

All India Resort Development Association (AIRDA) becomes a member of the American Resort Development Association (ARDA)

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B. S Rathor, Chairman, AIRDA says 'The association with ARDA demonstrates recognition of the quality and excellence of services offered and pledges faithful observance of the rules and regulations, standards and business ethics which will improve growth and consumer satisfaction.'

AIRDA has worked with the Ministry of Tourism for securing guidelines to enable classification (star rating) of Vacation Ownership (Timeshare) resorts in India. This has given increased visibility and confidence to the prospective Vacation Ownership (Timeshare) consumers. AIRDA is also conducting the Capacity Building for Service Providers (CBSP) training schemes of the Ministry of Tourism for increasing awareness in tourism for the unskilled service providers. These schemes are being conducted jointly with the offices of IndiaTourism.

AIRDA is the national representative of the Vacation Ownership (Timeshare) industry in India and works towards disciplined expansion of the industry by self-regulating business conduct, building credibility and image through education and communication. AIRDA member resorts ensure fair practices and ethical business policies that work to the advantage of both consumers and developers.

Rathor says the Vacation Ownership Industry in India is having a CAGR of 20% during the last few years and is a great driver of domestic leisure tourism in the country. The investments made by AIRDA members are in resorts in popular tourism destinations and contribute significantly to economic activity in these regions.

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You can also visit www.airda.org for more information.