



ADVENTURE TOUR OPERATORS  
ASSOCIATION OF INDIA

## MEMBERSHIP APPLICATION FORM (ACTIVE CATEGORY)

Admission Fee Rs 4,000/ + Annual Subscription - Rs 5,750/ + GST 18%

(Note: The entrance fee and subscription should accompany the application form)

### INFORMATION

To be filled in by an applicant who wishes to become a member of the ATOAI. (The fields marked \* are mandatory)

Name of the Firm\* \_\_\_\_\_

Date of Establishment\* \_\_\_\_\_

Registered Address\* \_\_\_\_\_  
\_\_\_\_\_

Telephone number\* \_\_\_\_\_

Mobile Number\* \_\_\_\_\_

(To be included in the WhatsApp Group of ATOAI members)

Email address\* \_\_\_\_\_

Name/s of Directors/Proprietor\* \_\_\_\_\_

Name of the individual who will represent the firm\* \_\_\_\_\_

Nature of the organization (Tick as applicable)\*

- |  |   |  |                                    |
|--|---|--|------------------------------------|
| <input type="checkbox"/> Sole Proprietorship     | <input type="checkbox"/> Individual             | <input type="checkbox"/> Partnership Firm              |                                    |
| <input type="checkbox"/> Private Limited Company | <input type="checkbox"/> Public Limited Company | <input type="checkbox"/> Limited Liability Partnership | <input type="checkbox"/> Any other |

Select the Right Category\*

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Tour Operator | <input type="checkbox"/> Accommodation Provider                                | <input type="checkbox"/> Ground Handling Agency |
| <input type="checkbox"/> Media         | <input type="checkbox"/> Equipment/Adventure Gears Manufacturers/Suppliers etc |   |

Are you recognized by any government body or local authority? \_\_\_\_\_

Are you a member of any Trade Associations, Societies, etc.? If so, state names \_\_\_\_\_  
\_\_\_\_\_

Give any other details you feel will enable the Committee to consider your application for membership of the Association.  
\_\_\_\_\_  
\_\_\_\_\_

Also please enclose\* the following:

- ID Proof of the organization / professional
- ID Proof of the proprietor / partners / directors
- Any other Document or Certificate which you think, will be helpful for us to consider your application.

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Please get your application recommended as under by ONE ACTIVE MEMEBR of ATOAI.

I, \_\_\_\_\_ (name), \_\_\_\_\_ (designation),  
\_\_\_\_\_ (organisation), hereby recommend the name of \_\_\_\_\_  
\_\_\_\_\_ (applicant) for consideration of Allied membership of the Association.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Seal of the company

I/We do hereby agree to intimate the association in writing about any change in their present ownership of the company.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Stamp of the Company

THE PRESIDENT  
ATOAI

Dear Sir,

We \_\_\_\_\_ hereby apply for the  
Allied membership of your Association.

We hereby solemnly promise to abide by the rules and regulations of the ATOAI and to observe a high ethical standard in the conduct of our business without reservation of equivocation of any kind, consistent with the regulations in force from time to time. We also note and accept that any member who shall act to the detriment of or against the interest of the Association or who shall fail in the observance of or violate any of the Articles of Association or the bye-laws of the Association or violate any of the rules of business conduct or the covenant established by the Association or whose conduct or action in the opinion of the Managing Committee is improper or is prejudicial to the Association or is detrimental to the interest of Tourism may after due inquiry be either censured, suspended or excluded from the Association by the Managing Committee for which action the Managing Committee shall not be bound to assign any reason.

We agree and undertake to intimate to the Association any change in our status, constitution and / or conventional or corporate name by any reason whatsoever within 30 days of any such change being affected.

We undertake and commit ourselves to follow the guidelines laid by the association with respect to preservation of ecology and environment.

Yours truly,

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Designation

**PAYMENT DETAILS:**

ACCOUNT NAME	ADVENTURE TOUR OPERATORS ASSOCIATION	ACCOUNT NUMBER	061494600000325
BANK NAME	YES BANK	BANK ADDRESS	Moti Nagar New Delhi- 110015
IFSC CODE	YESB0000614	MICR Code	110532002
		SERVICE TAX NO.	AAAAA6035EST001
		PAN	AAAAA6035E

FOR OFFICE USE ONLY

Decision of the Managing Committee: Approved / Not approved / Postponed.

\_\_\_\_\_  
Signature



## ADVENTURE TOUR OPERATORS ASSOCIATION OF INDIA

### ABOUT ATOAI

The Adventure Tour Operators Association of India (ATOAI) was conceptualized by seven dynamic founder members from the adventure travel trade, who envisioned ATOAI to be strong support group that led to both group and individual profits by establishing adventure as one of the main tourism attractions to India. With her natural topography of towering mountains, steep cliffs & dizzying heights on one hand and swiftly flowing currents, cascading rapids & fierce swells on the other - India is a natural paradise for the discerning traveller.

### ATOAI's aim is :

- To promote national integration, international welfare and goodwill. To institute chairs and fellowship in India.
- To conduct seminars, group discussions, course of studies, cultural meetings. To promote adventure tourism in India.
- To take all steps which may be necessary for promoting, encouraging and assisting in the development of Adventure Tourism throughout the country and to take initiative to secure the welfare of the Adventure Tourism Trade.
- ATOAI today is a strong body of over 300 adventure travel professionals who are not only passionate adventurers themselves, but also promote adventure tourism with the same passion.

## HERE'S A HANDY INFOGRAPH TO HIGHLIGHT JUST SOME OF THE BENEFITS OF BEING AN ATOAI MEMBER.

### THE NO. 1 ADVENTURE TRAVEL BODY IN INDIA RECOGNIZED BY THE GOVERNMENT.

Be amongst the first few to have access to key policy changes.

We set standards in an industry with relatively low entry barriers.

Recognition from peer group and the adventure travel industry.

Get subsidised rates for all Govt. marketing initiatives like roads shows.

Be a part of an exclusive network of adventure travel experts in the country.

A network only for those who follow safe and reliable industry practices.

### ACTIVE MEMBERS

Any person or firm or company, having an established place of business in India as Adventure Tour Operator for a minimum period of 3 years and has his own equipment and qualified personnel for Adventure Tourism and is recognized by Central Government as an Adventure Tour Operator and his/her/its major part of activity is promotion of Adventure Tourism and business turnover from Adventure Tourism is at least Rs. 10 lacs, shall be eligible for membership as an Active Member of the Association provided an application is made and accepted by the Executive Committee.

Members whose subscriptions have been fully paid shall have the following rights:

- Voting Rights
- To receive notice of all meetings of the Association.
- To attend and vote at the Annual General Meeting of the Association.

To take part in all meetings and events arranged by the Association.

### ALLIED MEMBERS

Any person, firm or company who is regularly engaged or associated with the Tourism and Travel Industry and having their place of business in India or outside India for a minimum period of 2 years such as tour operators, travel agents, carrier companies, hoteliers, caterers, excursion agents, guides, transport contractors, forwarding and clearing agents, shipping companies, state tourist organizations, etc. shall be eligible to be an Allied Member.

The benefits of Allied Member are as under:

- To take part in all events organized by the Association.
- To avail discounts on participation in such events.
- View and download industry and trade related information available on the association website.

### The Top Ten Reasons to Join ATOAI

1. Increased market share
2. Promotion, branding and visibility on the association's website.
3. Education opportunities for yourself and staff in basic adventure courses/First Aid-CPR.
4. Wider access to industry information
5. A common voice to government
6. Support of a like-minded community
7. Participation in overseas road shows to target international business.
8. Annual convention and seminars.
9. Recognition support from the Ministry of Tourism
10. Get involved and meet fellow adventurers!

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**PLEDGE & CODE OF ETHICS OF ATOAI  
(ADVENTURE TOUR OPERATORS ASSOCIATION OF INDIA)**

**PLEDGE FOR COMMITMENT FOR SAFE, HONOURABLE AND SUSTAINABLE TOURISM**

I / We solemnly pledge and reiterate our commitment to conduct our business in a manner that benefits the culture and ethos of our rich and ancient civilization, and the tolerant and accommodating nature of our multicultural society and protect 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.

**TO HELP CONDUCT AND PROMOTE ADVENTURE TRAVEL BUSINESS**

We, \_\_\_\_\_, as a members of ATOAI, hereby pledge to follow the below given code of ethics & thereby, be a partner in conducting responsible & sustainable tourism with minimal impact on the physical, cultural & social environment of the area.

**1. ACCURACY**

To maintain transparency in:

- projecting the organization's capabilities to handle/ execute the said particular activity
- declaring staff 's qualification and experience on the website
- projecting technical accuracy of the published programs

**2. HEALTHY COMPETITION**

- promote healthy competition
- respect & appreciate your competitor goodwill and products
- Share information, office systems, R & D and resources with industry colleagues

**3. DISCLOSURE**

- Commitment to achieve the minimum certification to operate any said adventure activity
- Provide information to the clients at their request with complete details with the cost, restrictions, cancellation policy etc.

**4. FEEDBACK**

- Value client's feedback & quickly address the issues / concerns if any

- To attend to client's complaints and find solutions at the earliest.
- To remit any undisputed funds under your control within specified time limit. If there is a delay, to keep the clients informed.

**5. HUMAN RESOURCES & STAFF**

- Never to use unfair means to source confidential information & data from newly inducted employee's former it's former employer.
- To appoint staff from your competitor's organization strictly after getting NOC
- NOC to the leaving employee should not be held unnecessarily
- Constantly upgrade training, knowledge & annual courses etc for your staff so as to set international level standards

**6. CONFIDENTIALITY & PRIVACY**

- Do not disclose client information without their permission unless it is required by the law
- Respect & safeguard client data

**7. COMPLIANCE**

- To abide by central/state and local laws and regulations in every respect.

**8. RESPONSIBILITY**

- To use highest quality of equipment to operate your business
- Commitment and Welfare of the Local Community
- Do not give over commitment to the clients which you cannot fulfill.
- Use maximum local resources and give back to the area where you are doing business
- Respect religion and local community sentiments
- Follow and practice Environmental Pledge of the Association.

**9. GENERAL BUSINESS ETHICS**

- Avoid unfair means to be used for obtaining confidential information & data of competitors.



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**CODE OF CONDUCT**

At ATOA of India, we follow the Himalayan Code of Conduct adopted by Union International Alpine Association (U.I.A.A.) which entails the practicing the following guidelines:-

1. **Protect** the Natural Environment
2. **Campsite:** Remember another party will be using the same campsite after you have vacated it. Therefore, leave the campsite cleaner than found it.
3. **Limit Deforestation:**
  - a. **Make no open fires** and discourage others from doing so.
  - b. **Where water is heated** by scarce firewood, use as little as possible.
  - c. **When possible** choose accommodation that uses kerosene or fuel-efficient fire-wood stoves.
  - d. **You will help** the case greatly by taking with you some sapling and planting these on your trail.
4. **Burn dry paper & packets in a safe place:** Bury other waste paper and biodegradable materials including food. Carry back all non-biodegradable if you come across other people's rubbish, remove their rubbish as well.
5. **Keep local water clean:**
  - a. **Avoid using pollutants** such as detergents in streams or springs.
  - b. **If no toilet facilities are available**, make sure you are at least 30 meters away source and bury or cover wastes.
  - c. **Do not allow** the cooks or porters to throw garbage in nearby stream or river.
6. **Plants should be left to flourish in their natural environment:** Taking cutting, seeds, and roots is illegal in Himalayas.
7. **Help your guides** and porters to follow conservation measures.
8. **Respect local traditions, protect local culture, maintain local pride:**
  - a. **When taking photographs**, respect privacy. Ask permission and use restraint.
  - b. **Respect Holy places:** Preserve what you have come to see, never touch or remove religious objects and remove shoes when visiting temples.

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**Pledged & Signatures with company seal**

Name \_\_\_\_\_

Designation \_\_\_\_\_

Company \_\_\_\_\_

Date \_\_\_\_\_ Place \_\_\_\_\_

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