



**S  
O  
H  
M  
T**

---

# National & International bodies & association

---

Unit3

# UFTAA

## S O H M T

- In the 1960s at the dawn of mass tourism, a few tourism professionals with great foresight saw the need of a global umbrella organisation for the travel agency industry.
- By merger of Fédération internationale des agences de voyages (FIAV) and United Organization of Travel Agents' Associations (UOTAA), the United Federation of Travel Agents 'Associations (UFTAA) was formed on November 22nd 1966 in Rome.
- Its first President was an Italian, Giuliano Magnoni, later followed by 24 leading personalities from all parts of the world.
- The federation was later renamed United Federation of Travel Agents' Associations, still known under the same well-established acronym UFTAA.



# S O H M T

- As a globally recognized body UFTAA is the longest established negotiating partner with the leading travel and tourism organisations in the world.
- Of a special importance is the close co-operation with IATA, representing the interest of individual travel agents and as a partner in the IATA-UFTAA Training Programme.
- Two other organisations with close relationship are the International Hotel and Restaurant Association (IH&RA) and the International Road Union (IRU).
- Also in areas which are more distanced from the daily worries of travel agents has UFTAA actively been and still is a spokes-person for the agent's interest.

- Particularly worth mentioning are the World Tourism Organisation (UNWTO) through its Affiliate Member Programme and at various occasions the World Health Organisation (WHO), UNESCO, International Chamber of Commerce (ICC), International Forum of Travel and Tourism Advocates (IFTTA) and many more.
- The high-level contacts have enable UFTAA to assist national associations in their contacts with authorities and also to help individual agencies.



# Functions

- To unite and consolidate the Federations of Travel Agents' National Associations and to globally enhance the interests of their members
- 
- To represent the travel agents' activities before various world-wide bodies, governmental authorities and suppliers
- To work towards the adoption of measures that will ease travel for the consumer and to offer services to its member federations
- To be an investigation and information Centre supporting the member Federations' work and to offer information for technological development



# S O H M T

- To offer, as a voluntary mechanism, an arbitration service which assists in solving conflicts resulting from commercial relations for which amicable settlement cannot be reached
- To organize a world congress of travel agents and other meetings necessary to the exchange and transmission of knowledge.



# Mission/Objectives

**S  
O  
H  
M  
T**

- UFTAA's mission is to be an international forum where matters affecting the world travel industry are addressed, representing and defending the interests of incoming and outgoing tour operators, travel and tourism agencies before the governmental bodies, suppliers and other entities of international scope.
- It also aims at strengthening its members' image and enhances the world travel and tourism industry and a sustainable tourism.



# IATO – Indian Association of Tour Operators

S  
O  
H  
M  
T

- **Indian Association of Tour Operators (IATO):-** Over the year the functions of the travel companies have increased considerably.
- They are specialized in one product line i.e. tour packaging. Today, they are the manufacturers of tourism product and are commonly known as 'tour operators'.



- to encourage, assist and to protect the interests of tour operators, the Indian Association of Tour Operators (IATO) was formed in **1982**.
- IATO was **established in 1982 at the national capital Delhi**. The association is the representative body of tour operators.



# Objectives and Aims of IATO

- To promote national integration, international welfare, and goodwill.
- To take necessary steps in the promotion, encouragements, and development of tourism in the country.
- To develop, promote and encourage friendly feelings among the tour operators and travel agents/agencies.
- To protect the interest of the members.
- To set up and maintain high ethical standards.
- To settle the disputes of the members.



# S O H M T

- To communicate and negotiate with chambers of commerce, IATA, DoT, Ministry of Tourism, and other organizations in other countries.
- To organize the promotional tour with DoT, Airlines, and International Tourism bodies.
- To institute awards for excellence in the travel trade.
- To assist students with the scholarship to pursue higher education or research for the development of tourism.
- To undertake such welfare activities as the members cannot take individually.
- To print and publish information material for the benefit of members.



# IATO Membership

**S  
O  
H  
M  
T**

- Active Members
- Associated Members
- Allied Members
- Honorary Members
- International Members

# Role and Functions of IATO

- Promote national integration and international understanding.
- Acts as an image builder.
- Organizes 'Fam Tour' (overseas).
- Encourage tourism education and research.
- Settle disputes between the members.
- Protect the members from the mal-practices.
- Provides information

# ASTA – American Society Of Travel Agents



- **The American Society of Travel Agent (ASTA)** is the leading and largest professional association of the travel trade in the travel and tourism industry.
- It was **established in 1931** as the American Steamship and Tourist Agent Association but In 1945 the association changed its name to ‘The American Society of Travel Agent Inc.’



# S O H M T

- ASTA's present name was adopted to foster programmers for the advancement of the travel industry, promote the ethical practices and provide a public forum for travel agents.
- It has more than 25000 members which include 1800 active and remaining are allied and associate members
- Active members are the travel agencies and tour operators whereas allied and associate members are airlines, hotels, railways, government tourist offices and government organization.



# Objectives of ASTA

- The main objective of ASTA is the promotion, advancement of the interests of members, safeguarding the traveling of people against frauds, misrepresentation and other unethical practices. The other sub-objectives are:
- To educate and train members.
- To provide a common forum.
- To organise travel seminars, conferences and conventions.
- To provide a means of collaboration.
- To publish material relating to the travel industry.





# ASTA Chapters

- The ASTA has 58 chapter including 28 in USA and Canada and the remaining 30 chapters are in different countries.
- These are managed by the elected officers and executive committees.
- The president and chairman of the board are elected by the members for two years.
- The day to day activities is administered by an executive vice-president assisted by the professional staff.



# Membership of ASTA

S  
O  
H  
M  
T

- The American Society of Travel Agent (ASTA) is a global organization which plays an important role in the travel and tourism sector.
- ASTA has more than 25000 members which include 18000 active and remaining are allied and associate members.
- ASTA is organized and managed under New York State Corporation Law and located in Virginia.
- Anyone related to the travel and tourism sector can apply for the membership of ASTA. ASTA has two categories of membership.

- **Active Members**
- Travel and Tourism organizations, firm, and companies which are actively involved in the travel business can become its active member. Travel agencies and Tour operators are the active members of the American Society of Travel Agent (ASTA).
- **Allied and Associate Members**
- Those organizations, firms, and companies which are not actively involved in travel and tourism business but they support in the backend and plays an important role as the supplier in the travel and tourism industry. Airlines, hotels, railways, and government organizations are the allied and associate members of the American Society of Travel Agent.

# Role and Functions of ASTA



- ASTA helps in professional and technical assistance.
- It offers a common forum for the exchange of ideas.
- It conducts worldwide market research.
- It helps the governments to formulate tourism policy and strategies.
- ASTA protects the tourists from unethical travel trade practices.
- ASTA conduct research, studies, and publicity for the sound development of travel agencies.
- ASTA offers various training and management development programmes for senior executives of travel companies.
- ASTA co-operates with all organizations and individuals engaged in tourism activities, designed to enhance the professional standing of the travel industry.

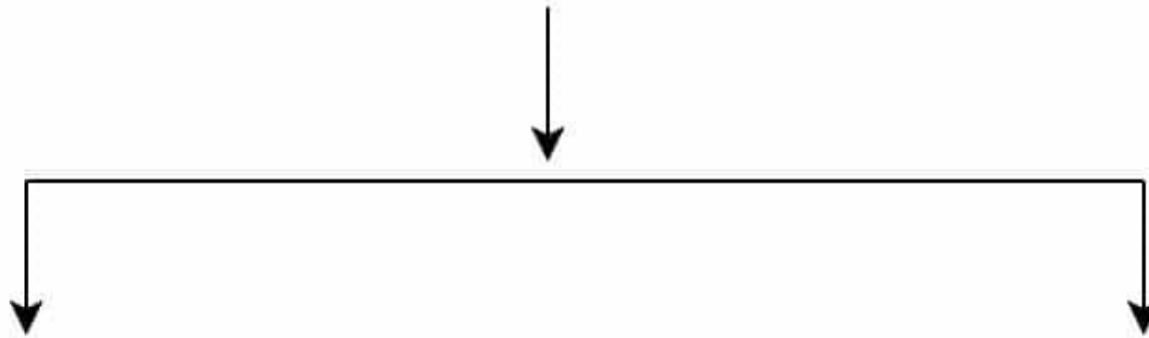
# TAAI

- A group of twelve leading Travel agents formed the Travel Agents Association of India (TAAI) in 1951.
- TAAI is the largest Travel Association of India and it is recognized as the voice of the Travel and Tourism industry in India
- In the following years, the Association's membership has swelled steadily from the original 12 to approximately 2500 members consisting of Active, Associate, Allied, Government and Non-Resident.



Deal with someone you can trust  
"A TAAI MEMBER"

## Membership of TAAI



### Active Members

(Travel Agencies,  
Tour Operators etc.)

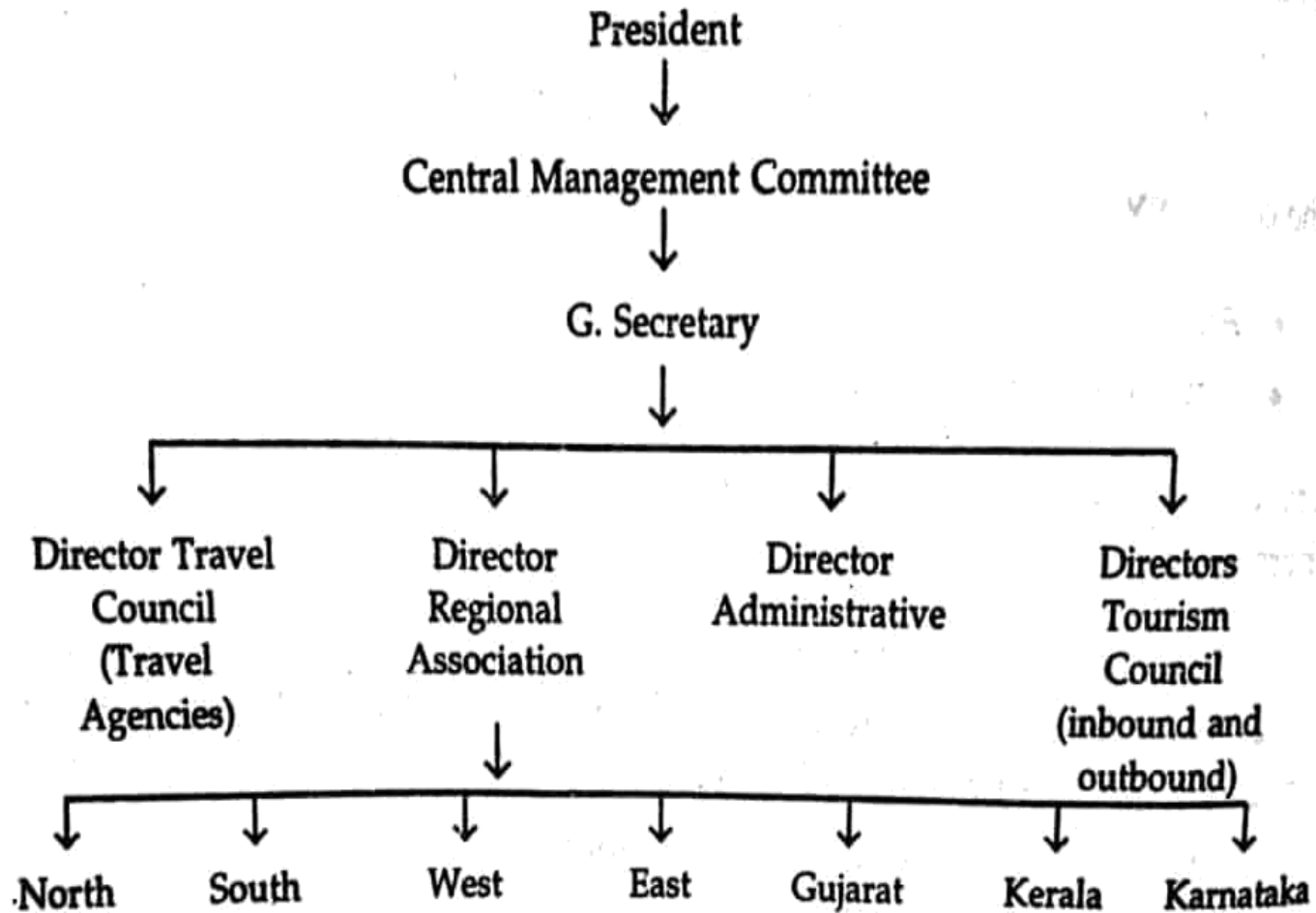
### Associate Members

(Airlines, Hotels  
Transportation etc.)

# Active Members

- Travel companies actively involved in the travel business can become its active members provided that
- They have an IATA license.
- Have approval from the Department of Tourism, Government of India.
- Recognized by RBI.
- Recognized by the Ministry of External Affairs.
- Functions successfully for at least one or two years.
- Have a good professional reputation
- Have sound financial health.

## Organisation Structure of TAAI







# Associate Members

- The associate members of the company are airlines, railways, and branches of travel agencies.
- Associate members are those who support the travel and tourism industry in the backend. These are vendors or suppliers of tourism products.
- The application for the membership is routed through the Regional Travel Agents Association which make recommendations to the central management committee after the due scrutiny.
- The process is essential to protect the name and logo of TAAI and its membership. The recommendations of the regional committee are necessary for the membership.

# S O H M T

- The primary purpose was
  - ➤ To protect the interests of those engaged in the industry;
  - ➤ To promote its orderly growth and development; and
  - ➤ To safeguard the rights of the travelling public.



# Activities of TAAI

- TAAI functions as a powerful platform for interaction of thoughts and experiences.
- TAAI helps promote, maintain and stimulate the growth of travel and tourism in the industry.
- TAAI educates and equips the members to meet the challenges of tomorrow through conventions and seminars.
- TAAI draws the attention of the controlling and regulatory authorities in the country and discusses with them the problems of the industry and works for the survival and betterment of its members.
- TAAI maintains close contact with world bodies and represents matters affecting the travel and tourism industry of the country.

# S O H M T

- TAAI gathers useful information on travel and tourism and disseminates the same to its members for their guidance.
- TAAI helps develop better understanding among the different segments of the travel industry and brings them into its fold by offering membership under different categories.
- TAAI fosters fraternity among its members.

# Pacific Asia Travel Association (PATA)



- Largest travel promotional organization in the world. It promotes travel and tourism to and within the Pacific region
- PATA was established in 1951 in Hawaii.
- In 1953 its headquarters were moved from Hawaii to San Francisco.
- PATA first conference was held on January 1952 in Honolulu and its first Asian office was established in Manila, the Philippines in 1976

# Aims and Objectives of PATA

## S O H M T

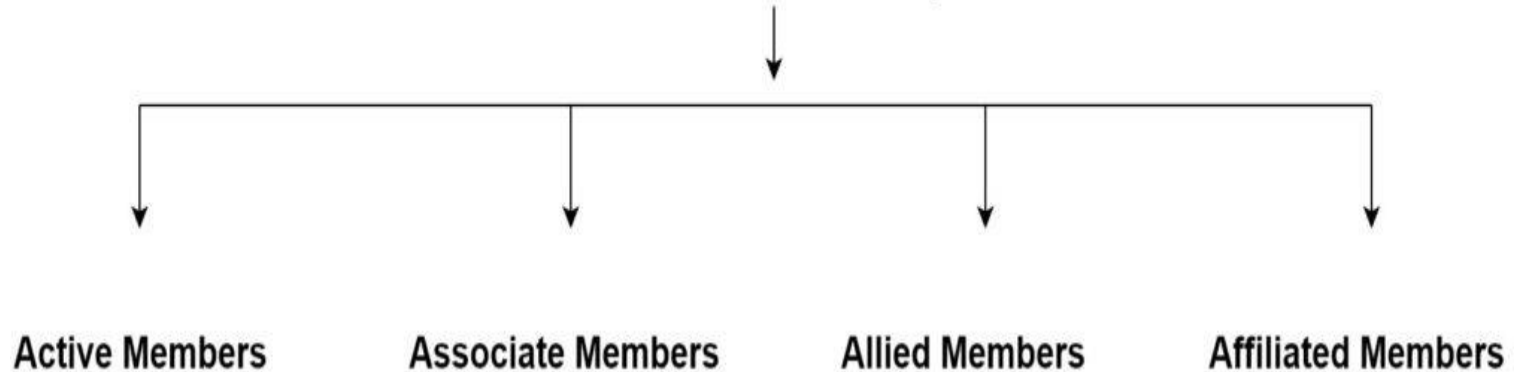
- To promote and develop tourism in the Pacific region.
- To provide timely up-to-date and information to tour operators.
- To organize seminars/ conferences for the members.
- Build the business of members.
- To organize training and development programmes for members.
- To promote ethical practices.
- To focus on destination development.
- To take the lead position on travel and tourism industry issues that need to be addressed.

# S O H M T

- To stimulate and develop public-private sector partnership.
- To improve international understanding and international cooperation.
- To provide a common forum.
- To publish material relating tourism industry.
- HR development.
- Marketing research and statics.
- To provide valuable insights, forecasts, and analysis help members to make better business decisions.



## PATA Membership



TourismNotes.com

PATA has **95 government** state and city tourism bodies, **25 international airlines and airports**, **108 hospitality organizations**, **72 educational institutions**, and hundreds of travel industry companies in the Asia Pacific and beyond.

Thousands of travel industry professionals belong to PATA.



# Roles and Functions of PATA

- PATA conduct research studies on tourism.
- PATA organize marketing programmes.
- Provides detailed and up-to-date information.
- Organize events in the Pacific region.
- Helps in economic development.
- PATA helps in the improvement of tourist plants and service facilities.
- PATA helps the member countries to introduce a corrective measure to increase tourist traffic.



**S  
O  
H  
M  
T**

- Thank you