



Madhya Pradesh Tourism Board

GUIDELINES FOR RECOGNITION / RENEWAL OR EXTENSION AS AN APPROVED TRAVEL AGENT / AGENCY (TA)

(For Madhya Pradesh Tourism)

1. **Aims and Objectives:** The aims and objectives of the scheme for recognition of Travel Agent / Agency (TA) are to encourage quality standard and service in this category so as to promote tourism in Madhya Pradesh. This is a voluntary scheme open to all bonafide travel agencies to bring them in organized sector.
2. **Definition:** A Travel Agent / Agency (TA) is the one who makes arrangements of tickets for travel by air, rail, ship, passport, visa, etc. It may also arrange accommodation, tours, entertainment and other tourism related services.
3. The application for **approval** shall be submitted online through www.tourism.mp.gov.in. In this regard any query may be addressed to the Deputy Director, Events & Marketing, Madhya Pradesh Tourism Board, 6th Floor, Lily Trade Wings, Jehagirabad, Bhopal – 462008 (M.P.), Tel No.- 0755-2780600, Email id – marketing.mptb@mp.gov.in
4. The application for renewal / extension shall also be submitted online after being registered online as an approved Travel Agent / Agency through www.tourism.mp.gov.in. In this regard any query may be addressed to the Deputy Director, Events & Marketing, Madhya Pradesh Tourism Board Bhopal:-
5. The recognition as an approved TA shall be granted by the Madhya Pradesh Tourism Board, Government of Madhya Pradesh, Bhopal, initially, for five years, based on the Inspection Report / Recommendations of a Committee comprising the Deputy Director (Events & Marketing) or his representative and a member of ADTOI.
6. The renewal / extension, thereafter, shall be granted for five years after Inspection conducted by a Committee comprising the Deputy Director and a member of ADTOI, on an application made by TA along with the requisite fee / documents.
7. The documents received from the applicant after scrutiny in all respects would be acknowledged by the Events & Marketing Division in respect of first approval and renewal or extension. The inspection for first approval / renewal or extension shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.
8. The following conditions must be fulfilled by the TA for grant of recognition / renewal or extension by MPTB: -
 - a) The application for grant of recognition / renewal or extension shall be in the prescribed form and submitted in duplicate along with the required documents.

- b) TA should have a minimum Paid up Capital (Capital employed) of **Rs. 3.00 lakh** duly supported by the latest audited Balance Sheet / firm's Statutory Auditor's certificate.
- c) The turn-over of the firm from travel agent/agency business should be a minimum of **Rs. 05.00 lakh (Rs. Five Lakh)** duly supported by firm's Statutory Auditor's certificate.
- d) TA should have been in operation for a minimum period of one year before the date of application.
- e) The minimum office space should be at least **150 sqft.** Besides, the office may be located in a neat and clean surrounding and equipped with telephone, Internet and computer system etc. There should be sufficient space for reception and easy access to toilet facilities.
- f) TA should be under the charge of the Owner or a full-time member who is adequately trained, experienced in matters regarding itineraries, transport, accommodation facilities, Hotel booking, regulations and tourism and travel related services. Besides this, greater emphasis may be given to effective communication skills, knowledge of foreign languages, other than English.

There should be a minimum of three qualified staff out of which at least one should have Diploma / Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees. (1+2)

The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in planning, selling, Transport and PR agencies, Hotel and other Corporate Bodies and those who have worked for three years with TAAI/ADTOI/IATA agencies and also those who have two years' experience with MPTB approved Travel Agencies.

- g) Number of Indian and Foreign Tourist handled in last financial year (Mention Separately).
- h) Head Office of TA should be registered in Madhya Pradesh Only.

9. TA would be required to pay a non-refundable fee of **Rs.5,000/- (Rs. Five Thousand Only)** while applying for the recognition and renewal of Head Office as well as each Branch Office. The fee would be made payable to the Madhya Pradesh Tourism Board, Bhopal (M.P.)

- I. TA should have a GST number be an income-tax assesses and should have filed Income Tax Return for the current assessment year.
 - II. For the monuments protected under the Ancient Monuments and Archaeological Sites & Remains Act, 1958 (24 of 1958), the TAs should deploy / engage the services of Regional Level Tourist Guides trained and licensed by Ministry of Tourism, Government of India or other guides authorized by the Government of M.P. or under orders of the Hon'ble Court(s). For other monuments and destinations, the guides authorized under the orders of the appropriate authority, if any, of the concerned monument / destination should be deployed / engaged by TAs.
 - III. For outsourcing any of the services relating to tourists, the TA(s) shall use approved specialized agencies in the specific field of activity.
9. The TA should adhere to the tenets of the Code of Conduct for “Safe & Honorable Tourism” for which the following action would have to be taken:
- (i) A signed copy of the pledge of commitment towards “Safe & Honorable Tourism” should be attached with the application. The pledge is attached in English & Hindi as **Annexure I & II**, respectively.
 - (ii) On the day a staff member joins the TA, he / she would be required to take / sign the pledge. The pledge would be incorporated in the appointment letter / joining report of the staff.
 - (iii) Two focal points / point of contacts would be nominated (i.e., from HRD, security side etc.) at the time of applying for approval by the TA in the case of organizations which have more than 25 personnel. In the case of TA with less than 25 personnel, one focal point / point of contact would have to be nominated.
 - (iv) The training would be provided to the staff of the approved TA by MPTB under its Capacity Building of service Providers (CBSP) scheme in connection with “Safe & Honorable Tourism”. The focal points / point of contacts of the TA would be trained first within first six months of MPTB approval. Subsequently, the trained focal points / point of contacts in turn would impart further in – house training to the staff which would be arranged within next six months.
 - (v) The Pledge of Commitment towards “Safe & Honorable Tourism” would have to be displayed by the TA prominently in the front office area / lobby of the TA.
 - (vi) The signatories of the Code of Conduct would be required to maintain a record of action taken by them in compliance of the provisions of this

para, which shall be kept in their office & shown to the Committee(s) at the time of renewal.

10. The recognition / renewal would be granted to the Head Office of the TA. The Branch Offices of TA would be approved along with the Head Office or subsequently, provided the particulars of the Branch Offices are submitted to Madhya Pradesh Tourism Board.

11. The TA so granted recognition / renewal or extension shall be entitled to such incentives and concessions as may be granted by the Government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time by the MPTB, Gov of Madhya Pradesh.

12. TA would have to report action taken by them in their Annual Report which shall be kept with them & shown to the Committee at the time of renewal.

13. Even though the scheme of granting approval of recognition / renewal or extension to TA is voluntary, in nature, there is a need to have a pro - active role of MPTB and Travel Trade to ensure that more and more Travel Agencies seek approval and then service the tourists. There is also a need to educate the stakeholders as well as consumers against the potential risk of availing services through the unapproved TA (s).

14. It shall be mandatory for an approved TA to prominently display the Certificate of approval of recognition / renewal or extension given by MPTB in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.

15. The decision of Madhya Pradesh Tourism Board, in the matter of recognition / renewal or extension shall be final. However, MPTB may in their discretion refuse to recognize / renew or extend any firm or withdraw / withhold at any time recognition / renewal or extension already granted with the approval of the Competent Authority. Before such a decision is taken, necessary Show Cause Notice would invariably be issued and the reply considered on merit. This would be done after careful consideration and generally as a last resort. Circumstances in which withdrawal is affected would also be indicated. The decision of The Managing Director, Madhya Pradesh Tourism Board will be final in this regard and any further correspondence will not be entertained.



**PLEDGE FOR COMMITMENT TOWARDS SAFE & HONOURABLE TOURISM
AND SUSTAINABLE TOURISM**

I/We solemnly pledge and reiterate our commitment to conduct our business in a manner that befits the culture and ethos of our rich and ancient civilization, and the tolerant and accommodating nature of our multicultural society and protects all individuals, especially women and children from all derogatory acts which are contrary to the spirit of our country. We hereby commit to abide by the Code of Conduct for Safe and Honorable Tourism.

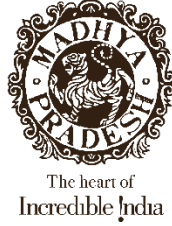
Recognizing that every earth resource is finite and fragile, I /We further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.

Signature:

Name:

On behalf of:

In the presence of:



सुरक्षित और सम्मानजनक पर्यटन और सतत पर्यटन का प्रति प्रतिबद्धता के लिए प्रतिज्ञा

मैं / हम हमारी समृद्ध और प्राचीन सभ्यता की संस्कृति और लोकाचार तथा हमारी बहु सांस्कृतिक समाज की सहनशील और उदार प्रकृति को कायम रखते हुए अपना कार्य करने की सत्य निष्ठा से प्रतिज्ञा करता हूँ / करते हैं वचनबद्धता दोहराता हूँ / दोहराते हैं । हम उन सभी अपमानजनक कार्यों, जो हमारे देश की प्रवृत्ति के विपरीत है, से सभी व्यक्तियों विशेषकर महिलाओं और बच्चों की सुरक्षा सुनिश्चित करते हुए उदयम करेंगे । हम एतद्वारा सुरक्षित एवं सम्मानजनक पर्यटन हेतु आचार संहिता के पालन का वचन देते हैं ।

यह स्वीकार करते हुए कि पृथ्वी के प्रत्येक संसाधन सीमित तथा नाशवान हैं, मैं / हम सर्वोत्तम पर्यावरण और विरासत संरक्षण मानकों के अनुकूल सतत पर्यटन व्यवहारों को पूर्णतः कार्यान्वित करने की भी प्रतिज्ञा करता हूँ / करते हैं, ताकि मेरे / हमारे वर्तमान पर्यटन संसाधन की आवश्यकताओं का स्थानीय समुदाय के लाभ और भावी सतत उपयोगों, दोनों के लिए अधिकतम उपयोग किया जा सके ।

हस्ताक्षर -----

नाम-----

की ओर से-----

की उपस्थिति में -----

**LIST OF DOCUMENTS (CHECK LIST) REQUIRED FOR APPROVAL / RENEWAL OR EXTENSION
AS AN APPROVED TRAVEL AGENT / AGENCY (TA)**

1. Online application duly filled in.
2. Two attested photographs of applicant.
3. Documentary proof (preferably registration certificates from govt.) in support of beginning of operations of your firm.
4. A signed copy of the Pledge of Commitment towards “Safe & Honorable Tourism”. The pledge is attached in English & Hindi as **Annexure I & II**, respectively.
5. A copy of complete Audited Balance Sheet with Director’s Report for the latest financial year.
6. Income Tax Acknowledgement for the latest assessment year.
7. GST Tax Registration number from the concerned authority.
8. Names of focal points. (2/1)
9. Details of office premises, area and office space in sq. ft. (150 sq. ft and accessibility to toilet and reception area.
10. Certificate of Statutory Auditor of the firm on original letter head in support of turnover Rs. 5.00 Lakh during the last financial year.
11. Name of the Tour Operators and D.M.C. with whom most business is transacted.
12. Documents duly stamped & attested by the Managing Director / Managing Partner/ Proprietor of the firm.
13. The payment of fee of Rs. 5000/- should be made online only through Debit/Credit Cards, e-banking etc. in favor of Madhya Pradesh Tourism Board, Bank-HDFC Bank, Account No. – 50100158647595, IFSC Code – HDFC0003662, Branch – New Market, T.T. Nagar, Bhopal.
14. For further assistance please contact Mr. Rahul Choudhary, Madhya Pradesh Tourism Board, Mobile No. 9229451467, office Tel No.- 0755-2780600, E-Mail Id – marketing.mptb@mp.gov.in

NOTE:

- I. The guidelines etc., may be downloaded from websites www.tourism.mp.gov.in.
- II. The application form along with all supporting documents should be submitted online through www.tourism.mp.gov.in only.
- III. When applying for Branch Office(s), separate application should be filled and submitted online along with the required documents, in duplicate.

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