



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Department of Media Studies and Journalism

Internship Report

Prepared by:

Name: Ahmed Tanvir Shams

ID: 151012016

Term: Summer 2023

Course Code: MSJ11498 and MSJ11499

Host organization: The Bangladesh Monitor



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Student Details

Name: Ahmed Tanvir Shams

ID: 151012016

Department: Media Studies and Journalism

Major: Communication for Development

Minor: Business Administration

Goal: Developing an illustrious career in communications with versatility and sincerity using communication skills with academic achievements and professional experience in challenging roles

Internship Details

Host Organization:	The Bangladesh Monitor
Address:	Bay's Park Heights, Level-5, Plot-2, Road-9, Dhanmondi R/A, Dhaka-1205
Web:	https://www.bangladeshmonitor.com.bd/
Host Organization Supervisor:	Pizush Bagchi
Designation:	Senior Reporter
Internship Area:	Reporter
Internship Start Date	01.02.2023
Internship End Date	01.05.2023
Average Daily Working Hour	4 hours
Weekly Working Hour	24 hours
No of weeks	12 weeks
Total working hour	288 hours

Acknowledgement

I express my sincere gratitude to the Almighty Allah for enabling me to complete this report.

I would like to mention that I have received much support from a number of persons that allowed me to complete my internship journey. From the preparation of the internship report to getting the opportunity to work as an intern at a highly reputed newspaper, I have been blessed with much help in every step of the way.

I convey my sincere gratitude to my Academic Adviser Bikash Chandra Bhowmick. My entire journey in ULAB has been smooth, thanks to his guidance.

Special thanks to my Internship Adviser AFM Moniruzzaman Shipu. Without his advice or supervision, this internship report would have been no success.

I would extend my gratitude to my colleagues from The Bangladesh Monitor too. They have been no less cooperative, warm and patient with me, which allowed me to have a pleasant and truly learning internship experience at the organization.

With the support and guidance from my supervisor Pizush Bagchi, Senior Reporter, The Bangladesh Monitor, as well as other reporters and camera persons such as Zahid Biplob, Reporter and Oheduzzaman Titu, Camera person, I have been able to successfully complete my internship and gained much practical experience working in the field.

Lastly, the internship opportunity that I received at the leading travel trade publication of the country The Bangladesh Monitor has been a blessing. I learned a great deal of industry insights and gained plenty of hands-on experience in reporting for beats such as aviation and tourism, among others, from both home and abroad.

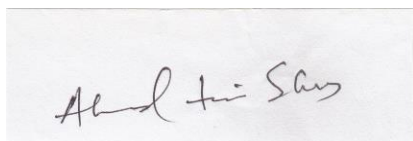
PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Ahmed Tanvir Shams

ULAB ID: 151012016

Signature



INTERNSHIP REPORT APPROVAL FORM

Student Name: Ahmed Tanvir Shams ID No: 151012016
Major: Communication for Development Year: 2023
Local Phone: 01851958284 Email: ahmed.tanvir.msaj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: The Bangladesh Monitor

Internship /Project Report

Topic: Reporting

Semester (Tick one): ☐ Spring 2023 ☐ Summer 2023 ☐ Fall 2023

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature:

Date:

Name:

Title:

E-mail:

Phone:

Introduction

I decided to do my internship at The Bangladesh Monitor because it has been the leading travel trade publication of the country for the last 32 years since its inception. I was appointed to do reporting on aviation and tourism mainly, among other beats such as hotel, business, lifestyle etc. I personally love to fly and travel, hence, working on these news beats only fascinated me further.

I have conducted relevant interviews, covered events, worked in the field as well as at the desk to report plenty of news. I also travelled abroad following media invitation to cover news from overseas. I have reported several news every day both in English and Bangla as well as for both print newspaper and online version of The Bangladesh Monitor.

My experience as an intern at The Bangladesh Monitor has allowed me to learn industry insights, knowledge about the respective beats, experience about reporting news on these beats, and understanding about office environment as well as industry standards.

My supervisor guided me perfectly. I now have better reporting skills thanks to my colleagues from the office and teachers from ULAB.

During my internship, I was able to grow a fruitful network with industry stakeholders and fellow journalists from other media houses. I also learned a great deal from them about angles of news and working in the media that helped me to be a better reporter with better reports. We also went on media visits to other countries to cover news together, having a truly learning and memorable experiences.

After finishing my internship at The Bangladesh Monitor, I am now more confident, versatile, and experienced as a reporter and ready to adapt to any work environment for a challenging role.

Expectations/Objectives

During internship, we have the opportunity to apply our academic knowledge and skills to professional use in the field. I, being a Media Studies and Journalism student, got the chance to work at a newspaper The Bangladesh Monitor. On the completion of the internship, I expected to:

1. develop my reporting skills
2. work in a team
3. acquire knowledge on working at a media house
4. be more professional
5. develop my communication skills
6. develop my writing and typing skills
7. learn editing news
8. learn translating news
9. be more punctual
10. apply knowledge gained at ULAB in real life
11. adapt to industry standards

Host Organization

The premier travel trade publication of the country The Bangladesh Monitor started its journey on August 16, 1991. It is owned by Triune Group Ltd. Kazi Wahidul Alam is the Editor of the newspaper. The publication deals mainly in Aviation and Tourism. Besides, it also deals in Hotels and Restaurants, Cargo, Shipping, Commerce and Banking.

The newspaper is published in every fortnight, 1st and 16th of every month. The language is English. The print version of the newspaper has a readership of over 100,000. The break-up of circulation is as follows: 60% in Dhaka, 35% outside Dhaka (within Bangladesh), and 5% outside Bangladesh. The distribution channels are as follows: news stand 40% and subscription 60%. There is also a 24/7 online version of the newspaper which has a hit of over 300,000 every month.

The readership profile of the newspaper includes airline executives, travel agencies, tour operators, shipping agencies, hotels/restaurants, travel trade personas, business executives, expatriates, hotel guests (major hotels in Dhaka), travellers, tourists, and flyers. The newspaper is also used as an inflight reading material by major airlines operating to and from Dhaka.

The Bangladesh Monitor objectives are:

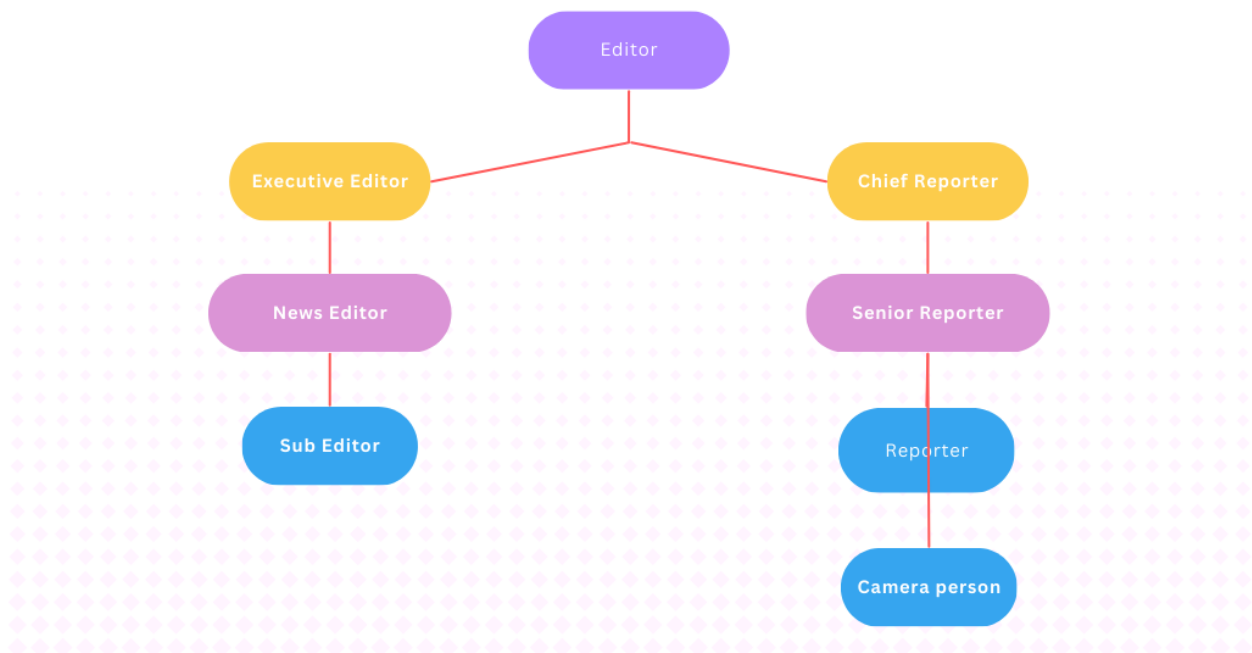
- To disseminate fair, accurate and impartial news from the respective beats the newspaper deals in
- To provide readers with authentic and credible news and views both nationally and internationally
- To ensure timeliness, proximity and prominence of the news and views
- To give priority to the national development and interest in the respective beats it deals in
- To contribute to build up a secular and harmonizing travel trade industry
- To work as a voice of industry stakeholders and the travellers
- To promote the development of skilled journalism in these respective sectors



Organogram of the news department

The Bangladesh Monitor

News Department



Tasks

As an intern, I was assigned to do the following:

- Making news reports, lead stories, and features, on the respective beats the newspaper deals in, both local and international
- To do reports, I used to conduct interviews, visit sites, cover events, collect press releases and read other news from other medias, both local and international
- I used to work both in the field and at the desk
- I used to translate news too, from Bangla to English and vice versa
- I used to report both on print version and online

Project Details

No of project completed: several

No of project published: all (some in print and some online)

No of project shown in internship report: 8

Project-1

Project Title: Int'l Mother Language Day promising cultural heritage tourism product for BD

Published Date: February 16, 2023

Project Description: To fully utilize the tourism potential of Bangladesh, the country must promote the International Mother Language Day as a cultural heritage tourism product. Plenty of activities take place during the day in Dhaka and across the country to celebrate the occasion which attract plenty of travellers, both locals and foreigners alike.

My responsibility: To highlight how the International Mother Language Day has potential to be a key cultural heritage tourism product for the country

Original copy:

Int'l Mother Language Day promising cultural heritage tourism product for BD

- Tanvir Shams

Dhaka: In order to play a larger pivotal role in Bangladesh's socio-economic development, foreign currency extraction and employment generation while tapping its full potential, the travel industry must utilise all branches of tourism that the country is blessed with. Boasting a glorious history, Bangladesh stands tall in the global arena as an iconic destination with cultural heritage.

The upcoming February 21 is recognised as the International Mother Language Day by UNESCO and observed throughout the world in tribute to the movement done by the people of Bangladesh (then East Pakistan)—the martyrs—to fight for the recognition of the Bangla language.

The day, rich in history and an integral part of our culture and heritage, is celebrated countrywide with various events and activities. The occasion not only attracts domestic visitors but is also promising to drive the inbound international tourist numbers with tourism oriented towards the country's cultural heritage.

Bangladeshis celebrate International Mother Language Day by placing flowers at the Martyrs' Monument and its replicas. Social gatherings and celebratory events honouring our language and culture are held by several government and private organisations across the country. Literary competitions are organised. People draw alpana on the roads, eat festive meals and listen to Bangla language songs. Bangla Academy arranges the iconic Ekushey Book Fair in the capital for the entire month of February. The events are endless to celebrate the occasion, making the day full of activities to do.

People start celebrating the day with a barefoot walk to the Central Shaheed Minar in the capital, one of the city's most significant monuments, and pay homage to the martyrs with flowers wearing traditional dress and singing songs. Day-long events are organised at the site to commemorate the language martyrs and celebrate the historic day.

The premises are washed and cleaned thoroughly. Artists of the Faculty of Fine Arts of Dhaka University colourfully paint the Central Shaheed Minar premises with intricate designs.

The Central Shaheed Minar has a very close association with the city's cultural history. It also happens to be one of the primary tourist attractions in the capital and is visited by thousands of tourists throughout the year.

Hence, it must be well-maintained throughout the entire year and not only on February 21. Special care must be taken all year long by the authorities to maintain the moment's sanctity and attractiveness while adorning the site with proper tourist facilities.

Academies and museums in the city adorn themselves with a new look and hold literary events in honour of the day. Cultural events take place in the Dhaka University campus, Rabindra Sharabar and other public locations as the country celebrates the day colourfully.

National tourism organisations like Bangladesh Parjatan Corporation, Bangladesh Tourism Board and different hotels celebrate the day with attractive offers, glamorous events and activities.

Such NTOs hold day long trips on the day where they take people to all these locations, attractions and celebrations centering the International Mother Language Day.

Hotel Pan Pacific Sonargaon Dhaka also organised day trips for guests where they take visitors to historically rich locations of Dhaka. They can organise a special trip on such occasions like International Mother Language Day and include locations, activities and cultural events that honour the language movement in the itinerary. This will not only excite the travellers but also entertain them.

The iconic Ekushey Book Fair held in the Bangla Academy premise for the entire month is another location or event that must be put in the itinerary to celebrate the International Mother Language Day. Millions of people visit the extravagant book fair that represents the colourful literature, culture and history of Bangla.

Cultural heritage tourism means to travel to experience the places, artifacts and activities that authentically represent the stories and people of the past. It can include cultural, historic and natural resources that Bangladesh has in abundance.

However, this must be tapped not only to uphold the significance of our cultural and historical milestones like the International Mother Language Day but also to play a significant role in our country's tourism by including it in the country's tourism framework. This way, we will be able to more brilliantly portray our culture and history to the world, excite future generations to acknowledge, and people to visit.



Int'l Mother Language Day promising cultural heritage tourism product for BD

—Tanvir Shams

Dhaka : In order to play a larger pivotal role in Bangladesh's socio-economic development, foreign currency earning and employment generation while tapping its full potential, the travel industry must utilise all avenues of tourism that the country is blessed with. Boasting a glorious history, Bangladesh stands tall in the global arena as an iconic destination with cultural heritage. The upcoming February 21 is recognised as the International Mother Language Day by UNESCO and observed throughout the world in tribute to the move-

ment done by the people of Bangladesh (then East Pakistan)-the martyrs-to fight for the recognition of the Bangla language.

The day, rich in history and an integral part of our culture and heritage, is being celebrated countrywide with various events and activities. The occasion not only attracts domestic visitors but is also promising to drive the inbound international tourist numbers with tourism aimed at the country's cultural heritage.

Bangladeshis celebrate International Mother Language Day by placing flowers at the Martyrs'

Monument and its replicas. Social gatherings and celebratory events honouring our language and culture are held by all government and private organisations across the country. Literary competitions are organised. People draw alpana on the roads, and listen to Bangla language songs. Bangla Academy arranges the iconic Ekushey Book Fair in the capital for the entire month of February. The events are endless to celebrate the occasion, making the day full of activities to do.

People starts celebrating the day with a barefoot walk to the Central Shaheed Minar in

(Contd. on page 6)

Int'l Mother Language Day cultural heritage tourism product

(Contd. from page 1)

the capital, one of the city's most significant monuments, and pay homage to the martyrs with flowers wearing traditional dress and singing patriotic songs. Day-long events are organised at the site to commemorate the language martyrs and celebrate the historic day.

The premises are washed and cleaned thoroughly. Artists of the Faculty of Fine Arts of Dhaka University colourfully paint the Central Shaheed Minar premises with intricate designs.

The Central Shaheed Minar has a very close association with the city's cultural history. It also happens to be one of the primary tourist attractions in the capital and is visited by thousands of tourists throughout the year.

Hence, it must be well-maintained throughout the year and not only on February 21. Special care must be taken all year long by the authorities to maintain the monument's sanctity and attractiveness, while adorning the site with proper tourist facilities.

Academies and museums in the city adorn themselves with a new look and hold literary events in honour of the day. Cultural events take place in the Dhaka University campus, Rabindra Sharabar and other public locations as the country celebrates the day colourfully.

National tourism organisations like Bangladesh Parjatan Corporation, Bangladesh Tourism Board and different hotels celebrate the day with attractive offers, befitting events and activities.

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Int'l Mother Language Day promising cultural heritage tourism product for BD

_Tanvir Shams

Date: 16 February, 2023 | 245 Views



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↗Share this post



Link: <https://www.bangladeshmonitor.com.bd/lead-news-details/intl-mother-language-day-promising-cultural-heritage-tourism-product-for-bd>

My Mistakes: Did not add bytes/comments of relevant sources

My challenges: Did not find time to collect comments of relevant sources

My learnings: Should have been more punctual to start working sooner so that I could collect comments

Project-2

Project Title:

Ahmed Hashim Khoori, SVP, West Asia and Indian Ocean, Emirates, said:

BD 3rd highest revenue generating country in WAIO region

Dhaka-Dubai route never made any loss in Emirates' 36 years of operations

Published Date: March 1, 2023

Project Description: Emirates arranged a media trip for Bangladeshi journalists to Dubai. There the airline arranged an interview with its SVP in this region and took us on a tour of its headquarters one day.

My responsibility: Was to take interview of the SVP and make a story on Emirates' operations and business in Bangladesh and worldwide.

Original copy:

Ahmed Hashim Khoori, SVP, West Asia and Indian Ocean, Emirates, said:

BD 3rd highest revenue generating country in WAIO region

Dhaka-Dubai route never made any loss in Emirates' 36 years of operations

- Tanvir Shams, back from Dubai

Dhaka: Bangladesh is the third highest revenue generating country for the Dubai-based airline Emirates in the West Asia and Indian Ocean (WAIO) region. Not only Bangladeshi migrant workers but also tourists, business travellers and family visitors, now frequently travel to and from the USA, UK, Europe, Middle East and Far East even. Together with plenty of Umrah and Hajj traffic, Bangladesh stands as one of the strongest routes in the region for Emirates and the Dhaka-Dubai route, in 36 years of operations, has never made any loss.

Ahmed Hashim Khoori, Senior Vice President, West Asia and Indian Ocean, Commercial Operations of Emirates said this while talking to The Bangladesh Monitor recently at the airline's head office in Dubai.

The Bangladeshi travel market's strength is loud and clear to the legacy airline as Emirates got to carry a staggering amount of over 11 million passengers to and from Bangladesh till date since its inception in 1986, further shared Ahmed Khoori.

Emirates currently operates 21 weekly flights to and from Dhaka with at least 80 per cent load factor. During the two peak seasons—summer and winter—the load factor increases to 90 per cent both ways and only 40 per cent of the total traffic that Emirates carry come to Dubai while the rest flies to onward destinations.

Fan-favourite

The reason Bangladeshis love to travel on Emirates is its world-class service, ultramodern aircraft, plentiful frequencies, wide network connections, award-winning catering and the best inflight entertainment it offers to passengers, said Khoori.

Emirates is currently the only international airline to serve Dhaka with First Class services – offering customers superior products and comfort in the air and on- ground.

Emirates' loyalty programme Emirates Skywards offers members exclusive privileges and benefits including, flight rewards, upgrades, hotel stays, and money-can't-buy-experiences. Emirates Skywards has more than 30 million members worldwide with more than 110,000 from Bangladesh.

Passengers on an Emirates flight can access world-class entertainment on the biggest passenger TV screens in the industry with a library of over 1,500 films, 5,000 channels of on-demand entertainment, 1,500 hours of TV, as well as music, podcasts and audio books across 40 languages, including Bangla, five channels of live TV including news and two channels with live sport coverage.

Also, Emirates inflight entertainment service 'ice' currently features six Bangladeshi movies too. Since 2007, Emirates featured nearly 150 Bangla movies with English subtitle.

All these products and services allow Emirates to hold a major market share in Bangladesh, claimed the airline's SVP of WAIO.

Expansion plans

Khoori further mentioned, Emirates, in fact, has approval to operate four daily flights to and from Dhaka. Hence, the airline, while on its way to fully recover from the Covid-19, is eyeing to increase its frequency to and from Dhaka, not only to four daily, but also to five daily in the near future.

"We also have plans to resume flight operations to Sylhet and Chattogram too," shared Ahmed Khoori. "We are now working on the details of how we are going to make it viable commercially."

Emirates currently operates passenger services to more than 140 destinations across six continents via Dubai. Emirates has restored over 90 per cent of its pre-pandemic network and over 85 per cent of its pre-pandemic capacity.

"The reason Emirates has not yet fully recovered is that some restrictions from other governments of the world still remain following the Covid-19 pandemic and the Russia-Ukraine War. Once, we all come to agreement from our respective positions, Emirates will be return to full capacity for which the airline is already ready," claimed Khoori.

Leading with widebody fleet

The airline operates state-of-the-art widebody Boeing 777 on Dhaka-Dubai route. However, the airline is also adding Airbus A350s soon in its current fleet of 261 aircraft including 134 Boeing 777, 116 Airbus A380 and 11 dedicated B777-F freighters. “The A350 that is in the pipeline, hopefully, might be a part of our expansion plan for Bangladesh,” expressed Khoori.

Emirates has always been operating long-range widebody aircraft but no narrowbody. Khoori explained that Dubai International Airport is designed to be a global aviation hub that connects west and east together. For this purpose, the airport requires to handle widebody aircraft that carry huge volumes of passengers.

Hence, smaller aircraft than widebodies will not work for Emirates—for its 430 daily flight operations globally to 140 destinations worldwide network, said Khoori, adding, high density widebody aircraft is perfect for Emirates’ operations.

Hopeful about HSIA T3

Such high demand of air travel and strong flows of air passengers are sure to leave some constraints at Dhaka Airport, noted the airline’s SVP of Commercial Operations in WAIO region. However, Khoori hoped, these issues will be largely dealt with once the upcoming Third Terminal of Hazrat Shahjalal International Airport in the capital opens.

Khoori also mentioned once the Third Terminal opens at Dhaka Airport, the airline will be eyeing to open its world-renowned dedicated airport lounge in Bangladesh.

Nevertheless, Khoori assured that Emirates’ representatives in Bangladesh are tirelessly working with the authorities to ease up the passenger and operational flow in and out Dhaka Airport’s current terminals—at the check-in counters, immigration booths, baggage belt and boarding areas, among others.

Multinational airline with Bangladeshi staff

It may be mentioned here, Emirates not only values commercial relations with Bangladesh but also people to people contact between Bangladesh and Dubai.

The multinational Emirates Group globally has over 40,000 employees from 169 nationalities. Of them, 500 are Bangladeshis. The airline has cabin crew of 130 nationalities speaking 70 languages including Bangladeshis speaking Bangla language deployed on the Dhaka-Dubai route in rosters.

CSR activities

Ahmed Hashim Khoori is also in the Board of Directors of Emirates Airline Foundation, a charity organisation of the airline group. In 2008, Emirates Friendship Hospital, a charity floating hospital sponsored by Emirates Airline Foundation, began its journey in Bangladesh. The hospital is managed by a local NGO Friendship. The Foundation brings in foreign doctors to treat children mainly.

Among other CSR activities, on December 2, 2022, coinciding with UAE National Day, Emirates partnered with United Welfare Society to support the construction of seven tube wells in Bangladesh, symbolising the seven Emirates, to make clean water available to the residents of local communities.

Open sky policy key to be aviation hub

Bangladesh requires the most sophisticated airport and an open sky policy to become the aviation hub the country's leaders aspire, suggested Khoori. Investments must be made to build an ultramodern airport and no restriction can be placed on flights, he further claimed.

For example, the global aviation hub Dubai International Airport, before Covid-19, had 3000 departures and arrivals a day. All the airlines in the world operate to and from DXB and the airport boasts a strong global network that connects the west and the east together.

Also, in case of Bangladesh, the country needs the national carrier Biman to be more active to help it reach its potential to be an aviation hub, concluded the airline's SVP of Commercial Operations in WAIO region.

Ahmed Hashim Khoori, SVP, West Asia and Indian Ocean, Emirates, said:

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(Contd. on page 4)



Ahmed Hashim Khoori, Senior Vice President, West Asia and Indian Ocean, Commercial Operations, Emirates

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BD region's 3rd highest revenue generating country for Emirates

(Contd. from page 1)

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"The reason Emirates has not yet fully recovered is that some restrictions from other governments of the world still remain following the Covid-19 pandemic and the Russia-Ukraine War. Once, we all come to agreement from our respective positions, Emirates will return to full capacity for which the airline is already ready," claimed Khoori.

Leading with widebody fleet

The airline operates state-of-the-art widebody Boeing 777 on Dhaka-Dubai route. However, the airline is also adding Airbus A350s soon in its current fleet of 261 aircraft including 134 Boeing 777, 116 Airbus A380 and 11 dedicated B777-F freighters. "The A350 that is in the pipeline, hopefully, might be a part of our expansion plan for Bangladesh," expressed Khoori.

Emirates has always been operating long-range wide-

body aircraft but no narrow-body. Khoori explained that Dubai International Airport is designed to be a global aviation hub that connects west and east together. For this purpose, the airport requires to handle widebody aircraft that carry huge volumes of passengers.

Hence, smaller aircraft than widebodies will not work for Emirates-for its 430 daily flight operations globally to 140 destinations worldwide network, said Khoori, adding, high density widebody aircraft is perfect for Emirates' operations.

Hopeful about HSIA T3

Such high demand of air travel and strong flows of air passengers are sure to leave some constraints at Dhaka Airport, noted the airline's SVP of Commercial Operations in WAIO region. However, Khoori hoped, these issues will largely be dealt with, once the upcoming Third Terminal of Hazrat Shahjalal International Airport



A group of Bangladeshi aviation and tourism reporters seen with Ahmed Hashim Khoori, SVP, WAIO, Commercial Operations of Emirates at the airline's HO in Dubai during a media visit on February 16-21

in the capital opens.

Khoori also mentioned once the Third Terminal opens at Dhaka Airport, the airline will be eyeing to open its world-renowned dedicated airport lounge in Bangladesh.

Multinational airline with Bangladeshi staff

It may be mentioned here, Emirates not only values commercial relations with Bangladesh but also people to people contact between Bangladesh and Dubai.

The multinational Emirates Group globally has over 40,000 employees from 169

nationalities. Of them, 500 are Bangladeshis. The airline has cabin crew of 130 nationalities speaking 70 languages including Bangladeshis, speaking Bangla language, deployed on the Dhaka-Dubai route in rosters.

Open sky policy key to be aviation hub

Bangladesh requires the most sophisticated airport and an open sky policy to become the aviation hub, the country's leaders aspire, suggested Khoori. Investments must be made to build an ultramodern airport and no restriction can be placed on

flights, he further claimed.

For example, the global aviation hub Dubai International Airport, before Covid-19, had 3000 departures and arrivals a day. All the airlines in the world operate to and from DXB and the airport boasts a strong global network that connects the west and the east together.

Also, in case of Bangladesh, the country needs the national carrier Biman to be more active to help it reach its potential to be an aviation hub, concluded the airline's SVP of Commercial Operations in WAIO region.

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Breaking News

Biman's Airbus plane purchase deal likely during PM's UK visit • ঢাকা: বহুদিনের পুনরুদ্ধার হা

Ahmed Hashim Khoori, SVP, West Asia and Indian Ocean, Emirates, said:

BD 3rd highest revenue generating country in WAIO region

Dhaka-Dubai route never made any loss in Emirates' 36 years of operations

-Tanvir Shams, Back from Dubai

Date: 01 March, 2023 | 414 Views



Ahmed Hashim Khoori, Senior Vice President, West Asia and Indian Ocean, Commercial Operations, Emirates

Dhaka : Bangladesh is the third highest revenue generating country for the Dubai-based airline Emirates in the West Asia and Indian Ocean (WAIO) region. Not only Bangladeshi migrant workers, but also tourists, business travellers and family visitors, now frequently travel to and from the USA, UK, Europe, Middle East and Far East even. Together with plenty of Umrah traffic, Bangladesh stands as one of the strongest routes in the region for Emirates and the Dhaka-Dubai route, in 36 years of operations, has never made any loss.

Ahmed Hashim Khoori, Senior Vice President, West Asia and Indian Ocean, Commercial Operations of Emirates said this while talking to The Bangladesh Monitor recently at the airline's head office in Dubai.

The Bangladesh travel market's strength is loud and clear to the legacy airline as Emirates got to carry a staggering amount of over 11 million passengers to and from Bangladesh till date since its inception in 1986, further shared Ahmed Khoori.

Emirates currently operates 21 weekly flights to and from Dhaka with at least 80 per cent load factor. During the two peak seasons-summer and winter-the load factor increases to 90 per cent both ways and only 40 per cent of the total traffic that Emirates carry come to Dubai while the rest flies to onward destinations.

Fan-favourite

The reason Bangladeshis love to travel on Emirates is its world-class service, ultramodern aircraft, plentiful frequencies, wide network connections, award-winning catering and the best inflight entertainment it offers to passengers, said Khoori.

Emirates is currently the only international airline to serve Dhaka with First Class services - offering customers superior products and comfort in the air and on-ground.

Emirates' loyalty programme Emirates Skywards offers members exclusive privileges and benefits including flight rewards, upgrades, hotel stays, and money-can't-buy-experiences. Emirates Skywards has more than 30 million members worldwide with more than 110,000 from Bangladesh.

Passengers on an Emirates flight can access world-class entertainment on the biggest passenger TV screens in the industry with a library of over 1,500 films, 5,000

channels of on-demand entertainment, 1,500 hours of TV, as well as music, podcasts and audio books across 40 languages, including Bangla, five channels of live TV including news and two channels with live sport coverage.



A group of Bangladeshi aviation and tourism reporters seen with Ahmed Hashim Khoori, SVP, WAIO, Commercial Operations of Emirates at the airline's HQ in Dubai during a media visit on February 16-21

Also, Emirates inflight entertainment service 'ice' currently features six Bangladeshi movies too. Since 2007, Emirates has featured nearly 150 Bangla movies with English subtitle.

All these products and services allow Emirates to hold a major market share in Bangladesh, claimed the airline's SVP of WAIO.

Expansion plans

Khoori further mentioned, Emirates, in fact, has approval to operate four daily flights to and from Dhaka. Hence, the airline, while on its way to fully recover from the Covid-19, is eyeing to increase its frequency to and from Dhaka, not only to four daily, but also to five daily in the near future.

"We also have plans to resume flight operations to Sylhet and Chattogram too," shared Ahmed Khoori. "We are now working on the details of how we are going to make it viable commercially."

Emirates currently operates passenger services to more than 140 destinations across six continents via Dubai. Emirates has restored over 90 per cent of its pre-pandemic network and over 85 per cent of its pre-pandemic capacity.

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Link: <https://www.bangladeshmonitor.com.bd/lead-news-details/bd-3rd-highest-revenue-generating-country-in-waio-region>

My Mistakes: The story became too long to accommodate in the page of the print issue

My challenges: I had to shorten it. Since the story had plenty of fruitful information, it was difficult to shorten it.

My learning: Always be precise and short with news, but do not leave crucial details, forego the unnecessary paragraphs

Project-3

Project Title: Opening stalled domestic airports, increasing int'l capacity imminent to make Bangladesh smart aviation hub

Published Date: March 16, 2023

Project Description: An event on opening stalled airports in the country was held on March 2 at a city hotel. State Minister for Civil Aviation and Tourism attended the event as the chief guest among other high officials and representatives of the industry. Plenty of insights and updates were brought up in this regard

My responsibility: To attend the event and do news coverage

Original copy:

Opening stalled domestic airports, increasing int'l capacity imminent to make Bangladesh smart aviation hub

- Ahmed Tanvir Shams

Dhaka: The government is now considering to open old airports that are currently shut down alongside increasing the capacities of the international ones in an effort to promote smart aviation as air travel demand rises in the country.

Domestic air travel is now at all-time high with 25 lac passengers a year and it is expected to surpass 50 lac annual passengers in the coming years. For this purpose, the government ponders whether to resume flight operations at five Short Take-Off and Landing (STOL) airports in the country to facilitate the growth of domestic air travel.

Md Mahbub Ali, State Minister for Civil Aviation and Tourism said this as the Chief Guest at a seminar held at Pan Pacific Sonargaon Hotel in the capital on March 2.

“While the current growth of the country's aviation sector is already the highest in the region, it is expected to triple in the next 15 years. By 2038, Bangladesh will have the capacity to handle 22 million passengers a year,” mentioned the State Minister.

There are five airports in the country—Ishwardi, Thakurgaon, Lalmonirhat, Shamshernagar, and Cumilla—that are currently closed but have immense air travel potential as the country's economy is flourishing and people's living standard is increasing.

Flight services used to be operated at these five airports earlier. However, due to various issues and lack of passengers, flights were gradually suspended over the years.

However, to meet the current growing demand for air travel in these areas and connect all parts of the country by air, the government has under consideration the move to open the stalled airports, added the State Minister.

Initially, the government can offer some stimulus or subsidy to attract the airlines to operate flights to and from these airports, the seminar addressed.

The seminar titled “Capacity building of international airports and opening of stalled domestic airports in Bangladesh” was organised by The Bangladesh Monitor and supported by Eastern Bank Ltd.

Iqbal Sobhan Chowdhury, Editor of The Daily Observer attended the seminar as the Guest of Honour while the keynote paper was presented by Wg Cdr (Retd) ATM Nazrul Islam, Managing Director, United Airways (BD) Ltd.

Due to the Russia-Ukraine war and some lingering impact of Covid-19, international air transport is witnessing a temporary drop to 35 lac passengers currently, compared to 86 lac passengers in 2019. However, the passenger number is sure to surpass pre-pandemic levels in the following years, noted the keynote presentation.

Moreover, once the Third Terminal of Dhaka Airport opens, it will have to handle an additional one crore of passengers, two crores in total. Therefore, it is crucial for Dhaka Airport as well as other international airports in the country to build further capacity to facilitate air travel growth.

Currently, Dhaka Airport operates 250 flights a day by 30-32 airlines. Of them, only four are local airlines while the rest are foreign.

To handle the growth of passenger flow once T3 opens, the airport must operate over 400 flights a day by 2030 and over 600 flights daily by 2035, the keynote presentation included.

However, due to infrastructure limitations, airlines cannot increase flights to and from these airports. A new terminal at Dhaka Airport will not be enough to facilitate the air travel growth alone.

For this purpose, the seminar urged a dependent parallel runway at Dhaka Airport immediately.

On the other hand, helicopter operations are currently running from Dhaka Airport only, which hamper both the airport and helicopters’ services.

A separate heliport has not seen the light of day yet, whereas, it is high time it should, also addressed the seminar.

The seminar was presided over by Air Vice Marshal M Mafidur Rahman, Chairman of Civil Aviation Authority of Bangladesh.

CAAB Chairman mentioned various initiatives the authorities have undertaken to develop the capacities of all airports in the country.

Dhaka Airport is getting a new control tower, advanced radar system and ultramodern air-traffic management, he said.

All the three international Airports—Dhaka, Chattogram and Sylhet—and Cox's Bazar Airport are getting Instrument Landing System upgraded to Category Two.

The airports are also getting RVR machine to have better runway visibility and runway approach lights being placed.

Dhaka Airport will also get a parallel runway, claimed the CAAB Chairman.

He added that a separate area for heliport has been selected in Dhaka. Soon, further works to establish the separate heliport will be underway.

The seminar further addressed that there are 31 airstrip fields in the country. Of them, only four are being operated by Bangladesh Air Force while the others are left unutilised as these airstrip fields are not in possession of CAAB.

However, these airstrip fields can also be used as STOL airports for domestic flight and helicopter operations.

In this regard, the Chairman said that CAAB will be taking possession over all the airstrip fields in a year and utilise them to facilitate the booming air travel growth.

Nevertheless, industry stakeholders and experts at the seminar expressed that even considering the ongoing development efforts, Dhaka Airport will run out of capacity in the next 5-7 years.

Hence, as an alternative, an aviation city for the future should be established outside Dhaka with an airport having two or more runways, modern connectivity, huge cargo village, proper security, effective management, efficient ground handling, state-of-the-art training centre, tourist facilities and other aviation related businesses.

The seminar was moderated by Kazi Wahidul Alam, Editor of The Bangladesh Monitor. On behalf of Eastern Bank Ltd, Ziaul Karim, Head of Communications and External Affairs addressed the session with opening remarks.

The discussant panel included Mofizur Rahman, Managing Director of NOVOAIR and Air Cdr Dr Md Mahbub Zaman Khan, Director Corporate Training and Planning of Biman Bangladesh Airlines, among others.

Several local and foreign airline officials, regulatory authorities, industry stakeholders, and media representatives were also present on the occasion.



Md Mahbub Ali, State Minister for MoCAT; M Mafidur Rahman, Chairman, CAAB; Iqbal Sobhan Chowdhury, Editor, The Daily Observer; Kazi Wahidul Alam, Editor, The Bangladesh Monitor; and Ziaul Karim, Head of Communications and External Affairs, EBL, seen at a seminar held at a city hotel on March 2-Photo: Monitor

Opening stalled domestic airports, increasing int'l capacity imminent to make Bangladesh smart aviation hub

—Ahmed Tanvir Shams

Dhaka : The government is now considering to open old airports that are currently shut down alongside increasing the capacities of the international ones in an effort to promote smart aviation as air travel demand rises in the country.

Domestic air travel is now at all-time high with 25 lac passengers a year and it is expected to surpass 50 lac annual passengers in the coming years. For this purpose, the government ponders whether to resume flight operations at five Short Take-Off and Landing (STOL) airports in the country to facilitate the growth of domestic air travel.

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Pan Pacific Sonargaon Hotel in the capital on March 2.

"While the current growth of the country's aviation sector is already the highest in the region, it is expected to triple in the next 15 years. By 2038, Bangladesh will have the capacity to handle 22 million passengers a year," mentioned the State Minister.

There are five airports in the country - Ishwardi, Thakurgaon, Lalmonirhat, Shamshernagar, and Cumilla—that are currently closed but have immense air travel potential as the country's economy is flourishing and people's living standard is increasing.

Flight services used to be operated at these five airports

earlier. However, due to various issues and lack of passengers, flights were gradually suspended over the years.

However, to meet the current growing demand for air travel in these areas and connect all parts of the country by air, the government has under consideration the move to open the stalled airports, added the State Minister.

Initially, the government can offer some stimulus or subsidy to attract the airlines to operate flights to and from these airports, the seminar addressed.

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(Contd. on page 6)



ATM Nazrul Islam



Mofizur Rahman



Md Anwarul Haque Sardar

Open stalled domestic airports, increase int'l capacity

(Contd. from page 1)

Iqbal Sobhan Chowdhury, Editor of The Daily Observer attended the seminar as the Guest of Honour while the keynote paper was presented by Wg Cdr (Retd) ATM Nazrul Islam, Managing Director, United Airways (BD) Ltd.

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Moreover, once the Third Terminal of Dhaka Airport opens, it will have to handle an additional one crore of passengers, two crores in total. Therefore, it is crucial for Dhaka Airport as well as other international airports in the country to build further capacity to facilitate air travel growth. Currently, Dhaka Airport operates 250 flights a day by 30-32 airlines. Of them, only four are local airlines while the rest are foreign.

To handle the growth of passenger flow once T3 opens, the airport must operate over 400 flights a day by 2030 and over 600 flights daily by 2035, the keynote presentation included.



Md Abdul Malek

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On the other hand, helicopter operations are currently running from Dhaka Airport only, which hamper both the airport and helicopters' services.

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Ahmed Yusuf Walid

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Hence, as an alternative, an aviation city for the future should be established outside Dhaka with an airport having two or more runways, modern connectivity, huge cargo village, proper security, effective management, efficient ground handling, state-of-the-art training centre, tourist facilities and other aviation related businesses.

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Opening stalled domestic airports, increasing int'l capacity imminent to make Bangladesh smart aviation hub

-Ahmed Tanvir Shams

Date: 16 March, 2023 | 453 Views



Md Mahbub Ali, State Minister for MoCAT; M Mafidur Rahman, Chairman, CAAB; Iqbal Sobhan Chowdhury, Editor, The Daily Observer; Kazi Wahidul Alam, Editor, The Bangladesh Monitor; and Ziaul Karim, Head of Communications and External Affairs, EBL, seen at a seminar held at a city hotel on March 2-Photo: Monitor

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Link: <https://www.bangladeshmonitor.com.bd/lead-news-details/opening-stalled-domestic-airports-increasing-intl-capacity-imminent-to-make-bangladesh-smart-aviation-hub>

My Mistakes: The news report turned out to be too long, I couldn't accommodate it in the page of the print issue

My challenges: Since it was a long event, there were too much information to put in the news

My learnings: I learnt to keep the important parts of the event only

Project-4

Project Title: Dubai: Global logistics hub with major support from Emirates SkyCargo

Published Date: March 16, 2023

Project Description: During the media trip to Dubai organised by the Emirates Airline, we went to the SkyCargo facility of the airline which is a global cargo hub at Dubai Airport. The airline took us on a tour there and arranged an interview of the SVP of the airline's cargo division.

My responsibility: To visit the facility and take the interview of the SVP for making a complete story on it

Original copy:

Dubai: Global logistics hub with major support from Emirates SkyCargo

The cargo airline of the Emirates Group plans to resume freighter services to Dhaka and Chattogram as it sees Bangladesh as a vital market

- Ahmed Tanvir Shams, back from Dubai

Dhaka: Dubai is a global logistics hub connecting the east and west, thanks to its strategic geographical location and history. Moreover, with two state-of-the-art cargo facilities at Dubai International Airport (DXB) and Dubai World Central Airport (DWC), covering a total area of 185,000 square meters, Emirates SkyCargo, the cargo division of The Emirates Group, has long been supporting the country to hold its cargo transportation prowess at its peak.

Hiran Gregory Perera, Senior Vice President for Cargo Planning and Freighters of Emirates SkyCargo, said this to a group of Bangladeshi journalists visiting Dubai recently at the invitation of the airline.

Only 10 per cent of the cargo that Dubai handles gets into Dubai while the remaining 90 per cent goes to other countries around the world, said Perera.

It may be mentioned here that Emirates SkyCargo handles over 50 per cent of the total cargo that Dubai manages. Its dual-airport air cargo hub handles over 8,000 shipments per day and 2.5 million tonnes of cargo per year with 185,000 square meter space and operations running 24/7, added Perera.

"We connect you to global supply chains with a network of over 140 destinations spanning six continents, including nine cargo-only destinations," noted Perera.

"In turn, our clients benefit from exceptional reliability and speed. With over 261 wide-bodied aircraft and 11 B777-F dedicated freighters, our capacity, reach and availability set new industry benchmarks," Perera claimed.

Emirates SkyCargo's SkyCentral facility is a state-of-the-art multi-airport cargo facility in Dubai linked with a bonded truck service. Within this facility lies Emirates SkyPharma, the world's largest GDP-certified pharmaceutical cargo hub.

Perera also claimed that Emirates SkyCargo has the maximum capacity to deliver garments and other products from Bangladesh, that it is renowned for exporting, to different countries in the world.

“Apart from this, we transport perishable products including vegetables to EU countries as well. Emirates has a good position in exporting goods from Bangladesh by air,” he said.

Bangladeshi businesspersons can send their products to any destination in the world using the state-of-the-art facilities of Emirates SkyCargo and its most efficient and youngest fleet of aircraft, noted Perera.

However, Perera sighed, due to the ongoing global economic recession, air cargo transport globally has taken a hit. Still, the demand for air cargo is sure to increase once the situation ends.

Therefore, Emirates SkyCargo has plans to resume dedicated freighter services in Dhaka and Chattogram of Bangladesh, once the demand rises again, mentioned Perera.

On the other hand, it is essential for Bangladesh to develop the airports' infrastructure and facilities further to facilitate air cargo transport better, he further urged.

Currently, as Perera mentioned, Emirates operates three passenger flights to and from Dhaka daily and carries around 60 tonnes of cargo in the belly hold of the aircraft Boeing 777.



Dubai: Global logistics hub with major support from Emirates SkyCargo

Emirates is keen to resume freighter services to Dhaka and Chattogram as it sees Bangladesh as vital market

—Ahmed Tanvir Shams
Back from Dubai

Dhaka : Dubai is a global logistics hub connecting the east and west, thanks to its strategic geographical location and historical background. Moreover, with two state-of-the-art cargo facilities at Dubai International Airport (DXB) and Dubai World Central Airport (DWC), covering a total area of 185,000 square meters, Emirates SkyCargo, the cargo transportation division of Emirates airline, has long been supporting the country to hold its cargo transportation prowess at its peak.

Hiran Gregory Perera, Senior Vice President for

2.5 million tonnes of cargo per year, running 24/7, added Perera.

"We connect you to global supply chains with a network of over 140 destinations spanning six continents," noted Perera.

"In turn, our clients benefit

ing vegetables to EU countries as well. Emirates plays a leading role in exporting goods from Bangladesh by air," he said.

Bangladeshi businesspersons can send their products to any destination in the world using the state-of-the-art facilities of Emirates SkyCargo and its most efficient and youngest fleet of aircraft, noted Perera.

However, Perera sighed, due to the ongoing global economic recession, air cargo transport globally has taken a hit. Still, the

demand for air cargo is sure to increase once the situation improves. Emirates SkyCargo has plans to resume dedicated



Hiran Gregory Perera

from exceptional reliability and speed. With over 261 wide-body aircraft and 11 B777-F dedicated freighters, our capacity, reach and

demand for air cargo is sure to increase once the situation improves.

Emirates SkyCargo has plans to resume dedicated

Cargo Planning and Freighters of Emirates SkyCargo, said this to a group of Bangladeshi journalists visiting Dubai recently at the invitation of the airline. Only 10 per cent of the cargo that Dubai handles gets into Dubai while the remaining 90 per cent goes to other countries around the world, said Perera.

It may be mentioned here that Emirates SkyCargo handles over 50 per cent of the total cargo that Dubai manages. Its dual-airport air cargo hub handles over 8,000 shipments per day and

availability set new industry benchmarks," Perera claimed.

Emirates SkyCargo's state-of-the-art multi-airport cargo facility in Dubai is linked with a bonded truck service. The airline also boasts a unique facility-SkyPharma, the world's largest GDP-certified pharmaceutical cargo hub.

Perera also claimed that Emirates SkyCargo is in a strong position to deliver garments and other export products from Bangladesh to different countries in the world.

"Apart from this, we transport perishable products includ-

freighter services to Dhaka and Chattogram of Bangladesh, once the demand rises again, mentioned Perera.

On the other hand, it is essential for Bangladesh to develop the airports' infrastructure and facilities further to facilitate better air cargo transport, he further opined.

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Date: 16 March, 2023



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↪Share this post



Link: <https://www.bangladeshmonitor.com.bd/backpage-details/dubai-global-logistics-hub-with-major-support-from-emirates-skycargo>

My mistakes: The shoulder of the headline turned out too long and articles were used, sentences in the body of the report could have been more precise

My challenges: It was a challenge to visit the cargo facility of Emirates in Dubai. It was risky and dangerous as heavy machineries operate there. There are also cold storages which have minus degrees inside. It was difficult to stay inside the cooling room. Amid all the noise, it was difficult to take notes.

My learnings: To the keep the headline and shoulder as short as possible. And do not use articles in the headline or shoulder. Even amid difficulty or in a hostile environment, you must get the story out

Project-5

Project Title: First ever job, career fair in BD travel trade held to meet industry's HR crisis

Published Date: April 1, 2023

Project Description: Country's first ever job fair in the travel trade industry was held at a city hotel on March 19-20. Several organizations from the trade participated in the fair and hired visiting job applicants from the spot while some scheduled further interviews for later at the respective offices. Also, three seminars on career building in the trade's different avenues were held on the sidelines of the fair.

My responsibility: To attend the fair and do news coverages

Original copy:

First ever job, career fair in BD travel trade held to meet industry's HR crisis

- Ahmed Tanvir Shams

Dhaka: Amid the unprecedented growth of Bangladesh's aviation, tourism and hospitality sectors, industry stakeholders are failing to fill-up various positions with qualified professionals, leading to a crisis in expert human resources in the trade. Also, due to lack of proper career guidance, the country's young generation is unable to foresee the sector's future as well as themselves' for pursuing respective careers that are fit for them in the industry.

Against this backdrop, to help the industry employers find the right personnel and the youth to realise suitable career paths in the trade for them, the first-ever Job and Career Fair in Bangladesh travel trade was successfully held on March 19-20 in the capital.

The two-day job and career fair, participated by 50 organisations, representing airlines, travel agencies, online travel agencies, travel technology providers, tour operators, hotels, resorts, training centres, educational institutions and software companies, was held at Pan Pacific Sonargaon Dhaka.

All the participating organisations showcased their products and services, while most of them received applications to fill up various positions available in their companies. Some of them conducted walk-in interviews and, when found suitable, handed over appointment letters on the spot as well.

Organised by the premier travel trade publication of the country The Bangladesh Monitor and supported by the leading software technology company Technonext as the title sponsor, the first-ever job and career fair in the country's travel trade welcomed over 5000 applicants. Of them, over 50 applicants received on-spot appointments by the participating organisations in a range of job positions while many other scheduled further follow-up interviews.

Md Mahbub Ali, State Minister for Civil Aviation and Tourism, himself, handed over some of the appointment letters to the applicants present at the fair's concluding day on March 20.

The inaugural ceremony of the fair on March 19 was addressed by Air Vice Marshal M Mafidur Rahman, Chairman, Civil Aviation Authority of Bangladesh.

In his speech, he said, the Covid-19 pandemic has left a vacuum of skilled manpower in the country's travel trade sector. When global travel and tourism was temporarily halted, several organisations in the sector had no other mean but to furlough many expert human resources to survive in the difficult times. Now, as the industry is on its way to surpass even pre-pandemic levels, it is high time the trade brought in skilled workforce to meet the increasing demand and unparalleled growth.

In this backdrop, the timing of such a job and career fair in the country's travel trade sector could not be more perfect, he added.

The opening ceremony was also addressed by ASM Fakhrul Islam, Vice Chancellor, Bangabandhu Sheikh Mujibur Rahman Aviation and Aerospace University.

In his speech, he mentioned, the country requires plenty of skilled manpower to cater to the growing travel trade industry and to tap into its full potential, adding, hence, this job and career fair is surely a timely initiative to attract young talents to this promising sector, he further noted.

Md Rashidul Islam, Head of Operations, Technonext, and Kazi Wahidul Alam, Editor, The Bangladesh Monitor also spoke at the inauguration ceremony.

Kazi Wahidul Alam, Editor, The Bangladesh Monitor, the organiser of the fair, said, until now, the youth were not sure what would be a better option for them to choose as a career path in this trade and what they should do to pursue their career in the right direction.

Hence, those seeking to pursue a career in the aviation, hospitality and travel industry found excellent opportunities at the fair, he further noted.

Young job seekers who are willing to join the travel and tourism industry had the opportunity to directly interact with the employers during the fair, while, the employers recruited suitable candidates on the spot, claimed Kazi Wahidul Alam.

On the other hand, those who are thinking of pursuing a career in the industry were able to know about the scope of education and training in the field.

During the two-day fair, three career guidance seminars were organised on different topics where relevant experts and professionals shared their knowledge with the audience to help them in choosing a suitable career for themselves.

On March 19, a seminar was organised on the topic "Career Building in Airline Sales and Marketing." On March 20, there were two seminars titled "How to become a hotelier" and "Career Building as an Airline Pilot" in the morning and afternoon respectively.

Ten lucky winners also had the exciting opportunity to win air tickets and staycation packages as raffle prizes at the fair.

It may be mentioned here, according to a latest estimate by the International Air Transport Association (IATA), the travel trade sector has, so far, created 17,000 direct jobs worth USD 246 million in Bangladesh. IATA further noted that this industry supports 120,000 jobs in Bangladesh, of which 30,000 jobs in its supply chain and 65,000 jobs in the tourism sector.

Against this backdrop, the travel service providers in the country are on the rise, opening up new avenues of services, like online travel agencies, travel technology establishments and others.

Likewise, the hospitality industry of the country is also registering a rapid growth. Dhaka, as well as other cities of the country, have been witnessing the entry of major international hotel chains one after another and more are in the offing.

All these positive developments are creating a new job market for thousands of employees, both skilled as well as entry-level executives, who would like to build up their careers in the aviation, travel and hospitality sector.

Hence, such a job and career fair in Bangladesh travel trade is crucial considering the demand of today's time while an initiative like this should be made more and more, said the State Minister for Civil Aviation and Tourism Md Mahbub Ali on the concluding day of the fair.



Partial view of Job and Career Fair in BD Travel Trade at Pan Pacific Sonargaon on March 19-20—Photo : Monitor

First ever job, career fair in BD travel trade held to meet industry's HR crisis

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(Contd. on page 9)



Technonext representatives offering floral greetings to Mahbub Ali

First ever job, career fair in BD travel trade

(Contd. from page 1)

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Visitors by the US-Bangla Airlines pavilion

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In this backdrop, the timing of such a job and career fair in the country's travel trade sector could not be more perfect, he added.

The opening ceremony was also addressed by ASM Fakhru Islam, Vice Chancellor, Bangabandhu Sheikh Mujibur Rahman Aviation and Aerospace University.

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Hence, those seeking to pursue a career in the aviation, hospitality and travel industries, found excellent opportunities at the fair, he further noted.

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First ever job, career fair in BD travel trade held to meet industry's HR crisis

-Ahmed Tanvir Shams

Date: 01 April, 2023 | 276 Views



Partial view of Job and Career Fair in BD Travel Trade Pacific Sonargaon on March 19-20 Photo : Monitor

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Link: <https://www.bangladeshmonitor.com.bd/lead-news-details/first-ever-job-career-fair-in-bd-travel-trade-held-to-meet-industrys-hr-crisis>

My mistakes: This was the biggest event I covered during my internship. There were plenty of things happening amid the two-day event. So, I missed a few parts of the different events happening on the sidelines

My challenges: Since I missed a few parts of the different events taking place on the sidelines, it was hard for me to cover. But I did manage to keep myself up to speed and managed to find what I missed

My learnings: Always be punctual to events. Keep your eyes and ears sharp. Act fast, respond quick. If something is missed out, find it from the peers

Project-6

Project Title: Eid season travel booming with change in trends currently

Published Date: April 16, 2023

Project Description: Plenty of domestic and outbound travel take place during the Eid holidays. Plenty of tour packages are sold and all the hotels in the popular tourist destinations of the country remain fully booked. This report shows the current scenario of air travel, hospitality and tourism during the Eid al-Fitr holidays that passed recently this year

My responsibility: To find out the numbers, figures and scenario of air travel, hotel bookings, tour package sales and travel trends during the holidays of Eid al-Fitr this year. I took comments, views and information from relevant sources from the industry

Original copy:

Eid season travel booming with change in trends currently

- Ahmed Tanvir Shams

Dhaka: The holy Eid al-Fitr is on its way and with it comes the biggest holiday season of the year for the country's people. As always, people utilise the holidays to travel both domestically and internationally for leisure and VFR purposes. This year's Eid holidays are no exception. While some industry stakeholders claim they are receiving more customers than last year, the number is yet to surpass pre-pandemic levels but will soon do so as indicators show the gradual rise in travel numbers. However, in the current economy, with everything else, travel expenditure is increasing too and this is resulting in a change in travel trends.

Domestic travel

Domestically, Cox's Bazar welcomes the highest number of leisure travellers followed by Chattogram and Sylhet. Country's airlines are gearing up to carry travellers to these popular destinations while hotels are preparing to welcome the surge.

On the other hand, Saidpur, Jashore, Rajshahi and Barishal witness plenty of VFR traffic from Dhaka as many people return to their hometowns during the Eid holidays to spend the occasion with their families, relatives and friends.

Kamrul Islam, General Manager—PR of US-Bangla Airlines talking to The Bangladesh Monitor said the flight bookings for Eid season travel on these routes are mostly starting from the 25th Ramadan which is April 17 and are lasting till the end of Eid holidays, that is April 24.

Load factor on flights to these destinations will be almost full during this period, expects Kamrul Islam, as per the bookings they are receiving currently.

NOVOAIR's Head of Sales and Marketing Mesbahul Islam also mentioned talking to The Bangladesh Monitor that the airline is receiving flight bookings for dates even after April 24-25 as many take additional leaves after Eid holidays too.

He also expects 90 per cent load factor on flights on these popular routes from April 17 to April 22 and 80 per cent from April 24 onwards.

The airlines may also add additional one or two frequencies if the demand rises, they mentioned.

Sabbir Ahmed, Managing Director of Cosmos Holidays, talking to The Bangladesh Monitor, said, they are selling tour packages for Saint Martin, Sundarban and Sajek as well, apart from Cox's bazar.

Cosmos already sold tour packages to over 150 customers for Cox's Bazar, Saint Martin, and Sundarbans, he mentioned.

Hotels in the most popular tourist spot—Cox's Bazar—are ready to embrace the rush of guests.

Md Imran Humayun Khan, Head of Sales and Marketing, Ocean Paradise Hotel and Resort in Cox's Bazar, talking to The Bangladesh Monitor, claimed they will be welcoming guests in two slots—one after Eid from April 24 to April 26 and another during the following weekend from April 27 to April 29.

During these two time periods, the occupancy at their hotel will be full, as per the bookings they are receiving currently.

Also, on the occasion of Eid, hotels make exclusive entertainment arrangements for the plentiful room guests. For instance, Ocean Paradise is holding a concert on April 27 where the popular music band Aurthohin will be performing, mentioned Humayun Khan.

It may be mentioned here, all the hotels countrywide bring out attractive offers, discounts and staycation packages for the guests on Eid.

Ocean Paradise is offering 20-30 per cent discount on room rates from April 24 to April 26 and special staycation package at BDT 15499 from April 27 to April 28.

Mohiuddin Khan Khokon, Director of Sales and Marketing of Hotel The Cox Today, another five-star property in Cox's Bazar, expressed they will be fully booked during the Eid holidays till the following weekend.

Khokon also looks after two other properties D'more Bandarban and D'more Sajek which are also getting good amount of bookings on Eid holidays, however, he mentioned, no other destination tops Cox's Bazar always in terms of welcoming the highest number of tourists.

On the other hand, many from the capital do not wish to go on a long tour. Instead, they set out on a day long trip to Gazipur or nearby other destinations, said Joynab Akter, Cluster Human Resources Manager of Sarah Resort in Gazipur.

He added, their resort will also be having a full occupancy during the Eid holidays. Plenty of couples and friend groups set out to go on a day long trip to Sarah Resort while families mostly opt for their exclusive staycation packages on the occasion of Eid, he further mentioned.

International travel

Besides domestic travel, plenty of international travel is also taking place during this year's Eid holidays, just like any other year. The pandemic put a halt to it for a few years but since the world started recovering and the countries reopened their doors, it is full-fledged up and running again.

Ajit Kumar Saha, CEO of Lexus Holidays, said they have sold double amount of travel packages for this year's Eid holidays compared to last year. Already, Lexus sold international travel packages to over 370-400 customers, he added.

According to Ajit Kumar Saha, the travellers are purchasing international travel packages to Singapore, Maldives, Thailand, Dubai, Malaysia, Turkey, Jordan, Nepal, Vietnam, India and even Europe.

Packages at Lexus for these destinations range from BDT 65,000 to BDT 4 lac.

Sabbir Ahmed, Managing Director of Cosmos Holidays also shared similar numbers. So far, Cosmos too sold travel packages for Dubai, India, Thailand and other destinations to over 350 customers.

Zahirul Romman, CEO of Discovery Tours and Logistics, mentioned that they too sold over 100 packages by now to Thailand, and Singapore each, costing around BDT 70,000 to BDT 80,000.

Discovery also sold plenty of packages for Europe even, noted Romman.

NOVOAIR's Mesbahul Islam also shared their international flight to Calcutta is always full and so it will be during the Eid holidays too.

Kamrul Islam from US-Bangla Airlines reiterated that they will be having a good load factor on their international flights to Maldives, Bangkok, and Dubai during the upcoming Eid holidays.

Also, the traffic on returning flights of US-Bangla from such and many more destinations in their network will also be full as many living abroad return to their home country during Eid holiday, mentioned Kamrul.

US-Bangla also offers holiday packages to Cox's Bazar, Maldives, Kolkata, Dubai and Bangkok which are getting good amount of sales too, according to Kamrul Islam.

However, amid the global economic crisis as well as price hike of every product and service, travel expenditure is increasing. However, that is not stopping people to travel, instead, it is resulting in a change of travel trends, shared Kamrul.

People are shortening their trips to accommodate it to their budget. Earlier, travellers used to go for weeklong trips but now they are shortening it to 3-4 days. Nevertheless, they are not refraining from travel and that is a good sign, concluded Kamrul Islam.



Cox's Bazar buzzing with tourists on Eid holidays as travel enthusiasts go on tours to celebrate the occasion

Eid season travel booming with change in trends currently

—Ahmed Tanvir Shams

Dhaka : The holy Eid al-Fitr is on its way and with it comes the biggest holiday season of the year for the country's people. As always, people utilise the holidays to travel both domestically and internationally for leisure and VFR purposes. This year's Eid holidays are no exception. While some industry stakeholders claim they are receiving more customers than last year, the number is yet to surpass pre-pandemic levels but will soon do so as indicators show the gradual rise in travel numbers. However, in the current economy, with everything else, travel expenditure is increasing too and this is resulting in a change in travel trends.

Domestic travel

Domestically, Cox's Bazar welcomes the highest number of leisure travellers followed by Chattogram and Sylhet. Country's airlines are gearing up to carry travellers to these popular destinations while hotels are preparing to welcome the surge.

On the other hand, Saidpur, Jashore, Rajshahi and Barishal witness plenty of VFR traffic from Dhaka as many people return to their hometowns during the Eid holidays to spend the occasion with their families, relatives and friends.

Kamrul Islam, General Manager-PR of US-Bangla Airlines talking to The Bangladesh Monitor said the flight bookings for Eid season

travel on these routes are mostly starting from the 25th Ramadan which is April 17 and are lasting till the end of Eid holidays, that is April 24.

Load factor on flights to these destinations will be almost full during this period, expects Kamrul Islam, as per the bookings they are receiving currently.

NOVOAIR's Head of Sales and Marketing Mesbahul Islam also mentioned talking to The Bangladesh Monitor that the airline is receiving flight bookings for dates even after April 24-25 as many take additional leaves after Eid holidays too.

He also expects 90 per cent load factor on flights on these popular routes from April 17

(Contd. on page 6)

Eid season travel booming

(Contd. from page 1)

to April 22 and 80 per cent from April 24 onwards.

The airlines may also add additional one or two frequencies on the routes if the demand rises, they mentioned.

Sabbir Ahmed, Managing Director of Cosmos Holidays, taking to The Bangladesh Monitor, said, they are selling tour packages for Saint Martin, Sundarban and Sajek as well, apart from Cox's bazar.

Cosmos already sold over 150 tour packages for Cox's Bazar, Saint Martin, and Sundarbans, he mentioned.

Hotels in the most popular tourist spot-Cox's Bazar-are ready to embrace the rush of guests.

Md Imran Humayun Khan, Head of Sales and Marketing, Ocean Paradise Hotel and Resort in Cox's Bazar, talking to The Bangladesh Monitor, claimed they will be welcoming guests in two slots-one after Eid from April 24 to April 26 and another during the following weekend from April 27 to April 29.

During these two time periods, the occupancy at their

hotel will be full, as per the bookings they are receiving currently.

Also, on the occasion of Eid, hotels make exclusive entertainment arrangements for the plentiful room guests. For instance, Ocean Paradise is holding a concert on April 27 where the popular music band Aurthohin will be performing, mentioned Humayun

Ajit Kumar Saha, CEO of Lexus Holidays, said they have sold double amount of travel packages for this year's Eid holidays compared to last year. Already, Lexus sold over 370-400 international travel packages, he added.

According to Ajit Kumar Saha, the travellers are purchasing international travel packages to Singapore, Maldives,

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Discovery also sold plenty packages for Europe even noted Romman.

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Saint Martin, another popular destination which welcomes plenty of tourists on Eid holidays

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It may be mentioned here, all the hotels countrywide bring out attractive offers, discounts and staycation packages for the guests on Eid.

Ocean Paradise is offering 20-30 per cent discount on room rates from April 24 to April 26 and special staycation package at BDT 15499 from April 27 to April 28.

Mohiuddin Khan Khokon, Director of Sales and Marketing of Hotel The Cox Today, another five-star property in Cox's Bazar, expressed they will be fully booked during the Eid holidays till the following week-

For details, Please Call:

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Khokon also looks after two other properties, D'more Bandarban and D'more Sajek, which are also getting good amount of bookings on Eid holidays. However, he mentioned, no other destination tops Cox's Bazar in terms of welcoming the highest number of tourists.

On the other hand, many from the capital do not wish to go on a long tour. Instead, they set out on a day long trip to Gazipur or nearby other destinations, said Joynab Akter, Cluster Human Resources Manager of Sarah Resort in Gazipur.

Joynab added, their resort will also be having a full occupancy during the Eid holidays. Plenty of couples and friend groups set out to go on a day long trip to Sarah Resort while families mostly opt for their exclusive staycation packages on the occasion of Eid, Joynab further mentioned.

International travel

Besides domestic travel, plenty of international travel is also taking place during this year's Eid holidays, just like any other year. The pandemic put a halt to it for a few years but since the world started recovering and the countries reopened their borders, it is full-fledged up and running again.

Kamrul Islam from US-Bangla Airlines reiterated that they will be having a good load factor on their international flights to Maldives, Bangkok, and Dubai, among others, during the upcoming Eid holidays.

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Date: 16 April, 2023 | 284 Views



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Link: <https://www.bangladeshmonitor.com.bd/lead-news-details/eid-season-travel-booming-with-change-in-trends-currently>

My mistakes: In the report, I used “good amount of bookings” where as “a good number of bookings” is more appropriate. Also, if there are different paragraphs on different angles, it is better to use subheads to highlight them.

My challenges: I contacted plenty of sources to take comments for this report. It was challenging to reach them all over phone but I managed, racing against time

My learnings: Use subheads to set one paragraph apart from another

Project-7

Project Title: Graduate as world-class pilot from ultramodern Emirates Flight Training Academy, meet looming aviator shortage

Published Date: April 16, 2023

Project Description: As part of the media trip arranged by Emirates to Dubai, we visited the renowned Emirates Flight Training Academy. The airline took us on a tour of the facility to show its features and organised an interview with the VP of the flight training academy

My responsibility: To visit the facility and see its features. Then to take interview of the VP of the academy and make an overall story about the training academy.

Original copy:

Graduate as world-class pilot from ultramodern Emirates Flight Training Academy, meet looming aviator shortage

- Ahmed Tanvir Shams, back from Dubai

Dhaka: Boeing predicted the global need for 804,000 pilots between 2020 and 2040 while noting the demand for corporate pilots is expected to grow by 5 per cent annually. This leaves a global gap of 34,000 pilots by 2025 while Asia Pacific, with a faster growth trajectory is projected to have a shortage of 23,000 pilots by 2029. On top of it, there have been recent instances that showed the country's national carrier Biman Bangladesh Airlines suffering severely from the lack of quality pilots. In this context, the state-of-the-art Emirates Flight Training Academy in Dubai can come to the rescue.

Explore the Emirates Flight Training Academy (EFTA) in Dubai South, Dubai World Central (DWC), which offers facilities like their own 1 million sqft long airport, dedicated fully lighted 1800 m long runway, 24/7 operations, ILS capability, parallel taxiway, 24 parking bays all shaded soon to be extended to 36, air traffic control tower, fire and rescue services, maintenance hangar, GPS landing system, MRO, and five state-of-the-art simulator facilities, which no cadet will find in Bangladeshi flying schools.

Capt Abdulla Al Hammadi, Vice President of EFTA said this recently at a media briefing at his office in Dubai.

Emirates arranged a trip for aviation and tourism reporters from five media houses in Bangladesh to get a first-hand experience about the airline's operations, flight training academy and SkyCargo facilities.

“The challenging ATPL (Airline Transport Pilot License) programme uses the latest cutting edge technology with bespoke software created by Boeing for EFTA. Through a mix of self-learning and training with our experts, the course takes you from zero flying hours to the level of first officer – with the exclusive chance to apply to Emirates straight from graduation,” added Al Hammadi.

Using state-of-the-art technology and flight training in advanced multiengine aircraft, one can learn the skills to fly a Boeing 777 aircraft to the level of a commercial airline pilot, he further mentioned.

There are at least 27 aircraft under EFTA, including 22 Cirrus SR22 G6, which is the backbone of the EFTA fleet. Besides, EFTA has five Embraer Phenom 100EV aircraft.

“We also have three more Diamond DA42 aircraft coming to the fleet. Hence, by end of March or starting of April, we will have 30 aircraft in total under EFTA,” added Al Hammadi.

"The training begins with two weeks of classroom-based instruction on the Cirrus SR22 G6 aircraft, followed by over 196 hours of simulator and aircraft flying instruction. After which a trainee will be ready to take the Commercial Pilot License (CPL) flying skills test," claimed Capt Al Hammadi.

"Our continuously advancing technology and progressive curriculum empower cadets to go beyond the extraordinary and become world-class pilots," Hammadi noted.

Located in proximity to Al Maktoum International Airport in Dubai South, the main building features 36 interactive classrooms equipped with software designed by Boeing specifically for EFTA, while its flight operations centre provides cadets with complete hands-on training with the latest equipment and technology.

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Currently, there are 300 cadet pilots of 15 nationalities at the academy against a capacity of 600.

The total cost of the 21-months long training programme at EFTA is USD 181,000 all-inclusive or BDT 2 crore per student. This includes accommodation, recreational facilities, meals from Emirates Flight Catering, room service in every two weeks, uniform, laundry, course and exam fees, among others, stressed Capt Al Hammadi.

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Link: <https://www.bangladeshmonitor.com.bd/backpage-details/graduate-as-world-class-pilot-from-emirates-flight-training-academy-meet-aviator-shortage>

My Mistakes: Headline turned out too long. There were some mistakes with hyphens in the report body

My challenges: For this report, we had to undergo some training ourselves at the flight training academy such as the flight simulator so that we can understand the concept better and write properly. It was challenging but exhilarating at the same time

My learnings: Keep headlines as precise and short as possible. Do not make any punctuation mistakes in the report. Don't make any mistake with wordings and hyphens.

Project-8

Project Title: New door of tourism opens for Bangladeshis as country gets first-ever direct flight to Egypt

Published Date: May 1, 2023

Project Description: From May 14, 2023, Bangladesh will have its first direct air connectivity with Egypt as EgyptAir is starting direct flights on the route. This will pave way for a new tourism and trade opportunity for Bangladeshis between the two countries. This report highlights the potential of the route.

My responsibility: To take interviews of EgyptAir Country Manager in Bangladesh and EgyptAir's GSA in Bangladesh to highlight the potential of the route

Original copy:

New door of tourism opens for Bangladeshis as country gets first-ever direct flight to Egypt

EgyptAir starts flying on Dhaka-Cairo route from May 14, 2023

- Ahmed Tanvir Shams

Dhaka: A new avenue of tourism emerges for Bangladeshis as they can now enjoy seamless travel to the magnificent sites of Egypt from Bangladesh. The new door of historical tourism opens as the state-owned carrier EgyptAir will start operating the first-ever and only direct flights on Dhaka-Cairo-Dhaka route from May 14, 2023.

As per reports, international air traffic to and from Bangladesh hit the highest in four years in 2022, riding on pent-up demand for travel by migrant workers, non-resident Bangladeshis and the upper-middle-class travel enthusiasts.

Bangladesh's airports handled 90.63 lac international passengers in 2022, up 133 per cent from 38.83 lac in 2021, as per data from Civil Aviation Authority of Bangladesh.

The latest travel data even crossed the pre-pandemic 2019 air passenger figure, which was nearly 85.94 lac.

Now, with the new promising horizon of tourism we can see on Dhaka-Cairo-Dhaka route, the international air passenger numbers will only increase further.

Without doubt, Bangladeshi travel enthusiasts would love to see the Great Pyramids, one of the world's seven wonders. The pyramids complex of Giza is the jewel of Egyptian tourist attractions and one of the most popular Egyptian sightseeing places.

Then, Luxor, located on the East bank of river Nile, is one of the most popular Egypt tourist spots. Hailed as the world's largest open-air museum, Luxor is best known for the Valley of Kings that houses rock-cut tombs of ancient pharaohs.

Aswan, on the other hand, is one of the most relaxing Egypt holiday destinations in the Southern part. Aswan is also known for its breathtaking views of the desert dunes and the Nile river.

Talking to The Bangladesh Monitor, Mostafa Magdy Elkady, Bangladesh District Manager of EgyptAir, said, "We have had received many queries regarding direct flight connectivity between Egypt and Bangladesh. Bangladeshis are fascinated to see the historical tourism attractions of Egypt in Alexandria, Giza and many other historical sites."

"Their interest to visit Egypt shows that direct air connectivity on the Dhaka-Cairo route has been a long-pending demand of Bangladeshi travellers," he added.

"Now, we are launching direct flights to cater to their travel needs. Hence, EgyptAir are aiming to facilitate plenty of tourists to travel, first from Dhaka to Cairo, then to Giza, Alexandria, Sharm El-Sheikh, Hurghada and many other points in Egypt," the Bangladesh District Manager mentioned.

Syed Ali Samy, CEO of EgyptAir GSA in Bangladesh, said, Bangladeshi travellers will now be able to enjoy a kind of tourism that is truly unique and unparalleled in nature.

"Faiyum is a destination, only two hours away from Cairo, that boasts a magnificent desert. Bangladeshis can enjoy an exhilarating and fantastic dune safari there," said Samy.

"The Nile river is another must-see attraction. Nile river cruise is an excellent and breathtaking activity that Bangladeshi tourists would love," added Samy.

Initially, EgyptAir will operate two weekly flights on the route from May 14, 2023, and soon the airline will launch its holiday wing EgyptAir Holidays. The holiday wing is aimed at offering travellers unique full board packages.

"We are coming up with affordable packages for all kinds of travellers. We will be bringing the aforementioned new activities which tourists would love to do under our packages. We will also be taking care of every little detail of travel, from hotel to transport and everything in between. Our holiday wing will also recommend the best foods for tourists to have in Egypt, from street food to fine dining. We aim to bring the best possible comfort to our holiday customers. For this purpose, we have our own team in Egypt as well as our local partners to ensure everything goes smooth and right," said Samy.

The airline will operate the first-ever direct flights on the route with the brand new wide-body Boeing 787-9 Dreamliner. The Business Class onboard will have comfortable Diamond seats, mentioned Elkady. 30 passengers can be accommodated onboard in Business Class while 279 passengers in Economy Class.

Also, they have decided to operate Dreamliner because it has more cargo space in the belly hold. EgyptAir targets to carry good cargo from Dhaka to New York, Toronto, and different European destinations.

The flight duration will be 7 hours 15 minutes from Dhaka to Cairo while the return flight will be 7 hours 45 minutes.

“Besides Egypt, we would like to connect Bangladeshis to onward destinations in the airline’s network such as New York, Toronto, Jeddah, Medina, Amman, and Europe as we see great potential of onward travel to these destinations by Bangladeshis,” added the Bangladesh District Manager of the airline.

“We aim to carry migrant workers as well since plenty of such traffic fly from Bangladesh. The airline also eyes to carry Bangladeshis who are now residents of USA, Canada, and Europe as the carrier has great connectivity to the USA, Canada, Africa and most of the European countries.”

However, until now, getting a visa for Egypt from Dhaka has not been easy.

In response to the query, Elkady said they have taken many steps to solve the visa issue.

Firstly, from April 2022, Egypt started allowing visa on arrival to Bangladeshi travellers who already have visas for the USA, the UK, Canada, Shenzhen, Australia, Japan, or New Zealand.

Any other Bangladeshi passenger wishing to travel to Egypt can apply to the Embassy in Dhaka for visa and they will facilitate it.

“We have urged the embassy to ease the process,” Elkady claimed.

Passengers flying on EgyptAir will get to enjoy the great comfort a brand new aircraft offers, said the Country Manager, adding, “You will find great entertainment onboard EgyptAir with full-screen TVs and delicious food both local and international.”

It may be mentioned here that the airline will be boarding fresh inflight meals from Biman Inflight Catering from Dhaka. Hence, passengers will be able to meet their cravings for local food and have a taste of home in between indulging in mouthwatering international food.

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EgyptAir will be the first and only carrier to operate direct flights on the route and Egypt promises unparalleled site seeing that travellers won’t find anywhere else. These two unique factors give Egypt and EgyptAir a competitive advantage.

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(Contd. on page 6)

New door of tourism opens for Bangladeshis

(Contd. from page 1)

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For details, Please Call:

0173-0024-487



New door of tourism opens for Bangladeshis as country gets first-ever direct flight to Egypt

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Date: 02 May, 2023 | 281 Views



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Oldest full service PR Agency in Bangladesh

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Link: <https://www.bangladeshmonitor.com.bd/lead-news-details/new-door-of-tourism-opens-for-bangladeshis-as-country-gets-first-ever-direct-flight-to-egypt>

My Mistakes: Could have gotten more bytes about the potential of the upcoming new route from other relevant stakeholders of the aviation and tourism industry

My challenges: To manage time to get more comments from other stakeholders of the industry to see what they think about the new route

My learnings: Start work sooner, work in-depth and provide more views

Internship Outcome

I was excited to work at a leading press and I was not disappointed. Through this internship program, I have learnt plenty about news reporting, writing and editing.

I have better communication skills now to do good investigative reports on different subjects and events of aviation and tourism.

My writing skills have gotten better. I can write quickly now and cover news stories efficiently.

I have gotten more punctual in meeting deadlines and time schedules.

Through working in the field, my network in the sector has expanded.

Also, this internship allowed me to have a good experience in working in the field and do different types of news stories. I now know how to:

- Contact relevant sources to take comments/bytes for my news reports
- Write, construct and edit different types of news reports such as lead stories, investigative reports, features, exclusive stories, press releases, collected news etc
- Take interviews to do a news story
- Work in the field
- Cover event
- Communicate with relevant sources to make news reports
- Be fair in reporting
- Be informative with my reports
- Be relevant
- Translate news properly
- Meet deadlines
- Be more punctual with schedules
- Collect information from sources effectively
- Adapt to office culture/environment
- Be more flexible in different situation and circumstances to serve the work purpose
- Have more knowledge and insights on the aviation and tourism sectors of the country and the world

Workplace Log

Feb 1, 2023 :

- first day at The Bangladesh Monitor
 - Reported at office on 10:00 am
 - was introduced with staff, shown my desk, familiarized with equipment and acquainted with senior as well as learned chain of work
 - met my supervisor. He gave me tips and directives for work purposes as well as some contents of relevant sources too
 - worked on press releases and uploaded them online
 - Covered some news reports for online about local + int'l events, affairs and environments, ~~also~~ as well as crisis/issue in the aviation and tourism sectors
 - translated some collected news for upload online
- Left office at 3:00 pm

Feb 14, 2023:

- Reported at office on 10:30 am
- Prepared news from PRs, current affairs, sources etc, uploaded them online
- Prepared latest news reports for the print issue to be published on February 16 on affairs in the aviation, tourism, cargo, hotel, restaurant, lifestyle, corporate, and banking sectors of the country and the world.
- Prepared a news story on Iqbal Masih language day being promising cultural heritage tourism product of the country for the issue to be published before Mother Language Day (Feb 16)
- Collected information from different sources including organisation sponsorships also I contacted from desk such as BPE, Bujal Pajal Corp, BD Tourism Board and Pan Pacific Songkhro hotel for the news

Feb 15, 2023:

- Page makeup of The Bangladesh Monitor's fortnightly issue underway
- worked on preparing dummy of newspaper issue. Once done, goes to the ^{graphic} ~~public~~ designers who design the newspaper issue ^{on} software.
- Corrected/ proof read the news put on the issue
- Once done, and approved by the seniors and editor, the issue went to the press for printing

Feb 16, 2023:

- went to Dubai as part of a media visiting team of BD aviation and tourism ~~reporting~~ reporting organized by Emirates Airline

Feb 17, 2023:

• visited Emirates' headquarters in Dubai and took interview of Emirates' SVP

Feb 18, 2023:

• visited Emirates SkyCargo facility in Dubai Airport, global cargo hub, took interview of the cargo SVP of Emirates

Feb 19, 2023:

• visited Emirates' Flight Training Academy in Dubai, took interview of Emirates Flight Training Academy's VP

Feb 21, 2023:

• Returned back to Dhaka from the media visit from Dubai

Feb 27, 2023:

- Wrote the story based on Emirates SVP's interview for publication in the March 1st issue
- Wrote other news for the upcoming print issue
- prepared and uploaded news ^{online} ~~online~~

Feb 28, 2023

- page makeup of The Bangladesh Mirror
- another issue of condewing
- worked on preparing the dummy of the newspaper issue. Once done, it went to the graphic designers who design the ^{issue on} software
- Corrected / proofread the news on the issue
- Finally, once done and approved by the seniors and editor, the issue was sent to the press for printing

March 2, 2023:

- Attended seminar at Pan Pacific Sonoma Hotel where aviation industry stakeholders and representatives were present to discuss ^{various} ~~can~~ issues of the industry. State Minister for MOCAT was the chief guest

March 13, 2023:

- Wrote a story with the event findings mentioned above for publication in the March 16 issue
- wrote other news for the upcoming print issue
- prepared and uploaded news online

March 14, 2023:

- Prepared a news report on the Global Logistics Hub in Dubai, Emirates ~~Singapore~~ ^{Jawahar}, that I visited during the recent media visit to Dubai
- uploaded news online

March 15, 2023:

- Page makeup of The Bangladesh Amriti's another issue underway
- Prepared the dummy of the newspaper issue. One day, goes to the graphic designing who design the newspaper on software.
- Corrected / proofread news of the issue
- Finally, once approved by seniors and editor, the issue goes to the press for printing

March 19, 2023:

- visited the first-ever job fair in country's travel trade at Sonargaon Hotel

attended the inaugural ceremony of the fair. CAAB Chairman was chief guest. A seminar held on the sidelines uploaded news online

MON TUE WED
March 20, 2023:

- Attended another two seminars on the sidelines of the fair's second day
- Attended the closing ceremony of the fair attended by the State Minister for MoCAT
- Uploaded news reports online

March 29, 2023:

- Prepared a story on the first ever job fair in country's travel trade that I visited for publication on the April 1st issue
- Prepared other news for the upcoming issue

March 30, 2023:

- Page makeup of The Nation issue
- Proofed layout
- Corrected / proofread the issue
- Once approved by senior editor went to print in the press

April 13, 2023:

- Prepared a story on Emirate Flight Training Academy that I visited during the media trip to Dubai
- uploaded news online

April 14, 2023:

- Prepared a news on Eid season panel for the upcoming April 16 show, before Eid al-Fitr
- Contacted spokespersons from airlines like US-Bangla, NOROTHIR from desk to get info, comments and updates for the story
- Contacted travel agency like Cosmos, Upas and Discovery
- Contacted hotels in Cox's Bazar like Ocean Paradise, Cox today, and Dhaka's Sarah Sherol

April 15, 2023:

- Page makeup of the Bangladesh Monitor latest issue underway
- Reorganized during
- corrected/proofread few news
- One line, and approval by senior reporter and editor
it went to print in the press

April 27, 2023:

- Visited EgyptAir's office in Dhaka
- Took a tour of EgyptAir's country manager BD and the SSA in BD's CEO

April 29, 2023:

- prepared a news story on new direct air connectivity between Dhaka and Cairo by EgyptAir for May 1st issue

April 30, 2023:

- Page making of The Bengladeshi Monitor's May 1st issue
- Prepared the dummy
- Corrected / proofread news
- Once approved by Sr. Managing editor, went to print
- Left office late at 8:00 p

May 1, 2023:

- Reported at office at 10:00
- Completed finalizing of internship ending
- Last day of internship
- Left at 6:00 pm

Internship Appraisal

I have worked sincerely hard during my internship at The Bangladesh Monitor. I was nervous in the beginning but with time I adapted, I learned the industry and workplace practices. I have come out competent, experienced and skilled.

I worked for 12 weeks as a reporting intern, six days a week, and for 4 hours a day on average. However, during page makeup days before publication, I often worked late till 8:00 pm even.

I have learnt a great deal from The Bangladesh Monitor. My internship experience at the media was very fruitful. Overall, I would mark myself at least 8.

Moreover, my supervisors and colleagues were wonderful. They had been very supportive and helpful. Not only did I enjoy working with them but also, I learned a lot from them. The work culture and the environment was warm.

Specially, my deepest gratitude goes to my supervisor who showed me the ropes. Without his guidance, I would not have come this far.

After the internship, I was able to put my academic knowledge to industry practices and have a truly learning working experience which has sharpened my skills and capacity for a more challenging role.

SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Ahmed Tanvir Shams

University ID: 151012016

Name of the Institute/Organization:	The Bangladesh Monitor		
Corporate Office Address:	Bay's Park Heights, Level-5, Plot-2, Road No-9, R/A, Dhaka 1205		
Email:	info@bangladeshmonitor.net	Web:	https://bangladeshmonitor.com.bd

1. During a typical week, approximately how many hours did you dedicate to your internship?

24 hours

2. Was your internship paid? If yes, how much?

No

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☐ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

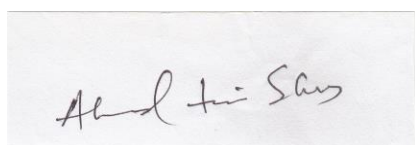
1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	4
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	4
7	I have a sense of personal achievement.	3
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	4
11	I have the ability to work cooperatively with others	4
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	3

14	I feel more connected to my community	3
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	4
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	3.9

5. General Comments

I thoroughly enjoyed working as an intern at the host organization. I had a great opportunity to put my academic learning to good use in practical experience.



Signature of Intern

Professional competence

Reporting: I have learnt to write several different types of news reports during my internship

Interviewing: During my internships, to write stories, I have conducted plenty of interviews of relevant personnel from both over the phone and in person

Covering events: I have attended plenty of events to do news coverage during my internship. These events were mostly from the aviation, tourism, banking, corporate and hospitality sectors

Working under pressure: Journalism is all about being efficient, fast and punctual. During my internship, I have had to meet plenty of deadlines and work under pressure in a hurry most of the time. Also, amid this pressure, I have successfully brought out something worthwhile for the readers.

Communicating: Through this internship, I have had to communicate with plenty of industry people. This broadened my communication skills

Networking: Another reason behind my now better communication skills is networking. Networking with the industry people bore so many fruits for me. I now have a good network and sources.

Confidence: With the academic knowledge learned from ULAB, I started the internship hoping the field experience will further enrich my skills and so it did. In the end, I am definitely coming out with more confidence to be a professional journalist.

Appendix



Front of the May 1-15, 2023 Print Issue of The Bangladesh Monitor



HOTEL RAZMONI ISHA KHA

(Five Star Facilities)

Bar Lobby Restaurant Room

10th Floor: Suite Room \$ 150 Tk, 12,000; Executive Suite \$ 250 Tk, 12,000; Semi Suite \$ 125 Tk, 10,000; Superior One \$ 200 Tk, 8,000; Single Room \$ 50 Tk, 5,000. All Taxes Included.

Complimentary Breakfast

For more information, please contact: 8963, VIP Road, Katra, Dhaka, Bangladesh. Tel: 48322426, Fax: 880-2-48315369, Mobile: 017760004614, E-mail: razmoni@razmoni.com, www.hotelrazmoni.com

Hundreds of offers in Dubai for Emirates travellers

A Monitor Report

Dubai, Emirates has announced the return of its popular 'My Emirates' app. Starting from May 1, 2023 to September 30, 2023, the app will offer exclusive offers to its members. The app will provide exclusive offers at hundreds of locations in Dubai and the ME.

Emirates customers flying through Dubai can enjoy a wide range of offers, including exclusive discounts on shopping and family entertainment experiences. The app will also provide exclusive offers on dining, retail, and leisure activities. The app will be available on both iOS and Android platforms.

Emirates customers can book their holiday to Dubai through the app. The app will provide exclusive offers on flights, hotels, and car rentals. The app will also provide exclusive offers on shopping and family entertainment experiences.

Emirates customers can also enjoy exclusive offers on dining, retail, and leisure activities. The app will provide exclusive offers on hundreds of locations in Dubai and the ME.

THAI Airways renews distribution agreement with Sabre

A Monitor Report

Bangkok, Thailand's Airways has renewed its distribution agreement with Sabre, the global leader in travel technology. The agreement will help Sabre to provide better service to its customers and to expand its reach across the region.

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InterContinental Dhaka's Eid offers continue

A Monitor Report

Dhaka, InterContinental Dhaka is offering a special Eid package for its guests. The package includes a stay at the hotel, a buffet breakfast, and a special Eid dinner. The package is available for guests who book by May 15, 2023.

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The package includes a stay at the hotel, a buffet breakfast, and a special Eid dinner. The package is available for guests who book by May 15, 2023.

Delicious theme night buffet dinner at Holiday Inn Dhaka City Centre

A Monitor Report

Dhaka, Holiday Inn Dhaka City Centre is offering a special theme night buffet dinner for its guests. The dinner is available for guests who book by May 15, 2023.

The dinner is available for guests who book by May 15, 2023. The dinner is available for guests who book by May 15, 2023.

The dinner is available for guests who book by May 15, 2023. The dinner is available for guests who book by May 15, 2023.

Dhaka Regency's Eid Fiesta runs on

A Monitor Report

Dhaka, Dhaka Regency is offering a special Eid Fiesta for its guests. The Fiesta is available for guests who book by May 15, 2023.

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Crowne Plaza Dhaka Gulshan o marvelous May brunch

A Monitor Report

Dhaka, Crowne Plaza Dhaka Gulshan is offering a special marvelous May brunch for its guests. The brunch is available for guests who book by May 15, 2023.

The brunch is available for guests who book by May 15, 2023. The brunch is available for guests who book by May 15, 2023.

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Inner pages of the May 1-15, 2023 Print Issue of The Bangladesh Monitor

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Airlines maintaining focus on air cargo: IATA DG

A Monitor Report
 Montreal: Airlines are still maintaining the focus they put on air cargo during Covid-19, said Willie Walsh, Director General of IATA. Reports cited Walsh from the IATA World Cargo Symposium in Istanbul, saying that it was natural that airline management would focus on passenger operations as carriers continued to roll out networks following the pandemic. However, he added that the focus on cargo that had developed over the last couple of years would continue.

"Airline management teams have a much greater appreciation for cargo, how the cargo industry operates, the value of it, what it meant to the industry and what it meant to airlines in terms of cash generation through that very difficult period in 2020 and 2021," Walsh said.

Walsh pointed out that there has been a spate of combination-carrier investments in freighters as airlines realise the importance of all-cargo aircraft for some of the contracts they compete for. He also pointed out that from a business perspective, it makes

sense for carriers to diversify revenue streams to offer protection against market disruption. Cargo, like a wide geographic spread, has a role to play in this approach, he said. On IATA's future focus on cargo, Walsh said that sus-

cargo, as well as the wider aviation industry, is recruitment.

He felt that some of the recruitment issues aviation has experienced of late were temporary rather than structural and would ease as people regained confidence that the sector was through the recent phase of uncertainty.

Another trend in cargo in 2023 has been declining rates as capacity increased and demand subsided.

Walsh said that this drop-off in pricing is partly related to cargo increasingly being able to share the cost of operating with the passenger side of the business.

He explained that during the pandemic, cargo had to bear the brunt of the fuel, airport and landing fee costs rather than an incremental part of the cost as they were shared with passenger operations.

"The cost associated with transporting a kilo of cargo went up significantly during the pandemic and it looked like the yields showed massive profits, but what it didn't show was the significant increase in costs," he said.



Willie Walsh

sustainability was top of the agenda, with digital transformation and safety and security also of importance.

"In terms of threat to our industry, it is sustainability," he said.

Walsh said that he has been surprised that there is a greater emphasis on sustainability from cargo customers than on the passenger side of the market.

He said the pick-up on offsetting and paying for sustainable fuel was just 1 per cent in the passenger market.

Another challenge facing



Global tourism sector to reach USD 9.5tn in 2023: WTTC

A Monitor Report
 London: Research by the World Travel and Tourism Council (WTTC) revealed that the global travel and tourism sector is approaching 2019 levels, recovering by more than 95 per cent in 2023. Data provided by the WTTC also showed that in 2023, the sector is expected to reach USD 9.5 trillion, which is only five per cent below pre-pandemic levels.

The same source emphasised that 34 countries have already exceeded the levels of 2019, as per reports. According to WTTC figures, the global tourism body also predicts that employment in this sector will soon recover to 95 per cent of 2019 levels. In 2022, the recovery of the travel and tourism sector continued apace, marking a 22 per cent year-on-year growth, to reach USD 7.7 trillion, representing 7.6 per cent of the global economy of the same

year. This is the highest contribution of the sector since 2019, even though its global GDP is still 22.9 per cent behind the 2019 peak.

At the same time, there was an increase in the global sector by 24.7 per cent from year to year.

Based on WTTC research, from a pre-pandemic high of more than 334 million employees, this sector saw a loss of nearly 70 million to bring the total number of employees in 2020 to just 264 million. Most jobs were lost during the first year of the pandemic.

Meanwhile, after a recovery of 11 million jobs in 2021, the sector managed to create a total of 21.6 million new jobs in 2022 to reach more than 295 million jobs globally - one in 11 jobs worldwide. As for spending by overseas visitors, it increased by a record 82 per cent to reach

USD 1.1 trillion in 2022.

In this regard, President and CEO of WTTC, Julia Simpson, noted that the travel and tourism sector continues to recover positively, thus demonstrating the resilience of the sector and the enduring desire to travel.

"By the end of the year, the sector's contribution will be within touching distance of the 2019 peak. We expect 2024 to exceed 2019. Travel and tourism will be a growth sector over the next ten years," she further noted.

Moreover, WTTC predicts that the sector will increase its contribution to GDP to 15.5 trillion, representing 11.6 per cent of the global economy.

During this period sector will also employ 430 million people worldwide, with about 12 per cent of the global working population employed in this sector.

All airlines operating in BD must use taka as head line currency

A Monitor Report
 Dhaka: All local and international airlines operating in Bangladesh must use taka as Head Line Currency while setting fares for passenger and cargo transport, effective July 1, 2023.

The Ministry of Civil Aviation and Tourism made the announcement in a circular recently.

Till now, besides the USA, airlines operating in only four countries-Bangladesh, South Korea, Indonesia and Taiwan-have been using US dollars as the head line currency while the rest of the world use their own respective currencies.

Hence, the development, long awaited by the industry

Bangladeshi airlines operating flights to international destinations have to use the respective country's currency as head line currency in their sales centres worldwide.

Also, all other countries in the world use their own respective currencies as head line currency, except the four mentioned above.

In view of that, MoCAT has mandated all airline operating in Bangladesh to do the same and use taka as head line currency while fixing fares for passenger and cargo transport across their sales centres in the country.



It may be mentioned here that

Indian HC in BD opens new visa application centre in Kushtia

A Monitor Report
 Dhaka: High Commission of India in Bangladesh opened its 16th Visa application centre in Kushtia on April 16.

The new Indian Visa Application Centre was inaugurated by High Commissioner to Dhaka Pranya Verma while Member of Parliament from Kushtia-3, Mahabul Alam Hanif, was also present on the occasion.



HC to Dhaka Pranya Verma and MP from Kushtia-3 Mahabul Alam Hanif inaugurating the new Indian Visa Application Centre

This new visa application centre will provide the residents of Kushtia and its adjoining areas seeking visa services to visit India with greater ease and convenience.

"The new IVAC centre will serve as a new platform for promoting tourism, trade and

people-to-people exchange between India and Bangladesh. It reinforces our shared vision of a peaceful and prosperous region where our people can travel, collaborate and exchange ideas with ease and convenience," said the High Commission of India in Bangladesh in a press release.





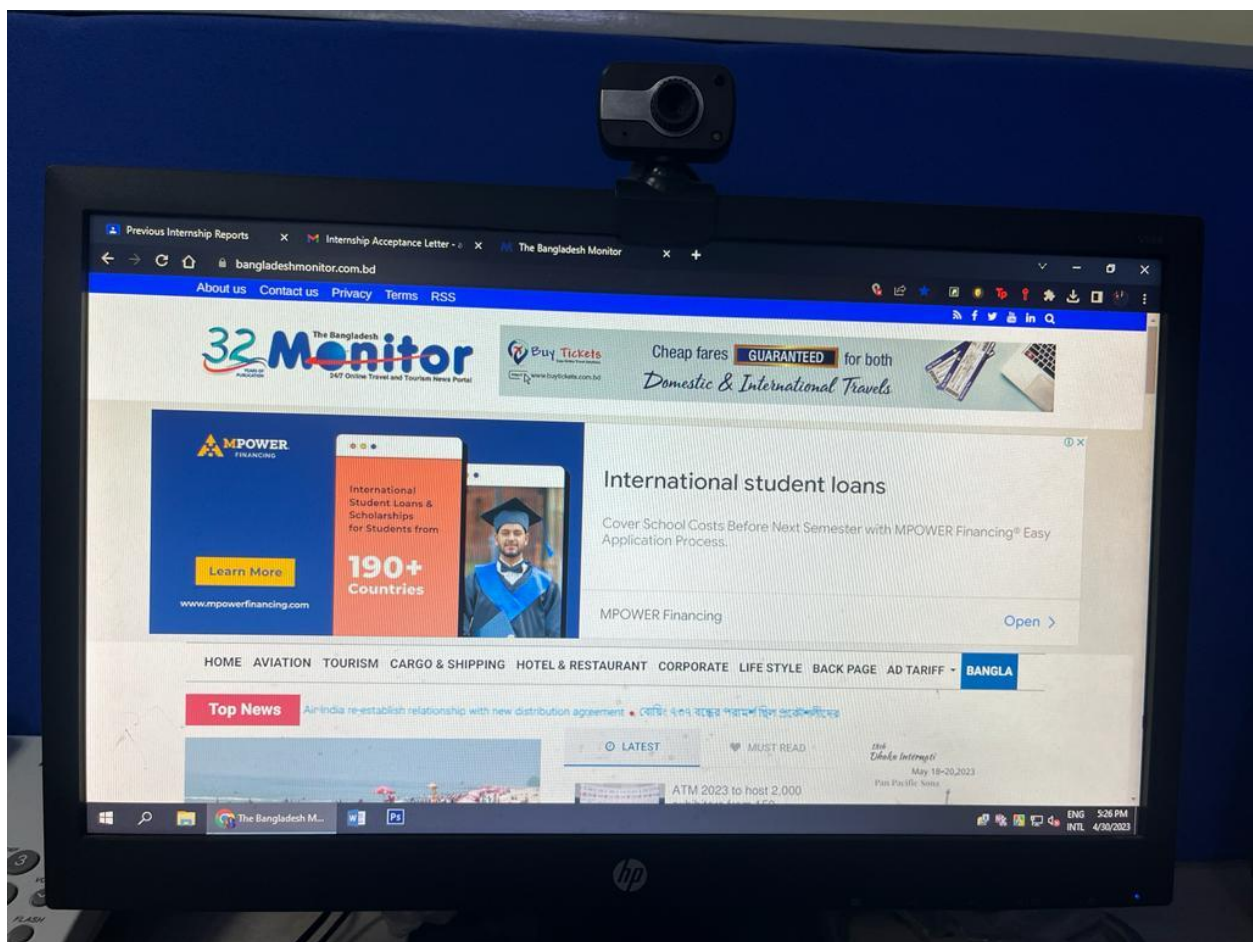

EBL presents the first ever full-suite travel credit card in Bangladesh

- > 15% Discount on Base Fare on selected Local Airlines purchased from ShareTrip for Domestic and International routes
- > Exclusive Airfare for Dhaka-Kolkata-Dhaka from NOV01AIR at BDT 11,500
- > Exclusive 5% discount on Air Arabia for selected destinations of the first year of the card
- > BDT 5,000 worth Holiday Voucher with the welcome pack for specific destinations (Maldives, European countries, Singapore and Uzbekistan)
- > 0% EMI (EBL ZIP) facilities up to 3 months tenor from ShareTrip
- > Discounts and Deals on Hotels in India, Singapore and Thailand & many more



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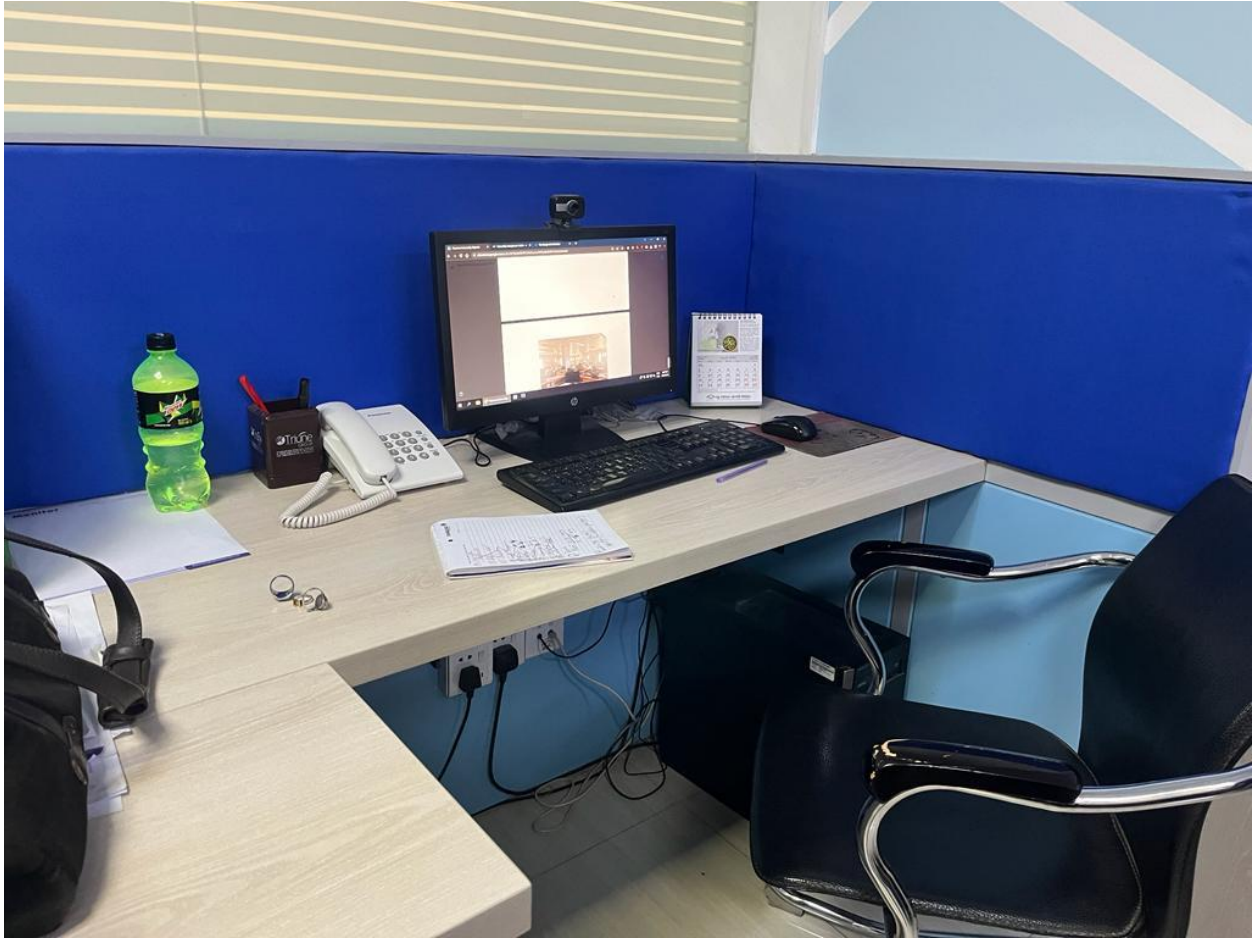




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Workplace



My desk



Me at work