

# **Benefits of Taking Approval of Ministry of Tourism, Government of India by the Travel Trade**

The Ministry of Tourism, Government of India, offers several key benefits and incentives to travel trade stakeholders—such as tour operators, travel agents, and tourism service providers—who obtain official approval and recognition. These benefits serve to enhance their visibility, credibility, and business development opportunities both in domestic and international markets.

## **Key Benefits for Approved Travel Trade Members**

### **1. Official Listing on Ministry Website**

- Approved tour operators and travel agents are listed on the official website of the Ministry of Tourism, Government of India.
- This listing enhances the credibility and discoverability of the agency among domestic and international travellers.

### **2. Participation in Government Delegations**

- Recognized agencies are considered for inclusion in official delegations led by the Hon'ble Tourism Minister and senior Ministry officials.
- These delegations often represent India at prestigious international travel fairs, expos, and tourism missions.

### **3. Participation in Travel Fairs and Exhibitions (Free of Cost)**

- Approved members are authorized to participate in major national and international travel fairs organized or supported by the Ministry.
- Entry into the Ministry of Tourism's official booth at these events is offered free of cost—there is no participation fee.

### **4. Eligibility Under the Market Development Assistance (MDA) Scheme**

- Travel agents and tour operators can avail financial support under the MDA scheme for promotional activities.
- The scheme covers **90% reimbursement** of expenses for:
  - Airfare
  - Production of brochures or marketing material

- These benefits can be availed for **up to three events or tours in a financial year.**
5. **Enhanced Brand Recognition and Trust**
    - Ministry approval lends credibility to the business, instilling greater confidence among clients and industry partners.
  6. **Networking & Collaboration Opportunities**
    - Recognized agents enjoy privileged access to Ministry-led workshops, roadshows, and business-to-business networking events.
  7. **Priority Consideration for Other Government Support Schemes**
    - Recognized entities are prioritized for various other schemes and support measures introduced by the Ministry and other government agencies.
  8. **Use of Official Incredible India logo of Ministry of Tourism** - In all stationery & promotion material of the travel trade member.
  9. **Expansion of Business** – The Ministry of Tourism recognition will provide a wider scope and privilege of expansion at any geographic location.
  10. **Recognition of Government in General** – Government of India recognises the Ministry of Tourism recognition resulting into tourist trust and huge base of travellers.

## **Conclusion**

Recognition by the Ministry of Tourism is not just a formal accreditation—it is a gateway to significant promotional and financial advantages that empower the travel trade to expand their reach and elevate their service standards. Agencies are encouraged to apply for this recognition to fully leverage these benefits and contribute to the growth of Incredible India.

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