

CURRICULAM VITE

SHAIKH RAHMATULLAH

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PROFESSIONAL SYNOPSIS:

- ❖ An astute professional with 44+ years of experience inclusive of nine years' experience, of Coaching, Training and Capacity Building of the Students, in Tourism Industry.
- ❖ Business Development, Marketing & Sales in Tourism, Travel & Tour Operations, Off-line Airlines Namely U. S. Airways, America West Airlines, bmi British Midland and Aero Mexico. Marketing & Sales of Cruise Industry including Promotion, Hospitality & Client Relationship Management in Tourism and Hospitality Industry.
- ❖ Lived and worked in India, Sultanate of Oman, Saudi Arabia, United Arab Emirates, Thailand, USA, Tajikistan and Egypt. Currently residing in Mumbai, India with the family.
- ❖ Experience of working with different cultures and clients in the Indian and international market place, with a practical understanding of both the markets and how to adapt to each.
- ❖ Very good broad commercial understanding of working with entrepreneurial businesses, having been involved with the setting up and development of many around the Middle East and India.
- ❖ Well experienced in working for and with major global brands.
- ❖ Proven growth records in promoting Thailand and Philippines, in the Middle East, with the Tourism Authority of Thailand and Philippine Tourism.
- ❖ Established Cruise Products of International repute, like Royal Caribbean International, Celebrity Cruises, The Big Red Boat, Seabourn Cruise in Saudi Arabia and Egypt.
- ❖ Responsible for marketing International Hotel Groups namely Sun International South Africa, Centara Hotels and Resorts Thailand, Pangkor Laut Resort, Tanjong Jara Resort, Cameron Highlands Resort, SPA Village Tembok Bali, The Majestic Malacca .Malaysia, Royal Mansour – Marrakesh - Morocco and Maybourne Hotel Group - UK into the Middle East markets
- ❖ Proficient in handling a wide range of travel operations including VIP and Niche clients with reservations, ticketing etc.
- ❖ Possesses skills in creating good public relations with Asians, Arab and Western clients.
- ❖ A skilled communicator with exceptional presentation skills and abilities to get best for the VIPs, CIPs & High End clients in liaising effectively with Airlines, Five Star Hotel Properties, DMC in Europe, Far East and Americas and Embassies.
- ❖ Command over five Indian languages to the level of proficiency and highly competent in Arabic language, at excellent level.
- ❖ Holds the distinction of travelling to over sixty seven countries of the world.
- ❖ A proactive leader and planner with expertise in strategic planning, market plan execution, account management, pre-sales efforts, competitor and market analysis, staffing, management, etc.
- ❖ Provided management, participatory leadership and guidance to office or project teams, through the knowledge and experiences acquired, both abroad and in India.

- ❖ Institution building, governance and policy developing: elaborating schemes in view of establishing or overhauling management structures: defining statutes, organizing interdisciplinary and cross-sector working groups, technical networks, clusters, and coordinating activities involved.
- ❖ Champion for Responsible, Sustainable, Eco and Green Tourism, for over 20 years.
- ❖ Capacity building: recruiting and training personnel; team work and motivation of staff; carrying out workshops/seminars; elaborating training curricula.
- ❖ Branding and Marketing Destinations, drafting and implementing innovative and sustainable concepts (Corporate Identity: mission statement, values, guidelines and vision); drafting and implementing strategic marketing concepts to attract visitors, business people, and investors.
- ❖ Communicating with the public and media: personal contacts, interviews, press talks and conferences; newsletters.
- ❖ Improving the understanding of international tourism and hospitality, customers' expectations and how specific government bodies can contribute to it.
- ❖ Improve the awareness and image of the respective country / state, as a destination for tourists and visitors through application of relevant marketing and brand building approaches.
- ❖ Enhance co-operation between partners in tourism and hospitality in developing and maintaining the Tajikistan brand.
- ❖ Provide support to tour operators in Tajikistan in promoting their products and enhance the quality of products as required in international markets.
- ❖ Coached and trained students, Ministry of Tourism Staff, Tour Operators and Travel Agents on Tourism in Tajikistan.
- ❖ Working with aviation, tourism and travel institute as Tourism Faculty in Mumbai.
- ❖ Volunteered with VSO – Tajikistan, as an adviser to The Committee of Youth Affairs, Sports and Tourism – Dushanbe – Tajikistan.

NOTABLE ATTAINMENTS ACROSS THE TENURE:

- ⇒ Awarded Honorable Tourism Professor Award, at Institute of Entrepreneurship & Service – Tajikistan.
- ⇒ Holder of the Visiting Lecturer of Tourism Diploma, at Tajik State Art Institute – Dushanbe Tajikistan.
- ⇒ AMP National Award for Excellence in Education 2019, from Association of Muslim Professionals.
- ⇒ Successfully marketed international hotel groups in the Middle East through wholesalers, travel agents, airline holiday departments. Increasing their sales and providing additional selling channels.
- ⇒ Organised and supported international hotel groups, with High End and Niche Clientele, during their regional sales blitz to travel and aviation trade of the region. Negotiated and arranged FAM trips for such hotel groups with various airlines of the region.
- ⇒ Holds the credit of promoting, marketing and selling Thailand with Tourism Authority of Thailand in the Middle East.
- ⇒ Also worked for Philippines Tourism, for project based promotion for Saudi Arabia and UAE markets.
- ⇒ Accredited for positioning and promoting off-line carriers in Saudi Arabia viz. U S Airways, bmi British midland and America West Airlines, including their sales growth.

- ⇒ Represented the company on international travel industry platforms like ASTA Conferences, WTM London, ITB, Thai Travel Mart Bangkok, Arabian Travel Market Dubai and Indian National Travel and Trade Shows like SATTE, OTM, BTM and, IITM.
- ⇒ Escorted travel agents and media from the region on different educational trips with Tourism Authority of Thailand, Thai Airways, Emirates Airlines, Etihad Airways, Gulf Air, bmi British midland, US Airways and on Cruises including inspection of ships during ASTA cruise fest in Miami.
- ⇒ Successfully marketed international hotel groups in the Middle East through wholesalers, travel agents, airline holiday departments. Increasing their sales and providing additional selling channels.
- ⇒ Pivotal in sales and marketing planning for sales activities in the Middle East.

AREAS OF EXPERTISE:

Tourism University / Institutes / Colleges / Tourism Ministry Staff Coaching and Training

- ⇒ Holding Classes, Coaching and Training for MSc and Tourism Diploma students, for their Tourism Classes, at the University.
- ⇒ Guiding students for research work on Tourism.
- ⇒ Coached and trained students at State Colleges and Institutes in understanding International Tourism - Tajikistan.
- ⇒ Held regular training and learning sessions for students and employees in different tourism departments.
- ⇒ Training Cargo Students and coaching Personality Development, Communication English and Grooming, to the students.
- ⇒ Completion of assigned modules within prescribed time, with submission of assignment on time.
- ⇒ Participation in curriculum development activities.
- ⇒ Giving proper feedback to students and training department.
- ⇒ Participation in screening of students for job interviews.
- ⇒ Trained and prepared students for different GDS systems – Galileo and SABRE
- ⇒ Coached students for appearing for GDS entries and training them for on-line Galileo and SABRE / Abacus exams.
- ⇒ Consultation and capacity building with regard to international and domestic tourism for tourism stakeholders.
- ⇒ Consultant on Sustainable/Responsible Tourism to the Committee of Youth Affairs, Sports and Tourism – Tajikistan.

Business Development / Marketing & Sales

- ⇒ Conceptualising and executing strategy / market plans for increased sales growth and business development.
- ⇒ Mapping territory and market segmentation, to identify new customer groups to market various products and increase market share.
- ⇒ Implementing business strategies for accomplishment of pre-set targets.
- ⇒ Maintaining sales analysis, client reports and developing sales strategies for business excellence & sales growth.
- ⇒ Converting enquiry calls into sales by persuasion and successful negotiation with clients.
- ⇒ Designing and executing innovative systems and processes for enhanced monitoring and control of resources and improved delivery of customer services.

National Tourism Boards

- ⇒ Preparing and Executing Marketing Plan for each financial year.
- ⇒ Organising and coordinating travel fair participations, including international fairs and travel shows.
- ⇒ Production and distribution of press releases for media and travel and aviation trade on the country's tourism.
- ⇒ Maintaining contacts with travel and aviation trade.
- ⇒ Organising and participation in press and travel agents' educational trips.
- ⇒ Provide market assistance and market information to Suppliers from the destination country.
- ⇒ Monitor and evaluate situations and profitability of Tourism projects.
- ⇒ Participation and the Team Member of Thailand Tourism Authority, holding Halal Tourism Fair at Phuket Thailand.
- ⇒ MC for various Medical Tourism Seminar and Medical Tourism Conferences of Thailand Tourism Authority.
- ⇒ Preparing reports, ad-hoc reports and project reports.

Tour Management

- ⇒ Setting up and conceptualizing tour packages, making reservations in the various travel systems.
- ⇒ Finalizing hotel bookings, liaising with government consulates for visa and related documentation and airlines for bookings.
- ⇒ Maintaining a good rapport with principals such as airlines, hotels, car rental companies, etc.
- ⇒ Overseeing reservation and issuance of various types of tickets such as TAT/ATB/E-Ticket and Virtual
MPDs
Control and maintenance of the stock such as tickets and other cash value documents.
- ⇒ Updating travel agents regarding the latest market deals.
- ⇒ Designing, designing and scripting the itineraries, explaining about the culture, history and leading VIP tour groups from one to four days itineraries in Sultanate of Oman.
- ⇒ Following up with agents regarding cancelled PNRs. Checking confirmation of waitlisted PNRs.
- ⇒ Maintaining a daily activity report.
- ⇒ Reissuing tickets, with or without additional collections.
- ⇒ Assessing queries, checking for flight loads and fares required.
- ⇒ Distributing and explaining fares to the sales department and travel agents.

Customer Relationship Management

- ⇒ Supervising customer service operations for rendering and achieving quality services; providing first line customer support by answering queries and resolving their issues.
- ⇒ Overseeing that all the requirements of the clients are met on time and high quality services are provided to attain high customer satisfaction.
- ⇒ Providing prompt and superior customer support to clients to build market credibility.
- ⇒ Building effective relationship Management with significant clients to ascertain rendering of quality service and achieving customer delight for business retention/enhancement.
- ⇒ Interacting with the guests to troubleshoot on complaints and ensuring satisfaction by achieving service norms.
- ⇒ Ensuring customer satisfaction by achieving delivery and service quality norms, building credibility and gaining market share in the territory.

EMPLOYMENT GRAPH:

July 2018 till date, with D Y PATIL UNIVERSITY – School of Hospitality & Tourism Studies Navi Mumbai. As Assistant Professor of Tourism.

⇒ Coaching Students of MSc Students from SEM I to SEM IV and Diploma in Travel & Tourism.

Notable Achievements

⇒ AMP National Award for Excellence in Education 2019, from Association of Muslim Professionals.

**April 2015 till June 18, with Akbar Academy of Airlines Studies – Mumbai
As Principal of Andheri Mumbai Centre**

⇒ To provide professional leadership and management of the Academy, coaching and training students for IATA Foundation in Travel & Tourism – Diploma., IATA Consultant Diploma, Cargo Introductory Course – Diploma

⇒ Promote a secure foundation from which to achieve high standards in all area of the Academy's work.

⇒ Monitor, evaluate and review classroom practice and promote improvement strategies.

**March 2013 till October 2014 with Frankfinn Institute of Airhostess Training – Mumbai
As Master Tourism & Travel Faculty**

⇒ Training and Coaching students at centers in Mumbai, per travel and tourism syllabus of the Institute.

**Feb 2012 till Dec 2012 with the Committee of Youth Affairs, Sports and Tourism
Dushanbe – Tajikistan - Tourism Marketing & PR Adviser**

Notable Attainments:

⇒ Awarded Honorable Tourism Professor Award, at Institute of Entrepreneurship & Service – Tajikistan.

⇒ Holder of the Visiting Lecturer of Tourism Diploma, at Tajik State Art Institute – Dushanbe Tajikistan.

**Aug 2010 – Jan 2011 with the Swiss Holidays – Zurich, Mumbai Office, as Senior Marketing
Manager – Middle East**

⇒ Tele sales marketing of The Swiss Holidays in the GCC Jordan and Egypt markets.

⇒ Approaching travel trade for overall promotion of Switzerland Holiday / Europe products

**Oct'08 – Dec'09 with Fusion Marketing Management LLC – Dubai as Senior Tourism
Development Manager – Middle East**

Notable Attainments:

⇒ Registered two digits growth for most hotels represented, despite recession and slowdown in the economies.

⇒ Increased market share for the hotel properties from travel agents, airlines and business partners.

⇒ Inclusion of the represented Hotels in the holiday brochures of Emirates Airlines, Etihad Airways and wholesalers from the region.

⇒ Centara Hotels and Resorts are now popular with airline crew and staff of Etihad Airways and Emirates Airlines.

⇒ Sun International South Africa noticed good growth and appreciated the sales blitz.

**Oct'04 – Sep'08 with Tourism Authority of Thailand, Middle East Office - Dubai
Regional Office, Dubai (formerly London) as Middle East Rep & Marketing & PR Manager -
Middle East**

Notable Attainments:

- ⇒ Arrivals to Thailand from the Middle East increased from 62,000 to 290,000 Year 2004 V 2008
- ⇒ Launched Thailand Fan Club Middle East by inviting registration on-line. Launched Arabic Website for the Middle East market.
- ⇒ Exclusive Arabic brochure designed and launched for the region to cater to 125 million Arab populace in the Middle East.
- ⇒ Thailand Student Project launched for 2008 – 2009.

Dec'94 – Sep'04 with Discover the World Marketing, Corporate office Scottsdale - Arizona USA, Regional Office – Riyadh – Saudi Arabia, Regional Sales Manager – Saudi Arabia & Egypt

Notable Attainments:

- ⇒ Successfully established and positioned US Airways, British Midland and America West Airlines sales offices through Discover the World Marketing in the Kingdom of Saudi Arabia in January 1995.
- ⇒ Accredited for introducing cruise products in the Kingdom of Saudi Arabia, namely Royal Caribbean Cruises,
- ⇒ Celebrity Cruises Seabourn Cruise and the Big Red Boat.
- ⇒ Part of the team that won Discover the World Marketing - USA “Office of the year award for 1998.

Mar'76 – Dec'94 with Zubair Travel & Service Bureau LLC - Sultanate of Oman as Branch Manager (now Zahara Travel & Service Bureau LLC)

Notable Attainments:

- ⇒ Won the "Silver Falcon Award" from Gulf Air - National Carrier of Sultanate of Oman

SCHOLASTICS:

- ⇒ **B.Com. (Financial Accounting & Auditing)** from University of Bombay in 1975.
- ⇒ **Honorary Tourism Professor Diploma Awarded by Institute of Entrepreneurship and Services – Tajikistan.**
- ⇒ **Visiting Tourism Lecturer at Tajik Arts Institute – Dushanbe Tajikistan.**

OTHER QUALIFICATIONS:

- ⇒ IATA UFTAA Diploma - Geneva – Switzerland.
- ⇒ Building Tariff Skills Diploma - PAN American Airlines – Miami.
- ⇒ Neutral Unit of Fare Construction – Diploma - Gulf AIR.
- ⇒ Transitional Automated Ticketing – Diploma - Gulf AIR.
- ⇒ Diploma in Fare Construction - Air India – Bombay.
- ⇒ Thai Airways Institute (BTS I - Building Tariff Skills) from THAI Airways Institute- Bangkok in 1985.
- ⇒ Hotel Sales Specialist Certificate by Marriott Hotels USA
- ⇒ Certificate of Participation by hotel THE PALACE – THE OLD TOWN DUBAI
- ⇒ Certificate from Gulf Investment and Tourism Forum – Jeddah
- ⇒ Certificate from France Tourism
- ⇒ Certificate from Trends and Challenges in Tourism Middle East Forum – Dubai
- ⇒ Certificate from Fiji Tourism Board
- ⇒ Certificate from Brazil Tourism
- ⇒ Certificate from South Africa Tourism
- ⇒ Certificate from Oman Tourism.
- ⇒ Certificate from M. P. Tourism – India.
- ⇒ Certificate from Chhattisgarh Tourism – India