

The background features abstract, overlapping green geometric shapes in various shades, creating a modern and dynamic look. The shapes are primarily triangles and polygons, some with thin white outlines, set against a light gray background.

TAAI TRAVEL AGENTS ASSOCIATION OF INDIA

Presented by:
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S I N C E 1 9 5 1

Deal with someone you can trust
"A TAAI MEMBER"

INTRODUCTION

- TAAI was incorporated during 1951 formed by a group of 12 travel agents.
- Now the organization has membership of about 2400 in more than 76 cities in India and 20 foreign countries.
- The members consisting of Active, associate, allied govt. and non-resident
- TAAI has been recognized as the voice of the travel and tourism industry in India and it is premier, nodal, largest and oldest Travel & Tourism Association.
- It is a professional coordinating body consisting of various segments of the travel and tourism industry.
- It is a non-political, non-commercial and a non-profit making body.
- The primary purpose was to- i. to regulate the travel industry in India; ii. To protect the interest of those engaged in the industry and iii. to promote its orderly growth and development and safeguard the travelling public from exploitation by unscrupulous and unreliable operators.
- Headquarter- Mumbai, Maharastra and Present TAAI President- Mrs. Jyoti Maya for 2019-20

Major activities of TAAI

- ▶ Helping promote, maintain and stimulate the growth of travel and tourism in the country
- ▶ Directing the attention of the controlling and regulatory authorities of the problem faced by the industry and discussing them the means of survival and betterment of members
- ▶ Maintain close contact with world bodies and representing matters affecting the travel and tourism industry of India
- ▶ Gathering and disseminating information among members
- ▶ Educating and equipping the members to meet future challenges through seminars, conventions and sharing of thoughts and experiences
- ▶ Helping to develop better understanding among the different segments of travel industry etc.

Aims of TAAI:

- ▶ Safeguarding the interests of the public travelling
- ▶ Maintaining high ethical standards within the travel trade
- ▶ Developing tourism industry through improving the travel agency business and service for tourist
- ▶ Promoting mutual cooperation among TAAI
- ▶ Contributing to the sound progress and growth of the industry

Membership of TAAI:-

► Active Members

They are Travel Agencies, Tour Operators etc.

► Associate Members

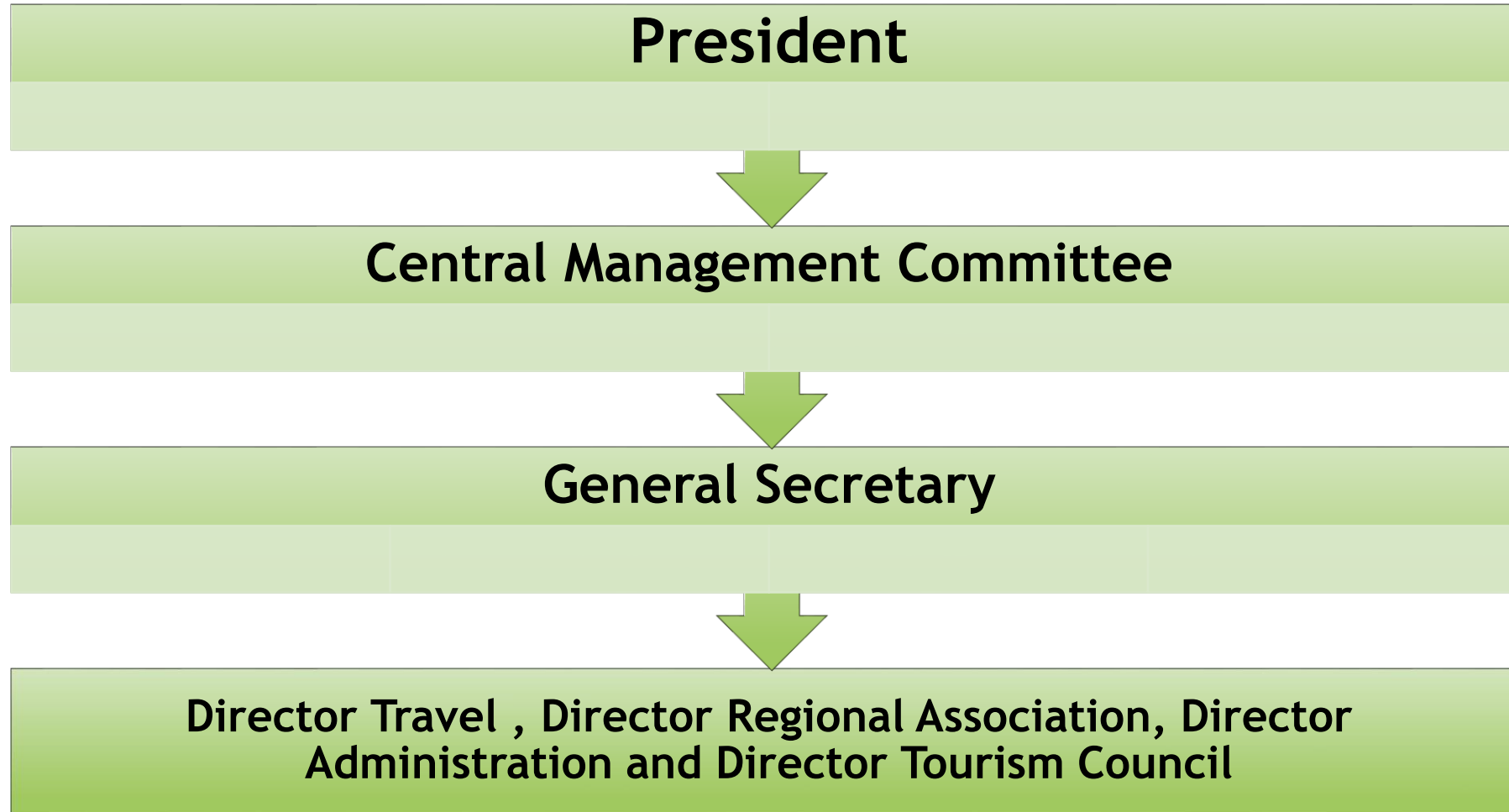
The members are Airlines, Hotel Transportations railways and branches of travel agencies. These are vendors or suppliers of tourism products.


Active Members

Travel companies actively involved in the travel business can become its active members provided that:

- They have an IATA license
- They have approval from the Department of Tourism, Government of India
- They are recognized by RBI and Ministry of External affairs
- They are functions successfully for at least one or two years
- They have a good professional reputation and have sound financial health.

Organization Structure of TAAI



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- ▶ Presently, TAAI has three regional association offices in Calcutta, Chennai And Delhi and has three more branches in Kerala, Gujarat and Karnataka.
 - ▶ There are more than 10 active members, to enable them to handle their local problems, issues and other things.

Role of TAAI-

- ▶ Ticketing
- ▶ Reservation
- ▶ Tour planning
- ▶ Tour designing
- ▶ Tour marketing
- ▶ Costing and pricing
- ▶ Travel insurance
- ▶ Foreign currency
- ▶ Travel guidance etc.

Thank You