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Arzoo.com ties up with India Tourism Development Corporation (ITDC) to launch -- Arzoo Travel Training Institute

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Mumbai, August 26, 2009: Arzoo.com, one of the leading travel portals in India, promoted by Sabeer Bhatia is announcing the launch of "Arzoo Travel Training Institute" (ATTI) in franchise arrangement with the 'Ashok Institute of Hospitality & Tourism Management' (AIH&TM), an ISO 9001-2000 certified Institute of the India Tourism Development Corporation (ITDC), a Govt. of India Undertaking.

AIH&TM has been conducting innovatively designed training courses in the field of Hospitality, Travel, Airline and Tourism. The AIH&TM undertakes four year Bachelors Degree in International Hospitality Business Management with six months internship training in London; one year Diploma in Air Hostess, Travel & Hospitality Management in Bangalore, New Delhi, Ahmedabad, Chennai and Trivandrum; six months Certificate courses in Hotel Operational Departments; 'Cruise Hospitality Course' at Goa and three year BBA in International Hospitality in New Delhi. Track record of job placement for AIH&TM

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Arzoo Travel Training Institute (ATTI) is offering professional courses into 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 & Hospitality. The one year diploma course will cover the Aviation Industry Management, Hotel Management, Travel Company Management, Personality Development and Grooming. Whereas six month certificate course in hotel operations will have front office operations, food & beverage service, an opening to the Hotel Industry, with a Day-to-Day Hotel Operations, Personality Development and Grooming.

The USP of the courses is its ITDC certification. These certificates not only hold 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.

“We wanted to introduce something new and unique in the field of travel which would mainly cater to the students. Needless to say Arzoo.com is the only online travel portal to offer this kind of service. Through this initiative we aim 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. Also we will be the first ones in India to give a firsthand training on various aspects of working of an Online Travel Portals, which we all know is the future of the Travel Industry in India”, says Mr. Amal Purandare, Head – India operations of Arzoo.com.

“We are committed to maintain Leadership in developing of Hospitality, Travel & Tourism Skills and to meet Customer Satisfaction through need-based Quality Professional Courses/ Programmes related to the present and encompassing future challenges. Our endeavor is to achieve continual improvement through regular Review Mechanism”, says Mr Kuldip Verma, Vice-President (HRD) of ITDC and also Head of AIH&TM.

The introductory offers will have 20% discount on course fees for the first two batches. Free scholarship will be provided to smart and talented HSC passed students, which is for everyone and is not on reserved basis class and economic background.

About Ashok Institute of Hospitality & Tourism Management and ITDC:

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. The Corporation is running Ashok Group of hotels, restaurants at various places for tourists, besides providing travel & transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and Sound & Light Shows facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services, Event Management.

The Ashok Institute of Hospitality & Tourism Management, HRD Division of the Corporation imparts training and education in the field of tourism and hospitality. AIH&TM is also handling ‘Capacity Building Training for Service Providers’ for the

Commonwealth Games 2010. The objective of specially designed courses is to develop professional abilities of the selected unemployed youths of India. The training program is so planned as to provide an insight into the burgeoning Service Sector with an emphasis on Airlines, Hospitality and Travel Sectors. The course enables the candidates to learn the basics and practical / operational skills needed to be a successful professional.

About Arzoo.com:

Arzoo.com is among the leading Online Travel Portals in India and specializes in handling the budget and tastes of all types of customers. Arzoo.com offers best rates for booking Domestic and International Flights and Hotels, Domestic & International Holiday Packages including Exciting Weekend Gateways and Service Apartments, Rental Cars, and other travel Services. By the virtue of its rich experience and special deals with all category hotels and Airlines across India and overseas, Arzoo is thoroughly proficient in handling regular travel requirements of corporate customers, including group bookings. Arzoo staff comprises of professionals in the travel Industry with a combined work experience of 200 plus years.

For all Arzoo Travel Training Institute (ATTI) related queries, please call on +91 9320775281 or email on atti@arzoo.com

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