

## HB Aviation launches travel agency marketing, sales course

- A Monitor Report

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Dhaka : HB Aviation and Tourism Institute officially launched a new course "Travel Agency Marketing and Sales Fundamentals", on May 9, 2025, at its campus in the capital.

The new program marks a significant step forward in the institute's ongoing commitment to delivering job-oriented, industry-relevant training in Bangladesh's booming tourism and aviation sector, said a release.

The launching event was attended by students, educators, and travel industry professionals alike.

Designed to fill a critical knowledge gap, this course focuses on the core skills required for effective travel agency operations, including marketing strategies, customer acquisition, sales techniques, and digital

promotion tools.

Zaki S Bari, Founder and Chairman of HB Aviation and Tourism Institute, delivered the inaugural address.

The launching ceremony also featured an informative session by HB Aviation's expert trainers.