



# expressions

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## CEO's salute for the New Year



**P. N. J. Kumar - Chief Executive Officer - Caesars Travel Group**

**H**appy new year to you all. I hope you celebrated the start of 2019 in good spirits with family and friends.

As we have already completed one month of the New Year, it's good to look ahead and think about what this year may bring us. But first, a quick look back. 2018 was quite a year for all of us at disappointment. We've been through many deteriorating developments, in most of the time with un-favorable circumstances. Still, we have made our show without pin-pointing someone on us!

With the boom of Internet booking sites, the traditional travel agent has become an endangered species. It's the fact that the emergence of online travel agencies positively or negatively affected classical travel agencies. It's a surprising statistics that almost 700 travel agents went out of business in the UK last year! The shift to digital continues relentlessly: as stated above, almost 700 high street travel agents closed their shutters in the UK last year, due to stiff competition with online rivals, according to a new report from the Local Data Company (LDC).

In brief, it's a sophisticated task to sustain the operations of a conventional travel set-up

during these days unless we should divert our business into the new waves. Therefore, it's my request to all our family members to find new psychologies in services to keep our clients happy. Yes, I am confident that the dedicated services has still has its own role in travel services which can definitely support a travel set-up from the part of customers/passengers. We have to make our efforts in proving the same for a successful mission and that should be our slogan in these confused situations. OTAs are playing a vital role in changing the psychology of travels but at the same time, we cannot deny the truth that a good number of passengers are also become victims of such fancy pictures offering by the OTAs but unfortunately, they have no platform to address their grievances. Corporate platforms are also utilizing their maximum advantages over the travel agencies which I am sure, if we can streamline a strategy to deal with them in an organized way; it's possible to avoid a certain extent of their mishandling on us. Unfortunately, the worst scenario is that the travel agents are not having the unity to stand together which the entire world is watching and using this opportunities maximum for their own benefits.

So I encourage all of us in our decision making to evaluate not only what is best for our

part of the business, but also the potential impact on other parts and on the Group as a whole. The past few years have had a significant impact on all of us, but I would like to thank you all for your significant support and dedication during these challenging times. The time and year ahead will bring its own challenges but I'm sure by working together, keeping focused on our priorities and putting our customers first we can realize our ambitions. These will certainly continue to be my priorities and I am convinced I can count on you to do the same.

To conclude, I would personally like to thank all our valued customers and partners for their continuous support and dedication - we couldn't have been where we are now without such a tremendous level of endorsement from all of you. I also would like to thank the team at CTG for all the hard work and incredible levels of enthusiasm ensuring that our customers and partners get the best from us. In 2019, let's start working to be the best global company within the local arena of Kuwait and globally.

Wishing everybody a peaceful, happy, healthy and successful 2019.



**Study Trip to NASA**

**Tourism highlights**

The youngsters at Indian Community School Kuwait were bestowed with a golden chance to travel to the United States of America. Caesars International Travel Co. W.L.L Kuwait had the opportunity under the guidance of Mr. Shibu M Thomas (Manager CINT Holidays) to represent the maiden trip for ICSK Kuwait for 5 – Day NASA Trip Orlando on 23rd Oct 2018, Accompanied by 42 students and 3 Teachers.

NASA tours provide invaluable experiences to participants in terms of educational nourishment, cultural exposure, as well as beautiful memories of togetherness. The NASA Tours Orlando are a combination of unique travel experiences along with the building of very strong scientific temperament. Dr. Binumon V Principal, ICSK, shares, “The students have returned with unmatched experiences of building and programming Robotics. Handling various aspects of the project like team management, meeting deadlines, design and modeling proved to be a very important learning experience for students.” Parents were overwhelmed by the service and the care and guidance provided by Caesars International Travel Group where well organized , managed and well guided.



**Cox & Kings Kuwait retains Top Achiever Award 2018**



**Mr. Vishnu KJ receiving memento from Mr. J. P. Singh, COO - Cox and Kings (Left)  
Mr. Snijith Krishnamoorthy receiving memento from Mr. P. N. J. Kumar, CEO - Caesars Travel Group (Right)**

The year 2018 has been yet another wonderful year for Cox & Kings Kuwait under Caesars Travels, as we proudly received Top Achiever Award for the year 2018 for the 11th consecutive year. Mr. Vishnu KJ from Caesars Fahaheel branch represented us in the Annual

Global Sales Conclave 2018- 2019 of Cox and Kings Limited India held in Mumbai from 06 to 10 Dec 2018. He received award from Mr. J. P. Singh, COO Cox and Kings Limited India in an Award ceremony held on the final day of the Conclave which had participation from about 10

other agents from different parts of the world. Mr. Snijith Krishnamoorthy from Caesars Salmiya 1 branch, received the Best sales person award from Mr. P. N. J. Kumar, CEO Caesars Travel Kuwait at Head office.

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**Editorial**

**How Fraud From Employees Hurts You & Your Organization**

Fraud can have a substantial impact on a business, no matter what size it is. The fraud often happens without management knowledge, and mainly from the employees. Both can devastate a company. The effect of fraud on a company's culture and morale can be shattering. Any association with a company that has perpetrated or suffered fraud can be troubling and embarrassing for the people who work there. This may be especially true in a small-business setting where workers feel more connected with one another. Even if employees leave the company, they may carry an association with a fraudulent company into their next place of employment.

We have heard much about fraud relating to our business in recent years. Being too trusting is one of the key reasons fraud occurs and that is why it is more frequent and severe in the small business environment. In a smaller business office, employees are often entrusted with more responsibility and greater authority and this is one of the reason, they are finding to cheat the company. It is an unfortunate observation that these most trusted individuals are, in many cases, the ones who are stealing frequently and in large amounts over a long period of time.

Fraud has been part of our society since many years. It is driven in part by greed and sometimes by fear. Preventing it in absolute terms is most likely a losing proposition. Implementing controls such as having an outside party come in periodically to perform procedures to help identify unusual activity and being alert to changes in your employees' behavior and circumstances, are ways to help prevent fraud but the question is that up to what extent can we do it? Is it possible to appoint two person for the same job, one to do the job and the other, to monitor him? Then, what would be the infrastructure expenses of a company! Therefore, the best way is that If these criminals are not prosecuted, the chances of one of them landing in your company and doing the same to you is increased.

This is very difficult to digest when we have given everything possible to an employee but still he/she is going to involve in fraud/embezzlement/cheating, which means, it is in that employee's blood which may come out at any time. We agree that if an employee is not getting salary on time, not giving salary hike within the company's financial conditions – these factors may force an employee to do the fraud but when we are taking care of these matters without any interruption, what is forcing this employee to cheat the company? Greed ..this is something a wrong human being always run behind except those coming from a disciplined family where they have been taught by their

parents that you should be always respected in the society with your honesty and sincerity. Did you think of your social status once you have been stamped as a cheat/fraud in your company that you are working, how did your parents/wife/children look at you if they really coming from a descent family? On the contrary, if they insist you to get such funds from fraud for their extravaganza expenses over and above your straight income, there is nothing to talk about as the entire family is grooming in such a direction that they should be the real frauds in the society.

It starts from the company with cheating and later, they will be the notorious criminals in the society . The way an employee making alleged money by cheating the company are many ways which you cannot assume as his/her criminal mind is always going on the wrong and various directions. Recently, we have seen one of our staff issuing tickets from our competitor's office for the passengers approaching our office and taking the money as service charges sharing into the pockets of these two individuals, look at the sincerity that he is showing to the company, that also, we have given an employment to him at his old age with all benefits within the limits of the company. If such criminals are working with an organization, how do you expect the development of an organization rather than going down!!

A good person always would like to live within his income and once you plan your life in such a way that more than your income, you should be looking for making fast money quickly, in such a context, what are your options left – stealing/fraud/embezzlement etc. That's why, we always say that the good morale of life should start from the family traditions which we can easily recognizable, otherwise, things will go beyond our expectations.

Let me ask you a question, how do you expect when we have given a person, a descent job with due respect within our organization and do you expect such an employee turn out to be a criminal, working against the company? What justification to that employee can talk to the management for his involvement in fraud? Do you think, a right human being can get into such strings of crime? The Almighty has given a life in this universe to live straight with honesty and sincerity and the name, tradition, reputation that you build in your life will automatically pass it to your next generations like your family/children but if someone decided to become a criminal, nobody can stop it and perhaps, this might be the reputation that he/she would like to pass to his/her next generation rather than keeping this blessed life as divine and trustworthy.

**Mantra**

**Europe Working on New Tourism Brand Positioning: Value Not Volume**

The European Travel Commission (ETC), the organization responsible for promoting the continent as a tourist destination, is changing its marketing strategy for 2019, moving from a volume to a value-based approach. The change will see a shift from a market segmentation based predominantly on demographics to one based on behaviors, interests, and attitudes. The ETC will no longer organize its promotional activity around where its target audiences live.

The move comes as more European cities are beginning to address over tourism and putting in place plans to disperse crowds more broadly to help improve the quality of life of residents who live in those cities. The ETC is also putting a big emphasis on experiences over specific destinations. "By doing what we have been doing so far we...found out that Europe was perceived as a diverse destination but it was very generic as far as the brand appeal was concerned," said Elke Dens, chairman of the marketing group at the ETC. "So, we attracted a lot of first-time visitors to Europe and they usually wanted to see the most famous attractions...the typical Amsterdam, Venice, Barcelona."

Although Dens stressed that none of its members had made demands about cutting visitor numbers, she did acknowledge the impact tourism can have on certain destinations. "We wanted to attract more people, so they want to see the bucket list item destinations, which of course already have a lot of visitors and therefore we were actually maybe contributing to the overcrowding of these popular places in Europe."

**Continent Not Country**

Another interesting change worth picking up on is the ETC's decision to move away from talking specifically about places. "Now, instead of presenting Europe as a sum of destinations, the new brand Europe will promote the continent as a sum of passionate experiences in multiple destinations around the continent," the ETC said in its strategy summary. The organization includes members from 32 national tourism organizations and it is responsible for marketing Europe, to the rest of the world. The UK is not on the list — somewhat appropriate given Brexit — and neither is France. Although it is not part of the European Union, the ETC receives funding from it, alongside membership fees. By moving away from traditionally destination marketing, is Dens not worried that some of the specific qualities of certain destinations will get diluted?

"We don't want to lose the diversity because also this is what makes Europe special. We will emphasize the diversity but we can do it via unity we think, because there are values that unite Europe," she said.

News Courtesy : <https://skift.com>

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**Caesars Int'l Travel Co. Celebrated Christmas & New Year 2019**

**The Company Album**



New Year marks a new beginning. New people to meet, new adventures to enjoy and new memories to create. Sometimes people forget how much 365 days actually brings to their lives. However, this was the right moment to reflect and to hope for 365 more wonderful days! Happy New Year!

Caesars International Team celebrated New Year EVE on 31st DEC'2018 night, to say good bye to 2018 and welcome 2019 with joy and happiness with whole team members. Missed the presence

the surprise each and everyone excelled in their talents.

Mr. Hesham and Team had done an excellent Arabic dance. (The team consist of Ms. Arwa, Ms. Nisha, Ms. Simi, Mr. Mekawy and Mr. Naveen)

Ms. Foustina Mousambi had done a fabulous African dance, where the whole team couldn't stop joining her with the dance.

Mr. Sajeesh had done a caricature of the team

The night was followed by a fabulous dinner and DJ blast where it ended only by 00:45hrs. The entire team spent the evening singing, dancing and welcomed the year 2019 in a joyful way.

Each and every staff in the team had played an excellent role in making this a successful eve.

Games part was handled by Mr. Vipin, Ms. Betsy, Mr. Eldo, Ms. Heba, Mr. Fazal, Mr. Kaleem and Mr. Naveen.

Food was served by Mr. Hari, Mr. Jerry, Mr. Mohammed, Mr. Asok, Mr. Nasser and Mr. Noushad.

Video and photography by Mr. Amal, Mr. Shallu and Mr. Anoop.

Sound system and DJ by Mr. Anoop & Mr. Bijai.

Food arrangement by Mr. Siju and Mr. Shibu.

The eve made an opportunity to thank and appreciate each other, which tend to ignore during daily life, as all are busy with assignments, deadlines, and target to achieve. In all this, we forget to look around and appreciate people who keep us running. Before leaving 2018 behind we took the opportunity on this New Year celebration night to thank everyone once again.

Over the year team saw some good some bad things, but not just survived but excelled. Team bagged a new GSA, are working on new projects, and are expanding themselves. We have established ourselves and sustaining on the same. There is much more to do and we will.

All celebrated the New Year and new opportunities it will bring. This demands hard work and promised that they are ready for it.

Team have successfully established industry standard procedures and policies which will help us all to succeed this year too. It should be our New Year resolution and promise to create a healthy environment at work place where we all can strike the balance between work and life. Together we will achieve the best for all. Let's make this year our year. Have fun, and we will blast the year 2019.

Caesars Intl. team also had celebrated a fabulous Christmas too with some carols, cake cutting, toasting followed by a delicious lunch.

The year 2018 had come to an end and it will take away all the pain and mistakes which is history. Now all will have a brand new beginning to look forward to. So once again Happy New Year to the whole Caesars Group team.



of Mr. P. N. J. Kumar's (CEO - Caesars travel Group) on this beautiful eve as he had to travel outstation on an emergency basis but still he took all the pains to come on video call while at the airport to motivate and wish the whole team all the very best for the upcoming year.

Ms. Maneka was the in charge of anchoring for the whole event.

Mr. Shibu Thomas (Holiday Manager-Caesars Intl) had done the official invitation for the evening.

Mr. Kannan started the auspicious occasion with a prayer (a Sanskrit slogan)

Mr. Rajesh Reghunathan - (Director Commercial and Marketing Caesars Intl.), had welcomed the whole team to enjoy the fabulous eve by cutting the cake and raised the toast for all and welcomed to enjoy the new year eve.

The eve was an opportunity to all the staff to come out with their skills and talents, where for

members which was so hilarious that each and everyone had enjoyed every bit of it.

Mr. Naveen had beautifully sung a 80's super hit Hindi song.

Mr. Utkarsh had shown his skills in guitar by playing a 90's hit Hindi song and his talent in monodrama in imitating Hindi film stars voice.

Mr. Prabhath & Mr. Mujtaba had done a funny dance which was enjoyed even by the people who doesn't understand Hindi.

Mr. Bijai and team had sung a medley in 04 languages dedicating to all the team members. (The team consist of Ms. Maneka, Ms. Betsy and Mr. Naveen)

Game called Tambola, had played throughout the program and the Tambola winners were Mr. Fazal, Mr. Jerry, Mr. Babu Pillai and Mr. Salman.

The Passing the cup game winner was Mr. Sajeesh.



**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. Shinu Joseph, Branch Manager - Caesars Travel Group, who led a way to different developmental activities of our organization.

**Just a brief walking through your academic credentials?**

Actually I am a B. A. History graduate. After my pre-degree I have done a travel and tourism course. Later I have done IATA UFTAA graduation.

**You are an history graduate and why this deviation to travel field, any kind of inspiration?**

After by pre-degree I was planned to go for engineering but the admission was too tough in our place and I couldn't make it at that time. Meanwhile my uncle suggested me to go with travel and tourism. At that time, he was in Canada and told me that there is enough scope on this field to get into a job.

**How was your first job experience in this travel domain?**

After my studies, I got my first job in Bangalore – India, in a company called Vidhadha Tours and Travels as a reservation officer, wherein I started my travel career. While working with this company, I did my graduation in IATA UFTAA to know more about the travel and its technical aspects. Later I fled to Mumbai and joined in another company called Travel Masters, while working in Mumbai I got a passion to work abroad and was keep on searching for opportunities.

**How was your abroad experience, is Kuwait is your first country?**

Yes, Kuwait is my first abroad country. I was not specific to any particular country to work, but only have a passion to work abroad and to build my career, doesn't matter which country it is. While I am working in Mumbai, I got an opportunity to work with Caesars Kuwait and there I started by abroad career in travel industry.



**Shinu Joseph - Branch Manager - Fahaheel 1 - Caesars Travel Group**

**How Caesars treated you and how was your experience?**

While I joining in Caesars I was a beginner in travel industry. From Caesars only I learnt more about travel and its real depth. I built my career in Caesars, in other words Caesars gave me a good career. Experience with Caesars is always good that's why I am here still for last 17 years and enjoying my work all the time.

**What is your likes and dislikes about our company?**

To be frank it's not about likes or dislikes, but about work culture which is best in Caesars and I don't have any dislikes for sure. All are likes only and that's why still I am here with Caesars. I don't even think for a change because I can say it's a feeling or it is very close to heart like a family.

**How was your career ladder in Caesars as you are one of the senior employee?**

Ladder was too steep ladder why because I got enough opportunities to prove my skills and our management recognized my contributions in the desired level. While I am joining with Caesars, only few branches were there, later it got expanded and I believe my contributions are also part of the enhancement.

**What is your plan or ideas to expand your division on this competitive market?**

Yes, market is very much competitive so that we need change the strategies. Main focus to get good corporate business, which is more beneficial than retail. For Caesars Travel, there are so many loyal customers, they are not treating us as a vendor, but as a family. To maintain them in that manner we are trying to give good support in time.

**Who is your ideal personality, what makes you feel inspired?**

My father expired when I was 10. Rest all with my mother only. She took so much pain to build me up and I am strictly following her views and thoughts. Nothing got inspired as if now, as I am a self-made man and I am trying to achieve things as I can. Rest all up to GOD and everything goes well now.

**What is advice to the new staff who joined Caesars?**

Caesars Travel is a good company to build your career. Work sincerely then company will give the career ladder for you to climb in.

**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 April 2019. Please send us your article or similar texts as soon as you can and it should reach us on or before 15th March, 2019. 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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"expressions" Newsletter

Caesars Travel Group

Al-Nafisi Tower, Abdulla Al-Mubarak Street

E-mail: [expressions@caesarstravel.com](mailto:expressions@caesarstravel.com)