

EDITOR'S NOTE



AHMAD SHAFIQ | CHIEF EDITOR | shafiq@cothm.edu.pk    

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CHIEF EXECUTIVE OFFICER (CEO)
COLLEGE OF TOURISM & HOTEL MANAGEMENT (COTHM) PAKISTAN & DUBAI
COTHM HOSPITALITY FOUNDATION (CHF)
COTHM SCHOOL SYSTEM (CSS)
COTHM MANPOWER INTERNATIONAL

MEMBERSHIPS

- *Member of American Hotel & Lodging Association (AH &LA), USA
- * Member of Confederation of Tourism & Hospitality (CTH) UK
- * Member of the Institute of Commercial Management (ICM) UK
- *Associate Member of the Institute of Hospitality (IH), UK
- * Member of EURHODIP The Leading Hotel Schools in Europe
- *Member of Learn Travel UK
- *Member of International Center for Business Communication (ICBC) USA
- *Member of International Federation Pastry Ice Cream Chocolate,
- *Member of Specialty Coffee Association of Europe (SCAE) UK
- *Member of The International Hotel School Association (Euhofa), Netherland
- *Member of Council on Hotels, Restaurants and Institutional Education (CHRIE) USA
- *Member of World Association of Chefs Societies (WACS)
- *Accredited 'B LEVEL' Judge of the World Association of Chefs Societies (WACS)
- * Member of the Executive Board of Hall of Fame Foundation Pakistan
- * Ex-consultant with the World Bank on tourism in the NWFP, Pakistan
- *Founder/Secretary General of the Chefs' Association of Pakistan (CAP)
- *Member of the Governing Body of Lahore Businessmen Association for Rehabilitation of the Disabled (LABARD)
- *Member of NAVTEC's 'IAG' on hospitality sector, Govt. of Pakistan
- *Member of Trade Testing Board of TEVTA, Govt. of Punjab
- * Chairman of the 'Hospitality Sector Skills Committee' of the Lahore Chamber of Commerce & Industry (LCCI)
- * Member of the Board of Studies of University of Gujrat
- * Member of Employers' Federation of Pakistan
- * Member of Pakistan Overseas Employment Promoters' Association (POEPA)
- * EC Member Pakistan Industrial & Traders Associations Front (PIAF)
- * Founder/ Secretary General of Lahore Restaurants Association
- *Member of the Board of Studies of University of Punjab

AWARDS

- *Lamp of Knowledge Award for an Outstanding International Hospitality Educator, USA, 2014
- *The Financial Daily Award (TFD) Best Hotel School of Pakistan, 2014
- *Consumer Choice Award (CAP) Best Hotel School of Pakistan, 2014
- *Government of Sindh Award - Best Hotel School of Pakistan, 2014
- *Chefs' Association of Pakistan Award (CAP) - Best Hotel School of Pakistan, 2010-2014

Happy New Year
**HOPING FOR A
TOURISM-ORIENTED
YEAR AHEAD!**



The world of hospitality and tourism has been experiencing the adverse effects of COVID-19 since last months of 2019. Even today, gatherings at hotels and restaurants are not appreciated minimizing the revenues to the lowest levels.

In Pakistan, before the outbreak of coronavirus, the incumbent government had been playing a very active role in revolutionizing the tourism industry as various policies and services were being launched and exercised.

From the revival of visa regime to the restructuring of Pakistan Tourism Development Corporation (PTDC), the government has been working on an action plan that, according to Prime Minister Imran Khan, leads to a successful tourism industry in Pakistan.

COVID-19, undoubtedly, has hit the tourism & hospitality industry hard in Pakistan but it is very important to support and encourage the stakeholders of this industry in these testing times to keep their morale high.

Knowing the fact that the government also could not escape the financial blows of the COVID-19, it can be suggested that this is the high time when the government should involve the private sector into its projects and run them under public-private partnerships.

There are also reports about the early import of COVID-19 vaccine to Pakistan and it is being hoped that the situation will be quite favourable for the hospitality & tourism industry once people are vaccinated against the deadly virus.

All that can be said is that the government should continue with the spirit of revolutionizing the tourism industry in Pakistan and take the country to a position where it might generate reasonable revenues from this industry.