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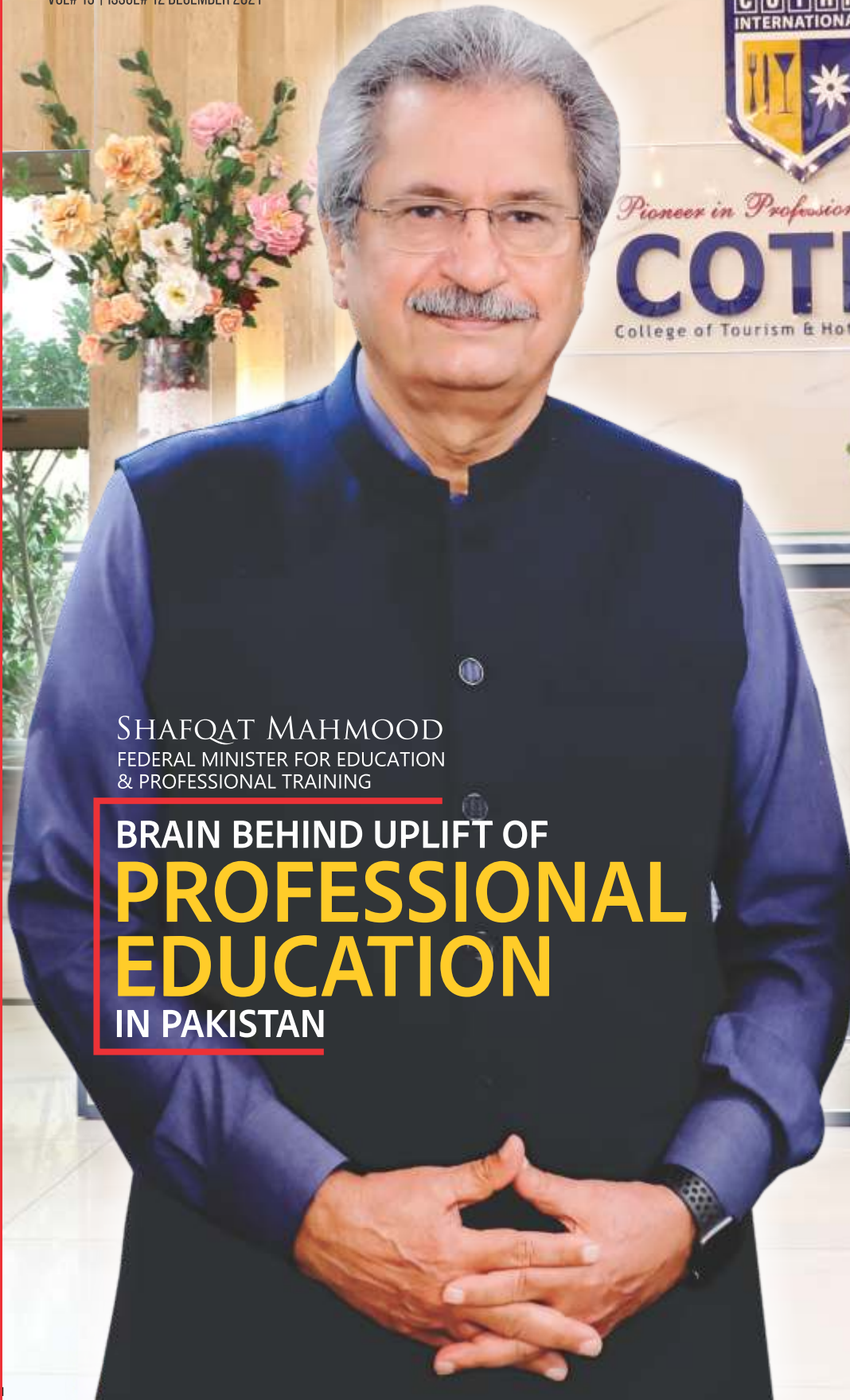
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Pioneer in Professional Education

COTHM

College of Tourism & Hotel Management



SHAFQAT MAHMOOD
FEDERAL MINISTER FOR EDUCATION
& PROFESSIONAL TRAINING

BRAIN BEHIND UPLIFT OF PROFESSIONAL EDUCATION IN PAKISTAN



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Business Executive Officer,
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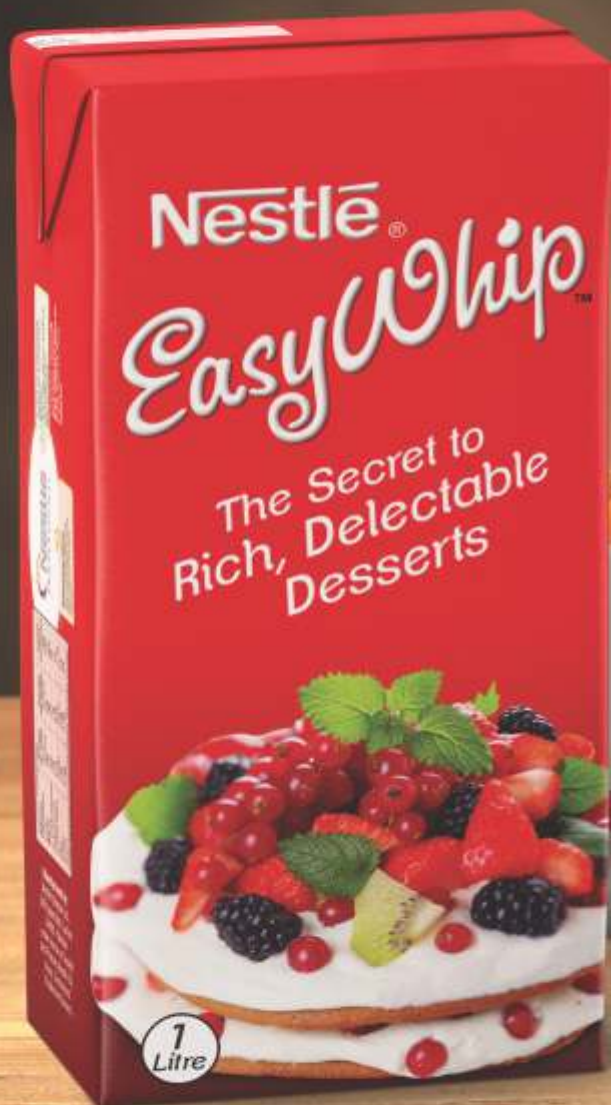


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CONTENTS



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Editor's Note

6

Pakistan must ensure national-level presence at ITB Berlin

COVER STORY

7-10

Brain behind uplift of professional education in Pakistan: Shafqat Mahmood

ARTICLE

11-12

Travel Trends for 2022 and beyond

NEWS

15-16

COTHM CEO Ahmad Shafiq elected as member of board of directors at European hospitality think tank EURHODIP

ARTICLE

17-18

Revitalizing the future of food tourism in Pakistan

DESTINATION

19-21

Gwadar: Another Tourism Destination

ARTICLE

23-24

All you need to know about measuring cups & spoons

EVENT

27-29

Chefs' Association of Pakistan inaugurates Sindh & Balochistan Region, welcomes new members

EVENT

31-32

International Cake Day celebrated at COTHM

ARTICLE

33-34

Consuming a diet with more fish fats, less vegetable oils can reduce migraine headaches

ARTICLE

37-38

Top 10 soft skills required to work in Hospitality Industry

ARTICLE

39-40

Survival of the culinary industry in Pakistan

ARTICLE

41-42

Survival of the culinary industry in Pakistan

INDUSTRY HIGHLIGHTS

43-47

PAGE
7



PAGE
19



EDITOR'S NOTE



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PAGE
27



PAGE
31



PAKISTAN MUST ENSURE NATIONAL-LEVEL PRESENCE AT ITB BERLIN



I have been writing about Pakistan's presence and participation in different world hospitality and tourism forums where other countries come and showcase themselves in a planned way. Pakistan's participation in World Dubai Expo 2020 has proved my viewpoint right as the whole world has been introduced to multiple colorful sides of Pakistan with the help of this activity.

The success of Pakistan Pavilion at Dubai Expo has not only brought Pakistani craft to the limelight but also has created business opportunities for Pakistani companies at international level.

The spirit of promoting Pakistan at international levels must be continued and all the important expos and trade fairs must be explored with the support of the government. Internationale Tourismus-Börse Berlin (ITB Berlin) is also one such opportunity which must be explored at national level.

ITB Berlin is the world's largest tourism trade fair which takes place annually in March at the Messe Berlin. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies etc. Government of Pakistan must exploit this activity for the uplift of hospitality and tourism sectors in Pakistan.

Tourist operators, food and hospitality companies and other allied organizations must be sponsored and supported big way to participate in the event. Due to the spread of Covid-19 and lockdowns, the ITB Berlin was not held in 2020 but the next physical ITB Berlin 2022 will be taking place from March 9 to March 13, 2022 and I believe that it is the right time when Pakistan can extend its international presence in the continuation of World Dubai Expo 2020.

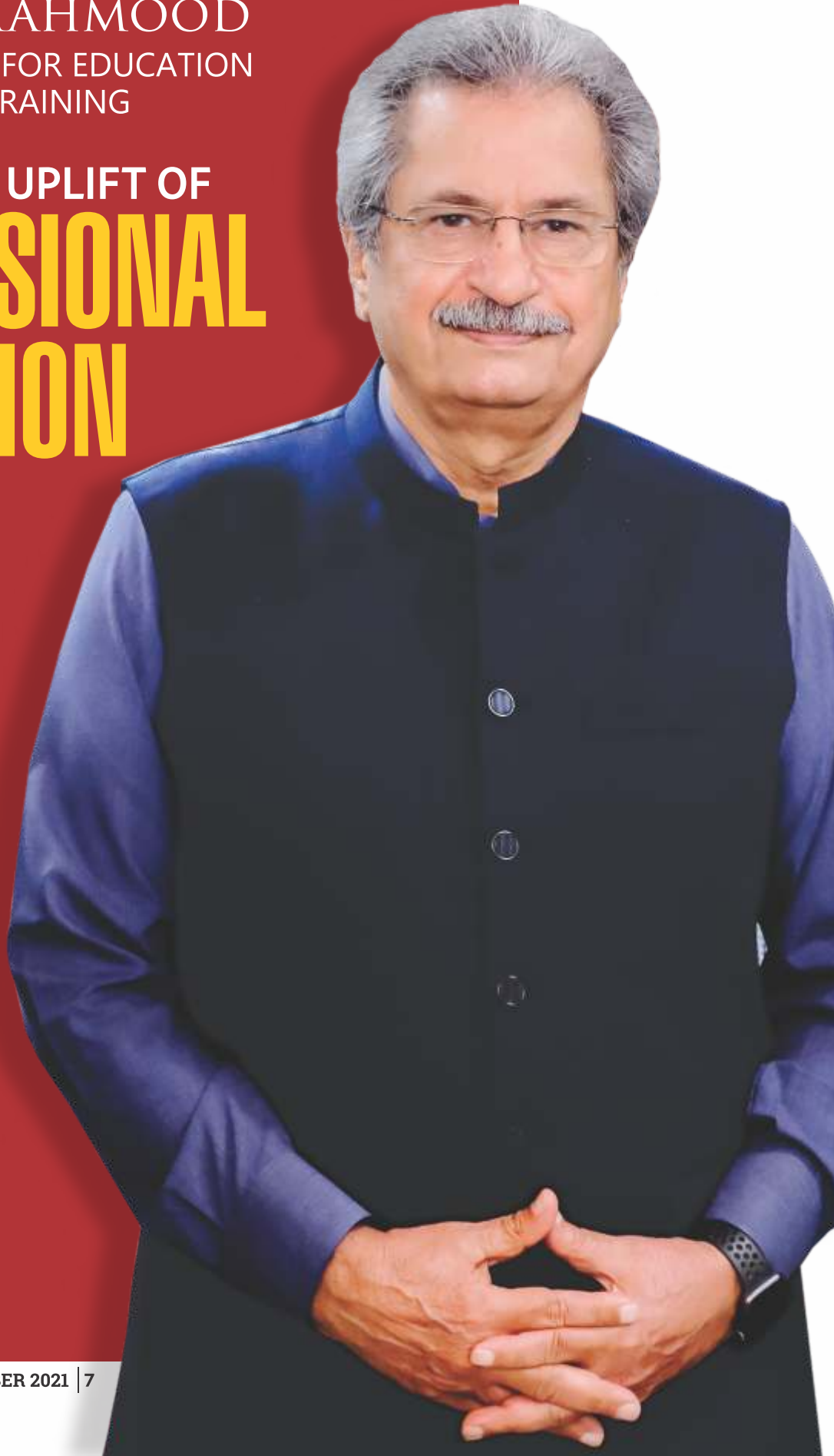
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“

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for Education &
Professional
Training Shafqat
Mahmood visited
COTHM on
November 06,
2021 and had a
tour of the state-
of-the-art
facility.*

”





Federal Minister for Education & Professional Training Shafqat Mahmood visited College of Tourism & Hotel Management (COTHM) on November 06, 2021 and had a complete tour of the state-of-the-art facility.

Upon his arrival at the college, COTHM Founder & CEO Ahmad Shafiq along with other officials of the college welcomed him. The CEO expressed his gratitude to the federal minister for taking out time to visit the college.

The CEO took the minister to a comprehensive tour of the facility where students and their instructors were seen busy in different theoretical and practical sessions.

The minister appreciated COTHM's world-class training model and requested COTHM CEO Ahmad Shafiq to expand the network of the college to more cities in Pakistan.



The Government of Pakistan would facilitate COTHM in every possible way for generating maximum employment opportunities for the Pakistani youth, says federal minister



Shafqat Mahmood says Pakistan is a country with youth in abundance and the field of hospitality also requires young and energetic workers.



He said that the academic opportunities in the fields of hospitality and tourism should be available in the whole country so that skilled workforce might be developed in all the provinces and cities.

He also said that the government is very much clear in its vision about the future of hospitality and tourism in Pakistan and it is



The minister appreciated COTHM's world-class training model and requested COTHM CEO Ahmad Shafiq to expand the network of the college to more cities in Pakistan.



always ready to support the forums and organizations working for the uplift of these fields.

Offering government's support to COTHM in this regard, he said that the Government of Pakistan Tehreek e Insaaf would facilitate COTHM in every possible way for generating maximum employment opportunities for the Pakistani youth.

He also said that skilled workforce is a need in the whole world and producing skilled graduates in the fields of hospitality and tourism is synonym to bridging the professional gap between Pakistan and other countries of the world.

Pakistan is a country with youth in abundance and the field of hospitality also requires young and energetic workers, he said adding that by producing a large of hospitality and tourism graduates, Pakistan can fulfill the global needs of these industries.

He also encouraged the students at COTHM for breaking the stereotypes and exploring new horizons in the market. Talking to the students, he said that skill is a weapon that protects you from the ups and down of life and paves way for a respectable professional and social existence.





COTHM ARRANGES GRAND ORIENTATION FOR NEW STUDENTS



College of Tourism & Hotel Management (COTHM) arranged a grand orientation for its new students at Faletti's Hotel Lahore on November 30, 2021.

The orientation session was exclusively arranged for the students who were newly enrolled in 13 different programs being offered in different departments.

All the newly admitted students were present at the occasion to meet with their batch fellows and instructors and to get important information about their academic journey at

COTHM.

Important figures from the field of hospitality and tourism joined the event while Provincial Minister Syed Yawer Abbas Bukhari and renowned motivational speaker Syed Qasim Ali Shah participated as guests of owner.

COTHM CEO Ahmad Shafiq and COO Zaheer Ahmad welcomed all the guests and expressed gratitude for their participation. All the hospitality professional encouraged and motivated the new students for their new academic and professional journey at COTHM.

Qasim Ali Shah asked the students to be welcoming and courteous in their lives and appreciate those who are successful in their lives.

Syed Yawer Abbas Bukhari while talking to the audience said that the future of Pakistan is in the hands of the skilled youth. He also said that tourism can change the destiny of the country if properly trained professionals join this field. At the end of the ceremony, all the students had a group photograph with the distinguished guests and enjoyed the hi-tea specially arranged for them.



6 Travel TRENDS FOR 2022 AND BEYOND



Each year, we look at forecasted travel industry trends that will greatly impact global tourism and hospitality. With the gravity of the COVID crisis, these insights are much more than travel trends - rather, they are values and principles that will help guide the industry towards a healthier and more sustainable future. Here are the key travel trends we expect to see in 2022.

Let's have a look at the key travel trends and values that will shape the industry in 2022

1. Tech-empowered travel will be essential

It cannot be understated that the role of technology in travel will continue to grow in importance during 2022 and beyond. From digital vaccine passports to real-time travel notifications, technology solutions will play a pivotal role in keeping the public informed and providing guidance with all travel decisions.

Additionally, contactless technology will continue to bring ease to the travel experience. Contactless check-in and boarding, the ability to order food or services via app, or concierge support through Whatsapp or chat are all solutions that provide extra peace of mind to a traveler.

We also expect to see AR/VR technologies increase in importance, through solutions such as virtual tours of resort suites, aircraft cabins, museums, and attractions. These technologies help travelers research a destination more thoroughly, providing confidence with trip planning.



2. Personalization and guidance, more crucial than ever

In addition to travel requirements, travelers will be seeking expert guidance for every aspect of their trip. While in years past, trip planning may have occurred via review sites or light web browsing, now there's much more to consider. For instance, how have vaccine distributions progressed in this destination? Are mandates in place for restaurants or theatres? For many travelers, creating daily itineraries is now a much more complex and overwhelming process.

3. Preferred plans and experiences in 2022

As travelers consider trips in 2022, enriching travel experiences are top of mind. Many travelers are looking to reconnect with loved ones, and holidays in the great outdoors provide both rest and socially distanced explorations. Travelers will be seeking out hidden gems, dream destinations, and opportunities for nature-focused activities such as hiking, photography, or kayaking.

And when it comes to accommodations, cleanliness and security are a must. Recent research from the European Travel Commission reveals that over half of respondents considering travel in the next year prefer to stay at hotels or independent resorts rather than short-term rentals and other accommodations.



With this in mind, resorts can engage 2022 travelers by highlighting cleaning protocols, wellness programs, and eco-friendly excursions. Also, hotel brands with off-resort accommodations - like vacation homes or cabins - can feature units that provide extra space and privacy, along with the professional cleaning and customer support one would expect from their favorite resort brand.

4. Sustainability, a continuous travel trend in 2022 and beyond

Sustainability, in the airline industry especially, is and will be a continuous trend in travel. Tourism trends surrounding low-carbon travel - which we'll examine further below - will continue to evolve, as travelers keep a keen eye on organizations' environmental initiatives. For example, Google Flights is now presenting carbon emissions estimates for most flight searches - a major step for the industry in providing travelers with sustainability insights.

5. Safety and health-focused measures, still important

Along with prioritizing health and wellness, and longing to connect with nature, travelers will be seeking to invest in brands that share those convictions. For example, a recent study from OAG found that 70% of US travelers surveyed believe vaccine passports should be required for international travel, and 68% are interested in domestic passports, as well.

Research continues to show that travelers feel safer when health-focused measures are in place in dining, retail, and tourist destinations, so this will continue to be a travel trend in 2022. Travel companies should not only highlight their own safety initiatives, but local attractions going the extra mile for public health. This content not only informs the traveler audience but inspires and delights.

6. 'Back to Business' Travel

Finally, a look at corporate travel trends. This is a realm of the industry that remains up in the air, and will most likely be one of the last sectors to recover on an international scale. The return to business travel will depend on many factors, including vaccination levels, border openings, and reworked budget structures. As many



organizations have discovered efficiency in remote work, extensive corporate travel may not be as high a priority as in pre-pandemic years. Therefore, we can expect to see more online training and webinars, virtual or hybrid conferences, and emphasis on regional travel, when events begin to resume.

Conclusions

After almost two years of uncertainty, we cannot still be 100% clear on what the future of travel looks like, but we can at least see more light on the horizon. Travel requirements, health and cleaning protocols, safety measures, and sustainability will remain continuous topics in 2022. Travelers will start dreaming again about long-distance travel and dreamed holidays, but there will still be a focus on outdoor plans and socially distanced destinations.



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COTHM CEO AHMAD SHAFIQ ELECTED AS ONE OF BOARD OF DIRECTORS AT **EUROPEAN HOSPITALITY THINK TANK EURHODIP**



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At least 39 countries are a part of EURHODIP through more than 150 hospitality and tourism schools including the best ones in Europe.



College of Tourism & Hotel Management (COTHM) Pakistan & Dubai Founder & Chief Executive Officer (CEO) Ahmad Shafiq has been elected as one of the members of the board of directors of EURHODIP. According to the details, the largest association of leading and premium hotel schools in Europe EURHODIP has elected COTHM CEO Ahmad Shafiq as one of the members of its board of directors. Ahmad Shafiq is the first Asian who has been made a part of this European network of hotel schools.

At least 39 countries are a part of EURHODIP through more than 150 hospitality and tourism schools including the best ones in Europe. Best hotel schools from different countries of all the continents of the world are a part of this association including COTHM from Pakistan.

Ahmad Shafiq's inclusion in the list of board of directors of EURHODIP is an opportunity for the Asian countries to get themselves introduced to the best hospitality and tourism platforms and think tanks operating in Europe.





While talking to Hospitality Plus, Ahmad Shafiq said that he would try to introduce Pakistani youth to the world forums with the help of the new role he has been given at EURHODIP.

He also said that every country where hospitality and tourism is a national subject must benefit from the research and development activities being conducted at the platform of EURHODIP.

Ahmad Shafiq who is also the holder of American Hotel & Lodging Educational Institute's 'Lamp of Knowledge Award' backed by the Cornell University USA is a leading hospitality educator in Pakistan and his presence in EURHODIP's board of directors' list is an acknowledgement of his global services in the field of hospitality.





REVITALIZING THE **FUTURE OF FOOD TOURISM** IN PAKISTAN

By Talal Bin Jawaid

Pakistan has the ability to emerge as a giant in food tourism if right decisions are made at the right time by the policymakers.

The word “tourism” is incomplete in its nature without the inclusion of word “food”. Food plays a vital role in facilitating the tourism industry of any country. Fortunately, Pakistan is blessed with ample of traditional cuisines which have the potential to cater the food tourism in the country. It would be right to say that the food tourism in Pakistan has a great potential to flourish in near future.

Unfortunately, the tourism industry in Pakistan has had faced many backlashes in the past due to the internal security disorder. Not only this, the COVID-19 pandemic

unleashed drastic ramifications on the tourism and food industry. Food tourism plays an integral part in blooming the economy of Pakistan. It also enables us to portray the righteous image of the country in front of the world. It also shares the cultural and moral values between tourists. Moreover, it strengthens the diplomatic relations with other countries. Food tourism also promotes food fusion which alters the traditional cuisines thus, revolutionizing the culinary arts.

Regrettably, there lies some hurdles in promoting the food tourism in Pakistan



which can be encountered by applying some doable measures. First of all, the law and order situation of the country should be further improved as security and tourism are prerequisites.



and celebrities to the country, to show them the versatility and capacity of traditional food would escalate the food tourism.

In addition, holding food festivals to promote the traditional food would be eye catching for the foreigners. Furthermore, organizing culinary competitions with other countries would provide an opportunity to present our traditional cuisines in front of the world.

In addition to this, imparting quality education in the culinary and hospitality arena is mandatory. Finally, agile participation of Pakistan Tourism Development Corporation in formulating the policies to boost food tourism is imperative.

In a nutshell, Pakistan has the ability to emerge as a giant in food tourism if right decisions are made at the right time by the policy makers.



Inviting international vloggers, ambassadors and celebrities to Pakistan to show them the versatility and capacity of traditional food would escalate the food tourism in the country.



In addition, hygiene and cleanliness must not be neglected. Moreover, appropriate use of social media to highlight the potential of food tourism of the country would be of great worth. Also, inviting international vloggers, ambassadors



GWADAR

ANOTHER TOURISM DESTINATION

BY MUNAZA KAZMI



Tourism is becoming a new fashion in new Pakistan; with this, Gwadar is becoming a trend and discussion among the tourists. Needless to say, Gwadar offers a variety of attractive tourist spots, starting from Heritage to Adventure to Culture and Food. A place where tourists from all over the world can enjoy several of natural wonders.



Gwadar, situated on a natural hammerhead shaped headland in the promising land of Balochistan. The city is situated on a tapered and sandy 12 kilometers long strip that links Pakistan to rocky outcropping in the Arabian Sea known as Koh-e-Batil or Gwadar Peninsula.

Gwadar or what I named it, “The Golden Land” enjoys the bounty of seasons, different local languages, diverse ethnic groups, clear waters, exotic beaches, huge muddy plateaus, precious minerals, and the most beautiful Arabian Sea, and the loving locals. However, Gwadar adores strategic significance for not just tourism but the economic development of Pakistan, reasoning the gateway to CPEC and OBOR. Gwadar’s CPEC routes are based on M8 Motorway and Makran coastal highway that connects the province of Balochistan with the rest.

Tourism in Gwadar is highlighting due to the exotic beaches, the scenic sunset points, beautiful Islands, golden deserts, the infamous Hingol National Park

where you would be finding Sphinx of Pakistan and Princess of Hope, and much wildlife.

I arrived in Gwadar in the first week of September, I found the tiny airport was flooded with tourists perhaps those who came to experience the city or the locals who had just came back and some businesspeople. Though, in a lesser time, I found myself walking towards the car as driver from the hotel, who was a very good guide as well, had been waiting for my arrival.

The distance from airport to Zaver Pearl Continental Hotel was about 20 minutes, however full of distant scenes of sand dunes, arty mud formation, busy fish markets and the most attractive blue green sea that stretches as far as one can see. I saw the hotel far before as it is majestically standing on a hill top, welcoming its guests in a queenly way, however when I entered into the pearly white hotel, I came to realize they have perfectly named it Zaver Pearl Continental, since Zaver is an Urdu word

for Jewel, hence this seems really as a Pearly Jewel in the middle of golden sands. However, it is a coincidence which was later told to me since Zaver was the name of the hotel owner's mother.

Walking straight to the room. The lavish hotel room was exquisitely gorgeous, comfortable and offered the landscape view of the city and the Port, from where on the coming days my

eyes witnessed the beauty of early sunrise.

By having supper in the modern style restaurant with the touch of Chinese's architecture Taipan, I went to see the old Shahi Bazaar, that enjoys a rich flamboyant past, as Sultans come to buy and sell into it, till date its alive and inspiring, selling numerous of local handicraft and delicious food, and The Oman Fort, that was also built in the times of

Sultanate of Oman probably 16th Century. Indeed, Gwadar speaks of indispensable culture, heritage and architecture.

That dazzling night I spent in the beautiful hotel lawn overlooking the mysterious sea, I spent hours sitting in the dim light coming from the full moon in the darkest of sky, eyeing the magnificent sea, listening to the quiet nature.

Morning came with much of the luster, golden rays coming out from deep inside the sea, making the blue water glittering golden, I watched the sun slowly waking up from the grayish night blanket. Sumptuous breakfast items, from desi to continental dishes were on display in Taipan for the guests to douse the hunger. I filled my plate with every delicious looking piece and enjoyed the pleasure of taste and delight.

The day I spent in exploring more of the city, a mud volcano, busy fish market, the boat making venture, and the catching of fish with local kids.

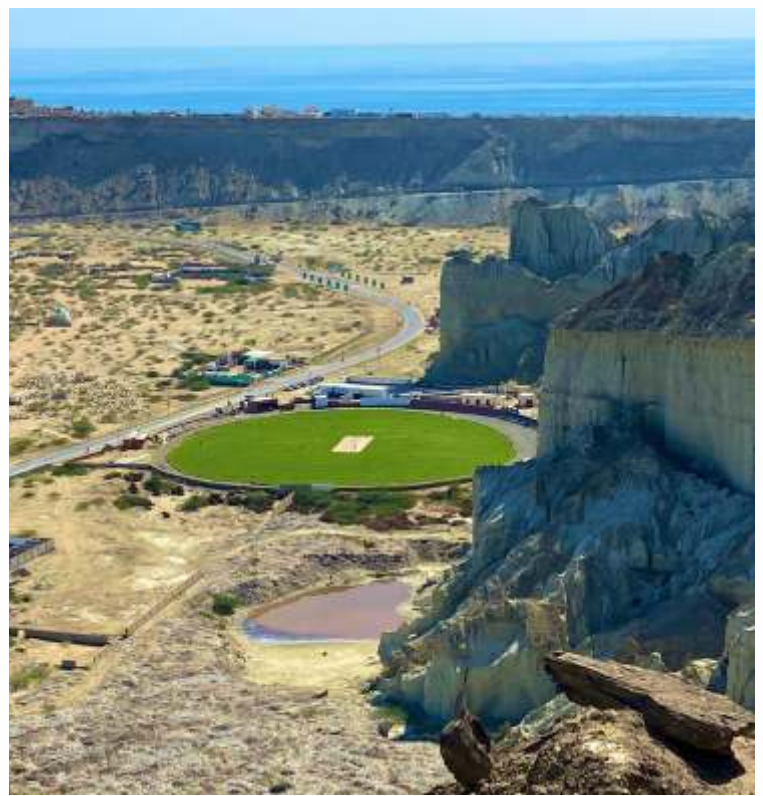
From my experience, along with heritage tourism, tourism in Gwadar could be marked as adventure tourism reasoning the boat riding, fish catching, some prospects of jeep rally and keeping in view the initiatives of the sea. Moreover, there are numerous opportunities but the only requirement is sustainability, otherwise we would waste the glam of nature, which is obviously irreversible.

Next, I went to the beach, a gorgeous, wonderful, and superb place. Clear blue water coming along with the white foam to engulf me. My mother says right, "water has some magnetic magic in it", and yes, the waves drive me to go farther and farther until I hear some local saying, Baji you will drown.

After having lunch, I went to a hilltop called by locals as "Pakistan Point". It was a steep difficult drive of about 15 minutes from the hotel, it was wonderful watching a huge Pakistani flag, fluttering in the air like of loose curls of a beautiful woman. And next comes the majestic view, a view of the entire city and the gorgeous Arabian Sea, flowing far and far touching the borders of Dubai, Oman and other Gulf countries.

Where I found a number of boats floating in the search of livelihood. I wonder what a mighty of the sea expanding where the eye can see and providing bread to how many of these people, however in turn the people have turned head to heel in





polluting this bounty.

The driver was a local hence he told me about a recent housing scheme that was going to throw its wasted water in this clean blue green sea, and that I saw with my own eyes; the huge pipe lines. I plead to the authorities to see into this matter and take proper action since we have one example of Clifton Karachi, the dirty seashore which not only has spoiled the site but also had drastic impacts on the sea life.

Beach promises a flamboyantly calm evening, while sun setting, going into the far away lands with seagulls making way to home; how homely and romantic. This is what I experienced on that evening on Koh-e-Batil, while embracing the gigantic waves with a goodbye to the sun.



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ALL YOU NEED TO KNOW ABOUT MEASURING CUPS & SPOONS



During the pandemic, one thing that we all went through was the “chef phase”. We barely had anything better to do. During this phase, we have all had our bad experiences and some pretty good experiences as well when the recipes we tried turned out really well.

Measuring cups and spoons have been making life easier for noobs for a very long time now. These tools are a blessing that we should all be grateful for because trust me your ‘andaza’ is not nearly as good as your mom and I will suggest you not go for it because it will kill that self-confidence that you built before going into the kitchen.



IMPORTANCE OF MEASURING TOOLS

A lot of people classify baking and cooking as an art but it’s more of a science. Perfectly measuring your ingredients is as important as any other step and for that, you need the proper equipment. Even if you are an experienced chef, measuring tools are a must because you need to ensure that your recipe is easy to replicate. Measuring spoons and cups not only make the cooking and baking process easier but also make it much quicker. All in all, these tools ensure convenience.

If you are a beginner, choosing the right tools might be a challenge as you will be confused due to the types of baking and cooking equipment that are available in stores.

TYPES OF MEASURING SPOONS AND CUPS

The measuring cups and spoons range in price and hence going for a

cheap set of measuring spoons and cups might not be a good choice as the quality will definitely be compromised.

1. GLASS



The glass measuring cups and spoons are potentially the best option that you can go for. They are higher in price as compared to the other types of measuring equipment. But these tools are definitely worth it as they are easy to clean, and they do not absorb any color and odor from the ingredients that you are measuring. Moreover, the glass equipment is not prone to rusting so it can definitely increase the life of the product.

One big drawback of the glass measuring spoons and cups is that they can easily break when they are dropped. Also, you'll have to ensure that you prevent your equipment from getting a thermal shock as it can lead to instant shattering of glass. But if you can handle your equipment right and are able to keep it out of the reach of children, you should definitely go for this option. You won't regret it!

2. METAL



Metal measuring spoons and cups are the most common type of cooking and baking tools. These types of tools are considered to be fairly durable as there is almost no chance of damage or breaking. The markings on the metal measuring cups are not printed and are usually etched. This reduces the chance of the wrong measurement and hence, inconvenience. The etched markings will never fade so you will not have to change your measuring toolset due to excessive washing or disappearing of the marks.

Metal measuring spoons and cups also come with a disadvantage as they are prone to rust. Most of these tools are made by welding or soldering two different types of metals which results in easy scraping and scratching, ultimately leading to rusting. If you are using a metal measuring spoons and tools, be sure to clean them regularly.

3. PLASTIC



Plastic spoons and cups are the cheapest options that you can go for. Rough handling or misuse will not destroy plastic tools. They are very durable if they are not subjected to extreme stress.

The plastic measuring spoons and cups, however, tend to absorb the color and odor of the ingredients. Moreover, under high temperatures, these cups can easily melt. One major downside is that the readings will eventually fade, and you will have to buy a new set.

MEASURING CUPS FOR DRY AND LIQUID INGREDIENTS



While doing cup measurements, it is important that you have both dry ingredients measuring cups and the liquid ingredients measuring cups. Dry ingredients like sugar, flour, etc. are usually considered to be easy to measure and pour.

However, proper measuring and pouring of liquid ingredients can be a challenge if you are a beginner. The liquid ingredients are usually measured by a one-unit cup that has different markings. This makes it easy to measure an accurate quantity of liquid.



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Chefs' Association of Pakistan

شيفس ایسوسی ایشن آف پاکستان

NATIONAL ASSOCIATION OF PAKISTAN



INAUGURATES SINDH & BALOCHISTAN REGION, WELCOMES NEW MEMBERS

An exclusive 'Gastronomy Session' was also conducted by National Culinary Team of Pakistan (NCTP) Captain Chef Muhammad Raees.



Chefs' Association of Pakistan arranged the inauguration ceremony of its Sindh & Balochistan Regions on December 4, 2021 at Arts Council Karachi where new members were also sworn in.

The Chefs' Association of Pakistan, founded in 2006, is an apolitical and nonprofit organization. Being a proud member of Worldchefs, Paris - the global authority on food, CAP is the only national association of chefs here in Pakistan that is internationally recognized. It represents the finest chefs, restaurateurs, hoteliers, food & beverage companies, culinarians, educators, learners and other stakeholders of Pakistan's hospitality, culinary, travel and tourism industries. Currently, the association is operating in 14 cities of Pakistan but, keeping in view the increasing number of skilled and qualified chefs in the country,

CAP is gradually expanding its network of offices in other provinces and cities as well. To make its international presence even stronger, CAP is strengthening its National Culinary Team of Pakistan and Young Chefs Team by adding and selecting new players through rigorous competitions and trials. CAP is also promoting the culture of food competitions, gastronomy workshops, and culinary seminars/webinars and different other activities based on the concepts of healthy diet in Pakistan.

For the participants of the event, CAP presented an exclusive 'Gastronomy Session' conducted by National Culinary Team of Pakistan (NCTP) Captain Chef Muhammad Raees who traveled all the way from the United States of America (USA) to talk on the art of gastronomy. Culinary students and professionals from different colleges and organizations attended the

session and benefitted from Chef Raees's interactive and informative talk on the future of gastronomy.

The attendees of the event included Ahmed Shafiq (Founder & Secretary General, CAP), Rao Zubair Khan (Chief Patron, CAP), Waqar Ilyas Khan (Senior Vice President - Corporate, CAP), Sabir Ahmed (Executive Director, COTHM Karachi), Usaid Ahmed (Manager Operations, COTHM Karachi), Tehseen Ahmed Qazi (Director Operations, COTHM North Nazimabad).

In his address, Ahmed Shafiq talked about the future of hospitality industry in Pakistan and across the world. He briefed the participants about the role of Chefs' Association Pakistan and invited all the chefs in the country to become a member of the association. He appreciated the chefs



from the Sindh and Balochistan Region for attending the event in such a big number. He announced that CAP would develop a team of young chefs from Karachi as well for international culinary competitions.

Waqar Ilyas Khan talked about the useful benefits of Chefs' Association of Pakistan for the newcomers from the Culinary

Industry. He said that the association would guide its member chefs in the Corporate Sector as well and help them make their professional life even better.

Sabir Ahmed welcomed all the new members of CAP in Karachi and vowed that COTHM Karachi would always work on the frontline for the cause and interest of Chefs

Association Pakistan.

At the end of the event memberships of Chefs' Association of Pakistan were awarded to the professional and celebrity chefs working in Sindh & Balochistan Region.



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International Cake Day celebrated at COTHM



Cothm CEO Ahmad Shafiq along with the Nestle officials cut the cake to celebrate the International Cake Day

College of Tourism & Hotel Management (COTHM) arranged International Cake Day at its head office in Lahore.

As per details, COTHM organized the International Cake Day on November 26, 2021 at its head office in Lahore where a large number of participants participated in the event.

Students participated in three categories i.e. first, Painted Butter Cream/ Butter Cream/ Fondant/ 3D Cakes, second, Anti-Gravity Cakes, and third Wedding Cakes.

In the first category of Painted Butter Cream/ Butter Cream/ Fondant/ 3D Cakes, Mahnoor Waqar, Rabia Akhtar and Samra Iqbal got first second and third positions respectively. In the second category of Anti-Gravity

Cakes, Iram Ramzan, Hadia Tariq and Urooba Akhtar got first, second and third positions respectively.

In the third category of Wedding Cakes, Aimun Saeed, Sana Haroon and Muskan Aqil got first, second and third positions respectively.

Ms Hira from Nestle, Chef Razza from



Different industry professionals and leaders including Layers CEO Muhammad Umar also visited COTHM and met the participants of the International Cake Day competitions.



COTHM, Chef Faiza Iqbal from COTHM and Mr Kadim from Yum judged the event. All the winners received their cash prizes from Nestle officials and COTHM CEO Ahmad Shafiq at the end of the day long activity.

The whole activity which was sponsored by Nestle Professionals was also visited by the Nestle officials who were Nestle Professionals Business Executive Officer Nausheen Jaffery, Nestle Professionals National Sales Manager Shakeel Ahmad, Nestle Professionals Regional Sales Manager Muhammad Hassan Khan, Nestle Professionals Brand Manager (Food) Nabil Toor and Nestle Professionals Channel Manager Muhammad Raza.



Students participated in three categories i.e. first, Painted Butter Cream/ Butter Cream/ Fondant/ 3D Cakes, second, Anti-Gravity Cakes, and third, Wedding Cakes.



COTHM CEO Ahmad Shafiq along with Nestle officials met the participants of the competition and talked about their cake baking skills.

Different industry professionals and leaders including Layers CEO Muhammad Umar also visited COTHM and met the participants of the International Cake Day competitions.

Nausheen Jaffery while talking to the students said that they should keep on participating in such activities and Nestle would always be there as a support.

Ahmad Shafiq along with all the Nestle officials cut the cake to celebrate the International Cake Day at the end of the event.



CONSUMING A DIET WITH MORE FISH FATS, LESS VEGETABLE OILS CAN REDUCE MIGRAINE HEADACHES

More than 4 million people worldwide have chronic migraine and more than 90% of sufferers are unable to work or function normally during an attack.

A diet higher in fatty fish helped frequent migraine sufferers reduce their monthly number of headaches and intensity of pain compared to participants on a diet higher in vegetable-based fats and oils, according to a new study. The findings by a team of researchers from the National Institute on Aging (NIA) and the National

Institute on Alcohol Abuse and Alcoholism (NIAAA), parts of the National Institutes of Health (NIH); and the University of North Carolina (UNC), Chapel Hill, were published in *The BMJ*.

The NIH team was led by Chris Ramsden, a clinical investigator in the NIA and NIAAA

intramural research programs, and a UNC adjunct faculty member. Ramsden and his team specialize in the study of lipids — fatty acid compounds found in many natural oils — and their role in aging, especially chronic pain and neurodegenerative conditions. The UNC team was led by Doug Mann, M.D., of the Department of Neurology, and Kim

Faurot, Ph.D., of the Program on Integrative Medicine.

Migraine, a neurological disease, ranks among the most common causes of chronic pain, lost work time, and lowered quality of life. More than 4 million people worldwide have chronic migraine (at least 15 migraine days per month) and more than 90% of sufferers are unable to work or function normally during an attack, which can last anywhere from four hours to three days. Women between the ages of 18 and 44 are especially prone to migraines, and an estimated 18% of all American women are affected. Current medications for migraine usually offer only partial relief and can have negative side effects including sedation, and the possibility of dependence or addiction.

“This research found intriguing evidence that dietary changes have potential for improving a very debilitating chronic pain condition such as migraine without the related downsides of often prescribed medications,” said Luigi Ferrucci, M.D., Ph.D., scientific director of NIA.

This study of 182 adults with frequent migraines expanded on the team’s previous work on the impact of linoleic acid and chronic pain. Linoleic acid is a polyunsaturated fatty acid commonly derived in the American diet from corn, soybean, and other similar oils, as well as some nuts and seeds. The team’s previous smaller studies explored if linoleic acid inflamed migraine-related pain processing tissues and pathways in the trigeminal nerve, the largest and most complex of the body’s 12 cranial nerves. They found that a diet lower in linoleic acid and higher in

“
Current medications for migraine usually offer only partial relief and can have negative side effects including sedation, and the possibility of dependence or addiction.
”

levels of omega-3 fatty acids (like those found in fish and shellfish) could soothe this pain pathway inflammation.

In a 16-week dietary intervention, participants were randomly assigned to one of three healthy diet plans. Participants all received meal kits that included fish, vegetables, hummus, salads, and breakfast items. One group received meals that had high levels of fatty fish or oils from fatty fish and lowered linoleic acid. A second group received meals that had high levels of fatty fish and higher linoleic acid. The third group received meals with high linoleic acid and lower levels of fatty fish to mimic average U.S. intakes. Meal plans were designed by Beth MacIntosh, M.P.H., of UNC Healthcare’s Department of Nutrition and Food Services.

During the intervention period, participants monitored their number of migraine days, duration, and intensity, along with how their headaches affected their abilities to function at work, school,

and in their social lives, and how often they needed to take pain medications. When the study began, participants averaged more than 16 headache days per month, more than five hours of migraine pain per headache day, and had baseline scores showing a severe impact on quality of life despite using multiple headache medications.

The diet lower in vegetable oil and higher in fatty fish produced between 30% and 40% reductions in total headache hours per day, severe headache hours per day, and overall headache days per month compared to the control group. Blood samples from this group of participants also had lower levels of pain-related lipids. Despite the reduction in headache frequency and pain, these same participants reported only minor improvements in migraine-related overall quality of life compared to other groups in the study. “Changes in diet could offer some relief for the millions of Americans who suffer from migraine pain,” said Ramsden. “It’s further evidence that the foods we eat can influence pain pathways.”

The researchers noted that these findings serve as validation that diet-based interventions increasing omega-3 fats while reducing linoleic acid sources show better promise for helping people with migraines reduce the number and impact of headache days than fish-oil based supplements, while reducing the need for pain medications. They hope to continue to expand this work to study effects of diet on other chronic pain conditions.





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HOSPITALITY INDUSTRY

TOP 10 SOFT SKILLS REQUIRED TO WORK

The importance of soft skills in the hospitality industry.

The hospitality industry is not always about glitz and glamour; much work takes place behind the stage. One must pursue a set of skills required by hospitality; hospitality management colleges train and dispatch thousands of students every year to join the workforce. This article aims to shed some light on the analogy of one of the most prominent industries and display the importance of soft skills in the hospitality industry.

The new generation of millennials and generation is heavily dependent on the hospitality industry's offerings. It is for hospitality professionals to turn a celebration into a memorable experience. It demands interpersonal skills in the hospitality industry to connect, serve, and provide comfort when the guest utilizes at any of the hospitality subsectors. Depending on your interest and area of

specialization, there are tons of job roles to choose from, from the front office and guest services to the back office.

Here are the top ten soft skills required to work in the field of hospitality:-

Customer Service:- You must have heard the notion of "The customer is always right." One must present the attitude of dealing with the customer in any challenging environment. Consumer behaviour has drastically changed over the years; a hospitality professional should deliver beyond expectations.

A positive mindset and proactive abilities can only put your career on the chart but is essential for the employer. Not to forget social media approach and dynamics, good

customer reviews intend to lead to more customers and followed by repeated guests. Interpersonal skills in the hospitality industry can lead to a curated path to success.

Cultural Awareness:- Did you know the effect of sudden lift of mood when someone recognizes your culture and greets you similarly? In the hospitality industry, one meets people from various creeds and cultures. Once you understand and gel into their culture and connect professionally, you can offer a sense of comfort in an unfamiliar environment. Cultural awareness can also be beneficial in team and staff management.

Communication Skills:- In the era of globalization, every industry demands



good communication skills. Communication skills in the hospitality industry are the main ingredients in constructing a perfect graph of success. Aptitude to communicate clearly with the customers of various demographics, engaging in professional yet intriguing communication with the audience is crucial for the hospitality industry.

The audience can vary from any country, religion, different in ages, moody, impulsive, full of anxiety, a person with good communication skills can handle them all. It also depends on guests' expectations; having a disposition of delivering the right and clear speech intending to problem-solving can get some extra reviews.

Networking Skills:- Hospitality industry demands profound networking skills to drive repeated customers and clients. By gradually following Hotel Management Skills, one requires a well-constructed Customer Relationship Management database with regular customer interaction. People who thrive on professional networking skills have higher chances of building a loyal clientele and higher revenues.

Language Skills:- The exciting part of working in the hospitality industry is to travel the world and work in different regions and areas. Language is an essential skill amongst the other technical skills in the hospitality industry. Some job roles require multilingual employees to

connect with International guests. Learning a second or a third language is a significant addition to your resume, and you can qualify for language surplus in some companies.

Multitasking Skills:- Hospitality professionals face enormous pressure and tasks to keep the customer engaged and satisfied. To meet the demands, people with multitasking skills can lead the way. Most of the companies are now inter-training their staffs to promote multitasking in individuals. Multitasking is essential to managing time as most professionals juggle their roles, finish various tasks, and meet deadlines.

Problem Solving Skills:- In the field of hospitality, problem-solving is quite necessary for developing a healthy relationship with peers, management, and guests. The right presence of mind, patience, and calm can inspire a person to deal with any challenges thrown in a high-pressure environment at any time. The customer can come in all shapes and sizes and demand a heap of rewards in return for their investments; a person with a proactive attitude and good problem-solving skills can deal with them in the right manner to reach a win-win situation. **Attention to Detail:-** As a hospitality professional, one tends to notice the details as such.

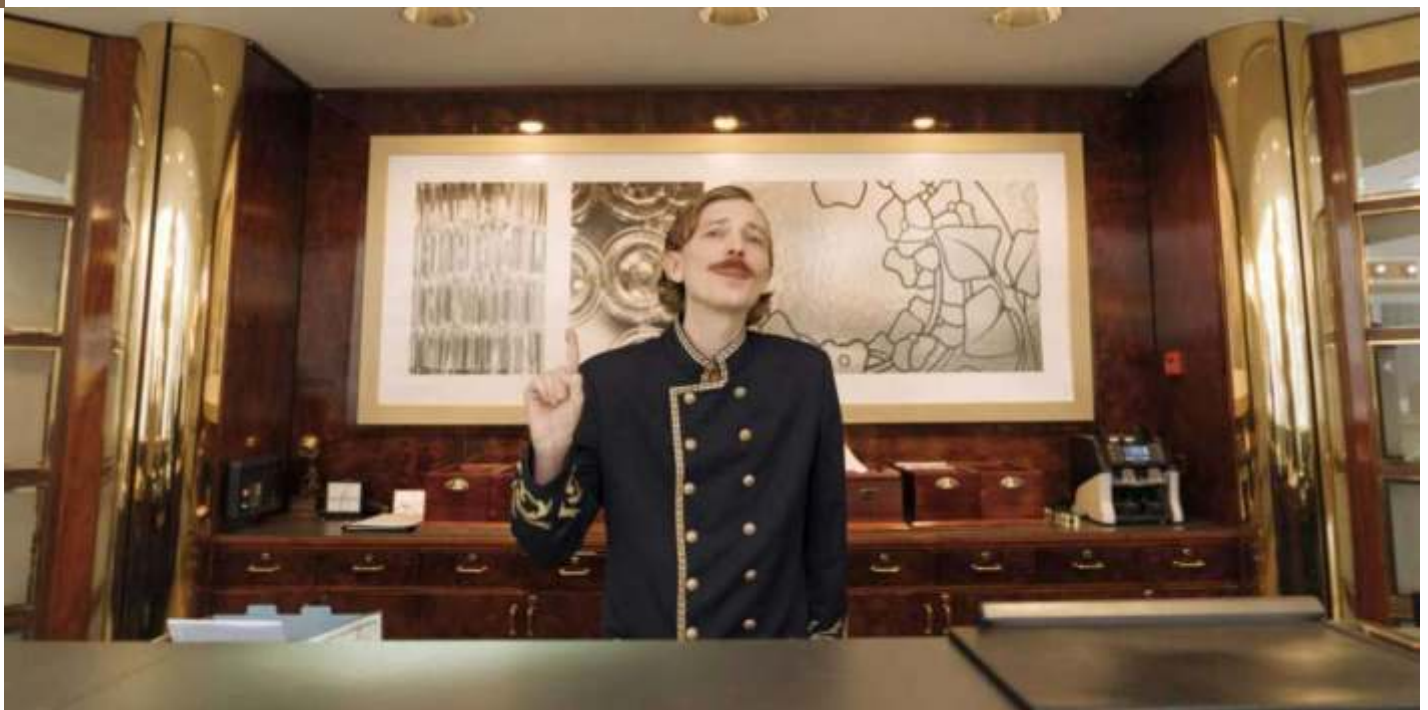
The pieces of a cleanroom before a guest checks-in the hotel, the display of a perfectly presented food plate, the

cafeteria seating and layout before breakfasts and dinners, the cleanliness of the beach and swimming pool, a person responsible needs an eagle's eye to view the details with caution to provide better customer service.

Team Management:- Team Management is always a thing in larger organizations, especially in the tourism and travel industry, which boats on teamwork. Everything you see from the reception desk to the account division requires a dedicated team of employees who successfully run the operations. Working well with others in the team, listening to other ideas, and following the management instructions lead to a better operating system, company growth, and higher revenues.

Professionalism:- Hospitality industry seeks and trains individuals to become adequately groomed, well maintained, and highly professional. The professionals must always follow the company culture and guidelines, interact appropriately and detach themselves from anything personal on duty.

The hospitality industry demands extra shifts on public holidays and festivals. Even though it looks fascinating, it can often be challenging. Hospitality can be a perfect career choice for those who love traveling, meeting, and interacting with new people.



SURVIVAL OF THE CULINARY INDUSTRY IN PAKISTAN

By Muhammad Faizan Naeem Khan



**58% of chefs in
Pakistan are
confident that this
'new normal' will
offer new
opportunities with
regards to different
dining experiences.**



Breaking apart the term, culinary means “related to cooking” and arts refers to any broad area of interest. So, put simply, culinary arts refer to “the art of preparing, cooking, presenting and serving food.” This may often be in the form of meals in a restaurant, but culinary arts can refer to “trends among chefs and all the professions in the restaurant industry that involve preparing, cooking and presenting food.”

One simple way to think about culinary arts is to consider what makes food appetizing to begin with. As humans, we judge food by the way the food itself looks, how it is presented, how it smells, how it performs or behaves while we taste it, how it feels on the tongue and of course how it makes us feel. We may not have realized that all these factors play a role in our enjoyment of food, but these senses are all working every time you have food in front of you. It's the role of the culinary arts professionals to ensure that all of these senses are satisfied positively.

Culinary arts industry has faced many problems during the pandemic, as the pandemic has become a huge problem of every industry. Many industries had to suffer during the pandemic as the culinary industry is also suffering because of the pandemic. Too many of the hurdles has taken place due to the pandemic in flourishing the culinary industry in Pakistan.

The COVID-19 pandemic has caused significant challenges in the foodservice industry over recent months. The closure of non-essential businesses, social distancing, and a state of





As humans, we judge food by the way the food itself looks, how it is presented, how it smells, how it performs or behaves while we taste it.



emergency in many countries have negatively impacted restaurants and other food services companies.

To survive the pandemic, restaurants will need alternative strategies to adapt to the plight of



customers. Lesser disposable income, increased awareness about health, and increased need for convenient alternatives to dining in are some of the factors that foodservice industry players need to adapt to currently.

Culinary industries and institutions came forward to cope up the situation and to overcome the hurdles that have been created during the pandemic.

They had suggested many ideas and came forward with different creative suggestions and strategies to overcome the situation and loss that was created by the pandemic.

Six key strategies to help foodservice industry players survive the COVID-19 pandemic.

These strategies included the following:

- Foodservice companies should ramp up cleaning processes and prioritize the health and wellness of employees
- Companies must stay updated on government policies that can support them, like the CARES act
- For their Gen Z and millennial customers, companies should focus on providing high quality food and premium

deliveries as 56% of chefs now consider outdoor dining as the new way forward

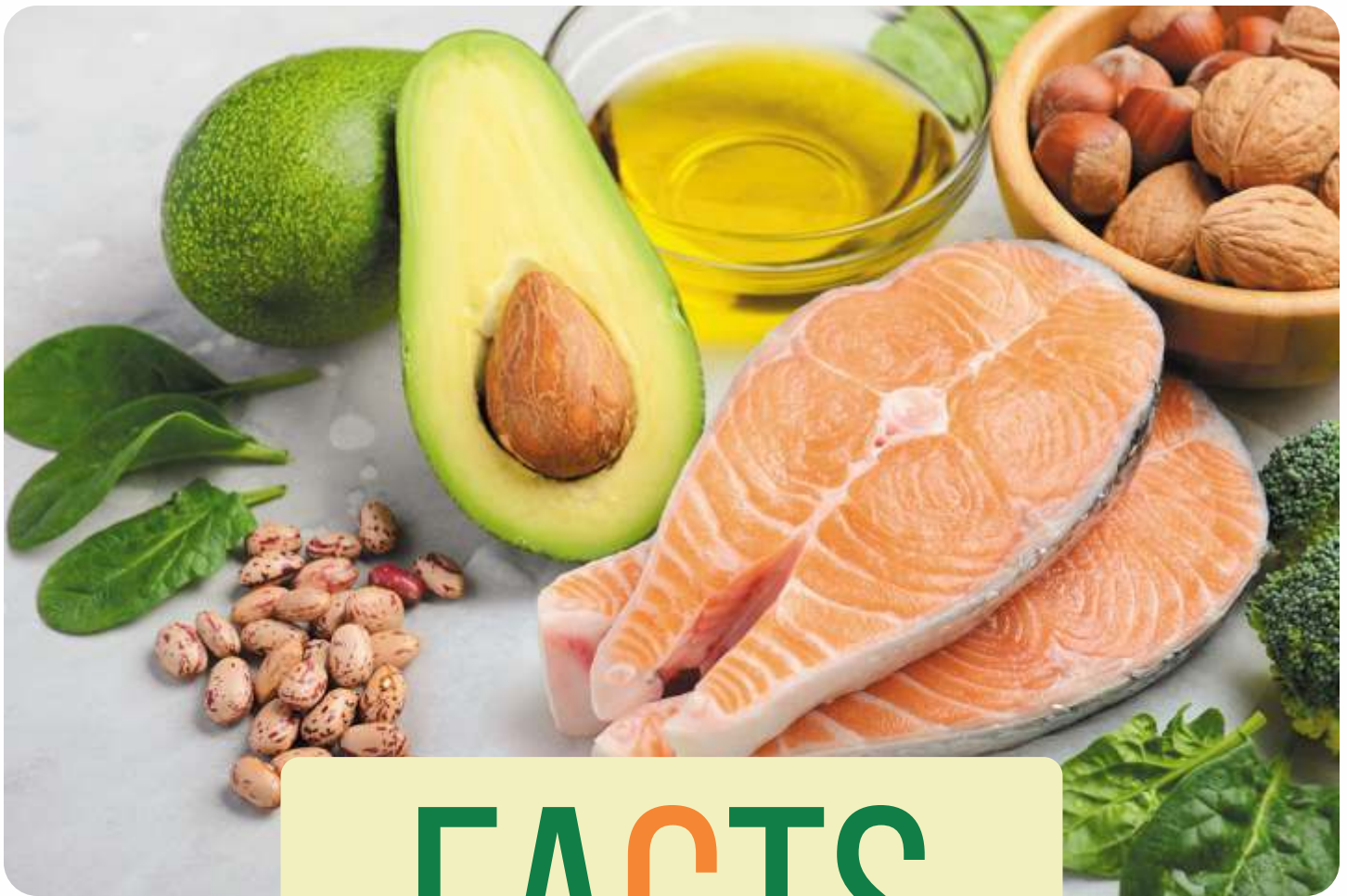
- 58% of chefs are confident that this 'new normal' will offer new opportunities with regards to different dining experiences, which can hopefully be capitalized on. 76% of chefs have noticed and become aware of the impact that COVID-19 has had on dietary choices in the restaurant environment

- Half of chefs are now cooking more plant based dishes since the beginning of lockdown.

- The staff of culinary industries believe that COVID has made them feel more flexible in terms of further businesses they may own or work at in the future

In addition, this flexible thinking has inspired more creativity with regards to dining experiences. Some of chefs are considering using private dining in the home as a potential revenue stream. Others have also considered pop-ups and have contemplated collaborating with other businesses to bring their creative ideas to life.

These creative minds and strategies will help out the culinary industries to grow in their own ways.



by Aamna Mazhar

FACTS

ABOUT FATS THAT YOU NEED TO KNOW!

Being healthy is often associated with being thin and having a lean physique. As a result of this, most people completely cut fats from their diet. It is important to understand that fat, on its own does not lead to weight gain, heart attack, or any other disease. One can lead a better life by knowing the facts about fats. The human body conserves the excess calories consumed in the form of fats. These conserved fats give us energy and increase the absorption of minerals and vitamins in the body. Here are some other facts that will help us understand the importance of fats for our body. It is important to debunk the myths about fats and start living right.

The truth about healthy fats & unhealthy fats

There are different types of fats that come from varying sources and have their benefits or drawbacks. Fats that are coming from highly processed sources are usually the ones that we can easily access at fast-food restaurants. These fats are trans fats or saturated fats and can lead



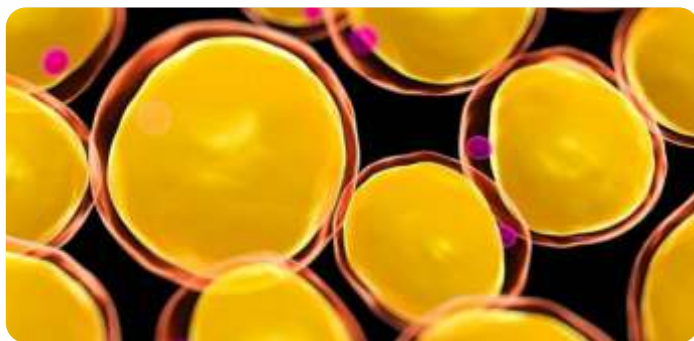
to serious problems for the human body. Some foods high in unhealthy fats are cheese, cookies, cakes, and margarine.

On the other hand, there are “good fats” which are called so because they are super advantageous for the human body. The facts about these fats cannot be ignored and their qualities make them a vital part of any diet. Monosaturated and polysaturated fats are rich in omega-3 fatty acids which can help to reduce the risk of memory loss, heart disease, and joint pain. “Good fats” are a must for our everyday diets. These fats help us to feel fuller and boost the overall health of the body. Some good fat sources are almonds, coconuts, eggs, avocados, dark chocolate, salmon, and walnuts.



Fats are essential for the proper functioning of the body

Fats are a source of energy that the human bodies rely on when the carbs are all used up. Most foods provide a range of saturated and unsaturated fats. The composition of fats in different foods is what affects its functional and physical characteristics and impacts body health. Eating the right fats in sufficient amounts is important for a number of reasons. Fats do not only provide energy to the body but are also the structural components of body cells. They promote growth and development, along with brain and eye function.



Fats can help balance blood glucose

It is a common misconception that eating fats can spike the blood glucose level. The facts are opposite to this myth, eating unsaturated fats can actually help to normalize the blood sugar level. Carbs, when paired with the right fats can aid to control the rise in blood sugar levels. Instead of completely removing fats from the diet, diabetic patients shall be careful to include the right type of fats in the right amount. It is recommended to eat a variety of whole foods that you enjoy.



It is important to keep in mind that all fat-free foods are not healthy, and all fats are not unhealthy. The key is to maintain a balanced diet. A balanced diet will make sure that your body is provided with all the nutrients that it requires for normal functioning. Foods that are rich in fats often come with a combination of saturated and unsaturated fats. It is important to make the right choice that suits your needs!



Eating fats will not cause weight gain

When it comes to weight loss, dietary fat is not equivalent to body fat. People following high-fat diets can lose weight just as well as those following low-fat diets. Consumption of extra calories is the reason for fat formation in the body.

Those calories can also come from carbohydrates or proteins. The key is to consume a moderate amount of food. Fats might as well be better than consuming proteins or carbohydrates because they are more filling and can satisfy your appetite. Ensure to incorporate healthy fats into your diet. Consumption of unhealthy fats can lead to problems in the long run.



“Good fats” are good for the brain

Studies claim that consuming “good fats” keeps the brain healthy for a very long time. By eating the right amounts of beneficial fats, you can avoid many brain-related diseases, including Alzheimer’s disease. Saturated fats shall be avoided as they can cause inflammation in the brain. Alternatively, unsaturated fats are found to be useful to dampen the inflammatory response.



BODY SET UP TO IMPROVE AVIATION INDUSTRY, ENHANCE TOURISM



For the first time in Pakistan, the Aircraft Owners and Operators Association (AOOA) has been established with the goal of improving and reforming the aviation industry to encourage tourism in the country. The AOOA founder, Imran Aslam Khan while talking to media said that the association would work with the relevant authorities for developing the aviation sector and promoting tourism through the aviation industry. He further stated that the AOOA will

recommend to the government modifications and improvements in the National Aviation Policy and Legislation to boost the aviation business and tourism in Pakistan's best interests.

He said he is delighted to announce the formation of the association as it will develop and revolutionize the aviation industry in Pakistan. More than 80pc aircraft owners and air operators in Pakistan are already members of the association, he said.

Airlines will also be offered to join the association as the aviation industry is not that big in the country. A single platform for the development of this sector will have a manifold impact.

Capt Aijaz Ahmed from Lahore was elected as the resident and Capt Asim Nawaz (LLM) from Karachi has been elected as general secretary of AOOA.

CONSULATE GENERAL OF JAPAN IN KARACHI ORGANIZED JAPAN FEST 2021



The program of Japan Fest 2021 was opened in traditional Japanese style with a wadaiko (Japanese drums) performance led by Deputy Consul-General ASHIDA Katsunori, followed by a speech from Consul-General of Japan in Karachi, ISOMURA Toshikazu, in which he expressed his pleasure on the recommencement of cultural events after the pandemic-imposed break.

He appreciated the cultural interactions between Japan and Pakistan, particularly

noticing that next year both countries will be celebrating 70 years of the establishment of diplomatic relations.

The speech was followed by video messages from dignitaries including Haider Ali, Gold Medalist in Tokyo Paralympics 2020, Anwar Maqsood and Imran Ismail, Governor Sindh, wherein they applauded the organization of such events and shared anecdotes of their stay and bonds with Japan. A quiz competition of interesting facts about Japan was held and the winners were awarded prizes by the Consul-



General.

The main event of the evening was an enthralling performance by a Japanese armature band Moon Stone, comprised of saxophone, bass, piano and drums who performed for the event from Japan.

The audience was also delightedly treated by enchanting tunes played by sitar maestro Ustad Nafees Ahmed who was joined by ASHIDA Katsunori on vocals and keyboard.

HIGHLIGHTS

SAUDI GOVT SETS AGE LIMIT FOR UMRAH PILGRIMS



The Saudi government has set an age limit for pilgrims intending to travel to the country to perform Umrah, besides mandating their vaccination. According to the Saudi Ministry for Hajj and Umrah, only pilgrims aged between 18 and 50 years will receive Umrah permits on the condition that they are fully vaccinated. The pilgrims would need to submit their vaccination certificates to Saudi Arabia's foreign ministry to receive an online pilgrim visa.

The ministry advised that the intending pilgrims should choose only licensed travel companies in order to get the permits for performing Umrah and offering prayers inside the Grand Mosque in Makkah. The development has come a week after the kingdom's ambassador to Pakistan, Nawaf bin Saeed Al-Malki, hinted at an early resumption of Umrah flights from Pakistan. In a meeting with Minister for Religious Affairs Noor ul Haq Qadri, the ambassador ensured full cooperation of the Saudi

government in this regard. The minister maintained that his ministry would "implement the guidelines from the Saudi authorities and extend complete cooperation to them." The Saudi envoy said that he would soon discuss the resumption of Umrah flights with the concerned authorities in Saudi Arabia, hinting at an early revival of flights from Pakistan.

PAKISTAN'S UNTAPPED TOURISM POTENTIAL IS 80BN DOLLARS ANNUALLY: SYED YAWER ABBAS BUKHARI



Provincial Minister for Baitul Maal and Social Welfare Syed Yawer Abbas Bukhari has said that Pakistan's tourism sector has got the potential of 80 Billion dollars annually.

As per details, Syed Yawer Abbas Bukhari has said that Pakistan can add a revenue of 80 Billion dollars to its Gross Domestic Product (GDP) annually if proper and professional measures are taken by the government.



The provincial minister was talking to hospitality and tourism students and professionals at an orientation session arranged by College of Tourism and Hotel Management (COTHM) at Faletti's Hotel Lahore.

Talking to the audience, he said that Pakistan's tourism industry is one of the main attractions of the country and much benefit can be taken out of that.

He also said that Pakistan's current exports are of the value of 25 Billion dollars annually while only tourism can earn up to 80 Billion dollars for the country.

He further said that the government under the leadership of Prime Minister Imran Khan is in the right direction to achieve the goals set in this regard.



MOHATTA PALACE TO BE TURNED INTO GIRLS MEDICAL COLLEGE

5



The Sindh High Court has ordered for Mohatta Palace, which is now named as Qasar-e-Fatima to be turned into a girls medical college including a hostel. A plaque should be installed with the names of legal heirs on it, the court said. A trust should be established to look after the affairs of the medical college and the hospital, the court said. The development came during the hearing of

the case of the distribution of Quaid-e-Azam and Fatima Jinnah's residence. The parties have nominated Dr. Abdul Bari, Dr. Adeeb Rizvi, Justice (Retd) Sarmad Jalal Usmani and Justice (Retd) Faheem Siddiqui and Amir Ali of Indus Hospital to run the college. The consent of the trustees will also be communicated at the next hearing, the parties said. Consent will be sought from all

individuals to join the trust, the court said. The court ordered to compile a list of goods in Mohatta Palace. The court has sought the details of income from Mohatta Palace in 30 years from Sindh government's culture department. The court has also sought suggestions from the parties for financial redressal of the petitioner's fifty-year long pursuit.

SHANGRILA LAUNCHES ITS COOK BOOK 'THE EXPERTS' RECIPES' AT COTHM LAHORE

6



Famous food company Shangrila has launched its cook book 'The Experts' Recipes' in Lahore at the College of Tourism & Hotel Management (COTHM) on Wednesday. According to the details, Shangrila (the food experts) has launched its cook book 'The Experts' Recipes' in Lahore at COTHM where above 50 professional and celebrity chefs attended the event. Chef Ayesha from Karachi hosted the event and

talked about the success of Shangrila food company in the market of Pakistan. National Women Culinary Team of Pakistan (NWCTP) Captain Chef Shumaila and other senior players of the team attended the event and unveiled the book as well. Senior players of National Women Culinary Team of Pakistan with Shangrila's book 'The Experts' Recipes' Shangrila distributed books and gift packs among the chefs and also sought their support

for the maximum utilization of its products in the market. 'The Experts' Recipes' having hundred global recipes has been written by top five chefs in Pakistan with the help of Shangrila products. All the recipes in the book have a separate QR Code through which everybody can download the complete video of the recipes. Female chefs from Lahore appreciated the effort done by Shangrila and pledged to make a better use of Shangrila products at their workplaces.

HIGHLIGHTS

AUSTRALIAN TRADE COMMISSIONER FOR PAKISTAN JOHN CAVANAGH WANTS PAKISTANI HOSPITALITY STUDENTS IN AUSTRALIA



John Cavanagh, Australian Trade Commissioner for Pakistan, visited College of Tourism & Hotel Management (COTHM) on Wednesday, November 17, 2021.

As per details, Australian Trade Commissioner for Pakistan and United Arab Emirates John Cavanagh and Australian Trade & Investment Commission, Islamabad Country Manager Azhar Shah visited COTHM's head office on Wednesday to discuss the creation of multiple

academic and professional opportunities for the Pakistani youth in Australia particularly in the fields of hospitality and tourism.

From COTHM's history to its expansion and future plans, Zaheer Ahmad explained all the key areas of the college to the distinguished guests.

The COO also briefed the guests on the possible academic and professional opportunities which Pakistani hospitality and tourism students might avail in Australia.

John Cavanagh admired COTHM for generating a huge trained workforce in the fields of hospitality and tourism and desired to work closer with COTHM on different projects.

John Cavanagh said that it was the right time to connect COTHM and its students to the Australian opportunity providers so that both the countries might benefit from each other in the long run.

COTHM & FOODPANDA COME TOGETHER TO PROMOTE HOMECHEFS IN PAKISTAN



College of Tourism & Hotel Management (COTHM) and foodpanda signed a memorandum of understanding (MoU) to create business opportunities for the Pakistani youth in the form of home chefs.

Under the agreement, COTHM will provide foodpanda with the trained culinary arts graduates for its HomeChefs initiative. COTHM's culinary arts students would have the option to register with foodpanda without

any procedural hitches. Once the chefs are on-boarded on the e-commerce platform, they will be further trained by the foodpanda team to operate commercially on the platform.

Zaheer Ahmad, Chief Operating Officer COTHM, and Ahsan Malik, Head of foodpanda HomeChefs Division signed the agreement.

Speaking at the signing ceremony, COTHM, COO Zaheer Ahmad stated, "I am pleased to partner with the largest e-commerce player in

Pakistan and it gives me immense satisfaction to know that now our chefs will have a platform where they can kick start their food ventures with minimum resources."

foodpanda Head of Homechefs, Ahsan Malik, quoted at the event, "We are excited to have taken on-board COTHM as our strategic partner as it is one of the most prestigious culinary schools in Pakistan."

INDUSTRY HIGHLIGHTS

PROMOTION OF TOURISM BETWEEN PAKISTAN, IRAN STRESSED

9



Pakistani Ambassador to Iran Rahim Hayat Qureshi has said that Iran is a good destination for Pakistani tourists. Rahim Hayat Qureshi while visiting the historical and cultural complex of Ferdowsi Tomb in Mashhad, Iran said that Iran and Pakistan are neighbours, friends and brothers. He pointed out several opportunities to expand relations, especially in the field of

tourism between Mashhad and various cities in Pakistan, including the relations between Lahore and Mashhad.

Referring to a recent meeting between the Presidents of Iran and Pakistan in Ashgabat, Turkmenistan, the Pakistani ambassador to Iran said: "One of the topics of discussion between the two presidents was the expansion of the tourism industry and the

development of tourism exchanges between the two countries."

Qureshi continued: "It is an honour to have the opportunity to come to Ferdowsi's tomb and pay my respects to Ferdowsi as the greatest Iranian poet who helped revive the Persian language."

COTHM'S MUHAMMAD AHMAD WINS 23RD FHC CHINA INTERNATIONAL CULINARY ARTS COMPETITION

10



Muhammad Ahmad, a student of College of Tourism & Hotel Management (COTHM) has brought a fair name to Pakistan by winning the 23rd FHC China International Culinary Arts Competition.

As per details, COTHM Joher Town campus student Muhammad Ahmad has won the 23rd FHC China International Culinary Arts Competition that was held online from

November 9 to 11, 2021.

The event was organized by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., and was the only officially certified the international Level-A event by World Association of Chefs' Societies, and was also supported by the Shanghai Restaurants Cuisine Association, Shenzhen Cuisine Association, Jilin Cuisine Culture Research Association, Changchun Association of Hotels, Restaurants and

Cuisine Business Catering, Shaanxi Cuisine Industry Association, and Tibet Cooking Meal Restaurant Trade Association of Autonomous Region.

This is not the first time when a COTHM student has won an international cooking competition; many of COTHM students have won international cooking competitions at multiple international events.



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