

Plenty of opportunities in country's airline sales, marketing career : Seminar speakers

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Dhaka : Country's aviation sector is growing rapidly, with the number of air travellers currently amounting to 80 lac. To serve every 1000 air passengers, an average of 4-5 airline manpower is required. Hence, there are plenty of opportunities in our country to build a prosperous career in airline sales and marketing.

Speakers at a seminar on how to become an Airline Sales and Marketing Executive said this, held on the sideline of the two-day long first ever job and career fair in Bangladesh travel trade, at Pan Pacific Sonargaon Dhaka on March 19.



Kazi Zahirul Qyyum, Director, Expo Group was the keynote speaker at the seminar while Ahmed Reza, Country Manager, Cathay Pacific;

Shahabuddin Ahmed, Country Manager, SalamAir; and Monsurul Haque, Sales Manager Cargo, Kuwait Airways were the panel discussants.

The country's aviation sector is now contributing 3.6 per cent to the national GDP, the speakers added.

Currently, there are four local airlines and over 30 foreign airlines operating flights on 30 routes to and from Bangladesh.

By 2035, the number of air travellers is estimated to double to 1 crore 60 lac.



Hence, to shape expert and skilled manpower to cater to the growing number of air travellers, aviation universities are being established and courses are being offered at flying academies and colleges, the speakers mentioned.

Moreover, works are underway to integrate academic courses on airline sales and marketing in the curriculum of general public and private universities, further noted the speakers.

However, communication and English speaking skills are mandatory to flourish in this line of work, stressed the speakers at the seminar.

Nevertheless, young professionals must have determination, ownership and self-evaluation practice to succeed in this career. Not to mention, they must have passion towards flying and travelling to truly enjoy working in this profession, further claimed the speakers.

Kazi Wahidul Alam, Editor, The Bangladesh Monitor, organiser of Job and Career Fair in Bangladesh Travel Trade, moderated the seminar.