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SUTRA®

Issue 21 April - June 2013

Quarterly Travel Newsletter

by Sri Sutra Travel Sdn Bhd

Immerse yourself **in NEW ZEALAND**

GOAL

Watch live
@ Old Trafford

New

Prestige UMRAH
package



international highlights

spectacular NZ

09

inside

Domestic Highlight

05

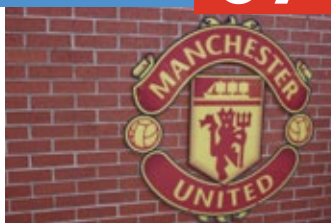
Discover jungle fever experience with SUTRA. Visit our tropical forest Taman Negara claimed to be the oldest jungle and the best kept tropical rainforest in Malaysia. We also cover on honeymoon package in Langkawi known as Mahsuri Island. Pulau Langkawi famous for the beach, shopping and the longest cable car in Malaysia



Road to Old Trafford

07

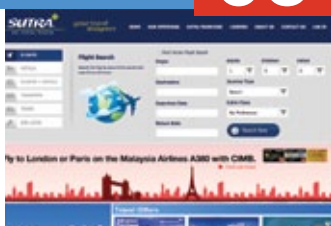
We help all the Red Devils fan to realize their dreams of going to watch their favourite team in action. Be part of the 76,000 fans at the theater of dreams and watch your favourite team in action in one of their biggest games in this season.



Revamped SUTRA.MY

08

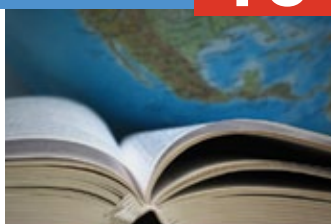
SUTRA IT team had revamped our website to be more user friendly with adding the best hotel deals with a combination of more than 100 flight and 200,000 choices of hotel worldwide.



Great Course

15

Certificate in Reservation & Ticketing is to help our fresh graduates and practitioners to enhance their skills in service industry. Computer Reservation System (CRS) is used for the reservations of a particular airline and interface with a Global Distribution System (GDS) which supports travel agencies and other distribution channels in making reservation for most major airlines in single system.



special highlights

UMRAH PACKAGE



13

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SRI SUTRA TRAVEL

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8D ENJOY IN PARIS

Admire the Champs lyses, Arc de Triomphe, Place de l'Opera and the Eiffel Tower during your included sightseeing tour with an expert Local Guide. See Boulevard Haussman, home to all the major department stores Eiffel; whose windows have spectacular festive displays; including Galeries Lafayette where you can spend your discount voucher! Visit the prestigious Fragonard Perfumery and buy beautiful Christmas gifts at discounted prices. From scented candles to premium beauty products, give your friends and family gifts they'll love. Relax and see this splendid city from the comfort of a glass-covered boat. Your ticket for the cruise on the River Seine is valid for use on any day during your stay. See the city's oldest and most historic monuments around le de la Cit and le Saint-Louis, including Notre Dame Cathedral, the Grand Palais and the Eiffel Tower.

FROM RM

2851

per person

ground arrangement only

7D WINTER IN LONDON

Don't miss the Changing of the Guard at Buckingham Palace. Take a River Thames cruise to Greenwich, home of the Royal Maritime Museum and the Cutty Sark. Shopping is world-class in London. Major department stores line Oxford Street and Regent Street. A host of designer brands adorn Bond Street and the Burlington Arcade. Antiques and curiosities are at Camden Market, Portobello Road and Chelsea's fashionable Kings Road. Don't forget to stop at Harrods and the boutiques of Knightsbridge. Make the most of your stay with a choice of optional excursions available to you. From Windsor Castle to Oxford's ornate colleges and the place of Shakespeare's birth, Stratford-upon-Avon, any number of excursions can be arranged for you. Trafalgar's Winter in London also includes tickets for the Original London Sightseeing Hop-on Hop tour plus the added bonus of three days' included free travel on the city's central bus and underground network.

FROM RM

2297

per person

ground arrangement only



JUNGLE FEVER

No holiday or vacation in the tropics is complete without visiting a tropical rainforest. And there's no grandeur than to visit the TAMAN NEGARA, reputed to be The Oldest Jungle , The Best Kept Tropical Rainforest & The Great Natural Wonders of the world. By that it means that Taman Negara's flora & fauna has evolved naturally over hundreds of millions of years without any disruption or major calamities.

3DAYS
**TAMAN NEGARA
FULLBOARD**
FROM
RM

450

per person

grand canyon, Pahang only

in *Honeymoon* Langkawi

FAVE HOTEL LANGKAWI (3*)*Valid till 31 Dec 2013*Starts from **RM1,360.00** per couple**ASEANIA RESORT LANGKAWI (3*)***Valid till 31 Dec 2013*Starts from **RM1,430.00** per couple**BAYVIEW HOTEL LANGKAWI (4*)***Valid till 31 Dec 2013*Starts from **RM1,650.00** per couple**LANGKAWI LAGOON RESORT (4*)***Valid till 31 Dec 2013*Starts from **RM1,690.00** per couple**HOLIDAY VILLA LANGKAWI (4*)***Valid till 15 Dec 2013*Starts from **RM1,740.00** per couple**REBAK ISLAND RESORT (5*)***Valid till 31 Dec 2013*Starts from **RM2,280.00** per couple**call us for more info !****+603 4026 6600****tours@sutra.my****facebook/mysutra****terms & conditions apply | ground arrangement only*

MEET The Red Devils

Manchester is a city and metropolitan borough in North West England with an estimated population of 503,000. Manchester lies within the United Kingdom's third largest urban area which has a population of 2.2 million. People from Manchester are known as Mancunians and the local authority is Manchester City Council. Manchester is situated in the south-central part of North West England, fringed by the Cheshire Plain to the south and the Pennines to the north and east. The city's largest museum comprises 2.8 hectares in the heart of 19th-century industrial Manchester. It's in the landscape of enormous, weather-stained brick buildings and rusting cast-iron relics of canals, viaducts, bridges, warehouses and market buildings that makes up Castlefield, now deemed an 'urban heritage park'.

If there's anything you want to know about the Industrial (and post-Industrial) Revolution and Manchester's key role in it, you'll find the answers among the collection of steam engines and locomotives, factory machinery from the mills, and the excellent exhibition telling the story of Manchester from the sewers up. With more than a dozen

permanent exhibits, you could spend a whole day poking about the place, testing early electric-shock machines here and trying out a printing press there. A unifying theme (besides the fact that science and industry were pretty handy to the development of society) is that Manchester and Mancunians had a key role to play: did you know that Manchester was home to the world's first computer (a giant contraption called 'the baby'), in 1948, or that the world's first submarine was built to the designs of local curate Reverend George Garrett, in 1880? Nope, neither did we. Home of the world's most famous club, the Old Trafford stadium is both a theatre and a temple for its millions of fans worldwide, many of whom come in pilgrimage to the ground to pay tribute to the minor deities (disguised as highly paid footballers) who play there.

Since 1986 they have been managed by Sir Alex Ferguson, who has brought them unprecedented success, including 12 league titles, five FA Cup titles and two UEFA Champions' League trophies – in 2011 they renamed one of the stands in his honour. Yet all that glory doesn't impress at least half the local population, who prefer their

less-famous rivals Manchester City. Still, a visit to the stadium is one of the more memorable things you'll do here.

We strongly recommend that you take the tour, which includes a seat in the stands, a stop in the changing rooms, a peek at the players' lounge (from which the manager is banned unless invited by the players) and a walk down the tunnel to the pitchside dugout, which is as close to ecstasy as many of the club's fans will ever get. It's pretty impressive stuff. The museum, which is part of the tour but can be visited independently, has a comprehensive history of the club, and a state-of-the-art call-up system that means you can view your favourite goals – as well as a holographic 'chat' with Sir Alex Ferguson. Take the Metrolink to Old Trafford.

For more info at Sutra we design a special package to caters football fans of Manchester Club in Malaysia to watch football and to visit tourist attraction in Manchester. Do call us for more details about the package, our Travel Designer is ready to serve you.



6D3N MANCHESTER UNITED OLD TRAFFORD

Package Inclusive:

- Best seat for the Match game
- OT tour and Museum Tour Ticket
- 3 night accommodation based on twin share
- Transportation, sightseeing

FROM
RM

3610*

Per person
ground arrangement only





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www.sutra.my

SUTRA.MY is an interactive, leading edge on-line reservation system for B2B and B2C markets, offering instant confirmation and issuing of hotel voucher from its principal allotments at more than 100 destination and more than 200,000 hotels to the worldwide travel & tourism partners. Our Travel Agent Center is an advanced, easily implemented hotel bookings solution for travel providers. It allows multiple operators in a travel agency to book hotels and take advantage of the same rates, availability and promotions as on SUTRA.MY while earning very competitive commissions. No need for complex technical integrations. You can start booking hotels and earning revenues in a matter of minutes! Additionally, you can use all our affiliate tools directly on your own website in order to drive sales online. This includes linking options, search boxes, banners and static data feeds. The SUTRA.MY Reservation Center is a simple booking form that allows travel agents to book hotels 24/7 every day of the year. It requires no training and is an easy-to-use interface that allows agents to find suitable hotel options for their clients in a matter of seconds. Reservation Center Benefits including: Use corporate or the customers' credit card to settle payment., ability to make cancellations, amends and send special requests, access to the same rates, availability and promotions as on SUTRA.MY.

SUTRA.MY offers market leading rates at more than 200,000 products worldwide. As a SUTRA affiliate partner, you are entitled to earn commission on bookings - using our best in class tools and support. All features of our affiliate program, are designed to enable you to easily adopt the program and monetize your traffic optimally. The SUTRA affiliate solutions program is aimed at websites who are looking to earn commissions from hotel bookings right away, and want to build their site without a development team.



Christchurch

Christchurch is New Zealand's second-largest city and the gateway to the South Island. Bordered by hills and the Pacific Ocean, it is situated on the edge of the Canterbury Plains that stretch to the Southern Alps. The city is now under construction into a modern 21st century city. And it is a gateway to world-class alpine resort, play golf, bungee jump, raft, mountain bike, hot-air balloon, wind surf, whale watch and visit internationally-acclaimed wineries and gardens. Just 75 kilometres from the city of Christchurch, New Zealand, Akaroa is historic French and British settlement nestled in the heart of an ancient volcano. Explore the village with its colonial architecture, galleries, craft stores, and cafes. Relax or take part in the many activities that are on offer. Explore the dramatic outer bays and take your time to soak in the magic of this area. A wide range of accommodation is available and you will need more than a day to explore this little piece of paradise.

4DAYS
CHRISTCHURCH FREE & EASY
FROM
RM

1484
per person/twin-share

ground arrangement only

AUCKLAND

Auckland is New Zealand main gateway city, a destination offering diverse scenic changes with extensive travel time is a luxury when holidaying –and Auckland does just that. A break from the busy metropolis is just a short trip in any direction with rugged landscapes of the west's Waitakera Ranges and the picture perfect vineyards of Waiheke Island to east waiting for you. Our Auckland Free & Easy offer you a start and familiarisation of this fantastic city. Check us out!

4DAYS
AUCKLAND FREE & EASY
FROM
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ground arrangement only



DRIVE AROUND

INTERNATIONAL HIGHLIGHT



NEW ZEALAND

CAMP

Absolute freedom on your travel! For some, the lure of the open road and the absolute freedom of where to go, when and stop over as long or as short as you like is just too tempting. Welcome to the world of the Motorhome holiday.

5DAYS
FROM
RM

NZ CAMP AROUND

1444

per person

ground arrangement only

DRIVE

Drive around New Zealand give you the freedom to do whatever you want on your own holiday. With so many things to do and spectacular places to see, choosing how you travel around New Zealand is as important as choosing where you want to go. Arm with Self-drive rental vehicle and pre-booked accommodation, you are set to have a holiday of lifetime!

4DAYS
FROM
RM

NZ SELF-DRIVE

1599

per person

ground arrangement only





MALAYSIA

Selection Hotel		From RM/person
Bahagia Hotel, Langkawi	★★★	85
Georgetown Hotel, Penang	★★★	100
Citrus, Johor Bharu	★★★★	115



THAILAND

Selection Hotel		From RM/person
Rattana Residence Sakdidet, Phuket	★★★	72
Swana Bangkok Hotel, Bangkok	★★★★	93
Dee Andaman Hotel, Krabi	★★★★	156



VIETNAM

Selection Hotel		From RM/person
Hanoi Eclipse, Hanoi	★★★	61
Blue Sky Hotel, Ha Long	★★★	123
Vien Dong Hotel, Ho Chi Minh	★★★	146



SINGAPORE

Selection Hotel		From RM/person
Santa Grand Hotel Bugis	★★★	249
Value Hotel Thomson	★★★	252
Santa Grand Hotel China Town	★★★	259

Grab our
LOW AS RM 61
 price hotel deals!

per person/night

log on to www.sutra.my for more deals!



CHINA

Selection Hotel		From RM/person
Guangzhou Miya Hotel, Guangzhou	★★★	69
Beijing City Central Youth Hotel	★★★	78
Shanghai Amersino Hotel	★★★	81



INDONESIA

Selection Hotel		From RM/person
The Hamsa, Bali	★★★	84
Verona Palace Hotel, Bandung	★★★★	114
Ibis Mangga Duo, Jakarta	★★★★	178



INDIA

Selection Hotel		From RM/person
Hotel Heritage Inn, Jaipur	★★★	65
Hotel Chanakaya, Agra	★★★	101
Executive Inn Express, Delhi	★★★	170



JAPAN

Selection Hotel		From RM/person
Chisun Grand Hakodate, Hokaida	★★★	104
Plaza Inn Kawaguchiko	★★★	251
Hotel Sunroute Patio Omori, Tokyo	★★★	264



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MEDAN	137
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HO CHI MINH	267
PHNOM PENH	277
BALI	404
YANGON	473
HONG KONG	580
JOGJAKARTA	580
SURABAYA	580
MADRAS	621
TAIPEI	633
HATYAI	674
BEIJING/SHANGHAI	710
DELHI/BOMBAY	750
TOKYO/OSAKA/FUKUOKA	770
SEOUL	900

AUSTRALASIA

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SYDNEY/MELBOURNE	900
PERTH	900
AUCKLAND	950
BRISBANE	1400

EUROPE

LONDON/FRANKFURT	1111
PARIS	1111
ISTANBUL	1337
ROME/ZURICH/VIENNA	1370
MADRID	1370
AMSTERDAM	1498

MIDDLE EAST

ISLAMABAD/LAHORE	800
DUBAI	1350
CAIRO	1650

USA

LOS ANGELES	1950
SAN FRANCISCO	1950

*Price includes return airfare but exclude airport taxes fuel surcharges, insurance and other fees.

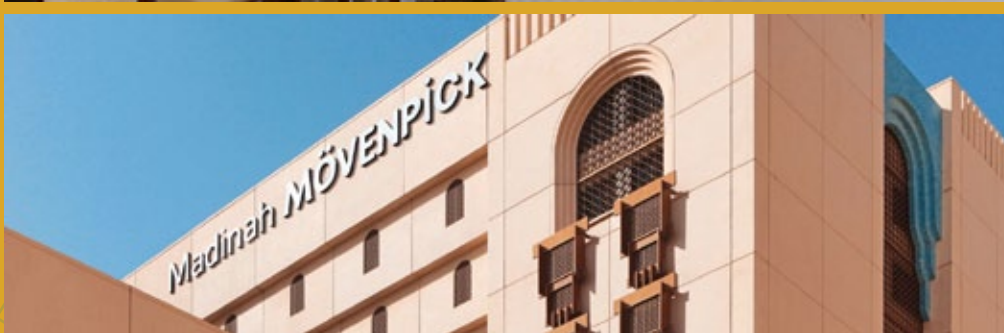
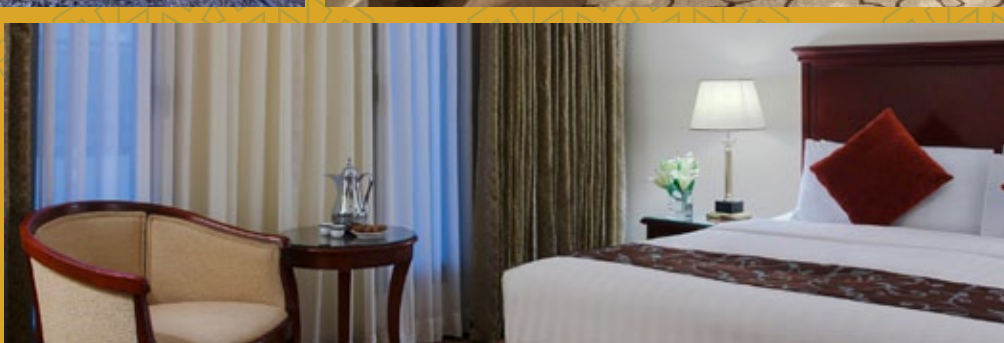
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- Meet and assist upon arrival
- Ziarah in Makkah & Madinah
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23,500*
price for 2 person

* terms & conditions apply

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FLY 2**

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JOURNEY TO SOUL

Allah Most High tells us in the Holy Quran:

"Wa atimmul Hajja wal Umrata Lillaa"

"And complete your Hajj and Umrah in Service to Allah" Umrah in the Arabic language is derived from the word "al -i'timar" which means: to visit". However, according to the Sharee-ah, it means to visit the House of Allah in a specific manner. Many arguments abound whereby pilgrims who wish to perform Umrah only are told that they are not allowed to do so because they must first perform the Hajj. This is not so. The Nabi, himself performed four Umrans before he performed his Hajj during the 10th year of the Hijrah. Ibn Abbas reported that the Prophet performed four Umrans in his life time – the Umrah of Hudaibiyyah, one that the Prophet performed to make up for another missed Umrah, a third from Al-Ji'raanah and the fourth he combined with Hajj. (Ahmad, Abu Dawud)

SUTRA offers Umrah Tours throughout the year. View our packages on our Umrah pages or visit any one of our and Experience our Commitment to Service Excellence. Our experienced Consultants will tailor an Umrah Package to suit your needs. In SUTRA we design a Prestige Umrah package that give yourself the spiritual break that you deserve with 5 star accommodation, umrah and visa services, meet and greet up on arrival, transfer from airport to hotel and return and transfer from Madinah to Mekah. We tailored made the package in order to give beyond satisfaction and comfortability to our clients. Do call us at SUTRA to experience our prestige service



ACHIEVERS DAY



Students already completed their program can participate in the short program that offers students the opportunity to Certificate In Travel and Tour at Sutra Tourism Academy for a 3 weeks course. The course encompasses of Ticketing and Reservation and Customer Service Ethics. It is recommended that students interested in the program complement their diploma and students who wish to pursue the joint program should consult with our coordinator at Sutra Tourism Academy for Student Advising on how to plan accordingly your course. We have a mutual collaboration with college Yayasan Pelajaran Cheras. Recently 15 students had completed the short course with flying colors. They get an opportunity for job placement and interview session that organized by Sutra Tourism Academy.

For more details about the program do visit our website www.sutra.my or call our coordinator at 03 4026 6655.



Certificate in Reservation & Ticketing

Interested To Join Us

kindly fill up the form and send it to the address below.

Certificate In Reservation & Ticketing

Name : _____

I/C No. : _____

Address : _____

Tel (H) : _____

(H/P) : _____

E-mail : _____

Experience in Travel industry : ☐ Yes ☐ No (✓)

(If Yes how many years experience ?) : ☐ Years

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Fax : 03 - 4026 6689 / 6622
Email : education@sutra.my

[Our Website]
www.sutra.my

Prospects of the Industry

Airline industry is vast and filled with competition within the country, as well as from international companies. The lifestyle standards of Malaysian have raised manifolds and also Malaysia being the land of heritage and culture; attracts a lot of foreigners around the year. Therefore airline industry requires the services of well educated and skilled employees. After successful completion of the ticketing course an aspirant can apply for jobs with various national and international airlines or can also work with various travel and ticketing companies.

Computer Reservation System (CRS) is used for the reservations of a particular airline and interfaces with a Global Distribution System (GDS) which supports travel agencies and other distribution channels in making reservation for most major airlines in a single system.

Functions of GDS:

- Inventory Management where it contains all flights with their available seats.
- Availability Display and Reservation (PNR) where it contains all offered flights for a particular city-pair with their available seats in the different booking classes.
- Fare Quote and Ticketing

Benefits:

- The Air ticketing course gives training in the areas of booking and reserving tickets for schedule airline flights. The aspirant learns the tactics of guiding and helping the customers in planning the route and other necessary arrangements for the itinerary.
- With the unprecedented growth in the service industry, interest in the professional courses has increased among students. Air ticketing course are no exception. Airline ticketing professionals cater to the needs of the increasingly mobile population of the globe.
- Applicants for reservations and transportation ticketing agent jobs are likely to encounter considerable competition, because the supply of qualified applicants will exceed the expected number of job openings.
- The jobs provide excellent travel benefits, and many people view airlines and other travel related jobs as glamorous.

Outcome Of The Course:

- Analyse GDS displays relevant to mileage system pricing
- Identify and price different journey types
- Read, interpret and apply fare rules
- Check minimum fare rules in pricing itineraries
- Use GDS to issue tickets for manually-priced reservations

Partner

- Amadeus

Method of Payment:

- Initial payment upon registration: RM200
- Second payment: Upon start of class of RM400
- Last payment: Balanced 2nd week of training of RM200

Intake Session:

- January
- March
- May
- July
- September
- November

Entry requirements:

Fresh graduates; or SPM; or 1 year working experience in related industry.

Course Outline:

- Basic Fares and Ticketing (34 topics)
- SUTRA's Ticketing/Selling Platform (38 topics)
- Customer Service and Communication (4 topics)

Tuition Fees:

RM800 per person inclusive of notes, computer reservation training, trainers and certificates.

Duration

3 weeks

Participants should be attending:

- Airline fares desk agents
- Travel agents
- Airline ticket agents
- Call center agents
- Students or Graduates



STUDY VISIT

Politeknik Tuanku Syed Sirajuddin

Politeknik Tuanku Syed Sirajuddin is the 18th Polytechnic in Malaysia which started operation in the year 2004. It has grown since from 400 students in the year of 2004. A visit from the Polytechnic was made on the 6th March 2013 to Sri Sutra Travel Sdn Bhd comprising of 3 lecturers and 41 students. These students are currently pursuing their Tourism Management Diploma. The objective of their visit was to study and gain knowledge from the industry specialist (Sri Sutra Travel Sdn Bhd) in areas of operations of a travel agency.

We were given an opportunity of a half day programme with the family of Sri Sutra Travel to undergo the insights of their operations. We were briefed by the specialist of their areas given thanks to YBhg Dato Syed Mohd Razif (the Group Managing Director cum Owner), En Khairuddin (the General Manager), En Gulam (Human Capital & Accounting) and Pn. Rosidah (the specialist in ticketing operation).

We were delighted to understand the concept and the industry in detail which our subject matter only provides academic platforms for our understanding. There are so much more to learn from the industry where the operations are concern. These operations do create a business portfolio for the company and revenue generating income for survival. Additionally, travel and tour industry is such a vulnerable industry and challenging towards the contribution of the national income for the Country. Not only that, giving the customer the benefits of doubts to experience what the Country has to offer depends a lot on the travel and tour operators in the Country.

With this, we would like to thank you especially to YBhg Dato Syed Mohd Razif and his team for the time and effort caring to explain and educated us on the industry and our contributions upon our graduation. We hope our visit allows future collaborations between Sri Sutra Travel Sdn Bhd and the Polytechnic do accept our students for practical training or as the employee of your wonderful organisation.

Thank you.





Certificate in

Tourism Management Programme

The Tourism Skill Certificate is based on the Industry Best Practice exercise applied by SUTRA in collaboration with Kolej Polytech MARA. SUTRA has more than 20 years experience in the travel and tourism industry whereas Kolej Polytech MARA is one of the best subsidiaries in the MARA Education Institution category with more than 28 years experience.

PROGRAMME CLASSIFICATION

Short Term Course

COURSE MODE

Part Time

COURSE FEES

RM 2850

COURSE DURATION

3 month
(2 month theory at KPTM
& 1 month industrial training
at SUTRA)

TERMS OF ADMISSION

Open to all
Malaysian Citizens

CAREER PATH

Students completing this programme has potential to become entrepreneurs in the Franchising Scheme as well as an opportunity to work in the tourism organization.

INBOX

First letter

Hi Mr Masroor,

The holidays are a time of turning to traditions that symbolize our love and connection to our families, friends, communities, earth, and the divine. I proud of Sutra because give me a wonderful package for holiday with my beloved family. I wanted to thank you and Sri Sutra Travel for all that was done to arrange our vacation to Egypt in December 2012. Egypt is famous for its ancient civilization and some of the world's most famous monuments, including the Giza pyramids, the Great Sphinx and the ancient temples of Luxor dating back thousands of years. Although focus of most tourist visits remains the great monuments along the Nile, possibilities for Egyptian travel also includes snorkeling and diving along the Red Sea coast.

The entire trip was fantastic and we were so sad to leave the beautiful country. All the transfers were arranged so seamlessly through Sri Sutra Travel, and the hotel choices were spectacular. Thank you again for making our vacation so well-planned, stress-free, and memorable. We will be sure to recommend Sri Sutra Travel to our friends and family traveling to Egypt in the future!
Thank you again!

Regards,
Miss Ang

Second letter

Dear Ms Katie,

My wife and I have just finished a 3 days tour of Taiwan using public transport and staying in good hotels in Taipei. If a visit to Taipei, do not miss the night market. This area is known for its variety of delicious foods is sold, such as meat soup, eel noodles, shrimp, and snake meat. One of the popular night markets is Huaxi Night Market, located adjacent to the Longshan Temple. We also, spend time to visit the Longshan Temple in Wanhua District. This temple is an architectural marvel influenced by southern Chinese architecture. The Longshan Temple houses hundred of statues of Buddhist, Taoist, and Confucian deities. The temple mixes traditional Chinese siheyuan ("four-building courtyard") with palace architecture in its design. The temple is divided into front hall, main hall, rear hall, right wing and left wing.

We take a package from Sutra which is 3D2N and would like to thank everyone for providing advice and answering the questions. We had a great time, I plan to share a few tips to reciprocate the help we were given. We do not profess to be experts on Taiwan in 3 days, but we did learn quite a lot!

Thanks again.
Ms Susan

Third letter

Dear Sutan,

Thanks giving a joyous family festival celebrated primarily in the United States, Canada and other countries with lots of enthusiasm. This is a holiday, special and well-commemorated to express gratitude and appreciation, and as well as a sincere thanksgiving, offered to God for all His blessings, and as well as to the family, loved ones and friends for all their support.

Traditionally, it has been the day to give thanks for a harvest that is beautiful and rich. Thanks giving Day is celebrated on November in the United States, which is every fourth Thursday and in Canada it falls on the second Monday in the month of October.

Regards,
Madam Yap

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