

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

# HOSPITALITY PLUS

VOL# 16 | ISSUE# 02 February 2022



## Lahore THE FOOD CAPITAL OF PAKISTAN



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# CONTENTS



## Hospitality Plus

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Editor's Note	6
Effects of 'Political Corona' on restaurants	
COVER STORY	7-10
Lahore: the food capital of Pakistan	
ARTICLE	11-12
Correlation of Pakistani diet and the disease burden of the country	
INTERVIEW	13-14
Mushaal Hussein Mullick CEO, Peace & Culture Organization	
INAUGURATION	15-16
COTHM starts new campus in Gujranwala	
ARTICLE	17-18
Sustainable Travel is unavoidable	
CEREMONY	19
Chocolate Academy's Cake Decoration & Fondant Art course ends in celebrations	
ARTICLE	21-22
Gurudwara Dera Sahib: An epitome of Sikh architectural heritage in Pakistan	
ARTICLE	23-25
Advanced cooking tools that make your life easier	
ARTICLE	27-28
10 super simple ways to improve guest experience	
VISIT	33-34
Pakistani Food industry is on right track, Hamza Sufi	
ARTICLE	35
Queen Elizabeth II Jumps into food business, launches ketchup, brown sauce	
VISIT	36
Papa John's Pakistan CEO Bilal Akram at Cothm	
ARTICLE	37-38
10 steps to start a tour guide business	
ARTICLE	41-42
Celiac disease or gluten-intolerance: what's the difference?	
INDUSTRY HIGHLIGHTS	49-53

PAGE  
7



PAGE  
13



# EDITOR'S NOTE



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PAGE  
27



PAGE  
41



## EFFECTS OF 'POLITICAL CORONA' ON RESTAURANTS



Government policies if implemented in a fair and just way yield productive results but if the situation goes vice versa, chaos cannot be avoided. Restaurants in Pakistan have been facing the same chaotic situation in the pretext of Covid-19 since the outbreak of the pandemic. Every time the ratio of the cases increases in the country; restaurants are the first places to be closed for the customers by the National Command and Operations Center (NCOC). The country is going through the fifth wave of coronavirus right now and again the restaurants, in the first place, have been directed to close indoor dining and follow the time restrictions issued by NCOC.

One thing that NCOCs need to understand is the purpose behind closing or restricting the businesses out there; this is all just to control the spread of coronavirus. NCOC must also understand the difference between the working dynamics of markets and restaurants. Restaurants are one of those few business places where standard operating procedures (SOPs) can be followed in an ordered way. If we talk of Pakistan, staff at restaurants is already vaccinated, sitting arrangements are made socially distant while the customers are also directed to follow the SOPs. In this situation, closing indoor dining and putting time restrictions becomes absolutely pointless on the part of the government. On the other hand, roadside dhabas and local markets are seen open and working and no SOPs are followed there; in fact cannot be followed there.

On the contrary, a restaurant's model is altogether different and fully manageable in Covid-19 situation. Above all, if a business is fully complying with the rules and regulations prescribed by the government, why does it become so important to close it down; especially when other social and political activities are not on halt in the country.

Either it is a political gimmick or some severe incompetency on the part of the government that a sector which feeds millions of families in Pakistan is stopped from working even with a slight increase in Covid-19 cases.

I request the Government of Pakistan to direct NCOC to first study the business models working here in Pakistan and then implement their policies according to that.

# Lahore

## THE FOOD CAPITAL OF PAKISTAN

By: Fraaz Mahmud Kasuri



“  
There are multiple elements which comprise and maintain the multi-cultural outlook of Lahore but one element which truly overshadows all other aspects is FOOD.  
”

Lahore is considered as the cultural hub of Pakistan; as one can fairly witness the cultural representation from all the provinces here in the city. There are multiple elements which comprise and maintain the multi-cultural outlook of Lahore but one element which truly overshadows all other aspects is FOOD.

While living in Lahore, one does not need to travel across the country to enjoy the food specialties of other provinces. From Sindhi Biryani to Peshawari Karahi and from Balochi Sajji to Punjabi Beef Nihari, one can enjoy each and every taste of Pakistan at on place; Lahore. Another thing that makes Lahore distinct from





other cities is its food loving people. Either its breakfast time or dinner hours, the eateries in Lahore are full of foodies all the time. Even there are places in the walled city of Lahore where females cook special food items with the help of their ancestral recipes at their homes. Being impartial, it would not be a false accusation if we call Lahore the ‘food capital’ of Pakistan.

One other side of Lahore’s food is its street food which is famous all over Pakistan not only for being tasty but also for being in everybody’s range.

From Gol Gappa, Chikkar Cholley, Pathooray, Laddu Peethi and Ice Gola to Vara Pao, Dahi Bharay and Fruit Chaat, all is available on the streets of Lahore and that also at very reasonable prices.



To talk of fine dining, the city has a number of fine dining eateries including PC’s Marco Polo, Avari’s ‘Lakhnawi’, The Poet, Yum Chinese etc. To combine the food with ambience, Cooco’s Den, Haveli Restaurant and Andaaz Restaurant present a wonderful view of Lahore Fort and Badshahi Mosque to its customers. Locals as well as foreigners are often seen here having food and enjoying the beauty of Lahore. Adding more to the list, almost all major international food chains are also working here in Lahore including McDonalds, KFC, and Subway etc.

Besides serving the food, here in Lahore, several institutes are working to train the students in the field of hospitality. College of



“

**From Sindhi Biryani to Peshawari Karahi and from Balochi Sajji to Punjabi Beef Nihari, one can enjoy each and every taste of Pakistan at on place; Lahore.**





**Naani or Daadi kay  
khanay must be  
revived and Androon  
Lahore kay  
Mashroobat must be  
introduced to the  
young generation of  
Pakistan, says WCLA  
DG Kamran Lashari**



Tourism & Hotel Management (COTHM) Pakistan & Dubai is one such institute which is imparting skill-based hospitality education and preparing a workforce to handle the food side of Lahore for all times.

While talking to Hospitality Plus (HP), COTHM CEO Ahmad Shafiq said that Lahore has got the potential to be called as the food capital of the subcontinent but propagating the city as the food capital of Pakistan is need of the hour.

The government should consider this side of Lahore as well and brand the city as the food capital of the country, he said adding that 'a city like Lahore aptly justifies this title'.

He also said that such declaration would not only uplift the soft image of Pakistan but would also pave the way for the private sector to invest more in the food industry of the country.

He also said that the Walled City of Lahore Authority (WCLA) is supporting this cause for the collective good of the city and both WCLA and COTHM have joined hands to get Lahore recognized as the food capital of Pakistan.

He further said that Chefs Association of Pakistan (CAP), and Lahore Restaurants' Association (LRA) are also fully endorsing the cause and would support the initiative wherever and whenever needed.

He concluded that everything is already in place to announce Lahore as the food capital of Pakistan; all



“

**: Lahore has got the potential to be called as the food capital of the subcontinent but propagating the city as the food capital of Pakistan is need of the hour, says COTHM CEO Ahmad Shafiq**

”

that is needed is government's backing in this regard.

### **WCLA endorses 'Lahore as food capital of Pakistan'**

To support and endorse the idea of branding Walled City of Lahore as the food capital of Pakistan, Walled City of Lahore Authority (WCLA) and COTHM have signed a memorandum of understanding (MoU). While talking to HP in this regard, WCLA DG Kamran Lashari said that all the traditional and indigenous food items of Lahore should be preserved and showcased along with their hygiene and food safety standards. Recipes must be standardized and workforce should be trained to bring out the exact tastes of these food items, he said adding that Naani or Daadi kay khanay must be revived and Androon Lahore kay Mashroobat must be introduced to the young generation of Pakistan.



## **POPULAR LAHORI DISHES**

- |                                    |                    |                          |                             |
|------------------------------------|--------------------|--------------------------|-----------------------------|
| 1 Plain Rice and Lahori Lamb Kebab | 1 Gol Gappa        | 1 Nihari                 | 1 Lahori Daal Murgh         |
| 2 Lahori-style Karahi              | 2 Dahi Bhallay     | 2 Samosa                 | 2 Lahori Red Chicken Karahi |
| 3 Chicken Lahori                   | 3 Shawarma Platter | 3 Kheer                  | 3 Hareesa                   |
| 4 Gosht Karahi                     | 4 Chicken Tikka    | 4 Paya                   | 4 Fried Fish                |
| 5 Dal Gosht                        | 5 Biryani          | 5 Lahori Fried Fish      | 5 Beef Bong Paaye           |
| 6 Murgh Cholay/Channay             | 6 Haleem           | 6 Daal Chawal            | 6 Chikkarh Chollay          |
| 7 Murgh Musallam                   | 7 Falooda          | 7 Lahori Steamed Chargha | 7 Naan Haleem               |
| 8 Seekh Kababs                     | 8 Halwa Poori      | 8 Lahori Chana Chaat     | 8 Chicken Sajji             |

By Maham Ahmad



## CORRELATION OF PAKISTANI

# DIET AND THE DISEASE BURDEN OF THE COUNTRY

A healthy population contributes significantly to the socio-economic development of the country. This is particularly because a healthy population is more productive, earns more income, and lives a good quality of life. Likewise, unhealthy dietary practices and over-and undernutrition cases (unhealthy population)

lead to an increase in the disease burden of the country. Therefore, diet is an important lifestyle factor in developing diseases, and apparently, the unhealthy, urban Pakistani diet is increasing this burden of diseases.

With the increasing rates of communicable and non-communicable diseases in Pakistan,

the situation has become quite dire. Pakistan, being a developing country, faces a double burden of these diseases. New health issues emerge from these diseases that are difficult to tackle owing to the financial problem and poor economic status of the country. Moreover, the health issues are multisectoral and complex, making it difficult to come up with a single solution to resolve the problems. The health infrastructure of the country has improved significantly over the years but still, it lacks the efficiency to combat the problems in rural areas.

### Disease Burden in Pakistan

The disease burden of communicable and non-communicable diseases in Pakistan is increasing at an alarming rate. The prevalence of diabetes in Pakistan is the fourth highest in the world. Similarly, cardiovascular diseases (CVDs) are highly prevalent among the people of Pakistan. According to World Health Organization, 49 people die from CVDs every day.

This accounts for 58% of the total burden of

diseases in Pakistan. Hypertension, being the number one cause of CVDs, has a prevalence of 33% in adults aged 45 years and above. Moreover, with regard to communicable diseases, Hepatitis B and C, Tuberculosis, and HIV/AIDS are still highly prevalent in Pakistan.

## Pakistani Diet

The traditional Pakistani diet consists of chapatti, meat, rice, seasonal fruits, and vegetables with special emphasis on beans and lentils. But in the last decade, Pakistan went through something called nutrition transition. It is a phenomenon that depicts the transition from traditional diets to processed and packaged foods.

The advent of the industrial era gave way to increased production of pre-prepared and processed foods like burgers, pizza, fries, etc. These fast foods are causing our health to deteriorate as they have a high sugar, fat, and sodium content. Sugar, fat, and salt are the main culprits to people developing non-communicable diseases such as obesity, hypertension, and diabetes.

In addition to adopting an unhealthy diet, our lifestyle has also taken a turn for the worse. The majority of people live a sedentary lifestyle meanwhile, fewer people indulge in physical activity. Moreover, the infrastructure of our cities does not promote



a healthy lifestyle among the people. The scarcity of cycling lanes, parks, and other means for physical activities has a negative impact on an individual's lifestyle. Going to a restaurant and consuming unhealthy foods is the only entertainment that the cities have to offer.

## Role of Diet on Health

Diet, along with other factors such as food quality and physical activity are important determinants of communicable and non-communicable diseases. Having a poor diet, poor quality food, and low physical activity can have adverse effects on health. Improving dietary habits requires a population-based, multi-sectoral, and culturally relevant approach. This is why it is

not an individual problem but involves the whole society.

Proper nutrition plays an important role in strengthening the immune system of the body. An improved and efficient immune system helps the body to ward off different kinds of diseases. Different systems of the body work efficiently with optimal nutrition and adequate dietary nutrient intake. Poor eating habits along with poor nutritional status have a significant role in developing cardiovascular diseases, obesity, diabetes, cancer, and other diseases. Therefore, an unhealthy diet is one of the major risk factors for a range of chronic illnesses. Consequently, the unhealthy Pakistani diet and lifestyle are leading to a public health crisis.

A balanced diet is a diet mostly comprised of a high intake of fruits, vegetables, nuts, whole grains, non-fat dairy, fiber, and less consumption of processed food. Food from all food groups (proteins, carbohydrates, fats) are included in a balanced diet. This diet helps to achieve and maintain a healthy body weight, reduces blood pressure, prevents diabetes, and even protects against certain types of cancer.

## The Bottom Line

With the alarming situation of the ever-increasing disease burden of Pakistan, the government should take proper actions for the well-being of its citizens. Multi-sectoral and culturally relevant approaches should be adopted to improve the health of the people. The health issues emerging in Pakistan is not one person's problem but it concerns the whole society. The citizens must learn to adapt to a healthy lifestyle to lessen the burden of the diseases of the country.

*Courtesy: foodnama/ProPakistani*



# I REPRESENT THE PEACE LOVING, ROMANTIC & CULTURALLY ENRICHED SIDE OF *Kashmir*

*Kashmiri people have a natural cult towards hospitality and tourism; they are very welcoming and peace loving people.*

## **Tell us something about your personal side.**

As a person, I am very introvert, quiet, very shy and a romantic creature. I am basically an artist. I have been painting since my childhood; painting landscapes, making portraits, and figurative art are my favourites. Whenever I paint, I try to pay tribute to nature as the greatest of all painters is God. I also write poetry in English. As I told you I am a quiet person, I try to express my feelings through my art and words.

## **What do you draw and write about mostly?**

I draw Kashmiri culture; its dresses, women and victims of Kashmir freedom movement. I write poetry about freedom, conflicts, and any other issue related to Kashmir and its people.

*These roses, these blossoms are also the  
blood of the martyrs  
You may live or not Mushaal, but they should  
never fossil...*

*(by Mushaal Mullick)*

## **What are your current activities?**

My mother and I have been running 'Peace &



**Mushaal Hussein Mullick**  
CEO, Peace & Culture Organization

Culture Organization' for last seven and half years. We work on conflict resolution and peace building initiatives in the society. We have arranged poetry competitions and art & painting exhibitions on Kashmiri culture. We have also arranged programs on Kashmiri handicraft, shawl weaving and walnut furniture. Dignitaries and diplomats from around the world attend our exhibitions. Biggest of all, wherever I go internationally, I represent the peace loving, romantic and culturally enriched side of Kashmir.

## **What is special in Kashmiri culture?**

*I personally wish to hold a Kashmir festival in Islamabad in near future to present the real culture, music and cuisine of Kashmir to the world; COTHM will definitely be a part of this initiative.*

I have closely observed the element of 'women empowerment' in Kashmiri culture. Women have a lot of say there in Kashmir. Kashmiri cuisine is world famous. Wazwan is a multi-course



*I suggest the Government of Pakistan to develop Azad Kashmir as one of the most wanted tourist spots in the world; it will not only benefit Pakistan economically but will also exert diplomatic pressure on India to end atrocities in occupied Kashmir.*

Kashmir meal that is cooked overnight with the help of Kashmiri spices and herbs. I believe that Kashmiri dishes with their actual tastes must be promoted in Pakistan.

### Do you like cooking?

Well! I love cooking but I usually don't get time to cook food. My family thinks that I cook Haleem better. My mother and sister cook really well. My husband Yasin Malik is fond of cooking; he has got taste in his hands.



### How can we connect Azad Kashmir & Pakistan through tourism?

Azad Kashmir has become a special belt due to CPEC and other allied projects but tourism has not been seriously explored there. I suggest the Government of Pakistan to develop Azad Kashmir as one of the most wanted tourist spots in the world; it will not only benefit Pakistan economically but will also exert diplomatic pressure on India to end atrocities in occupied Kashmir. Further, I have seen that Kashmiri people have a natural cult towards hospitality and tourism; they are very welcoming and peace loving people. And it is a universal fact that tourism is only meant for peaceful societies. I personally wish to hold a Kashmir festival in Islamabad in near future to present the real culture, music and cuisine of Kashmir to the world; COTHM will definitely be a part of this initiative.

### Any message for our readers?

Keep promoting the real and beautiful side of your country with the help of your hospitable nature and professional expertise.

# COTHM STARTS NEW CAMPUS IN GUJRANWALA



*Pioneer in Professional Education*

**COTHM**  
College of Tourism & Hotel Management  
GROUP OF COLLEGES



College of Tourism & Hotel Management (COTHM) Pakistan & Dubai has started a new campus in Gujranwala to put the youth of the city on the track of skill development. The new Gujranwala Campus was inaugurated in an event attended by the social, business and political personalities of the city.

Former Foreign Minister Ghulam Dastgeer Khan, Gujranwala Chamber of Commerce and Industry (GCCCI) President Shoaib Butt, GCCCI Standing Committee for Higher Education Commission Chairman Syed Wajid Ali Shah were the chief guests while Punjab University, Gujranwala Director General Dr Naveed Iqbal and Gujranwala Restaurant Association President Muhammad Ahmad participated in the event as guests of honour.

Talking to the students, Ghulam Dastgeer Khan said that COTHM's presence in Gujranwala would definitely help build a skilled man force in near future. He also said that no country can make progress without having a skilled workforce and COTHM is doing the needful in this regard.

COTHM Pakistan & Dubai CEO Ahmad Shafiq said that Pakistan is a country where major portion of the population is young and that can be our strength if we engage it in skill development programs.



A person wearing a brown jacket and a wide-brimmed hat is walking away from the camera on a gravel path that winds through a dense forest. The path is covered with fallen leaves, and the trees are tall with green foliage. The scene is peaceful and natural.

# SUSTAINABLE TRAVEL IS UNAVOIDABLE

**A**fter visiting 70+ countries, I must share that how important it is to travel as a Sustainable Traveler. First, before you travel, keep these tips in your mind. You must reduce your impact on the planet, support local economies and be part of protecting the wildlife. In short, you leave a green footprint behind when you travel.

When I was traveling to Switzerland in 2017 and during my visit to UN in Geneva, they (UN) were celebrating 2017 as International Year of Sustainable Tourism for Development. The whole idea was to create global awareness how responsible tourism can act as a factor to change positively

World well known three pillars of sustainable tourism are environment friendly (reduce, reuse & recycle). You can restore historic buildings by protecting cultural and natural heritage and saving the endangered species. You can provide tangible social & economic benefits for local communities by supporting fair wages to their employees

As per the study from Booking.com, 87% of travelers wanted to travel sustainable and nearly half were successful to manage in doing so. However, 48% of travelers never or rarely manage to travel sustainably.

Here are some of the steps which a traveler can take to be part of Sustainable Travel



## Destination and mode of travel

If you wish to choose sustainable location, the 2018 Environmental Performance Index will help you. European Nations like Denmark, France and Switzerland are world's most sustainable nations. When I was in Albania in 2018, I was told that their ranking is improved to 40th as compared to 61st in 2016. Albania took steps in protecting their only national marine park, Karaburun Sazan Marine Park with the support of United Nations Development Program and Global Environment Facility. From African countries, Namibia who made it part of their constitution to protect the environment. World Wildlife Fund helps the communities to conserve, manage and benefit from the wildlife on their lands.

In terms of mode of travel, be part of the emerging "Slow Travel" by going fewer places and spending more time in each. Use trains instead of planes wherever possible. You not only experience a deeper sense of place; you will decrease your carbon footprint. If flying by plane, IATA has 30+ member Airlines who offer carbon offset program. Once at the destination, you can drive to close by places. If you don't own electric or hybrid, try renting out. Walk and use bicycle to explore

## During Travel

Don't use plastic and carry BPA-free water bottles which can be refilled. Consider these steps even though hotel is eco-friendly, take the shorter showers, hang your towels after the use, once leaving the room, turn off all lights, AC and television and close the curtains. Leave "Do not disturb" sign outdoor so you can cut down on chemical cleansing or use of electricity by the Housekeeping staff of the hotel.

Shopping is anyone's favorite subject. Try to buy locally produced souvenirs, it might be bit expensive than the imported cheaper crafts. By purchasing local items, you are contributing in the local economy with more positive direct impact. Never buy Wildlife products such as sea shells or made from fur. In January 2019, during travel exhibition at Halong Bay in Vietnam, I have seen local villagers were selling beautiful sea shells. In Africa, some locals sell hand-stitched eagle hunter's hat made from plush wolf fur.

Lastly, make the donations to support projects that aim to protect the environment. Give to local reputable organizations that work on social welfare programs or to international organizations who are partner with them

*Zaim Muhammad  
Dubai, UAE*

# CHOCOLATE ACADEMY'S CAKE DECORATION & FONDANT ART COURSE — ENDS IN — — CELEBRATIONS —

*Topper Bareera Nazo who belongs to Dera Ismail Khan specially stayed here in Lahore till the completion of the course.*

**F**inale of Chocolate Academy's Cake Decoration and Fondant Art course turned into celebrations when winners dedicated their win to their trainer and institute.

Cake Decoration and Fondant Art course by Chocolate Academy is an exclusive course designed for the cake art enthusiasts who are trained at the academy for a certain period of time. It is ensured at the academy that all the participants must master the skills of cake decoration and fondant art under the rigorous training by expert pastry chefs. In the finale of the recent Cake Decoration and Fondant Art course, expert pastry chefs and owners of famous cake and dessert outlets were invited to judge the art produced by the students.

Pink Pistachio Patisserie & Cafe owner Yasmeen Khan, Dessertery owner Amber Ashiq, Sweet Slice owner Shaliza Adnan, Amavi Senior Pastry Chef Farman, Mocca Café Pastry Chef Aslam, and Dessert Craft owner Tayyaba Nawaz judged the wonderful cake art produced by the participants of the course.

As per the results, Aleema Waqar got 3rd position, Samia Bilal got 2nd position, and Bareera Nazo got the first position. All the participants got participation certificates while the winners got cash prizes.

Interestingly, topper of the course Bareera Nazo belongs to Dera Ismail Khan and she specially stayed here in Lahore for this course. All the judges and COTHM CEO Ahmad Shafiq appreciated her for her exceptional performance in the course.

At the end of the ceremony, COTHM COO Zaheer Ahmad presented gift hampers to the judges and thanked them for their precious time. Place this text at the extreme right corner of the page with Zainab's picture

Chocolate Academy CEO Zainab Shafiq is one of the youngest entrepreneurs in Pakistan and holds the vision of inculcating entrepreneurial spirit into young & energetic Pakistani minds.





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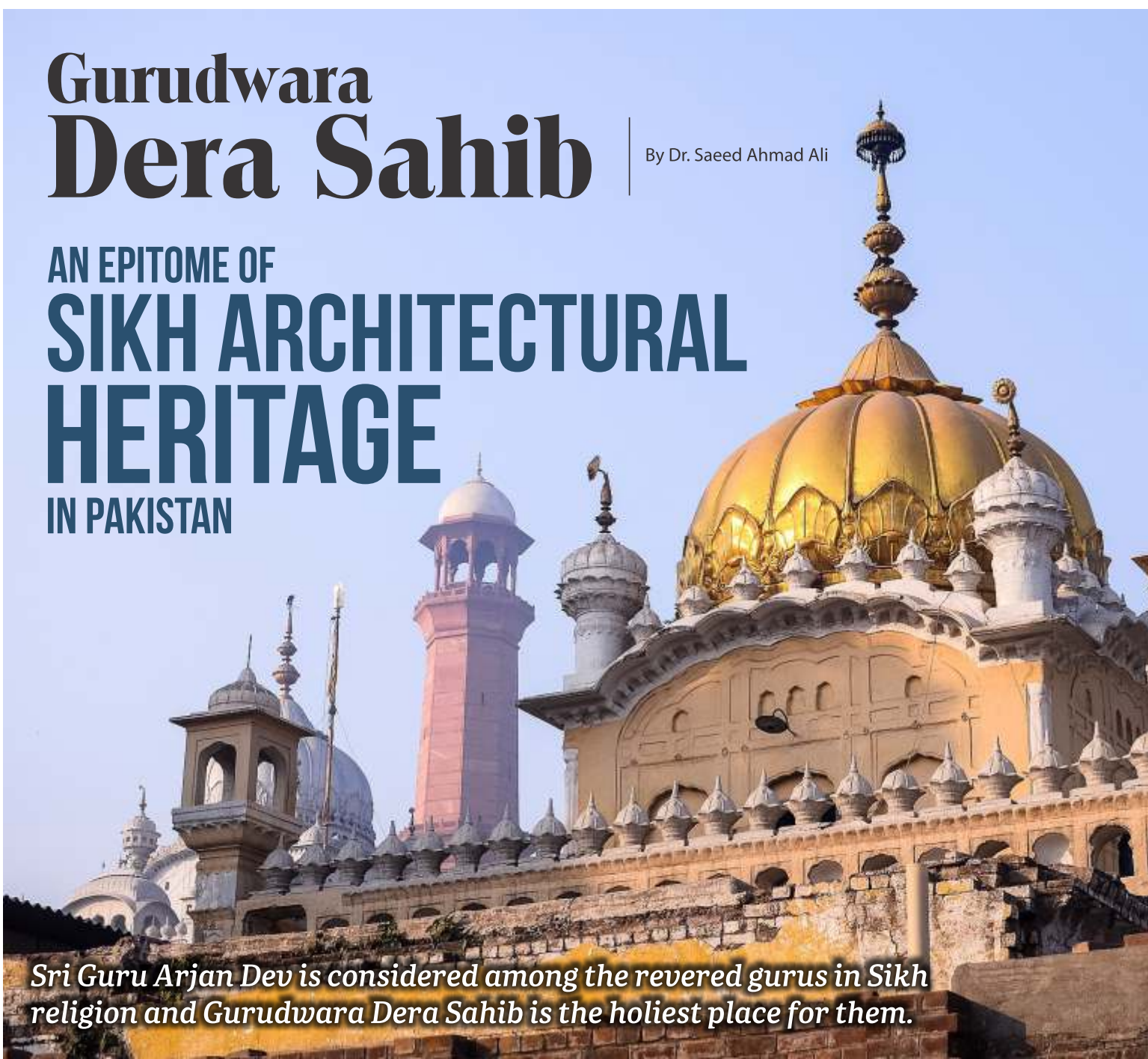
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# Gurudwara Dera Sahib

By Dr. Saeed Ahmad Ali

## AN EPITOME OF SIKH ARCHITECTURAL HERITAGE IN PAKISTAN



*Sri Guru Arjan Dev is considered among the revered gurus in Sikh religion and Gurudwara Dera Sahib is the holiest place for them.*

The historical Walled City of Lahore as 'cultural capital of the country' has rich heritage with hundreds of intact structure of buildings telling tales of centuries old civilizations. From mosques and shrines to churches and temples and Sikh gurudwaras, the minarets, domes, arches airing the voices of Azaan, ringing bells and recitation of Guru Granth Sahib and Kerthan speak volumes of the enliven heritage and interfaith harmony of this historic city.

Lahore is considered one of the most favorite tourist destinations in South Asia and its walled city is famous for rich architectural heritage narrating the history of different

ages, cultures and customs. Gurudwara Dera Sahib Sri Guru Arjun Dev is one of the jewels in the crown of this centuries old city. Moving towards the Lahore Royal Fort (Badshahi Qila) and Hazoori Bagh, the serenity and architectural beauty of its golden dome attracts millions of tourists each year.

This Gurudwara symbolizes the Sikh tradition and marks the martyrdom of Guru Arjan Dev Ji (1606), the 5th Guru in the series who had first compiled the Adi Granth, the principal part of Sikh scriptures. Adi Granth also provided basis for Guru Granth Sahib, the living Guru in the form of scripture after the series of ten human Gurus ended at Guru

Gobind Singh Maharaj. "Being the magical and the catchiest; this Gurudwara monument is a best example of Sikh religious architecture," said noted Architect Muhammad Tayyab.

He said it was clear evident that Sikh Architecture was heavily influenced by the identical styles of Mughal and Rajput Architecture – the two great dynasties of the sub-continent. "Its dome is a masterpiece, which reflects the magnificent values of dedication, wonderful intricacy and its line work," Tayyab said. "It is beauty of Lahore that it provides mixture of architectural skills, historic revelations and religious attachment

“

*The main Gurudwara building with gilded dome was built during Maharaja Ranjit Singh's reign. Even after the partition, the successive government occasionally preserved and renovated this site.*

”



for Muslims, Sikhs and Christians.”

He said the dome of Gurudwara Dera Sahib with its artwork with multi-foil arches, frescoes and in-lay works is a clear replica of the Shah Jahani period architecture, most of which are in Lahore. History reveals that Guru Hargobind, the successor of Guru Arjan Dev had built a memorial here in 1619. The main Gurudwara building with gilded dome was built during Maharaja Ranjit Singh's reign. Even after the partition, the successive government occasionally preserved and renovated this site.

Located in the Walled City of Lahore, it also makes the part of an ensemble of monuments, including the Lahore Fort, Huzoori Bagh, Samadhi of Ranjit Singh, Roshnai Gate and the Royal Mosque (Badshahi Masjid). “Fond of glory of Muslim architecture, the tourists when coming to Lahore Royal Fort cannot keep aloof of the fascination of Gurudwara Dera Sahib,” said Deputy Secretary, Evacuee



Trust Property Board (ETPB) Imran Gondal.

He said Gurudwara Dera Sahib always had a magical effect on tourists as the golden dome provides visitors with eye catching view of architectural competence. He said the Punjab Government as part of Prime Minister Imran Khan's policy of promoting tourism and interfaith harmony, preserves and renovates historic and religious sites. “This site is thronged by hundreds of thousands Sikh Yatraes visiting Pakistan for their religious ceremonies.” A significant part of the Sikh history refers to their religious places in Pakistan including Nankana Sahib where the founder of Sikh religion Baba Guru Nanak Dev was born. The ETPB document claims that there are around 195 Gurudwaras across Pakistan.

The present government led by Prime Minister Imran Khan has taken several initiatives for the facilitation of Sikh pilgrims including the historic opening of the Kartarpur Sahib Corridor in November 2019. The opening was carried out on the occasion of the 550th birth anniversary celebrations of Baba Guru Nanak and won accolades from Sikh community across the world. “We appreciate the steps of Pakistan government in opening up Kartarpur corridor and preservation of our religious and historic sites,” said Harmeet Singh, a Sikh journalist working in Pakistan.

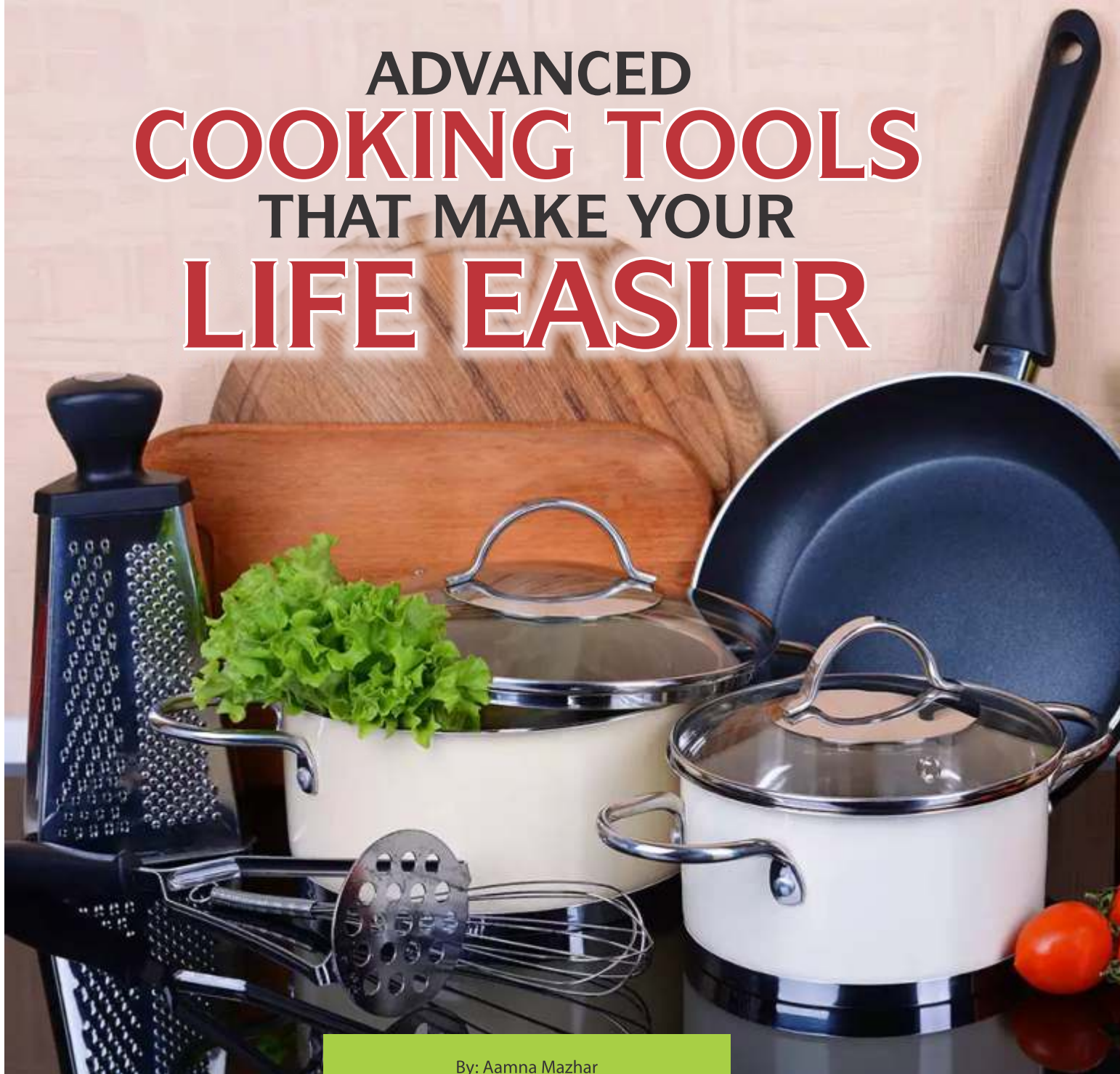
“These initiatives will not only promote interfaith harmony but also religious tourism.” He said Gurudwara Darbar Sahib has historic and religious importance for us. “We observe every year, the martyrdom day of Guru Arjan Dev as well as birthday and anniversary of Maharaja Ranjeet Singh at Gurudwara Dera Sahib.” Harmeet said, anybody visiting Lahore and these sites would definitely be fascinated by its diversity.

“This specific juncture of walled city, is a glaring example of religious and architectural diversity as well as interfaith harmony.” “Sikh community within Pakistan and abroad has all the praise for the government for opening up Kartarpur and initiatives to protect and preserve our religious sites,” he said.

Sri Guru Arjan Dev is considered among the revered gurus in Sikh religion and Gurudwara Dera Sahib is the holiest place for them. Thousands of Sikh yatraes visit this place every year to perform rituals on the eve of their religious festivals and ceremonies. The federal and Punjab governments fully facilitate them in an overture of promoting interfaith harmony and religious tourism.



# ADVANCED COOKING TOOLS THAT MAKE YOUR LIFE EASIER



By: Aamna Mazhar

We all turn into extravagant buyers when it comes to stocking up on kitchen tools. After covering the basic kitchen tool list, everyone tends to go for advanced cooking tools. There is always room for equipment that can make your life easier and more fun. Advanced cooking tools are total GAME CHANGERS for home cooks and once you shift to these tools, there is no going back.

There is something about these cool gadgets

that make you instantly happy and it is hard to not smile when you look at them. Here is an assorted list of some of the best cooking tools that will not only be fun to use but will also help you to make the most delicious foods.

## 1. Egg yolk separator

Many food recipes include only egg yolks instead of whole eggs and that's the very reason we refrain from cooking those foods.





All of us have struggled to separate the yolk from the eggs using different ways and have mostly failed. It honestly seems like the hardest part while cooking. This egg yolk separator will make your life easier due to its amazing shape. This goldfish-shaped tool is not only



convenient but also super cute to use. Get your hands on this egg yolk separator and become a pro at separating yolks from whites.

## 2. Meat tenderizer tool



Steak dinners and beef burgers can become extremely easy to prepare with advanced cooking tools. This meat tenderizer tool will not only remove the hardness from meat but will also make it a hundred times more delicious. The traditional tools used for this purpose are a mallet or hammer.

As compared to a mallet or hammer, this meat tenderizer tool will take lesser time and give you better results. This tool is a must-have if you cook beef often. While using the meat tenderizer, make sure to put the meat in a plastic wrap so that the moisture is not lost.

## 3. Digital kitchen food scale, best of the advanced cooking tools



Have you always been confused because most recipes use grams as units of ingredients and not cups or spoons? This advanced cooking tool is the answer to your prayers. This food scale comes with a flat surface and a digital system that will help you to maintain accuracy while cooking. It will not only help you with new recipes but will also ensure the exact replication of your previous recipes.

This scale is battery-operated so you don't even need to set it up near an electric switchboard. It's easy to clean and has fairly efficient qualities.

## 4. Brushed aluminum olive oil sprayer



While counting calories, one problem that we constantly face is adding the right amount of oil to the pan. Whether it's an omelet or stir-fried vegetables, we always have to be extra cautious to not add too much oil. This brushed aluminum olive oil sprayer is an end to your struggle. This advanced cooking tool will help you to grease your pan with just the right amount of oil. It's not only favorable for decreasing the oil quantity but will also save you some clean-up time.

## 5. Garlic press set



As amazing as it tastes, garlic can sometimes be annoying because of the odor it leaves behind on hands and other kitchen tools. Mincing garlic can be a real challenge. This garlic press set is designed to help you crush tons of garlic without any hassle.

You can now add freshly minced garlic to all your recipes and that too, with the least difficulty. If you are a fan of garlic, this tool is definitely going to become your all-time favorite.

## 6. Pancake batter dispenser bottle



We all have struggled with making the perfect shaped pancakes. While pouring the



pancake batter into the pan, we often add too much or too little, destroying the shape and texture of our pancakes. This pancake batter dispenser bottle will help you to make pancakes like an expert. All you have to do is add your pancake batter into this bottle and cover it with the lid.

While making pancakes, you can easily pour the required quantity and make round, fluffy pancakes. This advanced cooking tool is not only amazing for making pancakes but also for storing the pancake batter.

All these kitchen tools are easily available all around the world. The best part is, they are not even crazy expensive to buy. You can just save a few bucks every month and get your hands on these life-changing gizmos. By constantly upgrading your kitchen tools, you can make cooking more exciting for yourself.

*Courtesy: Pro Pakistani*



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# 10

## SUPER SIMPLE WAYS TO IMPROVE GUEST EXPERIENCE

“

*Meeting and exceeding your guests' expectations is the gold standard of the hospitality industry. The problem is, hoteliers are constantly engaging in guest experience one-upmanship, raising customer expectations with every feature that goes from a novelty to a given.*

*Here are some quick, easy and inexpensive tips to improve the hotel guest experience.*



BY TOM BROWN



### **1. Touch base with guests pre-arrival**

A detailed pre-arrival email to all guests can make their arrival and check-in process much smoother. Not all your guests will read the email beforehand, but those who tend to ask a lot of questions are likely to. Repeat guests, for example, will be more interested in what's new and won't want to receive the same email every time they stay with you.

## 2. A smile goes a long way

First impressions make a big difference in this business. When you check the arrivals each day, take the time to review the names and reservation details and be sure to greet everyone by name and with a welcoming smile. Even a cool drink of water can make a huge difference after a series of plane, train and taxi rides.

## 3. Make it easy for your guests to get in touch

How you execute this tip depends on your clientele and the size of your hotel. If you have an older, more traditional customer base, they may prefer to use a phone system in the hotel to get in touch with reception. If your clientele is



younger and more tech-savvy, consider investing in a simple app or online communication service for your property.

## 4. Be an insider of your local area

When your guests arrive in their room, there should be a welcome book waiting for them. While historically this has contained all the whats and how-tos of the property and services, it should also include tips on what to see in the



area, as well as recommendations on the best time to go and hidden gems that only the locals know about.

## 5. Build partnerships with local vendors and attractions

Building partnerships with local attractions and vendors is a win-win for both sides. You'll bring more people to their business while offering your guest an inside track they will appreciate. If you promise to send many guests through the doors of the restaurant or attraction you're partnering with, they may even be able to provide your guests with a special discount.

## 6. Provide free and fast Wi-Fi

Should you not be able to provide free Wi-Fi in every room or hotel area due to technical limitations or the size of your property, make it as easy as possible for your guests to connect to the Wi-Fi where it is available. You could provide instructions on how to connect to the Wi-Fi in several places, such as Wi-Fi code on each room key, within the welcome book or on a board within the lobby.

## 7. Celebrate special occasions

Are your guests celebrating a special occasion like an anniversary or a birthday while staying with you and are happy for the occasion to be recognised? Setting up the room to contain a small token of celebration as they enter is such a nice touch and usually very easy to do. Likewise, if the celebration is occurring while they're in the hotel, it's easy to arrange something special through housekeeping, or through the restaurant if they're dining with you for the occasion.

## 8. Track your guests' preferences

Does your guest have a gluten intolerance or a favourite room? Sending an email prior to their arrival asking if there are any special requests or allergies within the party will ensure that the guest feels truly catered for. If you opt for an app, you can collect these basic details through this technology from either a box-ticking survey or question and answer box when confirming the booking.

9. Give guests the option to refuse housekeeping – and reward them for doing so  
More and more guests are becoming environmentally conscious when they travel. Many are abandoning the mindset that sheets and towels need to be changed every day, which is good for the environment and also good for you as it cuts laundry costs. Leave a note in the room that tells guests what their options are. For example, some hotels provide a small bag that guests can hang on the door, and housekeeping will leave a small treat inside instead of changing their towels and sheets. Alternatively, you could offer things like a free slice of pizza from your restaurant.

## 10. Offer clear directions around the property

Put yourself in the shoes of a new guest and evaluate the signage around the property, especially in the lift. Could you be giving more information? Writing in another language or adding easy-to-understand symbols can make getting around much easier. Your guests will appreciate being able to find where they need to go at all times.



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EXECUTIVE POWER LIST 2022

## 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.



**Alison Grinnell**  
CEO,  
RAK Hospitality Holding

As CEO of RAK Hospitality Holding, Alison Grinnell has been a driving force behind one of the region's greatest hospitality success stories in 2021: Ras Al Khaimah.

The northern emirate had a triumphant year against the odds, often leading the way in the region in terms of occupancies or RevPAR.

Grinnell has four hotels in her remit, including two Hiltons, a Rixos resort and a lavish Ritz-Carlton property. Under her leadership, all four have done their bit in contributing to the Ras Al Khaimah story.

Into this year, expect to see a new hotel at the top of Jebel Jais, and the opening of the group's landmark staff accommodation campus. Grinnell said: "Our development plans continue to ensure that we are as well placed as possible for 2022 and beyond."



**Anton Bawab**  
Head of operations,  
The Red Sea Development Company  
(TRSDC)

Head of operations, The Red Sea Development Company (TRSDC) Saudi Arabia's The Red Sea Project is one of the most ambitious giga-projects in the world. A postcard for the Saudi Vision 2030, it is a destination primed and ready to redefine hospitality and tourism on a global stage.

Anton Bawab is heading up hospitality operations, which puts him in charge of 97 employees, 50 resorts and 8,000 hotel rooms. While 2030 is still some time away, The Red Sea Project has already started to reimagine hospitality, as the first nine properties were unveiled in 2021.

Boasting the likes of SLS, Jumeirah, Six Senses, Raffles and many other international brands. Much like the announcement of the Red Sea Project hotels, Bawab has made a powerful debut onto this list.



# PAKISTANI FOOD INDUSTRY IS ON RIGHT TRACK

## ► Hamza Sufi

**S**imply Sufi Xprs Chief Executive Officer (CEO) Hamza Sufi, along with his team, visited College of Tourism & Hotel Management (COTHM) where COTHM CEO Ahmad Shafiq orientated him about the education and training model of the college. Hamza Sufi had a thorough visit of the facility and interacted with the students working in different kitchens. He showed keen interest in the concept of Chocolate Academy and offered his support to its CEO Zainab Shafiq wherever needed.

He mentioned that imparting the skills of hospitality and tourism to the youth of Pakistan in a modern way is a real service and Sufi Group of Industries truly acknowledges it. He also said that hospitality education is the actual way forward for the uplift of hospitality and food businesses in Pakistan. He further said that Pakistani entrepreneurs are following the best international practices in the food business and there will be a time soon when we shall not require imported ingredients for food processing.



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# Queen Elizabeth

## JUMPS INTO FOOD BUSINESS, LAUNCHES KETCHUP, BROWN SAUCE



The ketchup, which is marketed as "ideal for breakfast or any time of the day," is flavored with dates, apple juice and spices.

Queen Elizabeth has released her own brand of condiments, including tomato ketchup and brown sauce (which is like a steak sauce). The products are made at the 95-year-old monarch's Sandringham estate in Norfolk using ingredients from the grounds.

The ketchup, which is marketed as "ideal for breakfast or any time of the day," is flavored with dates, apple juice and spices, while the brown sauce is "packed with vinegar and spices." The condiments also come with a royal price tag: over \$9 for a 10 oz. glass bottle.

While the product launch may seem unexpected, the Queen is said to be a hamburger fan, so the palace kitchen is likely well-stocked with condiments. However, former royal chef Darren McGrady said that the monarch prefers her burger without a bun, eaten with a knife and fork and served with cranberries rather than ketchup, which resulted in Foodhub creating a "Ma'amburger" in her honor.





PAPA JOHN'S PAKISTAN CEO

*Bilal Akram*

**'HANDS-ON EXPERIENCE IS THE BEST THING IN A STUDENT'S LIFE'**

Papa John's Pakistan CEO Bilal Akram visited College of Tourism & Hotel Management (COTHM) New Garden Town Campus and witnessed the students' ongoing activities in different classes and kitchens.

The young and energetic CEO who was accompanied by KnN's Chief of Multinational & Central Sales Syed Mughees Pirzada took keen interest in the kitchen operations and interacted with students as well.

While talking to the students, Bilal Akram said that "getting hands-on experience is the best thing in a student's life and you are those lucky ones who have got the opportunity to experiment with food in an academic yet professional environment.

He also said that Papa John's Pakistan would always welcome the talented and skillful students of COTHM as its employees.



# 10 STEPS TO START A TOUR GUIDE BUSINESS

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*Find here step by step guide to starting a tour operator business.*

## 1. Explore your location

Study and intensive research about the location is the most important factor in starting a tour guide business. Learn everything you can about the location and gather sufficient knowledge. You need to know every interesting landmark of the location where you are starting the business. Study of local culture, foods, etc.

## 2. Research the market

It is extremely important to understand your competitors before you start practicing as a tour operator. Do extensive market research and gather information on the tour packages, their approach, pricing, etc of other local tour guide operators. This information will help you to create creative standout tour packages for tourists that others are not offering.

## 3. Select your target market

There are many types of tourists with different mindsets. They can be adventure-loving, photograph shooters, eco-loving tourists, tourists looking to explore local cultures, etc. Depending on your location, set your tour packages.

## 4. Name your business

The first thing you need to do before actually starting is to name your tour guide business. Choose a relevant and relatable name. Read this guide and understand the process of properly naming a business.

## 5. Register your tour guide business

After you decide on the name, it is time to register your business. Every state and country offers different options for registering a company. The options generally are a proprietorship, partnership, corporations. Talk to competent people, and decide on the best business structure best-suited base on your resources. For example, if



you are from the United States, forming an LLC is best if you want to separate business from personal liabilities.

## 6. License for tour & travel guide business

To initiate a tour guide business you need to obtain the necessary licenses from the local authority. To be an enlisted tour guide you can apply for a license to Regional Level Tourists Guides authorities.

## 7. Create a business plan

Based on the information collected, write a detailed business plan. Describe your objectives, operational plan, a financial plan including pricing strategy, and your marketing plan in as much detail as possible. Remember, your business plan is the road map for your success in the business.



proper accounting software to ensure smooth accounting for your business.

## 10. Promote your tour & travel guide business

You need to promote your business aggressively online and offline both to get success. Create your business card and brochures with detailed information. Contact your local hotels, resorts, and travel houses to have a business tie-up with them. In today's world, every prospective tourist research online. Also, choose the best business insurance available.

It is recommended to have a business website for your tour guide business. List your travel and tour guide business on online travel agent sites. Reference is most important to get clients in this business. Ask satisfied clients to share their experiences on your site. Promote your services on social media like Facebook, Twitter. Offer special discounts to online clients.

As a tour guide is a personalized business, your communication skills and behavior matter. Success is all about providing clients the best time for their vacation and makes them happy with smiling. Present yourself in a sensitive and friendly manner. When you are with a group, meet every individual and introduce yourself.

## 8. Open a business bank account

After registering the business, open a business bank account. This is a must for receiving and paying for your business transactions.

## 9. Operations in tour & travel guide business

Keep yourself organized with appointment schedules. Never be late. Remember your clients have their own tight schedule. You can also design unique trips to attract tourists. Take advice and suggestion from every individual and consider being flexible. Make every trip fun and exciting for your clients. Another very important aspect is to set up proper bookkeeping. Choose



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By: Laiba Sultan

## CELIAC DISEASE OR GLUTEN-INTOLERANCE:

# WHAT'S THE DIFFERENCE?

Health & digestion ailments are experienced by a lot of individuals nowadays which is mainly caused by consuming gluten. The prior question that arises here is what actually gluten is? That's actually a group of numerous proteins in certain type of grains such as wheat, rye & barley. Wheat comprises higher content of gluten than other grains. An individual intolerant to gluten can be suffered by medical conditions like celiac disease or non-celiac gluten sensitivity (NCGS).

### “Celiac Disease: More than Gluten Intolerance”

Let's differentiate both of them first. When

gluten is ingested by a celiac person, body's tissue of that individual will be attacked by his own immune system. While, in case of individual intolerant to gluten (i.e. non-celiac gluten sensitivity), short term bloating & belly pain will be caused when some amount of gluten is consumed. There is no long-term harm caused to the individual's body in case of gluten intolerance just like in condition of celiac disease. Body's response is negative in both conditions but the consequences & longevity of these responses are not the same.

### Celiac Disease—An Invisible Illness

Individuals genetically susceptible to celiac

disease negatively respond to gluten consumption. Because of damage to lining of small intestine, there is inability to absorb nutrients into the bloodstream. Symptoms related directly to improper digestion of body includes vomiting, bloating, weight loss, diarrhea, abdominal pains and constipation. Some signs are associated originally with this disorder but not to digestive system just like seizures, itchy skin, acid reflux and heartburn, mouth ulcers, missed menstrual periods, tingling in the hands and feet, bone and joint pain, infertility or frequent miscarriages, headaches and fatigue. Health problems like delayed puberty in adolescents, dental enamel defects, irritability in mood, short stature, failure to thrive in infants, weight loss caused by malabsorption during growth & development years.

Non-celiac gluten sensitivity is condition in which a person does not test positive for celiac disease or a wheat allergy. But they are uneasy, after ingesting gluten. Stomach ache, changes in bowel motions, eczema, exhaustion, and bloating are all symptoms of non-celiac gluten sensitivity, which are comparable to those of celiac disease.



hoisin sauce, marinades, and salad dressings), Additional foods like broth, couscous (unless labelled gluten-free).

Eating raw & single-ingredient foods is the easiest solution to avoid gluten. Otherwise, read the food labels on the goods you buy. Oats are gluten-free by nature. However, because they may be prepared in the same facility as wheat-based foods, they are frequently contaminated with gluten.

## What to Eat?

*Nutritious and tasty meals can be enjoyed by plenty of gluten free products available. These following foods are gluten-free by nature:*

- All meats and fishes, except those that have been battered or coated.
- All sorts of eggs are gluten-free by nature.
- Plain milk, plain cheeses, and plain yoghurt are examples of plain dairy products. However, dairy products contains flavoring components may contain gluten, so read the labels carefully before purchasing them.



This condition can be treated effectively by completely cutting gluten from diet. It promotes intestinal healing. Vitamin and mineral supplements may also help people with celiac disease prevent or correct deficits. You can still eat a well-balanced diet if you have celiac disease. Bread and pasta prepared from various flours (potato, rice, maize, or soy) are available, for example. Gluten-free bread and items are also available from several food manufacturers and supermarket stores.

## What to Avoid?

It can be difficult to be gluten-free completely. This is due to the fact that it can be found in a variety of commonly used foods products. Following are frequently present dietary gluten sources:

Wheat bran, wheat flour, spelt, durum, kamut, and semolina all wheat-based foods, Malt, Brewer's yeast, Barley, Triticale, Rye.

### ***Below are some foods that may include gluten-containing ingredients:***

Pasta (All wheat-based pasta), Bread (All wheat-based bread), Cereals (Unless it says gluten-free on the label), Snack foods (Roasted nuts, flavored chips and popcorn, pretzels, candy, muesli bars, crackers, pre-packaged convenience meals), Beverages (Beer, as well as other flavored alcoholic beverages), Baked items (Cakes, cookies, muffins, pizza, bread crumbs, and pastries), Sauces (Soy sauce, teriyaki sauce,



- Fruits and vegetables are healthy choices. Gluten is certainly not present in fruits and vegetables.
- Quinoa, tapioca, buckwheat, rice, sorghum, corn, arrowroot, amaranth, teff, and oats are some of the most often used grains (if labelled gluten-free).
- Potatoes, corn, potato flour, chickpea flour, corn flour, almond meal/flour, soy flour, coconut flour, and tapioca flour are starches & flour can be used in recipe.
- All nuts and seeds can be eaten.
- Vegetable oils and butter can be used exclusively.
- All herbs and spices are included.

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- 6- Quality control & Quality Assurance
- 7- Research Institutes
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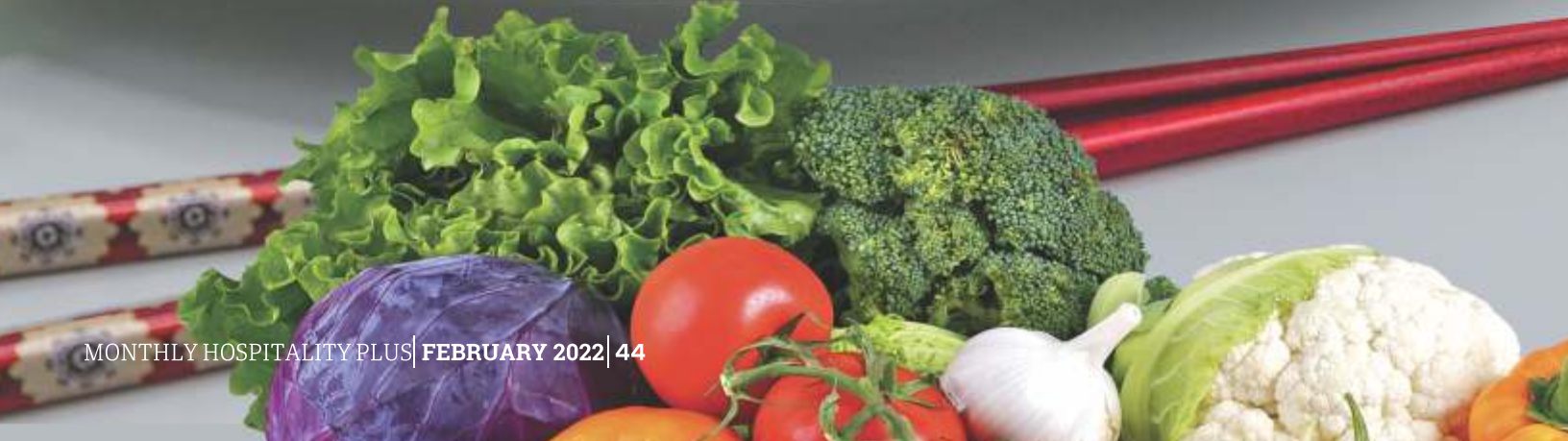


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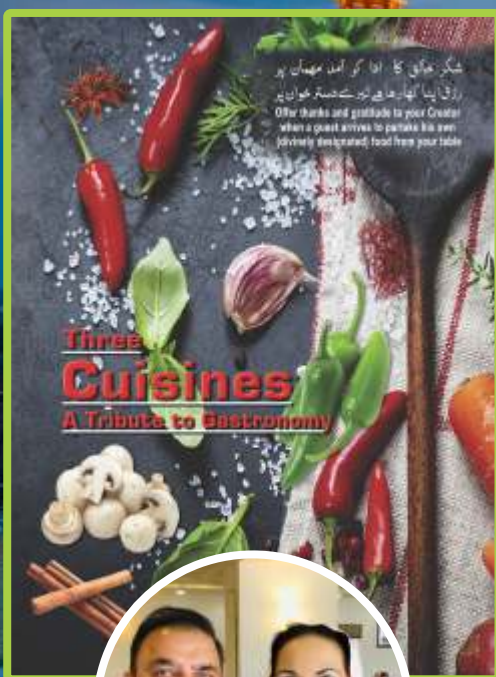
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# FROM THE FOOD CAPITAL OF PAKISTAN

Lahore is a city with an extremely rich food culture. The city offers a vast variety of options when it comes to food. In recent times, with an addition of foreign flavours and recipes, the style of food in Lahore has gone even more popular. Other cities in Pakistan do have their own food identities and specialties but Lahore, being an open-minded, dynamic and welcoming metropolitan, has brought them all at one place. Being impartial, it would not be a false accusation if we call Lahore the ‘food capital’ of Pakistan.

Keeping in view the dynamics and diversity of the food culture of Lahore, we present you a series of food recipes from the food capital of Pakistan. All the recipes have been taken from Dr Javaid Asgher’s book titled “Three Cuisines: A Tribute to Gastronomy. Hope you enjoy the read!



Dr Javaid Asgher & Dr Faiza Asgher (Late)



1

## TABAKH MAAZ

Delicious Ribs - A Kashmiri Delicacy



Serves: 6-8

### INGREDIENTS

- \* Rib Cage (only the membranous part of the ribs not the chop) un-separated 1 Kg,
- \* Water 27.5 cups/5.5 lt
- \* Garlic (Lasan) 4.5 tsps/27gm
- \* Salt 3.5 tsps/13 gm
- \* Water Cold 12.5 cups/2.5 lt
- \* Salt Dry 2 tsps/8 gm
- \* Ginger Powder (sonth) 2 tsps/4gm
- \* Cloves 8
- \* Black Cardamoms (bardi elaichi) 8
- \* Turmeric (Haldi) Powder 3.5 tsps/7gm
- \* Pure (Desi) Ghee 2.5 cups/475 gm

### METHOD

Bring the water to the boil, add the ribs. Continue to boil, removing the scum that rises to the surface. Repeat until the water is clear. Boil covered till the ribs are half done.

Add the garlic and mix well. Continue to boil for another 10 minutes. Add the salt and boil covered, continuously, until the membrane between the ribs can be pierced with the thumb. Remove the pan from the heat and drain the water. Cook the ribs and then immerse in a pan of cold water. Wash thoroughly and then keep them aside. Do not discard this water.

Chop the ribs with a heavy, sharp knife into 8 equal rectangular pieces.

Boil the water in which the ribs were washed. Add the chopped ribs, salt, dry ginger powder, cloves, black cardamoms and turmeric powder. Mix well. Let it boil until the bones can be extracted from the membrane easily. Remove the pan from the heat and take out the ribs with a slotted spoon. Keep aside, discard the water.

Arrange the ribs in a large frying pan, so that they do not overlap. Pour the pure ghee over them. Fry until they are reddish brown all over. Turn occasionally. Drain out the pure ghee before serving.

2

## AMRAS KI BOTI

Amras ki Boti - Mutton in Mango Juice

Amras ki boti is a seasonal dish. A simple yogurt based khorma is made exotic with the addition of the pulp of ripe mangoes, the king of all fruits, transforming it into a royal dish.



Preparation Time: 30 minutes

Cooking Time: 45 Minutes

Serves: 8

### INGREDIENTS

- \* Mutton on the bone, cut into medium sized pieces 1 Kg
- \* Cream/milk 1/3 cup
- \* A large pinch of saffron Onions, sliced 2
- \* ginger paste 1 teaspoon
- \* Garlic paste 1 teaspoon
- \* Turmeric powder 1/4 teaspoon
- \* Pepper 1/2 teaspoon
- \* Red chili powder 1 teaspoon
- \* Yogurt 1/2 Kg
- \* 1/2 cup Sprigs of Green Coriander,
- \* 6 Green Chilies, \* 15 Blanched Almonds,
- \* 1 teaspoon Watermelon Seeds,
- \* 1/2 tablespoon Musk-Melon Seeds.
- \* A few Raisins Oil 3/4 cup
- \* Pulp of two Ripe Mangoes
- \* A pinch of Garam Masala \* Salt to Taste

### METHOD

Beat the cream/milk well and add saffron to it. Set aside.

Heat half of the oil. Brown half the onions. Add ginger and garlic, fry a little and then add salt, turmeric, pepper and chili powder. Sprinkle a little water, cover and let the spices simmer for a minute or so. Add the pieces of meat and fry till the moisture dries up. Add water just sufficient to cook the meat. Pressure cook till the meat is tender.

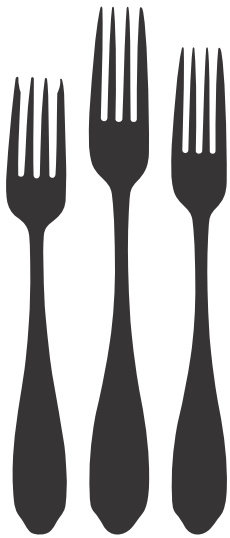
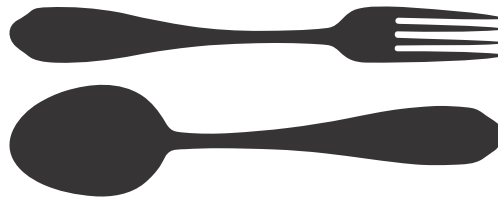
Heat the remaining oil. Fry the remaining onions till golden and then add the yogurt, stirring briskly to ensure a smooth texture. After 3-4 minutes, add the ground ingredients, the mango pulp, raisins and then garam masala. Mix well. Add the cooked meat. Also add saffron soaked cream / milk. Simmer gently for a few minutes to ensure a homogeneous blend, serve hot.



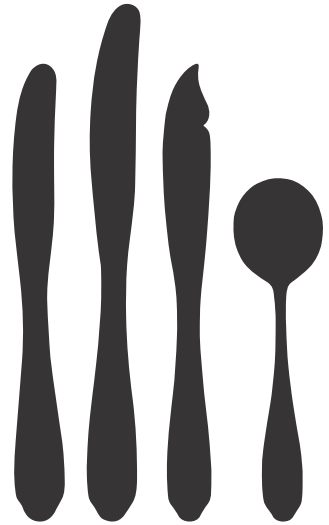
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## PROMOTION OF TOURISM IS GOVT'S TOP PRIORITY : HASSAN KHAWAR

1



**S**pecial Assistant to Chief Minister for Information and Spokesperson Punjab Government Hasaan Khawar has said that the promotion of tourism sector is the top priority of the government and all the relevant departments under the leadership of Prime Minister Imran Khan are working diligently.

Talking to newsmen in Lahore, the special assistant said that many initiatives on tourism are in process and soon tourism buses will be run across Punjab to promote tourism. He also said that more new tourist destinations are also being explored to provide multiple options to the tourists.

He further said Mazdoor Cards are being provided to labourers and more Shelter Homes are being established across the province.

## LIVE INTERNATIONAL WEBINARS FOR COTHM NETWORK'S STUDENTS

2



**C**ollege of Tourism & Hotel Management (COTHM) Pakistan & Dubai has initiated an international guest lecture program on weekly basis. Hospitality and tourism experts from all parts of the world are invited to talk to the students studying in the whole network. The idea behind arranging this activity is to give the students an exposure of the outer world and the advancements taking place there. In the first webinar, Corporate Director-HR, Central Hotels-UAE, Zamir Abbasi talked to the

participants of the webinar on "Top Five Expectations of Hospitality Employers". In the second webinar, Bahi Ajman Hotel & Resort Cluster General Manager Iftikhar Hamdani guided the students about adopting sustainability models in hospitality industry. In the third webinar, Worldchefs Vice President Chef Martin Kobald shared the tips on 'how to become a great chef?' Director, International Development-COTHM, Babar Sheikh moderate the international guest speakers' sessions. All the students in the

COTHM's nation-wide network attended the webinar live from their classrooms under the supervision of their instructors. Addressing the students on the expectations of hospitality employers, Zamir Abbasi said that work competence, alignment with the culture of organization, multitasking personality, seriousness towards career, and digital friendliness are the factors which an employer considers the most while hiring an employee.

# HIGHLIGHTS

## CONSUMER ASSOCIATION OF PAKISTAN HOLDS CONFERENCE ON 'FOOD SAFETY AND QUALITY'

3



**T**hirteenth Conference on Food Safety and Quality was held at Dreamworld Resort in Karachi under the aegis of Consumer Association of Pakistan. COTHM Karachi Executive Director Engr. Sabir Ahmed, Food Safety Expert Sumaiya Shahadat, CAP Vice President Syed Azhar Jamil, and hundreds of COTHM students attended the conference having COTHM as

the strategic partner of the Consumer Association of Pakistan. On the occasion, Consumer Association of Pakistan Chairman Kokab Iqbal informed about the aims and objectives of the conference and also informed the guests about the importance of food safety and quality. Engr Sabir Ahmed highlighted the

importance of training along with legislation and urged media to play its role in raising public awareness on food safety and quality. He informed the guests about COTHM's efforts in this regard, and urged the students present in the hall to continue to increase their knowledge and training in food safety and quality.

## GERMANY NEEDS 400,000 SKILLED WORKERS FROM ABROAD EACH YEAR

4



**G**ermany wants 400,000 skilled and qualified workers from around the world every year to overcome its labour shortages. As reported by Reuters, the figure of 400,000 was mentioned by Christian Duerr, parliamentary leader of the co-governing Free Democrats (FDP) in his interview to

WirtschaftsWoche business magazine. In his interview, Christian Duerr said that the shortage of skilled workforce has become so serious in his country that it is damaging the economy of the country. He also said that Germany's current workforce is aging fast and this issue can only be controlled if the country develops some modern

immigration policy. According to German Economic Institute, there will be a gap of more than 300,000 people in the ongoing year as the number of older workers retiring is higher than the younger ones entering the labour market.



# INDUSTRY

## PAKISTAN, IRAQ SIGN MOU TO PROMOTE, FACILITATE TOURISM

5



Pakistan and Iraq have signed a Memorandum of Understanding (MoU) to promote and facilitate cooperation and collaboration in the field of tourism between the two countries. The MoU was signed by Iraq's Minister for Culture, Tourism and Antiquities and the Ambassador of Pakistan to Iraq, said a press release.

The MoU will also help reinforce people-to-people linkages between Pakistan and Iraq. Pakistan is also engaging actively with Iraq for the facilitation of Pakistani pilgrimages traveling to Iraq. The signing of the MoU is another manifestation of the efforts of both countries to strengthen and diversify bilateral collaboration across diverse fields.

The bilateral cooperation between Pakistan and Iraq received a significant boost with a number of ministerial-level visits exchanged last year, in particular the visit of Foreign Minister Makhdoom Shah Mahmood Qureshi, which was reciprocated by Foreign Minister Fuad Hussein.

## COTHM IS REAL CONTRIBUTOR TO THE UPLIFT OF SKILLED EDUCATION IN PAKISTAN: PSPA VC JAMAL NASIR CHEEMA

6



Punjab Social Protection Authority (PSPA) Vice Chairman Jamal Nasir Cheema visited College of Tourism & Hotel Management (COTHM) on Friday. He admired state-of-the-art facility and appreciated COTHM for training the youth of Pakistan in a wonderful way.

He said that institutes like COTHM are the real contributors to the uplift of skilled education in Pakistan and the government should support COTHM in this endeavor of public welfare. He also visited Chocolate Academy and met its CEO Zainab Shafiq who briefed him about the ongoing projects being run under the umbrella



of Chocolate Academy. About the academy, he said it is a unique concept and he has never seen such an initiative in Pakistan earlier. He also ensured his department's support to COTHM and Chocolate Academy whenever and wherever needed.

# HIGHLIGHTS

## PAKISTANI MEDIA HOUSES MUST ADOPT PROFESSIONAL JOURNALISTIC PRACTICES: PID DG SAJEELA NAVEED



**P**ress Information Department (PID) Director General (DG) Sajeela Naveed visited College of Tourism & Hotel Management (COTHM) and the office of Hospitality Plus magazine on Friday where she met COTHM CEO & Hospitality Plus Editor-in-Chief Ahmad Shafiq. Sajeela Naveed appreciated Hospitality Plus

magazine for keeping the hospitality industry in Pakistan alive with the help of its professional reporting. Stressing the need of positive and true representation of Pakistan in the world, she said that beauty of landscapes and diversity of cultures in Pakistan must be highlighted at every forum so that international tourists may

feel inclined to visit Pakistan. Communication of true information has always been a challenge everywhere in the world, she further said adding that Pakistani media houses must adopt professional journalistic practices for the uplift of healthy journalism in Pakistan.

## COTHM MULTAN ARRANGES WINTER GALA & MUSICAL NIGHT



**K**eeping the weather demands in view, COTHM Multan Campus arranged a wonderful 'Winter Gala & Musical Night'. It was a fun-filled event with a series of exciting performances, to bring out the hidden talent of students. On the day of the event, the students sang

songs, performed skits and plays, enjoyed musical performances and played games. While talking to the students, COTHM Multan Executive Director Waqas Raza said that extracurricular activities are very important in a student's life as they make him/her strong and confident. He also said that such activities work best in

building a healthy culture as well as boost the performance and creativity of the students. He also appreciated the staff and management for arranging such wonderful program. The evening ended with a musical performance by local folk singers and everyone enjoyed that.

# INDUSTRY HIGHLIGHTS

## SWISS INTERNATIONAL SIGNS 3RD ROYAL SWISS HOTEL IN RAWALPINDI AT BUSINESS DISTRICT OF BAHRIA

9



Swiss International Hotels & Resorts has announced the signing of the 165 rooms and suites Royal Swiss. The hotel will be located at The Nexus, Business District, Bahria Town phase 8 – Rawalpindi. Royal Swiss Bahria - Rawalpindi will offer its guests: Swiss Flavours – restaurant; The State room - specialty steak restaurant; TED & Co – Bar & Lounge; Swiss-Select Lounge;

Eventives for meetings & events; Business Center with free Wi-Fi internet access; Inspirations pool & gym; Inspirations lounge; Spa and Mall.

The hotel will be developed and realized by the Edgestone (Pvt) Ltd, one of the biggest real estate development companies in Pakistan.

Swiss International's President & CEO,

Henri Kennedie said, "Edgestone has proven to be a high-quality developer and is very reliable. The plans for Bahria are great, as the city is expanding. Our Royal Swiss brand has proven to be very much appreciated by the Pakistani guests and corporate accounts."

## PAKISTANI MAN OPENS UP UK'S FIRST 'CRYPTO' CHAI ADA IN LONDON

10



A young Pakistani entrepreneur opens up a cafe in Britain, Chai Ada, which accepts multiple cryptocurrencies as a form of payment. He is the first man to set up a crypto cafe in the UK.

Tayyab Shafiq, who is only 26 years old, has opened "Chai Ada" outside Westfield in Shepherd's Bush, West London. Chai Ada, a coffee shop, offers a variety of tea flavors

such as masala chai, elaichi chai, cinnamon chai, pink Kashmiri tea along with some traditional Pakistani dishes such as parathas, biryani, kebabs, and rolls. Apart from the eye-catching interior, one other thing caught people's attention. The unique feature is that Chai Ada can accept cryptocurrencies as payment. This unique initiative is, however, on a much larger scale. Customers can pay for

chai and other delicacies using digital currency. The digital currency can be in any form of classic Bitcoin or Ethereum, Bitcoin Cash, XRP, Verge, Litecoin, and Horizen. The young entrepreneur has developed an app to operate cryptocurrency payments. Customers can make instant payments from their crypto wallet accounts against the British pounds.

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Postgraduate Diploma in

### 4- Hospitality & Tourism Management (USA)

6-Months (2-Semesters) (Entry Level: Bachelor's / Master's)

### 5- American Hospitality & Tourism Management Program (USA)

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