ravi Desai of KLM, Chuck Spicer of PAN AM; Tommy Thompson of TWA; Adi Sabawala of the Taj & Greens Hotels; Ramnath (Bachu) Kapur of Ritz and Airlines Hotels; Jack Voyantiez of Ambassador Hotel; Roger Wilson of P & O.



TAAI TORCHBEARERS

THE MAKING OF TAAI



“Development of my trade in India is not only a passion for me, but a challenge”

Nariman J Katgara



“TAAI started organising annual conventions to bring together all elements of the trade”

Gautam Khanna



“TAAI played a major role in the formation of UFTAA”

Jimmy N Guzder



“Allan’s first advice to me was that Inder, speaking loudly and making a good speech will not make you a good travel agent or a tour operator”

Inder Sharma



“We were still fumbling with micro level problems”

Arvind Parikh

To be continued in next issue

Homage to our Past President Vinoo Ubhayakar

As NAMASTAAI goes to press, we are deeply grieved by the loss of our distinguished Past President Mr Vinoo Ubhayakar, who breathed his last on May 1, 2016. Mr Ubhayakar was the president of TAAI during 1975-78 and 1987-88. Mr Vinoo Ubhayakar also served as the President of UFTAA during 1982-84



“

My four years of Presidency were truly rewarding. In all these years of my long association with TAAI from almost its inception and as a member of the Managing Committee from 1965 to 1990 and later as a member of the Advisory Board, I had an opportunity to listen to my seniors and juniors as well, to always learn something new and above all, to treasure their friendship and warmth

”

Indian travel industry veteran, Vinoo Ubhayakar passed away recently. He was the president of Travel Agents Association of India (TAAI) from 1975-1978 and from 1987-1988. He was not only the first Indian but also the first Asian to become the president of Universal Federation of Travel Agents Associations (UFTAA). Ubhayakar was also the president of the Air Cargo Agents Association of India (ACAAI). During his lifetime, he won a lot of accolades namely

TAAI's Agastya award, IATO's Hall of Fame award, and SKAL Club of Bombay's Lifetime Achievement award. He was also chosen by TAAI to edit and produce a commemorative book on the history of TAAI on the occasion of its golden jubilee.

Vinoo Ubhayakar started his professional career in the travel industry with Asiatic Service and then, with his hardwork and success in the company, went on to become its managing director

in 1953. Following this, Ubhayakar became a part of Trade Wings as executive director and eventually became its managing director. Ubhayakar was an integral part of the travel industry. His death has come as one of the biggest losses for the industry. He was persuaded to remain the administrator of progressive TAAI traditions for quite a long while – until he demanded being appeased of the obligation due to health reasons – which is itself an affirmation of his reputation.



TAAI & UFTAA

A 50 year Partnership



It was during the sixties, at the dawn of mass tourism, a few tourism professionals with great foresight saw the need of a global umbrella organisation for the travel industry. It was on 22nd November 1966 that UFTAA was born. It was then known as Universal Federation of Travel Agents Associations, which was later, changed to United Federation of Travel Agents Association.

Among the few industry leaders who had been responsible for the formation of UFTAA includes the Past President of TAAI - Mr Jimmy Guzder, who was instrumental in this initiative along with other global leaders. Another Past President of TAAI, Mr Cyrus Guzder, also played a key role in the development of UFTAA and was offered the Hon. Board Membership, which he declined, since the freight sector required a lot of his attention. Thus TAAI played a pioneering role. Its first President was an Italian, Dott. Giuliano Magnoni and 24 leading personalities from all parts of the world succeeded as UFTAA President. As a globally recognised body, UFTAA is the longest established negotiating partner

In the competitive environment of today, a neutral umbrella organisation like UFTAA is needed more than ever before

with leading travel and tourism organisations of the world. Of special importance is the close cooperation with IATA, representing the interest of individual travel agents and UFTAA has served as a partner in the IATA-UFTAA Training program. UFTAA is on the Committee of PAPGJC, Passenger Agency Program Global Joint Council, with three seats representing the agency associations. Through its history, UFTAA has been a faithful, active and neutral advocate for all associations and independent travel agencies, irrespective of size and location. In the competitive environment of today, a neutral umbrella organisation like UFTAA is needed more than ever before to defend and promote the interests of travel agencies in their professional work.

UFTAA & MEMBERSHIP TYPES

(Online – Log on to www.uftaa.org)

UFTAA offers 3 categories of Membership

- a) Associations
- b) Institutions
- c) Affiliates (Individual Agencies/Tour Operators).

Affiliate Membership is a category introduced to offer a global connect to individual agencies/tour operators and all companies involved with travel and tourism including the Training Centers.

The industry's exponential growth has impacted UFTAA to admit affiliate members (individual agencies) to offer them global networking opportunities. Seller Buyer meets through UFTAA can be a highly dependable experience as we deal in travel & tourism. Such affiliate members can easily create their own consortiums, exchange or connect with services that are highly beneficial. UFTAA will provide events/forums for hand-shake and B-to-B interactive opportunities. Affiliate membership is a great way for agencies/companies to go global and remain connected.

UFTAA CONGRESSES HOSTED IN INDIA

UFTAA's world congress was hosted in India in 1984, for the first time in Delhi. After 22 years, in 2006, UFTAA once again successfully held its congress in Delhi with huge participation.





Mr Sunil Kumar R



Mr C V Prasad



Mr Vinoo Ubhayakar

UFTAA & PRESIDENTS FROM TAAI

TAAI has offered three outstanding leaders to serve as Presidents of UFTAA

- 25th President of UFTAA – Mr Sunil Kumar R, 2015-17
- 22nd President of UFTAA – Mr C V Prasad, 2007-08
- 9th President of UFTAA – Mr Vinoo Ubhayakar, 1982-84

Several other distinguished leaders of TAAI including our Past Presidents have served on the UFTAA Board as Vice Presidents.



UFTAA AND GOLDEN JUBILEE

TAAI President Sunil Kumar R heads UFTAA during its Golden Jubilee Year

2016 is UFTAA's Golden Jubilee Year – as UFTAA celebrates 50 years of success and dedication to the travel and tourism industry. UFTAA endeavours to advance to its next level to help it emerge as an association that provides a strong Global Connect for entrepreneurs and executives associated with the travel and tourism industry and its related links. UFTAA will soon roll out its Golden Jubilee Congress, an event that will be held during November/December and which one must definitely attend. It is a matter of immense honour for TAAI that its President, Mr Sunil Kumar R is the 25th President of UFTAA as UFTAA celebrates its Golden Jubilee.

UFTAA ID CARD – GREAT VALUE!

UFTAA ID Card is an important TRAVEL INDUSTRY PASS (TIP) for every travel, tourism and related industry professional, with UFTAA membership. It is well recognised and an absolute identity for leaders on the move.

The ID Card is given free to two representatives of an association or an institution and one to every affiliate member for their representative nominee.





TAAI's Achievers - You make us proud!

Success Stories from our members

An association is as strong as its members. Since 1951, TAAI reflected outstanding contribution to the growth of our industry. We are proud of our high quality membership for their content, uniqueness and creating newer initiatives that foster sustainability. **Trailblazers** will regularly feature them for their unique or *beyond ordinary* efforts. It is our way to acknowledge their initiatives which serve as sharing best practices. Here are two such success stories for others to emulate. Stay tuned to this column, for, as we move forward, NAMASTAAI will feature more such stories to be emulated by others

Orbit Corporate & Leisure Travels presents 'Knowing India' Tours

India is not just a country of rich heritage and glorious past, it has a great future too. The country has been taking giant strides in economic growth, which is the envy of many advanced nations. There are many aspects that make India a great destination - it offers an almost inexhaustible scope for exploration and a veritable treasure of knowledge with each region having its unique and interesting story. Orbit, India's frontline business and study tours company, has embarked on a mission to lead young entrepreneurs with 'Knowing India' - a study tour with a bid to understand India, its economy and culture.

Prime minister Narendra Modi's 'Make in India' initiative has evoked tremendous response not only in India but overseas. To quote Modi, "Travel across India for enhanced learning. The country with knowledge will lead the world." He has urged IT experts to step

Orbit, India's frontline business and study tours company, has embarked on a mission to lead young entrepreneurs with 'Knowing India' - a study tour with a bid to understand India, its economy and culture

out of their rooms and travel across India to enhance their learning. Orbit's 'Knowing India' takes this vision forward.

'Knowing India' entails an absorbing trip spanning 5-15 days of visiting cities in India. It is about discovering oneself, knowing India's markets, people, what

sells, what is valued, what businesses works where, visiting various Indian companies and meeting experts from diverse fields and knowing India's traditions and culture. India has proved its mettle in agriculture, as well as industry sectors like petroleum and chemicals, pharmaceuticals, engineering, gems and jewellery, textile, mining, cement, construction, energy and power in addition to service sectors like infrastructure, retail, tourism, banking and finance and aviation. 'Knowing India' provides insight into these sectors vis-a-vis the various states where each of these sectors has flourished or failed and the reasons thereof.

Visitors meet locals, hear some interesting information about the city, knowhow to do business there and how people earn a living, sample local fare, explore the city, visit places of interest in the locality - learn about the variety India offers to know how unique Indians are.



There will be company and market visits to learn what India wants. One can also visit an organisation that contributes to society - proof that Indians do think beyond themselves. Moreover, the entire tour is interspersed with interactive sessions and enough time to explore on your own. This would prepare the ground to pick a project of one's choice and start after the culmination of the entire study tour wherein one emerges richer by knowledge and confidence in keeping with the true spirit of entrepreneurship and pride in one's country.

Travel Tours Group

An agency grows to 20 units in India

We present a story of a young second-generation entrepreneur member who has embarked on a growth that is phenomenal. Having started as an agency in Bengaluru in 1977, today Travel Tours Group boasts of 20 offices and covers 121 cities of India with a staff strength of 410. This company features in top verticals like Ticketing, Tourism, MICE, Cruises, Representations and has emerged as a prominent B2B company having embraced technology in a big way

Travel Air Representations is the focused B2B wholesale travel division of the 39-yr old Travel Tours Group, headquartered in Bengaluru. The company does sales representation for selected travel products and promotes their services amongst the Indian travel fraternity. It is a non-air aggregator of travel products at wholesale prices for agents. The bouquet of international and domestic travel related services that bring huge 'value add' to an agent's business, by the easy to sell and high margins includes cruises, online hotel, sightseeing and transfers, coach tours, international rail ticketing, visas and travel insurance. Shравan Gupta, managing director of the company holds an MBA in Marketing from Vanderbilt University,



Shравan Gupta

USA and is an active member of various organisations/committees. He has more than 20 years experience and an in-depth understanding of the industry, with special focus on business development and travel operations.

CONNECTIVITY AT GRASSROOT LEVEL

According to Joseph K Jose, COO, Travel Tours, it is important to connect at the grassroots level. "That is what we've achieved with feet-on-ground, physically covering 121 cities, meeting our agent fraternity at their doorstep, training and assisting them to close sales. The most important fact is that the customers are owned by the agents and we need to be abreast with destination and technical knowledge of all aspects of travel," says Jose. Talking about setting benchmarks which other travel agencies can emulate to expand their business, Jose stated, "Having a motivated and trained sales force is extremely important in order to scale up any business."



Time to find a new direction!

An important aspect of NAMASTAAI is to invite experts to address pertinent industry issues. The author of this article, Birger Backman has been associated with UFTAA for several decades. He is currently the Executive Administrator and advises UFTAA regularly. He has been involved with airline and IATA matters since 1960

For some 20 years, the travel agents and the airlines have been at odds, not only due to shrinking remunerations, but also due to constantly increased burden of rules and responsibilities. The current agreement with the airlines, co-ordinated through IATA, has become a source for discontent and misuse. During the past years the agency community has not been able to reverse the evasion of the income from sales of airline tickets nor stem the flow of increased regulatory demands. It is time for travel agencies to find a new approach to the symbiotic coexistence with the airline industry. The travel agents need the airlines to serve their customers. The airlines need the travel agents to find the travellers for filling their seat capacities.

The issue is to find a win-win way for these two entities to join in a bilateral agreement. It should be clear to everybody

that the current Agency Agreement is a unilateral document, perhaps even unconscionable due to the amendments over the years. Important elements have been abolished and new rigorous features



Birger Backman

incorporated with no de facto opportunity for the other party (agents) to stop the development if they still wanted to sell IATA member airlines traffic documents. The archaic IATA Conference and Resolution system offers illusionary participation in the decision-making process, but no real influence.

I am not advocating for a totally free market. The airline industry is a complex environment influenced by a multiple of international players – countries, politics, competition, market fluctuations, etc, and certainly needs a well working co-ordinating organisation like IATA. It is the passenger side in IATA that has become a cobblestone for agents to stumble upon.

Neither is it correct to place the blame for the impasse on the airlines or IATA, the agency industry is equally at fault in many of

their actions or rather inactions. A continued blame-game is fruitless.

The cargo agents were able to change their way of negotiating and are now dominating the discussions and initiatives and they set the rules – then approved by the Cargo Conference system – still facilitated by IATA. Even if there are fundamental differences between a piece of cargo and a passenger, I fully believe that there are ways to overcome this and to find a new way.

■ Travel agents do not need a network of 250 IATA members. Most agents are using a maximum of 5-10 airlines and/or alliances. Odd airlines can be booked online or through, for example, Hahn Air-ticketing systems. We hold on to the world-wide accreditation for believed 'prestige', not for commercial reasons.

■ The 'general concurrence' gives access to all IATA carriers provided each individual airline accepts it or does not list exceptions. The acceptance is totally based on the airline's goodwill. Thus a direct contract with airlines, which are important, can be agreed upon bilaterally as can also conditions for sales and remuneration – probably based on a flexible model agency contract allowing for individual variations, but still maintaining some conformity.

■ The IATA Accreditation has no real meaning any more. In new markets, it may have an imaginary prestige value, but in mature markets, it is negligible. Many agents without accreditation are selling airline transport at equally good terms or even better. The exclusivity clause for accredited agents was removed years ago.

■ The dispute resolution system (TAC) has lost its credibility and efficiency and does not serve in its originally foreseen way, decisions even being over-ruled or neglected. A new neutral system could probably be established based on ICC internationally accepted standards.

■ Most international banks can, today with modern banking technology, substitute the BSP. Money could be paid directly to the airline, shortening credit times. Requirement for guarantees could be lowered or in some cases abolished, thus freeing frozen agency capital for development of the business and investments. A stumble block may be the ability to secure the ticket income for the airline, but there are insurance schemes



To make a change, the travel agents have to take the lead. This will require more unity amongst agents and agency associations and it would necessitate a more active discussion at the grassroots travel agency level

available which can be further developed. IATA may still well be maintaining a BSP for a large number of the smaller carriers, but would not any more be a sole provider.

■ With advanced payment methods, the flow of money could also be opened and more flexible, for instance, use of credit card payment, joint UATP-deals.

■ The development of the reservation technology enables agents to become owners of their own technology and thus independent from airlines and GDS. More independence and openness for faster moving according to market changes.

To make a change, the travel agents have to take the lead. This will require more unity amongst agents and agency associations and it would necessitate a more active discussion at the grassroots travel agency level. In my opinion most

travel agents have very little clue on what is going on at the international level and even about the complexity of the environment in which their business is conducted. Educational level has considerably dropped as 'everything is on the computer'. Yes, it is there, but do we all know where and why? When starting in a new direction, we have to do it well knowing what we want, how it can be reached and we need to have a professional and united agency industry behind us. Here the agency associations have an important role to play by educating, uniting and negotiating.

I have only touched upon the airline issues, as it is one of the main concerns for most agencies. However, it is prudent to at least note that there are many other sectors of the travel and tourism industry which are equally interesting and some of them are hugely profitable. Many of these touch upon the airline as they are often part of the end product, while the airlines are only a mode of transport; hotels, cruises, car-hire, tours, groups for business and vacations just to mention a few. We have to realise that airlines are only a link in the travel and tourism chain – important, yes, but only a link. The travel agents are the glue that fix together the full product, be it a vacation or business trip. Travel agents still have a great future, provided we take our destiny into our own hands. Too long we have been 'serving agents' instead of proud business people.



TAAI TRAVELOGUES

DESTINATION AWARENESS

*TAAI has a cooperation
agreement with Zanzibar Tourism
with special offers for our
members to experience this
destination*



Zanzibar

The ultimate Indian Ocean experience

Zanzibar's many tourism attractions make it an ideal destination for those Indian travellers who want to explore an exotic new country and get an insight into the Swahili culture which has centuries old roots with India





An island in the Indian Ocean, off the coast of Tanzania, Zanzibar's culture, tradition and cuisine are a rare combination of centuries of African, Omani and Indian influences as a result of which it is referred to as "The island of the Swahili Culture". It is also called the "The Spice Island" for the spices produced. Zanzibar is the best preserved of a loose confederation of small coastal city states known as the ZENJ bar "The Black Empire" which operated in the 8th-10th centuries. The name "Zanzibar" is derived from the Perso-Arabic word meaning "The Coast of the Blacks". Zanzibar and Tanzania are one of the most romantic holiday destinations owing to the natural beauty, classy resorts and lodges and the high standards of service and luxury. Holidays in Zanzibar can either be done as stand alone island visits - for its world class resorts, cuisine and excursions, or combined with a Tanzanian Safari for visits to the Serengeti, Ngorongoro, Tarangire, Lake Manyara, Mikumi, Selous or any of the 17 national parks and reserves. The Serengeti is usually termed as the wildlife capital of the world while the Ngorongoro Crater is the only natural caldera (inverted mountain) with wildlife within.

There are many unique tourism attractions in Zanzibar:

Stone Town: The Stone Town of Zanzibar is a fine example of the Swahili coastal trading towns of East Africa. It retains its urban fabric and townscape virtually intact and contains many buildings that reflect its particular culture, which has brought together the cultures of Africa, the Arab region, India and Europe. Zanzibar also has great symbolic importance in the suppression of slavery because it was one of the main slave-trading ports in East Africa, as well as the base from which its opponents such as David Livingstone conducted their campaign.

Forodhani Gardens: A visit to Stone Town is not complete without a stop at the Forodhani Night Food Market at the waterfront location of Forodhani Gardens. Arrive before dusk, and watch the space fill up methodically with chefs dressed in whites and tall hats setting up stands and grills. Row after row of grills

with fish, squid, prawn, beef skewers, lobster, crab claw and seafood kebabs fill the square, the air wafting with hunger-inducing smells. For the vegetarians - freshly pressed sugar cane juice, Masala Chai and Cassava, The Zanzibari Mix, Fried Potatoes with Salad, Chapatis, Salads, Falafel and Zanzibar 'Pizzas' are further temptations.

The Safari Blue: This is a full-day excursion using locally made traditional sailing dhows. The excursion starts at Fumba - 30 minutes from Stone Town. Fumba is situated at a point to explore Menai Bay, which has a number of beautiful, uninhabited islands and sandbanks and is often frequented by humpback and bottlenose dolphins. Set off to explore the bay and search for the dolphins which have been spotted on at least 85 per cent of these trips, later in the morning stop on sandbank. For beginners or those who are not confident swimmers or cannot snorkel, there are inflatable snorkelling vests and guides to assist you. Sample a fresh green coconut before sailing to another sandbank for lunch. Lunch - a traditional Zanzibari meal followed by fruit tasting, with a selection of different tropical fruit is served on teak picnic tables set up beneath smart canvas sunshades. Coffee and Amarula liqueur are served thereafter. Return to Fumba by sail boat by around 4 pm, in time to see the colourful African sunset.

Jozani Forest: In the south of the island, Jozani Forest is a wonder and delight, with tales of Zanzibar leopards, medicinal cures and stunning scenery. Currently under consideration to become Zanzibar's second World Heritage Site, the Jozani - Chwaka Bay area is a hotspot of biodiversity. The forest is home to a number of endemic species, including the Zanzibar Red Colobus monkey. Your park ranger will take you on a nature trail, lined with eucalyptus and mahogany trees and explain the medicinal properties of various plants and tell you about the animals, birds and reptiles that make their home in the various habitats of this tropical rainforest. Troops of Zanzibar Red Colobus monkeys can be found scrambling from branch to branch, in search of food. The mangrove boardwalk takes you above the swamp, where, depending on the tide, you can see



TAAI is a pioneer in 'Outbound Tourism'. We have executed cooperation agreements with several tourism boards of the world to help promote these destinations. TAAI has actively supported road-shows and certification programs



tropical fish flitting between the mangrove roots and crabs scuttling across the mud. Other popular excursions include Dolphin Tour, Prison Island Tour, International Scuba Diving Centres, Slave Chambers & Well, Spice Village Tour. With its white sandy beaches and appealing resorts Zanzibar is one of the most opted destinations for newly wed couples to get to know each other. Most hotels provide all the necessary ingredients for a wonderful honeymoon. World class resorts with private beaches and the natural backdrop of the Indian Ocean make Zanzibar an ideal destination for lavish and exotic Indian weddings/ceremonies. Mouth watering Indian meals as well as world cuisine are widely available. The picturesque backdrop of white sandy beaches and crystal clear water are sure to enhance memories associated with weddings.

Zanzibar offers world class water sports including snorkelling, deep sea fishing; scuba diving ; kayaking ; windsurfing ; water skiing and sailing on traditional local dhows. Many agencies provide training and certification for professional divers as well as those who wish to learn diving.

TRAVEL ESSENTIALS

Visas: Available on arrival or prior to departure from the Tanzanian Embassy, New Delhi (Zanzibar Tourism Promotion Centre will assist in this procedure).

Vaccinations: Yellow fever vaccination is mandatory for visiting Zanzibar.

Local currency: Tanzanian Shillings. (all world currencies are freely convertible), most hotels/resorts accept credit cards.

A TENTATIVE TWO-NIGHT, THREE-DAY ITINERARY FOR ZANZIBAR INCLUDES:

FOR TOURISTS

Day 1:

- Arrival followed by transfer to hotel in Stone Town
- Evening free on own for moving around the small lanes and historic Stone Town
- Dinner on own at Forodhani Gardens (Zanzibar street food, veg and non veg)
- Overnight stay at hotel in Stone Town

Day 2:

- Visit to Prison Island or Spice Village in the morning
- Evening tour of Stone Town
- Overnight stay at hotel in Stone Town

Day 3:

- Transfer to international airport for return flight

Hotels in Stone Town offer bed and breakfast only. Lunch and dinner isn't included.

FOR BEACH LOVERS

Day 1:

- Arrival followed by transfer to Zanzibar's exotic sea front resorts
- Evening at leisure at the resort
- Overnight stay

Day 2:

- Visit to Spice Village or Prison Island
- Lunch
- Evening tour of Stone Town
- Return to resort for dinner and overnight stay

Day 3:

- Transfer to international airport for return flight

Sea front resorts offer various packages such as breakfast and dinner or all-inclusive meals and hence visitors can opt for those which are best suitable for them.

Important tourist attractions in Zanzibar include Stone Town Tour, Prison Island Tour, Dolphin Tour, Blue Safari, Spice Village Tour, Zanzibar by Air Tour, Princess Selma Tour and Freddie Mercury Tour.



eTA for Canada

In Canada, as of 15th March 2016, visa-exempt foreign nationals are expected to have an Electronic Travel Authorization (eTA) to fly to or transit through Canada. Exceptions include US citizens, and travellers with a valid Canadian visa. However, travellers who do not have an eTA can board their flight, as long as they have appropriate travel documents, such as a valid passport. During this time, border services officers can let travellers arriving without an eTA into the country, as long as they meet the other requirements to enter Canada.

UK work visa for Indian professionals

Thousands of Indian and other nationals from outside the European Union (EU) living and working in Britain on a Tier 2 visa may have to leave the country or be deported if they earn less than 35,000 pounds a year once the terms of the visa expire. Earlier a Tier-2 visa holder could remain in the UK with an annual income of around 21,000 pounds by applying for indefinite leave. The Indian professionals are making efforts to appeal to the UK government over a new 35,000 pounds salary threshold requirement. The new rule comes into effect on April 6.

Rio Olympics

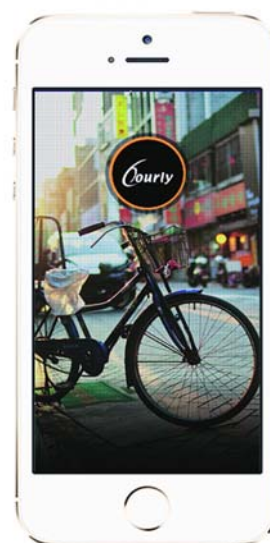
Travellers to the sporting spectacle in Brazil can look at alternative options such as flying into São Paulo and taking the bus to Rio. The Santos Dumont Airport, which handles most of Rio de Janeiro's domestic traffic, will be shut for a few hours



during sailing competitions in Guanabara Bay. This will affect flight schedules. Venues for the events are clustered around four areas mainly Barra, Copacabana, Maracanã and Deodoro. Most of the big events however, will be in Barra. There is a new subway line connecting the centre and tourist zones of Rio to Barra so visitors can stay in Barra and commute to the city for sightseeing and other Olympic events. In India the Authorised Ticket Reseller (ATR) for Rio Olympics 2016 is Fanatic Sports.

6Hourly

Whether you are arriving early, have a long layover, need a room for few hours only or if you simply want to relax, the 6Hourly app helps you choose your preferred time for check-in and you have a choice of 6 hours Pack, 12 hours Pack, 18 hours Pack and 24+ hours Pack to select as per convenience. Your room will be waiting for you. What's even better is that you also save money as there is no need to pay for a full day stay when you need rooms for less than 24 hours. Download the free Android and iOS app which is currently operational only in India.



US visa for foreign media

According to the US visa rules, representatives of the foreign media who will work in their profession as media or journalists while in the United States cannot travel on the Visa Waiver Program or on visitor (B) visas. The media personnel can apply for a visitor visa if

- Attending a conference or meeting as a participant, as long as you will not report about the conference or meeting while in the United States or upon return to your home country.
- Guest speak, lecture, or engage in an academic activity for which you will receive an honorarium from an institution of higher education, a related or affiliated nonprofit entity, a nonprofit research organisation, or a governmental research organisation.
- Take a vacation, as long as you will not be working or reporting during your trip.



Visa facilitation gets innovative

- ON DEMAND MOBILE VISA
- HOME 2 HOME - A PERSONALISED SERVICE

To service the needs of Indian travellers better, VFS Global has recently introduced 'On Demand Mobile Visa' for UK visa applicants and launched 16 visa application centres for Turkey in India

LAUNCH OF 'ON DEMAND MOBILE VISA' SERVICE IN INDIA

In partnership with UK Visas and Immigration, VFS Global recently launched its 'On Demand Mobile Visa' service for UK visa applicants in India. Through this service, applicants located anywhere in India and applying for visas to the United Kingdom, can complete the entire visa application procedure and enroll biometric data from smartphones.

The service can be delivered on request at the applicant's residence, office, or any location of choice. The service is considered convenient and economical for

large groups of people travelling to the UK, such as corporate employees, college campuses, or film production unit members, who do not wish to travel to visa application centres for this purpose. The service is available by appointment only – on a day of choice including weekends and is charged separately.

In another exclusive service for UK visa applicants, VFS Global has launched 'Home to Home (H2H)' – a personalised service that provides chauffeur services and end-to-end assistance with form-filling and submission. This is specifically aimed at applicants who may have to travel to certain cities for their visa application.

H2H provides pick-up and drop-off service, available anywhere in the city of application, including from airport/ train station for out-of-town travellers. Staff assistance will be also available right from the pickup point until the completion of submission. Customers can use the 'Digital Assist' service or the 'Get It Right' service free of charge. Whereas, appointments are available outside of regular work hours from Monday to Friday until seven pm. The H2H service is available in Ahmedabad, Bengaluru, Chennai, Hyderabad, Gurugram, Mumbai, and New Delhi. Speaking about the new services, Nick Crouch, UK Visa and Immigration regional director for South and Southeast

Asia, said, "This is yet another example of UK Visa and Immigration and VFS working in partnership to offer visa applicants the service that they want. It is in direct result to customer feedback and we are confident that these services will prove popular. We will continue to work together to improve our services even further."

Vinay Malhotra, chief operating officer – South Asia, VFS Global, added, "Innovation continues to be at the front and centre of our business development. The 'On Demand Mobile Visa' service is an outcome of these efforts and is a premium service that redefines flexibility and convenience for UK-bound travellers. Similarly, the H2H service also caters to the growing demand for greater personalisation and customer-centricity in our services and we are confident these two new offerings will provide high levels of satisfaction for applicants."

LAUNCH OF TURKEY VISA APPLICATION CENTRES BY VFS GLOBAL

The Embassy of the Republic of Turkey and VFS Global have announced the launch of Turkey Visa Application Centres across 16 cities in India. Two more centres are also being launched in Nepal and Maldives. The launch was announced by Dr Burak Akçapar, ambassador of the Republic of Turkey to India, Nepal and Maldives, at the agreement signing ceremony, attended by senior consular officials and members from the trade fraternity, in New Delhi. As an exclusive partnership, VFS Global has become the only authorised visa processing service provider in the three countries for the Government of the Republic of Turkey. Services at all locations commenced from April 1, 2016.

Travellers from India, Nepal, and Maldives can now apply for Turkey visas at centres located in New Delhi, Mumbai, Gurugram, Jalandhar, Chandigarh, Jaipur, Kolkata, Ahmedabad, Pune, Bengaluru, Goa, Puducherry, Kochi, Thiruvananthapuram, Chennai, Hyderabad, Kathmandu (Nepal) and Male (Maldives). The enhanced service network will save time and travel expense for applicants, and will speed up the visa application process. Speaking at the launch, Dr Akçapar said, "The VFS visa application centres will be

Innovation continues to be at the front and centre of our business development. The 'On Demand Mobile Visa' service is an outcome of these efforts and is a premium service that redefines flexibility and convenience for UK-bound travellers

the main channel for submitting applications for Turkish visas from India, Nepal and Maldives. Currently, we are receiving about 100 visa applications a day. This is a major improvement which gives the applicants a better and easier visa service." He added, "India and Turkey share much in common. Our ties with India are based on mutual respect, friendship and solid co-operation in both political and economic fields as well as on excellent people-to-people relations. We are determined to do our best to open the gates wider for Indian nationals who wish to visit Turkey, which is already one of the top destinations for tourism worldwide. The opening of these visa centres is a very important step in India, taking its rightful place in the tourism world. I am confident that these centres will help us in achieving our aim to make the visa procedure even

faster and smoother. Turkey is committed to positively enhancing cooperation with India. I believe that the launch of these visa centres will contribute to the enhancement of the cooperation between Turkey and India in the fields of tourism and economy."

Commenting on the new centre, Vinay Malhotra, COO – South Asia and DVPC, VFS Global, said, "Turkey has always been a highly attractive destination for outbound travellers from India for both leisure and business. We are privileged to partner with the Embassy of the Republic of Turkey and believe the opening of these centres in India, Nepal and the Maldives will well serve the needs of travellers keen to visit this beautiful country."

THE KEY FEATURES OF THE CENTRES INCLUDE:

- Professional staff with local language capability to handle queries and applications
- Well-appointed centre for enhanced comfort of applicants
- Automated queue governance for smooth flow of applicants
- Dedicated website for easy access to information including visa categories and requirements
- 100 per cent secure handling of passports, documents and personal information
- Door-step delivery of passports
- Premium Lounge for personalised and comfortable service.

Acknowledgement: VFS, India





Now submit your UK Visa application on a day & time of your choice

VFS Global introduces services for individual and group applicants, which allows you to submit your application on a day & time that suits your needs



Walk-in Without an Appointment

For customers short on time or who can no longer make it for their booked appointment

Key Features

- ✓ Applicants can walk into the Visa Application Centre (VAC) and submit their applications on the day of their choice
- ✓ Service available on all working days
- ✓ Available in all VACs across India

Service charge* - INR 2548 per applicant



Group Appointments

Allows groups to book their visa appointments at the same time in the same Visa Application Centre.

Key Features

- ✓ Ideal for corporates, families, tour operators and film crew
- ✓ Travel groups with the same itinerary can be clubbed together
- ✓ No restriction on group size

Service charge* - INR 502 per applicant

For more information, email us at: userpayservicesindia@vfshelpline.com or visit us at: www.vfsglobal.co.uk/india

UK Visa Application Centres

Ahmedabad | Bangalore | Chandigarh | Chennai | Cochin | Goa | Gurgaon | Hyderabad | Jaipur | Jalandhar | Kolkata | Mumbai | New Delhi | Pune

Disclaimer: *Charges will apply over and above the official Embassy visa fees and VFS Global service fees

About VFS Global: VFS Global is the world's largest outsourcing and technology services specialist for governments and diplomatic missions worldwide. With **1956 Application Centres**, operations in **123 countries across five continents** and over **117 million applications processed** as on 29 February 2016, VFS Global serves the interests of **48 client governments**. VFS Global's worldwide operations are certified **ISO 9001:2008** for Quality Management System, **ISO 27001:2013** for Information Security Management System and **ISO 14001:2004** for Environmental Management System. For more information, please visit www.vfsglobal.com

Partnering Governments. Providing Solutions.



VFS.GLOBAL
EST. 2001



Air India

Service, Maharaja style

India's national carrier Air India, since the last few months, has been directing its efforts to enhance its service and connectivity to better serve its passengers. TAAI members can check out AI's new offerings

DELHI-VIENNA NON-STOP FLIGHTS

Air India launched non-stop services, three times a week between Vienna and Delhi. The airline has deployed Boeing 787 aircraft on this route, offering world class facilities to passengers, with 18 business class seats and 238 seats in economy class. Air India operates this flight on Wednesday, Friday and Sunday.

ISSUANCE OF BAGGAGE TAGS AT SELF CHECK-IN KIOSK AT T2, CSI AIRPORT, MUMBAI

Air India at Terminal 2 of Chhatrapati Shivaji International Airport (CSIA), Mumbai has introduced an added feature of issuance of baggage tags at the self check-in kiosk located near check-in Aisle E. This is aimed at assisting Air India's passengers in avoiding long queues and helping the airline to process passengers much faster. Currently this facility is limited to all flights between Mumbai and Delhi/Bengaluru.

BUDDHIST TRAIL AIR PASS

Air India introduced its Buddhist Trail Air Pass covering major cities of Buddhist interest in India, Myanmar and Sri Lanka. This is a coupon based scheme for journeys originating from Yangon and Colombo.

The scheme also offers option to combine Myanmar, Sri Lanka and India in a single journey. The scheme can be availed at Air India offices or by its authorised travel agents. The scheme is valid for all types of journeys in economy class and is not valid for groups.

DELHI-GORAKHPUR OPERATIONS

Air India has started flight operations from New Delhi to Gorakhpur, six days a week. Air India recently also launched operations between Mumbai and Gwalior with ATR-72 aircraft and also connected Durgapur to Delhi and Kolkata with an A319 flight.

'ORDER TO CHEF' SERVICE

Air India, for the first time, introduced 'Order to Chef' service for its premium class passengers, on select international flights out of Delhi. In association with its in-flight catering partners TajSats and Sky Gourmet, the 'Order to Chef' service lends a personalised touch to the selection and ordering of menu by first and business class passengers. A dedicated 'Order to Chef' cell has been set up in Delhi and an Air India team reaches out to these passengers before the flight to seek their meal preferences from the existing menus.



Turkish Airlines

Culinary extravaganza in the skies

A few years ago, TAAI organised its convention in Istanbul, following which the destination has seen a surge in tourist traffic. Turkish Airlines, the destination's national airline is constantly evolving to offer new experiences to its Business Class passengers. The latest is the 'Flying Chef' service on the Mumbai-Istanbul-Mumbai route

Presenting the best of Turkish hospitality to its guests; early this year Turkish Airlines introduced the Flying Chef service on its Mumbai-Istanbul- Mumbai route. The Flying Chef service delivers a restaurant like experience, exhaustive menu and a delectable array of dishes to cater to the business class passengers flying the Mumbai-Istanbul- Mumbai route.

The Flying Chef service is set to spoil the Turkish Airlines guests with its offerings from world and Indian Veg/Non-Veg, Jain- cuisine. Business class passengers get to indulge in carefully crafted menus that will be rotated regularly in order to provide new options for frequent travellers, every time they fly Turkish Airlines.

Mehmet Akay, general manager Western and Southern India, Turkish Airlines, said, "We are happy to introduce Flying Chef service on our Mumbai- Istanbul- Mumbai route. We aim to deliver a delightful on-board experience for all our guests. We were overwhelmed with the feedback we received for the Flying Chef service on our Trans-Atlantic long haul routes and hence we decided to introduce this service on our flights to and from Mumbai as well."

"Flying Chef is a service that creates a unique atmosphere of 'Turkish Hospitality' above the clouds. The service is also a showcase of our award-winning menus. Our aim is to ensure that the passengers experience

the best of Turkish Airlines hospitality by way of our innovative cuisines and interesting menus. We are committed to ensure that our guests have a memorable in-flight experience," mentioned Akay. Under Flying Chef service, all business class passengers are greeted with a choice of welcome drinks as soon as they board the aircraft. To add to the on-board bar experience, guests are offered a wide selection of cocktails as well as carefully selected assortments of Turkish and international beers and wines. Traditional Turkish tea and coffee is also be available on board.

The Flying Chef service will create a unique atmosphere of 'Turkish Hospitality' above the clouds.



MICE tourism in India

There is a growing number of Travel Companies in TAAI whose focus is on MICE. “MICE is one of the key drivers of not just tourism but also economic growth, regional cooperation and intellectual development”, says Dipak Haksar, Chief Executive, ITC Hotels

The power of MICE as a business specialisation within the tourism sector is hailed as one of key drivers of economic growth and regional cooperation. The multiplier effects of MICE as a segment has been substantiated over time and reflected in the year on year growth in the segment, within regions and nations. Statistical data indicates that the meetings industry has come of age. UNWTO suggests that MICE is perceived as a natural extension of leisure activities within cities and resorts around the world and represents 12 per cent of global tourism. According to the ITB World Travel Trends Report, the segment with a 54 per cent market share has taken over the declining traditional business trips



Dipak Haksar,
Chief Executive, ITC Hotels

segment, which is being impacted by technological solutions. Conferences /meetings/seminars (41 per cent) and trade fairs and exhibitions (29 per cent) are the two largest MICE sub sections. It is estimated that for every US\$ 1 spent on MICE, the peripheral economic benefits generated, amount to as much as US\$ 7 to US\$ 10. This is also due to the fact that contrary to leisure tourism, MICE is not as sensitive to seasonality factors, since meetings can take place all year round.

Experts feel that the economic benefits of MICE bring in global expertise, investment, trade, communications and technology; and helps promote and aid other business sectors. Apart from the

economic gains, the social benefits are also well defined. From bringing education and professional development to the local community, creating jobs and thereby supports livelihoods, to promoting global understanding and cooperation. According to Dipak Haksar, chief executive, ITC Hotels, the 'Beyond Tourism Value' of MICE also boosts infrastructure, as it generally requires significant public funding to not only build convention and exhibition facilities, but also to improve access (public transport, highways, airports and rail) and hospitality infrastructure. It offers major support to various industries involving technological knowhow (IT, telecom networks and utilities management), creative forces (design, exhibition set-up, incentive events), contractors and services (hotels, F&B activities, car rentals, banks, entertainment venues, mobile phone companies, shopping, etc). It is also frequently responsible for resulting in an extension of stay or a return visit to the destination to pursue leisure tourism.

Adds Haksar, "MICE in any country is largely impacted by regional factors as well. The global market, on the basis of region, is divided into North America, Europe, Asia-Pacific, and the Rest of the World. In 2015, North America had the largest share of the MICE model market, followed by Europe and Asia-Pacific. However, the Asia-Pacific market is slated to grow at the highest CAGR during the period 2015-2020."

Closer home, the Indian MICE industry is at its nascent stage with just one per cent of the global MICE share. India, currently ranks 27th in the global meetings market,

India, currently ranks 27th in the global meetings market, even though the sector has witnessed a 15-20 per cent growth and is estimated at ₹ 8,500 crore, annually

even though the sector has witnessed a 15-20 per cent growth and is estimated at ₹ 8,500 crore, annually. Trends however, indicate a pick up in domestic travel powered by business, MICE and leisure travel. While the business travel market in India is expected to emerge as one of healthiest in the world driven by investment and demographic opportunities, this will also fuel the growth of MICE segment as the key driver for the future. A delegate attending an international meeting is forecasted to generate expenditure 6-7 times higher than a leisure visitor. A study by PricewaterhouseCoopers finds that 5 per cent of travellers arriving in any country fall in the MICE category but accounts for about US\$ 11 of every US\$ 100 that tourists spend.

If we were to analyse this data in the Indian context, given its emergence as a key economic hotspot along with other countries in Asia, the enormous opportunities that lie within this segment, in India's case, is undeniable. A stable central government, conducive environment and a projected GDP growth of over 8 per cent in the next five years – infrastructure at key gateway cities like airports and hotels are now world class also works in India's favour as a lucrative MICE destination. However for MICE to be a real success story, India, would need to activate single window clearance systems, better infrastructure facilities from accommodation to transport and more.

The Indian Convention Bureau needs to get proactive so that the tour operators in the MICE space will benefit with its support. Taxes need to be realistic and

should not discourage business in India. Having said that, all eyes are on India to hold the G20 Chair in 2018 with Delhi playing host. Reports indicate that decks have been cleared for a world-class convention centre in Delhi at Dwarka. The G20 bid is also aimed at attracting convention traffic to India to create jobs and expand tourism opportunities. This could be a sign of the times and could very well place New Delhi and the country firmly on the MICE map. One of the leading MICE companies in the capital who is part of the TAAI fraternity has seen potential and business possibilities this area of specialisation over decades. Since its inception in the year 2002, Alpcord Network Event & Conferences Management Co under the leadership of its MD, Chander Mansharamani, has made its mark in this field of travel and tourism as MICE specialists. It is led by a group of progressive professionals with over 40 years of experience in the travel trade and conference management.

The company further expended into newer brands in 2005 with the opening of a new exclusive dedicated conference division, "SUMMIT", as they believe, in today's world of competition, organising conferences is a specialised profession, be it small or mega events. The company has further diversified its activities in new markets and segments. Says Mansharamani, "We have launched two new divisions - Global Association Management (GAM) and Exhibition Division. The core area of the GAM division is to provide management and key administrative services to associations and societies with the aim of empowering them with the latest advances in technology, revenue enhancement and better management processes.

The exhibition division started functioning in the year 2014-15, which is also yielding good commercial results. Concludes Mansharamani, "The major success story is two fold: Firstly, it is the Human Resource Development and employee retention. Secondly, it is the credibility of the organisation in the market and the people running the organisation. Attending international trade fairs regularly has also helped us immensely in strengthening our position as MICE specialists."



Chander Mansharamani
MD, Alpcord Network Event &
Conferences Management Co



Advantage A380

An A380 takes off or lands somewhere in the world every three minutes. The number of A380-compatible airports today now stands at 120 globally, including major destinations throughout Asia-Pacific. For travel agents in India this jetliner can offer their customers an elevated experience

Airbus' A380 is making its mark on the world's busiest hubs – opening up new opportunities for these airports, as well as their passengers and airlines – with the aircraft's unmatched spaciousness, efficiency and comfort. Currently operating at some 50 destinations, the double-deck, 544-seat-

capacity A380 is helping airports boost capacity, attract more passengers, increase revenue, free up slots at their gates, and reduce landing fees – benefits for both, airlines and travellers.

Capacity-constrained international travel hubs such as London's Heathrow

and Hong Kong International Airport operate many scheduled A380 flights daily, and have seen the enormous benefits of Airbus' 21st century flagship jetliner. "The A380 has helped us to grow the number of passengers using Heathrow to around 75 million people last year," said John Holland-Kaye, chief



The A380 has literally changed the shape of air transportation in Asia-Pacific, and will continue to play an important role as this region's dynamic passenger traffic develops during the years to come. Asia-Pacific is a major 'home' for the A380 - almost half of the global customer base for Airbus' 21st century flagship jetliner is located here

executive officer, Heathrow Airport. "It's the largest plane in the world, it helps us serve more passengers on very busy routes out of Heathrow and it also frees up slots to serve new routes in North America, South America and Asia that we would not otherwise be able to serve."

Another example of the A380's success is at Hong Kong International Airport - Asia's busiest hub, which has had more than 5,000 A380 services to date. Fred Lam, CEO, Hong Kong International Airport said that Airbus' double-deck aircraft is a true passenger magnet and Hong Kong International Airport is incentivising airlines to operate bigger aircraft. "We are almost reaching capacity. One of the ways we feel we can continue to have passenger growth is to use our charging mechanism to encourage the airlines to switch to bigger aircraft so that with a similar number of slots they would be able to bring more passengers to our airport in the future, and make it cheaper per passenger," said Lam.

INDIA MARKET

In addition to the world's busiest airports, fast-developing air transportation markets are also positioned to benefit from the A380. Kiran Rao, executive vice president of marketing and strategy, Airbus cites the example of India, with an emerging middle class that is expected to exceed 400 million people in the coming years. "The only way to move all those passengers around is on a large aircraft and you have to do so with economic efficiency and with comfort, and the A380 is the solution," said Rao.

Singapore Airlines was the first airline to introduce A380 in the India sector on May 30, 2014. "The response has been nothing less than spectacular from the market. The launch of A380 to Delhi and Mumbai is something that we are very proud of as it is the first commercial A380 for India. For Singapore Airlines as a group it was also the first time that we launched two A380 stations within a single night. It was a great team effort," says David Lau, who was till recently the general manager India of Singapore Airlines. He reminded that it is not an easy task to launch a new destination for

A380 in terms of operations, publicity, ground handling, etc. With A380, suites were introduced in the India market by the airline - 12 in each aircraft.

After Emirates and Lufthansa, Etihad is the fourth overseas carrier to operate A380 to India - from May 1, 2016, Etihad Airways will be introducing its award-winning Airbus A380 flight on Mumbai-Abu Dhabi route. It will be one of the daily three flights that the airline currently operates in this segment. The A380 aircraft is already flying London, Sydney and New York, and the fact that it will be introduced in India, reiterates the significance of the India market for the airline. With this launch the airline will also introduce its unique hospitality aspects that A380 so well typifies. "We create a hospitality environment and benchmark against hospitality companies and not airlines," said Calum Laming, VP - guest experience, Etihad Airways.

IMPACT ON APAC REGION

The A380 has literally changed the shape of air transportation in Asia-Pacific and will continue to play an important role as this region's dynamic passenger traffic develops during the years to come. Asia-Pacific is a major 'home' for the A380 - almost half of the global customer base for Airbus' 21st century flagship jetliner is located here, while all of the other world's operators utilise A380s on routes to destinations in the area.

Singapore Airlines introduced the first A380 commercial service in 2007, and is now flying an expanding fleet of the airliners from its base at Changi Airport. The other Asia-Pacific A380 operators are South Korea's Asiana Airlines, China Southern, Korean Air, Malaysia Airlines, Qantas Airways in Australia and Thai Airways International (THAI). The list of Asian customers will expand following the recent announcement of an order for the aircraft by Japan's All Nippon Airways (ANA).

Airbus has delivered some 180 A380s to 13 airlines so far, with these aircraft carrying a combined total of approximately 120 million passengers to date.

UPDATES from IATA

BSP Agents & Sales Statistics (India)

*Total number of Agents as on 31 March 2016 : 3064
(2,569 Head Offices – 491 Branches & 4 AOs)*

*New Agents appointed 2015 : 154
Agents terminated in 2015 : 184*

BSP Sale – Tickets

Domestic : Growth of about 10%
2015: 22,924 Million
2014: 20,772 Million

International: Growth of about 8%

2015: 13,715 Million
2014: 12,710 Million

BSP Sale – Value of Tickets Sold

Domestic : Negative Growth of about 4%

2015: INR 86.87 Billion
2014: INR 90.45 Billion

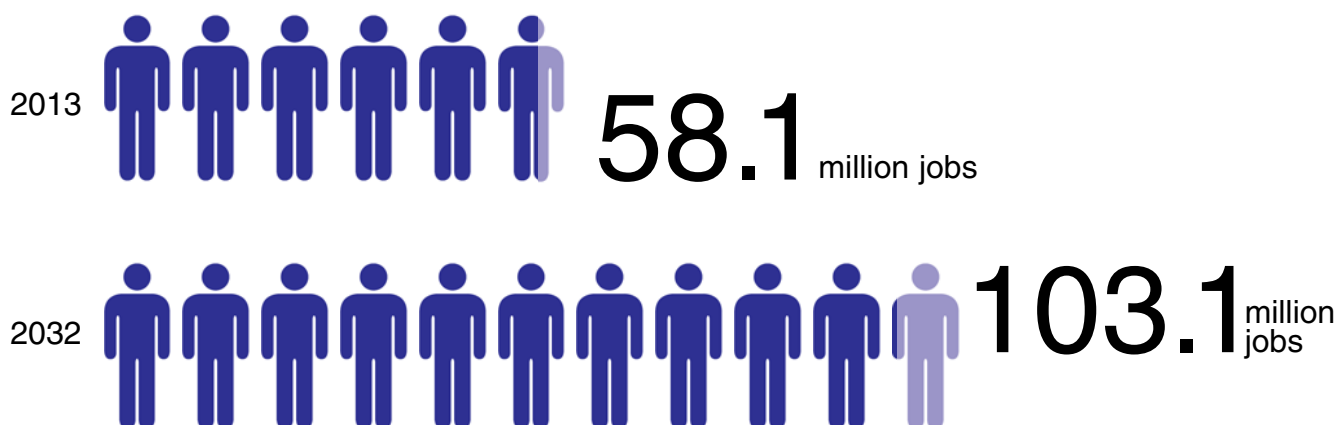
International: Growth of about 2.5%

2015: INR 273.99 Billion
2014: INR 266.87 Billion

Aviation Industry – Future Trends

This is one industry that has huge growth potential. For career-seekers here are some statistics that reflect the way this industry will grow in the next 14-16 years. An almost 100 per cent growth

Worldwide jobs supported by aviation



(source: IATA)



“If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has most deeply pondered on the greatest problems of life, and has found solutions, I should point to India.”

Max Mueller, German scholar

Numbers of passengers carried by airlines

2013



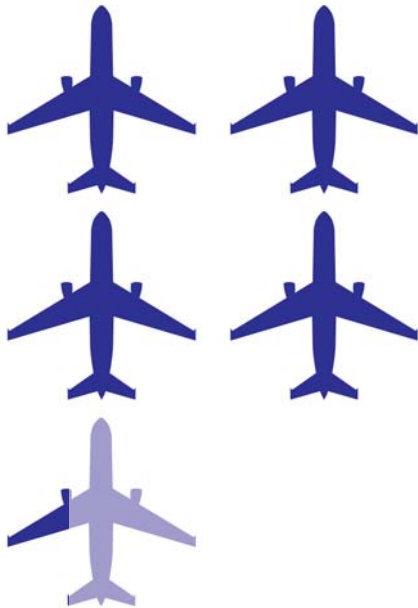
2032



(source: IATA)

Worldwide fleet growth

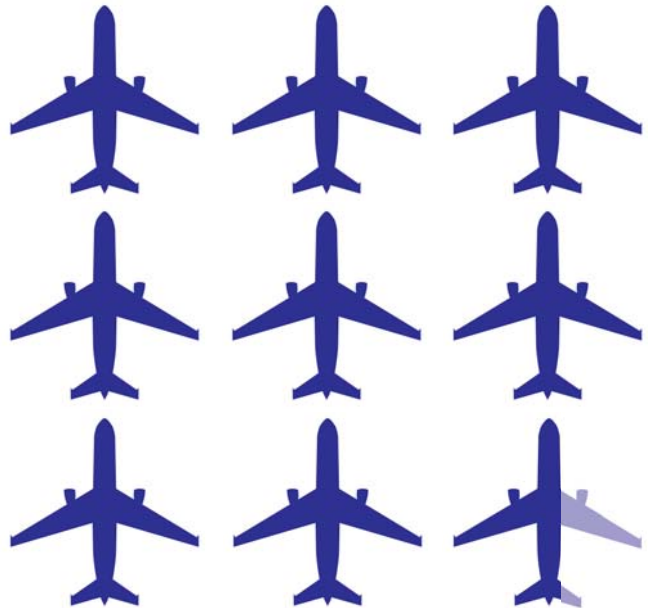
2014



21,600

jet aircraft in service

2034



43,560

jet aircraft in service

(source: IATA)



"If there is one place on the face of earth
where all the dreams of living men have found
a home from the very earliest days when man
began the dream of existence, it is India."

Romain Rolland, French scholar



New Distribution Capability (NDC) & NewGen ISS

The way travel agencies are involved with distribution process of ticketing standards and the current Industry Settlement Systems will soon undergo evolution. NAMASTAAI will cover educative debates and updates on these programs of IATA for better awareness of our membership. In an evolving scenario, it is of tremendous importance

NEW DISTRIBUTION CAPABILITY (NDC)

“Improving shopping experience for Air Travel” - IATA

NDC is a travel industry-supported program launched by IATA for the development and market adoption of a new, XML-based data transmission standard. The NDC Standard enhances the capability of communications between airlines and travel agents. The NDC Standard is open to any third party, intermediary, IT provider or non-IATA member, to implement and use. The NDC Standard enables the travel industry to transform the way air products are retailed to corporations, leisure and business travellers, by addressing the industry's current distribution limitations:

- Product differentiation and time-to-market
- Access to full and rich air content
- Transparent shopping experience

NEWGEN ISS

Marketing conditions have changed
One-size-fits-all to a new “Global a la carte” approach!

Reactive risk management to Proactive risk management
Old technology to redesigned integrated systems

The IATA Settlement Systems (ISS) today facilitate distribution and the settlement of funds between travel agents/freight forwarders and airlines. The rules of these systems were established decades ago using a one-size-fits-all approach that does not address all the different needs, concerns and risks faced by airlines and agents today. The New Generation of IATA Settlement Systems (NewGen ISS) aims at transforming the current ISS business

model. The vision is to deliver pro-active, value-added services with greater customer focus. Some key features:

- **Faster:** Improved cash flow management
- **Safer:** Increased protection of monies
- **Cheaper & Easier:** Measures to lower the costs for participants and simplify processes
- **More Relevant:** Additional ways to do business with new payment methods and a choice of accreditation models.

Areas of focus

NewGen ISS will deliver industry-wide solutions that can better serve the needs of both airlines and agents, in the following areas of focus:

Accreditation

- A range of accreditation models reflecting a wider array of agencies
- Travel agents will be able to choose which model best suits their business
- The three accreditation models for agents to choose:

Accreditation – No cash facility
Accreditation with cash facility
Multi country accreditation.

Risk Management

Creation of a more secure environment for all participants through:

- Fitting credit management to agents' choice of accreditation and participation terms
- Measures to further protect the integrity of the system.

Global Insurance Solution

- Introduction of global default insurance, a new voluntary financial security type offering:
- Reliable coverage for carriers
- Lower costs and increased flexibility for agents.

The IATA Settlement Systems (ISS) today facilitate distribution and the settlement of funds between travel agents/ freight forwarders and airlines. The rules of these systems were established decades ago using a one-size-fits-all approach that does not address all the different needs, concerns and risks faced by airlines and agents today

ALTERNATIVE METHODS OF PAYMENT

Analysis and implementation of IATA EasyPay, an additional industry payment method.

Based on a pay-as-you-go model, EasyPay will facilitate:

- Potential reduction of financial securities
- New accreditation schemes
- A more robust and flexible system
- All proposed initiatives will be subject to governance, review and approval.



TAAI workshops on NDC & NEWGEN ISS

TAAI & UFTAA Relationship



To encourage learning and greater awareness, TAAI conducted workshops on NDC and NewGEN ISS in Mumbai (27th January 2016) and at New Delhi (30th January 2016). TAAI President and UFTAA President, Sunil Kumar presented the 'curtain riser' while a detailed presentation was done by UFTAA Vice President Mr Yossi Fatael. These two region meetings of TAAI were very well attended by members. At New Delhi, the Managing Committee was present along with Chairpersons. TAAI will soon be taking these presentations to all its Regions & Chapters.



IATA's ISIS will soon be IBSPS

India Migration Cut-over Target Date : 1st September, 2016

- IBSPS is the re-development of the BSP Software (formerly ISIS) using the latest technologies with additional improvements in security, speed and automation.
- IBSPS is fully PCI DSS compliant (Payment Card Industry Data Security Standard)
- One single software to use across all DPCs

- Minimise the number of outputs whilst maximising the content and to provide a set of outputs that can be applied globally across all BSPs
- Align to airline current requirements for Electronic Documents (Current reports are based on the paper based documents, OPTATs, ATBs, MPDs)
- Target date for India migration (production cut-over) is 1st September, 2016.

Benefits of IBSPS

- Outputs will use standard nomenclature
- Reports provide a user friendly explanatory notes, in the header
- Structure of reports has changed for a better display of information
- Tax Breakdown is now an optional parameter, at country level, which can reduce the number of pages for billing reports by up to 80%
- Statistical outputs based on calendar month and Date of Issue of the document.

MORE TRENDS to learn from ...

HOW MANY AIRPORTS & AIRSTRIPS IN INDIA?

There are 449 airports and airstrips located throughout India. However, Airports Authority of India (AAI) operates 125 airports and civil enclaves.

AIRPORTS IN INDIA LYING VACANT

India has spent more than \$50 million since 2009 on eight airports that do not receive scheduled flights:

- Ludhiana, Punjab
- Puducherry

- Cooch Behar, WB
- Akola, Maharashtra
- Bikaner, Rajasthan
- Jaisalmer, Rajasthan
- Pathankot, Punjab
- Kadapa, AP

Nearly two and a half years after the completion of a new \$17 million terminal building, the airport in Jaisalmer, stands empty. Not a single passenger has passed through the gates of an airport big enough to handle more than 300,000 travellers a year, with parking bays for three 180-seater narrow-body jets.

Growth of domestic passenger traffic (Jan-October, 2015): A growth of 19.96%.

Passengers carried by domestic airlines during January to October 2015: 660.60 lakhs (previous year: 550.69 lakhs)

Total passengers handled by airports 2014-15: 190.1 million Passengers (139.3 million domestic + 50.8 million international)

First half of 2015-16 : Increased to 106.4 million (over 12%)



Corporate Travel Expense Management

Concur brings connected invoice integration to 32 million users

Concur, one of the world's leading providers of travel and expense management solutions, announced at Concur Fusion 2016, its signature customer event of the year, new third-party app partners that are integrating with Concur Invoice. As a result of tremendous growth in adoption of the Concur Invoice product - over 120 per cent growth in 2015 - the new integrations expand the benefits of an effortlessly connected ecosystem to the complex needs of managing Accounts Payable requirements such as tax and regulatory compliance, fraud prevention and finance operations.

Concur Invoice is the industry's only solution to meet the needs of employees, managers, and accounts payable in a single

The Concur App Center offers more than 130 apps. Because Concur operates as a spend platform, app partners can extend their value proposition across Concur Invoice & Concur Expense

system. It captures paper and electronic invoices, enabling efficient, automated processing - from purchase request through payment, including two-way and three-way match capabilities.

Businesses can seamlessly track and manage all categories of spend, and partners can deliver more value to customers. "Today's app partner announcement underscores the value Concur's platform strategy offers both partners and customers," said A G Lambert, vice president of product management for Concur. Introduced in 2013, the Concur App Center allows customers to connect to apps that leverage Concur data to improve spend management, reduce costs and streamline processes.



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Business Intelligence tool for Travel

ATPI launches new data analytics tool

ATPI has announced the launch of ATPI Analytics, a powerful technology which offers a fresh perspective on data analysis for procurement teams and travel managers. The tool offers the ability to monitor, predict and drive the performance of a travel programme on a global scale, 24/7, ensuring that measurable, real-time data is at the heart of business decision planning. With its easy to use 'dashboard' of information, users can instantly filter, interrogate and gain valuable insights, capturing all travel data in one single platform, ending the reliance on static data reporting which was, historically produced on a monthly basis.

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Adam Knights, managing director, UK, ATPI, said, "Investing in developing market-leading technology has always been an area of focus for us, and I believe this next evolution of intelligent reporting can truly transform the use of data. The launch of ATPI Analytics gives us a fantastic opportunity to support our clients in a highly strategic way. They will be able to access and manipulate the data to support their travel management decision in a way they have not previously been able to do. HR teams, finance departments and of course, our travel manager partners will all be able to extract exactly what they're looking for by using this technology.



Kerala Tourism adopts Kindle e-reader

Online readers across the world will be able to get a close look at 'God's Own Country' with Kerala Tourism taking to Kindle to provide a peep into its jaw dropping destinations. In a first of its kind by a state tourism board, five richly illustrated and informed books on Kerala's major tourism destinations are now available on Kindle, the leading

internet site and a favourite with e-readers with over a million books to choose from. The five books, explaining Kerala's rich tapestry of history and its natural swathe of enchanting green, are Kerala and the Spice Routes, Silent Valley National Park, Periyar Tiger Reserve, Eravikulam National Park and Parambikulam Tiger Reserve. All the

books are products of months of research and contain pictures taken by top professionals in nature and wild life photography.

Kerala is also the first tourism board in the country to webcast a classical dance performance of Theyyam live for the global audience.



First 'Handy' smartphone service in London hotel

Montcalm London Marble Arch introduces complimentary 'Handy' smartphone for guests to make local and international calls



The Montcalm London Marble Arch has become the first of the Montcalm Hotels to launch 'Handy', a smartphone service to bolster their guest offering and promise to connect the disconnected - a first for a hotel in the UK and Europe. Guests of The Montcalm London Marble Arch will be able to use Handy devices free of charge, for the entire duration of their stay in the UK capital, enabling them to make local and international calls to destinations including USA, Canada, Saudi Arabia, Dubai and India and access 3G data to use the Internet.

In addition, Handy's tailored service offers over 200 points-of-interest that include: travel recommendations updated throughout the day, interactive maps, websites and a one-touch reservation option which will include access to all restaurants and major attractions. This

Guests of The Montcalm London Marble Arch will be able to use Handy devices free of charge, for the entire duration of their stay in the UK capital, enabling them to make local and international calls to destinations including USA, Canada, Saudi Arabia, Dubai and India

will enable guests to explore London like a local, making Handy the only travel guide guests will need. To protect the guests' privacy, all personal information and browsing history will be completely cleared from the Handy smartphones when the guest has checked out of the hotel. Due to a high number of overseas business and leisure travellers increasingly struggling with their handheld devices when travelling to the UK, Montcalm has introduced the complimentary Handy smartphone service at The Montcalm London Marble Arch and soon to other Montcalm hotels in the collection.

Ramesh Arora, MD, Montcalm Hotels said, "It means our international guests can stay connected to their world, with our compliments. It's just one of the ways we're applying digital innovation to enhance the guest experience."



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Yoga for the frequent traveller

There are many benefits of doing yoga every day and you do not need to miss out on your practice even on long haul international flights. A few tips for the frequent traveller by yoga therapist **Saibal Chakraborty**

With millions of people around the world practicing yoga in different forms it can be rightly said that this is the Century of Yoga. Yoga is not merely a physical practice; it is a way of living, a philosophy, which has a legacy of more than 5,000 years.

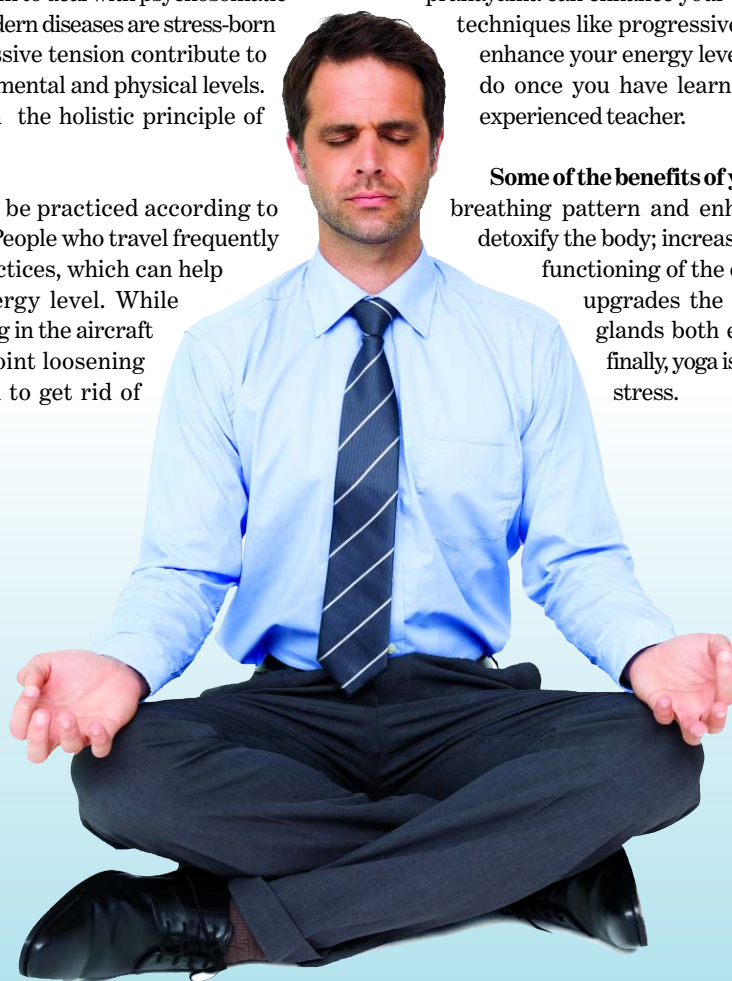
Whoever practices yoga, irrespective of age, they can get tremendous benefits at physical, mental and spiritual levels, which ultimately can uplift their life. Yoga emerges as one of the most powerful and effective mechanism to deal with psychosomatic disorders. In fact most of the modern diseases are stress-born where sedentary life and excessive tension contribute to different health issues, both at mental and physical levels. The yogic treatment based on the holistic principle of harmony and unification.

Different types of yoga can be practiced according to your needs and surroundings. People who travel frequently can also adopt some yogic practices, which can help them to rejuvenate their energy level. While sitting in your chair or travelling in the aircraft you should try and do some joint loosening exercises which can help you to get rid of

stiffness and pain due to excessive sitting posture. For instance, neck movement, rotation of your shoulders; rotation of fist or the fingers; can really help you to get out from stiffness due to long sitting posture.

But the most effective practice while travelling should be some breathing exercises and pranayama. Both these practices can really help you to get out from jet lag problem. Regular practice of pranayama can enhance your energy level. Some relaxation techniques like progressive relaxation or yoga nidra can enhance your energy level. But all this practice you can do once you have learned from a qualified and well experienced teacher.

Some of the benefits of yoga are: It helps to correct the breathing pattern and enhances the capacity, helps to detoxify the body; increases joint mobility; enhances the functioning of the different systems of our body; upgrades the effectiveness of the different glands both endocrine and exocrine. And finally, yoga is the best technique to manage stress.





Oracle Card analysis for the quick-witted Geminians and tenacious Cancerians. By Sudipta Dev



GEMINI (MAY 21 – JUNE 20)

Career: This is the time of positive affirmation for you as your wishes come true in different aspects of your life. Whatever concerns you had will gradually fade away. It is also the time to hone your creative powers. As you excel in your work, recognition will come your way. It is however important for you to not work in isolation and be a team player. Pay heed to your intuition and be patient.

Health: Try to understand the message your body is sending you and regulate your diet and habits accordingly. Weather might be the cause of your health concern. Get yourself checked for Vitamin D deficiency. Believe in the power of prayers.

Romance: Your love life is being affected by money matters. It is imperative for you to sort out the finance issues to find balance and peace in your love life. Those searching for true love have the possibility of finding their soulmate soon. And yes, it is safe for you to love. The married need to bring in playfulness in their relationship.

Spiritual: Your ideas and intuition are divine messages that you need to pay attention to, particularly if you have been concerned about or are praying about a particular situation. These intuitive ideas are the answer to your prayers.



CANCER (JUNE 21 – JULY 22)

Career : You are at that stage of your career when you need to evaluate every aspect. For career growth you must seek out mentors. Networking with others who share your common interest is beneficial. You might also want to retrain to achieve your career goals. Your skills will not go unrecognised and you will be suitably rewarded.

Romance: Express your love with all honesty. Do not be hesitant or hold yourself back. For those facing relationship issues, a separation or some time apart is possible. In case you want to let go of the relationship, it might be best for you to disassociate yourself completely. You will heal with time. Those in a committed relationship need to share more of each other's thoughts to deepen the bond.

Health: You are being guided to exercise more, for your physical and mental well-being. Another important factor is a good night's sleep. If you are having sleep issues, pray to God for a trouble free and relaxed sleep.

Spiritual: You need to let go of those aspects that do not serve your higher purpose. All situations, people and relationships that pull you down should not have any place in your life. This disassociation is a big step forward.

Welcome to our New Members

TAAI continues to grow. More industry leaders from all segments of the industry embrace TAAI – for TAAI offers the unique opportunity to support stakeholders get connected and progress beyond.

TAAI welcomes our new members. We have pleasure to invite these companies join us in our industry initiatives including training, learning from updates and getting connected through our networking opportunities with colleague agencies and industry leaders from all departments of our growing industry - travel, tourism, hospitality, travel technology, etc. **TAAI offers three categories of membership – Active, Branch Associates and Allied.**

NAME OF THE AGENCY	CITY	REPRESENTATIVES
1 Karibu Travels	AHMEDABAD	Mr. Dilip Patwa
2 Best Voyage Pvt. Ltd.	AHMEDABAD	Mr. Jigar Shah, Mr. Krunal Vaghela
3 Jain Travel Company	AMBIKAPUR	Mrs. Sangita Devi Daga, Mr. Hanuman Mal Daga
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10 Tour Travel World	BHOPAL	Mr. Sandeep Pandya, Mr. Deepak Sharma
11 Venus Holiday Mart	CHANDIGARH	Mr. Vinod Sharma, Mr. Ashok Sharma
12 Nimbus Adventures Pvt. Ltd.	CHANDIGARH	Mr. Sumit Mittal, Mr. Rajinder Rajan
13 Swami Holidays	CHANDIGARH	Mr. Santosh Telang, Mr. Bhushan Chavan
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18 Smart Travel Solutions	HYDERABAD	Mr. Mohammed Ilyas, Mr. Mohammed Iqbal
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20 Darshan Traavels	INDORE	Mr. Mukes Challani, Ms. Bharti Challani
21 Conference & Travel Corp.	INDORE	Mr. Lokesh Kasliwal, Mrs. Sharanbir Kasliwal
22 Dial & Travel	JODHPUR	Mr. Ashok Jain, Mr. Apoorva Jain
23 Prime Time Tours And Travels	KOLKATA	Mr. Harsh Goel, Mr. Sunil Kumar Goel
24 VMV Holidays Limited	KOLKATA	Mr. Vikram Bajaj, Mr. Lokesh Patwa
25 Fabulous Travel Services Private Limited	KOLKATA	Mr. Sandeep Kumar Saraogi, Ms. Neha Jajodia
26 R J Tradewings Private Limited	LUCKNOW	Mr. S. Banerji

Welcome to our New Members (Pg 2)

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28 Airosa International	LUCKNOW	Mr. Arshad Ahmad Khan, Mr. Anubhav Shukla
29 TCPL Travel Care Pvt. Ltd.	LUCKNOW	Mr. Syed Mohammad Farhan Warsi, Mr. Mohd. Rais
30 Shree Plan Your Journey	MUMBAI	Ms. Janavi Mehta, Mr. Samir Indulkar
31 Royal World Tours Pvt. Ltd.	MUMBAI	Ms. Vishakha Kulkarni, Mr. Charles Martin
32 Guideline Travels LLP	MUMBAI	Mr. Pradeep Saboo, Mr. Yatiraj Kabra
33 Global Destinations	MUMBAI	Mr. Pranav Kapadia, Ms. Nilofer Patel
34 Holidays@Leisure - Candy Stores	MUMBAI	Mr. Framroze P. Mehta, Ms. Meher Balsara
35 Hither And Thither Tours & Travels Pvt. Ltd.	MUMBAI	Ms. Meghana Gautam, Mr. Nilesh Singh
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46 Vayudoot World Travels India Pvt. Ltd.	NEW DELHI	Mr. Jitender Kumar Jain, Mr. Virender Jain
47 Holidays Tour Operator (HTO)	NEW DELHI	Mr. Virender Dhiman, Ms. Mansi Dhiman
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Get Connected – Join TAAI Today!



Join TAAI and get prominently connected with industry leaders. About 2,300 companies / organisations / agencies make TAAI formidable and India's oldest and largest travel and tourism association. TAAI membership is open to all travel companies, Tour Operators, MICE Specialists, Airlines, Tourism Boards including National/ Regional Tourism Authorities, Hotels, Technology Companies, Transporters, Cruise Companies, Educational Institutions, Service providers in areas of Visas, Foreign Exchange, Consulting, Media and organisations involved with any activity that is related to travel and tourism industry. TAAI also offers 'Overseas Membership' to those beyond India get connected with the most trustworthy.

BECOME A TAAI MEMBER



To register visit www.taai.in

Benefits of TAAI Membership

- Your company is no more a stand-alone one in our endeavour to strengthen Principal-Agency relationship.

- IATA matters – TAAI is on board of APJC and actively deliberates on behalf of travel agencies on all policy matters concerning day-to-day business activity. TAAI is in active relationship with IATA and helps formulate industry policies including training, settlement matters, accreditation policies, joint bank guarantee towards financial security, etc.

- TAAI is actively involved with United Federation of Travel Agents Associations (UFTAA). UFTAA is represented on PAPGJC (Passenger Agency Program Global Joint Council) where association matters pertaining to governing resolutions by IATA are taken forward.

- Through its programs TAAI helps promote highest standard of professionalism and ethics among

members in their dealing with the public and among each other.

- TAAI offers numerous opportunities in training, skill development and tourism certification including destination education – for owners, managers, frontline staff and all those who have chosen travel and tourism as their career.

- TAAI is active in updating members on evolving visa formalities and maintains a closer connect with embassies, high commissions & consulates in fostering learning.

- TAAI offers B2B opportunities through jointly held road shows and familiarisation trips in cooperation with Tourism Boards and National Tourism Organisations, through active networking at Conventions and through several events including active partnership and support status with trade exhibition organisers.

- TAAI's annual convention, popular as 'The Indian Travel Congress' is an excellent opportunity for members to take home updates and learning through our business sessions, strong networking, interaction opportunities with overseas Destination Management Companies and invaluable connectivity that supports greater success in business.

- TAAI works closely with Government of India Tourism Offices and State Tourism Boards and is active in events/meetings organised to further the promotion of Indian tourism globally. TAAI is invited for 'Hotel Classification' and 'Airport Advisory'. TAAI also endeavours to closely work with Ministry of Civil Aviation, on aviation matters.

- There are more areas through which any industry stakeholder can immensely benefit by becoming a member of TAAI and join this most prestigious forum.



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There will be an E-form of NAMASTAAI as well. It will be placed on our popular website www.taai.in / www.travelagentsofindia.com to help our reach go beyond India and to our overseas members/ partners including Tourism Authorities.

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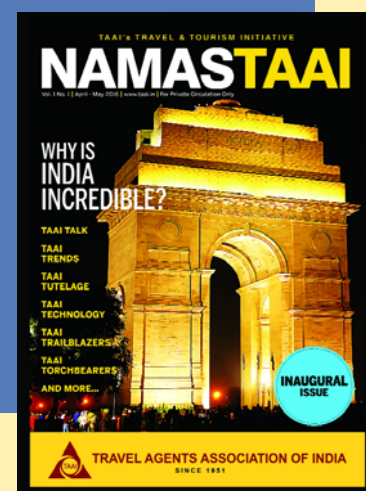
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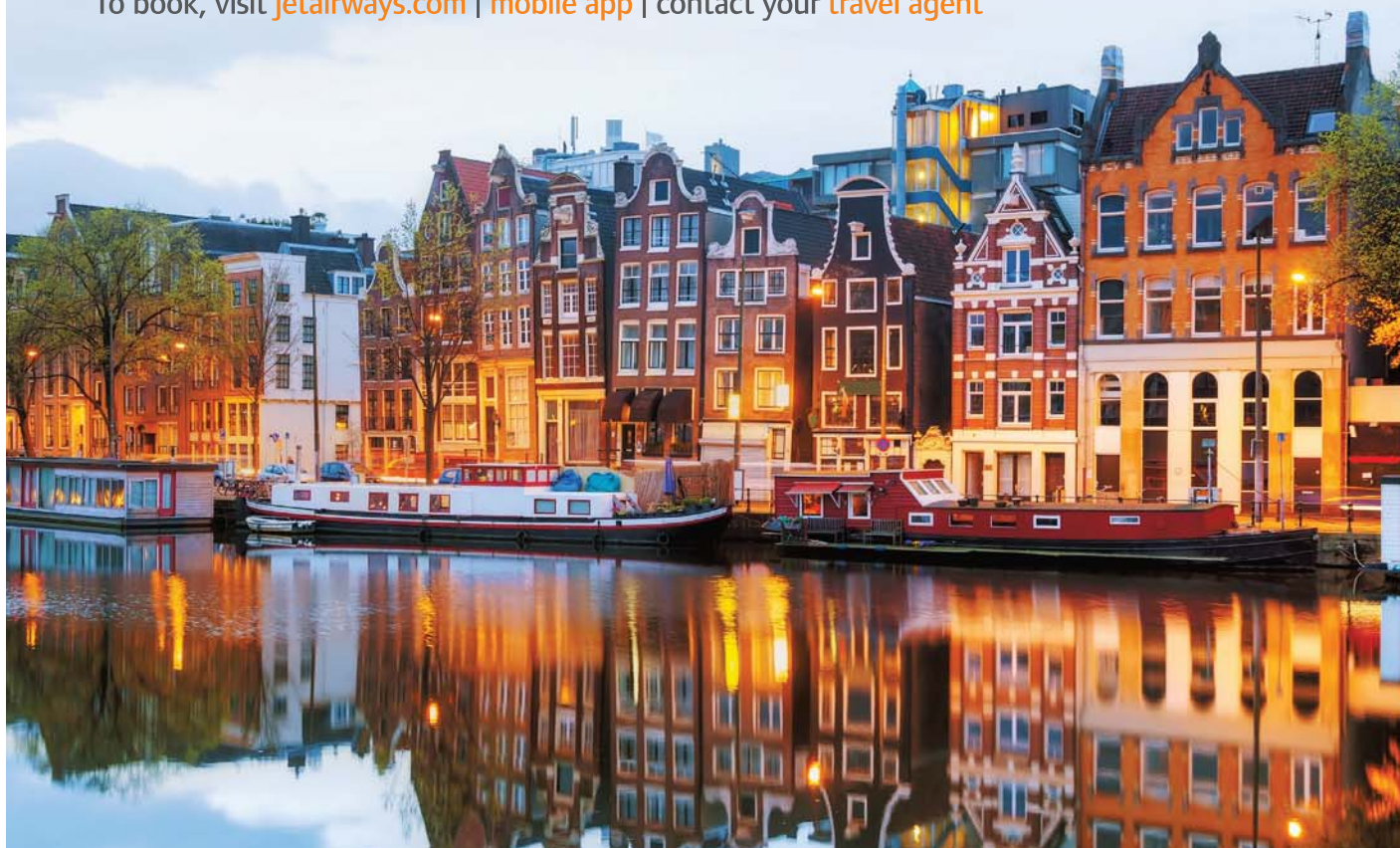
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