



**GOVERNMENT OF KERALA
DEPARTMENT OF TOURISM
GUIDELINES FOR RECOGNITION AS AN ACCREDITED
INBOUND TOUR OPERATOR**

GUIDELINES

1. **Purpose:** The Department of Tourism, Government of Kerala as part of its promotional efforts wants to ensure that it gets credible partners who maintain a certain discipline in the field of tour operation.
2. **The aims and objectives:** The aims & objectives of the scheme for recognition of Tour Operator are to encourage quality, standard and service in the field of Tour Operation so as to promote tourism in Kerala.
3. **Definition:** A Tour operator is one who is engaged in activities related to making arrangements for accommodation, transportation, sight seeing, entertainment and other tourism related activities in Kerala and having its headquarters and activities based in Kerala.
4. The accreditation as an approved Tour Operator shall be granted by the Director, Department of Tourism, Government of Kerala, for two years.
5. After the expiry of the approval period the operator has to apply for renewal again along with the requisite fee/ documents, otherwise their approval will get automatically cancelled.
6. The following conditions must be fulfilled by the Tour Operator for grant of recognition by Department of Tourism:-
 - i) The application for grant of recognition shall be in the prescribed pro forma.
 - ii) The Tour operator should have a minimum paid up capital (capital employed) of Rs.4.00 lakhs duly supported by the latest audited certificate issued by a Chartered Accountant.
 - iii) The turnover in terms of foreign exchange or Indian rupees by the firm from tour related activities only should be a minimum of Rs. 7.5 lakhs and 25 % of the business of the applicant should be from selling Kerala based products and the application should contain duly supported balance sheet/Chartered Accountant's certificate in proof of the same.
 - iv) The Tour operator should have a proper office with a minimum area of 500 sq.ft. The office should be located in a neat and clean surrounding and equipped

with telephone, fax, computer reservation system etc. There should be sufficient space for reception and easy access to toilets.

v) The Tour operator should have a minimum of three experienced and well qualified executive staff under its direct employment out of which at least two should have diploma/degree in travel and tourism from a recognized University, IITM, KITTS or an institution approved by Govt. of Kerala or AICTE. The academic qualification may be relaxed in case of experienced personnel in airlines, shipping, transport, PR agencies, hotels and other corporate bodies and those who have two years experience with Ministry of Tourism approved tour operators.

vi) The Agency must clearly indicate its specialization of activities or activity it wishes to pursue as business.

vii) The field staff members of the party must be qualified for the activity or must have minimum of three years of practical experience in the field of Tour operation.

viii) The agency must maintain in its office premises all the maps and reference material concerning the particular activities it desires to pursue as business.

ix) The party must have good quality printing brochures and a website clearly describing its present activities.

x) The firm should clearly indicate the area of specialization in all their promotional and display materials.

xi) The tour operator should be an Income Tax assessee and should have filed Income Tax return, for the last two financial years.

xii) The Tour Operator should have been in operation for a minimum period of two years before the date of application.

xiii) The Tour Operator should be registered as per the companies' act/registered partnership deed / Sole Proprietorship and should possess all valid documents.

xiv) The Tour Operator should be reregistered with the labour department as per the shop and establishment act of Kerala.

xv) Bankers confidential report/statement for a period of latest six months should be submitted along with the application.

xvi) Separate application with fee shall be submitted for the accreditation and renewal of the Head Office as well as each Branch Office.

xvii) The Tour Operator shall contract/use approved specialized agencies in the field of adventure options and related services for tourists.

7. The Tour Operator will be required to pay a non-refundable fee of Rs. 5,000/- (Rupees Five Thousand only) for head office and Rs.2500/- (Rupees Two Thousand five hundred only) for each branch while applying for the accreditation and renewal.

The DD for the above amount taken in favour of the Director, Department of Tourism Kerala payable at Thiruvananthapuram should reach the following address within seven days from the date of online submission of application along with originals of the certificate from the chartered accountant stating the paid up capital and turnover (item no: **6 & 11** in the list of documents).

Address:

The Deputy Director (Marketing)
Kerala Tourism
Park View
Thiruvananthapuram-33,
Tel: 0471-2560444
Email: accreditation@keralatourism.org

8. The decision of the committee consisting of the following members in the matter of accreditation shall be final.

- 1. Director, Department of Tourism-Convener**
- 2. Representative, IATO-Member**
- 3. Representative, TAAI- Member**
- 4. Representative, ADTOI- Member**

However, the Department of Tourism, Govt. of Kerala may in their discretion refuse accreditation to any firm or withdraw/withhold at any time accreditation already granted at any time. Before such a decision is taken, necessary show cause notice would invariably be issued and the reply considered on merit. Termination will be done only after careful consideration and generally as a last resort. Reasons for withdrawal would be mentioned in the show cause notice and final order.

9. Tour Operator granted accreditation alone will be entitled to the incentives and concessions if any granted by the Govt. of Kerala from time to time and shall abide by the terms and conditions of accreditation as prescribed from time to time by the Govt. of Kerala.

10. Complaints received from the guests about the accredited tour operator will be referred to the above committee for a preliminary enquiry and if required a detailed enquiry thereafter and their findings and recommendations on the action to be taken will be considered by the Director, Tourism for appropriate action including termination.

11. The names of the accredited tour operator alone will be included in all the promotional materials published by the department of tourism and also in the official website.

12. The accredited Tour Operator should employ only regional guides trained and licensed by the Ministry to Tourism, Govt. of India and state level guides approved by the State Govt.

13. The Government of India approved tour operators need to submit the application online in the prescribed format with the required payments as specified and with the self-attested copy of the approval from Government of India. Their accreditation will be given online on submission of the above items.

14. Disclaimer: The Department of Tourism, Government of Kerala would not be responsible for any claims by the clients of the approved Tour Operator.

Documents to be submitted in originals

1) DD in favour of the Director, Department of Tourism.

2) Certificate from the Chartered Accountant stating the paid up capital and turnover (item no. **6 & 11** in the list of documents)

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