

# UNIT 6



## Tourism organizations

UNWTO: Role and functions

IATA: Role and function

IHA: Roles and functions

WTTC: Roles and functions

ITDC: Roles and functions

IRCTC: Role and functions

FHRAI: Role and functions



**UN Tourism Secretary-General Zurab Pololikashvili**

## UNWTO (UN Tourism)

- *The World Tourism Organization (UN Tourism) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.*
- As the leading international organization in the field of tourism, UN Tourism promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

# UNWTO (UN Tourism) Priorities / Functions

- ❖ Foster multicultural understanding as well as personal friendships.
- ❖ Encourage tourism investment.
- ❖ Assist in the equalisation of economic possibilities.
- ❖ Promote worldwide cooperation and peace.
- ❖ Development of the region.
- ❖ Promote responsible and sustainable tourism.

- ❖ Collaborate and cooperate with international tourist development agencies.
- ❖ Assist in the provision of leadership and high-quality education.
- ❖ Planning and administration of tourist destinations.
- ❖ Encourage the use of technology.
- ❖ Create a statistical analysis.
- ❖ Foster a sense of morality and social responsibility

## • Roles of UNWTO

- ❖ Generate job possibilities.
- ❖ Contribute to international peace by increasing global understanding and cooperation among all nations.
- ❖ Promote interpersonal connections and intercultural understanding.
- ❖ Promote and develop ethical, sustainable, and universally accessible tourism.
- ❖ Encourage and grow public-private sector collaboration.
- ❖ Develop a worldwide code of ethics for travel and tourism and encourage its use.
- ❖ Assist in the equitization of economic possibilities.
- ❖ Coordinate and collaborate in the promotion and development of tourism with other international organizations.

- ❖ Concentrate on the improvement of tourist destinations.
- ❖ Encourage people to use information technology.
- ❖ Improve the human resources department.
- ❖ Through high-quality education and training, promote and disseminate the message of peace and harmony.
- ❖ Create a conceptual framework for tourism and encourage others to utilize it.

# UNWTO (UN Tourism) Structure

- **Members:** An intergovernmental organization, UN Tourism has 160 Member States, 6 Associate Members, 2 Observers and over 500 Affiliate Members.
- **ORGANIZATIONAL STRUCTURE:**
- **The General Assembly** is the supreme organ of the Organization.
- **The Executive Council** take all measures, in consultation with the Secretary-General, for the implementation of the decisions and recommendations of the General Assembly and reports to the Assembly.
- **Regional Commissions** 6 Regional commissions



- ❖ **Secretariat:** UN Tourism headquarters are based in Madrid, Spain. The Secretariat is led by the Secretary-General and organized into departments
- ❖ **COMMITTEES OF UNWTO** The UNWTO has created a number of committees consisting of Full, Associate, and Affiliate members to advise the organization's administration and assist in achieving its goals. The committees are as follows;
  - ❖ Finance and Budget Committee
  - ❖ Micro-economical analysis and statistic Committee
  - ❖ The quality support Committee
  - ❖ Education Council
  - ❖ Business Council
  - ❖ Sustainable development of the Tourism Committee
  - ❖ Tourism Ethics Committee

# UNWTO (UN Tourism) History



- **1946**
- The First International Congress of National Tourism Bodies, meeting in London, decides to create a new international non-governmental organization to replace the International Union of Official Tourist Propaganda Organizations (IUOTPO), established in 1934.
- **1947**
- The First Constitutive Assembly of the International Union of Official Travel Organisations (IUOTO) is held in The Hague. The temporary IUOTO headquarters are established in London.
- **1970**
- On 27 September, the IUOTO Special General Assembly meeting in Mexico City adopts the Statutes of the World Tourism Organization (WTO). From 1980 onwards, this day will be celebrated as “World Tourism Day”.

# UNWTO (UN Tourism) History

- **1976**
- The WTO General Secretariat is set up in Madrid on 1 January.
- The agreement is signed for WTO to become an executing agency of the United Nations Development Programme (UNDP), carrying out technical co-operation with Governments.
- **2005** The World Tourism Organization (WTO), changed to the United Nations World Tourism Organization (UNWTO) in 2005 is a United Nations' official organization is entrusted with the task and responsibility of global tourism promotion marketing and development.
- **Madrid, Spain, 23rd January 2024:** The World Tourism Organization (UNWTO) enters a new era with a new name and brand: UN Tourism.



Formation	19 April 1945; 79 years ago in Havana, Cuba
Type	International trade association
Headquarters	800 Square Victoria Montreal, Quebec Canada
Membership	330 airlines from over 120 countries and regions
DG	Willie Walsh

## **MEMBERSHIP OF IATA**

1. Active Members
2. Associate Members
3. Allied Members

## International Air Transport Association (IATA)

### History:

- **Founded in 1945** in Havana, Cuba, the **International Air Transport Association (IATA)** was established to promote cooperation among airlines worldwide and to ensure safe, secure, and efficient air travel. Its formation followed the dissolution of the **International Air Traffic Association (IATA)**, founded in 1919 in The Hague, which served similar purposes but was limited in its scope and membership.
- Initially, IATA had 57 members from 31 nations. Over time, it has grown significantly to represent nearly **300 airlines** from over **120 countries**, accounting for approximately **83% of global air traffic**.

- **Safety:** Ensure the highest standards of **aviation safety** globally by setting industry standards, developing regulations, and fostering the adoption of best practices in airline operations.
- **Standardization:** Create **uniformity in practices and procedures** within the airline industry to simplify air travel and ensure a consistent passenger experience worldwide, including ticketing, baggage handling, and air cargo operations.
- **Economic Efficiency:** Promote the **economic viability** of the airline industry by advocating for policies that reduce barriers to competition, streamline regulatory processes, and encourage sustainable industry growth.
- **Environmental Sustainability:** Commit to **reducing aviation's environmental impact** by promoting fuel efficiency, reducing carbon emissions, and working towards the industry's goal of net-zero carbon emissions by 2050.
- **Security:** Work with governments and international bodies to enhance **aviation security standards** and protect air passengers, cargo, and airline operations from emerging threats

### **1. Setting Global Standards**

- Standards and procedures
- IATA Operational Safety Audit (IOSA) is an internationally recognized evaluation system for assessing an airline's safety practices.

### **2. Regulating Financial Transactions:**

Billing and Settlement Plan (BSP)

Cargo Accounts Settlement Systems (CASS)

### **3. Industry Advocacy**

### **4.Environmental Leadership: Environmentally sustainable practices**

Sustainable aviation fuels (SAF)

### **5. Passenger Rights and Services**



## Importance:

- IATA plays a pivotal role in ensuring the smooth operation of the global aviation industry. By setting standards, regulating operations, and advocating for airline interests, it enhances safety, security, and efficiency across the sector.
- Its influence spans across the entire **aviation value chain**, from passengers and airlines to airports, air navigation service providers, and governments.

# World Travel & Tourism Council (WTTC)

## History:

- The **World Travel & Tourism Council (WTTC)** was established in **1990** by a group of travel and tourism leaders, including notable figures from the private sector. The formation aimed to provide a unified voice for the global tourism industry and to highlight the economic impact of travel and tourism on economies worldwide.
- WTTC was created in response to the growing need for a dedicated platform to advocate for the interests of the travel and tourism sector, which was often overlooked in policy discussions and economic planning.

<b>Company type</b>	<b>Non-profit, non-governmental</b>
<b>Industry</b>	<b>Travel and tourism</b>
<b>Founded</b>	<b>1990</b>
<b>Headquarters</b>	<b>London , United Kingdom</b>
<b>Key people</b>	<b>Greg O'Hara - Chairman Julia Simpson - President and CEO</b>

# Aims

The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

1. WTTC promotes sustainable growth for the Travel & Tourism sector, 2.
2. Working with governments and international institutions to create jobs
3. Drive exports and generate prosperity.
4. Collaboration
5. Sustainability

# Role of WTTC:

## **Research and Data:**

**Policy Advocacy:** WTTC works to influence public policy and engage with governments, international organizations, and other stakeholders to promote favorable tourism policies.

**Global Forums and Events:** The council organizes annual summits, conferences, and forums that bring together leaders from the travel and tourism sector, governments, and academia..

**Sustainability Initiatives:** WTTC promotes sustainable tourism through various initiatives and partnerships, including the "**Net Zero Roadmap**", which outlines pathways for the tourism sector to achieve net-zero carbon emissions by 2050.

- Industry Recognition:** WTTC provides a platform for recognizing excellence in the travel and tourism sector through awards and accolades, celebrating companies and initiatives that demonstrate outstanding contributions to sustainability and innovation.
- Networking and Collaboration:** WTTC serves as a hub for networking among industry leaders, facilitating collaboration on projects, initiatives, and research that benefit the global tourism sector.

# Pacific Asia Travel Association (PATA)

Formation	January 12, 1952; 72 years ago
Founder	<ul style="list-style-type: none"><li>•Lorrin P. Thurston</li><li>•Bill Mullahey</li></ul>
Founded at	Honolulu, Hawaii, US
Type	trade association
Legal status	not for profit
Purpose	tourism promotion
Headquarters	Bangkok, Thailand
Locations	<ul style="list-style-type: none"><li>•London, United Kingdom</li><li>•Beijing, China</li></ul>
Region served	Asia–Pacific
Chief of Staff	Paul Pruangkarn
Chief Financial Officer	Pairoj Kiatthunsamai
Website	<a href="http://www.pata.org">www.pata.org</a>
Formerly called	<ul style="list-style-type: none"><li>•Pacific Interim Travel Association (1952–1953)</li><li>•Pacific Area Travel Association (1953–1986)</li></ul>

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•**Aims:**

- Promote the responsible development of travel and tourism in the Asia-Pacific region.
- Provide leadership in tourism policy and offer guidance on sustainable tourism practices.
- Foster cooperation and partnership among tourism stakeholders in the region.

•**Role:**

- Organizes educational seminars, conferences, and events to promote tourism in the Asia-Pacific region.
- Provides research, advocacy, and training for stakeholders.
- Encourages collaboration among government, business, and academia to develop tourism infrastructure.



# India Tourism Development Corporation (ITDC)

## •History:

ITDC was established in 1966 by the Government of India to promote tourism and develop tourism infrastructure. It was formed as a public-sector undertaking with the objective of spearheading India's tourism industry.

Company type	Public
Traded as	BSE: 532189 NSE: ITDC
Founded	1 October 1966
Headquarters	New Delhi, India
Key people	Sambit Patra (Chairman) G. Kamala Vardhana Rao (Managing Director)
Products	Ashok Group Hotels, Duty Free, Travel Solutions, Advertising Solutions, Engineering Consultancy, Education and Training, Event Management, Art Gallery
Total equity	75 crores
Owner	Government of India (87.03%) <sup>[2]</sup>

## •Objectives o ITDC

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- Construction, management and marketing of Hotels & Catering units;
- Providing tourist transport and entertainment facilities;
- Providing convention and conference facilities;
- Providing convention and conference facilities; Providing consultancy cum management services and training for tourism and hospitality related programme;
- Production, distribution and sale of tourist publicity material;
- Promoting tourism through food festivals, fairs and joint ventures in India and abroad

# Divisions of ITDC

- ❖ ASHOK GROUP OF HOTELS
- ❖ ASHOK INTERNATIONAL TRADE
- ❖ ASHOK TRAVELS & TOURS
- ❖ ASHOK CONSULTANCY & ENGINEERING SERVICES
- ❖ ASHOK INSTITUTE OF HOSPITALITY & TOURISM MANAGEMENT
- ❖ SOUND & LIGHT SHOW
- ❖ ASHOK EVENTS
- ❖ CATERING UNITS

## **THE ASHOK, New Delhi**

With a total inventory of 550 rooms, The Ashok has 389 well appointed premium rooms with latest in in-room comforts like choice of bed size (King, Queen & Twin), complimentary wireless internet, LED television, electronic in-room safe and a host of welcome amenities. In addition, there are 150 luxuriously appointed 'Suites', 10 one bedroom apartment style 'Deluxe Suites', and 01 Grand Presidential Suite - 'The Ashok Suite', each depicting the grand and vibrant ethos of India. Dedicated rooms & suites for non-smokers and the differently abled.

# Hotel Samrat

Set in the green and serene locality of Delhi's Diplomatic Enclave, Hotel Samrat – an elegant stone and marble structure is built around a centrally filled atrium and open air courtyard. The Hotel is within the reach of business arenas, shopping malls and various cultural and monumental attractions away from the crowded hubs. The Hotel with centrally air conditioned rooms and other contemporary amenities offers a concept of royal living.

# KALINGA ASHOK

The Temple city of Bhubaneswar presents a glimpse into 2500 years of history. The Ashok Group's Hotel Kalinga Ashok complements this ancient city. The hotel is a gracious blend of traditional courtesy and modern living with an ambience that includes Odisha handicrafts, handlooms and cuisine to create the complete Odishan experience. The grand white building stands in the heart of the city at Kalpana Square.

# PONDICHERRY ASHOK

Hotel Pondicherry Ashok, is one of the few beach resorts on the eastern coastline of the vast southern expanse of the Bay of Bengal. On one side the sun and surf-washed beach and on the other hand the greens offer you an exquisite mixture of solitude from the hustle bustle of city life.

# ASHOK TRAVELS & TOURS

**Ashok Travels & Tours (ATT)** is one of the largest travel and tour operators in India, with experience of being in the travel industry for over 40 years. ATT is an IATA approved agency and is a member of both National and International Travel & Tourism Organizations like **TAAI, IATO and PATA**.

ATT operates from important destinations throughout India such as **Delhi, Chennai, Bangalore, Kolkata and Hyderabad**.

ATT caters to various travel needs of the traveler - Air ticketing, Transport, Customized packages, pre and post conference tours, off season discount packages and city sightseeing tours.

ATT has also forayed into the area of cargo handling.



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**•Aims:**

- Promote tourism in India and enhance the country's image as a travel destination.
- Develop tourism-related infrastructure and manage hospitality services.
- Ensure sustainable tourism practices and promote Indian culture, heritage, and hospitality.

**•Role:**

- Manages a chain of hotels, restaurants, and duty-free shops across India.
- Operates tours, transportation services, and publicity for tourism promotion.
- Collaborates with the private sector and government agencies to improve tourism infrastructure.

# Indian Railway Catering and Tourism Corporation

**Indian Railway Catering and Tourism Corporation (IRCTC)** is an Indian public sector undertaking that provides ticketing, catering, and tourism services for the state-owned Indian Railways. It was established in 27 Sept, 1999 by the Government of India and operated under the administrative control of the Ministry of Railways. In 2019, it was listed on the National Stock Exchange and Bombay Stock Exchange with the Government holding a 67% ownership. As of December 2023, there are 66 million registered users with IRCTC with a daily average of 7.31 lakh tickets booked.

## **IRCTC offers various tourism products and services which includes**

- ❖ Domestic Tour Packages
- ❖ Inbound Tourist Targeted Trains (Maharaja Express, Buddhist Special Tourist Train, Majestic Rajasthan Tourist Train)
- ❖ Mass Tourism (Bharat Darshan / Aastha Tourist Trains, Theme Based Tourist Trains, Ramayana Yatra, Election Special AC Tourist Trains)
- ❖ Outbound Tour Packages
- ❖ Air Ticket & Corporate Travel
- ❖ Other Tourism Activities (Event Management, Air Charter Business, Hill & Heritage Charters, Glass Top Coaches, Cruise Packages)

# Functions of IRCTC

## Online Ticketing and information

- ❖ Online ticketing for Indian Railways was introduced on 3 August 2002 through IRCTC.
- ❖ In 2011, IRCTC launched a loyalty program called Shubh Yatra for frequent travelers wherein passengers could avail discounts on all tickets by paying an upfront annual subscription fee.
- ❖ In 2012, IRCTC introduced the *Rolling Deposit Scheme* (RDS), a type of closed wallet wherein customers can book tickets using money already deposited.
- ❖ In 2013, flight and hotel booking services were added as a part of online reservation services
- ❖ In 2016, IRCTC launched a lighter version of its website to enable booking at low speed internet connections

- ❖ In 2016, IRCTC launched a lighter version of its website to enable booking at low speed internet connections.
- ❖ On 11 August 2021, IRCTC introduced a smart card system through which unreserved train tickets which can be bought either at railway stations or online.
- ❖ IRCTC provides train and ticketing related information to passengers through SMS.

# Catering and hospitality

- ❖ IRCTC has exclusive rights for onboard catering of food on all trains operated by the Indian Railways.
- ❖ Pantry cars are attached to long and medium distance trains
- ❖ IRCTC also operates food plazas, cafeterias and refreshment rooms at various railway stations.
- ❖ In 2014, IRCTC launched e-catering services which allowed passengers to order food from private restaurants online or through phone and have it delivered to their seats.
- ❖ IRCTC also manages air-conditioned waiting lounges, retiring rooms and budget hotels at major railway stations.
- ❖ IRCTC launched a bottled water brand "Rail Neer" in 2003, which is sold on trains and railway stations.

# Train operations for Tourism

- ❖ IRCTC operates luxury trains such as Maharajas' Express, Deccan Odyssey, Palace On Wheels and other special tourist trains with varied classes. These may include standard coaches, regular coaches with modifications and specially designed coaches with coupes, dedicated cabins and suites.
- ❖ IRCTC also operates a few express trains in co-ordination with Indian Railways.
- ❖ In 2020, the IRCTC began operating the first private train, a Tejas Express from New Delhi to Lucknow. IRCTC also operates the Ahmedabad–Mumbai Central Tejas Express and Kashi Makahal Express.

# Tourism Packages and insurance

- ❖ IRCTC also organizes package tours for domestic and foreign tourists. IRCTC also enables booking of various services including hotel, flight, taxi, and food delivery in co-ordination with third parties through the platform.
- ❖ IRCTC promotes tourism by offering customized travel packages, including pilgrimage tours, heritage trips, and luxury train experiences.
- ❖ It organizes tours within India and abroad and operates famous luxury trains like the "Maharajas' Express."
- ❖ IRCTC offers travel insurance for passengers through a third party insurer.



## **Corporate Social Responsibility (CSR)**

IRCTC is involved in CSR activities such as promoting eco-friendly initiatives, waste management at railway stations, and supporting community welfare projects.

# Digital Payments and Transactions

IRCTC facilitates digital payments for ticketing, food orders, and other services, supporting cashless transactions and enhancing convenience for users.

# **Indian Heritage Hotels Association**

Heritage Hotels thrive in historical buildings like forts, palaces, and Havelis, predating 1935. The Indian Heritage Hotels Association, formed in 1990, fosters heritage preservation and tourism. Recognized by the government, these hotels promote cultural revival, traditional arts and tourism's economic benefits while facing challenges like conservation costs and infrastructure deficits. Its

Headquarter is in Jaipur

# Locations

❖ [Assam](#)

❖ [Goa](#)

❖ [Gujarat](#)

❖ [Haryana](#)

❖ [Himachal Pradesh](#)

❖ [Jammu and Kashmir](#)

❖ [Karnataka](#)

❖ [Kerala](#)

❖ [Madhya Pradesh](#)

❖ [Maharashtra](#)

❖ [Puducherry](#)

❖ [Rajasthan](#)

❖ [Sikkim](#)

❖ [Tamil Nadu](#)

❖ [Uttar Pradesh](#)

❖ [Uttarakhand](#)

❖ [West Bengal](#)

# Roles and functions of IHHA

- Heritage Preservation:** IHHA is committed to preserving India's architectural heritage by encouraging the restoration and conservation of historic properties.
- Promotion of Heritage Tourism:** It promotes heritage tourism by encouraging travelers to experience India's rich history through stays at heritage hotels, enhancing cultural tourism in India.
- Representation and Advocacy:** IHHA represents its members' interests before government bodies, advocating for policies that benefit heritage hotels, such as tax incentives and financial assistance for restoration projects.

- Standards and Guidelines:** The association sets standards for maintaining the quality and authenticity of heritage hotels, ensuring a unique experience for guests.
- Training and Capacity Building:** IHHA provides training and workshops for hotel staff, focusing on customer service, cultural awareness, and historical knowledge to enhance the visitor experience.
- Marketing and Promotion:** It organizes promotional campaigns, events, and international trade shows to market heritage hotels as unique travel destinations globally.

- Financial and Technical Assistance:** The association often assists in securing funding and grants for restoration projects and provides technical expertise on conservation methods.
- Research and Documentation:** IHHA undertakes research and documentation projects to chronicle the history and significance of heritage properties, making it available for educational and promotional purposes.
- Sustainable Tourism Practices:** IHHA encourages sustainable practices in heritage hotels to protect the environment, promote local culture, and support the communities where these hotels operate.

# FHRAI: Role and functions

- ❖ FHRAI stands for the **Federation of Hotel and Restaurant Associations of India**.  
Headquarter **New Delhi**
- ❖ FHRAI was founded in 1955 by Rai Bahadur M S Oberoi. It is the third largest federation of its kind in the world. Membership of over 4000 organizations from both the private and public sectors. Represents 100,000 Hotels and Restaurants all over India.
- ❖ FHRAI is the primary and largest association in India representing the interests of the hospitality industry, including hotels, restaurants, and associated businesses



- ❖ FHRAI was established in 1955 as an apex body of four regional associations, representing the hospitality industry. It was formed by the Hotel and Restaurant Association. It was formed by the Hotel and Restaurant Association (HRA) of North India, New Delhi;
- ❖ HRA of Eastern India, Kolkata;
- ❖ HRA of Western India, Mumbai;
- ❖ South India Hotels and Restaurant Association, Chennai.
- ❖ It acts as a voice of the Hospitality Industry and provides a link between the Hospitality Industry, Political Leadership, Academics, International Associations and other Stake Holders. It also helps the hospitality industry to grow, prosper and keep pace with the development of the international scenario.

# Members

- ❖ Active Member
- ❖ Allied
- ❖ Life Time
- ❖ Observer
- ❖ Associate

# Roles and Functions

## **1. Advocacy and Policy Influence**

- FHRAI works to represent the hospitality sector in policy discussions, advocating for favorable regulations and addressing industry issues with government authorities.

## **•2. Industry Representation**

- FHRAI acts as a unified voice for the industry, representing a large network of hotels and restaurants in India. It liaises with government departments, regulatory bodies, and other stakeholders to advance the interests of its members.

## **3. Training and Skill Development**

- It organizes workshops, seminars, and training sessions to develop the skills of professionals in the hospitality industry.

## **4. Standardization and Quality Control**



- FHRAI promotes quality standards within the industry, often working towards implementing industry-wide best practices.

## **•5. Networking and Business Opportunities**

- FHRAI organizes events, conferences, and exhibitions where members can showcase their services, gain exposure, and build professional connections.

## **6. Research and Development**

- FHRAI conducts research to keep up with global hospitality trends, emerging technologies, and market dynamics.

## **7. Consumer Education and Awareness**

- FHRAI educates consumers about responsible hospitality practices, enhancing the image of the industry and helping build trust between businesses and customers.