

The TAAI Magazine

# NamasTAAI

VOLUME 2 | ISSUE 5 | PAGES 101

NOVEMBER 2021

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**TAAI Mumbai Secretariat**  
**TRAVEL AGENTS ASSOCIATION OF INDIA**  
2-D Lawrence and Mayo House  
276, Dr. DN Road, Fort, Mumbai - 400 001  
T: +91-22-2207 4022/8184  
Fax: +91-22-4083 6767  
E: [taai@taai.in](mailto:taai@taai.in)

Dear Members & Industry Friends,

*Namaskar!*

**B**efore COVID-19, travel and tourism had become one of the most important sectors in the world economy, accounting for 10 percent of global GDP and more than 320 million jobs worldwide.

The outbreak of the COVID-19 global pandemic, the first of its scale in a new era of interconnectedness, has put more than 100 million jobs at risk. The economic impact of it has been largely disruptive in India. India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1% according to the Ministry of Statistics. Tourism, being one of the major industries adding to India's Gross domestic income, is among the most harmed sectors by the pandemic.

A travel agent is a vital asset of the tourism sector who not only helps minimise the difficulties of traveling by assisting clients with making travel plans but makes it totally experiential & seamless. In addition to booking reservations, they assist customers in choosing their destination, transportation, lodging, correct information, looking into passport and visa requirements, rates of currency exchange, and import duties. A travel agent also with a well-informed understanding of destinations, tourist attractions can offer the best itineraries and tours looking into the minutest details of facilitation, cuisine & local experiences.

India is indeed, Incredible India with its majestic mountains, emerald beaches, exquisite sanctuaries, spectacular temples and monuments and above all, its rich and diverse culture. However, exploring a country with a topography

this varied and with a population of 1.3 billion in this prevailing situation is next to impossible.

The Government of India announced a variety of measures to tackle the situation, from food security and extra funds for healthcare. The vaccination drive initiated by the Indian government commenced in January 16, 2021 has had its fair share of success. As of May 16, 2021, India had reported administering 182 million COVID-19 vaccine doses, and 41.6 million people in India had received both doses of the vaccine.

The effective vaccination of all citizens of the country as speedily as it can be will make a massive improvement in the current rampant situation.

How can we further tackle the situation and restore credibility in Incredible India? Promoting domestic travel, pushing for the digital transition and move to a greener tourism system can be a strong base which will help revive the tourism sector. Ministry of Tourism, Government of India has partnered with OutsideVR, a travel tech startup, to establish virtual tourism in India and help people experience destinations around the country through their digital screens.

Due to the current in-person restrictions, virtual tourism comes very handy in helping people escape their mundane lives and encounter adventure. India could partner with international universities, particularly departments of history and architecture and it may be further developed for people to enjoy its benefits even in the post-pandemic situation. A push for virtual technologies to develop could be a stepping stone to the near-term strategy for promoting international tourism.

Contact-intensive services key to the tourism and travel sectors will likely feel the negative impacts of the crisis for much longer and will continue to struggle until people feel safe to travel en-masse again. Co-ordinated action across governments at all levels and the private sector is necessary to reignite the potential of the tourism sector. Hence, the only right way for normalcy to return is by assuring people's safety and promoting safe measures of travel. All this can be achieved by aggressive marketing & a strong interaction amongst government, associations & stake holders.

The time is NOW for all of us to bring about collaborated, coordinated policies in the travel tourism & hospitality sector. We need to learn from our past mistakes & build a brighter, responsible, sustainable environment which is inclusive of growth. ▲

Happy Diwali to you all!

**Jyoti Mayal**  
President  
*president@taai.in*



Dear Colleague and Friends,

**W**e are happy to present our e-Issue of NamasTAAI for October, 2021.

The pandemic anathema is on the decline. Globally countries are opening up their travel borders for dually vaccinated travellers. India however has restricted international tourists until the situation gets more desirable. Enhancement in Domestic Tourism is the key to survival for our member colleagues.

We at TAAI have been in constant dialogue with the Ministry of Tourism(MoT) and the Ministry of Civil Aviation (MoCA). The opening of the skies for international commercial passenger routes, enhancing Rail Tourism, highlighting our concerns on ease of doing business, MoT registrations for TAAI members, enabling training for our members on the export of services, through SEPC, promotion of Incredible India etc., have been taken up.

Our endeavour with Air India and MoCA to open up flights to Canada was well received and after much persistence from TAAI, they agreed and opened up bookings on the GDS for member travel agents.

Aviation is resilient and resourceful, but the scale of this crisis needs solutions that only governments can provide. Our constant perusal with MoCA highlighting an urgent need to ensure a SEBI / IRDA like authority and powers be given to DGCA ensuring that the monies of travellers and member agents are protected from the Airlines. Airlines flying into India must ensure Financial Security is kept in escrow with the Government / IATA against all possible risks.

Vaccinations are proving to be a key driver for government relaxation of border control measures. Quick progress, with some exceptions, of vaccine distribution in developed economies is progressively giving governments the confidence to re-open borders and people the confidence to travel. We are also proud of our Government and applaud their actions in effecting over 90 Crore vaccination doses within our vast population. At TAAI too, across many Regions / Chapters, we have undertaken vaccination camps for members, their employees as well as their families. Further, we fully support the Ministry, which is also strongly enforcing bi-lateral regulations on vaccinated passengers from travel to and from India.

In this issue of NamasTAAI, we highlight and showcase many activities undertaken by our National Committee, Regions and Chapters with stakeholder partners, Ministries, Authorities, Missions, Airlines, Tourism Boards, Expo 2020-Dubai as well as the Government.

Initiatives with various National and International travel trade associations and Tourism Boards have also ensured TAAI's viewpoints as the nodal and premier Association are taken up on priority with the task forces on encouraging Travel and Tourism in and from India.

The office bearers have made it a point to attend Region/ Chapter meetings, so as to personally update the members on activities undertaken and also assist in resolving all queries of members. Members across the country have highlighted many challenges faced by them in reviving their businesses and the TAAI team has ensured that we assist in taking up the issues with the concerned Airlines, Authorities and bring a prompt solution.

Friends, India is moving ahead with confidence and Travel – Tourism shall be the key factor that shall drive our progress. We eagerly await your suggestions, points of concern and feedback, so as to try our level best to bring out solutions for a better tomorrow, to relive our vision of being "Sone Ki Chidiya", once again within the next few years. ▲

Wishing you all a Happy Diwali and a prosperous New Year Ahead !

**Jay Bhatia**  
Vice President  
vp@taai.in





Dear Colleagues and Industry Friends,

Hope you and your families are doing well during these challenging times!

We wish to thank each one of you for your valued support and faith in us during these last 12 months. All our energies have simply been used towards just surviving and resolving matters affecting our businesses. We have, as a TEAM, worked with the greatest sincerity in safeguarding the interests of Membership in particular and the Industry in general.

In the past couple of months, we have seen a steady increase in Domestic Travel and for the past few weeks to more International destinations. We have been preparing tirelessly in planning the way forward in anticipation of travel to resume as during pre-covid times. The grinding halt during the pandemic has offered us the opportunity to re-evaluate, where and how we go from here. After days, weeks and months of deliberations/discussions, we are now ready to press the RESET button. We will move together in an organized and professional manner, insuring all of us for such Force Majeure situations. We are very confident that once again we will all flourish.

The customer's preference has changed. They will now look to Travel Consultants to Inspire, recommend, guide and assure them to get back to travel. They will choose carefully before entrusting their hard-earned money. The role of Travel Agencies/Travel Consultants as an expert in our industry has never been more important. We should now look at long term goals if this industry has to thrive once again.

The TAAI Team has conducted various webinars in educating our Membership, but we need more and more participation and not let our efforts go in vain. These programs are designed with experts in the Industry (National and Global) and being done with absolutely no charge to Membership.

The road to recovery will not be a bed of roses, but that should not stop us from moving forward together in order to overcome all hurdles and succeed. Let us rise and shine NOW. ▲

Wishing you all a Happy Diwali and a prosperous New Year Ahead !

**Bettaiah Lokesh**

*Hon. Secretary General*

*hsg@taai.in*

Dear Colleagues and Friends,

COVID-19 pandemic is undoubtedly the worst crisis to hit the global travel & tourism industry which had come to a complete halt in 2020 and into 2021. This will go down in history as the darkest period for the industry. The repercussions on loss of business and livelihoods is phenomenal and beyond imagination. At this point of time, we sincerely hope and pray that the industry comes back to pre- COVID level as soon as possible.

The roll out of vaccination has boosted hopes for recovery and as countries around the globe including India are opening up, the situation seems to be gradually improving. But the new normal requires industry to take precautionary and preventive measures to protect its staff and customers from infection. There is also a need for disseminating scientific information in a simple way and dispelling myths and misinformation.

Contrary to thoughts, which may have emanated in the minds of many that the survival of the travel agent community is at stake, there is no denying the fact that travel agents will always continue to be the backbone of the travel and tourism industry.

With international travel opening up, there are restrictions, protocols, documentation and need to navigate formalities/process, the role of the travel agent is of utmost importance, like never before, and who can guide customers professionally with precise and updated information/documentation, thereby facilitating hassle free travel. These value add-ons by travel agents will act as a boon to customers.

Travel agents must raise knowledge and awareness of customers regarding preventive measures to be taken before, during and after arriving at the destination, irrespective of modes of transport. They must make quick decisions to ensure short-term confidence & longer-term business sustainability, changes to traditional business models, strategies and adopt new approaches, embrace & implement best hygiene practices and follow COVID protocols & guidelines framed by authorities from time to time.

As the pandemic threats are constantly evolving and changing with time, it is critical for agents to realign and upgrade their systems and processes to keep risk at bay.

Many countries are beginning to implement measures to build a more resilient tourism economy post COVID-19. These include preparing plans to support the sustainable recovery of tourism, promoting digital transition, moving to a greener tourism system and restarting domestic tourism which is widely expected to play a pivotal role in revival of industry. For international tourism to return, it requires global co-operation and evidence-based solutions so travel restrictions can be safely lifted. In all this, the travel agent community will be in the forefront and play a key role in driving revival of the industry.

The survival of businesses throughout the tourism ecosystem is of utmost importance, with government support and the contribution of travel agents to build recovery in 2021 and beyond, is the need of the hour.

The industry is sitting on the edge of revolution.

Travel agents are here to stay as there are huge

opportunities available in plenty. There is a need to relook into business and upscale/train staff to respond to inquiries in fast turnaround time and provide updated information based on current situation & challenges

Conclusion is that the travel agents continue to be acknowledged as one stop solutions for customers, guiding & professional managing all aspects of domestic and/or international travel which now includes complying with COVID requirements of departing & arriving destinations.

Let's continue with our business with same passion as we used to before COVID, surely there will be good times to Compensate for bad times! ▲

Wishing you all a Happy Diwali and a prosperous New Year Ahead !

**Shreeram Patel**  
*Hon. Treasurer*  
*treasurer@taai.in*



Fully Owned Publication of  
**TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI)**  
www.taai.in; www.travelagentsofindia.com

**President**  
Jyoti Mayal

**Vice President**  
Jay Bhatia

**Hon. Secretary General**  
Betaiah Lokesh

**Hon. Treasurer**  
Shreeram Patel

**TAAI Managing Committee**

- Anoop Kanuga (Mumbai)
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- Devesh Agarwal (Kolkata)
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- R Venkatachalam (Trichy)
- Gurmeet Singh Vij, Nagpur (Co-opted)
- Mehboob Shaikh, Pune (Co-opted)

**NamasTAAI Coordinator**

Dr. Himanshu Talwar & Manoj Karkera

**TAAI Secretariat, Mumbai**

2-D Lawrence and Mayo House, 276, DR. D N Road,  
Fort, Mumbai - 400 001.  
Phone: +91-22-2207 4022 / 8184  
Fax: +91-22-4083 6767  
Email: taai@taai.in

**TAAI Office, Delhi**

212, New Delhi House, 27, Barakhamba Road,  
New Delhi - 110001.  
Phone: +91-11-2335 1801/ 6813 / 5389  
Email: delhioffice@taai.in

For responses, contributions, photographs for  
publication or advertising in the magazine, please  
email to: namastaai@taai.in

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# TAAI participates in Panel Discussion- 'The Future of Tourism in India'



A panel discussion on the topic 'The Future of Tourism in India' was held on September 15, 2021.

Jyoti Mayal, President, TAAI participated in the discussion. Answering a question on the lesson learnt from one of the toughest years for the tourism industry, Mayal said, "From a Tourist perspective, I would like to say that as a face of travel fraternity we have learnt that one's happiness is attached to both primary and secondary offers because that is the only guarantee for satisfying them and their specific requests, needs and preferences. Also, there is need to take into consideration the fact that the satisfaction of the tourist needs post pandemic can only be addressed with more individual services keeping in mind the conditions that suit the tourist destination. Therefore, I advise that we should prefer to do holistic research about the interest of travellers and probe them politely to gauge their purpose of the visit, and then come up with packages/ services. Since the strategy has been a game-changer for the travel industry, especially in the last year, we are advising members/ fraternity to follow the same."

Replying to another question on business and job losses, she said that it is indeed difficult to gauge and come up to an exact figure that up to what extent the business has been closed and amount of job losses. "However, as announced by the Honourable Tourism Minister, 21.5 million people have lost jobs in the tourism sector. Now why I am saying that it is difficult because apart from businesses fall under the

category of Tourism, there are a number of people engaged from allied sectors. Either they are suppliers or manufacturers etc, who have been dependent on the Tourism sector since ages. I believe that we can only gauge the devastation once the sector fully recovers and is back on track, which will easily take 2-3 years."

Throwing light on how to retain the fast-growing outbound tourist, Ms Mayal said, "We, at TAAI, are working on educating members to develop new marketing plans and business models, which includes information regarding steps taken by us for the health and well-being of their customers. And, in turn, we have been receiving emails from them encouraging our efforts and how enthusiastic they are to travel once the possible threat of pandemic to travellers is over. Moreover, we are making travellers understand, especially through social media, the importance and attractiveness of each Indian state as a tourist destination and the competitive advantage of spending maximum time there, presuming domestic travel will pick up fast. This is in tandem with focussing more on the factors that influence the attractiveness of states as tourist destinations rather than merely focussing on the few tourist spots. This we believe will give confidence, satisfaction, and as I already mentioned assurance of services at par with international destinations. It's a golden opportunity for travel fraternity to showcase the beauty of Indian destinations, especially to millennials, to travel India and learn more about culture and history of our great nation." ▲



# ‘It is the right time for us to rework on strategies, reequip and, focus on enhancing and polishing skills’, says Jyoti Mayal

This year the theme of World Tourism Day was “Tourism for Inclusive Growth”. To celebrate World Tourism Day, SKAL International Hyderabad in association with I IHM Hyderabad had organised an international webinar on “Tourism for Inclusive Growth”, in which TAAI participated.

Speaking at the event on the topic ‘Resurrection of Travel Agents and Tourism’, Jyoti Mayal, President, TAAI said, “Year 2021, I wish and pray, will be the year of Resurrection of Travel Agents businesses and Tourism. A year, I hope to be full of opportunities, the revival of businesses, and significant growth. We all have had our bad times in the last two years, be it working professionals, businessmen, entrepreneurs or students, especially I am worried about the students who have chosen to study and become Travel Agents in future. However, on a positive note, I would say that this too shall pass and the resurrection of the entire sector will happen soon. We are working day and night to keep the traveller’s confidence intact, to create employment opportunities for the generations to come, and support the tourism sector.”

Reminding the fact that the industry is on the path of recovery now and patience is a virtue, she added, “There are things beyond our control as human beings and the catastrophe caused by the pandemic is one such event. The Travel Agents fraternity and tourism industry as a whole has seen various such phases wherein there was very little hope of revival, however, on every such occasion not only industry resurrected fast but it thrived as well with full vigour. It is the right time for all of us to rework on strategies, reequip and focus on further enhancing and polishing skills to be ready to face the tourists, post-pandemic.”

The poster is for a webinar titled "WORLD TOURISM DAY 2021" with the theme "TOURISM FOR INCLUSIVE GROWTH". It is organized by SKAL International Hyderabad and I IHM Hyderabad. The event is scheduled for September 25th at 5:00 pm. The poster lists 12 speakers in two rows, each with a circular portrait and their name and title.

**Speakers:**

- DR SUBORNO BOSE**, Chairman & CEO, I IHM Hotel Schools
- H.E MR ADNAN ALTAY ALTINORS**, Consul General, Consulate General of Turkey Hyderabad
- HON UPPALA SRINIVAS GUPTA**, Chairman, Bangalore State Tourism Development Corporation
- ANDREW EDLEFSEN**, Previous Commercial Officer, U.S. Consulate Hyderabad
- MR NAKUL ANAND**, Executive Director, ITC Limited
- SK CARLISLE VAZ**, National President, SKAL International India
- MS NALINI RAGHURAMAN**, Political Economy Advisor, British Deputy High Commission Hyderabad
- MS JYOTI MAYAL**, President - TAAI
- MR MANISH DAYYA**, GM, Novotel Hyderabad Convention Centre
- MR ABDULLAH AHMED**, COO, IHM Group
- MS ESMEE VAN DER VOORT**, Associate Director of Sales, Maldives Airlines, Maldives Maafushi
- SK NSN MOHAN**, President - SKAL International Hyderabad

Elaborating on the initiatives by SKAL, Mayal said, “We at SKAL, and in collaboration with various institutions spread across India, are working on redefining the Inclusive Growth model. Our resurrection model for the sector is to promote and market the brighter and untouched destinations which would attract a lot of tourists. Be it religious sites, wellness destinations, adventure, or leisure, we have everything. However, most,

unfortunately, because it was never marketed or projected the way it should be, things are taking time.”

“We are confident that once our members, the Travel Agents, will start promoting the destinations, more and more tourists will follow, resulting in the creation of substantial employment opportunities and the entire resurrection of the tourism sector at an immeasurable pace,” she concluded. ▲

# The government of India has done a remarkable job, now the onus is on travel fraternity to take it forward: Jyoti Mayal



Jyoti Mayal, President TAAI, was invited to speak at the 2nd inaugural session of SATTE GenX virtual exhibition in Delhi. The event took place on September 20-21, 2021. Speaking at the event Mayal said, "Post pandemic, our industry has been the hardest hit - as we all know is the Travel fraternity, and therefore, it has not only become extra cautious however its focus is and always have been on providing the traveller with exemplary services. Besides that; hygiene, medical facilities, safety, and security which has always been part of the service has become more important aspects of the travel business."

Ms Mayal also lauded the government for its initiatives. "The government of India has done a remarkable job, now it is for us the travel fraternity to come forward, join hands and communicate to the domestic/inbound travellers about the facilities, services, and advantages of exploring

the brighter, unexplored, and developed domestic tourism sites and places. An exhibition like SATTE GenX is certainly an excellent opportunity for the entire tourism fraternity to connect, re-connect, and explore possible opportunities for getting into strategic collaborations keeping in view the future of travel and larger benefits attached."

She also added, "The best part of Virtual Expos like this is that its reach is unlimited. More it is marketed and communicated to the right audience, and beyond boundaries, more fruitful results can be achieved and attained."▲



## TAAI participates in 'Simplifying Spain Tourism' webinar



Jyoti Mayal, President, TAAI, participated in a webinar On Simplifying Spain Tourism on September 23. At the very outset Ms Mayal thanked the Embassy of Spain, New Delhi; Consulate General of Spain, Mumbai; and BLS International for extending their helping hand to support the Indian Travel Agents fraternity. "Especially when we

know that the sector has been grossly devastated due to the pandemic. Be it the Indian or Spanish Travel Agents, all of us are bearing the brunt of the unprecedented event which took the entire world by a wave of shock and remorse," she said.

Ms Mayal also said that the Indian community in Spain is very strong with

a population of around 57,600 and one of the largest and prosperous ethnic communities there. "Our diplomatic relations go way back to 1956 when Spain established its presence in India by establishing a mission which India followed and established in Spain, later. Since then, both the countries have had cordial relations which all of us still enjoys and cherish," she said.

"Besides everything, the sector which supports both the economies and contributes immensely in terms of business expansion and employment generation is Tourism. It had and still is playing an important role in connecting both countries successfully since last seven decades. For instance, FITUR is an event that the entire Indian tourism industry looks up to as an opportunity to forge bilateral and commercial ties with Spain. The government of India understands this and that's why an Expert Panel was proposed and agreed upon when India Prime Minister, Shri. Narendra Modi visited Spain. The intentions were further cemented with Air India launching direct flights to Spain," Ms Mayal said. ▲



# Virtual Panel Discussion on “Skill Development in Tourism Sector – The Way Forward”



The session on Skill Development in Tourism sector is a joint initiative of ICC, TAAI and THSC and the event took place on September 22, 2021. Speaking at the event, Jyoti Mayal, President, TAAI, said that need of the hour to study, assess, and deliberate upon the skill side of the tourism sector. “On one hand when the sector is completely devastated by the pandemic, as industry leaders, we need to look at the future of generations to come and work on how we can contribute to create job opportunities for them,” she pointed out.

Ms Mayal said that the impact of Covid-19 virus has been multifaceted and unequivocally affected almost all sectors, particularly the tourism sector. “Since the announcement of the virus as a pandemic in March 2020, there have been a plethora of daily reports on its impact on the lives of millions across the world. Accordingly, every country’s primary concern has become to diminish the spread of the virus and control its effects on the society in general, and more vulnerable communities in particular. Everyone around in the world was compelled to maintain social distancing to prevent further spread of the virus,” she said.

Ms Mayal said that India has the world’s second largest education system, after China. “And, shutting schools/ colleges/ institutions to maintain social distancing amidst the COVID-19 crisis was the most logical solution to avoid community transmission. Lectures were suspended and examinations of schools, colleges and universities, including entrance tests, were postponed in a period of confusion and uncertainty. Indeed disheartening to say that this has specifically resulted in lowering the confidence of students studying tourism, be it hospitality, ticketing, guides etc.,” she said. ▲

# Infusing confidence amongst travellers is necessary, says Jyoti Mayal

Travel Turtle had recently organised the National E-Summit on Tourism on September 22. Jyoti Mayal, President, TAAI was amongst the panellists.

Speaking at the event Mayal said, "When the entire world is talking about the resurrection of the sector, we in India are still living with a panic of another wave which, if arrives, shall wipe out millions of businesses forever. Despite so much effort by the government, a fear still looms in the minds of both

businessmen and travellers whether to go normal or wait and watch. This fear from the outside looks as if it is only connected to travelling, however, for us and millions connected to us have their livelihood at stake. It is therefore extremely important for us to run campaigns that infuse confidence in everyone, that we have revived and it's time to thrive."

Adding that the results and efforts have been in a positive direction, so far, Mayal added, "We must clearly define

our goals and targets to move ahead. The third wave could be a bottleneck in smoothly running the businesses, however, we must walk the path rather than waiting at one end. We have been supporting and working in tandem with the government efforts."

Mayal stated that there have been enough discussions and deliberations on the subject, and the outcome perceived can only be assessed based on an action plan. "Our efforts will only be taken as a benchmark by the inbound or outbound travellers if we infuse confidence in them, and also deliver as per their expectations. I request the entire industry to join hands and make a collaborative effort to tackle the situation. We have survived, revived, and it's time to thrive," she concluded. ▲



# Open and favourable FDI Policy is need of the hour, to attract investment in the Aviation sector, says Jyoti Mayal



The International MICE showcase 2.0 (IMS2021) had recently organised an event on September 30. President Jyoti Mayal had participated in the virtual event.

She shared her thoughts by saying, "PM's vision of Hawaii Chappal on Hawaii Jahaz, indeed, a valid and commendable suggestion for the industry. The suggestion amalgamates well with the National Civil Aviation Policy and The Regional Connectivity Scheme ("Ude Desh ka Aam Nagrik") which promotes and facilitates the growth of the Indian Aviation Industry."

Mayal informed that with the second-largest population in the world, India is poised to become the world's third-largest aviation market by 2024. "IATA and various other agencies had, on regular intervals, projected this pre-pandemic. The way sector was booming, our airlines were handling the traffic, the target was seen as achievable, and still is. However, the devastation done by the pandemic is immeasurable in terms of job losses and failed businesses of the allied industries."

According to Mayal, the role and responsibilities of the travel agents are expanding in a big way. "An agent these days is seen as a facilitator of travel rather than just making bookings. The agent is now the face of the aviation industry;

therefore they play a significant role in the revival and growth of the aviation industry."

Informing that TAAI as an association is open to working closely with the airlines to promote, facilitate, and strategise air travel in a more sophisticated and organised manner at the ground level. "We have proposed this to the Aviation Ministry and wish to convey through this platform that a Joint Working Group is need of the hour wherein the member representatives from time-to-time dwell upon growth & business opportunities, discuss issues & challenges, to receive latest and updated information, which can be provided to the passenger," she added.

According to Mayal, facilitation of finances and foreign direct investment in the sector is another area that needs to be discussed and deliberated upon, in-detail. "With the announcement of the arrival of new airlines and the revival of leading players, a new level of confidence has been infused in the aviation sector. The growth of airlines means growth of tourism, hospitality, and the overall economy of the country. With open and favourable FDI Policy, even we are expecting both Greenfield and Brownfield investments in the sector soon," she concluded. ▲

# TAAI discusses possibilities to boost bilateral tourism between India & Ireland over ‘Chai Pe Charcha’

The Travel Agents Association of India (TAAI) organised an interactive virtual session on October 1, with Akhilesh Mishra, Ambassador (Designate) of India to Ireland to discuss ways to enhance bilateral tourism across both the nations. The office bearers of the association put forward a number of suggestions and shared their thoughts on how TAAI members and the travel trade can contribute in promoting India in Ireland and also work towards attracting more tourists to the country. Ambassador Mishra in his addressal shared his ideas and plans on how tourism can act a key role in boosting trade relations between both the nations.

He highlighted the need to attract high-end Irish travellers to India and promote new Indian tourist destinations in Ireland. He assured his full support to TAAI in taking steps to boost bilateral tourism between India & Ireland. He also shared details on his action plan to promote two-way tourism between India and Ireland to catalyse broader strengthening of multi-faceted people to people partnership.

Welcoming the Ambassador, Jyoti Mayal, President, TAAI mentioned that Mishra has done a remarkable job in strengthening India's diplomatic relations during his past assignments and the association extends its best wishes for his new role.

She said, "India and Ireland have always had and maintained fruitful relations for ages, and we feel that there is an opportunity which is waiting for travel trade of both the countries post pandemic to be worked upon and exploited for mutual growth and benefit. TAAI, I believe, could be a helping hand to take things forward. For instance, it can support students who are looking at Ireland as a favorable destination for their studies. With the presence of Indian IT and pharmaceutical companies and a well-established Indian diaspora,



TRAVEL AGENTS ASSOCIATION OF INDIA  
Deal with someone you can trust  
"A TAAI MEMBER"

**CHAI PE CHARCHA**  
On Enhancing Bi-lateral Tourism  
between Ireland and India

**H.E. Mr. Akhilesh Mishra**  
Ambassador (Designate)  
of India to Ireland

**Mrs. Jyoti Mayal**  
President, TAAI

**Mr. Jay Bhatia**  
Vice President, TAAI

**Mr. Bettalah Lokesh**  
Hon. Secretary General, TAAI

**Mr. Shreeram Patel**  
Hon. Treasurer, TAAI

**4.00 p.m. Friday, 1st October 2021**

**Zoom Webinar Id: 876 8778 1288 | Password: Ireland**

travel trade would act as a facilitator of bilateral growth and development. Also, direct flights between India and Ireland are yet to commence and we believe that the travel fraternity, especially TAAI, can play a pivotal role in facilitating bookings and other matters once it starts."

TAAI Vice President, Jay Bhatia, Hon. Secretary General, Bettalah Lokesh and Hon. Treasurer, Shreeram Patel also joined the session and shared their ideas and views on ways to strengthen tourism ties between both the countries. ▲



# TAAI attends ‘Discover UNESCO World Heritage Sites in Gujarat’ webinar



The 'Discover UNESCO World Heritage Sites in Gujarat' webinar offered an insightful, virtual knowledge-sharing forum where Policymakers, Industry leaders from the government and the private sector shared well-informed learnings on the wonderful UNESCO World Heritage Sites in Gujarat, their significance and impact, sustainable heritage preservation and how it shapes the future of visitor experience. The event was organised on September 21.

Speaking on this Jyoti Mayal President, Travel Agents Association of India, TAAI stated in a power address, "What a wonderful initiative by Gujarat Tourism to look at familiarizing these locations to the Indian travel fraternity and tourists through a popular webinar. I also like to congratulate here the entire tourism industry of Gujarat and especially Jenu Devan and the team for always having these timely initiatives and preparing the travel industry for the same."

She began with an interesting input, "Let me share something that you probably didn't know - in the 16th century the capital of Gujarat was Champaner, and today the entire area of Champaner Pavagadh archaeological park is a UNESCO World Heritage Site and a must-visit for everyone who loves to explore our architectural history."

Ms Mayal went on to say, "I am very sure that many people who may not even be aware of 40 listed sites of India and the latest being Dholavira, a Harappan city in Gujarat. Falling under the category of or approval of UNESCO sites does make a considerable difference for any country. In addition it's a matter of pride and honor for the people of the town or a city to have made it to the elite UNESCO list. This not only acts as a catalyst for tourism promotion of the region as a whole but much more beyond."

She elaborated, "Going by the footfalls, although there is no concrete figure, however, estimates say that the numbers have quadrupled in the last four decades. I must compliment the Ministry of Tourism, Govt. of India for launching schemes, such as Adopt a heritage, basically giving levy to the corporate sector to come forward to manage and take care of sites in any cultural region."

From a stakeholders perspective, Ms Mayal was candid with her recommendations: "The private sector can play a pivotal role in maintaining such sites, as we can't rely on the government for everything. Corporates and NGOs with experience in managing and developing infrastructure may leverage the opportunity, eventually reaching break-even, en route to self-sustainable management of such sites. We need to educate the younger generation about the history and culture which could inspire them to visit such sites."

She reiterated, "We at TAAI can positively bring in more visitors to Gujarat.: Coming from the travel and tourism fraternity, we can certainly facilitate in terms of offering the best of the best itineraries, simplest and shortest and comfortable routes, and above all push government to develop infrastructure which we believe is the need of the hour."

She concluded on a high note, "Gujarat Tourism is truly a promoter of tourism and their officials, who all are doers and achievers and someone who are committed towards tourism. We at TAAI are working very closely with them and MoT and we believe that this is just the beginning. Our great nation has so many unexplored and culturally- rich sites which certainly make it to the elite list in the coming years." ▲



# Sincere engagement is required from industry leaders to engage the young professionals, says Jyoti Mayal



**WORLD TOURISM MONTH**  
(1st September'2021 to 27th September'2021)

**Skilling in Travel Leads to Tourism**

**LIVE**

**Ms. Jyoti Mayal**  
President  
Travel Agents Association of India(TAAI)

**BLOCK YOUR DATE**  
**25** SEPT 2021 • **06.30** PM (IST)

Mobile : (+91) 9472389246, 81594 47649  
E-Mail : [info@taai.org](mailto:info@taai.org)

DNT news had organised a virtual programme titled, 'Skilling in travel leads to tourism'. President, Jyoti Mayal had attended the event, scheduled on September 25.

While speaking at the event Mayal informed that skill development in tourism has an important role to play. She said that the government has empowered various social organisations and have set up skill councils to support such initiatives. "Going by the report prepared for NSDC by KPMG, it was highlighted that how the Ministry of Tourism has been aggressively contributing towards the development of tourism in India, and, how allowing 49% Foreign Direct Investment in Aviation would require more polished and skilled manpower to tackle the fast-expanding Aviation Sector of India. With more and more people entering the middle class, both tourism and aviation of India is expanding and therefore would require more skilled manpower," she added.

Informing that human resource requirement is expected to reach its peak by 2022 and would require manpower of around 13 million to cater to the ever-increasing consumers.

Mayal said, "To manage that organisation like Tourism and Hospitality Skill Council are very much required. For more than a decade, the council set-up under the NSDC has contributed immensely to the overall growth and development of human resources in India, especially in the tourism sector. Courses proposed and approved by the NSDC and THSC have made a significant impact on the minds of students/ learners and resulted in more organised, trained, polished, and committed manpower solutions.

She concluded by saying, "It is now the responsibility of academia and industry to connect and lead to desired results. Engage existing and fresh recruits into learning and developing activities. Perhaps appoint mentors from the industry who would guide and advise the talented young minds to reach desired results. Above all, more sincere engagement is required from industry leaders and prospective employers to engage the young professionals in regular activities and training as per the current requirements and industry standards to enhance and expand the Indian tourism market." ▲

# ‘We took this as an opportunity to revamp the entire industry’

Department of Tourism, North Eastern Hill University, Shillong had recently organised a virtual panel discussion on World Tourism Day, September 27 on the theme of ‘Tourism of inclusive growth’. President Jyoti Mayal represented TAAI at the event.

While elaborating on inclusive growth Mayal said, “As per The Organisation for Economic Co-operation and Development, Inclusive growth is a concept that advances equitable opportunities for economic participants during economic growth with benefits incurred by every section of society. To simplify, we all have to work together for a more sustainable and successful future for the generations to come. The pandemic has grossly devastated the tourism sector, and the last two years have been the most tragic and unfortunate for the entire travel and tourism industry. We must understand that the unprecedented event is something that is beyond the control of humans. We did our best, starting from writing to the government at the central and state level to various tourism boards, departments, authorities etc for support, however, nothing much we were able to avail. That does not stop us from promoting travel and tourism.”

She requested the travel fraternity to take advantage of this time and make it an opportunity by saying, “We took this as an opportunity to revamp the entire industry. We did training, webinars, online business to business meetings, and kept the communication window open with all major stakeholders be it Indian or foreigner. I believe we are the only industry that, despite being completely devastated, never lost hope or confidence and worked tirelessly day and night to revive the industry.”

Informing that tourism is the only industry that has worked on the model of inclusive growth, she said, “We had extended a helping hand to all our partners and stakeholders to help them survive during the pandemic.”

“We are hopeful and on a trajectory to recovery, we need support from the young minds to come forward, adopt travel and tourism as your profession/ career and let us revive the sector together,” she concluded. ▲

The poster for World Tourism Day 2021, held on September 27, 2021, at North-Eastern Hill University, Shillong, India. The event is organized by the Department of Tourism & Hotel Management and celebrates the 2021 UNWTO theme: 'Tourism for Inclusive Growth'. It features a panel of invited speakers, virtual events including a quiz competition, debate, and panel discussion, and a programme schedule. The poster also lists the organizing team and provides joining links for the virtual sessions.

**Department of Tourism & Hotel Management  
North-Eastern Hill University, Shillong (India)**

**Celebrates  
WORLD TOURISM DAY 2021  
On UNWTO 2021 Theme  
TOURISM FOR INCLUSIVE GROWTH  
(September 27, 2021, Monday)**

**INVITED SPEAKERS**

- Mr. Gaurav Aggarwal, Market Director, Marriott International
- Mr. R. K. Suman, DEG, MoT
- Mrs. Jyoti Mayal, President TAAI
- Dr. Kishor Ghosh, La Trobe University, Australia
- Mr. P. S. Sathyan, President, Federation of Shillong Hotels Governing Body (FSGH)
- Mr. Narayan Wari, Ex. Director ICE, NEIEC
- Mr. S. S. Bhat, President, Government of Meghalaya
- Mr. C. V. D. Dhanraj, Secretary to C.M.

**WTDC-2021 VIRTUAL EVENTS**

- Quiz Competition
- Debate/Competitions
- Panel Discussion
- Cultural Performances

**DISTINGUISHED SPEAKERS**

- Prof. C. M. Hall, University of Canterbury, New Zealand
- Prof. Noel from University of the Western Coast, Australia

**PROGRAMME SCHEDULE**

(September 27, 2021 Monday, 10:00 AM - 3:45 PM)

- INAUGURATION SESSION: 10:00 AM - 11:15 AM
- PANEL DISCUSSION: 11:30 AM - 12:45 PM
- QUIZ COMPETITION: 1:00 PM - 2:00 PM
- DEBATE COMPETITION: 2:00 PM - 2:45 PM
- CULTURAL PROGRAMMES AND AWARD CEREMONY: 2:45 PM - 3:45 PM

**ORGANISING TEAM**

- Prof. A. R. Paul, Dean SEMES
- Dr. S. K. Dishi, Head, DTHM
- Dr. Parit Goswami, Associate Professor
- Dr. B. F. Longshoh, Assistant Professor
- Dr. S. K. Kalidrohaha, Assistant Professor

**JOINING LINKS:** ALL THE SESSIONS OF THE WEEKEND WILL BE HELD ON THE ZOOM PLATFORM AND THE LINK IS MENTIONED AS BELOW:

Topic: WORLD TOURISM DAY 2021 THEME, NEHU, SHILLONG (INDIA)  
Time: September 27, 2021 10:00 AM onwards (Shillong, India, New Delhi)  
Zoom Meeting Link:  
<https://us02zoom.us/j/948620897?pwd=VEp1eU9lR0pMcjZkdjVkdzVlTGp1TFpF>  
Meeting ID: 948 620 897 Password: 8136436

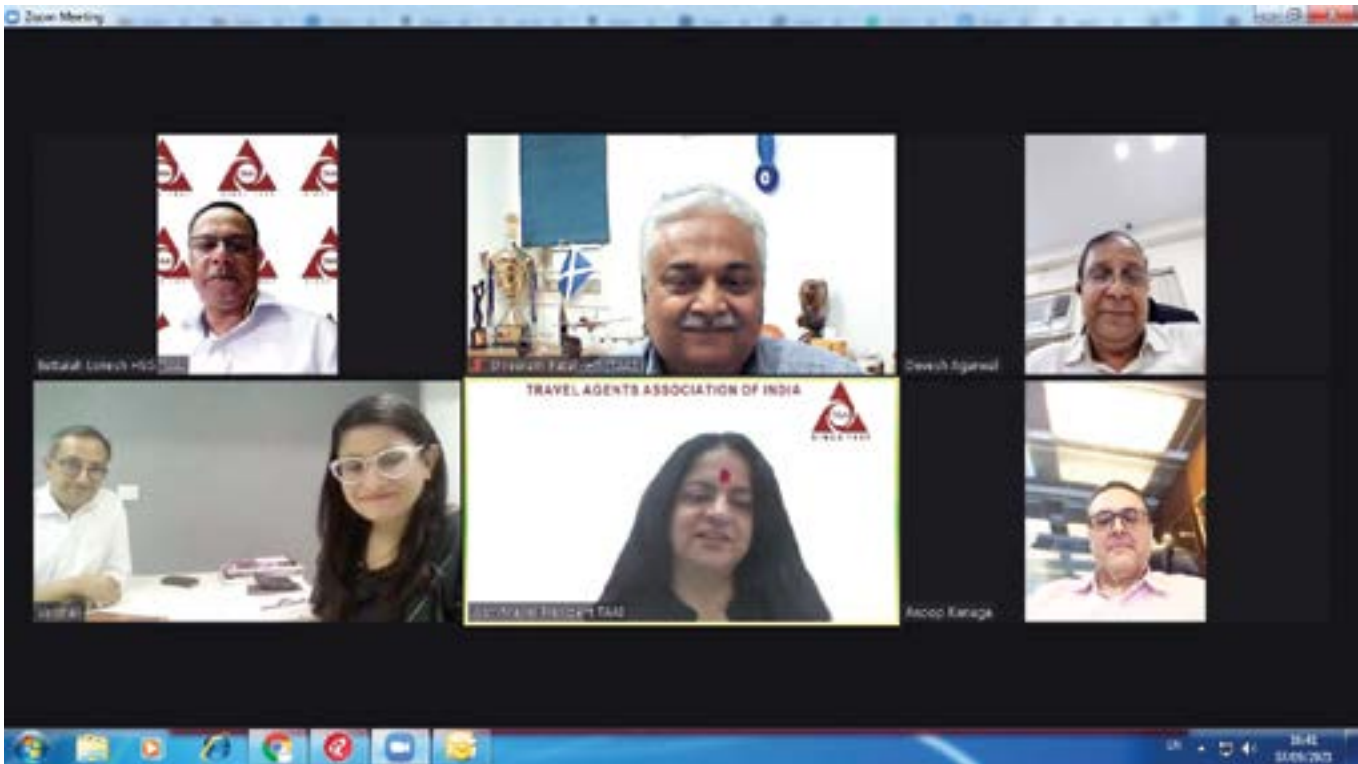
**Participation Information:**  
The universities / colleges offering tourism / hospitality programmes may submit nominations by head or principle for Quiz (Maximum 1 team of 2 Students) and Debate competition (Students: 2 Students) to Head, Department of Tourism and Hotel Management, NEHU, Shillong, Meghalaya - 793022, India. Email: [tourism@nehu.ac.in](mailto:tourism@nehu.ac.in) latest by September 23, 2021.

TAAI participated in the celebration of World Tourism Day organised by UFTAA. The tagline of the event was 'How Ready Are You For The Big Boom?', was organised on September 27.

TAAI had participated in the India Cruise Summit, which was organised on September 16th

TAAI had participated in a webinar titled "Incredible Indian Adventurers: Experiencing Everest" 'Azadi Ka Amrit Mahotsav, Episode 2', on September 24.

# TAAI team interacts with BLS International



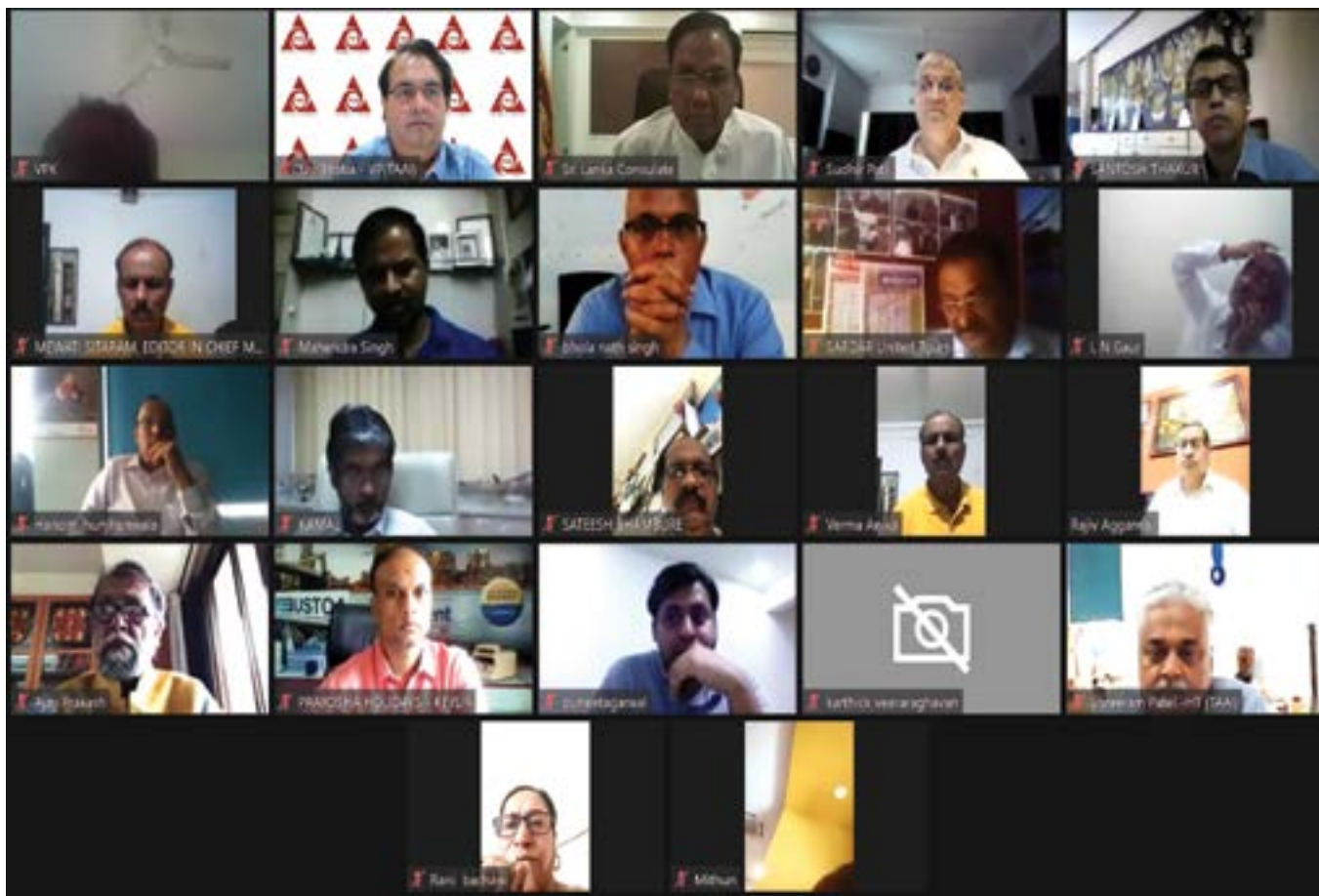
The TAAI team had an interaction with the officials of BLS International on September 7. President Jyoti Mayal; Hon. Secretary-General, Bettaiah Lokesh; National Hon. Treasurer, Shreeram Patel; Managing Committee Member, Anoop Kanuga and Devesh Agarwal interacted virtually, Vaishali Sharma - Global Head Corp Communication also was present at the interaction.

There was an exchange of communications on the need for dissemination of the latest, updated information to TAAI members with countries opening their borders.

The TAAI members and officials of BLS International have decided to jointly organise Spain Virtual Webinar, exclusively for TAAI members. The webinar will be organised in association with The Embassy of Spain, New Delhi and Consul General of Spain, Mumbai. TAAI members and their team/staff dealing in tourism and visas can better understand simplifying travel to Spain, Topics such as an easy visa for Spain and many more interesting and important aspects of dealing with travelling to Spain will be discussed in the webinar. ▲



# TAAI activities with Sri Lanka Tourism



An interactive session was held on September 7 with Sri Lanka Tourism and trade members.

Dr Valsan Vethody – Consul General, Consulate General of Sri Lanka (SLCG) Mumbai; Madubhani Perera, Acting MD/Sri Lanka Tourism Promotion Bureau (SLTPB); Dushan Wickramasuriya, Director Marketing/ SLTPB; Sanath Ukwatte, President/Tourist Hotels Association of Sri Lanka (THASL); Mahen Kariyawasan, Immediate Past President/ Sri Lanka Association of Inbound Tour Operators (SLAITO); Mervyn Fernandopulle, Past President/Association of Small & Medium Enterprises in Tourism, Sri Lanka (ASMET); Ajay Prakash, President/Travel Agents Federation of India (TAFI); Sandun Sameera, Consul (Commercial), Consulate General of Sri Lanka (SLCG) Mumbai and Shirani Herath, Junior Manager, Marketing/SLTPB, were present in the session.

A webinar was conducted at the invitation of the Consulate of Sri Lanka in India and the Sri Lanka Tourism Promotion Board, wherein Jay Bhatia, Vice President TAAI,

was a keynote speaker.

On behalf of TAAI, Bhatia highlighted the need for the Sri Lanka Tourism Board to incentivise member agents for promoting tourism to the island nation. Special incentives for promoting sports tourism, adventure tourism, MICE, weddings, small groups etc.

He also highlighted that being close to India, Sri Lanka should concentrate to promote itself additionally as a weekend getaway and packages need to be promoted accordingly. He further emphasised that since Sri Lanka has just opened its borders to international tourism with protocols, initially the concentration should be directed at repeat travellers, which shall boost the confidence of other first-time travellers post-pandemic.

He also suggested that roadshows, training programs and more such webinars along with TAAI should be held, which shall educate and update the members in detail, and shall also assist in enhancing tourism to Sri Lanka. ▲

# TAAI celebrates Independence Day



Ahmedabad Air India station celebrated 75th Indian Independence day . TAAI National Hon. Treasurer Shreeram Patel, Melwin D'Silva - Executive Director of Air India along with Air India staff, were present during the celebrations on August 15, 2021 in Ahmedabad.

Speaking on the occasion, Shreeram Patel applauded Air India for continuing with this tradition and promoting the spirit of Indian-ness. While thanking Air India, Patel highlighted the unique bond between TAAI and Air India. ▲



# TAAI welcomes Govt's decision to allow domestic flights to operate at full capacity from Oct 18

Travel Agents Association of India (TAAI) has welcomed the government's decision to allow domestic flights to operate at full capacity from Oct 18.

Commenting on this, Jyoti Mayal, President, TAAI, said, "We at TAAI welcome the move and applaud the efforts made by the Ministry in restoring confidence in the customer and businesses, especially the travel agents."

She also extended her gratitude and thanks to the Hon'ble Minister of Civil Aviation, Jyotiraditya Scindia saying that the Ministry is moving in the right direction with him at the helm of affairs. She said that TAAI had submitted various representations on the subject for the last three months keeping in view that the festive season is about to start.

"This particular move could be a step towards giving a boost to domestic tourism and travel which was much awaited & needed, and we look forward to the opening of commercial international flights beyond air bubbles with coordinated policies of countries to revive tourism and especially inbound for the growth of India," she added. ▲



## TAAI signs MoU with SLAITO to promote tourism between both countries

Sri Lanka has been India's close partner for facilitating bilateral tourism. Post covid, Sri Lanka is amongst the first countries to open tourism for fully vaccinated travellers from India, for which the entire travel fraternity of India is very pleased.

Most eagerly awaited events of the Travel & Tourism industry TAAI Conclaves & Conventions (Indian Travel Congress) have been so far the biggest platform to bring the global travel trade industry together. TAAI does these events all over the world, including India. TAAI has till 2018 organized 65 Annual Conventions in different parts of the globe & many conclaves, including the most recent this year in Kevadia, Gujarat. TAAI is exploring to work very closely with Sri Lanka for more than these initiatives.

TAAI, which is the leader association of India, initiated signing of a Memorandum of Understanding (MoU) with the Sri Lanka Association of Inbound Tour Operators (SLAITO).

While signing the MoU on October 6, Jyoti Mayal, President said that TAAI has had strong and fruitful relations with the Sri Lankan travel trade partners & especially SLAITO for many decades. "I am glad to share that post Covid 19, we are once again working in a collaborative manner

to explore promotion of tourism amongst our countries & explore opportunities to organize TAAI Conclave or its Annual Convention in Sri Lanka. Both India & Sri Lanka are rich in its diverse culture & history and with a common goal SLAITO welcomed our suggestion to collaborate. We are looking forward to visiting Colombo to finalize more details," said Mayal.

Jay Bhatia, Vice President sharing the details of the MoU said that SLAITO will undertake to liaise with the Sri Lanka Tourism Promotion Bureau, Ministry of Tourism, City Hotels associations and other logistical support to the event which would promote revival of tourism.

TAAI on its part will arrange publicity and promote among its members & all its publications including the electronic media, not only the event but Sri Lanka as a safe, leisure & MICE destination, added Bettaiah Lokesh, Honorary Secretary General.

Shreeram Patel, Honorary Treasurer, thanked SLAITO for agreeing to take tourism to its next level by signing the MoU with TAAI, which would not only give confidence to the travellers but also bring out correct procedures at the TAAI conclave or convention. ▲

# Resurgence & Relevance of the Travel Agents



*In the tourism industry if travel is considered as the leg for the industry, then the travel agents are the very important backbone of the whole system. In the constantly evolving situation and especially in the pandemic situation travellers now look at travel agents as Travel Ambassador & Tourism Advisor, not just merely an agent facilitating ticketing or routine procedures of travel. And TAAI, in this direction, left no stone unturned to further empower the travel agent fraternity and also brought in new services to facilitate the travel further.*





Tourism is one of the most important industries in the globe in terms of providing employment and contributing to GDP. To make the industry attain this stature travel agents have been playing a crucial role for many years. They play a crucial role in the development and flourishing of the tourism industry across the globe.

Travel agent is defined as a person who undertakes a job for another person, who is the 'principal'. The principal in such a relationship not only sets the goals of the job, such as selling tickets, but may also control the means and manner in which the job is done. There is a perception that technology can offer better service than travel agents. However, this is not at all true. One has to remember that technology is an enabler but can't provide a solution.

Throwing light on the importance of travel agents in the backdrop of technological revolution, Jyoti Mayal, President, TAAI, said, "Going by the theory of Survival of the Fittest, I wish to say that we are living in a tech era and upgrading ourselves and our businesses as it is certainly the need of the hour. The travel agents fraternity has been a unique & resilient sector in its own way. To begin with, we start with facilitating bookings, updating protocols, restrictions & various other travel related needs, more so during the covid era. We have had instances wherein travellers who got stuck at the entry-exit points, be it in India or abroad, have been supported by the Travel Agent instantly."

The travel agents have built a legacy for themselves by offering exceptional services both at the front and backend.



***"As the President of TAAI, I wish to convey that the entire Managing Committee and the Region Chapters have played a remarkable role in communicating to travellers and the agent's fraternity the importance of business they are into. Along with that, TAAI's educational, skill development, and policy-related initiatives have given a new hope to everyone, that their role is considerable and is being acknowledged by travellers/ customers and above all by the government," Jyoti Mayal***

"Post pandemic, I can assure you that our fraternity will come out with the most innovative solutions. Even though our services are right-now being experienced and gauged only online by a set of travellers, however, we are doing our best to facilitate smooth, and hassle-free travel for customers from every aspect," said a confident Ms Mayal. Today, the travel agent fraternity has evolved with time and offers solutions based on technology. "We are now offering marketing solutions based on the technology and upgraded ourselves by facilitating training programmes; however, to handhold and support our customers we need to come on ground. We initiated vaccination drives for frontline agents so that they should be ready to tackle the challenges,"

pointed out Ms Mayal. Citing an example of an innovative approach undertaken by the travel agents, she said that they have even initiated basic first-aid programmes in many cities so that in case a traveller requires medical assistance then an agent should be trained to handle the situation. "Today, everyone is working with technology, working from home taught us to use technology more & made us realise how we could extend our presence more effectively globally. I do appreciate shifting to the tech side of the business as technology is an enabler but not the solution," firmly said Mayal. She strongly believes that in the changed demographics of tourist & destination, post-pandemic, relevance and importance of travel agent with a face will





be substantially enhanced more so to give confidence & motivate travellers.

### TRAVEL AGENTS MORE RELEVANT IN POST-PANDEMIC?

When asked to comment, has the pandemic situation made travel agents more relevant? Ms Mayal replied, "As I indeed the relevance will substantially be enhanced and increased. We are proud to say, especially post-pandemic, that travellers now look at us as a Travel Ambassador & Tourism Advisor, not just merely an agent facilitating ticketing or routine procedures of travel, which are accepted services."

Travellers now realise that they are dealing with a professional who is their only hope in case any tough situation arises or unfortunately they might get into, be it Visas, Hygiene, Medical & to reiterate they are looking for correct & authentic information. Today the demographic of the tourist & the tourist destination has totally evolved to the need of being assisted by the travel agents. "As the President of TAAI, I wish to convey that the entire Managing Committee and the Region Chapters have played a remarkable role



in communicating to travellers and the agent's fraternity the importance of business they are into. Along with that, TAAI's educational, skill development, and policy-related initiatives have given a new hope to everyone, that their role is considerable and is being acknowledged by travellers/customers and above all by the government, she said. The industry's contribution towards the GDP, growth of the economy, and job creation is now well known to the world. "We are and will strive towards working hard to make India a safe, sustainable, and most desirable destination to visit in the years to come," she said.

### TAAI'S ROLE IN EMPOWERING TRAVEL AGENTS

The association is doing everything possible to update its members on every front and believes that a member can render better service to their customers when he or she is well aware of the latest developments. "We, at TAAI, are working on educating members to develop new marketing plans and business models, which includes information regarding steps taken by Government/ TAAI for the health and well-being of a traveller. During the covid times we have continued to work closely with many states & countries to expose our members to old & new destinations with the new norms & selling tools," Ms Mayal pointed out. TAAI has also collaborated with a learning platform LVG to become country specialists endorsed by the tourism boards of the various countries & going beyond to work with reliable DMC's. "We had a very successful Knowledge conclave in Kevadia, Gujarat to expose our members to the strength of Gujarat as a tourist destination. We have been receiving emails from our customers encouraging our efforts and saying that how enthusiastic they are to travel once the possible threat of pandemic to travellers is minimal," said Ms Mayal.

Moreover, TAAI in its endeavour is making travellers understand, especially through social media, the importance and attractiveness of each Indian state as a tourist destination and the competitive advantage of spending maximum time there, as the domestic travel is picking up more & more. This is in tandem with focussing more on the factors that influence the attractiveness of states as tourist destinations rather than merely focussing on the few tourist spots. "This we believe will give confidence, satisfaction, and as I already mentioned assurance of services at par international standards. It's a golden opportunity for the travel fraternity to showcase the beauty of Indian destinations, especially to millennials, to travel India and learn more about culture and history of our great nation; and of-course we are committed to the cause," said Mayal. Indian companies will now be focusing more on MICE & offsites within India. TAAI would continue to work with their members & Ministry of Tourism to become more professional & hopefully to get this incentivized to become more productive & competitive.

"Another aspect we continue to empower our members is to collaborate & cooperate. We are working with the government & various stakeholders to bring in ease of business & correct policies to be more successful. We will always continue to hand hold & guide our members, as in covid times, to support them to evolve, reboot & re-strategize which will be required for a successful future," concluded Ms Mayal. ▲

# Eastern Region



## TAAI EASTERN REGION CONDUCTS ITS FIRST PHYSICAL MEETING ON AUGUST 05 IN KOLKATA

"If opportunity doesn't knock, build a door," this is how Mr. Manav Soni, Chairman, Travel Agents Association of India (TAAI) - Eastern Region, describes the current situation. According to Mr. Soni, such is the situation and mindset of the tourism industry. "TAAI continues to keep creating avenues and opportunities for its members so that the restart is smooth and correct," he said.

Mr. Soni said that the second wave caught all of us unaware and affected each and every person directly or indirectly. "On behalf of TAAI-Eastern Region, I would like to extend my deepest condolences to all who suffered the loss of their loved ones," he said.

Speaking about the activities of the Eastern Region during the difficult time, Mr. Soni said, "TAAI Eastern Region, we have been trying to keep all our members updated and occupied with the new as well as existing products. We are making sure the restart is not only smooth but also in the correct manner. We have successfully conducted many webinars for our members. We did a few virtual Regional meetings on the zoom platform and recently we did our first physical Regional Meeting on 05th Aug 2021, after the lockdown opened which was well attended and hosted by The Oberoi Grand Hotel, Kolkata for Eastern Region TAAI members."

Speaking about the achievement, he said, "One of the benchmarks we could achieve recently is inducting many of our members into the IATA-TAAI JBG scheme. I proudly share that Eastern Region was the Region from which the highest new members joined in this scheme."

"We continue to work closely with our State Governments as well and India Tourism-Kolkata towards rebuilding the pathway to recovery. We acknowledge and appreciate their support to TAAI Eastern Region in the past and look forward to their continuous support in the future," said Mr. Soni. ▲



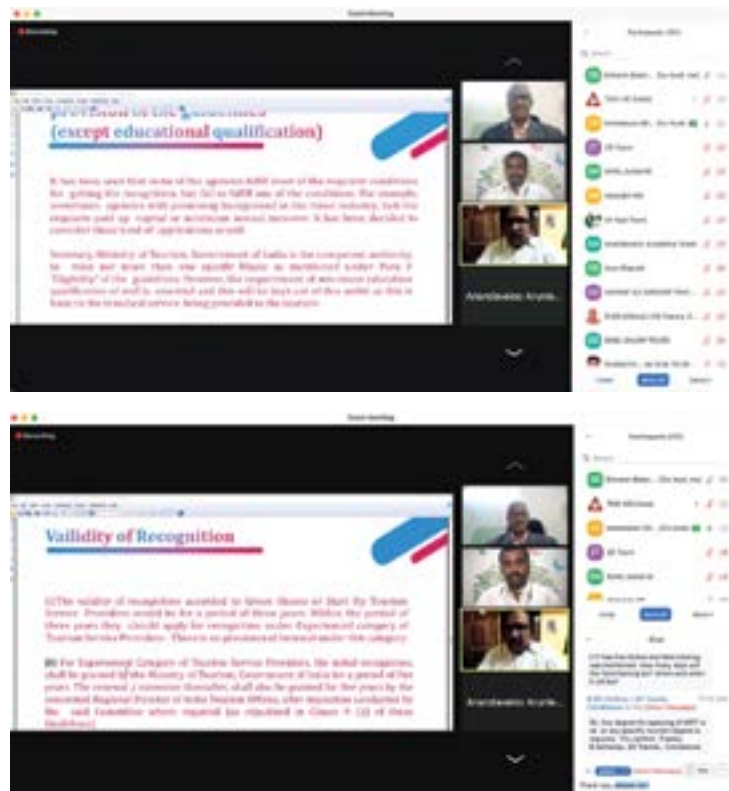
# Southern Region



TAAI Southern Region celebrated a Virtual Yoga And Wellness Festival on June 21, on the occasion of International Yoga Day.

At the event, welcome note was given by Sriharan Balan, Managing Director, Madura Travel Service (P) Ltd. Along with that, Dr C K Ashok Kumar, Educationalist, Philanthropist & Global Ambassador for Ayushpathi Integrative Wellness also rendered his speech during the inaugural session.

Venkatesan, Regional Director for Indian Tourism Offices - Southern, Western, and Central India; Razaidi Abd Rahim, Director, Chennai Office (South India & Sri Lanka) Malaysia Tourism Promotion Board; K L Tan, President MATTA (Malaysian Association of Tour and Travel Agents); G B Srithar, Regional Director, India, Middle East & South Asia at Singapore Tourism Board; Puneet Kumar, Director, South Asia & Middle East at Hong Kong Tourism Board; Yusuke Yamamoto San - Executive Director of Tourism, JNTO India; Cholada Siddhivarn, Director at Tourism Authority of Thailand Mumbai, and many other dignitaries and diplomats attended the event. TAAI, President, Jyoti Mayal along with all the chapter chairman and office bearers of the regional associations were also present. Office bearers and members from various travel associations such as ADTOI, OTOAI, ADTOI, TTTHA, TTM, etc. also participated. The event witnessed participation of celebrities, influencers, and students from more than 20 colleges. The event which was organised by Madura Travels, was attended by more than 5000 attendees across various social media platforms. ▲



# Southern Region



Southern Region met with Sandeep Nanduri, Managing Director, Tamil Nadu Tourism Development Corporation on June 28

TAAI Southern Region has been appointed in the committee as a member by the Tamil Nadu Tourism Development Corporation, Govt. of Tamil Nadu by the G.O. (Ms) No 84, dated 24 June, 2021.

The office bearers, S Sakthivadivel, Honorary Secretary and Karunakaran, Honorary Treasurer met with Sandeep Nanduri, Managing Director, Department of Tourism, Kerala at his office and thanked him for giving the chapter an opportunity, and explained about TAAI activities.

Subsequently, a meeting was held on June 29 at Kalaivanar Arangam, Chennai on behalf of TAAI Southern Region. The following points were represented at the meeting, from an industry perspective:

- a. The State Government should recognise travel and tourism sector as an industry
- b. Due to the pandemic, the travel and tourism sector is facing a major setback, so the chapter requested monetary benefits from the tax perspective such as, electricity bill, water tax etc.

The chapter also discussed about the below topics in the meeting:

- a. Water sports – Leisure sailing tourism
- b. Eco Tourism
- c. Tourist cab drivers with badges and problems faced by them ▲

Honorary Secretary TAAI Southern Region, S Sakthivadivel and Honorary Treasurer, N Karunakaran met with Sandeep Nanduri, Managing Director, Dept of Tourism and presented him a book.



Honorary Secretary – TAAI Southern Region presenting a bouquet to Sandeep Nanduri, Managing Director, Dept of Tourism.

# Southern Region



Parliamentary Committee Board Members



S Sakhivadivel, Honorary Secretary -TAAI SR addressing the parliamentary committee members

India Tourism conducted a meeting with Parliamentary Standing Committee on Transport, Tourism and Culture on July 13 at Chennai.

Senior officials of the Ministry of Tourism, New Delhi; officials of the Tamil Nadu Tourism and officials of the regional office participated in the meeting. The meeting took place on July 13 at ITC, Grand Chola, Chennai.

Member of rajya sabha - Tiruchi Siva along with members of the committee, attended the meeting. The meeting provided suggestions for promotion of tourism in the region.

Southern Region highlighted the connectivity issue which includes - airports, waterways, seaports, road transport etc. for various tourism places in Tamil Nadu. ▲



Southern Region Honorary Secretary S Sakhivadivel represented the Member of Rajya Sabha - Tiruchi Siva, along with Sub Committee working members Siharan Balan and Ashok Kumar and TAAI member Karunanidhi.

# Southern Region

## TAAI PARTICIPATED IN UGANDA - INDIA BUSINESS CONCLAVE IN CHENNAI

It is for the first time Uganda High Commission, Delhi organized a Business Conclave in Chennai, South India on August 13 at ITC Grand Chola, TAAI Southern Region had participated in the event. Jane Francesca Itero Emiru Administrative Attache Uganda High Commission felicitated and honoured Sakthivadivel, Honorary Secretary, TAAI Southern Region. The conclave had witnessed the participation of High-Level

Ministers & Officials from Uganda on this hybrid platform. The e-event explained many areas of collaboration, bilateral trade, exchange of technology and tourism between India and Uganda.

The event saw an elaborate presentation on Tourism and Opportunities in Uganda and members virtually connected and participated in the webinar. The speakers from Uganda include the Ministry of Tourism Wildlife and Antiquities, Uganda Wild Life Authority, Uganda Tourism Association and other Private Safaris etc. ▲





# Southern Region

## TAAI SOUTHERN REGION IN ASSOCIATION WITH STB ORGANISED A TRAVEL WEBINAR ON JULY 15

TAAI Southern Region in association with Singapore Tourism Board (STB) organised a travel webinar on July 15, which witnessed a large participation. Sakthivadivel, Honorary Secretary, TAAI Southern Region, set the tone of the e-event by his opening remark, this was followed by welcome address by Razaidi ABD Rahim, Director, TM Chennai. The webinar witnessed a presentation by Mary Wan Mering from STB. After her presentation, there was a Q & A session. A video of Malaysia was also played at the event. To keep it in memory a virtual group photo was also taken. Razaidi ABD Rahim made the closing remark. ▲



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# Southern Region



**S SAKTHIVADIVEL, SR HONORARY SECRETARY, TAAI, MET TAMIL NADU FINANCE MINISTER THIRU PALANIVEL THIAGARAJAN AT A PRE-BUDGET MEETING**

S Sakthivadivel, Southern Region Honorary Secretary, TAAI, participated and represented the travel and tourism trade requirements at the Tamil Nadu Government pre-budget meeting held on August 7. He met Thiru Palanivel Thiagarajan, Minister for Finance and Human Resources Management of Tamil Nadu. ▲



# Southern Region

## TAAI SOUTHERN REGION PARTICIPATED IN AN ONLINE TRAINING PROGRAMME CONDUCTED BY MINISTRY OF TOURISM

TAAI Southern Region had participated in an online training programme conducted by D Venkatesan, Regional Director, (West, Central & Southern Region) India Tourism, Ministry of Tourism, Govt of India. The topic of the discussion was - Procedure & Importance of becoming as Approved Agent of the Ministry of Tourism during this Pandemic. The event took place on June 10th, 2021, at 11 am.

TAAI was represented in the meeting by Jaffer Sadiq, Chairman, South Tamil Nadu Chapter, TAAI, Ln. S.P. Rajendran, Hon. Secretary, South Tamil Nadu Chapter, S. Sakthivadivel, Hon. Secretary, Southern Region, TAAI, N. Karunakaran, Hon. Treasurer, Southern Region, TAAI and Dr. P. Murugesan & Ramasamy Venkatachalam, Managing Committee Members. ▲

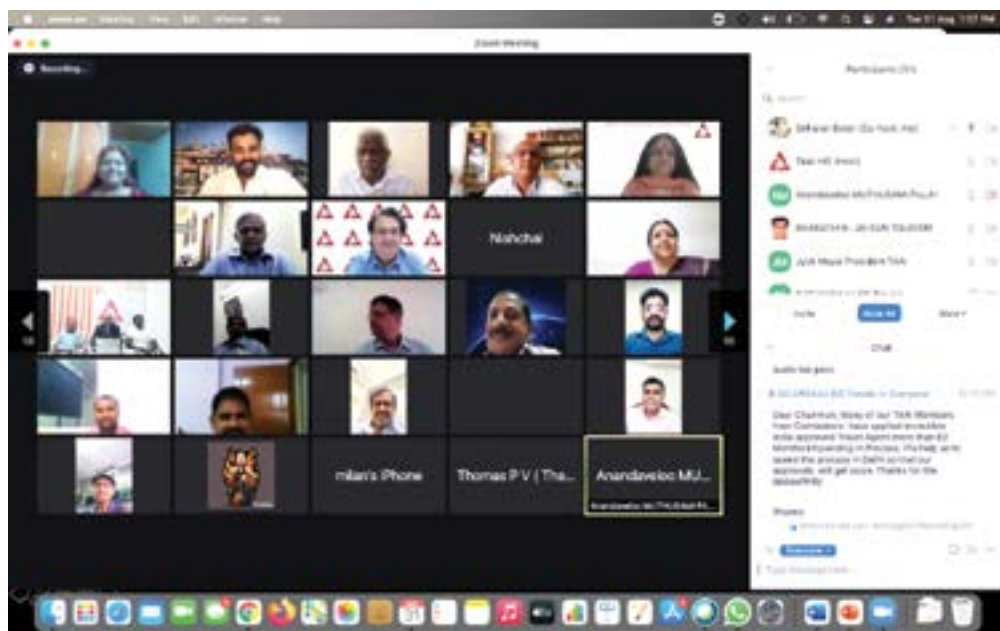
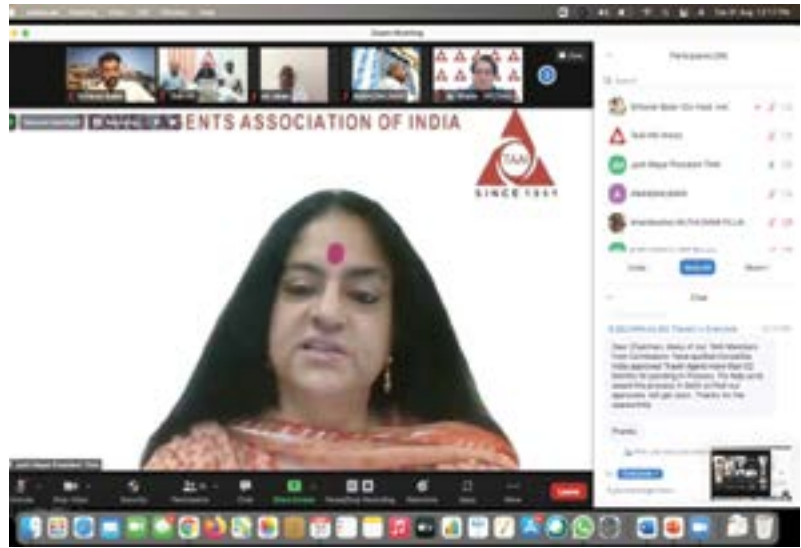


# Southern Region

## TAAI SOUTHERN REGION ORGANISED ITS 4TH MEETING ON AUGUST 31

4th meeting of TAAI Southern Region was held virtually on 31st August 2021 which was attended by President Mrs. Jyoti Mayal, President, TAAI and Mr. Jay Bhatia, Vice President, TAAI.

President addressed the meeting and updated members on how the Managing Committee has been connecting with the government and raising issues faced by the travel agent fraternity. TAAI Southern Region office bearers Mr. S. Sakthivadivel, Chairman, Mr. N. Karunakaran, Hon. Secretary, Mr. S. Jeyasekaran, Hon. Treasurer were also present in the meeting. All queries raised by members were addressed by the President and Vice President. ▲



# Southern Region



TAAI Southern Region was invited by Sri Lankan High commission for a meeting at the High Commissioner's Office, Chennai for discussion about opening up of Sri Lankan Tourism on September 23. In the meeting a list of list of 10-12 members has been finalised, who are associated with the Sri Lankan tourism along with TAAI Southern Region office bearers. It was decided that the delegation will be led by TAAI's Honorary Secretary Mr. Karunakaran along with Hon. Treasurer Mr. S. Jeyasekaran. ▲



# Western Region



**JK Tourism Department reaches out to Maharashtra tour travel operators**

Continuing with efforts of reaching out to the various travel markets and stakeholders across various markets in the country, officers of Tourism Department comprising Director, Tourism, Kashmir, Dr. G N Itoo and Director, Tourism, Jammu, Vivekanand Rai today held back to back meetings here with local tour operators, local media fraternity and even some prospective buyers of J&K tourism products.

During the meetings, the officers apprised the representatives of Maharashtra tour travel industry about the preparedness of the Jammu & Kashmir administration and tourism stakeholders in terms of COVID-19 protocol and precautions. ▲



# Madhya Pradesh & Chhattisgarh Chapter Celebrates 16th Foundation Day



## TAAI MPCG MEMBERS PLANTED SUSTAINABLE OXYGEN GENERATORS AT INDORE AIRPORT

TAAI MPCG members planted sustainable oxygen generators at Indore Airport on August 14. P. C. Sharma Airport Director Indore, M. Singh D.C., CISF were present on the occasion. A good number of TAAI members were also present on the occasion.

Speaking at the event, TAAI MP-CG Chairman, Hemendra Singh Jadon said, "Every year we are planting trees, this year

we set a target of planting 500 trees." Amit Navlani, Treasurer, gave a vote of thanks. All TAAI members were seen with their T-shirts embossed with the TAAI logo.

During Covid times MP-CG member, Dheerendra Singh of Travel Mania, Ujjain, acted as a hero for needy people by providing oxygen cylinders, medicines and other help - day & night. Appreciating Dheerendra Singh for his helping attitude, Hemendra Singh Jadon congratulated him during the chapter meeting and requested other members to also come forward in helping others. ▲

# Madhya Pradesh & Chhattisgarh Chapter



## GUJARAT TOURISM IN ASSOCIATION WITH TAAI MP-CG CHAPTER ORGANISED IN INDORE AND BHOPAL

Gujarat Tourism in association with TAAI MP-CG chapter organised two meetings in Indore and Bhopal on August 16 and 17, respectively. Indore meeting took place at Hotel WOW while Bhopal meeting was held Jahnuma Palace.

The event was well attended by members of TAAI. Ajit Kumar Sharma Gujarat Tourist Officer presented products of Gujarat.

R K Mishra- Asst. Dir. Dept. Of Tourism, Ms. Deepika Roy Choudhary- Dept. Director MPT, Prof. Dr. I C Gupta Ex. Director IMS (CVS) Indore, Mr. Sunil Notani- MC member TAAI, Mr. Hemendra Singh Jadon- Chairman TAAI MP-CG chapter, attended the meeting.

MP-CG Chapter Chairman Hemendra Singh Jadon on behalf of all members congratulated Pankaj Chaturvedi of Air Aman Travels, Bhopal (Active Member) for becoming a spokesperson for MP-BJP. ▲





# Madhya Pradesh & Chhattisgarh Chapter



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# Madhya Pradesh & Chhattisgarh Chapter



A prayer meeting was held on June 14 in Indore to pay homage to those, who had succumbed to the deadly pandemic. As a mark of respect, two minutes of silence was observed for departed souls.

This was a humanitarian initiative of Jagran's- Naiduniya Newspaper, which was supported by the TAAI MPCG Chapter. Chapter Chairperson Hemendra Singh Jadon, Hon. Treasurer, Amit Navlani and his team were present at the prayer meeting. ▲

# Andhra Pradesh & Telangana Chapter



## GUJARAT TOURISM CONDUCTED "TRAVEL AND TOURISM MEET" IN HYDERABAD

Gujarat Tourism conducted "Travel and Tourism Meet" on 09th Aug '21 in Hyderabad for TAAI members and travel & tourism fraternity. The physical event witnessed a presentation by Gujarat Tourism. A good number of people attended the event.

TAAI AP&TS Chairman Mr. Nagesh Pampati addressed the gathering and presented bouquet to the distinguished officials of Gujarat Tourism. ▲



# Andhra Pradesh & Telangana Chapter



## FIJI INDIA TEAM MADE DESTINATION PRESENTATION AT THE ANNUAL DINNER MEET OF AP & TS CHAPTER

TAAI AP & TS Chapter had its Annual Dinner Meet on 30th August at Marriott Hotel Hyderabad and Convention Centre, Hyderabad, Telangana. In that event the Tourism Fiji India team was present physically and made a presentation on the destination.

This provided a great opportunity to update TAAI members about post-pandemic measures including the 'Care Fiji Commitment' Programme to rebuild confidence and re-energise travel.

Tourism Fiji India team helped members understand the progress being made on-ground in Fiji, highlight exceptional milestones Fiji is achieving on its vaccination drive and showcased preparedness to welcome travellers back to Fiji when the time is right. There was a great level of participation, engagement and interest in Fiji at the event.

This was a great opportunity for members to network with officials of airlines, Govt of Telangana, Indian Tourism etc. The presentation was followed by cocktails and dinners.

AP & TS chapter Chairman Mr. Nagesh Pampati thanked Tourism Fiji India Team for the wonderful presentation and more than 120 attendees for their participation which made this event a huge success. The attendees included COO GMR, officials of Telangana Govt & airlines, Immediate Past TAAI President Mr. Sunil Kumar R, ex – Hon. Treasurer of TAAI Mr. Imtiaz Qureshi, senior member Mr. Vijay Mohan Raj and others. ▲





# Kerala Chapter



## KERALA CHAPTER ORGANISES ITS 10TH MEETING AT YUVARANI HOTEL, COCHIN

Chairman K . N. Shastry briefed members about the visit of Parliament Affairs Committee (Panel) on Tourism, comprising eight Members of Parliament, in which all tourism stakeholders including Secretary & Director of Kerala Tourism and TAAI participated. The meeting was held on August 19, 2021, in which TAAI suggested developing infrastructure for cruise tourism and the promotion of cruise tourism within India. The Chairman also stressed upon making a uniform national policy for domestic travel as different policies in states is hampering travel, causing inconvenience to passengers. Other associations also raised the issue of financial support for the industry, which is yet to materialise. The panel heard the problems of the travel agents and suggestions patiently also assured them to raise it with the concerned ministries to find remedies.

Hon Secretary Mariyamma Jose informed about a virtual meeting she had attended in which Tourism Minister, Tourism Secretary and Tourism Director were present. In the meeting, she has requested for a sustainable allowance from Government to the staff who has lost their job due to the pandemic. Also, difficulties faced by the industry in availing the loan in spite of the Government policy were highlighted. The meeting was followed by Onam Sadhya (meal). ▲



# Kerala Chapter



TAAI Kerala chapter participated in various high-level forums to present the pressing issues of the tourism industry. The parliamentary committee met Kerala tourism industry stakeholders at Kumarakom on July 16. In the parliamentary committee meeting, TAAI was represented by the Chapter Chairman, KN Shastry.

The tourism industry stakeholders took full advantage of the opportunity and expressed various difficulties faced during these times of crisis and asked for immediate support from the Central Government. Their requirements which were presented, are given below:

1. ECLGS 1 & 3 (Reluctance of financial institutions).
2. Interest waiver from financial institutions.
3. SEIS
4. SOP
5. Advance notice to the opening of international borders
6. Approval of All India Adventure Tourism Policy
7. Cruise Terminals in different ports of Kerala
8. Landing permit to be made zero or maximum reduced to enable charters to consider Kerala as a preferable destination

9. Unscientific bridges blocking houseboat cruises

10. Road show - free participation

11. Request for priority vaccination for tourism professionals with a clear cut policy of allowing travel for fully vaccinated personnel, as well as, priority vaccination for business and student travel etc. ▲



The tourism industry was represented by:

1. TAAI CHAIRMAN & Past Chairman (Kerala Chapter)
2. KTM President
3. ADTOI President (Kerala Chapter) & CKTI
4. ATOAI (President- Kerala Chapter & National Treasurer)
5. IATO Chairman (Kerala Chapter)
6. SIHRA
7. Kumarakom Hoteliers

Krishna Teja, Director Tourism, Kerala along with India Tourism officials, RD, and Manager - Kerala was also present at the event.

The concerns of the chapter members were very well expressed. All points raised by the stakeholders were carried by the parliamentary committee, who also assured that they will take it further. Also, the chapter participated in a stakeholder meeting with Dr Venu, who has taken over as the Tourism secretary in place of Rani George. Chairman Shastry participated in the meeting.

Several issues, such as bank loans, speeding up vaccinations, district administrators not being in sync with the state policies of Covid, and further moratorium on loans were presented by the industry leaders. In addition, TAAI suggested that all the stakeholders should make efforts to get the UN heritage site recognition for some geographical, historical or cultural locations which will indeed boost tourism. ▲

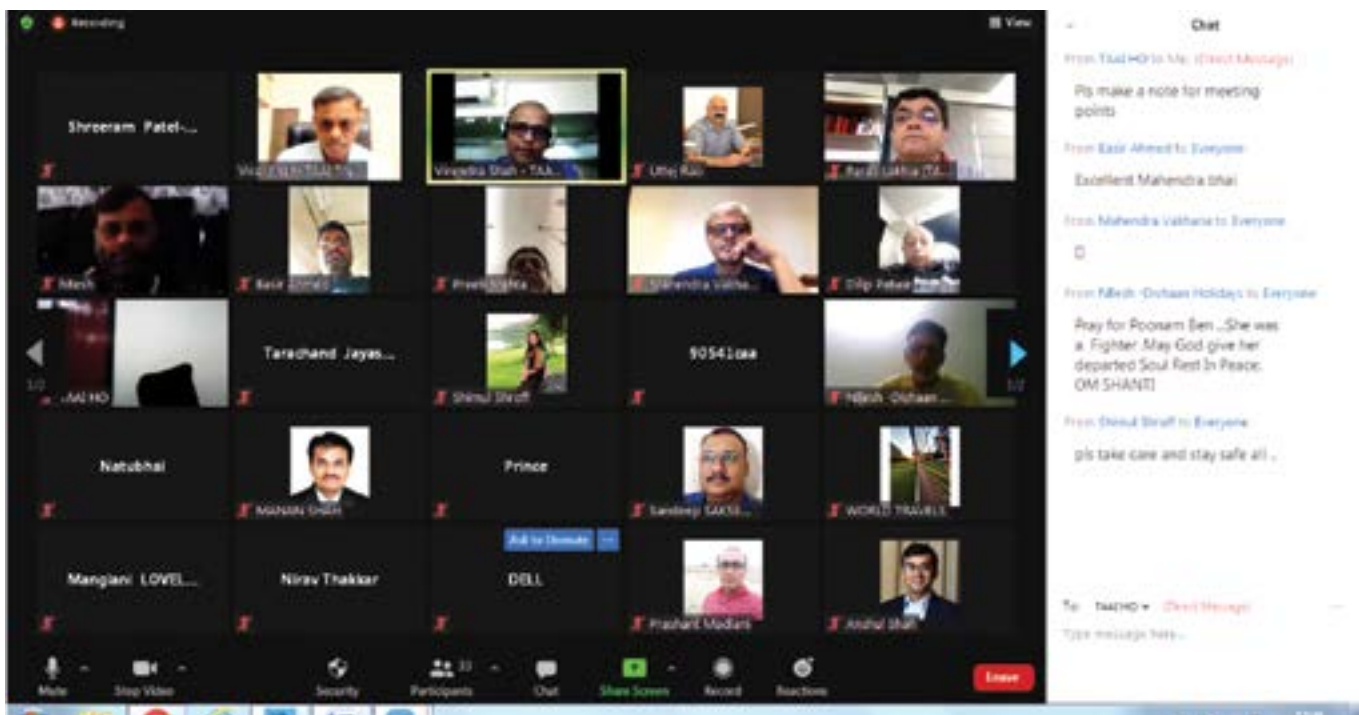




# Gujarat Chapter

## GUJARAT CHAPTER HELD A SUCCESSFUL VIRTUAL MEETING ON 4TH MAY

Gujarat Chapter held a successful virtual meeting on 4th May'21 and almost 35 members were present in the meeting. Main highlight of the meeting was paying homage to one of the very senior and active live members Ms. Poonam Seth of Camaroo Travels. She was also past Hon. Secretary of TAAI-Gujarat Chapter. Besides this, various issues related to revival and survival were also discussed in the meeting. Mr. Virendra Shah, Chairman, Gujarat Chapter, had briefed the house about various dialogue with the state govt. Details about the new TAAI-IATA BG were also given. ▲



# Gujarat Chapter



## GUJARAT CHAPTER MEMBERS MET CHIEF MINISTER AND TOURISM MINISTER ON JUNE 8

With the initiative of TAAI Gujarat Chapter, a meeting was held with Gujarat Chief Minister Mr. Vijay Rupani and Tourism Minister Mr. Jawahar Chawda on June 8. The other associations were also present in the meeting. "We gave White paper with our views on revival and survival of the tourism industry in the state. Both Chief Minister and Tourism Minister gave us a patience hearing and assured us to do the needful. After that meeting lot of initiatives were taken in the state to boost tourism," said Mr. Virendra Shah, Chairman, Gujarat Chapter. ▲



# Gujarat Chapter



## TAAI MEMBERS ENJOYED NEW CONCEPT DEKHO AMDAVAD

Gujarat Tourism has introduced a new concept to attract tourists called DEKHO AMDAVAD. It is a Bus like hop-on hop-off concept. The tourism department invited TAAI members to enjoy it on July 4. Through this tour the members not only enjoyed but also enriched themselves with the history of Ahmedabad. Mr. Shreeram Patel, National Hon. Treasurer, TAAI, Mr. Paras Lakhia, Managing Committee Member, Mr. Virendra Shah, Chairman, TAAI Gujarat Chapter, Mr. Prashant Madlani, Hon. Secretary, Gujarat Chapter, TAAI, enjoyed the tour. ▲



# Gujarat Chapter



**TAAI MEMBERS VISIT DWARKA**

Members visited Dwarkadhish Temple and offered prayers for the well-being of the travel industry. Dwarkadhish Temple is a very old and famous temple of Lord Krishna. It's considered as one of the holy places of Gujarat and is always flooded with visitors. They also visited Bet Dwarka by small ferry. It was a very fun-filled experience for all of them. Members also visited newly developed Shivrajpur beach; one of very tranquil beaches as of now with blue water. The tour was sponsored by Gujarat Tourism.

Shreeram Patel, National Hon. Treasurer, TAAI, Paras Lakhia, Managing Committee Member, Virendra Shah, Chairman, TAAI Gujarat Chapter, Prashant Madhani, Hon. Secretary, Gujarat Chapter, TAAI and Viral Shah, Hon. Treasurer, were present in the tour. ▲



# Gujarat Chapter



## MEMBERS VISITED VELAVADAR AND ALANG SHIP BREAKING YARD FROM AUGUST 1-2

Members were fortunate to visit Velavadar Blackbuck century. In transit they also visited Sarangpur Hanuman Temple too. Forest officer Mr. Ankur Patel had given very vital information about the park. "We were fortunate to see lots of blackbuck during our visit. With the help of Gujarat tourism; we got permission to visit Alang ship breaking yard which is a very unique experience. VIRAAT was one of the ships which came here for breaking. Even Jalesh cruise was also here for breaking," said Mr. Virendra Shah, Chairman, Gujarat Chapter, TAAI. Members physically visited one of the ships which came there for breaking. Mr. Mahaversinh Rever- a port officer in charge was very helpful in arranging this visit. All the members were very happy with this unique and unplanned visit and experience," said Mr. Shah. National Hon. Treasurer Mr. Shreeram Patel, Managing Committee Member Mr. Paras Lakhia, Hon. Secretary Mr. Prashant Madlani & Hon. Treasurer Mr. Viral Shah were also present in the tour. The tour was sponsored by Gujarat Tourism. ▲



# Gujarat Chapter



## MEETING WITH THE MINISTRY OF TOURISM ON 1ST JUNE 2021

A virtual meeting was organized with the Ministry of Tourism on June 1st for better understanding about formalities to register under MOT with different categories and various incentive schemes available as of now. Shri Venkatesan, Regional Director – India Tourism, MoT, gave a presentation and explained procedures to register under MoT and various incentive schemes of Govt.

President Mrs. Jyoti Mayal, National Hon. Treasurer Mr. Shreeram Patel and Managing Committee Member Mr. Paras Lakhia were also present in the meeting. Gujarat Chapter Chairman Mr. Virendra Shah requested Mr. Venkatesan to relax terms for employees which are required for enrollment under MoT and consider employees with long tenure in the Industry as eligible staff. Meeting was very interactive and lots of queries were addressed during the meeting. ▲



# Jammu & Kashmir Chapter



## J & K CHAPTER ORGANISED ITS 3RD BI-MONTHLY MEETING ON AUGUST 26

J & K Chapter organised its 3rd Bi-monthly meeting on the 26th August 2021, at The Hotel Solar Residency. A good number of members including the seniors had attended the meeting. Many past Chairmen were also present in the meeting.

Mr. Zahoor Qari, Chairman, J&K Chapter, apprised the house about the activities carried out by the chapter which includes meeting with the Secretary, Tourism and youth sports, Govt of J&K, Additional Secretary Tourism, Govt of J&K and Director, Tourism, Govt of Maharashtra.

The following issues were discussed with the government

1. Steep hike in hotel tariff by some hoteliers which made business of tour operators very tough as rates get changed day in and day out.
2. Imperative to have separate registration for Adventure Tourism. Which previously was permitted in our Tour operator registration and also stressed for removal of such requirement for qualification of carrying adventure tourism. Secretary assured that a high-level team has been set up to address this issue.
3. Requested for having a separate Gondola Ticket counter at

tourist reception centre which will avoid chaos at Gulmarg. The secretary assured us that the same will be set up very soon.

4. Government is planning to have roadshows at all major cities in the country and require the active role of TAAI at all the events. Also, they expressed their satisfaction with support which TAAI extended always at the roadshows.

All members of the chapter thanked the national office bearers and the Managing Committee for allowing members to pay only 60% AMF for the year 2021-2022. ▲



# Jammu & Kashmir Chapter



TAAI participated along with the other members of Joint Tourism Forum at The World Environmental Day on 5th. June 2021 at Pahalgam and also Participated in Plantation drive to reassure that we all are responsible citizens and protect our fragile ecology, environment, Heritage & culture and ensure destination doesn't go unabated.





# Jammu & Kashmir Chapter



TAAI (J & K Chapter) is a member of Kashmir Tourism Trade Bodies Joint Forum (KTTBJF) and recently in the month of August, TAAI Chairman got elected as Convener for a period of one year. All issues related to our Travel Trade are getting discussed at this Forum.



TAAI members expressed their grief over sad the demise of Mr. Mohammad Hafeez Shalla of Whale Travels was a senior member of TAAI who passed away on 7th. August, 2021. Mr. Hafeez Shalla was a great human being & a veteran Tourism player who was a doyen of the Kashmir Tourism Industry and a pillar of Tourism to Kashmir since 1995.

# Jammu & Kashmir Chapter



## DIRECTOR TOURISM HOLDS INTERACTIVE SESSION WITH WEST BENGAL TOUR OPERATORS

Director, Tourism, Kashmir, Dr. G.N. Itoo today held an interactive session with travel trade representatives of West Bengal through an online meeting.

The meeting was attended by leading travel operators of West Bengal which included Manav Soni, Chairman Travel Agent Association of India Eastern region (TAAI) ER, Madan Agarwal, President Association of Tourism Service Providers Bengal (ATSPB), Nilanjan Basu, Secretary Travel Agent Association of Bengal (TAAB), Anil Punjabi, Chairman Travel Agent Federation of India (TAFI), West Bengal, Manas Mahapatra, President Tourism Welfare Association (TWA) and other travel trade representatives attended the meeting.

During the meeting, the Director Tourism apprised the travel trade representatives about the SoPs and steps taken by the Department for a comfortable and safe stay of tourists in J&K.

Dy. Director Tourism, Ahsanul Haq Chishti and Tourist officer, Kolkatta, Ahsanul Haq also attended the meeting. ▲



# Pune Chapter



**T**ravel Agents Association of India (TAAI) Pune Chapter met with the core committee of Pune Waste Warriors on Aug 31, 2021. The association assured the group to provide all the possible help, to achieve the group's goal of a green and clean Pune.

Pune Waste Warriors (PWW) is an initiative and a citizens' movement to create a better, greener and cleaner Pune. It aims towards bringing the Pune-kars together for a common cause - clean and green, garbage-free, litter-free Pune. The TAAI team felicitated them with a memento which was presented by Pune Chapter Chairman Bahram P. Zadeh.

The meeting discussed conducting different clean and green drives in the city in different modes, and to organise meetings with Government Tourism officials for getting the required assistance to achieve this goal. ▲



# Rajasthan Chapter



## TAAI RAJASTHAN CHAPTER HELD ITS 11TH GENERAL MEETING AT JAI CLUB IN JAIPUR

Members were happy to meet in a delightful atmosphere after a long time in full strength to know the latest updates in the travel trade. The meeting also informed the members what initiatives TAAI has taken for the benefits of its members as well as tourism and trade. All members expressed their satisfaction after the meeting. ▲



# Rajasthan Chapter



## TAAI RAJASTHAN CHAPTER HELD ITS 10TH GENERAL MEETING ON JUNE 22

After a long lockdown of two months, TAAI Rajasthan Chapter held its 10th General Meeting on June 22 at Gauri Coffee Shop of Gangaur Hotel. The Chapter decided to have a meeting after the lockdown was relaxed in the first week of June 2021. It was the 10th General Meeting but first after the second lockdown. Before this, the Rajasthan Chapter organised its last meeting in late March in Ranthambore.

"Though the terror of Covid was still there in the minds of members and the public in general, we were allowed to gather in small numbers. Yet my chapter is always ahead, I was thrilled to see the dominating presence of members at a very short notice," said Manoj Sogani, Chairperson, Rajasthan Chapter of TAAI. ▲



# Rajasthan Chapter



## TAAI RAJASTHAN CHAPTER ORGANISED ITS 12TH GENERAL MEETING CUM FAM TRIP IN PUSHKAR

TAAI Rajasthan Chapter organised its 12th General Meeting in Pushkar. The decision to shift the meeting outside Jaipur was taken with request from its members. Members stayed free of cost at Aram Bagh and Bhanwar singh palace. Even the meals were sponsored by respective hotels. In this direction, Mr Nifin Dube, Mr.Devendra and close trade associate Mr Azad Mathu extended their help to ensure everything goes in the right direction. Jasbagh Tours provided the transportation which belongs to one of the members of TAAI.

It was a two night three day meeting cum Fam trip. Members were happy to know the efforts of TAAI has taken in this time of slow down in business. Yet, they made this trip memorable with lots of fun , cricket matches , outdoor games , musical evenings with local cultural dance performances and other activities. ▲



# Rajasthan Chapter



## TAAI RAJASTHAN CHAPTER ORGANISES PRESS CONFERENCE

A press conference was organised by TAAI Rajasthan Chapter with the people of the event industry to draw the attention of the government on tourism and travel business. The press conference had a discussion with industry stakeholders on how to reopen considering the health protocols so that businesses can take place. ▲



# Rajasthan Chapter



TAAI Rajasthan Chapter saw active participation from members in all tree plantation camps organised by the chapter in close association with Ahimsa Foundation.





# Rajasthan Chapter



## TAAI RAJASTHAN CHAPTER ORGANISES COVID VACCINATION CAMPS

With the help of TAAI Rajasthan Chapter's dynamic member, Gunjan Singhal the chapter successfully organised a number of free vaccine camps for the industry people. Despite all the shortages of vaccines all the vaccination camps were organised as per the given schedule. ▲



# Punjab Chapter



TAAI Northern Region, Punjab & Chandigarh Chapter jointly organized an online interaction with TAAI, President, Jyoti Mayal, on July 13. They discussed the topic, "Challenges & Opportunities for Travel Agents." The online meeting was attended by 51 members of the TAAI Northern Region & TAAI Punjab Chapter. At the meeting, Mayal spoke about challenges & opportunities for travel agents. She made a very powerful presentation on the eight pillars of establishing a business.

The key leanings driven from the interactive session are given below:

1. The industry has to be united to become a powerful voice with the Government of India and airlines. Diverse associations do not present a congruent view which dilutes the efforts.
2. The association members need to leverage each other by collaborating for various packages and other travel-related services. This type of collaboration will bring members close and lead to unity.
3. It is time for travel agents to diversify and develop unique products and services, which will be financially rewarding than selling tickets alone. Mayal discussed using social media to expand the footprints. In the meeting, Sonia Malhotra of TAAI Northern Region shared her success story.

The Q & A session was coordinated by Neeraj Malhotra, where members asked multiple questions. Jyoti Mayal handled each question patiently. ▲



A joint seminar was organized with Gujarat Tourism on August 19, 2021. The seminar was held at Holiday Inn, Amritsar and was attended by members of the Punjab Chapter, Officers of Punjab Tourism and Gujarat Tourism. TAAI Punjab Chapter Chairman Gurjeet Sekhon addressed the gathering on the importance of diversifying the offerings as a travel agent and exploring huge possibilities of domestic tourism. He explained how value addition in various travel packages services gives a better return than selling air tickets.

# Punjab Chapter



## TAAI PUNJAB CHAPTER MEETING ON SEPTEMBER 4

TAAI Punjab Chapter had its regular meeting on September 4, 2021 at Hotel President, Jalandhar, where Dubai Tourism addressed the first part of the meeting. Many TAAI members and their sales staff attended the event. At the event Dubai Tourism made a presentation on the new tourist attractions and Expo 2020. Naveen Kanojia, Assistant Manager - Sales (North India) Dubai Tourism India, explained all the queries. The members took a lot of interest in exploring the sales opportunities. .

In the second half, TAAI had its official meeting where difficulties faced for renewal of licenses by District Authorities were discussed. TAAI members took the issue

on priority and decided to collate the data and meet the district authorities to simplify the whole process and make it online, as according to the members the main problem is the varied interpretation by different districts.

Members also demanded that more details about the benefit of MSME registration should be provided to the entire membership to avail it in the present tough situation.

Mr. Rajender, Air India Operations Head for Punjab, addressed the gathering, also took all refund-related questions and interacted with all our members.

TAAI Punjab Chapter Chairman Gurjeet Sekhon thanked members for attending the meeting at Jalandhar. He also thanked Ankush Nijhawan for organizing the Dubai Tourism presentation and sponsoring the event. ▲





# Uttar Pradesh & Uttarakhand Chapter

## 4TH MEETING OF UTTAR PRADESH & UTTARAKHAND CHAPTERS HELD AT HYATT REGENCY LUCKNOW

TAAI Uttar Pradesh & Uttarakhand Chapters 4th meeting was held at Hyatt Regency Lucknow on September 11, 2021.

The meeting witnessed the participation of managers of all the major airlines like IndiGo , Fly Dubai, Oman Air, Saudi Airline, Flynas etc. It also discussed how to revive the tourism and airlines support to travel agents.

The meeting was presided over by Chairman Mr. Syed Mohammad Akhlaq and attended by Hon. Secretary Ms. Swati Dimri & Hon. Treasurer Mr. Mohd Khalid Shah. Ms. Swati Dimri briefed the members about the activities done & participated since the new team took over. Thereafter, Mr. Syed Mohammad Akhlaq requested members to come up with their ideas, suggestions and issues. The members thoroughly enjoyed the interaction as the meeting was held physically after a long time. Earlier meetings were held on zoom platform considering Covid situation in mind.

All members and participants then continued discussion over High Tea and looked eager for the next meet. ▲







# Uttar Pradesh & Uttarakhand Chapter

## UP & UK CHAPTER IN ASSOCIATION WITH DUBAI TOURISM ORGANISED A PRODUCT UPDATE SESSION IN LUCKNOW

TAAI UP & UK chapter along with Dubai Tourism organised a product update session on 8th Sep 2021, at Hotel Hilton Garden, Lucknow. More than 55 TAAI members & trade partners along with IndiGo, Vistara, Go Air, and Fly Dubai Airlines managers participated in the event and enjoyed the session. Mr. Naveen Kanojia from Dubai Tourism gave the presentation.

Hon Secretary Ms. Swati Dimri opened the session, thanking Mr. Kanojia and airline partners for their participation and felicitated them with a bouquet. Senior members of trade Mohd. Shoeb, Mr. Vivek Pandey, Mr. Gagan Gurnani, Ms Gayatri Khanna to name a few, also graced the occasion.

Chairman Mr. Syed Mohammad Akhlaq, Chairman, UP & UK chapter, TAAI, in his concluding remark thanked everyone. The Session culminated with members enjoying & discussing over Dinner. ▲





# Nagpur Chapter



Rajesh Agrawal, Chairman of TAAI Nagpur Chapter was invited for a meeting, on July 24 with the association members, whose businesses are affected due to the current lockdown in Nagpur.

The chapter members gave representation requests to the Commissioner of Nagpur and the concerned ministries.

The meeting was duly attended by the Chapter Chairman and Hon Secretary Alok Vaidya.

On July 26, around 500 delegates from various

associations came together and undertook padayatra to visit Commissioner's Office and the minister's office. On July 27, 500 delegates organized a scooter rally and a car rally to show the strength of the association and it showed their concern for the members who lost business due to Covid-19.

The padayatra, bike rally and car rally results in the favour and the authorities removed lockdown restrictions. The Chapter Chairman participated in meetings, and in rallies. ▲

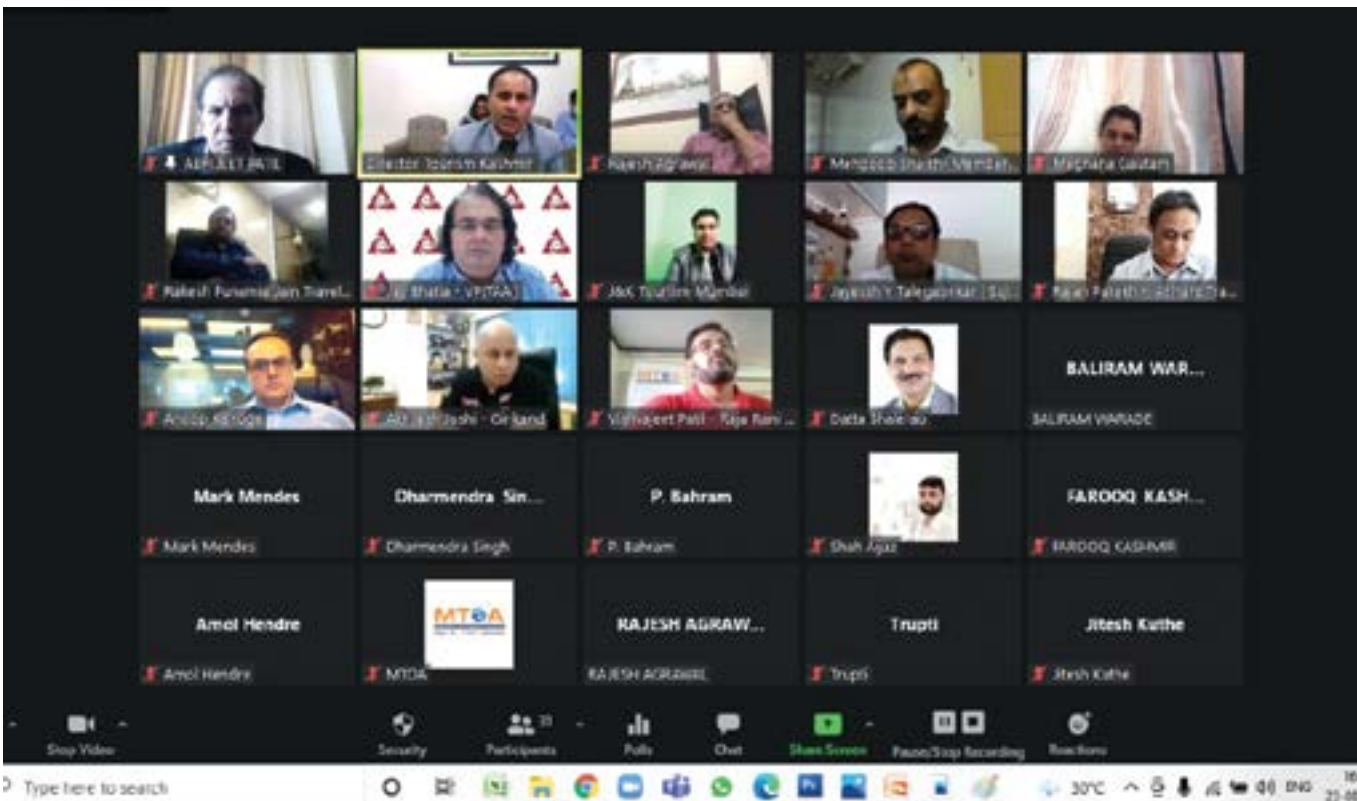
A virtual meeting was held on August 23 with the Maharashtra Tour Operators association & Director of Kashmir Tourism, Mr Itoo. The meeting was attended by the TAAI Nagpur Chapter chairman at the invitation of Viswajit Patil.

The meeting was aiming to promote Kashmir "Come & Enjoy the Autumn in Kashmir". The chapter chairman requested the recognized Tour operator of Kashmir to give representation to the concerned Government departments and to the Finance Minister to allot LTC to boost tourism in Kashmir. He had also suggested that a special LTC for Central and state employees on travel to Kashmir, which will encourage them to travel to Kashmir and surely boost Kashmir Tourism. ▲





# Nagpur Chapter



## THE NAGPUR CHAPTER ORGANIZES ITS 6TH MEETING

On August 20 the chapter had a meeting, post which the chapter invited the renowned business coach and owner

of Strategic Concepts (SCIPL), Sanjay Singh.

Singh spoke about two topics which were, "Romancing with customers" & "Power of Customer relations". It was a 45 minutes session on how to develop relations with existing and new customers along with Q & A. ▲

# Saurashtra Kutch Chapter



## SAURASHTRA KUTCH CHAPTER HELD ITS 4TH MEETING ON SEPTEMBER 13

The 4th Meeting of TAAI Saurashtra Kutch Chapter was held on 13th Sept' 2021 at Gir Vihar Resort, Sasan Gir, which was attended by active and allied members of the Chapter. Gir Vihar Resort, Sasan Gir also sponsored one night accommodation to the members.

Hon. Treasurer Mr. Amit Gandhi welcomed members, after which Chairman Mr. Devan Shah discussed current Market scenario & shared latest updates & activities undertaken by TAAI at the national and regional level.

Mr. Amubhai Thanki of Jonki Travels, Rajkot, gave details about RHC & how it works while Mr. Dhvanit Bhatt gave a presentation on Star Air.

Mr. Vyomesh from VFS Global, Ahmedabad, presented the latest updates on the current situation.

Mementos were presented to sponsors & guests. ▲



# Saurashtra Kutch Chapter



Saurashtra Kutch Chapter Chairman Mr. Devan Shah represented TAAI at the launch of Star Air Direct Flights from Jamnagar to Hyderabad & Bangalore. The event was

held on 26th August 2021 at Jamnagar Airport. Shri Jyotiraditya Scindia, Hon'ble Minister of Civil Aviation, virtually inaugurated the flight under the UDAN Scheme. ▲



# Goa Chapter

## TAAI GOA CHAPTER CHAIRMAN SAINATH DHARWATKAR MET WITH UNION MINISTER OF STATE FOR TOURISM, SHRIPAD NAIK

Members of the Travel Agents Association of India (TAAI) Goa Chapter spoke with Union Minister of State for Tourism, Shripad Naik, On July 12, conveying the happiness on his appointment in the Ministry of Tourism, Govt. of India.

The delegation expressed hope that their long-pending issues and concerns would now be well addressed. The association requested the minister to look into the various demands from the industry to help its revival.

The delegation included Chairman Sainath Dharwatkar and Hon. Secretary, Valigno Dias, along with members Martin Joseph and Devendra Dhavalikar.

The chapter has also been actively coordinating with the office of the Chief Minister, Govt. of Goa, as well as, Tourism Dept. regarding the various issues faced by the members locally. ▲



# Goa chapter



## TAAI DELEGATION DISCUSSES REGARDING PRESSING ISSUES WITH GOA CHIEF MINISTER

On August 25, 2021, TAAI had a virtual interaction with the Hon'ble Chief Minister of Goa, Dr. Pramod Pandurang Sawant.

Thanking the Hon'ble Chief Minister, at the outset, for sparing time, Mrs. Jyoti Mayal, President, TAAI initiated the discussions. She deliberated upon the major issues of concern hampering the growth of the tourism sector in the state and the travel agent's fraternity. Mrs. Mayal highlighted that most of the travel fraternity members are registered under the Directorate of Tourism, Government of Goa for which the license is renewed every year.

Till last year, the fee, specifically to Travel Agents, was around INR 1250 only. However, this year, the same has been increased to more than INR 5000. As the Tourism sector is going through its worst time, and have been facing losses and NPA's our request is to withdraw the increased Fee.

Mrs. Mayal emphasized the need of giving concessions to the travel trade, be it reduction of ATF, reduction in airport taxes, statutory taxes such as Corporation/Municipal/Trade Licence which comes under the purview of the state government.

TAAI should be given due representation and included in the various Task Forces of the Government of Goa in promoting travel, tourism and hospitality, she added.

Responding to requests made by TAAI, the Hon'ble Chief Minister said that the matter of licences fee has

already been taken into consideration, and assured of a favourable decision soon. With regards to other concessions, CM said that the discussions within the government are on and expect an early solution to it. CM most graciously accepted the request to include TAAI in the various task forces of the government.



TAAI made suggestions on enhancing Tourism video promotions and educating the trade by conducting webinars and roadshows with TAAI on Goa and how special MDA schemes and other incentivisation to trade across all states in India should be commenced which shall help tourism growth exponentially.

Also present during the interaction were Mr. Menino D'Souza, Director - Department of Tourism, Goa; Commander Prasad Padhye (Retd.), OSD to Chief Minister of Goa. From TAAI, Mr. Jay Bhatia, Vice President; Mr. Bettaiah Lokesh, Hon. Secretary-General; Mr. Shreeram Patel, Hon. National Treasurer; Mr. Anoop Kanuga, Chairman - Tourism Services Council; Mr. Sainath Dharwatkar, Chairman (Goa Chapter); Mr. Valigno Dias, Hon. Secretary (Goa Chapter) and Dr. Himanshu Talwar, Executive Director, TAAI. ▲

# Honorary Secretary-General, TAAI felicitated with Thailand - Karnataka Friendship Award of Excellence 2021



Royal Thai Consulate General, Chennai proudly presented Thailand- Karnataka Friendship Award of Excellence 2021, to Mr. Bettiah Lokesh, Managing Director, Triway Travels Pvt. Ltd., Bangalore (Hon. Secretary-General, TAAI), to recognise and honour government, public and private institutions, agencies, as well as, individuals from the state of Karnataka, who have been contributing significantly in strengthening bilateral relations between Thailand and Karnataka over the years. The award function was organised on September 17 at the ITC Gardenia Hotel in Bengaluru. ▲



# TAAI facilitates MSME Schemes Web Workshop for Membership in collaboration with Development Institute, MSME Ministry



TAAI has been pursuing with MSME Ministry the importance of conducting workshops to educate members about MSME registration, schemes available and how to avail relief & benefits of the schemes offered by the MSME Ministry which has taken a lot of initiatives to provide relief to minimize the far-reaching economic damages that occurred due to COVID.

The workshops, which are a part of the series initiated at the pan-India level, have been conducted as on date, in the below areas:

Region/Chapter	Date
Gujarat Chapter	27 Aug
Andhra Pradesh & Telangana Chapter	06 Sept
Karnataka Chapter	06 Sept
Kerala Chapter	06 Sept
Northern Region	07 Sept

Representatives of MSME informed about various schemes and initiatives of MSME, explaining how it can benefit businesses at large, particularly schemes in which members may avail finance, both at micro and macro levels. The role played by the Development Institute was highlighted. Members were requested to check the MSME website or visit the Development Institute Office, for detailed information.

The response was overwhelming. There was also a Q & A session and all queries were attended.

Workshops will be conducted in other Regions/Chapters soon. ▲





A TAAI delegation led by Mrs. Jyoti Mayal, President along with Mr. Sunil Notani, Managing Committee Member, and Mr. Hemendra Singh Jadon, Chairman, MP & CG Chapter met Mr. Sheo Shekhar Shukla, Principal Secretary, Tourism & Managing Director, Madhya Pradesh Tourism Board, Government of Madhya Pradesh to discuss possible areas of collaboration and way forward.



TAAI congratulated Mr Nasir Kamal, I.P.S on his new assignment as Director General, Bureau of Civil Aviation Security (BCAS) and shared the association's concerns regarding the stoppage of Airport Entry Passes (AEP), since last year only Inbound Tour Operators permitted to obtain it. "We sought for its early redressal," said Mrs Mayal . She met him to discuss various topics such as, ease of travellers, sharing of security obstacles and working of TAAI member passes at airports.

TAAI extended heartiest Congratulations to G. Kamala Vardhana Rao who was given additional charge of Director General at MoT and offered full support in closing working with MoT to bring back the glory of Indian Tourism Industry. President Mrs. Jyoti Mayal met him to discuss on enhancement of tourism along with TAAI members and work out solutions on current challenges faced by trade.





TAAI meets Turkish Ambassador

TAAI President Mrs Jyoti Mayal met Turkish Ambassador H.E. Firat Sunel at his office in Turkish Embassy, New Delhi, on July 28.

Both exchanged pleasantries and discussed about various collaboration opportunities to develop and promote tourism between both the countries. Mrs Mayal expressed desire to closely work together, and converting the strengths into opportunities.



The Ministry of Tourism, Government of India, had organised "Tourism for Inclusive Growth" programme, to mark the World Tourism Day, 2021. Union Minister of Tourism, Culture & DoNER G. Kishan Reddy and MoS for Tourism Shripad Yesso Naik also graced the occasion while a video message of Secretary General, WTO, Zurab Pololikashvili was also played. Secretary Tourism Arvind Singh; DG Tourism, Kamala Vardhana Rao; Head UNEP, Atul Bagai; senior officers of the Tourism Ministry and representatives of travel and hospitality industry addressed on the occasion.

Jyoti Mayal of Federation of Association of Indian Tourism & Hospitality ; Rakesh Mathur , Founding Member & Honorary President of RTSOI also expressed their views on how to revive the tourism sector in the post Covid scenario as well as promote Responsible and Sustainable Tourism that benefits the person at the last mile.

### MRS. JYOTI MAYAL, PRESIDENT, TAAI, CREATES HISTORY BY CHAIRING APJC MEETING

25th May, 2021, was a historic day not only for TAAI but for each and every travel agent in India. In the 59th APJC meeting held virtually, President Jyoti Mayal was unanimously selected to chair the meeting – which is the first time in India an Agency Representative chairing the meeting convened by IATA.

This is a moment of great honour and pride and matter for TAAI and they take this opportunity to thank colleagues, Association and airline representatives for having faith & confidence in TAAI's leadership.

In this meeting, TAAI was represented by Vice President Jay Bhatia, Hon. Secretary General Bettaiah Lokesh and Hon. Treasurer Shreeram Patel. UFTAA President and Past TAAI President Sunil Kumar Rumalla also participated. The agency representatives took up important points of concern and made recommendations through APJC to PAPGJC/PSG so that it can be taken up at PA Conference.

TAAI remains committed to work diligently with IATA towards making positive changes in the working environment of the global aviation, travel and tourism industry. ▲



## There is a need to make a continuous presence in each other's markets: Jyoti Mayal

Jyoti Mayal, President, TAAI, participated in Shanghai Cooperation Organisation webinar in July 2021 and highlighted promotion of tourism and further strengthen economic relations between China and India.

Speaking on the webinar Mrs Mayal said that she is indeed grateful to the organisers, Shanghai Cooperation Organisation (SCO), for giving her the opportunity to address such an eminent, and great people.

Mrs Mayal said that since the past decade, geopolitical changes have led to a paradigm shift in the style of economic management from a centrally planned model to market orientation. "The most visible dimension of this change has been the integration of national economies with global trends. Liberal movement of goods and capital and greater interdependence of economies are a few major characteristics of this trend. These changes have also led to the restructuring of Chinese and Indian economies," she said.

Talking on Indo-China relation she said that with India and China enjoying a long tradition of friendly political, economic, social, and cultural bonds, the present economic scenario should have led to growing tourism business linkages. "However, currently both the countries have also started looking elsewhere for tourism promotion, be it inbound or outbound. Perhaps the decline in interest is due to the fact that there is an information gap about the developments taking place in China and India at the tourism front and the emerging opportunities," she noted.

Sharing her experience on China, Mrs Mayal said, "Our interactions with the Chinese business community and Government officials, during the TAAI's Annual Convention in 2018, when a huge delegation visited China, we observed that China has emerged as a nation of determined workers

who by heart are travellers and eager to explore the world, especially India. The country has taken a lead in the transformation towards tourism based economy, through huge investments in development of roads, highways, airports, railways, amusement parks, museums etc.,"

For improving and further increasing tourism promotion cooperation between the two countries, Mrs Mayal exhorted that there is a need to make a continuous presence in each other's markets. "This could be through the regular exchange of delegations, participation of the business communities in each other's trade fairs and exhibitions, and opening offices," she noted.

She also suggested that along with tapping large companies, there is also a need to promote the exchange of interaction between the small and medium sectors of both the countries, universities, schools, etc for a lasting business relationship and development of one-to-one contacts.

She said TAAI is committed to the cause of the promotion of tourism and further strengthen economic relations between China and India. "TAAI has been actively involved in enhancing closer contacts between the industry and the business communities of China and India. TAAI in its small way putting its best efforts in promoting tourism, trade and economic cooperation between the two countries. We are indeed thankful to the Chinese Embassy, Chinese Ministry of Culture and Tourism, Central Academy of Culture and Tourism and esteemed organizations such as SCO for extending their support to us, and I in my personal capacity and on behalf of TAAI and Travel Agents fraternity, I look forward receiving much greater support in the future too," said Mrs Mayal. ▲

## TAAI participates in a discussion on Foreign trade policy 2021-26

A Round Table meeting was organised on New FTP (2021 – 2026) with the services industry, the virtual meeting was organised by Services Export Promotion Council (SEPC) on August 21.

Speaking on the subject Mrs Jyoti Mayal, President, TAAI said, "I would like to compliment the SEPC and through this platform to the Directorate General of Foreign Trade (DGFT), Ministry of Commerce and Industry for the proposed annual amendments to the New Foreign Trade Policy (FTP 2021 – 26) which we believe are indeed in tune with the liberalization process aimed at enhancing services export businesses and its competitiveness. In the long run, it is expected to be the policy seen as much in line with the services industry expectations.

We at TAAI feel that the services exporting community will be greatly relieved and benefited by the continuation and introduction of various new duty neutralization/export promotion schemes, as the introduction of new and stability in the existing policies is very essential, especially in the current scenario of global export pessimism and the COVID situation.

However, we at TAAI are looking at the Government to have a concrete road map in place in advance for the proposed and new export incentive schemes so that the services exporting community will have adequate time to adapt their operations to the likely changes that would be introduced in the coming years, particularly with regard to the SEIS, Make in India etc."

Mayal added that they are grateful to the Government for recognizing in the Policy the services sector, especially travel and tourism, which is a significant engine of export growth. "These are the emerging sectors contributing significantly to the promotion of exports and foreign exchange earnings and it is time that their contribution is duly recognized and acknowledged. However, the success of the Policy depends on how well and how soon it is implemented and the desired support it receives from the States. To ensure that the announcements made under the policy are translated into implementation at the ground level and do not remain on paper, there should be a review mechanism in place, to ensure timely implementation of various schemes and incentives," she opined.

While speaking on the expectations of the Travel and Tourism industry from the policy she pointed out below important points:

**Awareness about Benefits of Services Exports:** We at TAAI are of the opinion that the lack of knowledge and education, Travel and Tourism is lacking contributing to its full potential to the services exports and in turn the Indian economy. There is a dire need of reaching out to the grass route level to educate people who are part of the sector to tell them how they can benefit from services exports considerably and what exactly they have been doing to support our great nation's economy. Through a series of workshops, we need to educate and instil confidence in the Travel and Tourism Fraternity that they are the backbone of the nation, be it job creation, foreign exchange earnings, facilitation of trade and businesses. And, we at TAAI would be delighted to collaborate with the Government, Ministry of Commerce and SEPC to achieve the objective.

**Digitalization:** As we all know and are well aware now that digitalization is the future.

More and more digital transactions, minimum physical contact, and especially digital promotion and marketing has taught a lot to the travel fraternity. However, we still need to work a lot to go paperless. At regional and state levels, a lot of effort is required about the benefits attached by going digital. We are indeed fortunate to have our Honorable Prime Minister making his best efforts by rolling out and promoting of Digital India scheme, but we still have a long way to go to discard the traditional approach of doing everything physically. For instance, schemes like

Niryat Bandhu (a scheme for mentoring entrepreneurs in international trade), is a welcome move. We need to assess on regular intervals how many people are actually taking benefit of the scheme.

**Availability of Credit:** Our industry is product & service-oriented and generates income that has a widespread economic impact and benefits. Apart from contributing to the country's economy by raising revenues, tourism also serves as a potent catalyst of employment generation. However, the fraternity has been facing liquidity issues to run business, whatever is left during and post COVID. We have seen and experienced that financial institutions have been reluctant to lend to the Travel fraternity, perhaps, due to the lack of adequate collateral. The travel industry is now looking at alternate credit avenues and institutions like EXIM Bank could be one such solution. In addition, there could be many other points such as proper support system, tax incentives, recognizing travel as industry etc which we can deliberate on. ▲



## Jyoti Mayal discusses pressing issues of the industry with PM

In a web interaction with the Prime Minister Mrs Jyoti Mayal, President, TAAI held forth the issues that the travel and tourism industry is facing. The event was facilitated by SEPC and was organised on August 6.

Speaking at the occasion, Mayal said, "We are indeed thankful to you for giving the opportunity to the Services Sector, especially the Tourism Vertical to share its pain points with your kind self. Although, as you are already aware, the tourism industry is the hardest hit with millions of job losses and closure of many companies. At this juncture, the entire industry expects from the government to kindly consider our request of including tourism in the concurrent list."

She said that becoming part of the concurrent list resolves many issues and also highlights many issues which are hampering the growth of the Tourism sector of India. She mentioned that Inclusion in concurrent list leans, streamlined policies, both at the state and central level can help the



industry to grow. She also suggested that the sector can be regulated so that clear demarcation can be made between illegal companies and establishments which damage the image of the country as a whole.

While citing an example, Mayal opined, "Medical Tourism, which is also considered as a part of the Tourism industry of India has been severely hit. A lot of foreigners who used to visit us for Medical Tourism are now exploring avenues in other countries. Indeed, it is a great loss to our Medical and Health sector, however parallelly it has come a big blow to the Tourism sector as well because of the limited movement of both inbound and outbound travellers. Pradhan Mantri Ji, our request to consider Tourism as an industry is long due. We have high hopes from your government, and especially post-pandemic this seems like a ray of hope for survival and revival of the sector." ▲

## Digitally enabled services in tourism are today poised for a rapid growth in India: Jyoti Mayal

"Digital economy, or I would say the services sector is giving India its biggest business opportunity in the form of digitally enabled services, and promotion of tourism is an important part of it. Digitally enabled services in tourism are today poised for a rapid and dynamic growth in India, in a manner similar to the software industry in the early 2000," said Jyoti Mayal, President, TAAI, while speaking at the Sub-forum of the China-SCO Digital Economy Industry Forum on August 23, 2021.

She said that currently thousands of Indians are doing office jobs for companies in the US, Europe, etc. from Hyderabad, New Delhi and Chennai. "And, it is giving them exposure to new cultures, places, food etc. With this exposure, digitization, and above all high disposable income, travelers - be it Indian or from any part of the globe, is looking at exploring the world. Moreover, a lot of people have moved to different countries to work and not everyone can afford to have their family living with them; however, they do intend to visit/ invite them once or twice a year, which in-turn opens avenues for the tourism industry," she said.

According to her, competition, dramatic innovation, and digitization are some of the factors which are making companies around the world, especially multinationals, to develop sustainable digitization models for promotion of tourism. "This is leading to flow of new jobs, economic development by digital means, and overall growth of a country's GDP. And, therefore, we the companies in the tourism fraternity now

needs to tap the global talent to work on digital models for facilitating travel," Mrs Mayal noted.

Throwing light on the advantages of India and China in this direction, she said that she firmly believe that both the countries can emerge as a frontrunner in this new area and create vast avenues and jobs for millions of people to attract investments. "India and China, with its rapidly increasing middle class, is in an advantageous position, particularly in view of 4-5 hours of time difference with other emerging Asian economies which are already offering digitally enabled services such as Singapore, Malaysia etc. With increase in number of English speaking and computer literate manpower available at a low cost, both our countries may join hands and exploit each other's tourism potential which is literally untouched compared to the size of our nations," pointed out Mrs Mayal.

She appealed that both India and China now need to come forward and develop digital infrastructure and intellectual resources to promote tourism. "Then only we can emerge as a key player of providing digitally enabled services in the tourism sector. Language, as we all know is still a barrier, however, this can be easily tackled with the use of digitization. For instance, payment gateways, have facilitated in the last decade, the ease of local travel to a great extent, likewise regular upgradation and development of digital infrastructure including automated translation service can be a stepping stone towards the growth of tourism," she said. ▲



## Women in TAAI and Travel (WITT) Fostering Wellness and Promoting Tourism

Travel Agents Association of India (TAAI) through its contemporary and unique initiative, Women in TAAI and Travel (WITT), organized its first web workshop on August 20. WITT aims to leverage the Indian travel and hospitality industry to empower women with the opportunity to fulfil their economic and individual potential while growing the sector.

Rolled out only last month, WITT's voluntary membership reached a magical number of 300 within a month. Keeping in mind the issues and challenges faced by the women in the industry, WITT decided to organize its first web workshop on Wellness. The Guest of Honour, for the event, was Dr. Manjari Chandra.

Initiating the Coffee Conversation, Mrs. Jyoti Mayal, President, WITT & TAAI welcomed Dr. Chandra and other participants and apprised them about the purpose of organizing the web workshop. Mrs. Mayal said that the Woman is a Full Circle, within her is the power to create, nurture, and transform. She also said that Wellness could be related to Physical, Spiritual, Social, Occupational, Cultural etc. And, hence, we should remember that wellness is not simply the absence of illness or stress, but a broad practice of internal and external behaviours even when experiencing challenges, she added.

Dr. Chandra, who is a renowned Functional Nutritionist, Wellness Coach, Speaker and Author of the Book "Eat Up Clean Up"; has worked for leading hospitals of India, namely Max Healthcare, Manipal Hospitals, Columbia Asia etc. Addressing the attendees, Dr. Chandra gave her insights and solutions to the modern-day & post covid issues being faced by the women in the industry. She emphasised on the need of reducing inflammation and living a healthy life. For beginners, Dr. Chandra advised



the need to reduce weight, avoid all toxins, get adequate sleep, and practise gratitude and forgiveness.

Being the first of its kind under the banner of WITT, participants were really delighted to attend and expressed their gratitude to the entire team of WITT.

Ms. Tina Kanuga, Member, TAAI and Devika Jeet, Chief Executive of WITT moderated the workshop and thanked the attendees. ▲



## TAAI enjoys excellent relation with media

The President of TAAI was among the distinguished panelists & speakers during meetings, discussions, events, trade shows, webinars, pre budget expectations conducted by stakeholders; some were telecast live on NewsX channel, YouTube and DNT News. She has been all round in the media – electronic, print and social media.

The office Bearers and Committee Members were also interviewed by trade newspapers, channels and on national television, local and international media as well.

TAAI's comments and media reports have also been covered under the aegis of FAITH as a unified body.

It is important to mention here that TAAI was the first to react on the relief package announced by the Finance Minister which was widely covered in national and regional newspapers.

TAAI extends their deep gratitude to media personnel for covering TAAI news, events, for sharing all their concerns regarding travel & tourism & look forward to their continuous support in highlighting issues to the consumer, government & all concerned stakeholders.

### SOCIAL MEDIA CONNECT- FACEBOOK, INSTAGRAM, TWITTER & LINKEDIN

This web based online platform keeps the communication channel open 24 X7 and helps in disseminating and sharing information, updates and ideas.

All updates on TAAI's activities, meetings with stakeholders are instantly posted, which can be accessed by members online anytime and anywhere. ▲

## TAAI join hands with Learning & Networking Platform - LVG Learning, exclusively for TAAI members

As TAAI innovates on online learning, the association recently signed a partnership agreement with LVG Learning, an online education company from UK providing unique solutions and innovative support for tourism worldwide. This initiative was undertaken to empower TAAI members through the updated destination knowledge and open new business networks with the local expertise worldwide and to get ready for the future. These programs will also help for reskilling the team members and improving business abilities. Through this platform there was exchange of accurate and credible information among business partners. Learning & Networking is a new and unique combination, which members are encouraged to undertake



to be future ready. This knowledge platform will help members to support their business growth through education and local expertise. ▲

## TAAI partners with Ministry of Tourism, Govt. of India for “Deekho Apna Desh”

A TAAI initiative, in which webinars have been conducted across Regions/Chapters during which Mr. Venkatesan (MoT Regional Director, West, Central & Southern India) appraises members about guidelines & clarifications for recognition of travel agents by MoT, GOI and how recognized travel agents can avail benefit from government schemes. ▲

## TAAI delegation meets new ministers

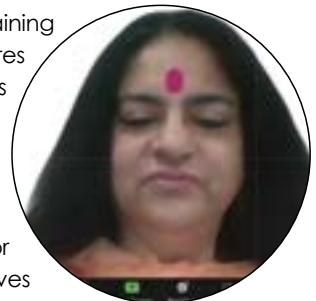
When the Union Cabinet was reshuffled & expanded on July 8, with new Ministers at the helm of affairs in MoT & MoCA, the association thanked the Hon'ble Prime Minister for hearing TAAI's request for granting Cabinet status to MoT.

The association connected & reached out to the newly inducted Ministers namely, Shri Jyotiraditya Scindia - Minister for Civil Aviation, General V. K. Singh (Retd) - Minister of State for Civil Aviation, Shri G. Kishan Reddy – Minister of Tourism & Culture, Shri Shripad Yesso Naik - Minister of State for Tourism, Shri Ajay Bhatt - Minister of State for Tourism, Shri Arjun Ram Meghwal - Minister of State of Culture, Smt. Meenakshi Lekhi - Minister of State of Culture, to highlight challenges faced by the industry due to COVID and the need for urgent assistance from the government. ▲



## National OBs meeting with SEPC

SEPC had organised a training programme on Procedures related to Export of Services under GST, FTP & FEMA on September, 11. TAAI has been working closely with SEPC (Service Export Promotion Council) on various initiatives for members and all such initiatives being taken in collaboration with TAAI for the industry. ▲



# New members after 1st June 2021

SR. NO.	NAME OF AGENCY	CITY	REPRESENTATIVE I	REPRESENTATIVE II
1	O.P. Impex International	AGRA	Mr. Manish Bansal	Mrs. Shweta Bansal
2	C.K. Associates Travel Services	AHMEDABAD	Mr. Chhajer Sanjeev Malchand	Mr. Umesh Parab
3	Alhind Travel Portal LLP	CALICUT	Mr. P. V. Valsaraj	Mr. Afsal Abdul Rasheed
4	GJ Phoenix Travel And Leisure (OPC) Private Limited	CHENNAI	Mrs. ABK Gayathri	
5	Travelink Holidays	CHENNAI	Mr. Balu Nallappan	Mr. Moses Jeevanathan B.
6	MMS Travel	CHENNAI	Mr. Jayaseelan Gnanadas	
7	M.S. World Travel Services	CHENNAI	Mr. Mohammed Shajahan D.	
8	Leisure Trips	HYDERABAD	Mr. Mohammed Muzammil Hussain	
9	Hi-SKY Travels	INDORE	Mr. Gurvinder Singh Ghai	Mr. Dinesh Soni
10	Param Hans Aviation India Private Limited	JALANDHAR	Mr. Devinder Kumar	Ms. Pooja Joshi
11	Vihar Travel Consultancy	JAMNAGAR	Mr. Shreepal Ketan Shah	Mr. Ketan Harilal Shah
12	ODG Leisure Private Limited	KOLKATA	Mr. Abhishek Garg	Mr. Abhinav Garg
13	Travel Help	LUCKNOW	Mr. Aamir Nazar Siddiqui	Ms. Sabeena Yousuf Aamir
14	Impulse Holidays	LUCKNOW	Mr. Ritesh Kumar Keshari	Mr. Aman Kesharwani
15	Al Ain Travels & Tour	MORADABAD	Mr. Gulraiz Nazim	Mr. Mohammad Suhail Nazim
16	Mercurius Travel Pvt. Ltd. T/A Tour & Travel	MUMBAI	Mr. Rajesh Bist	Mr. Anil Rai
17	Skyline Travels	MUMBAI	Mr. Sachin Jain	Mr. Neermal Somiyani
18	Sunshine Holidays	MUMBAI	Ms. Maitri Sanghvi	Mr. Hardik Doshi
19	Paramhans Holidays Pvt Ltd	MUMBAI	Mr. Bhavesh Nachiketa Oza	Mr. Suprabh Madhav Oza
20	Amazon Travel & Tours	NEW DELHI	Mr. Aashish K. Nayyar	Ms. Harsharan Kaur
21	Teleporters Travel Solution LLP	NEW DELHI	Mr. Neeraj Kumar Sarna	Mr. Rajan Sehgal
22	Sanskar Travels	SURAT	Mr. Rajneesh Bhatnagar	
23	Happy Holidays	SURAT	Mr. Naresh Chimanbhai Kanani	Mr. Shailesh Narshibhai Sabhani
24	Travcare Holidays, T/A SR Travels	SURAT	Mrs. Sejal Rajesh Panikar	Mr. Rajesh Gopinath Panikar

# TAAI in Media

DDP PUBLICATIONS

Friday July 9, 2021

## Tourism Breaking news

### Thomas Cook India's webinar at 3pm today to assist trade in re-inventing travel



Thomas Cook India will showcase its latest initiatives in a webinar today at 3pm. Attendees will receive ₹1,000 gift vouchers and will also be able to bid for a 7-day trip for two pax to Ladakh! Three agents will stand a chance to win 2-night stay with Sterling Holidays. To participate, write to jaspreet.kaur@ddppl.com or call 9660196532, or register at <https://event.webinarjam.com/register/264/wy0z2bk8>.

### Our priority is to bring tourism sector on top & back on its feet: Ajay Bhatt, MoS, Tourism



Ajay Bhatt, the newly appointed Minister of State, Tourism, took charge and shared that the priorities for him in the new role is to take the country forward and tourism sector at the top position. "We will take briefing and then we would know what can be done about the issues and problems. Now that the situation is improving, we hope to soon come back to the old level of tourism in India," he said.

thomascok.in

Re-Inventing Travel with Thomas Cook India

Join our webinar on Friday, July 9 at 3pm IST

For more information, kindly email us at [jaspreet.kaur@ddppl.com](mailto:jaspreet.kaur@ddppl.com), +91 9660196532

### Faith associations meet new Tourism Minister G. Kishan Reddy



A number of FAITH association heads met with the new Cabinet Minister of Tourism, Culture and DoNER, G. Kishan Reddy and welcomed him on his taking over the charge in his office. The delegation comprised of Nakul Anand, Chairman, FAITH; Rajiv Mehra, President, IATO & Hony. Secretary FAITH, Jyoti Mayal, President, TAAI & Vice Chairman FAITH, P.P. Khanna, President, ADTOI & Board Member FAITH; and Ravi Gosain, Vice President, IATO.

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### Dr. V. Venu comes back to Kerala Tourism, appointed as Additional Chief Secretary



Dr. V Venu (IAS) has been appointed as Additional Chief Secretary, Tourism Department, Government of Kerala. An IAS officer of 1990 batch, he has been appointed several times before in the tourism department during his career. He has also been appointed as the Additional Chief Secretary, Higher Education. Apart from this, he will be having additional charge of Member Secretary, Planning Board.

### With tourism getting cabinet minister, we expect quicker decisions: Jyoti Mayal



Jyoti Mayal, President, TAAI, has said that by appointing three ministers for tourism (including one cabinet minister) as well as culture, the Prime Minister has given a heavy weight focus to tourism. "We always had a lot of expectations from MOT, but now being given a cabinet berth, we expect much more and quicker decisions to take place. This shows that government is looking at tourism to revive economy," she says.

today's events

3:00 pm (IST)

Thomas Cook India webinar



### IRCTC to operate special trains for Char Dham Yatra

IRCTC will start a special train in September, covering many top tourist destinations, including Char Dham – Badrinath, Jagannath Puri, Rameshwaram, and Dwarkadhish. This is in line with the reduction of positive COVID cases across India.

For more information contact [harshal@ddppl.com](mailto:harshal@ddppl.com) +91 96194 99167  
[arumita.gupta@ddppl.com](mailto:arumita.gupta@ddppl.com) +91 96503 99908  
[www.tourismbreakingnews.com](http://www.tourismbreakingnews.com)

For more news & updates please log on to





**Time to harmonise travel related health protocols, procedures**

**Jyoti Mayal, President, Travel Agents Association of India, says technology needs to be enhanced for safe, seamless and touchless travel.**



"We also should not forget that we need to rebuild and reinvent the economy and infrastructure of our country for travel, tourism and hospitality and this can only be achieved by commitment and investment of time, skillful and most importantly, induction of liquidity by all the partners - government, private stakeholders and consumers to collaborate and coordinate on priority to build a robust tourism future and destinations."

**Jyoti Mayal  
President - Travel Agents Association of India**



It is difficult to define tourism industry, as unlike other industries, it is not limited to just one product. It incorporates many industries like aviation, shipping, lodging, transport, travel companies, railways and more. In its broadest sense, the huge value chain of tourism is defined when people travel and stay at places outside their usual environment for less than a consecutive year for leisure, business, health or other reasons. That it is huge can be gauged from the fact that direct contribution of travel and tourism industry to global GDP was approximately US\$ 2.9 trillion in 2019.

Over the last 15 months, Covid-19 has affected us all and also posed multiple challenges. Not only have there been loss of lives, but there has also been loads of struggle with zero business, increase in unemployment, cash crunch, frustration and despair. It is envisaged that the tourism industry in India stands at a value risk of 15 lakh crores along with 50 lakh job losses. There have been sacrifices, at every level, personally and professionally.

But we are a resilient sector, both at local and global levels. The pandemic has shown the importance of making the right decisions at the right time and there has been a renewed vigour in the spirit of solidarity and motivation over this one year plus.

Tourism, as we are aware, is the backbone of many countries around the world. As travel restrictions get relaxed in several nations, especially with a greater number of people getting vaccinated, governments and private sectors must work together to restore confidence and trust, the most essential foundations for recovery, among discerning travellers.

For the challenging months ahead, it is important to outline a roadmap and priorities, from providing liquidity to vulnerable businesses to opening borders and coordinating new health protocols and procedures. To proceed and achieve, there is a need to invest in innovation and sustainability which are no longer small parts of our sector but the pivotal point of restarting and rebooting the new norms in everything we do.



**Kazakh Tourism inks deal with Travel Agents Association of India**

whereabouts.in/kazakh-tourism-inks-deal-with-travel-agents-association-of-india/

August 11, 2021



This MOU aims to promote mutual interest and tourist arrivals between Kazakhstan and India via cooperation and collaborative relationship and experience changes on reciprocal basis. The signatories were **Jyoti Mayal**, President, TAAI and **Kairat Sadvakkasov**, Acting Chairman of the Board Kazakh Tourism.

According to the MoU, the tourism product promotions includes bilateral assistance in organising events and demonstrating tourism potential of the two countries during trade shows and training programmes and webinars through over 2500 members of TAAI in India.

TAAI members will get an opportunity to showcase Incredible India towards Inbound and MICE segments for Kazakh Tour Operators and travellers.

The ceremony marked presence of TAAI representatives, Jay Bhatia- Vice President; Betaiah Lokesh - Honorary Secretary General; Shreeram Patel - Hon. Treasurer; Anoop Kanuga, Chairman Tourism Council and Dr. Himanshu Talwar, Executive Director (TAAI). From Kazakh Tourism Department, Danyel Serzhanuly, Director MICE Tourism and Galimzhan Selov, Senior Manager, Tourism were also present.



**Sonika Bohra TAJ July 2021...**

**Jyoti Mayal  
President, TAAI**

As the President of TAAI, I am very confident that once these efforts, it will only boom. 2022 should be a year with high productivity and revenue generation. We remain committed to safety protocols and to be kept in collaboration, but I am also confident there will be a faster recovery in the next few months and in the long run. Initially, all the new international borders do not open, domestic tourism will see a huge rise in health. We should build on this huge opportunity. To restore confidence in consumers, our states and countries need to work in collaboration and cooperation with each other. As these restrictions slowly remove and travel will be needed both for domestic and international travel to get momentum.

In these devastating times, where our members needed motivation and support, we have stood with them as we are all sailing in the same boat and we all collectively need to reach the shore. Once we reach the shore and are safe, we will then truly revive and thrive.

Our biggest focus is that everyone to start on each and all to remain our staff and take care of our statutory work. As the President of TAAI, we are stepping a path for our member colleagues to bring correct structures and policies by working very closely and effectively with MUI & MICA. Both these regulatory need to work in tandem with each other. The consistency in dialogue with MCCA is being a critical requirement for the protection of our money from defaulting airlines. Airlines are struggling to survive too. But we as a community cannot survive another default size of flightliner and jet bridge.

Recently with a huge challenge at the beginning of the lockdown, and we had to work diligently to provide relief to our members. We have had huge success through with a small exception and we will continue our endeavour to achieve in future. We are in no position as agents to blame the airlines or track our funds. There should be

management procedures, guidelines and use of the best product given as to not let our customer's money be taken out of the country by foreign airlines without letting their agents to the travel agents. As MCCA is the security for airlines, so the MTA agents should be a relevant and important part of their setup. Both airlines and agents need to have a 60-40 ratio under the wings of the Aviation Minister. We need a more efficient and stronger regime with proper monitoring.

We also need to create opportunities for our members by creating new streams and streams on revenue generation. For this, we are continuously doing knowledge sessions and connecting with new products. Selling and re-selling is another very important aspect which I have always been doing and which is a very important part of our business and growth. To both as our staff, I am also the Chairman of ITOG (Tourism & Hospitality Skill Council) under the wings of the Ministry of Skill Development and I have been continuously advocating regarding because we get correct effort to focus our strategy to gain knowledge and target our sales.

As the business world will slowly coming from the pandemic, there will be a universal understanding and acceptance that things will never be the same again. Tourism is an employment-intensive sector, and it is driven by visitor experience, the people working in the industry must be well trained. To meet the requirement of the industry and to exploit the demographic dividend, skill development initiatives will be driven by State, State and International. Destination-based skill initiatives to meet the skill gap should be implemented apart from various other initiatives. Training-related initiatives for skill development and other tourism-related skills should be a priority area.

The role of industry associations such as ours (TAAI) has become even more critical in the backdrop of a crisis such as COVID-19. The demographic of a traveler and tourism is changed. Adaptation to changes will play a very important role. The most important need would be to develop readiness and agility to deal with the crisis against the constraints imposed by each preservation. TAAI and ITOG are working towards bridging the gap and will be investing more in this for our members and the travel and tourism industry.

**Will the Tourism Industry be on the Path to Recovery?**

**"Travel & Tourism is a resilient industry and will overcome all challenges"**  
MRS. JYOTI MAYAL, President TAAI

**"Revival Amidst Survival"**  
HARMANDEEP SINGH ANAND, Managing Director, Global, Panamas, Showcase Pvt Ltd

**"Let's focus on converting adversity into opportunity"**  
DR. NAVEEN MANCHANDA, President IATTE

**The Voice of Chambers**  
TRAVEL TRADE REPORTER

The industry is resilient and will overcome all challenges. The industry is resilient and will overcome all challenges. The industry is resilient and will overcome all challenges.

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## Plans afoot for inbound tourism

Arvind Singh, Secretary, Ministry of Tourism, says that while domestic tourism has shown a promising recovery, the Ministry is now focusing on attracting more international tourists and MICE groups to India via promotional schemes.

**Nisha Verma**

Tourism Secretary **Arvind Singh** says his Ministry is aware of the hardships being faced by the Indian tourism industry due to the pandemic, and that as part of its effort to mitigate these hardships, the government has taken various fiscal measures to support the industry. Singh was speaking at PATA India Chapter's 10<sup>th</sup> Update & Outlook Meeting where he addressed these concerns.



**Arvind Singh**  
Secretary, Ministry of Tourism

The initiatives, he added, include the launch of incentives for tour operators for enhancing tourist

arrivals under the Champion Services Sector Scheme (CSSS), launched on a pilot basis and covering short, medium and long-haul destinations across 17 countries. Sharing an update

on the scheme, **Rakesh Verma**, Joint Secretary, MOT, said, "The scheme is approved and is slightly delayed because of the pandemic. We have circulated the guidelines, and the modalities are being worked out. With this scheme we are proposing that interested foreign tour operators register with us; there is a mechanism by which we will calculate the number of passengers the said operators bring in every quarter."

**MICE & CSSS**  
While it will take some time for both domestic and inbound MICE to begin, Singh said that the incentives proposed for MICE

operators under the Champion Services Sector Scheme will encourage MICE operators to bring in more conferences, meetings and seminars to India. He added, "Under this scheme, conferences must have a minimum of 250 participants that must comprise at least 20% foreign participants to be eligible for the incentive in the form of reimbursement of GST for the first two days of stay. This will kick in once inbound travel is permitted."

MOT aims to increase the number of MICE events that take place in the country. According to Singh, India has a very small

*Contd on page 14*

## Overtourism ahead?

Countries are slowly opening to tourism, but will this bring in enthusiastic travellers in hordes and cause another problem?

**Hazel Jain**

While more travellers bode well for the travel trade around the world, there might be a thin line between revenge tourism and over-tourism. **Jay Bhatia**, Director, Tulsidas Khimji Holidays and Vice President, Travel Agents Association of India, hopes that tourism restarts but with health and safety protocols and SOPs in place which should be laid down at a national level for travel within India and country wise for international travellers. "Of course, full vaccinated travellers should be given priority. Even for children, we request



**Jay Bhatia**  
Director, Tulsidas Khimji Holidays and Vice President, TAAI

clients that until they too are vaccinated, extra precautions must be taken. Over-tourism is likely to commence in destinations with minimum 10-12 night

*Contd on page 12*

## QUICKBYTES

# Concurrent with recovery

After the Parliamentary Standing Committee on Transport, Tourism and Culture recommended the inclusion of tourism in the Concurrent list of Constitution, the industry is elated and praising the Ministry of Tourism for pushing their case. It is confident that the request will be heard.

“Bringing tourism under the Concurrent List has been a long-standing demand of IATO. There are multiple reasons for which we support these recommendations. Firstly, it will lead to rationalisation of multiple levies on the tourism sector. Secondly, it will lead to better coordination between state governments and the central government vis-a-vis tourism promotion policies. Thirdly, security clearances for visiting some states would be easier to get.”

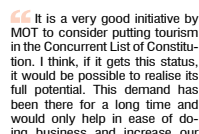


**Rajiv Mehra**  
President, IATO



**Jyoti Mayal**  
President, TAAI

“We are pleased to know that MOT is pushing our cause. Putting travel and tourism in the Concurrent List would standardise the industry with correct values and ease of business. It would also enable us to be more sustainable and become a stronger, more resilient sector. I would go a step further to say that the states should start looking into the same and not waste any more time mulling over its adoption after it is included in the concurrent list. We need to utilise our strengths to achieve our goal.”



**KB Kachru**  
Vice President, HAI

“It is a very good initiative by MOT to consider putting tourism in the Concurrent List of Constitution. I think, if it gets this status, it would be possible to realise its full potential. This demand has been there for a long time and would only help in ease of doing business and increase our revenue. It will help in increasing employment generation and even recovery of the industry from COVID. We look forward to getting included in the Concurrent List for better prospects.”



**PP Khanna**  
President, ADTOI

“We welcome the initiation of a proposal by the Ministry of Tourism for including tourism in the Concurrent List of Constitution. Once implemented, this status will play a key role in post-COVID recovery besides other benefits. Tourism activities and products differ from one state to another. Placing tourism in the Concurrent List will facilitate seamless coordination. This will, perhaps, promote the quick implementation of various schemes and project a pan-India face of Indian tourism.”



**Gurbaish Singh Kohli**  
Vice President, FHRAI

“We thank and congratulate the Hon'ble Tourism Minister for accepting to include tourism in the Concurrent List. I believe that by including tourism in the list, the government has opened a great potential for job creation, and Forex and revenue earning. With a pragmatic taxation policy, the exchequer not only stands to earn three times the current earnings by increasing the base, but it also opens employment opportunities.”



**Nisha Verma**  
Input by Nisha Verma

## Breaking News

- IndiGo to launch IATA Travel Pass for int'l travel on Aug 20
- Andaman opens for tourism; hotel quarantine mandatory till availability of report
- Around ₹25,000 crore to be spent for growth in civil aviation
- Railways merges helplines, launches RailMadad
- Sarovar Hotels signs new property in Tadoba, Maharashtra
- Ladakh Police's Tourist Wing launched by Lt Governor RK Mathur to address tourist issues
- DGCA advises passengers flying out of India not to refer to meta search engines for fares
- Chandigarh-Kullu heli route cheaper from August 15
- FHRAI requests FM's intervention in ₹60,000 crore loan guarantee scheme not yet notified

FOR THE TRAVEL PROFESSIONAL  
**TravelBizMonitor**

## Kazak Tourism & TAAI sign MoU to promote tourism between the two countries

TBM Staff | Mumbai

In order to promote tourism between India and Kazakhstan, Travel Agents Association of India (TAAI) and Kazak Tourism signed a Memorandum of Understanding (MoU). Jyoti Mayal, President, TAAI and Kairat Sadvakassov, acting Chairman of the Board Kazakh Tourism signed the MoU.

This MoU aims to promote mutual interest and tourist arrivals between Kazakhstan and India via cooperation and collaborative relationship and experience changes on

reciprocal basis.

Tourism Product Promotions which includes bilateral assistance in organizing events and demonstrating tourism potential of the two countries during trade shows and training programs and webinars through over 2500 members of TAAI in India. TAAI members will get an opportunity to showcase "Incredible India" towards Inbound and MiCE segments for Kazak Tour Operators and travellers.

TAAI representatives, Jay Bhatia- Vice President; Bettaiah Lokesh – Honorary Secretary General; Shreeram Patel – Hon.

Treasurer, Anoop Kanuga, Chairman Tourism Council and Dr.

Himanshu Talwar, Executive Director (TAAI) were present on the occasion. From Kazak Tourism Department, Daniyel Serzhanuly, Director MiCE Tourism and Galimzhan Seilov, Senior Manager, Tourism were also present.

Representatives from both sides thanked & congratulated each other and extended a note of their profound commitment towards growth and development of bi-lateral tourism between India and Kazakhstan. ♦



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Home > Aviation Insider > TAAI appeals to MoCA & IATA to check on Alitalia's bankruptcy

Aviation Insider | Travel Consultants

## TAAI appeals to MoCA & IATA to check on Alitalia's bankruptcy

© September 13, 2021



*The airline is undergoing formal bankruptcy, reorganisation and liquidation.*

The announcement made by the Alitalia states that flights departing October 15th, 2021 will not be sold and has been placed under extraordinary administration from August 25th, 2021 by the

Wednesday August 25, 2021

DDIP PUBLICATIONS

# Tourism Breaking news



Win a trip to Switzerland\*

## MICEtalk Digital Conclave: 'Rebooting Indian MICE landscape' today at 11am



MICEtalk Digital Conclave, joined by Crest India, on rebooting Indian MICE landscape will be held today at 11am. Panelists include Nikhil Desai from GTOC, Sobhis Joseph from Vizcra International Entertainment, Rajeev Dhruvacharya from MICE20 and Dipu Adil Patel from iKjet India, and Sandeep Nigpal from Crest India. To register write to [journal.kau@ddip.com](mailto:journal.kau@ddip.com) or call 9639196332.

## 'We must create community-level linkages and encourage responsible tourism': Dr Venu



Speaking at a virtual meet, Dr Venu V. Additional Chief Secretary Tourism, Govt of Kerala, discussed plans to make tourism development in Kerala environmentally sustainable, community-led and economically beneficial to local people. He also spoke about creating community-level linkages and encouraging adoption of responsible tourism principles and practices among stakeholders.

## Centre to bring 25 airports into private participation



PM Narendra Modi announced the launch of the National Infrastructure Pipeline (NIP) and will include the government's budgetary plan to maintain its diversified infrastructure assets. For this project, the Centre has floated Rs 6 lakh crore worth infrastructure assets for e-auction. The list includes a number of airports. Arun Jaitley, CEO, NITI Aayog, has said, "15 among said are 25 airports and the state or central government is seeking airports will be up for tenders."

Powered by **cvent**

## Rebooting the Indian MICE landscape

WEDNESDAY, 25<sup>th</sup> August, at 11 am IST

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## TAAI conducts first e-workshop on wellness through its Women in TAAI & Travel initiative



TAAI recently organised its first virtual workshop on wellness and tourism through its initiative, Women in TAAI & Travel (WITT). Rolled out only last month, WITT's membership has now reached 334. Arushi Gupta, President, WITT & TAAI said, "We should remember that wellness is not simply the absence of illness or stress, but a broad picture of mental and external well-being."

## Odisha Tourism prepares for Chilika Tourism Master Plan, meets agency to kick-off plans



The Department of Tourism, Odisha held a kick-off meeting on the occasion of an integrated tourism Master Plan for Odisha at Puri on 18th August. The tourism department has engaged Omni-based Strategic Engineering Innovation Design & Consulting to prepare the plan. This will include developing new products like cruises at Chilika Lake, Haveli, Reserve, Mahendra River and Bhitarkanika.

## today's events

11:00 am IST  
MICEtalk Digital Conclave



## Karnataka announces collaboration with American education institutes

The Karnataka government has announced collaboration of the Department of Technical Education (DTE) with Montgomery County Community College and the Hamburg Area Community College in the US. Under this partnership the state will offer training options and associate degree programs in travel and tourism as well as other sectors.

For more information contact [harshali@ddip.com](mailto:harshali@ddip.com) +91 98194 86167  
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**Jyoti Mayal, President, Travel Agents Association of India (TAAI); Vice Chairperson, FAITH; and Chairperson, Tourism and Hospitality Skill Council (THSC)**

A new team, a new beginning. We appreciate the Hon'ble Prime Minister for hearing TAAI's request in the open letter we wrote to him requesting for a Cabinet status to MoT. Tourism holistically is the backbone of our country and it will be a catalyst to revive the economy and create better infrastructure. MoT certainly needed the teeth it has been given. The Cabinet Minister with his Ministers of State needs to quickly gauge the challenges with the help of industry associations and work on priority to deliver and be a strong spokesperson on their behalf. The sector currently needs support in fiscal, correct policies, incentives and safety procedures. A strong effective milestone driven National Task force is required. The biggest double policy change in actual would be to grant an industry status (include in the concurrent list) to this sector. To create a National Tourism Fund safeguarding from any disaster going forward & also bring in a structured guideline to be recognised as a stake holder/ service provider with protection in form of insurances in place.

Lokmat Times

## Economic package: No relief to travel agents

■ 'The scheme is focussed on handful of agents registered with ministry of tourism'

**MEHA SHARMA**  
NAGPUR, JUNE 29



Finance minister Nirmala Sitharaman on Monday extended relief measures to revive the tourism sector. She extended financial support to 11,000 registered tourist guides or travel and tourism stakeholders. Lokmat Times speaks to travel agents who have been struggling to make ends meet after almost two years of little or no business. However, since this announcement only covers those who are registered under the Ministry of Tourism, the independent agents feel betrayed and ignored.

**Harmadheep Anand, owner Jackson Travels** said, "While it is a good decision, we have wait and watch how soon it gets implemented. Four months back to the government had made an announcement but till now nothing has come of it." Speaking about the government's decision on issuing slash visas free, he said, "Till flights don't start how will issuing visas going to help us. They shouldn't fix a number but just give visas till March 2022. Also, they should not decide on number of trips on the more people come, the better for the economy."

The scheme is available for those agents registered with Ministry of Tourism. He commented, "I am one of the beneficiaries but there are travel agents who are not registered under the ministry. They should also be included under scheme."

**Rajesh Agrawal, Tata**



This package is given to only those travel agents who are registered with the Ministry of Tourism. The number in itself is not justifiable with thousands of travel agents struggling with cash inflow. This announcement will help only the inbound agents. They should also recognise agencies like TAAI, either they should have made it mandatory for all travel agents to be registered with the ministry. We have been writing to them about our condition since last one and a half year or so and today this is what we receive.

**- Jyoti Mayal, President TAAI, New Delhi**

Treas. said, "This is a good package but sadly it is for MTF approved. So, all over India, only around 100 travel agents will benefit from this scheme. Had it been for agents affiliated with other associations, it would have been a good offer."

8/11/2021

Kazak Tourism & TAAI Sign MoU - Travel Turtle



# Sri Lanka opens up

SL has reopened for vaccinated Indian tourists, accepting all vaccines, including Covaxin with a mandatory insurance policy for all the tourists.



Janice Aiyosius

Fully vaccinated Indian tourists can move freely around Sri Lanka, after an, on-arrival test, as the country reopens its borders to India. Only fully vaccinated Indians who have completed the recommended vaccine doses will be considered (after two weeks from their final vaccination), with no minimum stay period requirements.



**Kimali Fernando**  
Chairperson, Sri Lanka Tourism

Promotion Bureau, on creating awareness about the new protocols for travel to Sri Lanka for Indians.

For the benefit of the members, a webinar was organised by the Consulate of Sri Lanka in Mumbai along with the Sri Lankan Tourism

Cont'd on page 15 ▶



News Trade Report

## Kazak Tourism & TAAI Sign

Admin August 10, 2021 247 Views



Travel Agents Association of India (TAAI) and Kazak Tourism signed a Memorandum of Understanding on Tuesday, August 10th, 2021. The signatories were Mrs Jyoti Mayal, President, TAAI and Mr Kairat Sadvakassov, Acting Chairman of the Board 'Kazakh Tourism'.

This MOU aims to promote mutual interest and tourist arrivals between Kazakhstan and India via cooperation and collaborative relationship and experience changes on a reciprocal basis.

Tourism Product Promotions which includes bilateral assistance in organizing events and demonstrating tourism potential of the two countries during trade shows and training programs and webinars through over 2500 members of TAAI in India.

<https://www.travelturtle.world/news/kazak-tourism-tai-sign-mou>

1/11

# Activity-based tourism will help

Cont'd from page 1

Speakers from The Tourist Hotel Association of Sri Lanka (THASL), Sri Lanka Inbound Tour Operators Association (SLAITO), Association for Small & Medium Enterprises in Tourism (ASMET), also shared their views on catering to the demand under the new normal.

President, The Hotels Association of Sri Lanka, Sanath Ukwatte, said that they are expecting good response from the Indian travellers. "We are getting about 1,000 requests a day for visas from Indians, which is a huge surge. For travelling to Sri Lanka, they should have the Indian government approved vaccination certificate. We have over 204 safe hotels to choose from. They all have safe and secure certification. We also have range of Indian food offered in almost all hotels."

Recently, **Kimali Fernando**, Chairperson, Sri Lanka Tourism,



**Sanath Ukwatte**  
President, Hotels Association of Sri Lanka

We are getting about 1,000 requests a day for visas from Indians  
- Ukwatte

revealed that the island nation has launched a US\$12 (₹690) mandatory insurance for a policy of US\$50,000 (₹37 lakh) valid up to one month. She also mentioned unlike a lot of countries, both Covaxin and Covishield are accepted by Sri Lanka. "We are



**Jay Bhatia**  
Vice President, THAI

Being close to India, SL should try to promote itself as weekend getaway  
- Bhatia

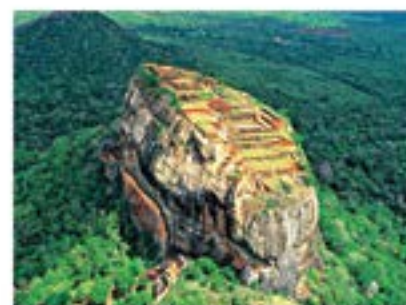
using this opportunity to shift gears in tourism. Despite COVID, 2021-2030 has been declared as the tourism decade for Sri Lanka and we see this as a time to do things we did not do in the past. We are creating a strategic development plan."



**Ajay Prakash**  
President, THAI

When a tourist participates, she/he is better connected & more likely to return  
- Prakash

TAAI VP **Jay Bhatia**, highlighted the need for Sri Lankan Tourism Board to incentivise agents for promoting tourism to the island nation and special incentives for promoting sports tourism, adventure tourism, MICE, weddings, small groups etc.



He said that being close to India, Sri Lanka should try to promote itself also as a weekend getaway. With opening of its borders with protocols, Sri Lanka should initially concentrate on repeat travellers, which shall boost the confidence of first-time travellers. He also suggested that roadshows, training programmes and webinars along with TAAI should be held to educate and update the members in detail, which shall assist in enhancing tourism to Sri Lanka.

TAAI President, **Ajay Prakash**, said that Sri Lanka is like a little jewel in the Indian Ocean. More

awareness and promotion is required to boost Sri Lanka's tourism and for that greater connectivity, incentivisation and more road shows are needed. "With vaccinations picking up pace in India, and with relaxation of only two day stay in hotel, will provide great boost to the Sri Lankan tourism market. Sri Lankan tourism should consider tourist's participation activities. When a tourist participates, she/he is much more connected, and is more likely to return and become an ambassador of that country. Hence, it is important that we encourage activity-based tourism", said Prakash.

Friday August 27, 2021

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## Switzerland Tourism to conduct webinar on visas for Indian nationals today at 3pm IST

The Embassy of Switzerland and VFS Global have started accepting applications for all types of Schengen Speltz visas. Switzerland Tourism, in partnership with the Visa Section of the Embassy of Switzerland, will conduct a webinar for the trade today at 3pm IST, focusing on the visa process and travel procedure for India. To register contact [rajpreet.kaur@tdppi.com](mailto:rajpreet.kaur@tdppi.com) or 96503 99902.

## Health Ministry declares uniform protocol for domestic travel across India

Ministry of Health has issued revised 'Guidelines for domestic travel (flight/train/bus) and inter-state travel' to States and Union Territories and announced, 'to facilitate inter-State travel, while observing required precautions, the guidelines for domestic travel (flight/train/bus inter-state travel) are revised so as to have a uniform protocol for domestic travel across the country.'

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## MOT launches 'Ladakh Vision document', highlights ₹23.21 cr investment for tourism

G Kishan Reddy, Cabinet Minister, Tourism & Culture addressed 'Ladakh: New Start, New Goals' event virtually, where 'A Tourism Vision for Ladakh' document was unveiled which focuses on overall development of Ladakh. "Government has contributed ₹23.21 cr for Tourist Water Scheme, Projection/Multimedia show, other tourist attractions & Chankhung Village Project under PRASHAD," he said.

## Air Austral gets delivery of its first Airbus A220-300

Air Austral has officially received the first of the three A220-300s it ordered from Airbus in October 2018. The A220-300 acquisition process was successfully finalised on 27th July 2021. The second and third aircraft will be delivered shortly. Air Austral is continuing with its progressive strategy and is now the first French airline to have added this type of latest-generation aircraft to its fleet. The three new aircraft will streamline and modernise Air Austral's medium-haul fleet by replacing two Boeing 737-800s and the ATR 72-600.

## TAAI discusses issues hampering tourism growth in Goa with state's Chief Minister

Travel Agents Association of India (TAAI) virtually interacted with Ponnad Parinirung Sawaat, Chief Minister, Goa. Jyoti Mayal, President, TAAI deliberated upon the major issues of concern hampering the growth of tourism sector in the state and the travel agent's history. She also urged him to withdraw the increased fee for travel agents registered under Directorate of Tourism, Government of Goa.

## TravelBizMonitor

### THE WEEKLY WATCH

September 16, 2021



## Misbehaviour with tourists now cognisable offence in Rajasthan

Misbehaviour with tourists will now be a cognisable offence in Rajasthan and a non-bailable one if repeated. An amendment bill was passed in the state assembly on September 13 night to insert a new section 27-A in the Rajasthan Tourism Trade (Facilitation and Regulation) Act, 2010. The house passed the Rajasthan Tourism Trade (Facilitation and Regulation) Amendment Bill, 2021 with a voice vote. Tourism is one of the key industries in Rajasthan which is visited by lakhs of domestic and foreign tourists every year. However, the visitors often face problems due to touts, illegal vendors and undesirable elements. According to the section 27-A, "All the offences punishable under the Act shall be cognisable and bailable; provided that the offences punishable under subsection (3) and sub-section (4) of section 13 of the Act shall be cognisable and non-bailable."

## Jet Airways to resume domestic flight operations in early 2022

After being grounded for over two-and-a-half years, Jet Airways is set to resume domestic operations in the first quarter of calendar year (CY) 2022, according to the Jalan Kalrock consortium, the successful resolution applicant of Jet Airways. The consortium also aims to start international operations by mid-2022. Captain Sudhir Gaur has been appointed as the acting CEO of the company. Murari Lal Jalan, lead member of the Jalan Kalrock Consortium and the proposed Non-Executive Chairman of Jet Airways said that Jet Airways 2.0 aims to restart domestic operations by Q1 2022, and short haul international operations by Q3/Q4 2022. In a statement released on September 13, the consortium said that the process of reviving the grounded carrier is on track with the existing Air Operator Certificate (AOC) already under process for revalidation. "The consortium is working closely with the relevant authorities and airport coordinators on slot allocation, required airport infrastructure, and night parking," it said.

## IRCTC to open world-class executive lounge at New Delhi railway station soon

The Indian Railway Catering and Tourism Corporation (IRCTC) has planned to open a new world-class executive lounge at the New Delhi Railway Station. "The new state-of-the-art executive lounge aims to provide all services and facilities required for comfortable wait for the passengers during pre-departures and post arrivals," said an official on September 12. "The lounge has been designed on the looks of airport lounges with much more space and serene environment," he added. The new lounge has been set up on the first floor of platform number 1 of New Delhi Railway Station and would be functional soon. To access the new lounge, passengers will have to shell out INR 150 as entry fee. Further, INR 99 will be charged for every extra hour of stay.

## Goa makes 5-day quarantine mandatory for travellers from Kerala

The Goa government has made five-day quarantine compulsory for people, specially students and those coming for work purposes from Kerala, in the wake of a surge in COVID-19 cases in the southern state, officials said. In a notification issued on September 12, the Goa administration also extended the ongoing statewide curfew till September 20, continuing ban on several activities, including casinos, in the coastal state. The notification also mentioned that "all students and employees coming from Kerala" shall undergo institutional quarantine for five days "in transit from and to Kerala via any mode of transport are exempted from being quarantined," the notification added.

## TAAI appeals to MoCA and IATA to look into Alitalia bankruptcy case immediately

Travel Agents Association of India (TAAI) urged the civil aviation ministry to direct International Air Transport Association (IATA) to ensure that all refunds are processed in cash by the bankrupt Italian airline Alitalia. TAAI also appealed to MoCA to direct IATA to ensure all refunds are processed by the Airline and not place it under suspension as per the IATA-BSP rules. Jyoti Mayal, President - TAAI, in her communication to the government, said, "No Credit Shells shall be acceptable and all refunds should be refunded back in cash into the bank accounts of accredited member agents immediately." She further added, "Taking prompt cognizance of the issue, TAAI is in touch with the highest echelons in the Government of India, especially the ones dealing on the subject, sensitising them about the need of taking immediate measures and stern steps to protect the interest of the Indian travel agent's fraternity, stakeholders dealing directly and indirectly with the airlines, and above all the people of India."

## Kerala Tourism Dept launches mobile app

According to Kerala Tourism Department, this app would help the tourists of Kerala find out new tourist attractions and to record their travel experience. Kerala Minister for Tourism and Public Works Department, P A Muhaad Riyas said, "The mobile app highlighting Kerala's tourist destinations aims to project the unexplored places." He also added, "Tourism Department identified one such destination in each panchayat that will help tourists to experience the fascinating tourist attractions of God's own country." The app was launched by actor Mohanlal in a function conducted at Kovalam. Additional Chief Secretary K Venm was also present at the function.

For more information contact [hershah@ddppi.com](mailto:hershah@ddppi.com) +91 96194 99157  
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**HAI discusses ECLGS issues**

**H**otel Association of India (HAI) was invited to appear before the Department-related Parliamentary Standing Committee on Transport, Tourism & Culture, headed by **T.G. Venkatesh**, M.P., Rajya Sabha on 9th Sep. HAI team had Corporate Member **Jyotsna Suri** and Chairperson & MD, Bharat Hotels Limited and **Ajay Bakaya**, Fellow Member HAI and MD, Sarovar Hotels. The committee heard from the stakeholders on the implementation of relief measures extended by GoI for various sectors under the series of Emergency Credit Line Guarantee Scheme (ECLGS). This is the second appearance of the Association before the Parliamentary Standing Committee. The committee, in the previous appearance, had heard HAI's views on the 'Distress in Tourism and Hospitality Sectors due to COVID-19 pandemic'.

**TAAI facilitates workshop on MSME**

Travel Agents Association of India (TAAI) recently conducted a virtual workshop for its Ludhiana Chapter with an aim to educate and update its members about various schemes of the Ministry of Micro, Small and Medium Enterprise (MSME) and how it can benefit them.

**J**anice Alyosius

**U**nder the astute leadership of Jyoti Mayal, President, and Office Bearers of TAAI, a web workshop, in collaboration with the MSME Development Institute (DI), Ludhiana was organised, with the purpose to educate and update members about various schemes of Ministry of Micro, Small and Medium Enterprise. The workshop was a part of the series initiated by TAAI at pan-India level to educate its members about the benefits and reliefs extended by the Ministry of MSME.

The discussion was initiated by **Neeraj Malhotra**, Chairman, TAAI (NR). He briefed the participants about this unique initiative and conveyed that how TAAI at the National, Regional, and State level is working wholeheartedly for the Members to survive during these crucial



**Neeraj Malhotra**  
Chairman  
TAAI (NR)



**Himanshu Talwar**  
Executive Director  
TAAI



**Virendra Sharma**  
Director, MSME Development  
Institute, Ludhiana



and initiatives of MSME and explained how it can benefit businesses at large.

**Virendra Sharma**, Director, MSME Development Institute, Ludhiana, specifically mentioned the schemes, where members may attend exhibitions and trade fairs in different parts of India. He highlighted that registration is free-of-cost, and registration might be of benefit to members looking at availing benefits extended by the MSME Ministry through different schemes in the years to come. He also shared various schemes and initiatives of MSME.

TAAI at all levels is working wholeheartedly for the members  
- Malhotra

MSME initiatives can benefit businesses at large  
- Talwar

Registration to aid members in availing MSME Ministry benefits  
- Sharma

times. While mentioning the role of MSME DI Offices in facilitating businesses,

**Himanshu Talwar**, Executive Director, TAAI introduced the dynamic officer present to

grace the occasion. During the presentation, Sharma and his team shared various schemes



**Indian associations livid with defunct Jet Airways announcing resumption of operations**

By Rohit Kaul / Posted on 15 September, 2021 15:04

Major Indian travel trade associations have strongly expressed their disappointment at the announcement that defunct domestic airline, Jet Airways, plans to resume operations in the first quarter of next year.

The Jalan Kalrock Consortium, the successful resolution applicant of the carrier, said in a statement earlier this week that the process of reviving the grounded carrier is on track with regulatory approvals in place. Travel agent associations have raised apprehensions about the government allowing the airline to restart operations without clearing refunds that are pending with the airline since it ceased operations.

# BOTT Shots

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## IndiGo to provide domestic connections to American Airlines passengers

IndiGo and American Airlines has signed a codeshare agreement that would mean more domestic flight options for the passengers of American in India. "The agreement will place American's code on 29 of IndiGo's domestic routes in India, providing a convenient option for American Airlines customers arriving on the carrier's new Bengaluru (BLR) and Delhi (DEL), India, flights," the airline said in a statement today. The codeshare, which will require U.S. and Indian governments' approvals, is expected to begin in October.

### #FirstOpinion



**Mrs. Jyoti Mayal,**  
President,  
TAAI

“In my capacity as President of TAAI, I think the government is taking unilateral decisions. They certainly need to set up a joint working group and consult with us while forming policies that affect tourism. Postponing the ban on international travel, month after month, is detrimental to the entire industry. Currently, there is a need to revive the industry and not make it suffer more by monopoly of air bubbles, high fares and complicated processes & routing.”

## Wyndham launches new hotel at Mumbai International Airport

Wyndham Hotels & Resorts plans to expand its presence in India with a 300-room new-build hotel at Mumbai International Airport. The new property, which is set to open in the summer of 2022, will be managed by MASA Hotels Private Limited. Ramada Plaza by Wyndham Mumbai Sahar is conveniently located minutes from Terminal 2 - the main terminal serving international flights - and will provide guests with direct access to the country's second busiest airport, with close to 50 million passengers passing through each year. The hotel will provide comfortable accommodations and modern amenities for both business and leisure visitors to Mumbai.

## RARE India announces partnership with ALT Environmental Film Festival

RARE India has come on board the All Living Things Environmental Film Festival (ALT EFF) 2021 as a 'Supporting and Travel Partner'. The partnership brings together a shared vision towards fighting the looming environmental crisis, with similarities in synergy and ideology. Four wildlife lodges from the RARE India Community have also joined hands with the film festival as Supporting Sponsors. These properties include the Jamtara Wilderness Camp in Pench, The Sarai at Toria near Khajuraho and Panna, Svasara Jungle Lodge in Tadoba and Jehan Numa Wilderness Lodges and Camps in Bhopal and Satpura.

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## Not enough says TAAI on the new Relief Package by FM for Covid-19 for Travel and Tourism stakeholders

“We had expected that the Government undertakes our suggestions for more direct relief for our member stakeholders, so as to support and encourage overall stakeholder, rather than limiting to 904 Travel and Tourism Stakeholders (TTS) registered with MoT,” was the reaction released in a statement by the [Travel Agents Association of India \(TAAI\)](http://TravelAgentsAssociationofIndia.org).



The statement was a response to TAAI, the premier, oldest, and largest Travel and Tourism Association in India to the Union Finance Minister (Dr. Nirmala Sitharaman) announcing a relief package to boost the Indian Economy, in the fight against Covid-19 for Travel and Tourism Stakeholders on 26th June 2021.

TAAI has been recommending its members to register with MoT over the years but the process is tedious and requires a lot of documentation, which discourages ease of doing business.



Jyoti Mayal, President TAAI, stated, “We expected much more than what was announced, however, we believe the relief has focused more on domestic and inbound travel and only those registered with the Ministry of Tourism (MoT). It is pertinent to note that with over 3000 members of TAAI alone, only those registered with MoT stand benefit. Our members have applied for MoT registration and due to the pandemic over 200 have still not been approved. Most of the members engaged in Domestic Tourism are registered with State Tourism, with specific concentrations to their regions. The substance of this relief is minuscule.”



Dr. Shubho, Vice President, TAAI

Adding to that, Vice President, Dr. Shubho stated, “Recognizing that finally the Government recognized our trade activities, but the impact of this relief should be overall. Less than 10% of the actual stakeholders only stand benefit as per the relief package.”

He added, “To widen the scope of this relief, the Govt. must include those registered under MoT, we urge the Government, that all TTS registered under MoT and who have already been contributing to the exchequer over the years, should be recipients of this relief package.”

In a TAAI communication dated 24th May 2021, the Association had appealed to the Government to ensure employee benefits like PF, Gratuity, Professional Tax, EDC etc. are synchronized, so as to do business effectively and smoothly, what what motivates member agencies to generate more revenue for the country.





# TAAI facilitated MSME Schemes Web Workshop in collaboration with MSME Development Institute (DI), Ahmedabad

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Under the astute leadership of Mrs. Jyoti Mayal, President, and Office Bearers of TAAI, a web workshop, in collaboration with the MSME Development Institute (DI), Ahmedabad to educate and update Members about various schemes of Ministry of Micro, Small and Medium Enterprise was organized by the Gujarat Chapter of TAAI. The workshop is a part of the series initiated by TAAI at a pan-India level to educate its members about the benefits and reliefs extended by the

Ministry of MSME.



Initiating the discussions, Mr Virendra Shah, Chairman, Gujarat Chapter, TAAI briefed the participants about this unique initiative. He conveyed that how TAAI at the National, Regional, and State level is working wholeheartedly for the Members to survive during these crucial times. Mr Shroeram Patel, Hon. National Treasurer, TAAI welcomed and thanked Mr Solanki for so graciously accepting the request to address the Members.

While mentioning the role of MSME DI Offices in facilitating businesses, Mr Shah introduced the dynamic officer present to grace the occasion, Mr T.K. Solanki. A commerce graduate by education, Mr Solanki rose through the ranks of the Ministry of Statistics and Programme Implementation and joined the MSME Ahmedabad DI Office in



## In post Covid era- TAAI mulls hosting its Annual Convention in Sri Lanka

Sri Lanka has been India's close partner in facilitating global tourism. Post covid, Sri Lanka is amongst the first country to start tourism to fully vaccinated travelers from India, to mark the silver jubilee of 1950 in very special. This highly coveted status of the Travel & Tourism Industry TAAI Conferences & Conventions (TAAI Travel Congress) have been so far the biggest platform to bring the global travel trade industry together. TAAI does these events at over the world, including India. TAAI has its 20th organized its Annual Conventions in different parts of the globe & many countries, including the most recent this year in Kerala, Spain. An on-line convention was on 10th October 2021 - TAAI is going to work very closely with Sri Lanka for more than three decades. TAAI which is the senior association of India, entered signing of a Memorandum of Understanding (MOU) with the Sri Lanka Association of Travel Operators (SLATO). While signing the MOU, Jyoti Mayal, President said that TAAI has had strong and healthy relations with the Sri Lanka travel trade industry & especially SLATO for many decades. I am glad to share that and Covid 19 on one hand again working in a collaborative manner to explore promotion of tourism amongst our countries & restore opportunities to improve Multi-Corridor as its Annual Conventions in Sri Lanka. Sri Lanka is for Lanka are rich in its diverse culture & history and into a common goal SLATO returned our support to collaborate. We are looking forward to visiting Colombo to further these goals.



### We need to give relevance to adaptability & flexibility in skill development for tourism industry: Jyoti Mayal

Addressing a webinar on the way forward for skill development in India, the TAAI President and Chairperson of Tourism & Hospitality Skill Councils (THSC) said that many more joint ventures are needed for improving & promoting quality skill development in the tourism industry.

Harsha Bhatnagar | @HarshaBhatnagar | October 01, 2021, 08:01:07



Delivering the keynote address at the "Skill Development in India - Way Forward" webinar jointly organized by the Indian Chamber of Commerce (ICC), Travel Agents Association of India (TAAI) and Tourism & Hospitality Skill Council (THSC), Jyoti Mayal, President, TAAI and Chairperson, THSC said that the need of the hour is to study, assess and deliberate upon the skill side of the tourism sector. "The pandemic has greatly impacted the tourism industry, affecting almost 3-4 crore direct and indirect jobs in the large value chain. As industry leaders, we need to focus on skill development and focus on the future generations to come and work in the sector as it is a sector of immense growth possibility. We need to create a roadmap on how we can contribute to create job opportunities for them," she said.

## INDIA EXTENDS INTERNATIONAL FLIGHT SUSPENSION

**INDUSTRY REACTIONS POUR IN AS SOON AS THE NEWS CAME OUT**  
**Travel Buzz News spoke to industry leaders to get first-hand reactions on the news**

**Ms. Jyoti Mayal, President, Travel Agents Association of India**

The government is taking unilateral decisions. They certainly need to set up a joint working group with us to consult & then have policies that also feel comforting our month by one month, is detrimental to the entire industry. We need to render the industry not make it suffer more by the necessity of all facilities, high level & very complicated processes & meeting.

**Dr. Manoj Matha, Committee Member IATA**

On one hand, during our day to day meetings with IATA, they have been insisting on that govt is planning to open up that's a pleasant manner whereas the news is coming. Several agencies are pleading for their need and the least we could expect from the govt is opening up of scheduled flights and MFLs at least temporarily, a few days for the same so that even the season doesn't go for a toss.

**Mr. Vinod Kumar, President OTDM**

It's quite disappointing. We expected that the government would allow resumption of flights from October as cases in India have dropped significantly and vaccination numbers are at a record high. This was also required to change the perception of other countries about the situation in India. Only when the government permits commercial flights, we can gain the trust and confidence of the world that cases in India are now under control and that vaccinated Indian travellers are now fit to visit to their countries. The government should look into lifting the ban now and air gatekeepers in place based on the norms of the year normal to ensure safe travel for everyone. There is no doubt that we have to continue offering incentives but I feel it is time to initiate the steps to re-start tourism.

**Dr. Prakash, Director General Tourism**

Although the travel industry may not agree but we have to accept the government's decision as the biggest interest of our country. Let's support our Govt. decision as the lives of our people are more valuable than the materialistic losses. As the international tourism industry has been suffering the most, Govt. must come out with certain incentives in consultation with the tourism industry.

**Ajay Seth, CEO, Delmas World Pvt Ltd**

Over 45 countries have allow Indian travellers into their country. This means, they must have considered India as a safe destination, thereby allowing Indians to their country, of course with necessary precautions. Better International is continues talks with their international counterparts and ensuring more countries start accepting Indian travellers with vaccine doses, as per WHO guidelines and further govt. increasing flights under bubble scheme so that more people can travel across the globe following all the protocols. Then it becomes more important that the aviation industry also share their concerns and lobby for resuming international commercial flights to enable the travel industry understand the same, instead of losing blanket extension orders. For travel to resume back and revival of jobs and salaries in the tourism sector, govt. need take quick initiatives to re-start the international commercial flights thereby putting international travel back on the wheels in real way.

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## The Voice of Chandigarh

Travel Trade Reporter

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### TAAI Initiates MoU with SLATTO to promote Tourism between both Countries

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Sri Lanka has been India's close partner for facilitating bilateral tourism. Post covid, Sri Lanka is amongst the first country to open tourism for fully vaccinated travellers from India, for which the entire travel fraternity of India is very pleased.

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Most eagerly awaited events of the Travel & Tourism industry TAAI Conclaves & Conventions (Indian Travel Congress) have been so far the biggest platform to bring the global travel trade industry together. TAAI does these events all over the world, including India. TAAI has till 2018 organized 65 Annual Conventions in different parts of the globe & many conclaves, including the most recent this year in Revadia, Gujarat. TAAI is exploring working very closely with Sri Lanka for more than these initiatives.

Sri Lanka Association of Inbound Tour Operators

TAAI which is the leading association of India initiated the signing of a Memorandum of Understanding (MOU) with the Sri Lanka Association of Inbound Tour Operators (SLATTO).

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# INDIA EXTENDS INTERNATIONAL FLIGHT SUSPENSION

TRAVBUZZNEWS • 2 weeks ago • 8 min read

**INDIA EXTENDS INTERNATIONAL FLIGHT SUSPENSION TILL 31 OCT**

TRAV BUZZ NEWS GETS INDUSTRY REACTIONS INCLUDING TAAI, IATO, OTDM, and More

Travel Buzz News, 29 Sep 2021, News Team

On one side, the travel and tourism industry is getting ready to restart business and hoping high in coming times for potential business, and on the other hand, DGCA has announced an extension of the ban on international commercial flights which will stand valid till 31 Oct 2021. Check below circular

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INDIA EXTENDS INTERNATIONAL FLIGHT SUSPENSION

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By TheBureauTBN • 3 weeks ago • 1 min read

**INDIA EXTENDS INTERNATIONAL FLIGHT SUSPENSION TILL 31 OCT**

TRAVEL BUSINESS NEWS

TRAVEL BUSINESS NEWS GETS INDUSTRY REACTIONS INCLUDING TAAI, IATA, IATA, and more

**Travel News, 28 Sep 2021, News Team**

On one side, the travel and tourism industry is getting ready to restart business and hoping high-flying times for potential business, and on the other hand, DGCA has announced an extension of the ban on international commercial flights which will stand valid till 31-Oct-2021. Check below circular

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No. 41/2020-III  
Dated: 28-09-2021

**CIRCULAR**

**Re: Travel and Visa restrictions related to COVID-19**

In partial modification of circular dated 29-08-2020, the competent authority has further extended the validity of circular issued on the subject cited above regarding Scheduled International commercial passenger services to/from India till 31st Oct of 2021. This restriction shall not apply to International all-cargo operations and flights specifically approved by DGCA.

- However, International Scheduled flights may be allowed on selected routes by the competent authority on case to case basis.
- Please acknowledge the receipt and ensure strict compliance.

*(Sudhakar)*  
Joint Director General

To:

- All Foreign and Domestic Scheduled Airlines operating flights to/from India.
- The Chairman, Airport Authority of India.
- All Airport Operators in India.
- The Commissioner, Bureau of Immigration.

Industry reactions pour in as soon as the news come out. The Buzz News guide to industry leaders to get first-hand reactions on business.

Ms. Jyoti Mayal, President, Travel Agents Association of India shared

Jyoti Mayal, President, TAAI

**ET TravelWorld**  
From The Economic Times

Travel News / Latest Travel News / Associations

**TAAI President Jyoti Mayal meets DG Tourism, discusses challenges faced by trade**

She also met DG, Bureau of Civil Aviation Services (BCAS) to discuss the working of airport entry passes for TAAI members at airports.

Menas Dabwani • ETTravelWorld • September 23, 2021, 10:55 IST

Travel Agents Association of India (TAAI) President, Jyoti Mayal on Thursday met G Kamala Varadhan Rao, Director General, Tourism to discuss various issues and challenges faced by her association members and the travel trade. In an interaction with ETTravelWorld, she mentioned that the meeting was fruitful, and she discussed a number of relief measures to solve the current issues.

"The meeting was good; the objective of this meeting was to discuss certain challenges faced by tour operators in the current scenario and explore possibilities on how the trade can work closely with the Ministry. One of the primary concerns I discussed with the DG was the challenges faced by our members in availing the financial support announced by the Finance Minister under her relief package, where travel and tourism stakeholders can avail loan up to INR 10 lakh," Mayal mentioned.

**ET TravelWorld**

TAAI facilitates virtual workshop on MSME schemes for Karnataka, Kerala, AP & Telangana Chapter members

Department of Micro, Small and Medium Enterprises (MSME), Government of India

ETTravelWorld | September 21, 2021, 10:50 IST

After the successful conclusion of the workshop for the Gujarat Chapter, the Travel Agents Association of India (TAAI) conducted a virtual workshop for its Karnataka Chapter to educate and update its members about various schemes of the Ministry of Micro, Small and Medium Enterprises (MSME).

Organised in collaboration with the MSME Development Institute (DI), Bengaluru, the workshop is a part of the series initiated by TAAI at pan-India level to make members aware about benefits and reliefs extended by the Ministry of MSME.

**WITT fostering wellness and promoting tourism**

at 11:41 AM August 21, 2021 31 Views

Their recent involvement in India's health and wellness industry is a testament to their commitment to promoting wellness and promoting tourism. The World Travel & Tourism Council (WTTTC) is a leading global organization that promotes the industry and its benefits. The WTTTC is a leading global organization that promotes the industry and its benefits. The WTTTC is a leading global organization that promotes the industry and its benefits.

**Sri Lanka Tourism bats big on global promotions, plans roadshows in India**

It is widely agreed that the Indian travel trade, the Sri Lanka tourism board informed that the members have been keen for the global promotion and they will soon appoint a representative firm in India.

Monday, 27 September | 17:00:00 | September 23, 2021 | 1021 Views

**EDITOR'S PICK**

India fails to spread awareness on the reopening of Sri Lanka for Indian tourists

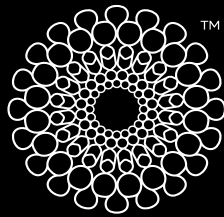
**TAAI Organises MSME Schemes Web Workshop For Northern Region Members**

Under the able leadership of Mrs. Jyoti Wajal, President, and Office Bearer of TAAI, a web workshop, in collaboration with the MSME Development Institute (MDI), Gurgaon, to educate and update Members about various schemes of Ministry of Micro, Small and Medium Enterprises, was organized by the TAAI Delhi.

**TAAI UP and Uttarakhand Chapter with Dubai Tourism organized product update session**

More than 25 TAAI members & trade partners along with Indigo, Vistara Co-OP, and the Dubai Airlines managers participated in the event and enjoyed the session.

Uttarakhand Chapter in association with Dubai Tourism, organized the Product update session at Hotel Nishan Garden Lucknow. In total 25 members about the new protocol and trend for travel to Dubai.



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