

PAKISTAN'S PREMIER MAGAZINE FOR TOURISM, HOSPITALITY, RESTAURANTS, AIRLINES, TRAVEL & FOOD INDUSTRY

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ARE WE READY FOR **TOURISM** IN PAKISTAN?

PROMOTING TOURISM IN PAKISTAN:
POTENTIAL AND
CHALLENGES



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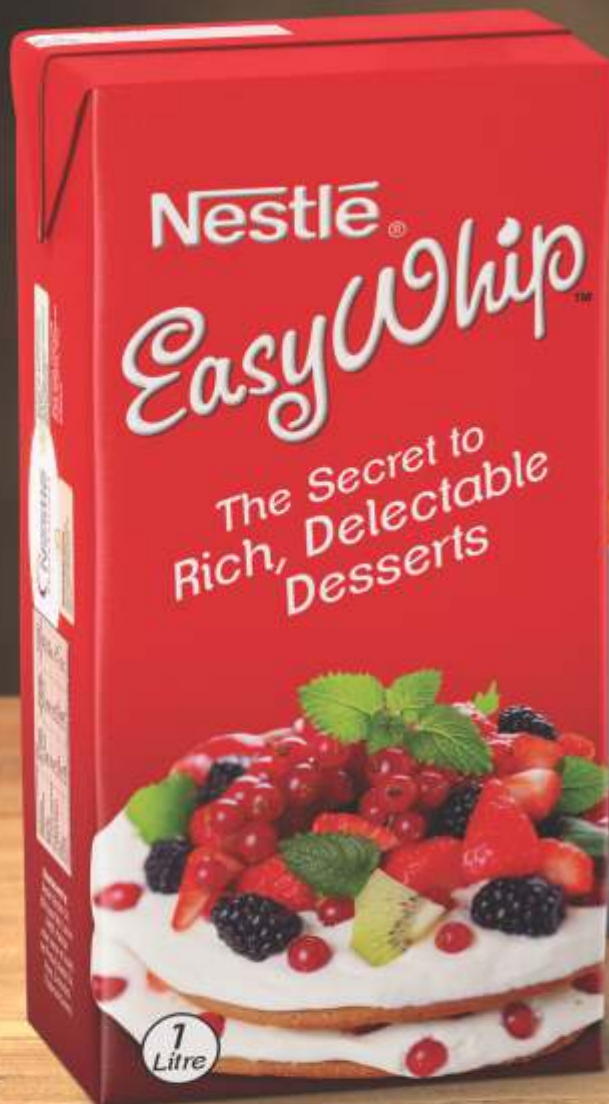


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CONTENTS



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Editor's Note

6

Education in Pakistan must be shifted to 'degree with skills' model

COVER STORY

7-12

Promoting tourism in Pakistan: potential and challenges

ARTICLE

13-15

Customer preferences in restaurant industry of Pakistan

ARTICLE

17-18

Improving Pak China tourism connection

ARTICLE

19-21

Top 10 things to see and do in Tajikistan

ARTICLE

23-24

Landmark partners' interaction held at COTHM Head Office to discuss 'Vision 2022 - New Horizons'

ARTICLE

27-29

Weirdest food trends of Pakistan 2021 that will make your jaw drop

ARTICLE

31-32

Knowing your food groups is important

ARTICLE

34

Travel industry entering into new era

ARTICLE

35-36

The 50 most influential hoteliers in the Middle East

ARTICLE

37-38

A complete guide for different types of coffee

INDUSTRY HIGHLIGHTS

41-45

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PAGE
7



PAGE
19



EDITOR'S NOTE



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PAGE
27



PAGE
37



EDUCATION IN PAKISTAN MUST BE SHIFTED TO 'DEGREE WITH SKILLS' MODEL



Education is the most important part in a human being's life as it not only civilizes an individual but also enables him/her to earn for his family and contribute to the national exchequer.

Here in Pakistan, the education system is neither civilizing the students nor is it preparing them for the future financial challenges. At our school, colleges and universities, we have never upgraded the teaching methodologies and pedagogies on the modern lines.

Major portion of the assessments is based on subjective questions and the students keep cramming the whole year to pass with flying marks. In the race of getting high marks, the element of practical training goes missing and when a student even with high grades enters the practical market, he/she fails to perform the required duties.

There is a dire need to upgrade our education system to the modern lines and a big chunk of practical trainings must be added at every level of education so that the graduates might come up to the expectations of the employers.

We need to realize that the world is changing fast and every new day brings new revelations and challenges. If we do not upgrade our teaching pedagogies today, we shall not be able to compete with the world tomorrow.

'Degree with Skills' is the model that needs to be followed in Pakistan so that our youth after completing its education must be able to go for some startup ideas or contribute to the uplift of some organization as employees.

If we go successful in producing skilled youth, not only local but foreign opportunities would also be explored that would ultimately ease the financial pressure on the national economy.

PROMOTING TOURISM IN PAKISTAN:

POTENTIAL AND CHALLENGES

“
Effective
implementation of
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Tourism Industry,
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generate revenues
including foreign
exchange.”

Tourism is one of the best ways of generating revenue for any country. Apart from generating revenue, it helps in the promotion of the culture and civilization of a particular country. Since, Pakistan is rich in diverse cultures, civilizations, and traditions, with beautiful landscapes, heavenly sights, and historical places; it holds a great tourism potential, which regrettably remained elusive.

Moreover, Pakistan has a plethora of historical, religious, archeological, or adventurous sites that could attract a large number of tourists from around the world. Regrettably, Pakistan failed to cash its full potential in the tourism industry owing to multifarious factors and challenges that impede or have always impeded the country from becoming the world's top or best





tourist destination.

Country's tourism industry has long suffered due to lack of funds, shortage of expertise, and policies of the government. This resulted in tourism bodies and provincial governments to not take drastic steps to develop a national and provincial tourism policy.

However, the current government has highlighted the tourism industry after the construction and real estate industry as one of the most significant industries to develop and improve the economic conditions, especially after the outbreak of COVID-19.



The very first thing that needs to be addressed is the delay in launching brand Pakistan initiative as it is the only way Pakistan can expose its tourism potential to the outer world.



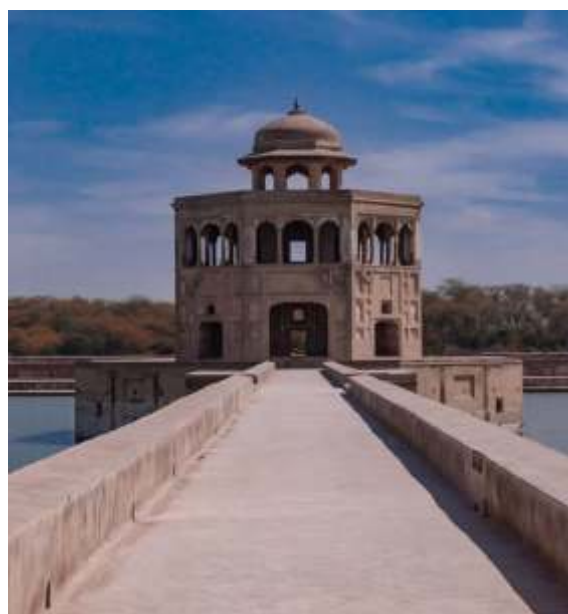
For a systemic transformation, the government should introduce broader tourism policies, rules and regulations exploring the socio-economic aims for tourism growth, and promoting the involvement of the private sector, to invite investments, and encourage tourism, both nationally and internationally.

Proper policies and effective implementation of policies will not only develop the tourism Industry, but also create employment, unveil more and more opportunities, and generate revenues including foreign exchange. The very first thing that needs to be addressed is the delay in launching brand Pakistan initiative as it is the only way Pakistan can expose its tourism potential to the outer world.

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“
Being a ‘developing country’, Pakistan’s tourism industry has the potential and zeal to turn this weakness into its strength. Hence, to be able to compete in the global arena, the government must explore the wonders the tourism industry of Pakistan offers.
 ”

lack of funds, shortage of expertise, and policies of the government. This resulted in tourism bodies and provincial governments to not take drastic steps to develop a national and provincial tourism policy.

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The very first thing that needs to be addressed is the delay in launching brand Pakistan initiative as it is the only way Pakistan can expose its tourism potential to the outer world.

A proper strategized plan must be introduced very soon to make the world count Pakistan's unlimited tourism attractions. All the countries in the world who want tourism sector as one of their prime industries to generate revenue brand themselves as a tourist attraction and create attractive slogans in this







ARE WE READY FOR TOURISM IN PAKISTAN?

Top leadership of Pakistan always propagates the immense tourism potential of Pakistan at every forum but no practical steps are witnessed for the exploitation this potential; Murree tragedy is a proof.



By: Fraaz Mahmud Kasuri

In the pretext of recent Murree tragedy where at least 23 people died in cars stranded in snow, a question definitely arises that are we actually ready for tourism in Pakistan. To figure out the causes of this horrible incident, we need to look at the multiple factors which led to the deaths of the tourists.

First of all, it was a criminal negligence on the part of government departments including local administration, police, traffic squad, snow clearing squad and other related departments who were not there to rescue the jammed tourists in such weather conditions. The tourists kept calling the government departments but nobody turned up to offer



Traveling anywhere without checking the weather updates, parking and accommodation facilities, and security situation is a sheer risk and that is what happened in Murree.



any help in this regard. Those who were there to clear the roads were not equipped enough to handle the situation aptly. Meanwhile, such unpreparedness and mismanagement led to the loss of so many precious lives.

If we look even closer, it all went wrong right in the beginning when almost one lac vehicles entered Murree where the actual capacity for car parking is 4000 vehicles at a time. There was no mechanism to stop the vehicles from entering the city when its parking capacity was full. The tragedy could have been avoided if the city would not have been over crowded.

The tragedy also questions the performance of the tourism departments in Pakistan that are unable to develop some sustainable model for winter tourism in Pakistan since its inception. Top leadership of Pakistan always mentions and propagates the immense tourism potential of Pakistan at every forum but no practical steps are witnessed in this regard; Murree tragedy is a proof.

The other side of this episode is that as tourists we always need to be



All we need is to prepare ourselves on all the fronts which are inevitable to develop a sustainable tourism model in Pakistan.



careful and responsible as irresponsible tourism may cause multiple implications both human lives and environment. Traveling anywhere without checking the weather updates, parking and accommodation facilities, and security situation is a sheer risk and that is what happened in Murree.

People rushed to Murree to enjoy snow falling without any planning; the city got overcrowded; local administration was sleeping and the disaster took place.

Now, all we need is to prepare ourselves on all the fronts which are inevitable to develop a sustainable tourism model in Pakistan. The government should engage all the tourism ministries, departments, boards, committees and other related sectors for the development of a sustainable tourism model in Pakistan that can better exploit the wonderful tourism potential of the country.



By: Maryam Iqbal

CUSTOMER PREFERENCES IN RESTAURANT INDUSTRY OF PAKISTAN

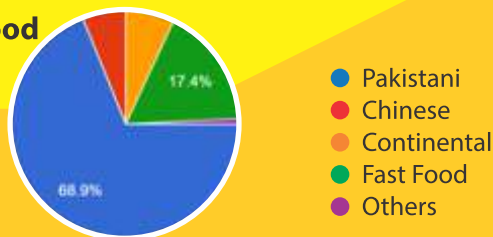
The survey in hand on customer preferences towards the restaurant industry of Pakistan is an effort to measure the customer preferences and current status of customer loyalty in the restaurant industry of Pakistan.

It tries to measure the preferences of the educated societal class which is the direct customer of the restaurants and is also backed by the purchasing power. Nowadays, customers have a lot of choices because of the availability of a large number of food outlets/restaurants, so entrepreneurs may also seek help from this survey to know the current status of loyalty among the customers.

Researchers can also utilize this survey for further investigations on customer preferences and customer loyalty as it involves a process of either developing a general opinion or confirming an already existing preference. An online questionnaire was used to collect responses for this survey. At least 132 responses in total were gathered from different customers of the restaurants all across Pakistan.

1- What kinds of food do you prefer?

132 responses



The eating out preferences got exciting responses from the customers. The results showed that the trend of traditional Pakistani food taking a clear edge with 68.9% over other preferences, while 17.4% people showed their interest for fast food whereas 13.7% for Chinese, Continental and others. This category highlights that customers in Pakistan still prefer Pakistani food that gives a direction to the

entrepreneurs and for existing restaurants on customers' food preferences.

2- How well a preferred food outlet/ restaurant satisfies your need?

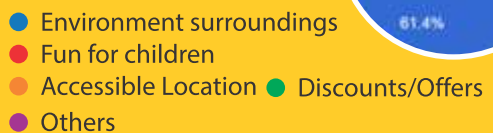
132 responses



65.2% customers preferred good quality of food as a core attribute of any restaurant. 20.5% customers selected value for price as their second reason for selection and 14.3% voted in favor of economical food with good quantity. Results of this category clearly indicates that the restaurants should focus on good quality in order to get maximum response from the customers. The result also explore the value-added benefits for selecting any food outlet/ restaurant other than food attributes.

3- What other things apart from food do you prefer in any restaurant?

132 responses

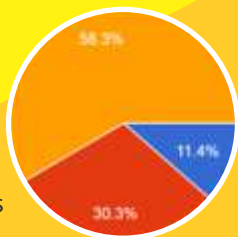


With respect to value-added benefits, 61.4% gave weightage to environmental surroundings, 18.9% showed their interest for discounts/offers, 13.6% preferred accessible locations of restaurants, whereas fun for children and other benefits collectively got 6.1% rating. Restaurants must consider creating a good environment to get maximum results.

4- How often do you try to go to new outlets?

132 responses

- Highly loyal to specific restaurants
- Fond of new restaurants
- Seldom try other restaurants

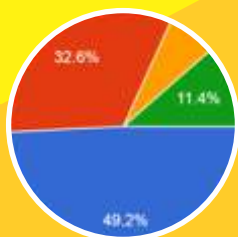


In terms of customer loyalty towards the restaurants in Pakistan, there are only 11.4% customers loyal to specific restaurants, 30.3% customers fond of new restaurants and 58.3% customers seldom try other restaurants. The results clearly highlight that restaurants in Pakistan have failed to create loyalty among customers. They should focus on different factors to enhance customer loyalty in restaurants.

5- How frequently do you visit restaurants for eating out?

132 responses

- Once a week
- Once in a month
- Once in a quarter
- Others

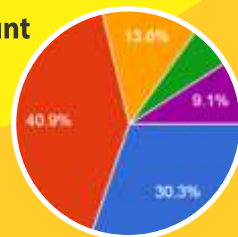


The survey revealed that 49.2% of respondents used to visit restaurants once in a week, 32.6% of respondents went for eating out once in a month whereas 6.8% visit restaurants once in a quarter and the remaining 11.4% rate for others. The result of this survey highlights the opportunities for the restaurants that almost half of the respondents prefer to visit once a week.

6- How much an average amount do you spend per month eating out?

132 responses

- Less than Rs. 5,000/-
- Between 5,000/-
- Between 10,000/-
- Between 15,000/-
- Above 25,000/-



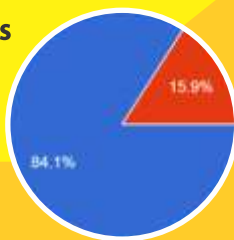
With respect to average expenditure per month by the respondents on eating out, the survey revealed that 40.9% of respondents spent between Rs 5,000 to Rs 10,000 on eating out, 30.3% spent less than Rs 5,000 on eating out, 13.6% spent between Rs 10,000 to Rs 15,000-whereas 9.1% spent above Rs 25,000 and 6.1% spent between Rs 15,000 to Rs 20,000/- per month on eating out.



7- Do you think that restaurants in Pakistan should make efforts to enhance loyalty among customers?

132 responses

- Yes
- No

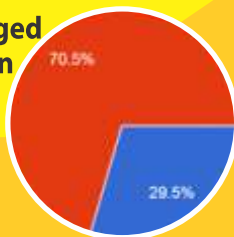


84.1% respondents believe that restaurants in Pakistan should take some steps or consideration to make some efforts to increase the customer loyalty. On the other hand, 15.9% of respondents believe against it. The result highlights that currently restaurants in Pakistan are not doing any efforts to retain their customers or to make them loyal to them.

8- Do you think the prices charged by the restaurants in Pakistan are fair?

132 responses

- Yes
- No



In terms of price fairness, 70.5% respondents believe that the restaurants in Pakistan are not charging fair prices. On the other hand, 29.5% believe that restaurants are charging fair prices. The results clearly indicate that restaurants in Pakistan are charging unfair prices or they have failed to make their customer realize that the price they have charged is fair.

The results of the survey reflect that food businesses are growing in the country and this industry keeps a high potential for investment. The general change in eating habits urges the investors to invest in quality food businesses.

While having strong potential in the food business, there are certain parameters that set criteria for success. The high concerns for quality, value for price and being economical make it necessary for food business operators to take special care in these areas. The food business operators also need to invest in some value-added benefits like environmental surroundings, discounts/offers and accessible locations.

The survey also reveals that the customers seldom try other restaurants that shows that food businesses are not making efforts to enhance customer loyalty. Restaurant owners must know the fact that price fairness helps increase customer satisfaction and it furthers customer loyalty as well.

It is highly recommended that the food business operators need to work on price fairness and to build a loyalty based marketing strategy in order to meet the needs of customers and ultimately increase the loyalty of customers in the restaurant industry of Pakistan.

This survey is conducted by Maryam Iqbal in Dec-2021.



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IMPROVING PAK CHINA TOURISM CONNECTION



by:
Aftab Rana



Pakistan is a fertile land blessed with rich natural endowments. Its incredible landscape, biological diversity and historical heritage provide an array of options for tourists from all over the world.

In the recent years, we have been witnessed an unprecedented tourism boost but more tourists from the international community, especially China, are to be unlocked provided the right strategy is adopted to create an enabling business environment between the tour operators of both the countries.

Development of CPEC will lead to the development better road connectivity and improved infrastructure, which will also positively impact the tourism sector in Pakistan. As Pakistan is rich in natural landscape beauty

- Tourism Development Specialist
- President of Sustainable Tourism Foundation Pakistan
- Former Vice President of Adventure Foundation Pakistan

and cultural heritage and the new infrastructure of roads and railways under CPEC will develop it further to enhance the trade, employment, tourism, development of rural areas and connection of rural areas to urban centers.

Present flow of tourists between the two countries is in its infancy. Pakistan became a destination country for Chinese group tourists since 2003. In 2019, only 80,000 Chinese people chose Pakistan as their travel destination, an increase of 60% than that in 2015 but most of them were on business visits. The number of real recreational visitors is very low. Meanwhile, there were 155 million outbound tourists from China in 2019, representing a huge gap. The poor communication between the tour operators of both countries is the main cause of this low flow of tourists from a high potential market.

In order to create better business linkages among the tour operators of Pakistan and China there is need to work on the following aspects:

- Tour operators from Pakistan should



be facilitated to participate in Chinese Tourism Expos such as Beijing International Travel Expo, China Outbound Travel and Tourism Market and China International Travel Mart Shanghai. PTDC should take lead role to put up large stand in these expos and tour operators should be invited to promote different tour package tours through holding the meetings with the Chinese tour operators and trade visitors.

Chinese tour operators should also be invited to participate in Tourism Expos in Pakistan and should be taken on exposure trip of different sites to have a firsthand experience of our rich Buddhist heritage. There is also need to arrange regular exchange visits between the tour operators of Pakistan and China especially Xinxiang region to develop

join package tour itineraries.

- More publicity about Pakistan's tourism Potential in needed in China in the Chinese language. In this regard, introducing the eye-catching scenery of Pakistan and rich cultural heritage of Pakistan through short videos in Chinese language will be a good step forward in the age of social media. Chines social media influencers should also be invited to Pakistan to prepare travel V-logs on Pakistan.

- Buddhist heritage tourism in Pakistan can become an instant hit in China. But for that we need to develop attractive promotional material in Chinese language and also ensure that the availability of that material through the Chinese tour operators and Pak Embassy in China. There is also need to establish a facilitation mechanism on ground at different Buddhist heritage sites where these religious tourists could also perform their certain religious rituals in comfort and peace. I think we should also contact Buddhist Associations in China to introduce them with the Pakistan's Ancient Buddhist Culture sites, they would love to travel and they are already travelling a lot to India & Nepal

- There is need to initiate research work to better understand the Chines tourist market covering their travel preferences, interest in sightseeing and touristic activities, boarding and lodging preferences, eating habits, shopping preference and spending pattern, consumption habits etc. For this purpose, Institutional linkages



between Pakistan Tourism Development Corporation (PTDC) and Institute of International Studies at China Tourism Academy (CTA) should be established to jointly work on conducting quality research.

- Chinese tourists like to buy special commodities and souvenirs during their journeys. If a destination country can study the purchasing habits of tourists in-depth, it will promote the development of local tourism.

- Tourism in China usually peaks around the Chines New Year holidays. During the rest of the year, people are too busy working or studying to devise a travel scheme by themselves. That's why many travel agencies are facilitating from the beginning to the end of a journey. In this regard, the collaboration between Chinese and Pakistani travel agencies may provide a viable way to arrange tours of Chinese tourists to Pakistan.

- We also need to train good tour guides who can explain about the rich history and our cultural heritage to the Chines tourists in Chinese language. Similarly, we need to print attractive tourist information leaflets in Chinese language to create interest among the chines visitors about the tourist sites of Pakistan.

- There is lot of restrictions on travel by road via Khunjrab Pass. Discussion should be held at highest level between the two countries to facilitate tourist movement across the board at Khunjrab Pass to promote bilateral tourism between China and Pakistan. There is great potential to increase the business travel between the two countries so there is also need to enhance operation of more flights between Pakistan and China. Moreover, obtaining visa for the tourists of both countries should be made simpler to promote bilateral tourism between China and Pakistan, so necessary steps should be taken in this connection.





By: Sophie Ibbotson

TOP 10 THINGS TO SEE AND DO IN Tajikistan

The mountainous Republic of Tajikistan is one of Asia's best-kept secrets. Since the country's independence, a small number of adventure tourists have discovered its extraordinary natural landscapes and historic sites. But whereas other popular mountain destinations like Nepal and Ladakh have boasted their adventure credentials and consequently suffered from over-tourism, modest Tajikistan is only now starting to reveal all that she has to offer.

The pioneering tourists who do visit this part of Central Asia will more often than not have cultural sites and hiking trails to themselves and will be welcomed with open arms. Read on for the Top 10 Things to See and Do in Tajikistan.

1



Fann Mountains

The Fann Mountains are in the northwest part of Tajikistan, and easily accessible from Dushanbe. Although less famous than the Pamir, the Fann are no less impressive, with peaks such as Chimtarga rising to 5,489m. It is possible to go trekking in the Fann Mountains

between May and October, and the late spring and early summer are especially beautiful as this is when the meadows are filled with alpine flowers. If you are short on time, you might also consider taking a day trip to Iskanderkul, one of the Fann's most scenic spots. It is a turquoise lake named after Alexander the Great, with a waterfall nearby

2



Garm Chashma

Garm Chashma means “hot springs” in Tajik. Over thousands of years, the mineral deposits have created a meringue-like rock with a pool in its centre. You will find it just south of Khorog on the Pamir Highway. The water comes out of the earth at around 65 Celsius, and many local people come here to bathe and seek healing, as it is said that mineral water can treat more than 70 different health conditions.

3



Karakul

Karakul- which means “Black Lake” – seems to be on top of the world. At 3,960m above sea level, it is one of the highest lakes in the world, higher even than Titicaca. Karakul lies within the Tajik National Park, which is a natural UNESCO World Heritage Site. Its combination of ecosystems makes it an important habitat for birds, including rare species such as bar-headed geese, Tibetan sand grouse, yellow-billed croucher, and Caucasian great rose finch. There are no hotels at Karakul, but there are several homestays in the village where you can experience local hospitality.

4



Lost City of Castle Karon

It is not only in Indiana Jones that whole cities vanish. Sometimes it happens in real life, too! Karon was once a thriving settlement above the Panj River on the edge of Tajikistan's GBAO region. It had a spectacular citadel, water and fire temples, gold mines and workshops, and a polo stadium with space for 10,000 spectators. And then Karon disappeared. It was only rediscovered by archaeologists in 2012, and they are steadily excavating a vast site which has been nicknamed “the Machu Picchu of Tajikistan”. Very few tours stop here, but those which do are in for a fascinating history lesson, as well as spectacular views of the citadel and surrounding mountains.

5



Pamir Highway

Tajikistan's Pamir Highway is not only the country's most famous tourist attraction but also one of the world's greatest road trips. Most tourists choose to explore the Pamir Highway by car, but an intrepid and very fit few take on the challenge by bike.

The most popular route goes south from Dushanbe through rolling hills, and then follows the Afghan-Tajik border along the Panj River to Khorog, gateway to the Pamir. The road and the landscapes then become significantly wilder as you cross the remote Murghab Plateau in the Pamir Mountains, reaching a high point of 4,655m. The altitude alone will take your breath away!

6



Rokhat Teahouse, Dushanbe

Drinking tea is a national pastime in Tajikistan; it is an essential part of every human interaction, as well as the best way to start the day and to finish every meal. In Dushanbe you should visit the Rokhat Teahouse, an architectural masterpiece built during the Soviet period. The building's white neo-classical facade gives way to an exquisitely decorated interior, the traditional Persian design of which was created by some of the most skilled artisans in Tajikistan. Come for lunch and enjoy shashlik (kebabs) and a pot of green tea as you admire the beautiful surroundings.

7



Roof of the World Festival

The aptly named Roof of the World Festival takes place annually in Khorog, the largest city in GBAO. The festival celebrates the vibrant music and dance traditions of the Pamir, and guest performers are also invited from abroad. Most of the events take place in Khorog's leafy Central Park beside the river, but the whole town buzzes with street food, handicrafts stalls, and performers and audiences wearing their traditional costumes.

8



Takht-i Sangin

One of the jewels of the British Museum's collection is the Oxus Treasure. This gold horde is believed to have come from The Temple of the Oxus in Takht-i Sangin, an archaeological site in southwest Tajikistan. If you want to visit the site you need a permit due to its proximity to the Afghan-Tajik border, but many of the best sculptures, ivories, and ceramics found here are on display in the National Museum of Tajikistan in Dushanbe.

9



Yamchun Fortress

The Yamchun Fortress stands proudly above the river on the northern side of the Wakhan Corridor, the narrow valley between the Pamir and the Hindu Kush mountain ranges. Yamchun was already centuries old when Marco Polo rode this way on his travels to the court of Kublai Khan, and it is hard to imagine a more dramatic location. Though much of the fortress has weathered or collapsed over time, it is due to be restored with funding from the World Bank, ensuring its survival for many more years to come.

9



Yurt Stay

The best way to experience local hospitality is to stay with a family in their home. Whilst most of Tajikistan's population lives in apartments and houses, some members of the ethnic Kyrgyz community still live in traditional yurts in the summer months. You can join them for a night or two in one of the valleys on the Murghab Plateau, learning about their nomadic lifestyle, helping care for the animals, and eating fresh milk and yoghurt from the family's herd. This part of Tajikistan has some of the world's darkest night skies, making a yurt stay an ideal component of an astro-tourism trip.

Courtesy: thetravelmagazine

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LANDMARK PARTNERS'
INTERACTION HELD AT COTHM
HEAD OFFICE TO DISCUSS

Vision 2022 NEW HORIZONS

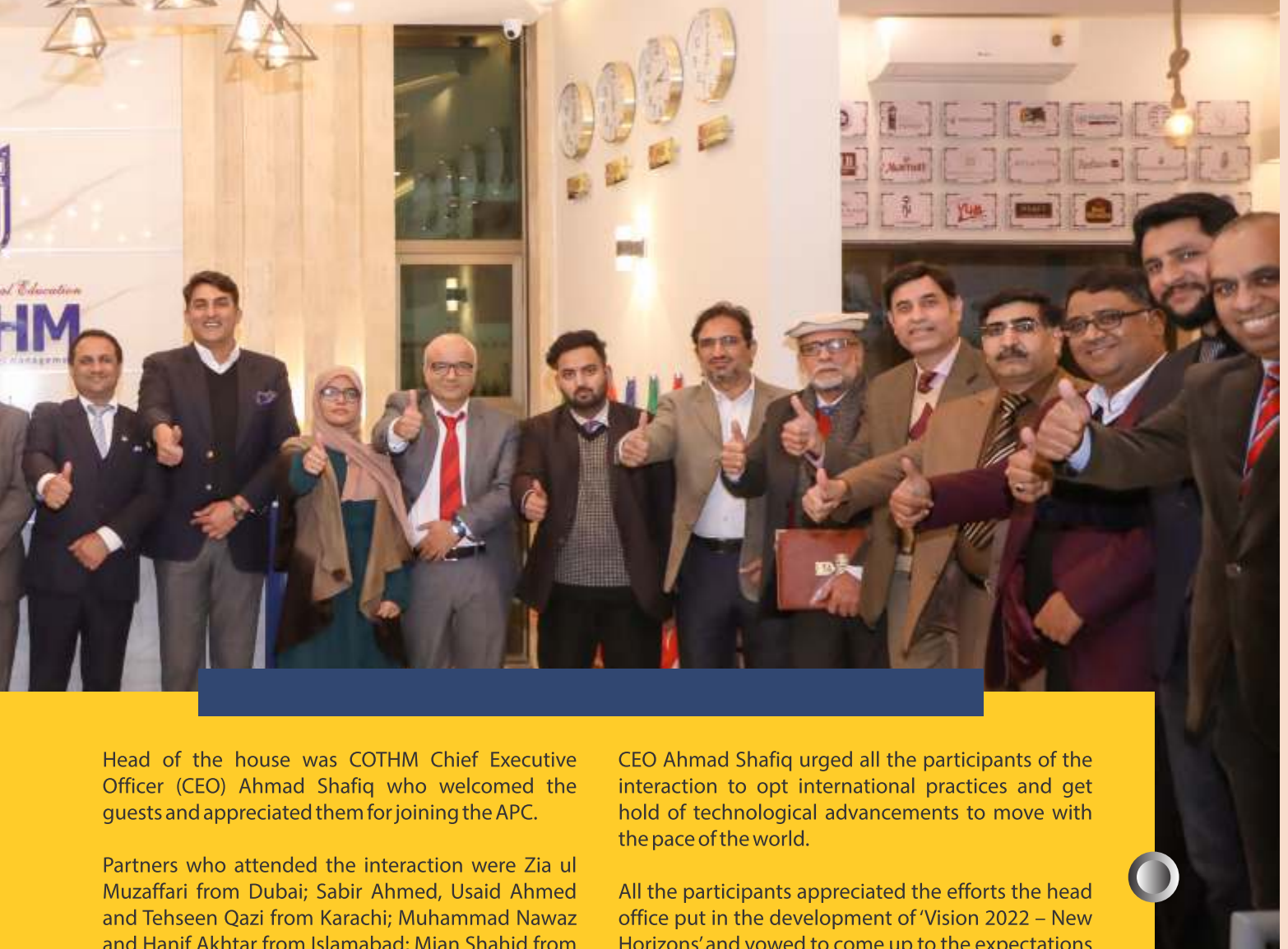


All the participants appreciated the efforts the head office put in the development of 'Vision 2022 – New Horizons' and vowed to come up to the expectations of CEO Ahmad Shafiq.

Annual COTHM Partners' Interaction (CPI) was held at College of Tourism & Hotel Management (COTHM) head office in Lahore on December 22 & 23. Directors of all the partner campuses including Dubai joined the landmark interaction that was arranged to discuss Vision 2022 –

New Horizons.

In the two-day CPI, all the partners and head office brainstormed on the possible and necessary product transformation that has actually become a need of the hour.



Head of the house was COTHM Chief Executive Officer (CEO) Ahmad Shafiq who welcomed the guests and appreciated them for joining the APC.

Partners who attended the interaction were Zia ul Muzaffari from Dubai; Sabir Ahmed, Usaid Ahmed and Tehseen Qazi from Karachi; Muhammad Nawaz and Hanif Akhtar from Islamabad; Mian Shahid from Lahore (Johar Town) and Waqas Raza & Naveed Rehmat from Multan & Bahawalpur.

CEO Ahmad Shafiq urged all the participants of the interaction to opt international practices and get hold of technological advancements to move with the pace of the world.

All the participants appreciated the efforts the head office put in the development of 'Vision 2022 – New Horizons' and vowed to come up to the expectations of CEO Ahmad Shafiq.

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WEIRDEST FOOD TRENDS

OF PAKISTAN 2021 THAT WILL MAKE YOUR JAW DROP

“

With all the surprises that 2021 had in store for us, there are also some food trends that are totally jaw-dropping. When it comes to mix and match, mankind never fails to disappoint. The weirdest food trends of 2021 might even be offensive for some people because they involve the exploitation of your favorite foods.

This article is not for the weak-hearted and neither for people who are extremely sensitive about food. If you feel like throwing up while reading this article, it is totally justified, and we are completely on your side. Here are the 9 weirdest food trends of 2021.

”

1. MAGGI MILKSHAKE



We all love the taste of Maggi and Milkshake individually but ever wonder what chaos these two things can lead to when combined? Well, you don't have to spend too much time wondering because someone created Maggi Milkshake, and honestly, it is disgusting to even look at. The picture of this milkshake shared on social media involves a milkshake glass topped with cooked Maggi.

Imagining the taste of this beverage will be enough torture for your brain so I will not recommend trying this at home.

2. OREO & ICE CREAM MAGGI

Another bizarre food trend that we saw on the internet in 2021 is Oreo & Ice Cream Maggi. The food blogger who shared Oreo & Ice Cream Maggi recipe faced a lot of criticism from people. Imagining the taste and texture of this food combination will make you want to puke. If

we're being honest, there is no need to combine the salty, spicy Maggi with our favorite desserts and ruin both these foods for ourselves for the rest of our lives.



3. STRAWBERRY BIRIYANI

I know what you must be thinking. No EXPERIMENTS with biriyani! But 2021 food trends tested your patience with this one. Saad tweeted a picture of Strawberry Biryani, calling it “Strawbiryani” in an attempt to trigger the desi biriyani lovers, which he successfully did. The picture shows a wok of cooked biriyani topped with whole strawberries. Have some mercy on your taste buds and don't even bother imagining the taste of this biriyani.

The founders and admirers of biriyani might even die of shock considering this injustice with the most beloved food of the nation.



4. MAGGI LADDUS

Here comes another experiment with the poor Maggi. The 2 minutes noodles have faced a lot of unfair behavior till now but there is more in store. Maggi Laddus are round balls of cooked Maggi, topped with cashew nuts.

Whoever came up with this innovation clearly has a lot of disregard for Maggi and laddus, otherwise, why this barbarity? The photo of Maggi

laddus, shared on the internet will leave you in disbelief and will remind you of the cruelty that this world is filled with.



5. RASGULLA CHAAT

If you are a mithai lover, hold your heart because this Rasgulla Chaat will really push your limits. The traditional sweet is served in a chaat form. Chaat is characterized by its tanginess and salty flavor, whereas Rasgulla is totally opposite to it. Both things combined will lead to an absurd combination that some find worth trying. Any sane person would rather stay hungry than try this weird fusion.



6. BUTTER CHICKEN GOL GAPPA



Butter Chicken Gol Gappa might kill the foodie in you because it is the weirdest food trend that one can imagine. Both butter chicken and gol gappas are divine foods when eaten in their original form. It's beyond comprehension why someone would want to combine these two and create the most insane food trend. Even a little admiration for food could have stopped from committing such a crime!

7. JALEBI CHAAT



Another injustice done to chaat and mithai, Jalebi Chaat will make you question the sanity of the creator of this dish. As the picture shows traditional, perfect jalebis are topped with yogurt and spices and combined with ingredients like onions.

Who in their right mind would create this and eat this? Let's just take it as one of the most ridiculous surprises that this year had in store for us.

8. OREO & ICE CREAM SAMOSA



If you think you've read the worst combinations possible, let me just prove you wrong. Here is another one of the weirdest food trends of 2021 which might even make you cry. Oreo, ice cream, and samosa are the 3 foods that we literally have emotions for, but this year had no mercy. Someone had the heart to fill the crispy samosas with Oreos and ice cream and it's frightening to even look at.

9. CHIPS CURRY

How could chips be saved from this brutal wave of weird food trends? Someone on the internet shared a photo of Chips Curry and it is extremely shocking and heartbreaking for all the foodies. This weird food is weird to even think of so it must be weird to smell and taste!



Courtesy: Pro Pakistani

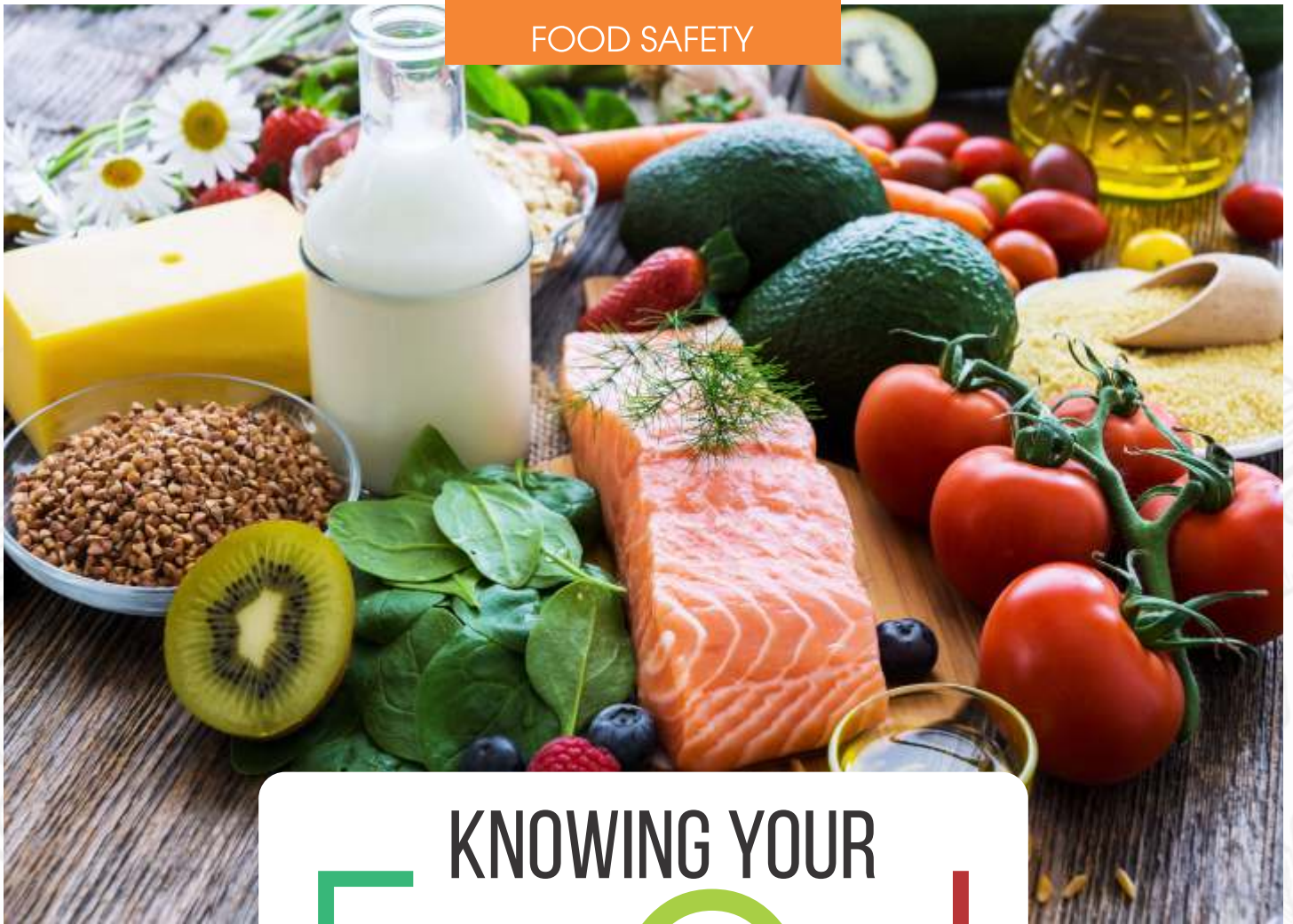
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KNOWING YOUR FOOD

GROUPS IS IMPORTANT

A healthy eating pattern includes a variety of nutrient-dense foods across and within all the food groups: vegetables, fruits, grains, protein foods, dairy products, and oils. Each of the food groups is described below, with equivalent examples.

The guidelines present three USDA Food Patterns with recommended amounts for how much you should consume from each food group per day. Specific recommendations vary depending on your age, sex, and level of physical activity.

1. Vegetables

Vegetables come in a wide variety of colors, flavors, and textures. They're also an important source of vitamins, minerals, and fiber. Dark green vegetables include broccoli, collard greens, spinach, and kale. Some red and orange vegetables are acorn squash, carrots, pumpkin, tomato, and sweet potato.

Examples of starchy vegetables are foods like corn, green peas, and white potatoes. Other vegetables include eggplant, beets, cauliflower, Brussels sprouts, celery, artichokes, green beans, and onions. Beans and peas (legumes) include black beans, garbanzo beans (chickpeas), kidney beans, soybeans, and tofu. Legumes can also be counted in the protein foods group.

1/2 cup-equivalent of vegetables equals:



2. Fruits

Many fruits provide extra fiber that helps keep your digestive system moving. Just make sure you wash all fruits thoroughly before eating. Whole fruits are best, but 100% fruit juice also counts as fruit. When purchasing frozen, canned, or dried fruit, choose options that are lowest in added sugars.

1/2 cup-equivalent of fruit equals:



3. Grains

Any food made from wheat, rye, rice, oats, cornmeal, barley, or another cereal grain is a grain product. In addition to bread and pasta, breakfast cereal, grits, tortillas, and even popcorn count. Look for grain choices that are low in saturated and added sugar and that have no trans-fat. But be careful as low-fat baked goods can be high in added sugar.

At least half of all grains eaten should be whole grains, which contain the entire grain kernel. Whole grains provide iron and many B vitamins, and they have fiber, too. Examples of whole grains include whole wheat, whole oats, whole bulgur (also known as cracked wheat), and whole cornmeal. Some grain products are refined, that gives them a finer texture and a longer shelf life but removes fiber and nutrients. Most refined grains are enriched, which means that some nutrients are added back after processing. Examples of refined grain products include white flour, degermed cornmeal, white bread, and white rice.

1 ounce-equivalent of grain equals:



4. Protein Foods

Try to include a variety of nutrient-dense proteins in the foods you eat. Choose lean (low-fat) meats and poultry. Keep in mind that you can also get protein from seafood, eggs, beans, and peas, as well as nuts, seeds, and soy products. The Dietary Guidelines recommend that you eat 8 ounces per week of a variety of seafood, not only for the protein but also because seafood contains omega-3 fatty acids such as EPA and DHA, which are good for your heart. Seafoods that are higher in EPA and DHA include salmon, shad, and trout. These sea foods are also lower in mercury, which can be harmful, than other types of seafood.

1 ounce-equivalent equals:



5. Dairy

Most adults do not get enough dairy in their diet. For your heart health, pick from the many low-fat or fat-free choices in the dairy group. Choosing fat-free or low-fat milk and yogurt, as well as lower-fat cheese, gives you important vitamins and minerals, with less fat.

1 cup-equivalent of dairy equals:



6. Oils

Oils are high in calories, but they are also an important source of nutrients like vitamin E. For adults of age 51 and older, the daily allowance for women is 5 teaspoons of oil and, for men, 6 teaspoons. If possible, use oils instead of solid fats, like butter, when cooking. Measuring your daily oils can be tricky—knowing what you add while cooking or baking is one thing. But, oil is naturally a part of some foods.

Teaspoons of oil:



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TRAVEL INDUSTRY ENTERING INTO NEW ERA

By: Zaim Muhammad
Tourism Expert

Since the pandemic started almost all the industries were hit with crisis except few related to Health Sector. But the Travel Industry including Aviation & Hospitality was the first one to get hit and will be the last one to be recovered. There is ambiguity in the situation and no one knows what's next. It has become more important to understand the future of travel.

Earlier people used to think, plan and travel but not anymore. The whole travel scenario has taken the new dimensions. Below questions come in mind before planning any travel.

First check which destination is open? What's the Vaccine status of that destination? What are the entry requirements? What would be the Quarantine conditions? Has the budget airlines reinstated the flights to that particular destination or have to take expensive option? What safety measures are carried by the hotels? How public places are sanitized on regular basis? Is the destination safe for the children? How many times, we have to change our Face masks? What would be the return conditions? How much PCR would cost? All these question marks have doubled the check list of any traveler. The usual travel is turned into the conscious travel now with increase of travel insurance with every booking

Would these tough conditions will stop people to travel, the answer is No. Everyone is keeping Safety and flexibility in front of their mind. As per the surveys done by different media channels, the rocky road is becoming smooth gradually. New corridors opening and better testing

tools and safety protocols are making the travel easy. From domestic tourism point of view, we have observed the influxes of visitors in the National Parks in different countries post pandemic. Some trends were seen with increase in the wilderness as compared to the modern urban life. Wellness tourism is becoming popular that beach goers are swapping sun with shade. It has manifested the rise in workcations by embedding themselves for longer period in a certain place.

We must not ignore the positive side of Travel pause that the city became quieter, air

was less polluted with no traffic on roads and no airplanes in the air. UNESCO World Heritages were not crowded. Overall, our planet has a breath of relief and we all learned a vital lesson

Last but not the least, talking about United Arab Emirates which has always been heaven for the tourists from all over the world. The massive figures of the visitors at Dubai Expo 2020 are the proof that UAE is one of the safest countries in the world which has 90% ratio of Fully Vaccinated Residents.



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THE 50 MOST INFLUENTIAL HOTELIERS IN THE MIDDLE EAST

Hospitality Plus presents you the 2022 edition of the Executive Power List, the only list that recognises and celebrates the top 50 most influential hotel professionals working in the Middle East's hospitality industry. Two in a hierarchy out of these 50 professionals are covered every month. Give a read and feel inspired.



Adib Moukheiber
CEO Hospitality Zaya Group,
General Manager,
Zaya Nurai Island

Adib Moukheiber leads one of the most secluded, luxurious and private hospitality projects on this side of the planet. As head of the ultra-luxury boutique Zaya Nurai Island, Moukheiber is no stranger to welcoming the most discerning UAE residents, as well as celebrities.

The privacy his hotel affords – being accessible only by boat or helicopter – has meant it has seen a surge in interest in 2021. As people hunger for space, his resort has been at the top of the market, and maintained 100 percent occupancy, according to figures given to Hotelier Middle East.

Having been in his role for six years at the time of writing, looking ahead the GM wants to double down on his hotel's restaurants, as well as other restaurants at the Zaya Al Barari hotel in Dubai.



Alexander Suski
Acting CEO,
Ishraq Hospitality

The acting chief for one of the most hands-on hospitality owning companies in the region. Alexander Suski was promoted to acting CEO of Ishraq Hospitality in 2021 and has already used his influence to guide some major changes to his hotel portfolio. The group currently has 2,500 rooms in the region with eight additional hotels opening in the future, thanks to a master development agreement with IHG Hotels and Resorts. Suski has been at the forefront of modernising and elevating many of IHG's midscale properties, including the successful opening of Crowne Plaza Dubai Jumeirah, Staybridge Suites Dubai Al Maktoum Airport and Holiday Inn Dubai Al Maktoum Airport.

All Holiday Inn Express hotels in the Middle East moved up to the three-star category. Suski said: "At Ishraq Hospitality we are grateful to see the support and strategic moves from the Dubai government to support industry growth and success."

By: Mishaal Qadeer

A COMPLETE GUIDE FOR DIFFERENT TYPES OF

Coffee

Coffee is one of the most versatile drinks out there. Whether you like it sweet, bitter, milky, warm or cold, there's a coffee out there for you. However, due to the sheer vastness of coffee drinks available many of us can be intimidated about what to get. To remedy this, we made a guide that breaks down major coffee drinks and tells you exactly what to expect when ordering them.



The difference between regular black coffee and an Espresso is how it is made. Espresso are made by forcing pressurized water through ground beans. This is the left to brew, which results in the formation of 'crema' which creates the rich aroma associated with Espresso.

It is generally made with a darker, finely ground roast and does not contain any milk.



Latte

If you order a Latte in Europe you would have to refer to it by its original Italian name, 'café latte' which translates to 'coffee milk.' A latte is a much less bitter way to enjoy your coffee with the intensity of an espresso shot, coupled with steamed and frothed milk. A Latte contains, one part coffee, three parts milk and is topped with foam.



Cappuccino

A Cappuccino is a close cousin of the Latte as it is also a milk-based coffee drink. However, it contains half the amount of milk that a Latte does, while the Espresso content remains the same. This means a cappuccino is a little more intense and has a more natural tasting flavour. Cappuccinos contain one part coffee, one part milk and one part foam.



Flat White

A Flat White consists of espresso and microfoam, which gives the drink a velvety texture. Flat Whites are served either with a lot of foam or very little foam, however in each case the foam is light and not dry. A Flat White contains, a double shot of Espresso, topped with milk and finished with microfoam.



Mocha

The Mocha gets its name from Mocha, Yemen, which was originally the only place where the Arabica variety of coffee could grow. A Mocha is a blend between a Cappuccino and hot chocolate.

A Mocha contains, one teaspoon of drinking chocolate, one part coffee, one part milk and one part foam.



Macchiato

A Macchiato is sometimes referred to as a dry Cappuccino as the two drinks share many similarities, except the steamed milk. The drink is made with Espresso and small splash of milk.

Macchiatos contain, a single shot of Espresso and milk froth top.

Courtesy: Food Tribune

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INDUSTRY

PAKISTAN BEEN NAMED THE 'FORESTRY CHAMPION,' WILL GUIDE OTHER ASIAN COUNTRIES INTERESTED IN FORESTRY

1



Pakistan would have the privilege of advising Asian countries on forestry and green measures to combat climate change's effects.

Pakistan was one of three countries chosen as "Forestry Champions" around the globe during the UN Climate Summit COP26 in

Glasgow, together with Costa Rica and Congo.

The UN has now tasked these three countries with advising their continents on forestry and green initiatives as part of global efforts to address the growing threat of climate change.

An official said that Pakistan would now serve

as a leading green country in Asia, sharing its experiences with other countries in the region concerning highly praised green programmes like the Ten Billion Tree Tsunami project, Clean Green Pakistan, and Protected Areas Initiatives.

MURREE SNOWSTORM DEATH TOLL GOES UP TO 23, COMMITTEE FORMED TO PROBE TRAGEDY

2



At least twenty-three persons, including women and children, lost their lives in freezing temperature in Murree tragedy. Most of the tourists died in their cars as they were trapped in road jams due to impossible snow clearing operation. The tragic incident happened when, due to the

rush of visitors, many families ended up getting stranded on roads; it has been reported that over 100,000 vehicles entered the city in those days.

Keeping the situation in view, the Punjab government also imposed a state of emergency in hospitals, police stations and administration

offices. Punjab Chief Minister Usman Buzdar issued instructions for expediting rescue work and providing aid to the stranded tourists.

A committee has also been formed to investigate the loss of 23 people who were left stranded in their vehicles in freezing temperatures.

HIGHLIGHTS

FOODPANDA STARTS COTHM STUDENTS' TRAINING FOR ITS 'HOMECHEFS' INITIATIVE

3



Foodpanda Pakistan has started training COTHM's culinary arts and baking students for its 'homechefs' initiative. A training workshop was held at COTHM in this regard where foodpanda officials guided the students about the mechanism of getting themselves registered and then working successfully as homechefs. Regional Sales Manager Wajeesh ul Hassan and Business Development Manager Rumaisha from foodpanda presented the

whole idea in front of the students and answered the queries of the students as well. foodpanda's 'homechefs' program is a wonderful opportunity for those chefs who do not afford to start or establish a proper business venture in food. With the help of this program, any skilled chef may start its business in its kitchen by becoming a homechef of foodpanda. The best thing of this program is that foodpanda extends exclusive help to its

homechefs in getting orders and if somebody does not get any order in the whole month, foodpanda pays an amount of Rs 25000/- to that particular chef from its own pocket. COTHM and foodpanda have recently signed an MoU that offers COTHM students to register with foodpanda as homechefs on easy terms and for added

PIA, FLYDUBAI SIGN 'INTERLINE AGREEMENT' FOR EXTENDED AIR TRAVEL NETWORK

4



Pakistan International Airline (PIA) and Flydubai Airline have signed "Intra-Airline" agreement according to which both airlines have agreed to take each other's passengers to different destinations in the world. CEO of PIA, Arshad Malik confirmed the signing of an inter-airline agreement with Flydubai.

He tweeted, "Good news for Pak Aviation: PIA & Flydubai get into interline agreement providing extended network reach allowing passengers to travel from Lahore, Islamabad and Peshawar, connecting to over 90 destinations in Europe, Africa, Central Asia, South Asia and Southeast Asia via Dubai." Passengers of PIA can now take Flydubai flights

from Islamabad, Lahore and Peshawar international airports and they could also fly for over 90 stations across the globe including Europe, Africa, Central Asia, South Asia and Southeast Asia, as per the agreement. The same facility will be available for the passengers of Flydubai.



INDUSTRY

HISTORIC 50-KM LONG MONROE HIKING TRAIL IN KP RESTORED TO PROMOTE ECOTOURISM: PM

5



Prime Minister Imran Khan has said that the present government under its vision of promoting ecotourism through 10 Billion Tree Tsunami has restored the historic 50 kilometers long Monroe hiking trail in Khyber Pakhtunkhwa.

“Under our vision of promoting #Eco Tourism, the historic #Monroe hiking trail has been restored in #KP under our

#10BillionTreeTsunami – traversing 50 km of pristine natural forest with two overnight #glamp sites,” Imran Khan said in a tweet posted on his social media account.

The prime minister in his tweet also shared a video of the historic and most scenic Monroe hiking trail in Siran and Kaghan valleys in Khyber Pakhtunkhwa.

The video depicted lush green meadows,

luxuriant dense forest, stunning milky water falls, gushing green water and many more attractions such as nomadic life, snow fields, glaciers, mountain peaks, 100 years old historical forest hut and monumental trees including the 2000 years old Deodar tree of Pakistan.

FM QURESHI FOR ENHANCED PAK-GREEK COOPERATION IN CULTURE, TOURISM

6



The outgoing Greek Ambassador Andreas Papastavrou the other day called on Foreign Minister Shah Mahmood Qureshi who emphasized enhanced bilateral cooperation in the fields of culture, education, and tourism.

The foreign minister also stressed the need for the exchange of delegates in the fields of trade

and commerce.

He said Pakistan considered Greece as an important country in the context of the European Union. He said around 30,000 Pakistani expatriates were contributing to the economic development of Greece.

The foreign minister appreciated the efforts of the Greek ambassador to ensure the repatriation

of around 600 Pakistani nationals during the COVID-related restrictions.

He also expressed his good wishes for the outgoing ambassador for which the envoy extended his gratitude.

HIGHLIGHTS

LCCI LRA HOSPITALITY STANDING COMMITTEE FOR INDUSTRIAL STATUS FOR RESTAURANTS IN PAKISTAN

7



Newly formed Lahore Chamber of Commerce & Industry (LCCI) LRA Hospitality Standing Committee has voiced for the rights of the hospitality sector in its first meeting at LCCI.

As per details, first meeting of the newly formed committee was held at LCCI under the chairmanship of Yum Group of Restaurants Director Nisar Chaudhary. All the members of

the committee participated in the meeting and discussed the issues faced by the restaurants in Lahore.

It was directly stressed in the meeting that to get the restaurants the status of industry in Pakistan is the first and foremost need of the hour so that collective efforts might be made for the future of hospitality business in Pakistan.

The participants also suggested in the meeting that restaurants must officially engage with the tourism sector keeping in view the future prospects of tourism in Pakistan.

It was unanimously decided that all restaurants in Lahore must develop unity and express their issues and demands at every possible forum at every possible occasion.

WORKSHOP ON “IMMUNITY-BOOSTER APPETIZING SOUPS” HELD AT DIET STUDIO

8



The Department of Food, Nutrition & Safety Sciences, COTHM organized an “Immunity-Booster Appetizing Soups Workshop” at its Diet Studio on Saturday for the promotion of a junk-free healthy lifestyle.

The purpose behind organizing the workshop

was to introduce the concepts of flavor-packed healthy meals by educating people with appetizing recipes, designed by expert nutritionists. This, nutrition-based workshop, made people learn stuffed cabbage soup, wonton soup, chicken stew and creamy chicken noodle soup with rotisserie chicken.



The workshop was conducted by internationally-renowned Chef Usama Asghar motivating participants to eat nutritious junk-free meals that can end their typical meal boredom because “NUTRITIOUS can be DELICIOUS”.

INDUSTRY HIGHLIGHTS

TOURISTS DISAPPOINTED AS MALAM JABBA SKI RESORT REMAINS SHUT

9



Hundreds of tourists from across the country flocked to the scenic valleys of Malam Jabba and Kalam to witness snowfall but were disappointed at the closure of the ski resort.

According to officials, over 30,000 tourists thronged to the hill stations of Malam Jabba, Kalam, Mahodhand and adjoining areas, where the tourists spent quality time along

with friends and families.

However, many tourists were disappointed when they reached the scenic Malam Jabba valley where they found the ski resort closed for tourists.

The spokesperson for Malam Jabba Resort, Hazrat Ali, when contacted, told The News that the resort had been closed four months back as the police had failed to provide

security to the resort.

“We urge the administration to provide security to the resort so that the miscreants don’t attack it again”, said Hazrat Ali.

When contacted, Swat Deputy Commissioner Junaid Khan said the Swat economy was based on tourism, and all tourists and resorts would be provided full security.

MCDONALD’S ROLLS OUT EXERCISE BIKES FOR DINE-IN CUSTOMERS IN CHINA

10



McDonald’s restaurants in China are replacing regular seats with on-site bicycle seats. TikTok videos that have gone viral over the past weeks show bicycle seats being used at McDonald’s in China.

Made from recycled plastic, the bike seats not only encourage customers to burn calories as

they eat, but also allow people to charge their smartphones with the energy generated through cycling. According to McDonald’s China, there are currently 10 such “Green Bikes” at two restaurants in Guangdong and Shanghai.

A TikTok video of a girl eating while riding a bicycle has attracted tens of millions of views.

It quickly became the subject of controversy, with some viewers applauding the fast food chain’s approach and others arguing that it was just a PR stunt and didn’t help balance out the huge calorie intake. Eating fast food, even exercising while eating, can also affect digestion.



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