

Bird group launches globally accredited travel, tourism courses

Bird group, one of India's largest diversified groups in the aviation, travel and IT arena, Monday announced the launch of specialized and globally accredited aviation and hospitality courses.

To be offered at the Bird Academy, the international certification will ensure 'high standards of education at par with world-renowned training institutions', a statement from the group said.

The academy will also collaborate with Delhi University's Miranda House to impart training in areas like computer reservation systems, air fares, ticketing and tour operations to students of the certificate course in travel and tourism that has University Grants Commission approval.

A total of 13 courses have been introduced, including a diploma in aviation and amp; travel industry, as also courses dealing with subjects like cargo operations, airport handling and operations, and travel agency and tour operations.

Proficient trainers will conduct the courses at the Bird Academy's state-of-the-art facilities at Manesar, an hour's drive from Delhi and at Connaught Place, the capital's central business district.

Organisations like IATA (International Air Transport Association), UFTAA (United Federation of Travel Agents' Associations), FIATA (Federation of Freight Forwarders Associations) and the Directorate General of Civil Aviation (DGCA) will accredit the courses.

According to Bird group chair Radha Bhatia: 'We are committed to the cause of developing talent for the Indian travel and tourism industry by offering focussed and industry ready courses.

'As per industry estimates, the contribution of travel and tourism to GDP is pegged to grow from \$73.6 billion in 2008 to \$171.5 billion by 2018. Consequently, jobs in the travel and tourism sector are estimated to grow to 651,000 by 2018,' Bhatia added.

'In context of this immense employment opportunity, our courses are geared to create a skilled resource pool for the industry,' she maintained.

The Bird Academy conducts specialized modules in travel automation for several reputed vocational institutes including YMCA and University of Petroleum and Energy Studies.

Together with Amadeus India, the academy has entered into an exclusive collaboration with the Delhi Tourism and amp; Transport Development Corporation for conducting computer-based training at the Indian Institute of Tourism and Travel Management.

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 offices supported by over 3,500 well trained staff and an impressive clientele of over 500 top corporates, it is one of the largest and most diversified entities within the industry in the Indian subcontinent, generating revenue in excess of \$100 million.

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