

NO. C.31012/3/2020-TOUR/10  
GOVERNMENT OF MIZORAM  
TOURISM DEPARTMENT

...

Mineco, Building 2, Room No. 027/028  
Ph.No. 0389-2334435

Aizawl the 28<sup>th</sup> August 2020

NOTIFICATION

In the interest of the public and for the Development of Tourism Industry in the State, the Governor of Mizoram is pleased to notify the “**Guidelines for Ticketing Sales Agent/Travel Agent in Mizoram**” as enclosed.

SD/-ESTHER LALRUATKIMI

*Commissioner & Secretary*

*Govt. of Mizoram*

*Tourism Department*

Memo. NO. C.31012/3/2020-TOUR/10 : Aizawl the 28<sup>th</sup> August, 2020

Copy to:

1. Secretary to Governor of Mizoram
2. PS to Chief Minister, Govt. of Mizoram
3. Speaker/ Dy. Speaker, Mizoram Legislative Assembly
4. All Ministers/Ministers of State, Govt. of Mizoram
5. All Members of Legislative Assembly, Mizoram
6. Sr.PPS to Chief Secretary, Govt. of Mizoram
7. All Administrative Heads/All Heads of Department
8. Controller, Printing & Stationery Department with 6 spare copies for publication in the Official Gazette.
9. Director, Tourism Department for information & necessary action.
10. All Tourist Lodges/Facilities under Tourism Department
11. Guard File.



(ZONUNTHARI)

*Deputy Secretary to Govt. of Mizoram*

*Tourism Department*

## **GUIDELINES FOR TICKETING SALES AGENT/TRAVEL AGENT IN MIZORAM**

**1.** The aims & objectives of the scheme for recognition of Ticketing Sales Agent is to encourage quality standard and service, in this category so as to promote responsible and sustainable tourism in Mizoram. This is a voluntary scheme open to all bonafide ticketing sales agents in Mizoram.

**2. Definitions:** A ticketing sales agent is a travel agent who makes arrangements of tickets for airlines, train, cars and buses. A ticketing sales agent is not a tour operator in these guidelines.

**3.** All applications for recognition shall be addressed to the Prescribed Authority under the provision of the Mizoram Registration of Tourist Trade Rules 2020.

**4.** The following conditions must be fulfilled by the Ticketing Sales Agent for grant of recognition by the Government of Mizoram.

**1)** The application shall be submitted in the prescribed form in the **Form 9** and renewal for Registration or Certificate **Form 16** as per the Mizoram (Registration of Tourist Trade) Rules 2020 respectively.

**2)** Ticketing Sales Agent should have a minimum paid-up capital of Rs. 1.00 lakh and Bank Solvency Certificate duly supported by the latest audited balance sheet/Chartered Accountant's certificate.

**3)** The Ticketing Sales Agent should have an office under the charge of a full time member of their staff, who is adequately trained or experienced in matters regarding transport, accommodation, currency, customs regulations and general information about travel and tourism related services. Emphasis may be given to effective communication skills and knowledge of foreign languages other than English. Hindi and local languages would also be useful.

**4)** The Ticketing Sales Agent may have dedicated office or work from home. The minimum office space should be of 10 x 8ft. with a permanent address and phone numbers, mobile phones, social media pages and website. Besides, the office should be located in neat and clean surroundings and equipped with telephone, fax and computer/computer reservation system etc. There should be sufficient space for reception and easy access to toilets. In the case of Tour Operator working from home, a spacious room equipped with telephone, fax and computer reservation system etc.

**5)** Type of Operations: A recognition will be granted for 3 (three) years.

**6)** The Ticketing Sales Agent should be a permanent resident of Mizoram

**7)** The Ticketing Sales Agent should have been in operation for a minimum period of one year before the date of application.

**8)** Ticketing Sales Agent should employ only Tour Guides, Outdoor Photographers as required.

**9)** Ticketing Sales Agent shall be a tax payee in Mizoram and should produce the Tax Payee Certificate of the last year. For non-tribal permanent residents of Mizoram, Income Tax Return for the last year should be submitted along with the application

**10)** Documents required along with application: The following documents shall be submitted to the Prescribed Authority alongwith the application:

- a) Photocopy of Tribal Certificate duly attested
- b) Photocopy of PAN Card duly attested
- c) Name of the Director/ Directors/Partner/partners etc
- d) Name of Bankers with Solvency Certificate  
(attach reference from Bank)
- e) Name of Auditors. (A balance sheet & Profit & Loss statement pertaining to the Travel business, as prescribed under the company law must be submitted by each applicant – in separate sheet)
- f) Income Tax Payment Certificate/Tax Payee Certificate
- g) Volume of tourist traffic handled up to the date of application showing foreign and internal tourist traffic in separate sheet
- h) Clientele, any special tourist parties, their size frequency of visit etc in separate sheet
- i) Promotional/publicity activities, undertaken (with documentary proof in separate sheet)) if any
- j) Name of Guides approved by the Tourism Department having been employee with their address in separate sheet if any
- k) Photocopy of Registration No. & Date with Airlines/carriers or Agents
- l) No Objection Certificate from Local Police Station
- m) License from the Aizawl Municipal Corporation in the case of Aizawl city and for other towns and cities, recommendation letter from Village Council concerned is required.
- n) Caste/Tribal/OBC Certificate as the case may be.

**5.** The recognition as Approved Tour Ticketing Sales Agent shall be granted for three years on payment of an Application fee and registration fee or renewal fee as the case may be, prescribed by the Government from time to time.

**6.** Recognition will be granted to the Headquarter Office of the Ticketing Sales Agent. Branch offices will be approved along with Headquarters Office or subsequently, provided the particulars of the Branch offices to be submitted to Tourism Department for acceptance.

7. The decision of Prescribed Authority in the matter of recognition shall be final. Certificate of Registration will be issued to the approved Ticketing Sales Agent under the provision of the Mizoram (Registration of Tourist Trade) Rules 2020. However, the Prescribed Authority may in his discretion withdraw or withhold at any time of recognition already granted on any criminal misconduct. Before such a decision is taken, necessary Show Cause Notice under the Mizoram (Registration of Tourist Trade) Rules 2020 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

8. It shall be mandatory for an approved Ticketing Sales Agent to prominently display the Certificate of approval of recognition or renewal or extension given by the Tourism Department in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.

9. The Ticketing Sales Agent should adhere to the tenets of the Code of Conduct for "Responsible and Sustainable Tourism" for which the following action would have to be taken by the Ticketing Sales Agent:

1) A signed copy of the pledge of commitment towards "Responsible and Sustainable Tourism" should be attached with the application for renewal. The pledge is attached in English in the **Annexure A**.

2) On the day a staff member joins the Ticketing Sales Agent, he/she would be required to take/sign the pledge. The pledge would be incorporated in the appointment letter/joining report of the staff.

3) One focal point would be nominated (i.e., from HRD, security side etc.) at the time of applying for approval by the Ticketing Sales Agent for training on 'responsible tourism' and other matters.

4) The **Annexure A**: Pledge of Commitment towards "Responsible and Sustainable Tourism" would have to be displayed by the Ticketing Sales Agent prominently in the front office area/lobby of the service provider.

5) 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 and shown to the Committee(s) at the time of renewal.

## 10. **The Mizoram Registration of Tourist Trade Act 2020 and its Rules.**

Tour Operators are required to abide by the provisions of the **Mizoram Registration of Tourist Trade Act 2020 and its Rules** while performing tourist trade in this aspect.

**11.** As initiatives to promote 'responsible tourism', Ticketing Sales Agent are responsible for ensuring safety, privacy and dignity of the areas visited by their clients. Their clients are expected to respect the local culture and practices of the areas they visited.

**12.** Ticketing Sales Agent is required to ensure safety, conservation and preservation of the State's flora and fauna from their clients.

**13.** Tourists under the care of concerned Ticketing Sales Agent are required to take a pledge on 'responsible tourism' while travelling in Mizoram for tourism purpose as below:

-----**Responsible Travel Pledge**-----

I pledge to be a responsible traveller

When I explore new places,  
I will leave nothing but footprints  
and take away only memories

I shall not harm,  
what does not harm me

I shall travel clean and green  
I shall respect the local culture,

And I shall promote sustainable tourism

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**14.** Ticketing Sales Agent so granted recognition or renewal or extension shall be entitled to such incentives and concessions, if any, 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 Tourism Department, Government of Mizoram.

**15. Procedure for recognition:**

**1)** On receipt of application form, an officer in the Tourism Department shall conduct spot verification on the genuineness of the claim and fulfilment of criteria and submit report accordingly.

**2)** An officer in the Tourism Department on having satisfied that the tour operator is eligible for recognition shall send the application form along with Police verification report to Tourism Department, Government of Mizoram for approval.

**3)** On approval by the Prescribed Authority, Tourism Department, registration certificate or certificate of recognition shall be issued by the Prescribed Authority accordingly.

**4)** The Ticketing Sales Agent shall give an affidavit to the effect that they shall adhere to the eligibility criteria for the approved period and liable to de-recognition for failure to fulfil the criteria.

**5)** They are solely responsible for handling of the operation and shall bear the damages to life and property or dislocation of environment, if any.

**6)** They shall abide by the rules and regulations framed by the Tourism Department, Government of Mizoram from time to time.

**16.** These guidelines and its certifications are only applicable to the state of Mizoram for Ticketing Sales Agent. Any Ticketing Sales Agent, who is arranging tours etc in the context of Tour Operator, wishing recognition of the Ministry of Tourism shall apply to the following India Tourism Office (North East) or follow this link:

<http://tourism.gov.in/sites/default/files/guideline/4. Domextic Tour OPERATOR.PDF>

The Regional Director (North – East)  
India Tourism, Asom Paryatan Bhawan  
3rd Floor, Near Nepali Mandir, A. K. Azad Road,  
Paltan Bazar, Guwahati – 781 008, Assam  
Phone No. (0361) 273 7554  
Fax No. (0361) 273 7553  
Email: indtourguwahati@nic.in

## ANNEXURE A

### PLEDGE FOR COMMITMENT TOWARDS RESPONSIBLE & 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 Responsible & Sustainable 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 communities benefit and I shall promote responsible tourism for future sustainable uses.

Signature: .....

Name: .....

On behalf of: .....

In the presence of: .....

## ANNEXURE B

### CATEGORIZATION OF TOUR OPERATORS/TRAVEL AGENTS

#### SCORING CRITERIA FOR CATEGORIZATION OF TOUR OPERATORS/TRAVEL AGENTS

Sl.No	Components	Attributes	Full Mark	Mark Obtained
1	Location	Central Business Area – Dawrpui, Chanmari, Zarkawt	10	
		Khatla, Tuikual, Ramhlun Main Road, Bawngkawn	8	
		Other areas & other Districts	5	
2	No of Staff employed	> 10 employees	10	
		Between 5 – 9 employees	8	
		Less than 5 employees	5	
3	Process of Booking	Software enabled	10	
		Offline Software	8	
		Manual	5	
4	Logistics	> 5 computers	10	
		Between 3 - 4 computers	8	
		Less than 3 computers & mobile	5	
5	Building	Owned Building	10	
		Rented	8	
		Home-based	5	
9	Facilities	Reception area with Lounge/Travel Desk	10	
		Reception area without Lounge	8	
		No reception area or home-based	5	
10	Facilities for PwD	Ramp for PwD	10	
		No Ramp for PwD	5	
11	Toilet	Gender based	10	
		No gender based	8	
		No toilet & home-based	5	
12	Office Space	10 x 8ft & above	10	
		Less than 10 x 8ft	8	
		Home-based	5	
13	Type of Booking	Outbound/Inbound/Overseas/Local Tours	10	
		Outbound/Inbound/Overseas	8	
		Outbound/Inbound	5	
	<b>TOTAL</b>		<b>130</b>	

**Note:** 97.5 marks and above : Category A  
 78 marks – 97.4 marks : Category B  
 Below 78 marks : Category C