

Travel Industry and The Fourth Industrial Revolution

Today we stand on the brink of a technological revolution that is changing how we work, live, learn, love, relate to one another and even what it means to be human. The pace, scale and complexity of the revolution will not just have profound impact on every country across the world, but will challenge existing business models, institutions and assumptions about the way the world works. Accordingly, it is critical that all stakeholders take the time to reflect on the future that is unfolding – not just to understand and adapt to the Fourth Industrial Revolution, but also to take every opportunity to make sure that it is a future that benefits us all.

The term Fourth Industrial Revolution is an umbrella concept that includes several emerging technologies such as artificial intelligence, robotics, big data, cloud, 3D printing or additive manufacturing, and the Internet of Things (IoT), among others. Although many of these technologies have been underway for several decades, they are now consolidating and converging.

Machines may be seamlessly connected to each other in a factory unit, communicate with each other for identifying problems before they arise and devise solutions without human interface. Consumers too are more connected to the Internet through different devices and use a wide range of applications for different purposes, including through wearables, smart appliances, and e-commerce.

Governments are deploying big data to understand trends and calibrate their policy responses. Connected infrastructure, smart urbanisation, the spread of social media, mobile Internet, and other new technologies are creating new disruptions in business models at an ever-accelerating pace. In fact, the key characteristic of the Fourth Industrial Revolution appears to be the very rapid speed at which developments are sweeping across the economic landscape. The combination of different technologies is changing our lives in many ways. First, the distance between producers and consumers is no longer relevant to creating markets. Customised products are possible, meeting the tastes of niche consumers without having to shift production lines. With producers and consumers on the same page, the entire meaning of what constitutes a market is changing. Second, the lines between manufacturing and services have blurred. While services such as trading, finance, marketing and others were always closely connected to manufacturing, new services such as software, telecommunications, design and innovation, and content are now increasingly embedded in products and are an integral part of them.

Currently Industries derive greatly from strong backbone of services of different kinds, such as analytics, system integration, and cloud, as also traditional services like logistics and marketing. Third, in societies, individuals are



S. Kannan

able to leverage new technologies to form new communities as also to avail of services that earlier remained inaccessible to them due to physical distances. Fourth, these changes have created the new format of individuals as tech-entrepreneurs, with aggregation platforms powered by smart phones emerging as the disruptive business models of the future.

This is the Fourth Industrial Revolution, one that consists of a clutch of distinct yet connected technologies that are growing and evolving at a rapid pace. It is impacting almost every aspect of business, social and personal life, thereby creating an Internet-based economy. These technologies include blockchain, artificial intelligence (AI), machine learning, 3D printing, nanotechnology, the Internet of Things (IoT), energy storage, and augmented/virtual reality. Most of these technologies are not new for example, AI has been around for decades.

In the pre-industrial age, human strength and ability was the fuel for survival. Early humans foraged, and it took many centuries for them to start farming in an organised manner. Farms allowed humans to give up their nomadic existence and settle in clusters near fertile lands. The domestication of animals created the space for mechanical development. The First Industrial Revolution was initiated by the invention of the steam engine. Railroads and mechanical production of tools and machines followed. This happened between 1760 and 1840, roughly.

The Second Revolution began around the late nineteenth century, with mass production and electricity. The Third was the digital revolution, led by the use of computers. It began early in the last century. The development of mainframes and semiconductors in the 1960s ushered in personal computing, which became ubiquitous in the 1990s. And finally, the Internet set the stage for the Fourth Industrial Revolution.

To better understand all this, let's take a few examples and see how they transformed over the four industrial revolutions. In the pre-industrial age, the key sources of energy were water, air and wind power, and, of course, human effort. In the First Industrial Revolution, coal provided energy, and in the Second Industrial Revolution, oil and gas, along with electricity, which as a form of energy could travel distances. In the Third, renewable sources of energy were

added. And in the Fourth, distributed energy systems, marked by huge investment in batteries and storage, will fuel economic activity. Energy will be available through a network of connected storage systems. Mobility in the pre-industrial revolution was through sail- powered shipping. The First Industrial Revolution saw mechanical navigational aids, steam engines, and large rail and shipping networks. The Second Industrial Revolution saw oil- powered ships, planes and automobiles. The Third Industrial Revolution used satellite-based navigation to aid transportation as opposed to paper maps, while the fourth is ready with autonomous vehicle networks.

Regardless of the categories of traveller's profile, it seems to me that we are moving towards a world where the tourist supply will continue to increase, thanks to two levers: new destinations and new generation of travellers . We will be required to be extremely flexible towards the customer's expectations, to which one must respond with the development of innovative services to accompany them at each stage of their journey before, during and after their stay.

The important question is "How do we change our business model so that we can accommodate this new generation of travellers and tailor make their travel experience?"

Customisation is the KEY. It profoundly changes the ins and outs. Rather than bringing the same experience to the same type of travel, technology like artificial intelligence offers the possibility of matching the desires, habits, preferences of the tourist with the proposed product. We should soon start collecting more data about our customers and use Artificial intelligence to make sense out of that data pool. By learning what the customer is looking for, buying, and loving, it makes it possible to generate customised and targeted offers that are more likely to be converted into a purchase.

Targeted marketing using social media should be our primary marketing strategy. Building the brand identity and making bigger that our competitors will draw in more customers. Following which, Customer retention will come into picture which is an organic consequence of the quality of service.

To Conclude...Automation and data analytics will make the travel experience smoother. Unlike in other segments, this sector will still need human interaction, so jobs will remain. However, the nature of work will evolve rapidly. Travel regulators are already running pilot projects for paper-free boarding of flights. For the travel companies like us, the big effort should be on data analytics. With millions of people ready to explore new cities and destinations it is Imperative that we rise up to their expectations and provide quality service and make their travel experience a memorable one.

Norwegian Cruise Line demonstrates commitment to growing Middle East market

Tourism highlights

One of the leading cruises based companies in Kuwait, Cruise Center, launched the road show for the initial public offering (IPO) of its 2018 special commission from Norwegian Cruise Line and it's offers to travel partners. The event in Kuwait showcased all the updates about Norwegian and the Monday night was full-fledged with the participation of more than 100 travel partners. For nearly one hour during the presentation, all the agents were onboard with Mr. Nick Wilkinson, Vice President and Managing Director, Norwegian Cruise Line UK & MEA, has introduced the brand new ship Norwegian Bliss, which will be christened in April 2018. She will sail to Alaska and the Caribbean beginning in May 2018. Norwegian Bliss will feature the largest race track at sea, original new dining concepts, heart-racing waterslides that round the side of the ship and so much more. The prominent personalities from the travel companies such as Alghanim, Booking Express, Jumbo, ITL, Ashkanani, Sawah , Jerallah, Cozmo are few of the participants attended the road show along with many other leading travel partners. At the event, Nick Wilkinson underlined the importance and value of the Middle East region to the brand's overall global objectives, and revealed two exclusive incentives to support growth plans across Saudi Arabia, Bahrain, Dubai, Abu Dhabi, Jordan, and Kuwait.

KLM – Air France Sponsored One ticket for the lucky draw winner and Cruise Center Kuwait (NCL partners) sponsored one cabin for 2 guests as well. It was the second time KLM – Air France participating with NCL for the road show and Mr. Rajat Kumar, Country manager of KLM announced the new updates on their fleets and their exciting marketing strategies with NCL for 2018 in launching exclusive Fly Cruise packages for Kuwait Market.

It's an ongoing process of conducting such road shows by NCL and very soon, they will be planning to conduct more road shows in Kuwait with the participation of guests those sailed with NCL as well, to educate more about the floating resorts.

About Norwegian Cruise Line

Norwegian Cruise Line has demonstrated its commitment to the Middle East market during this special trade partners' event (road show) held to mark the launch of the company's plans for 2018. The brand has launched a 5% Bonus Commission for all new cruise holiday bookings. This incentive is exclusive to all travel partners in the Middle East market, for bookings made between 11 -25 March 2018 only. This incentive is applicable on a wide selection of sailings, including the Western Mediterranean, the Baltics, the Canary Islands, Southern and Western Caribbean and Alaska.

In addition, Norwegian is offering guests another reason to explore new destinations around the world and book their next cruise holiday with \$1 deposits. From 15 March - 19 March only, guests will have five days to take advantage of \$1 deposits when they book a new cruise in a studio inside, ocean view, and balcony



Mr. Nick Wilkinson, Vice President & Managing Director of Norwegian Cruise Lines (Center) with Cruise Center Team (Left to Right - Yusuf, Thomas, Bejoy & Makhael)

or mini-suite category stateroom. This limited time offer is available fleet wide, providing guests the freedom and flexibility to design their perfect cruise getaway. This is offer may also be combined with other incredible promotions available in March.

Norwegian's popular Free at Sea promotion will be extended through to March 19. This signature value-added offer provides guests who book a new three-day or longer sailing in an ocean view, balcony or mini-suite category stateroom with the opportunity to select their preference of two free choices from five spectacular onboard amenity offers†, including free unlimited open bar, \$50 towards shore excursions in each port per stateroom, a free specialty dining package, 250 minutes of free Wi-Fi, or Norwegian's Friends & Family Sail Free offer that allows the third and fourth guests to sail for free on many 2018 sail dates. Inside staterooms, as well as Norwegian's Studio staterooms for solo travelers, can choose one free offer. Those who want to enjoy more luxurious amenities, can book a cruise in asuite or The Haven by Norwegian® and enjoy all five free amenities, providing up to \$2,700 in overall value to their cruise.

Now through to March 19, guests can book a new three, four or five-day Bahamas or Cuba cruise aboard Norwegian Sun or Norwegian Sky with free unlimited open bar and Norwegian's Free at Sea All-Inclusive. With this amazing offer, guests will choose from five onboard amenities including a \$50 specialty dining credit, \$50 towards shore excursions in each port, 100 minutes of complimentary Wi-Fi, a photo package with 10 free images, or Norwegian's Friends & Family Sail Free offer

that allows the third and fourth guests to sail for free on select sailings.

The beautiful state of Hawaii is a cruisers paradise and Pride of America is the only ship in the world that can sail an incredible seven-day inter-island itinerary roundtrip from Honolulu year-round. Guests looking to experience over 100 hours in port time and explore the wonders of four different islands can take advantage of Norwegian's Free at Sea Hawaii offer, which has also been extended through to March 19. Guests who book a new cruise vacation aboard Pride of America, have the freedom to choose from five offers to enrich their cruising experience, including a free one-night pre-cruise hotel stay with an option to select reduced airfare starting at \$399 from select gateways, a free specialty dining package, free pre-paid service charges for the first and second guest in the stateroom, free \$50 per port shore excursion credit per stateroom, or Norwegian's Friends & Family Sail free, allowing the third and fourth guests in each stateroom also to sail for free on many 2018 sail dates. Guests who book a suite aboard Pride of America can enjoy all five offers.

"With the increasing importance of the Middle East market to Norwegian Cruise Line, we are delighted to launch our 5% Bonus Commission incentive and \$1 deposits to support both partners and guests when making a new booking with us". Nick Wilkinson, VP and Managing Director, UK & I and MEA.

For more information and your enquiries, contact **Cruise Center Kuwait - sales@cruisecenter-kwi.com, Tel: 22414340 / 22404075 / 22454301**



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Editorial

DISCIPLINE IN THE WORK PLACE

Discipline in an organization is intended to promote a minimum acceptable behavior by employees. It is defined in terms of adherence to the company rules, regulations, systems, and processes. Discipline ensures smooth functioning and helps in creating a healthy business environment. It's not the most pleasant aspect of the job, but workplace discipline is very important to keep business and employees working well.

Most employees always want to do right, but in some instances, some may behave in ways that prove problematic. Companies set policies and regulations to ensure that their employees are treated fairly and they in turn respect the rules that keep the organization running smoothly. When the rules are broken, managers should step in to find out why it happened and discipline the employee in the best manner possible. The worst part is that if the Managers themselves not adhere to the discipline, then the whole structure of the organization collapses as the people those instrumental to look after the discipline of their subordinate and junior staff turn out to be the big villains of the company, nothing more to talk about it. The managers should be the role-models to their staff but unfortunately, many of them are not up to the mark which is causing a big concern to any organization.

What are the disciplines of a company other than the policies?

It defines normally as : keeping the attendance on time with punctuality, politeness in behavior with the fellow workers, follow elite manners, attire and dress codes within the set standards of the company, keep the physical body hygiene when working with a customer-friendly atmosphere, working style in accordance with the company set rules, keep your morale and social dignity perfect as possible, unwanted and intermittent utilization of short leaves for silly reasons, etc. etc.

A good manager understands that disciplining employees is part of the job, but a great manager recognizes that discipline is not synonymous with punishment. In most instances, discipline should be used to correct behavior rather than to punish it.

Almost every employee wants to be

productive and succeed in the workplace. They need guidance and understanding more than threats and warnings. To prevent future problems in the workplace and improve your management skills, both the Managers and their staff should work together closely by respecting the company discipline and automatically, it will result in many positive growth towards the company's development.

How the Managers can guide their staff to a successful team by following the company discipline?

A manager who uses only motivational techniques may be well liked, but over a period of time, employees begin to lose respect for leadership if they feel they can get away with bad behaviors if the said Manager is only talking, not at all practically implementing in his own life what he preach. Therefore, part of your responsibility as a manager is creating a positive environment where your team enjoys working. By encouraging learning, collaboration, and individual growth, you support your team and promote a constructive, comfortable workplace by becoming a role-model himself to others. Don't you think in giving warning letters, punishment or such sorts of home works from the managerial levels to employees can bring them on line? Yes, they may follow it for some time, but not with willfully and an open support, just to show the management and I don't think, it's the right approach. The Managers should make every effort to ensure people are not "punished", without it, bring them to the line with a philosophical approach and there, the Manager wins the game. Yes, I agree if such gimmicks are not working, no other option but to go for the warning, punishment etc. but it should not be the first exercise.

Let me conclude this "Mantra" here by asking a question to everyone, especially to the Managers that since you started misbehaving with the company discipline within the capacities as designated Managerial positions, what would be the fate of the organization that you are working for?

Mantra

Corporate Arena

MANAGEMENT AUTONOMY PROMISED TO PROSPECTIVE AIR INDIA BUYERS

The Indian government has stated that the winning bidder for Air India will receive complete freedom in managing the carrier.

In a list of clarifications sought by potential bidders, New Delhi says it is seeking to "divest... management control [in Air India]" along with a 76% stake in the airline and that the 24% remaining stake is only limited to equity. The new owner will also be allowed to "realise operational synergies" subject to regulatory approvals, adds the government.

In addition, the new owner will also be able to enjoy all of the carrier's bilateral rights and slots, and that existing codeshare agreements can be reworked. New Delhi, however, will not provide guarantees to Air India after its privatisation.

"The impact of withdrawal of government guarantee on the debt terms would, inter- alia, be dependent on the credit quality of the potential bidders," it says.

India has since pushed back the deadline for expressions of interest for a stake in the flag carrier by just over two weeks to 31 May.

The Indian government had originally set 14 May as the deadline for expressions of interest for a 76% stake in Air India, which includes its Air India Express subsidiary and a 50% stake in ground handler Air India SATS.

The date for disclosing the qualified bidders has also been pushed back, from the end of May to 15 June.

Indian private operators IndiGo and Jet Airways both last month ruled out making bids for the national carrier.

News Courtesy : Flight Global

GOODBYE SILKAIR, SILKAIR TO UNDERGO MAJOR CABIN PRODUCT UPGRADE AND WILL BE MERGED INTO SINGAPORE AIRLINES

Singapore Airlines' (SIA) regional wing, SilkAir, is to undergo a significant investment programme to upgrade its cabin products as part of a multi-year initiative that will ultimately see it merged into Singapore Airlines.

The program will comprise investment of more than \$100 million to upgrade the wholly owned subsidiary's cabins with new lie-flat seats in Business Class, and the installation of seat-back in-flight entertainment systems in both Business Class and Economy Class. This will ensure closer product and service consistency across the SIA Group's full-service network.

Aircraft cabin upgrades are expected to start in 2020 due to lead times required by seat suppliers, including to complete certification processes. The merger will take place only after a sufficient number of aircraft have been fitted with



the new cabin products. Specific details will be

announced progressively as the program develops and timelines are finalised.

Consistent with ongoing efforts to optimise the SIA Group's network, there will also be transfers of routes and aircraft between the different airlines in the portfolio. SilkAir is the regional wing of Singapore Airlines, operating a fleet of 11 Airbus A320 family aircraft and 22 Boeing 737-800 and 737 MAX 8 aircraft. It is currently transitioning to an all-737 fleet, and serves 49 destinations in 16 countries.

It launched in 1989 as Tradewinds the airline, initially focusing on holiday destinations in Southeast Asia. Renamed SilkAir in 1992, it expanded progressively across Asia in subsequent years as it evolved from a holiday resort airline to a full-fledged, full-service regional carrier.

News Courtesy : Worldairlinenews



EUROPE SUMMER GROUP TOURS 2018

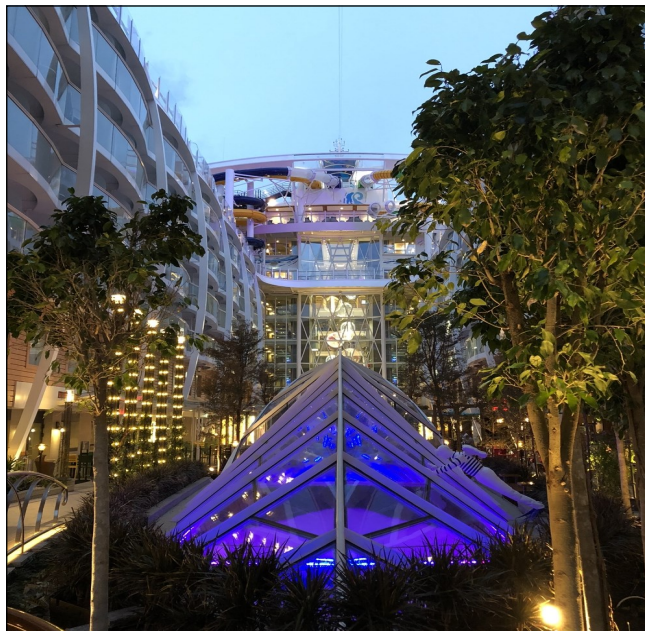
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Inaugural Sailing on Royal Caribbean - Symphony of the Seas!

It was my privilege to cruise on Royal Caribbean - Symphony of the Seas Inaugural Sailing which debuts from Barcelona, Spain on April 6th 2018. Symphony of the Seas is the world's largest cruise ship ever built in the history of mankind. She is 228,081 tonnage, 1,188 feet long and over 215 feet wide and within



Mr. Bejoy John - Cruise Specialist

Cruise Center

The cruise director and the crew seemed to have renamed the ship "The Beautiful Symphony of the Seas" and wow, were they right in that description! Upon boarding I was quite overwhelmed by the sight of the Royal Promenade, the lights, the atmosphere and happily accepted glasses of bubbly from a nearby waiter. Winding back a few minutes, check-in at Barcelona was less than smooth. Having checked -in online, submitting my photos and credit card details it was a bit weird to have to do all that again at the desk but that's a minor gripe. My stateroom became available at 2pm and my bags followed not long afterwards. I was very impressed with it, spotless and pristine, as you'd expect from a new ship. Ample storage,

that there are 22 restaurants, 42 bars and lounges, theatres, ice rink, a zip line and robotic bartenders. Symphony of the Seas is capable of accommodating 5,518 guests at double occupancy up to a maximum capacity of 6,680 passengers. She also employs 2,200 crew.

comfortable large bed and a lovely Ocean View balcony, it was completely perfect one.

Food was absolutely good. I used the Windjammer buffet restaurant a few of times for breakfast or lunch, a cheery welcome strongly encouraging guests to wash their hands before eating, good to see. The choice and quality was good and I had no concerns over the time the food was around. Each station was well staffed and the crew seemed to be on top of keeping things hot and stored correctly. Symphony features plenty of popular Oasis class experiences including the robot bartenders of the Bionic Bar, the Aqua Theater with its high-flying, high-diving shows, a zip wire, full-size basketball court and ice-skating rink. She also has two surfing machines, 19 pools, a children's water park, a 9-hole mini-golf course, 10 waterslides and the 'Ultimate Abyss' tallest slide at sea – an adrenaline pumping 10 storeys high with a glass platform to look down at the 100-ft drop.

The ship itself was fabulous. Very well thought out and designed. I'm sure there were thousands of guests but it rarely felt like it. I watched the theatre show Hairspray and Aqua Nation in Aqua Theater too. Overall it was so exciting and very impressed with RCCL. The Symphony of the Seas is without a doubt the world's most incredible mega ship to date, and has something for everyone. All ages, all walks of life. This is the cruise you want to take.

The Arabian Travel Mart – Dubai 2018..... A new world worth exploring!!!

It was indeed a big surprise and excitement for us that the management has given us an opportunity to go for The Arabian Travel Mart – ATM for a market study on our upcoming new project. It was our (me & Mr. Sajeesh) first time experience in Arabian Travel Mart – 2018 and definitely it was a great exposure and opportunity for us to know and learn more about our industry and industry behavior. We could see the future of travel & tourism industry there, and it was surprising that travel & tourism industry had evolved so much.

Arabian Travel Market is the Middle East's largest travel exhibition. This year, it took place from 22 to 25 April 2018 at the Dubai International Convention and Exhibition Centre on Sheikh Zayed Road. Each and every pavilion over there had a lot to convey and teach us about their product and services. A blend of different languages, cultures, cuisines, visions etc... literally you could see the whole world under one roof.

Travel and Tourism destinations from around the world showcased a diverse range of accommodation options, tourism attractions, and travel technology and key airline routes. With huge growth since it first opened its doors in 1994, 25 years later, ATM now facilitates a huge



Mr. Sajeesh Kumar (Right) &

Ms. Maneka (Left) at ATM

companies, and DMC's frequently work together to offer the type of world class experiences that capture their culture.

The tourism industry in the GCC has grown ten-fold and more since 1994. Today we have the tallest buildings and tallest hotels; revolutionary transport infrastructure; theme parks and leisure attractions that are the envy of the rest of the world. ATM 2018 will reflect on this success, while exploring how the industry will shape up over the next 25 years, in light of continuing geopolitical tensions, economic uncertainties, huge technological advances and, of course, the increasing trend of responsible tourism.

We could attend some informative seminars lined-up with some top speakers scheduled to deliver keynote/information, panel discussions and presentations over four days.

It has never been a more exciting time for those in the learning & performance profession. More and more technologies, tools, content & ways of thinking are becoming available all the time. Learning experiences aren't a matter of classroom delivery – they are in



advice on developing your business, you'll find a packed programme of talks to help your travel business to thrive. It's also a fabulous opportunity to network with your fellow professionals.

The event helps professionals in the Arabian travel industry to drive commercial success with all year round opportunities to make connections and access to industry news and developments, trends and technologies from around the world. Through our industry networks, global reach and regional focus, ATM creates personal and business opportunities providing our customers with quality contacts, content and communities.

Travel is part of Arabian culture (I would say it's part of human culture). The love to travel, it is no surprise that the industry is growing into a towering success. The travel agents, local tour



interaction with a user/customer/individual in which the person is going to learn something. And for us ATM was a platform to learn, explore and know the world much closer.

We would like to express our gratitude to Mr. P.N.J. Kumar and Mr. Rajesh Reghunathan for keeping faith and giving us this opportunity.

event in the travel industry calendar, with travel professionals, Ministers, bureaucrats and members of the press from different part of the world visiting every year.

A series of useful conference sessions took place across the four days of Arabian Travel Market. From selling and using social media to

The Loyalty Effect: Hidden Force behind the growth of Caesars Travel Group (An interaction with a Senior Staff)

Loyal employees are always an asset for our company. In this edition, we would like to spare an interactive session with one of our very senior staff, Mr. Basheer, Manager - Fahaheel 2 Branch, who led a way to different developmental activities of our organization.

As a first question, would like to know about your educational & professional background?

Basically I am a history student, but it is not at all related to my current profession.

Your study stream is history, then what makes you passionate to travel domain?

Yes, it is all accidental to be frank. As my brother is working in travel field, from that I got a glimpse of light to my career as well. Also travel field was very glamorous at that time, of course now also.

How was your first job experience in this travel domain?

After my studies, I joined in one of the travel agency in Kerala called Overseas Travel as a travel consultant. I worked there for almost 1 year and from there I started my career in travel domain. After that I got an opportunity to join with Revel Tours & Travels and that was a good turn to my life as I got good experience on practical scenarios on travel field. It was a very professional organization headed by Mr. Shaji Thomas, an ex. British Airways professional. While working with Revel Tours & Travels, I took my IATA course.

What makes you feel to relocate abroad, I mean to Kuwait?

While I am working in Calicut, the travel industry was not in healthy state because of some filthy competition and my company fell to financial crisis. End of the day we are working for money, that state got disturbed and I thought of moving abroad. Luckily I got offer with Caesars Travel in Kuwait.

Who was your first employer in Kuwait and what was your experience with them?

Ofcourse Caesars Travel, and that was a real turn to my life as it changed my life in all the way around. I can't brief my experience in one word with Caesars Travel as it is many.

Why you moved to Caesars Travel? And what was your intension while joining?

Basheer O. P. - Branch Manager - Fahaheel Branch 2 - Caesars Travel Group

Like every common man, I joined Caesars Travel because that was my first opportunity to work abroad and to earn more career growth. At that time, I don't have much knowledge about our company and strategies.

How is your experience with our company, better you can share your likes and dislikes?

There is no dislikes, and company treated me like very well in all means and that's why I am still continuing with our company as it is my 20th year. Likes are many, which I couldn't count full. I made my career here more than what I expected and that itself a lifetime achievement. Caesars is giving enough freedom compared to other companies, but misusing that may lead to some rules which we can't avoid.

What is your major achievements and contributions to our company till date?

Many, as I couldn't elaborate all but will share some. I joined as a junior staff and now heading a branch itself. Ofcourse, due to my contributions and hard work, management gave me this opportunity. When I was manager in Fahaheel branch, we identified the potential in Fahaheel area and started second office, which is first time

where Caesars opening two offices in same area. I think no other companies had done that before.

Travel market is getting more competitive, as a manager what is your plan or idea to lift our company to top?

While speaking about current market, its dropping like anything, so that I am focusing to keep this current structure in healthy state rather than thinking about expansion. What all we have should stay with us, in case of customers or business or like that. For that we trying to give quality support to the customers to ensure that they will come back to us again and again. I am trying my level best to retain them with my best skills which I earned from my experience. Getting corporate clients is also other choice, but should be healthy, else it is useless.

Last but not least, who is your role model and what is your dream?

In personal life, ofcourse our prophet as he is ruling the world. In professional life, there are two personalities, Mr. Shaji Thomas and our CEO Mr. Kumar. Why I got inspired to both because of their professional and dedicated approach to work.

HOW YOU CAN BE A PART OF "expressions"

By sending your submissions to "expressions" newsletter, including articles, photographs, aviation updates, personal information which can be released in our newsletter, etc. The next issue will be out in July 2018. Please send us your article or similar texts as soon as you can and it should reach us on or before 15th June, 2018. The contribution Articles should be submitted in Word format. All articles which are selected for publication will be proof read for content, spelling and grammatical errors. Also please note that it is not mandatory that these articles will be published in "expressions" newsletter as it is strictly subject to screening before publishing. Furthermore, we may make minor editorial changes or correct spelling mistakes. To establish the identity of the authors, your name will be published with your article.

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