

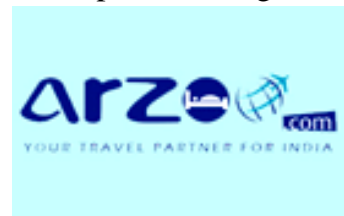
# Franchise News

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## Arzoo.com launches 'Arzoo Travel Training Institute'

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One of the leading travel portals of India, Arzoo.com in association with Ashok Institute of Hospitality & Tourism Management (AIH&TM), in a franchise agreement recently launched the 'Arzoo Travel Training Institute'. The AIH&TM is an ISO 9001-2000 certified Institute of the India Tourism Development Corporation (ITDC), a Government of India Undertaking. Arzoo Travel Training Institute (ATTI) has launched its first institute in Mumbai, which is company owned but in future the company hopes to launch more institutes through the franchising model. ATTI offers professional courses in aviation, hospitality industry modeled by ITDC. The syllabus and the curriculum will be as per ITDC guidelines. ATTI has introduced various courses in the field of travel and hospitality. The one year diploma course will cover the Aviation Industry Management, Hotel Management, Travel Company Management etc while the six month certificate course in hotel operations will have front office operations, food and beverage service etc. The exclusivity of the courses is its ITDC certification which not only holds countrywide but also international value. ITDC has also agreed to place Arzoo students in their hotels at very reasonable fee in addition to the course fees. With ATTI the company plans to introduce something new and unique in the field of travel which would mainly cater to the students. The main aim is to train students in every aspect of the industry by giving them apt theoretical knowledge and hardcore practical experience in the required Travel and Hospitality fields. By launching ATTI the company becomes the pioneer in India to impart firsthand training on various aspects of working of an online travel portal.

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