

How can associations help in checking attrition?

In our travel industry, where talent is scarce and employers are always hunting for the experienced, talented and skilled manpower, TRAVTALK spoke to the key stakeholders to share their opinion on the role trade association can play, if at all, to check attrition levels in the industry.



Sound hiring policies make a difference

Vikram Madhok,
Managing Director,
Abercrombie & Kent
India

It is as important to have in place sound hiring and screening policies, as is for the employers to take responsibility to define a clear cut

career path for the employees. The small companies face problem of high rate of attrition because of lack of well laid policies. At our company, we have not faced any such problem. In fact, many people who had left our company wanted to come back. Here, key associations can play a limited role by educating and counselling the employers to adhere by standard practices of hiring and firing. They should be educated to absorb employees, who have served their notice period and met all the responsibilities of 'handing over' at the previous organisation.



Attrition rate can fall if employee-employer relationship changes

Manish Pratik,
Director, Eastbound

The fact that trade associations are willing to step in to form a moral code of conduct that can stem attrition rate is commendable. But any change can take

place only when individuals and companies alike are willing to do so. Attrition rates will only fall when the employee and employer relationship undergoes a sea-change. At Eastbound, we trust our employees and give them the responsibilities plus the freedom to carry them out as they deem fit. This is why we are one of the few companies with extremely low attrition rates and have been able to retain the same staff over a long period of time. Change has to come within the individual psyche, but propagating ideas that will improve our industry are always welcome. At Eastbound, we are always willing to participate in any initiative taken by the industry and its associations.



Associations can help in creating skill centres

H K Gandhi, HR Head,
InterGlobe
Enterprises

Travel Industry today is going through unprecedented waves of consolidation and competitive pressures while getting increasingly structured and

organised. Trade association's role in this environment has become more strategic than ever before. These associations can play a key role in facilitating creation of skill centres for these niche skills while leveraging the expertise of some of the existing partners. These could provide valuable technical skill up-gradation of the existing smaller players to run more viable business enterprises. This intervention can surely prevent critical skill base from exiting the travel industry. Further, it could also cater to skill enhancement for the employees not only for their present roles but also build and prepare for future skills and lasting careers. This will also help create job opportunities in the industry.

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Launches

MagicRooms launches easy hotel booking module for travel agents

■ MagicRooms has recently introduced an easy way of hotel bookings for the travel agents in the country — the travel agent module. This module is aimed to open up avenues for increased earnings in the travel industry. The module will launch a system of bringing all hotel inventories in India together on a single platform. The platform also comes with promising features that allow you to book rooms without even using the telephone.

Talking about the new platform, Niranjan Gupta, Managing Director, MagicRooms Solutions India said, "The company will offer loads of interesting freebies for all those who register to the services. These freebies will range from free 3x2 feet India Wall Map on the first booking to

loads of prizes to be won through the online quiz draws 'Search & Win'.

The MagicRooms platform for travel agents will provide the benefits of a real-time booking system, increased business opportunities, higher commission rates and also reduced costs." "Travel agents will be able to make instant reservations and get instant confirmation without even having to use the telephone," he added.

By registering with MagicRooms, the travel agents will get access to more hotel inventories across India that is available to book leading to significant increase in income. Connectivity offered to travel agents and online portals allows the online and offline travel agents direct real-time access to hotel inven-



Niranjan Gupta
Managing Director
MagicRooms Solutions India

tory at increased commission rates.

The online travel agents will also have more rooms made available for them to book while the offline travel agents can now make online reservations and get instant confirmations at hotels across India. MagicRooms is also offering freebies and lots of exciting rewards on bookings made.

QUICK READ

A new Five Digit Train Numbering Scheme is being introduced for all trains on Indian Railways with effect from December 20, 2010. All the Passenger trains, Diesel Electric Multiple Unit (DEMUs), Diesel Hauled Multiple Units (DHMUs), Main Line Electric Multiple Units (MEMUs), MMTS Sub-urban Services would also be renumbered with Five Digits.