



Skyward

let your career take off.....

Aviation and Hotel Management

Laksh Foundation

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**DIPLOMA IN AVIATION
AND
HOTEL MANAGEMENT**



PROSPECTUS

About Skyward Academy

Skyward Academy entered in the domain with aim of providing different types of Training Programs for Aviation, Hospitality industries. The academy adjoins latest knowledge for each of the training programs it provides. The structure of all courses has been designed as per the ongoing and prospective requirement of the industry.

The training programs allow students to learn about different cultures and customs as students need to deal with people of different countries in order to pursue a career in executing different job targets. Also organize training where students are made to learn by professionals, having detailed knowledge of aspects, involved in programs.

We have capability to train 200 students every year as well as learning facilities are sufficient to each of the individuals personally. A team of professionals are dedicated with determination to provide thorough knowledge of both theoretical and practical part of the course to the students.



Aviation Industry

The Airline Industry is poised for a takeoff. Mergers, acquisitions and alliances have become the order of the day as the industry is consolidating to take advantage of the projected demand of the strongest traffic growth globally.

- ◆ The strongest traffic growth will be in the Asia-Pacific and average 7.1%

There are a host of low cost carriers which have opened the Indian skies to more travellers than before. With more and more "low frill" airlines entering the market and more and more travellers taking this option, the airline industry is definitely on an upswing.



The Hospitality Industry

Perhaps no other industry has been so dramatically affected by innovation and growth as the hospitality industry. Business and leisure travel, both domestic and international is growing steadily creating an increased demand for hotel rooms all over the world. Over the last two decades, rapid change has occurred due to technological advancements. Today's changing lifestyles, attitudes and tastes have given rise to umpteen variations of the basic hospitality theme.



The Travel Industry

The Travel industry has emerged as the fastest growing industry, contributing to 10% of the world economy which makes it the single largest industry. It is actually the industry of industries. Business & Leisure travel to / from India has increased manifold and is still growing. Business travel is the largest segment of travel and today India's corporate travel market is today estimated at no less than US\$ 3 billion (around Rs. 150 billion).



. With liberalization paving the way for healthy competition and business going global the Indian traveller too is evolving into a global traveller. A liberal foreign exchange regime and cheaper air-fares, ex-India are also factors responsible for catapulting business travel. Subsequently, with travel budgets of MNC's running into several million dollars, airlines, hotels and all other service providers have rolled out the red carpet for this cash cow. People in general now view tourism as a way of life rather than a luxury item reserved for the affluent and the elite. The Tourism industry has emerged as one of the fastest growing industries, contributing to 10% of the world's economy making it the single largest service industry globally, in terms of gross revenue, as well as foreign exchange earnings. Investments in the travel & tourism industry globally accounts for 7% of the total capital investment throughout the world. According to the World Tourism Organization (WTO), the number of international travellers has risen to more than 500 million per annum, which means that, one out of every 10 inhabitants of this planet is a tourist. With rapid developments in the field of transport and communications, the global tourism industry is likely to double in the next decade.

COURSES OFFERED

DAHTM : (Diploma in Aviation, Hotel Management & Travel and Tourism Management)

Duration - 1 year Eligibility 10+2 in any stream or equivalent

DHTAGS : (Diploma in Hotel Management , Travel and Tourism and Airport Ground services)

Duration - 1 year Eligibility 10+2 in any stream or equivalent

Top Reasons to join our institute:

- ◆ Well-crafted courses to suit every student's particular need
- ◆ Courses are proactive and wide enough to address every need of the Airlines and Hotels
- ◆ Complete focus on employ-ability skills

Career opportunities for students after completing BSA courses are plenty. BSA centre keep getting requirement of trained students from various travel related organizations and the concerned BSA centre shortlists its students and arrange interviews of its students which ultimately lead students to permanent jobs with a bright career ahead.

The tourism industry has a lot of new types of emerging jobs apart from the traditional ones. Many a times, vacancies come in the form of temporary jobs, On-the-job training, apprentice jobs, leave vacancies or vacation jobs. These opportunities provide fresh students not only exposure to the working environment, but also lead to a permanent career for many students.

The increasing demand for professionals in the travel, tourism and hospitality industry have given rise to innumerable career opportunities. All our courses have been launched keeping in mind the up-coming markets, hence we have even diversified into the field of car rentals, logistics, air/sea cargo, forex, import-export, sales & marketing, customs regulations & procedures and insurance.

The table below outlines some of the different types of jobs an aspiring professional can look forward to in Airlines, Airports, Travel Agencies, Cargo Agencies, Tourism Departments, Car Rental companies, Cargo and Courier companies, Import-Export houses, Customs Clearing & Forwarding Agents, Transporters, Hotels & Restaurants, Fast Food Chains, BPO's/Call centres, Multinational Companies, etc.

PROFESSIONAL : To create professionally trained man-power in the field of travel, tourism, hospitality, cargo and other related services

ACADEMIC : To generate, assimilate and disseminate knowledge in various fields of travel, tourism, hospitality and other allied services.

PUBLIC SERVICE : To create and enhance awareness and share expertise in the spheres of academics, industry and the society.

RESEARCH : To actively pursue research in travel, tourism and applied fields.

SOCIAL : To make professional training accessible to the students at their door step an affordable price.

Organisation	Category of Personnel
Airlines	: Traffic Assistants, Reservation & Counter Executives, Air hostesses and Flight Pursers, Revenue Accountants & Prorators, Sales & Marketing Executives
Airports	: Airport operations executives, Ground Handling Executives, Ramp Agents, Check-in and Ticketing agents,
Travel Agencies	: Reservation and Counter Executives, Sales & Marketing Executives, And tour operators Tour Executives & Escorts
Tourism Organisation	: Reservation and Counter Executives, Sales & Marketing Executives, Tour Guides.
Hotels	: Front Office Assistants, Executive Housekeeper, Restaurant Managers, Lobby/Guest Relation Managers and Captains.
Restaurants	: Counter Executives, Lobby supervisors, F&B Executives Sales & Marketing Executives, Operations Executives
Cargo/ Courier Agencies	: Counter Executives, Sales & Marketing Executives, Clearing & Forwarding Agents, Airport Duty Officers
Transporters	: Counter Executives, Sales & Marketing Executives.
BPO's/ Call centres	: Voice / Internet Agents, Shift supervisors, Customer Relation Executives
CRS / GDS Organisation	: Help Desk executives, Sales & Marketing Executives, Operations Executives
Import-Export Houses	: Import-Export Executives, Documentation Executives, Shipping & Cargo, handling agents Packaging Executives, Marketing executives Import-export Executives, Customs agents Clearing & Forwarding Executives
Multinational companies	: Sales & Marketing Executives, Customer Relation Executives, Advertising & Publicity Executives

Here comes a golden opportunity for you all boys and girls, to Re-Start your career with an exciting Industry. Stop dragging your feet and rest your shoes and now give a chance to your shoulders , because we are here to give you wings to fly.



Keep your eyes on the STARS and your feet on the GROUND. Your wings already exist all you need is to FLY. You might have experienced the feel of AIR. But we make sure that you belong in the air.

Visit us @

Skyward

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