

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

# HOSPITALITY PLUS


VOL# 17 | ISSUE# 04 April 2022



WORLD  
ASSOCIATION  
OF CHEFS  
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## MASTER CHEFS CHALLENGE PAKISTAN<sup>2022</sup>



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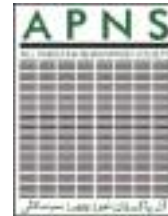


## Hospitality Plus

Vol#16/Issue#04 | April 2022 | Reg#1391/20040102

Articles and other write-ups are contributed by different writers. Views published in the magazine do not necessarily reflect the management's policy.

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Price: Rs.200

### Chief Editor/Publisher

Ahmad Shafiq

### Deputy Chief Editor

Zaheer Ahmad

### Executive Editor

Samina Ahmad

### Editor

Fraaz Mahmud Kasuri

### Joint Editor

Babar Sheikh

### Associate Editor

Zainab Shafiq

### News Editor

Noor ul Ain Ali

### Social Media Manager

Sarmad Asif

### Contributors

Masood Ali Khan

Aftab Rana

Akhtar Mummunka

Prof. Shuaib Raza

### Director Art & Design

Aamir Kashif

### Marketing Manager

Arslan Zaheer

### IT Manager

Rizwan Hameed

### Chief Photographer

Waqas Ali

### Photographer

Adnan Aslam

### Printed by

Udoos Printing Press

394-Hunza Block, Allama Iqbal

Town, Lahore

### For comments please write to us at:

### HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road,

New Garden Town, Lahore .

Mob: 0302- 4090092

Tel: 042 35913580-81-82-83

E-mail: office@hospitalityplus.com.pk

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# EDITOR'S NOTE



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



## HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

### Chief Editor:

•Hospitality Plus Magazine (ABC Certified Monthly Publication)

### Chief Executive Officer:

- College of Tourism & Hotel Management (COTHM) Pakistan & Dubai
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•'Event Management Committee' of CPNE



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## DELAY IN BRAND PAKISTAN INITIATIVE: WHO IS AT LOSS?



Any sector, institution or field can never flourish on national or international levels unless it is backed by a strong strategy and well-thought-out planning. Tourism in Pakistan is also such a sector which needs to be strategized and planned in a proper way. PTI government has been promoting this sector throughout its tenure but nothing solid has come out yet.

Brand Pakistan initiative which was scheduled to be launched in the month of March is again in hot waters as such initiatives are very much associated with the political stability in the country. The induction of permanent managing director in Pakistan Tourism Development Corporation (PTDC) is another hitch in policy making and matters of organizational development.

These two matters have actually become permanent issues which should be resolved on emergency basis to uplift the sector of tourism in Pakistan and globally. One thing that needs to be understood by all is that nothing but the field of tourism itself is at loss due to the delay in brand Pakistan initiative. An independent institutional system should be evolved in which all the tasks are assigned and achieved within an automated time frame.

If we attach everything with political influences, nothing good can be achieved as a lot of things are to be done on so many fronts. It is my humble suggestion to all those who are at the helm of affairs that seriously consider the sector of tourism in Pakistan as a major contributor to the national exchequer and do the needful for the uplift of this sector.





# CHEFS CHALLENGE PAKISTAN 2022



*The Chefs Challenge Pakistan welcomes all professional chefs, pastry chefs and carvists to participate and showcase their exceptional abilities for the titles of:*

- 1. Best Cuisinier of Pakistan 2. Best Pastry Chef of Pakistan*
- 3. Best Pakistani Cuisine Team 4. Best Cake Master*
- 5. Best Fast Food Display of Pakistan*

Pakistan – Land of the Pure – is rich in heritage, culture, history, lifestyle, tourism destinations, diversity of cuisines, weathers, and landscapes; an amalgamation of the richest flavors of life! The true colors of Pakistan blossom on the world horizon in various shapes and forms and mesmerize everyone. If we look at Pakistan in the regional context, it is immensely blessed in terms of all kinds of resources; natural as well as human resources.

Time and again, Pakistan's distinct beauty is celebrated, highlighting its true place among the eminent nations of the world. Culinary aspects of Pakistan bear no meager repute. Abundant cultures and cuisines exist from the snow-capped mountains of the North, to the lush green fields of East, beaches and fresh sea produce of the South and vast dessert stretches of the West, filled with the untapped wealth of potential.

The cultural and family festivals in a country

reflect the soft image of its nation. They depict the peacefulness, tolerance and resilience of a nation. Pakistan has been facing big challenges of security in the past but through the concerted efforts of the government and the military leadership, Pakistan has emerged as a peaceful and trouble-free country in the region.

In a peaceful and beautiful country like Pakistan, COTHM Pakistan and Dubai, in collaboration with Chefs' Association of





“

**The concept of the Pakistan International Culinary Festival (PICF) can play a permanent role in exploring and developing the immense talent of Pakistan for promoting the soft image of the country in the region and globally.**

”

Pakistan (CAP) and Lahore Restaurant Association (LRA) marked the beginning of a new era of family festivals in Pakistan and jointly organized one of its own kind of family festival, the 'Pakistan International Culinary Festival (PICF) in 2016 at Al-Hamra Cultural

Complex, Gaddafi Stadium, Lahore. PICF is the brainchild of a thought that explains the beauty of this nation, its heritage and infinite colors, choicest flavors and unlimited potential, depicted in a manner which is traditional and true to Pakistan.

This year, after a break of two years due to COVID-19, Pakistan International Culinary Festival (PICF-2022) will take place in October to showcase, highlight and celebrate the prevalent culinary trends in Pakistan. The PICF-2022 is being jointly organized by COTHM, CAP, and LRA. Teams from the World Islamic Culinary Society (WICS) and other international culinary forums will participate in the Pakistan Culinary Championship (PICC-2022). The three-day event will present various segments comprising: 'Taste Pakistan' in which restaurants will display live cooking and baking expertise, 'Chefs Challenge Pakistan' that will hunt culinary talent from Pakistan, 'Food and Beverage Companies Stalls' where different food companies will display their products, 'Artisan at Work' in which handicrafts of different regions of Pakistan

“

**Festivals like Gulf-food Dubai, Carnival of Venice, International Istanbul Gastronomy Festival Turkey, Cannes Film Festival Paris and ITB Berlin have become major economic contributors to the national exchequer of their respective countries.**

”





**The PICF will present various segments comprising Taste Pakistan, Chefs Challenge Pakistan, Food and Beverage Companies' Stalls, Artisan at Work, Conferences & Seminars, fun-eating competitions, lucky draws and joy land & magic shows for kids.**



will be displayed, 'Conferences & Seminars' to highlight the technical and academic side of the food in Pakistan, and fun-eating competitions, lucky draws joy land & magic shows for kids and families.

The spirit of PICF emanates from the idea of



projecting a positive and soft image of Pakistan across the globe. The PICF-2022 will consist of three tiers of culinary competitions ranging from school children to the university students and culminating into the competition among the professional chefs from five star hotels, restaurants, cafes, catering companies and bakery sector.

The first Pakistan Culinary Championship was held in 2016 initiating the journey of exploring the unmatched talent of the

Pakistani chefs. The cuisine of Pakistan has its own idiosyncrasies and a depth beyond imagination. The culinary championship provides the chefs to showcase and demonstrate their unique talent and skills to prove that they are no less than any other nation on the map of earth! The crosscutting theme of the festival is to promote the Pakistani cuisine internationally.

Besides the active participation of international culinary teams, National





Culinary Team of Pakistan (NCTP), National Women Culinary Team of Pakistan (NWCTP) and Young Chefs Team of Pakistan, the festival will feature the top restaurant brands, culinary competitions, cultural performances, live music, magic shows, kids play land, seminars and a host of festivities for families.

Such festivals play a vital role in promoting tourism and bringing huge foreign exchange to the country. Festivals like Gulf-food Dubai,

Carnival of Venice, International Istanbul Gastronomy Festival Turkey, Cannes Film Festival Paris and ITB Berlin have become major economic contributors to the national exchequer of their respective countries.

COTHM Pakistan & Dubai CEO Ahmad Shafiq said that the key objectives of celebrating PICF are to promote food, culture and heritage of Pakistan and develop and project the soft and positive image of Pakistan internationally. PICF is now held annually in

all major cities of Pakistan, carrying the true spirit of the food culture across the country. Such events, he added, can play a vital role in creating a culture of tolerance and provide people with opportunities to explore the good things happening in Pakistan.

In short, the concept of the Pakistan International Culinary Festival can play a permanent role in exploring and developing the immense talent of Pakistan for promoting the soft image of the country in the region and globally.

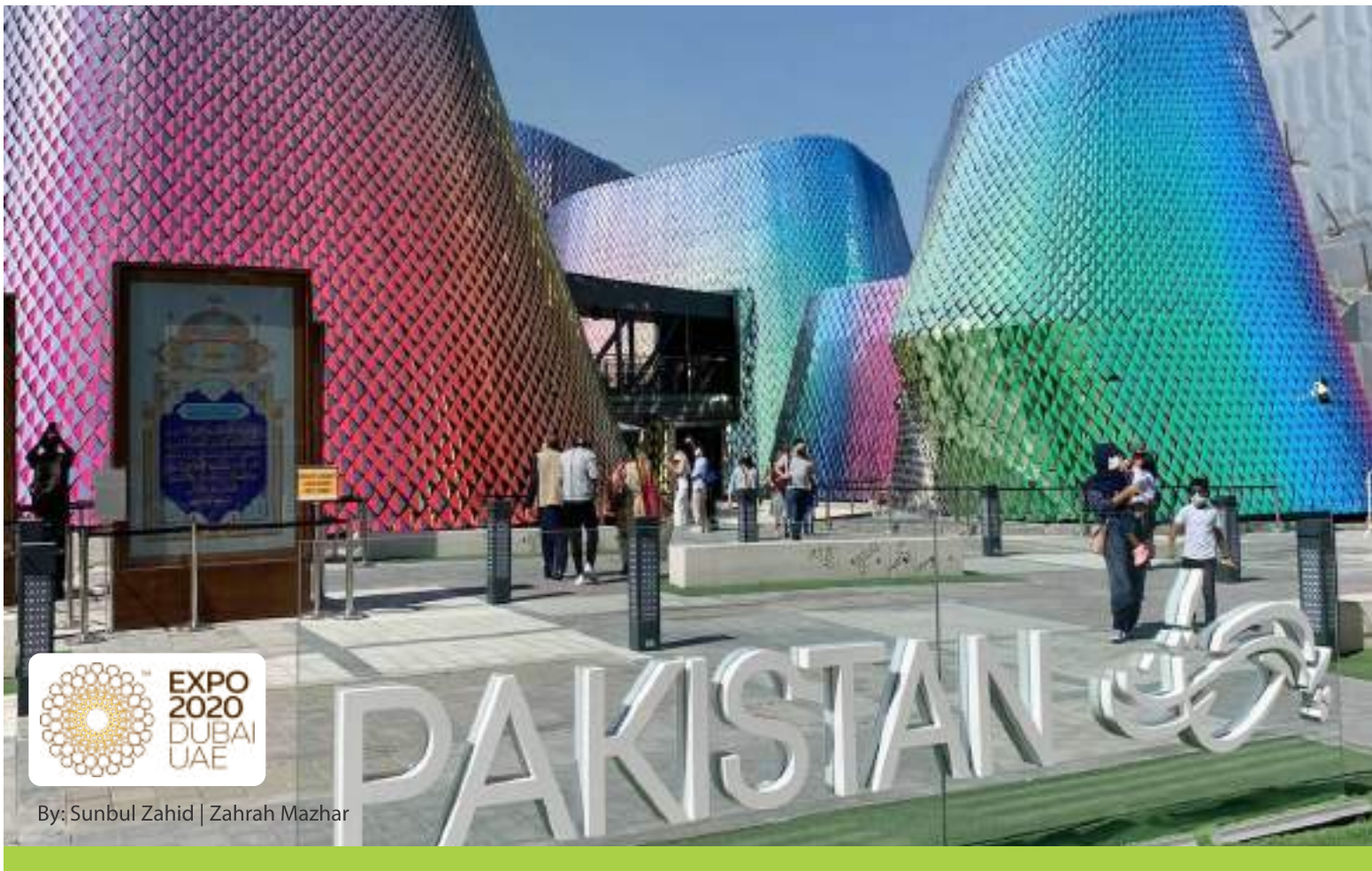












## 5 REASONS WHY THE PAKISTAN PAVILION AT DUBAI EXPO 2020 WAS A TRULY IMPRESSIVE EXPERIENCE



*Much has been said by now about the no longer hidden treasure that is the Pakistan Pavilion at Dubai Expo 2020. The many endorsements from celebrities and the outpour of colourful photos on social media featuring the scintillating exterior of the pavilion were enough to put this on the must-see list for any visitor to the Expo — especially those hailing from the motherland.*

*So it's no surprise that when we arrived at the Dubai Expo 2020 after a plane, a car and a train ride, we were drawn like magnets to this symbol of home away from home. And we are happy to report that the Pakistan Pavilion lives up to the hype.*

*Here are five reasons that made the Pakistan Pavilion — one of 192 in total at the Expo — a truly impressive experience.*

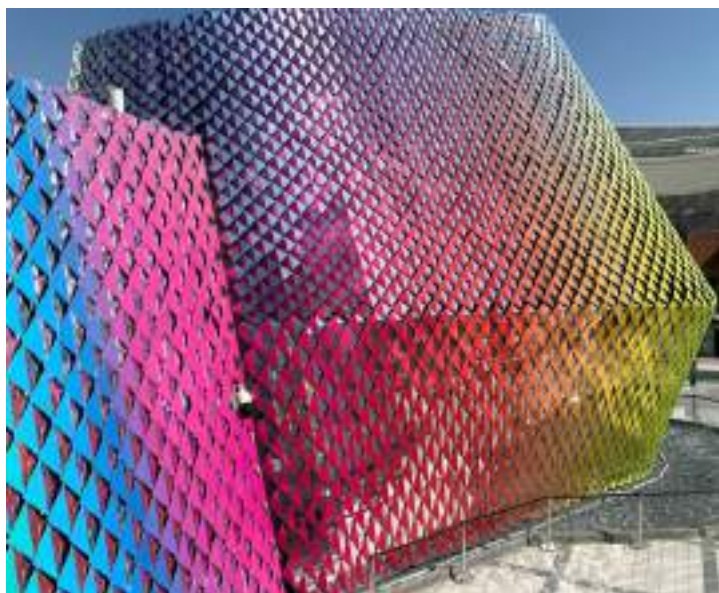




*Here are five reasons that made the Pakistan Pavilion — one of 192 in total at the Expo — a truly impressive experience.*

## UNITY OF ALL THAT APPEARS

You can't mention anything before touching upon the actual beautiful structure that houses virtual treats inside. Artist Rashid Rana bedazzles visitors with bright colours and triangular panels, some of which appear like mirrors, glittering under the desert sun. The colours alone make the



pavilion stand out among its neighbouring countries, catching one's eye from afar. The moment you approach the gleaming pavilion, you can hear the nearly 14-minute long soundtrack titled 'Lala-e-Sehrai' (Flower of the Desert) by Rohail Hyatt. Depending on which point the track is at when you're amidst the structures, you may be enveloped by Mai Dhai's gripping vocals or a trippy rendition of 'Dama Dam Mast Qalandar'. The flow of music along with how the reflective pieces play against the sunlight is in itself an experience.

## HAVEN OF NATURAL WONDERS

Eight spaces await visitors inside, and the first one to make it to our list is a masterfully done edit by Walkabout Films. This video installation features panoramic shots of the diverse landscapes of Pakistan on a loop, ranging from lush green to snowy terrains.

We will only attempt to describe the one hero shot that left us feeling tingles in our body. It shows a helicopter hovering against a white backdrop of snow, and zooms out until the helicopter is but a dark speck fast disappearing against the overwhelming whiteness, and keeps pulling back farther and farther until it culminates in a very familiar sight to fans of our Northern Areas: the K2 peak in all its glory.

## SACRED SPACES

After the allure of tourism, this space hits differently. The mood, lighting, and sounds of drums and chants filtering through, sets the scene for introspection as we walk through a narrow, dimly lit passageway. The video installation by Azadfilm focuses less on the grandeur of and more on exploring our connections to places of worship. The visuals strike a vividly resonant note, from artfully captured interiors of Wazir Khan Mosque at iftar time in metropolitan Lahore to remote shrines in Gilgit-

Baltistan where the locals — young and old — gather to pay homage to their spiritual roots.

The space has other notable mentions, such as the brass bowl of rose petals in water that filled the air with a scent closely associated with religious gatherings in Pakistan and a red chaddar similar to the ones seen at shrines hanging on the ceiling, all simple yet impactful touches that enrich the overall experience. But undoubtedly, it is the films directed by Jami Mahmood that leave us contemplating the human endeavour of attaining spirituality as we exit the exhibit.

## REFORESTING OUR PRECIOUS LAND



Full disclosure: at the first sight of the words Billion Tree Project on the wall, images of Prime Minister Imran Khan referring to PTI's Ten Billion Tree Tsunami Programme at many a jalsa popped up in our heads. But what awaited us was anything but. Set up in a darkened corridor, the multisensory 'bamboo installation' by digital technologist, Abrar Qazi, features audio of birdsong and flowing water with images of mangrove trees and streams that reflect off the dark floors. Pencil-thin columns of floor-to-ceiling green laser light, meant to represent rain, heighten the bewitching effect.

## THE TALENT, THE PEOPLE



The talent is literally on display at the pavilion's shop, Bazaar, which offers products featuring truck art, blue pottery, jewellery, and many more trinkets. The best part is seeing brands that we're familiar with back home and seeing people of other cultures admire them for their quality and design.





A selection of high-quality products from brands such as Orah Jewels, Copper and Steel, Creo, and Anaar Masks can be spotted alongside the highly recognisable Karachi Candle Company signature scents and Zahra Ebrahim's Khattati boxes.

Ebrahim's furniture and interior for the eatery, Dhaaba, is also super fun, playing with birds, colours and motifs. From the ceiling to the placemats, the attention to detail in the decor is clearly noticeable.

The Pakistan we see every day while living here and seeing it through this perfected lens is a surreal experience, so we can understand

the parents trying to paint a more realistic picture for their kids.

We knew the pavilion had made waves even prior to our visit, especially with it having been featured in a number of international publications as a must-see sight at the Dubai Expo 2020 — but to actually see for ourselves visitors reacting so positively to the work on display, being mesmerised by the wonders that are truly still hidden to most of the world and speaking to each other about wanting to know more about “this country”, it's a different kind of feeling.

*Courtesy: Dawn*



## PAKISTAN PAVILION

# WINS SILVER AWARD FOR INTERIOR DESIGN AT DUBAI'S EXPO 2020

An international jury has given Pakistan the Silver Award for interior design out of the 192 pavilions at Expo 2020, Adviser to Prime Minister Imran Khan for Commerce and Investment Abdul Razak Dawood has shared recently. The pavilion received an overwhelming response during the expo and crossed the mark of a million visitors. "We would like to thank our Creative team especially Ms Noor Jahan for (Interior) and Mr Rashid Rana for (Exterior) for their creativity in showing actual Pakistan to a broader audience," Dawood said. He also appreciated the team at the Ministry of Commerce, the Trade Development Authority of Pakistan (TDAP), the Pakistan Embassy in United Arab Emirates (UAE) as well as Pakistan's ambassador to the Emirates.



SILVER  
EXHIBITION DESIGN  
Self-Built Pavilions T/L/XL



EXPO  
2020  
DUBAI  
UAE



Bureau  
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des Expositions



# KEY FACTORS TO INCREASE HOTEL REVENUE



By Zaim Muhammad

Since the Pandemic is coming to an end and we can see the guests are coming back to the hotels, travelers have started following their travel passion. Hotel occupancies are increasing. I thought to refresh the Sales tips out of my 16 Years of Hospitality experience. Being completely aware of your competitive environment will give you an advantage.

As we put the economic downturn behind us, we must be strategic in how we think about sales plans for our hotels. The plan should not just be about getting heads in beds at all costs. The following six steps are proven and can help you lay out a successful hotel-level sales plan.

## 1. REVENUE GOALS

One thing hoteliers forget is to have specific revenue goals for their property that consider not just a number that they would like to achieve, but a number that is made up of components including occupancy throughout



the year, and average daily rate that considers not only your base rates, but also your negotiated rates for both weekday and weekend business. If your market is growing in demand, will you be able to utilize additional revenue maximization strategies? Will rate be increasing across your competitive set?

## 2. COMPETITIVE ANALYSIS

Know your competition inside and out. What is the condition of their product? Who are their top accounts? What rates are they charging, and what is their volume? What are their strengths and weaknesses? How is their staffing and service? Know the answers to these questions and you will be in a good position.

## 3. CURRENT ACCOUNTS

Be sure that you know who is staying with you and at what rate. Have it catalogued? Know who the decision makers for your clients are and have a plan to make sure that you are on top of every account and every decision maker within that account. This is good old-fashioned account





saturation. You should also know what your property's strengths, weaknesses, opportunities and threats are. It is amazing how one small open issue with an account can leave an opening for one of your competitors.

#### 4. TOP TARGET ACCOUNTS

Which accounts do you want to steal from your competitive set? How are you going to do that? Use the development of your sales plan to know who your top target accounts are. Know where they are staying, what they are paying and how you intend to get that particular account. Just like you should have a pre-call objective when you make a sales call, you should have top target accounts when you make a sales plan. Know that there are accounts that may not make sense to have at your hotel – don't waste valuable sales time on these.

#### 5. PLAN FOR EACH TARGET SEGMENT

Plan for each target segment. If one of your goals is to increase leisure business, you should have several tactics that will help you do that. If your goal is to increase revenue per available room for a particular segment, then you will need to be sure that your pricing strategy and the training of the front-desk staff and your revenue manag

er are on the same page. You have to have a united front here or goals can slip away.

#### 6. MEASURABLE GOALS

Have measurable goals for each strategy and each tactic in your plan. The best operators know that it is not just your annual occupancy, average daily rate and revenue per available room, but how you get there. Know what performance you need to hit by day of week and season of the year, and don't forget that RevPAR is the combination of rate and occupancy.

You need to know how you plan on adjusting that mix while keeping on mind your hotel's condition, staffing levels and a realistic assessment of what the price value of your property is.

Follow these six proven components to a strategic sales plan, track your progress often and remember to make your plan a living plan by reviewing it frequently and adjusting it according to current market and competitive conditions.





**COTHM'S 22ND CONVOCATION:**

# STUDENTS URGED TO UTILIZE SKILLS IN GLOBAL MARKET



**C**ollege of Tourism & Hotel Management (COTHM) arranged its 22nd convocation at Faletti's Hotel, Lahore to award degrees to around 400 students of Travel & Tourism, Culinary Arts, Baking & Patisserie, and Food, Nutrition & Safety Sciences.

University of the Punjab Registrar Rauf Nawaz participated as Chief Guest while Coca Cola Government Affairs Head Dr Faisal Hashmi, Yum Group of Restaurants Executive Director Nisar Chaudhary, media & PR expert Shahid Qadir, and Four Points by Sheraton General Manager Salman Asif attended the event as guests of honour.

COTHM CEO Ahmad Shafiq, COO Zaheer Ahmad, COTHM Johar Town Executive Director Mian Shahid, Registrar Muhammad







Jamil, International Development Director Babar Sheikh along with other staff members received and welcomed the guests.

In his welcome address, Ahmad Shafiq congratulated the passing out students and promised COTHM's lifetime connectivity with them. He further said that COTHM is known internationally for its skillful and hardworking students and soon COTHM is opening its branch in the UK as well.

Dr Faisal Hashmi while talking to the students said that hospitality and tourism are among the safest fields to pursue a career in.

Nisar Chaudhary said on the occasion that COTHM, by initiating the cause of skills education, has put Pakistan on the right track. Shahid Qadir said the graduating students are the ambassadors of Pakistan as they are going to perform duties not only in Pakistan but abroad as well.

Salman Asif congratulated the students and



asked them to transform their potential into performance to excel in their field.

Chief Guest Rauf Nawaz said that the fields of hospitality and tourism are flourishing more day by day and more opportunities are being introduced globally for those who are studying in these fields.

After the addresses of the guests, degrees and medals were awarded to the graduating students while appreciation shields were awarded to the teaching faculty.

At the end of the ceremony, COTHM CEO Ahmad Shafiq presented souvenirs to the guests of honour and the chief guest of the convocation ceremony.







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185, Abu Bakar Block, Canal Road, New Garden  
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E-mail: info@cothm.edu.pk

### COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road,  
Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851  
Mob: 0322- 4090092 Email: info@cothm.edu.pk

### COTHM KARACHI:

Mob: 0336-2226846

### COTHM JOHAR TOWN:

Mob: 0309-8887111

### COTHM ISLAMABAD:

Mob: 0309-3337775

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Mob: 0320-0004003

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### COTHM BAHAWALPUR:

Mob: 0345-4219999

### COTHM OKARA :

Mob: 0322-3090092



# دبي

## THE BEST MODEL TO EXPERIENCE THE GROWTH







I always call Dubai as the best marketers in the world. During my 20 years in Dubai, I have experienced the enormous growth of the city with my own eyes. The way positive image of the city has been developed with the passage of time is quite amazing.

All this is because of One Personality, a great visionary leader His Highness Sheikh Mohammed bin Rashid Al Maktoum Ruler of Dubai, Vice President and Prime Minister of The United Arab Emirates to whom I admire a lot from the core of my heart.



Being his futuristic approach and enchanting personality, HH has huge fan club all over the world and people show respect and gratitude by following him over social media. Like many Emiratis and Expatriates, I am big fan of His Highness Sheikh Mohammed bin Rashid Al Maktoum who always shares his vision through his website and social media channels.

These quotes always give an inspiring message. Being his futuristic approach and enchanting personality, HH has huge fan club all over the world and people show respect and gratitude by following him over social media. Like many Emiratis and Expatriates, I am big fan of His Highness Sheikh Mohammed bin Rashid Al Maktoum who always shares his vision through his website and social media channels. These quotes always give an inspiring message.



"The record of the UAE's economy bears testament to the wise vision of the country's leadership and the sound legislation that guarantees the stability of all investments in various sectors" His Highness Sheikh Mohammed Bin Rashid

Back in 2004, when I was part of a group discussion in Emirates Airlines recruitment day, 400 people from 50 countries were sitting in a huge hall and every one's common statement was that Dubai is the safest city in the world. I can second this statement even after 13 years that till today it is the safest city.

I was on a business trip in Scandinavian countries when Dubai Grand Canal was opened in November 2016. I could see that people were talking about the opening even by



sitting in those countries which were far away from Dubai. As mentioned in the start that no doubt Dubai is the best marketer in the world

I am one of those people who either read the review or review the place after visiting on a very regular basis. Being residing in Dubai since 14 years, I always read reviews on the websites like TripAdvisor or Online Travel Agent websites. I feel privileged when I reply to people's questions on TripAdvisor regarding Dubai.

Nature of my Job was to meet people from different companies who were from different nationalities and cultural backgrounds. In our casual talks, they always shared their positive and great experience with regards to their life in Dubai. People admire the developments, infrastructure and smooth implementations of successive plans.

With opening of the Theme Parks, travelers don't use hot weather as an excuse. Plenty of beautiful malls and these Theme Parks like Dubai Parks and Resorts and IMG World are the strongest reason to visit during summer other than winter being indoor attractions.

All related websites to Dubai Tourism can give plenty of useful information and by following on social media. @Dubaitourism @visitdubai



# COCKTAIL



Quality Tableware



Spoons	Sizes
01	Demitasse Spoon 11.2cm
02	Tea/Coffee Spoon 13.5cm
03	Sugar Spoon 12.9cm
04	Ice Cream Spoon 13.1cm
05	Iced Tea Spoon 19.2cm
06	Tea Spoon Big 16.0cm
07	Soup Spoon Small 15.6cm
08	Soup Spoon Big 17.7cm
09	Dessert Spoon 18.2cm
10	Dinner Spoon 20.4cm
11	Service Curry Spoon 8" 20.3cm
12	Service Rice Spoon 8" 20.8cm
13	Service Curry Spoon 9" 22.8cm
14	Service Rice Spoon 9" 23.3cm
15	Chafing Dish Spoon 12" 29.0cm
16	Chafing Dish Spoon 15" 38.5cm
17	Soup Ladle 9" 20.3cm
18	Soup Ladle 12" 30.8cm
19	Soup Ladle 15" 37.0cm

Forks	
20	Cake Fork 16.3cm
21	Fruit Fork 16.3cm
22	Oyster Fork 14.9cm
23	Fish Fork 18.2cm
24	Dessert Fork 19.0cm
25	Dinner Fork 21.0cm
26	Service Fork 8" 21.3cm
27	Service Fork 9" 23.7cm
28	Salad Fork 9" 22.5cm
29	Chafing Dish Fork 12" 28.5cm
30	Chafing Dish Fork 15" 37.5cm
31	Steak Fork 8" 19.8cm
32	Steak Fork 9" 22.8cm
33	Carving Fork 27.2cm

Knives	
34	Cake Knife 17.8cm
35	Fruit Knife 20.4cm
36	Fish Knife 20.6cm
37	Dessert Knife 20.5cm
38	Dinner Knife 23.2cm
39	B & B Knife 20.5cm
40	Butter Knife 18.9cm
41	Steak Knife 8" 20.4cm
42	Steak Knife 9" 23.0cm
43	Carving Knife 31.0cm
44	Cake Cutter 21.1cm
45	Cake Lifter 28.8cm

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# LAHORE CATHEDRAL

## REPOSITORY OF CHRISTIAN FAITH, RELICS & HISTORY

*Lahore Cathedral, known as Cathedral Church of the Resurrection, is one of the iconic 19th century buildings which have added to the grandeur of Lahore and the fame of the Mall Road.*

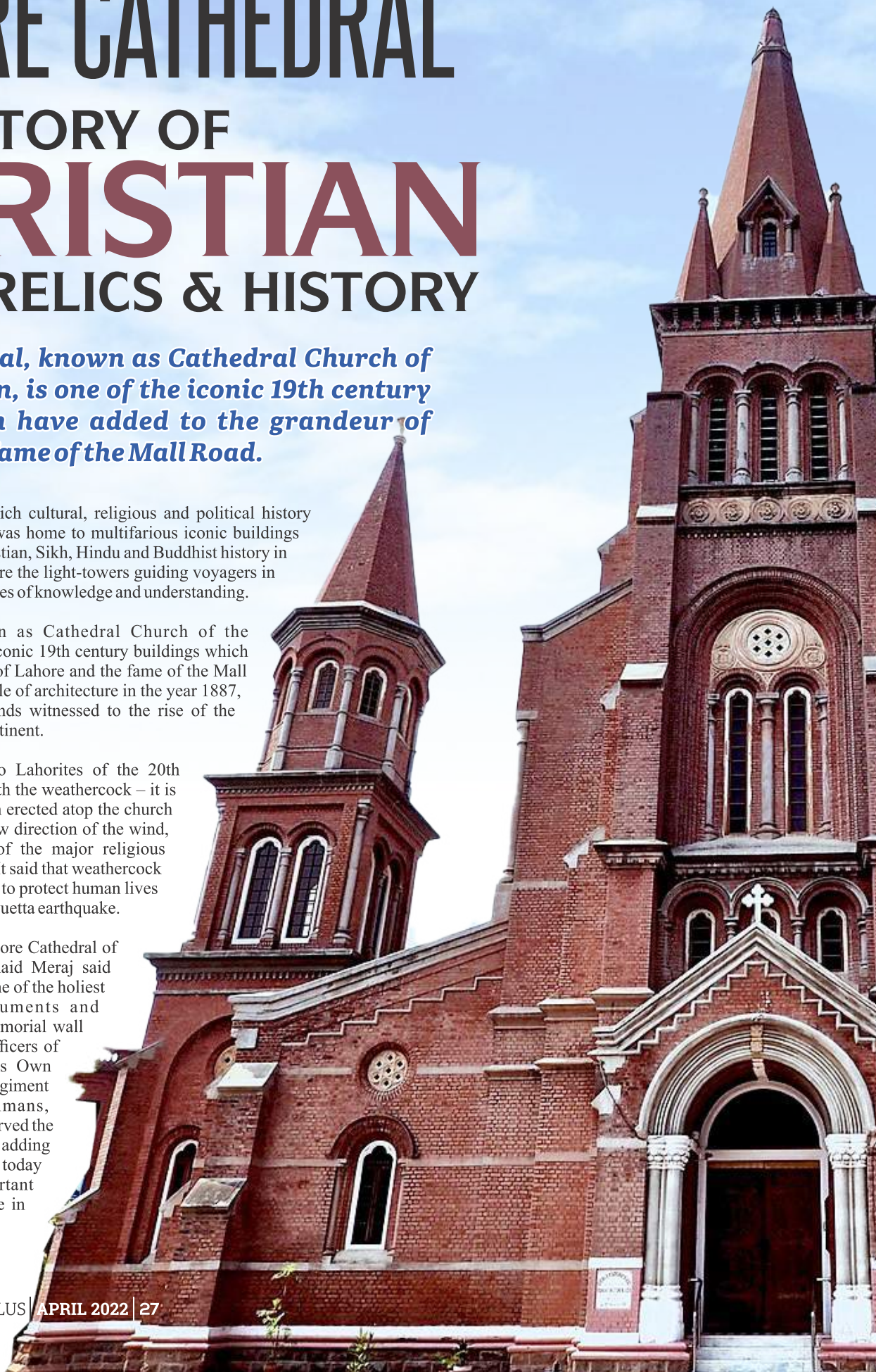
Lahore has inherited rich cultural, religious and political history over millennia as it was home to multifarious iconic buildings tracing Muslim, Christian, Sikh, Hindu and Buddhist history in the region. The buildings were the light-towers guiding voyagers in the sea of history to safer shores of knowledge and understanding.

Lahore Cathedral, known as Cathedral Church of the Resurrection, is one of the iconic 19th century buildings which have added to the grandeur of Lahore and the fame of the Mall Road. Built in the Gothic style of architecture in the year 1887, the Angelical Cathedral stands witnessed to the rise of the British Empire in the sub-continent.

Known as 'Kukar Girja' to Lahorites of the 20th century due to its affinity with the weathercock – it is not there anymore — though erected atop the church on the central lantern to show direction of the wind, the church has been one of the major religious heritage sites in the country. It said that weathercock was removed as a precaution to protect human lives in the aftermath of the 1935 Quetta earthquake.

On the historicity of the Lahore Cathedral of the Resurrection, Pastor Shaheed Meraj said that the cathedral houses some of the holiest relics and historic documents and paraphernalia. He said a memorial wall has been dedicated to the officers of the 5th King Edward VII's Own Probyn's Horse – Cavalry Regiment including Punjabi Muslims, Sikhs and Dogras who had served the Crown from 1857 until 1947, adding that the regiment exists even today and the book is an important document of the British rule in India.

About the relic, the pastor







**The Lahore Cathedral of the Resurrection stands tall with its undiminished splendor and dignity among the raucous businesses of the metropolis and provides quiet, solace and light to the worshipers, researchers and tourists.**



said, the cathedral was in possession of one of the prized religious relics in the form of Saint Thomas Cross (known as Taxila Cross as it was unearthed during excavations in Taxila in 1935), adding that Saint Thomas was one of the twelve disciples of the Christ who came to India in the 1st A.D. The Cross was handed to the 5th Bishop Reverend George D. Brane by the wife of Deputy Commissioner Mrs. Cuthbert King.

About the Red Cross at the gate of the cathedral, the pastor disclosed that the Red Cross was removed from the pro-cathedral, the Saint James Church, the Lower Mall and placed at the Cathedral in 1927.

He said the Tomb of Anarkali dome-like building, currently used by the Archives Department, Punjab Civil Secretariat, was consecrated in 1854 as the St. James Church – which was declared a pro-cathedral.

He said the building was previously used by Maharaja Ranjeet Singh's son Kharak Singh as a residence as well. Though St. James Church ceased to exist after the completion of the Lahore Cathedral of the Resurrection, a road from Anarkali Bazar leading to the civil secretariat is still called Church Road.

The cathedral is also custodian of a Faldstool used by King George V at the Tate Service of Delhi Durbar (Court of Delhi) on December 10, 1911. The Delhi Durbar was commemorated to proclaim the new emperor of India by the United Kingdom. The Delhi Durbar was held on three occasions but the 1911 Durbar was the only occasion when a sovereign, George V, attended.

Pastor Meraj said the church is also repository to six change-ringing bells which were imported from England, adding that the hand-operated bells are the only working bells in the South Asia. He said, originally, seven bells were ordered but only six were dispatched for lack of funds. He said the donations were collected by Mother's Union, adding that seven bells were in consonance of the seven notes of music.

Another feature of the Lahore Cathedral



**Built in the Gothic style of architecture in the year 1887, the Angelical Cathedral stands witnessed to the rise of the British Empire in the sub-continent.**



Church is the stained-glass windows. Though many have eroded over the past 140 years, but stained-glass windows in the ladies chapel are still intact. He said the stained-glass windows will be imported from Germany to replace the blurred ones.

He said the Pipe-Organ, though out of use today, is one of the rare collections at the cathedral, adding that the pipe-organ is made up of 11500 pipes comprising maximum 35 feet to 1.5 inches long pipes. He said the pipe-organ went out of order due to seepage through the ceiling in 1979 and all efforts to restore it were in vain. He said Griffin James was the last to play this pipe-organ, adding that the maestro organist still plays the organ at the cathedral.

The Rt Rvd Irfan Jamil said that Lahore Cathedral of the Resurrection has been included among the national heritage buildings since the centennial celebrations in 1987, adding that the Ministry of Human Rights and Minorities Affairs has tasked its conservation to promote religious tourism in the country.

Director General (DG) Walled City Lahore Authority (WCLA) Kamran Lashari said the best was being done to preserve this masterpiece of Gothic architecture and an important building of Christian faith in heart of the city. He said all efforts were being made to restore the grandeur of the Lahore Cathedral of the Resurrection.

The Lahore Cathedral of the Resurrection stands tall with its undiminished splendor and dignity among the raucous businesses of the metropolis and provides quiet, solace and light to the worshipers, researchers and tourists.



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# FUTURE OF AVIATION IN PAKISTAN

***Fasten your seat belt, the future of aviation in Pakistan is taking off!***

Aviation is already known as a driving force of global technology development and innovations. The aviation sector is growing fast and will continue to expand as light. The most recent estimates suggest that demand for air transport will increase by an average of 4.3% per annum over next 2 decades.

*If we are talking about aviation industry, so why should we not discuss the aviation industry in Pakistan?*

Introduction of the Pakistan aviation industry starts with Orient Airways. But it ceased its operations by blending into Pakistan international airlines (PIA) in 1955, to become the national flag carrier of Pakistan. The contribution of global aviation sector in GDP is 3.4. On the other hand, Pakistan aviation contributes the GDP of 1.0 to the national economy.

Unfortunately, a number of factors have caused decline in Pakistan's aviation industry. For example;

- **Threat of terrorist attacks**
- **Lack of unprofessional staff**
- **Non promotion of the domestic as well as international tourism**
- **Political and economic issues**
- **Pandemic collapse**

As "Yesterday's the past, tomorrow's the future"

The aviation industry in Pakistan is forecasted to grow by 184% in the next 20 years under the "current trends" scenario. This would result in an additional 22.8 million passenger departures by 2038. If met, this increased demand would support approximately US \$9.3 billion of



**The aviation industry in Pakistan is forecasted to grow by 184% in the next 20 years under the "current trends" scenario.**



**THE FIRST IATA-AUTHORIZED TRAINING CENTER LAUNCHED**







Due to the vision of COTHM CEO Ahmed Shafiq and the continuous efforts and allegiance of School of Travel, Tourism & Airline Management Director Zafar Rasheed (late), COTHM became the Authorized Training Center (ATC) of IATA, Canada in Pakistan.



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GDP and around 786,300 jobs.

The International Air Transport Association (IATA) is a trade association of the world's airlines. Consisting of 290 airlines, primarily major carriers, it forecasts that Pakistan's domestic air travel will grow at least 9.5% per year, more than 2X faster than the world's average annual growth rate of 4.1 % over the next 20 years.

The International Civil Aviation Organization (ICAO) is a specialized agency of the United Nations. It changes the principles and techniques of international air navigation and fosters the planning and development of international air transport to ensure safe and orderly growth. Pakistan has been an ICAO contracting State since November 1974 and has been active in the council of ICAO since 1974 while playing an important role in regional cooperation under the auspices of ICAO. Pakistan represents a major geographical area of the world and holds a strategic location in Asia.

Pakistan Civil Aviation Authority (PCAA) is a public sector autonomous body under the administrative control of the Secretary to the Government of Pakistan for Aviation, which oversees and regulates all the aspects of civil aviation in Pakistan. It's striving to keep the pace of global development in the aviation sector. All efforts are being made to improve infrastructure and facilities available so that the best aviation services with the utilization of all technological advancement can be rendered within Pakistan's airspace. It is also working on the implementations of updated technology and instruments in airports.



Moving further, let's discuss the competitors in the airline industry of Pakistan; PIA is holding first position in the market. It has 48% market share. Its major competitors are Air Blue and Shaheen International Airline. Air Blue has a market share of 35% while Shaheen International Airline has 17% market share.

IATA Authorized Training Centers (ATC's) play a major role for the betterment in the aviation industry in Pakistan as well as on the globe. These are independent training facilities authorized to teach specific IATA training courses. ATCs recruit and train students to become professionals to lead and serve the aviation industry.

So, every country has dozens of ATCs as they start to take the aviation in the top of their lists. Why not Pakistan? After PIA's training center, College of Tourism & Hotel Management (COTHM) realized that Travel, Tourism & Airline Industry was booming at a great pace and it was the right time to offer Travel, Tourism & Airline programs.

Due to the vision of COTHM CEO Ahmed Shafiq and the continuous efforts and allegiance of IATA-authorized person, and Travel, Tourism & Airline Management Director Zafar Rasheed (late), COTHM became the Authorized Training Center (ATC) of IATA, Canada in Pakistan and now it is offering a variety of professional aviation courses.

Aviation of Pakistan also relates to the travel & tourism sectors, estimated to support US\$ 2 billion of GDP in Pakistan. Spending by foreign tourists adds further US\$ 1.3 billion to the country's GDP. Other than that, Pakistan's aviation sector can be described as "the large sleeping giant" by most of the travel advisors and social media experts due to a long list of challenges faced by this industry. It needs to wake up immediately to grab the opportunities for a better future and it will.

#### Following are some global facts about the future of aviation in Pakistan:

- As a clear sign of Pakistan's rising middle class choosing air travel, the numbers of both domestic & international travel by air grew up to 9% compared to the previous year
- According to PCAA, growth in the aviation industry demands to rebuild the airports to their modern form. Examples? See upgraded airports in Lahore, Islamabad & Multan
- In the next 20 years, more than twice as many passengers as today will travel to Pakistan because of its impression about its tourism sectors



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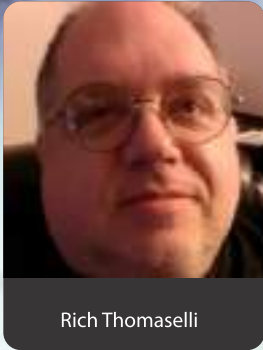
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Rich Thomaselli



# WHAT ARE YOUR OPTIONS IF YOUR FLIGHT IS CANCELED?

***If the airline is at fault and cancels your flight, you are owed a refund if you decline to take the offer of another flight.***

**I**t's no secret that the last month has been chaotic for air travel — nearly 10,000 plus cancellations and over 45,000 delays due to a combination of Omicron depleting already short-staffed airlines and weather issues. And it's not expected to get much better in the coming days. So what

are your options if your flight is canceled?

Inquiring fliers not only want to know, but they also need to know in order to protect themselves.

— If the airline is at fault and cancels your flight, you are owed a

refund if you decline to take the offer of another flight. Simple as that. It's a federal law. Airlines must refund your fare. That said, there are three issues. One, you never know when you're going to get your money back.

Two, the airlines will try hard to barter with you to get on another flight or offer you credit with the airline. And three, "You can always get your money back if they can't accommodate you, but it doesn't get you home," Brett Snyder, who runs a travel concierge service and the Cranky Flier travel website, told CNBC.

— If a flight is significantly delayed, you also could be entitled to a refund. Again, another issue, however: the Department of Transportation (DOT) determines whether you are entitled to a refund based on length of the delay and other factors.

— You can always rebook your canceled flight at no extra charge, but try to do it through the airline's app. Have you tried to call the airlines lately? Some folks have experienced hold times between 10 and 20 hours.

— If you decide to cancel your flight, there is no refund but most airlines will allow you to rebook for another date with no change fee. Watch for the difference in airfare, however, which you are responsible for. That flight for \$400 roundtrip you paid for might be \$700 on a different day and time.



# HOTELIER



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.



### **Bani Haddad**

**Founder and Managing Director,  
Aleph Hospitality**

**H**eading up an independent hotel management company, Bani Haddad's focus over the last 12 months has been to ensure that no owner has needed to pull from their own pocket. By keeping a very lean cost structure, Aleph has brought all owners back to break even, with some already generating profits during the pandemic.

The pandemic was also the impetus for Aleph's new Innovation Lab, designed to both identify and nurture young start-ups and resolve some of the challenges the global hospitality industry is facing. Successful applicants on the programme will be able to trial their products in Aleph's hotels and receive potential investment opportunities, either through Aleph or third-party investment.



### **Caroline-Jane Houston**

**General manager,  
The Dorchester Collection**

**W**hile this is a power list reserved for executives, the weight of Caroline-Jane Houston's upcoming role cannot be ignored. She leads the only Dorchester Collection in the Middle East, holding decades of historic, luxury hotel standards on her back.

Leading a team of 600, she is responsible for the recently-unveiled The Lana, with 225 guest rooms. The Lana is a 30-storey property designed by the award-winning architects Foster + Partners. She will also lead the Beach Club at One at Palm Jumeirah, Dorchester Collection, Dubai.

She explained: "I am honoured to be managing the Dorchester Collection properties within Dubai.

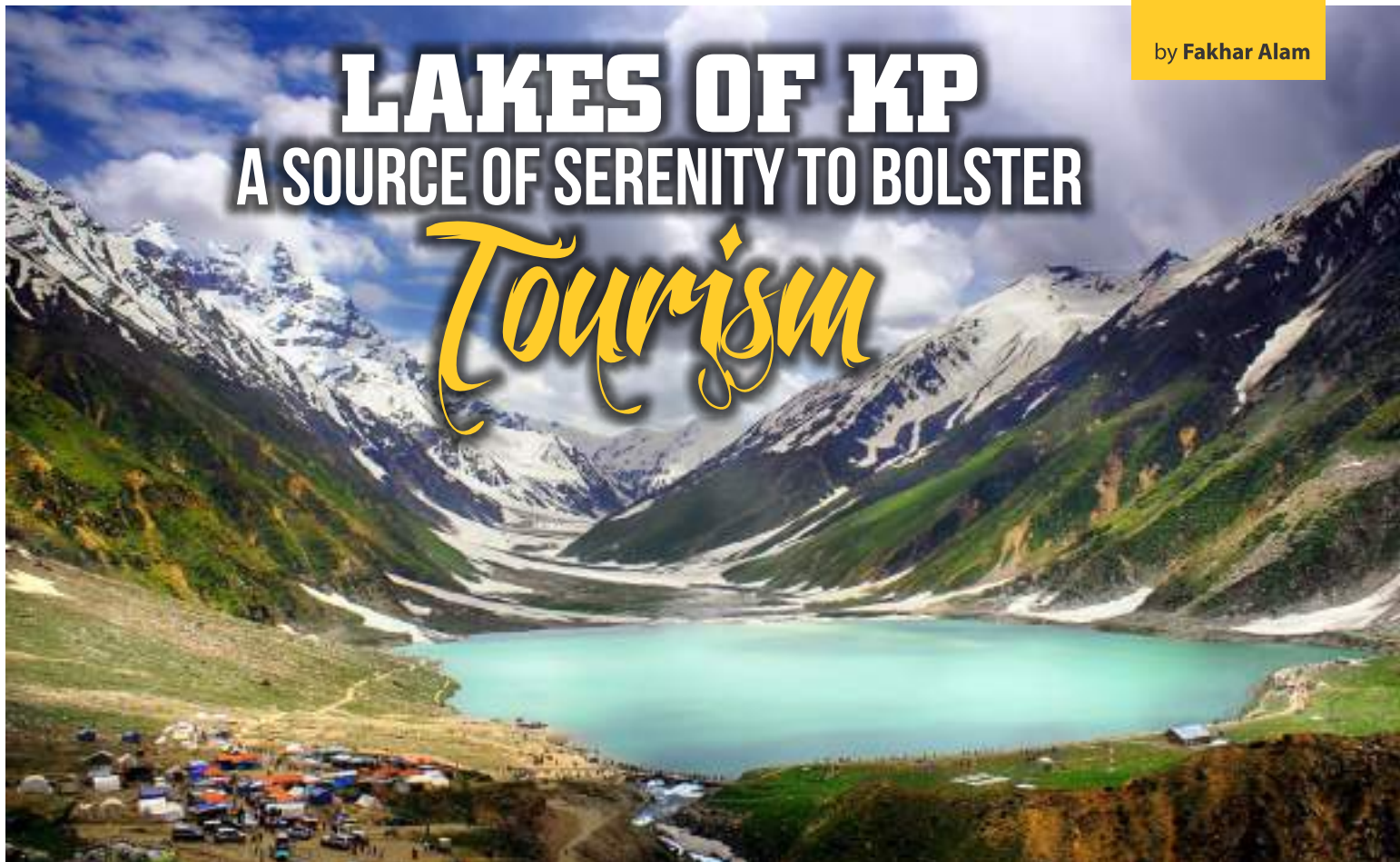
"This region and market is an incredible destination and one which we are delighted to be part of as we develop and expand in hotels and private residences."



# LAKEs OF KP

## A SOURCE OF SERENITY TO BOLSTER

# Tourism



With seasonal spring flowers start budding amid hide and seek between sun and clouds having moderate to erratic rainfalls over the lofty mountains of Malaka Parbath in Kaghan Valley housing an oval shape famous Saiful Malook Lake with crystal greenish-blue water strikes eyes and minds of tourists with a unique sense of ecstasy.

Known for fairytales, the Saiful Malook Lake leaves mesmerizing effects and laps visitors into pipe-dream with fairy world's thoughts popping up with peace and serenity after entering the natural wonder spreading on 1.06 square miles having 113 feet depth and 3,224 meters height from sea-level following completion of boredom of tedious journey from plain areas of Pakistan to the picturesque Kaghan Valley.

Named after Persian Prince Saiful Malook, the lake's waterfall emanating from nearby glaciers of Malaka Parbath on its northeast leaves enduring effects on the minds and souls of hundreds of thousands of tourists and nature lovers every year.

Mian Muhammad Bakhsh, a noted historian and poet in his book 'Fairytale of Saiful Malook' has narrated about Prince Saiful Malook and fairy princes Badriul Jamala

during his visit to the lake. He explained about the epic romance of Prince Malook when he fell in love with fairy prince Badriul Jamala during his visit to this famous lake of Pakistan.

"I have visited many lakes in Pakistan but the gripping natural beauty, oval shape and clean-greenish blue-water of Saiful Malook lake has impressed me a lot," Riazul Haq, a retired school teacher of Nowshera district told APP.

"Saiful Malook Lake is my ideal tourist place due to its fairytales, unique natural beauty and better road connectivity than others lakes of KP," he said, adding it was my third trip to Saiful Malook. "Families can easily come here to spend sometimes in its relaxed environment before exploring the nearby Anso and Dudipatsar lakes in Upper Kaghan through jeeps and horse riding with great fun and excitement.

Besides Saiful Malook, he said the natural beauty of tear-shaped Anso lake being considered the highest lake of Hamalya region with 4,126 meter height of the sea level, Payala lake with 2,895 meters elevation, Pyala lake with 3410 meters height Siri lake with 2,590 meters altitude, Dudipatsar lake with 3,800 meters elevation

and Dudibach Star lake in Kaghan valley captivate adventure sports enthusiasts.

"Saiful Malook is the identity of Pakistan. I am disappointed to see garbage and polythene bags thrown by visitors at the premises of these picturesque lakes," he said, adding it was the collective responsibility of Kaghan Development Authority (KDA), Wildlife Department and District Administration to ensure and maintain its cleanliness and make it pollution-free.

In international practice, he said vehicles are parked outside the lakes' premises in order to maintain its ecology and protect it from plastic pollution, adding there is a need for construction of parking areas outside the premises of Saiful Malook, Mahudhand and others national lakes to protect it from pollution.

Muhammad Ali Syed, General Manager, KP Culture and Tourism Authority told APP that Pakistan is home to many natural and manmade lakes and reservoirs including South Asia's largest Manchar lake spread on 260 square kilometers in Sindh province besides the country's biggest Paristan Lake in Skardu and Shimshal Lake in Hunza Gigit Baltistan with 4,272 meters height draw domestic tourists in droves.



He said Khyber Pakhtunkhwa is blessed with around 100 small and big natural, manmade and reservoir lakes including the world's 33rd highest natural Lake of Karambar with 4,272 meters height above sea level and 3.9 kilometer length that could

height at Ushu Valley Kalam carried unique features including brown and rainbow trout and camping besides Spin Khwar and Kundal lakes take tourists into the lap of serenity.

Khanpoor Lake in Haripur is most suitable



be accessed through Broghal Valley in Chitral.

Syed said Swat was going to become tourism capital of the country due to its seven unique features including snow clad mountain peaks, trout fish, river, snowfall, Swat Motorway, waterfalls and lakes. The Swat's Mahodand Lake with 2,900 meters

for water sports and paragliding, Tanda dam lake Kohat for ecotourism and Turbella lake Haripur for adventure sports. Muhammad Ali Syed said lakes of small dams including Tanda Kohat, Jaloza Nowshera, Kundal Swabi, Chattri Haripur and Jangza Abbottabad have been selected for the development of recreational spots to promote ecotourism. He said a road from

Maidan to Bishigram lake would be constructed while jeep track at Kandal lake has been built.

He said Mahudhand lake would be converted into a model ecotourism resort with the provision of enhanced facilities to tourists there. According to Tourism and Culture Authority officials, a mega project worth Rs99 million was being launched to construct walking tracks, wood boats, huts, parking area, camping pods and others facilitation services at Mahudhand Lake.

The small and medium lakes in the premises of Mohudhand would be interconnected after the construction of small arch bridges that would enhance its natural outlook. It is a three years project with allocation of Rs94 million for fiscal year 2021-22 and practical work would soon start on Mahodhand project.

Besides developing four Integrated Tourism Zones (ITZ) at Mankiyal Swat, Thandyani Abbottabad, Ganol Manshera and Madaklasht Lower Chitral with USD 70 million financial assistance of the World Bank in next three years, the Khyber Pakhtunkhwa government has decided to construct two roads to connect ITZs Mankiyal and Thandyani onward with Swat and Hazara Motorway that would open up these lakes for tourists.

Jeepable tracks in 16 districts mostly in Malakand and Hazara divisions would be constructed with an allocation of Rs500 million to make these lakes accessible for families throughout the year. Similarly, 10 new camping pods in tourism sites would be established where tourists coming to explore these lakes would be provided accommodation.

Salahuddin Khan, Divisional Wildlife Officer told APP that Saiful Malook lake spreading on 12,026 acres had been brought under the national park established under the preservation, protection and management Act 1975 passed in 2003. He said Rs188 million project for Saiful Malook national park has been approved under which a parking complex and gate would be constructed besides the purchase of machinery and equipment for its cleanliness and maintenance and establishment offices for wildlife staff there.

Under Prime Minister's Protected Areas initiative, he said KP was the first province providing national parks services to people and all development as well as administrative affairs of the national parks would be looked after by separate DFOs to protect its ecology, alpine ecosystem and wildlife habitats.



# A COMPLETE GUIDE ON HEALTHY EATING DURING RAMADAN



**S**taying on track while fasting during the Ramadan month has become very difficult for the people of every age. Ramadan can be a great opportunity to make changes to improve the balance of your diet healthily. We just need to get through a healthy eating pattern during fasting in Ramadan. Fluid intake and balanced food holds importance in between fast. Fasting improves a person's health

but if you are not going through a healthy diet, it can worsen it. A person should spare a great deal of time and think about the quantity and type of food he is consuming. Food should be consumed from all major food groups.

### **Make your Suhoor simple**

Suhoor is an integral part of Ramadan. For this meal, consume food that will release energy throughout the day. Stick to high fibers, complex carbohydrates, and high protein foods,



**By Talia Sultan**  
Nutritionist





they will keep you feeling full for a long time. Eating complex carbohydrates like whole grains (bread, oats, barley, pasta) and whole fruits and vegetables will prevent excessive hunger and support normal blood sugar levels. Eating protein in Suhoor will prevent muscle loss and make you feel full for a long time.

Make plant food part of your meals to fulfill the intake of essential nutrients. Soluble fibers are highly recommended in suhoor as when they get dissolved in water, they form a gel which slows down the digestion process and makes you feel full during fasting. Foods that contain soluble fibers are oats, legumes (beans, peas, and chickpeas), okra, eggplant, etc. Fasting is not a deciding factor here but what is consumed by your body in non-fasting hours is. Now, our concern is feeling hydrated during fasting. For that, you need to add plenty of fluids in your suhoor meal like water, low-fat milk, and fresh juices but not tea or caffeine as it leads to loss of water which increases thirst. Our body goes on detoxification mode during fasting. For this, we need to avoid processed and sugary drinks.

## ***“Lifestyle management is the key to fast in Ramadan”***



### **Workout during Ramadan**

The best time to do a workout is when you can replenish your body with nutrients right afterward which is only possible before iftar. Do light intensity exercise to burn your fat and then feed your body with nutrients. If you want to do high-intensity training, then weight lifting is recommended make sure to do this after iftar. Go with some light dishes in iftar and then exercise followed by dinner.

### **What to eat at Iftar time**

After many hours of fasting, your first meal is iftar. Rehydrate yourself from iftar till suhoor with water (at least 8 glasses), milk (low fat) and you can have tea at night but not in suhoor. Dates are taken to break

your fast & it is essential as dates are rich in vitamins, minerals, and carbohydrates that helps your body prepare for a meal about to receive. Go with foods full of nutrients like fruit charts, soups, stews, etc. They provide nourishment and hydration, do not go overboard with eating in iftar.



Consume baked foods (fish and chicken) with sautéed and roasted vegetables instead of deep-fried foods with excessive oil. Shallow frying for samosas, fries, and pakoras is recommended instead of deep-frying. Milk-based sweets and puddings are recommended instead of high sugar and high-fat food. Alternate your parathas, greasy toasts, and pastries with chapattis without oil. Portion control is important here to maintain your health and weight. Our body takes twenty minutes to give you signals of enough eating. Eat slowly and mindfully. Put less stress on your body. Try not to be completely sedentary during fasting. Go on a walk after iftar.

### **Can diabetic patients fast?**

Every person has different conditions regarding their body's health, sometimes fasting is safe but in diabetic condition, you have to be careful with fasting in Ramadan continuously. People with type 1 diabetes are on insulin, so they are at greater risk when fasting compared to people with type 2 diabetes. It is necessary for them to take insulin, or they can develop hyperglycemia. However, if you want to fast still, consult with your health care team or doctor to provide you with education about managing your diabetes with fasting. In type 2 diabetes patients, risk associated with fasting is quite low. If you distribute your calories over two to three smaller meals during the non-fasting hours, it might help prevent excessive postprandial hyperglycemia.

Adjust your medication doses during non-fasting hours. Do daily exercise program with your health care advisor suggestion to avoid complications. You have to be ready to break your fast if you have low or high blood sugar levels. Remember! Fasting for the body is the food for the soul.



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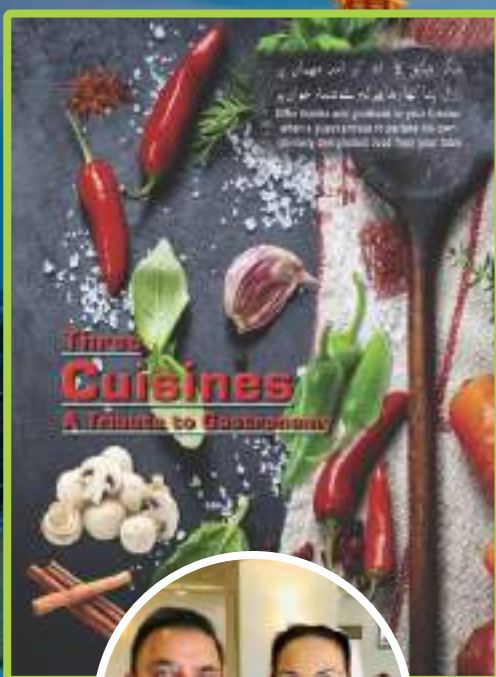
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# FROM THE FOOD CAPITAL OF PAKISTAN

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

## DALDALE BAHISHT

(HEAVENLY SLUDGE)

Spiced Lamb with Mashed Potatoes



Preparation Time: **30 minutes**

Cooking Time: **1 Hour**

Serves: **4-5**

### INGREDIENTS

Lamb, cut into pieces 250 gm  
Ghee 3/4 cup/150 gm  
Black Cumin (Shah Jeera) Seeds 1/2 tsp / 11/2 gm  
Green Cardamoms (Choti Elaichi) 4  
Cloves (Laung) 2  
Cinnamon (dalchini) stick 1"  
Ginger-Garlic (Adrak-Lasan) paste 1 1/2 tsp / 9 gm  
Green chilies, de-seeded, ground to a paste 8-10  
Salt to taste  
Potatoes, medium-sized, boiled, mashed with a little salt 2  
Yogurt (dahi) 2 tbsp/30 gm  
For the garnishing  
Garam Masala powder 1 tsp / 3 gm  
Green Chilies, chopped 1-2

### METHOD

Heat the ghee in a heavy-bottomed wok (kadhai), fry the black cumin seeds, green cardamoms cloves, and cinnamon stick. When it emits an aroma, stir in the ginger-garlic paste and mix.

Add the green chili paste and salt, sauté.

Add the meat and stir-fry, add 1 cup water to cook the meat. When the meat is tender and no water remains, drain the ghee and keep it aside. Add the mashed potatoes and cook for 3 minutes.

Add the yogurt and let it simmer for 30 seconds.

At this stage, drizzle the reserved ghee and sprinkle garam masala and green chilies.

Serve hot.

2

## ALUBUKHAR KORMA

Tangy Lamb Cooked with Dried Plums



Serves: 6-8

### INGREDIENTS

Hind leg of lamb, cut into pieces 1 Kg  
Water 12 1/2 cups/21/2 lt  
Pure (desi) ghee 1 cup/190 gm  
Green Cardamoms (Choti Elaichi) 8  
Cloves (Laung) 4  
Salt to taste  
Garlic (Lasan) Water\* 1/4 cup/50 ml  
Kashmiri red chili powder, dissolved in 1/2 cup water 3 tsp/6gm  
Cinnamon (Dalchini) sticks, 2" each 4  
Tamarind (Imli), boiled in 2 cups water for 10 minutes, strained 150 gm  
Turmeric (Haldi) Powder 2 tsp/4gm  
Dried Plums (Alubukhara) 1 cup  
\*Garlic Water

Mince 11/2 tbsp garlic (lasan) and mix it with 1/4 cup water. Let it stand for 5 minutes. Rub the mixture, with your hands, through a fine muslin cloth, and collect the extract. Use as required.

### METHOD

Boil the water in a deep pan; add the meat and bring the water to the boil again. Boil for 2 minutes. Remove from the heat and drain the water. Wash the meat in cold water and keep aside.

Put the meat in a pan and add the pure ghee, green cardamoms, cloves, salt, garlic water, red chili water and cinnamon sticks. Cook, stirring continuously, until the ghee separates from the masala.

Add just enough water so that when the meat is tender very little water remains. Cook covered till the meat is done. Add the tamarind extract, turmeric powder and dried plums. Mix well, and simmer for 5-7 minutes, or till the plums are soft.



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# TWO SISTERS TURN THEIR LOVE FOR COOKING INTO A BUSINESS IN HYDERABAD

*Food and hospitality is a family tradition with us,” says Anum, who along with her sister Suman Laghari has opened an eatery in Hyderabad. The sister duo have become the first women entrepreneurs to open a restaurant in their city.*



*“It was always our dream to have our own food outlet,” Anum tells Eos. “You can’t go wrong with the food business, it is always profitable because whatever the situation may be, people always eat.”*

**N**ow in their mid-twenties, the sisters grew up in a rural area, with a strong culture of being hospitable to guests. “Our father Mazhar Ali Laghari is a landlord and has always enjoyed a big social circle,” says Suman. “We used to manage lots of guests staying over in our house near Juddho city, in Mirpurkhas

district, serving them home-cooked meals, while cooking was done in a small kitchen.”

Anum and Suman believe that black pepper, which is known as the king of spices, adds a unique taste in any cuisine. So they chose ‘Black Pepper’ as the name for their restaurant which serves a variety of food.





## Two sisters are challenging social norms by opening and running their own restaurant in Hyderabad

While Black Pepper's signature offering, the Royal Sindhi Biryani is a best-seller along with their club sandwich and chicken karahi, the extensive menu also offers other fast food options, Chinese, barbecue, vegetarian and Desi specialties.

Their head chef Akbar Solangi belongs to a family of chefs that the Lagharis have known for many years. "The recipes have been tried and tested at home," says Suman, a computer science graduate who manages the cash till at the restaurant. "We are also planning to introduce our Aunt's special pudding recipe that has been served to guests for many years at our village home."

The restaurant was ready to open early last year, but the plans were delayed when the government imposed a lockdown. "We finally opened in December 2021," says Anum, who looks after the overall management of the restaurant. "The first day we served only two customers, but now we have around 150 to 200 customers daily. We are also seeing more women customers now, because they seem to feel comfortable coming to Black Pepper, knowing that it is run by women."

After completing her masters in economics, Anum worked as a district health officer for a non-governmental organisation for three years. She left her nine to five job when she started their restaurant. "Instead of being tied to working for a fixed amount of money, I

always wanted to work harder, be my own boss and earn better," she says. "So when our plans for the restaurant were ready to roll out, I quit my job. The restaurant makes us feel independent and more productive."

The restaurant was ready to open early last year, but the plans were delayed when the government imposed a lockdown. "We finally opened in December 2021," says Anum, who looks after the overall management of the restaurant. "The first day we served only two customers, but now we have around 150 to 200 customers daily."

The sisters bought and merged two shops in the busy market area of main Qasimabad for the restaurant. Decorated with wallpapers, chairs, tables and couches, a portion of the restaurant is reserved for family seating.

"Food must always be delicious and we don't compromise on quality," says Anum. "Even though things are getting more and more expensive, we try to keep our customers happy by low pricing and consistent standards. Every item is priced about 30 rupees lower than the market rate."

Presently, Liza Bhatti is the only female server they have, but they plan to hire more girls so that women clients feel more comfortable. "We have also hired security guards from the very first day to avoid any unpleasant situation in a restaurant that people know is run by women."

On top of all the other challenges that come with launching a new business, Suman and Anum also

worried about acceptance from society. It was their father's encouragement and support that made it relatively easier to tackle this male dominated space in Hyderabad.

"Despite relatives and other people asking, 'How can women run a restaurant?' our father stood by us, supportive and proud," says Anum.

"There is a patriarchal set up in rural areas and small cities, and men monopolise everything," says Dr Ghazala Panhwar, professor of sociology at the University of Sindh. "Women are seldom educated and are not given their rights as individuals. It is admirable to see these courageous girls breaking stereotypes by setting up their own food business. Women need to step forward with education or skills to face social challenges for economic sustainability."

Apart from running Black Pepper, Anum also runs two schools in Hyderabad through donations and support by friends.

"Roshni is a school and vocation centre for transgender individuals, where apart from education, they are taught various skills such as sewing and embroidery," says Anum. "The other is a street school in Naseem Nagar, Qasimabad, for children who cannot afford to pay for their education."

Anum, who can cope well with difficulties, and Suman, whose strengths are in being bold and blunt, hope that other women will also follow in their steps. "Cooking and serving food comes naturally to women and it is something they all do at home," says Anum. "So instead of miserably waiting for jobs and husbands to materialise, and being dependent on your family, it is better to run your business. And what better than food?"

*The writer is a Sindhi fiction writer, blogger and journalist  
Originally published in Dawn, EOS, March 20th, 2022*







# INDUSTRY

## PRESIDENT URGES SWAT YOUTH TO INVEST IN TOURISM, HOSPITALITY SECTORS

1



**P**resident Dr Arif Alvi while citing the immense potential of tourism in Swat, has urged the youth of the area to invest in tourism as well as the hospitality sectors. The president, in a meeting with a delegation of Swat Chamber of Commerce and Industry headed by Adnan Ali, said the jobs could be created by exploiting the opportunities in the

tourism sector. He also emphasized the need for training the youth in hospitality, hoteling and restaurant management. The president told the delegation that besides imparting them skills training, the government was also providing loans to the youth for establishing their own businesses.

Moreover, the roads and basic infrastructure was also being improved to promote tourism in the area. The delegation members apprised the president of the issues being faced by business community, who assured them of his support for their resolution.

## BUDDHISM CONFERENCE UNVEILS POTENTIAL OF RELIGIOUS TOURISM IN PAKISTAN

2



**T**he two-day international conference on 'Buddhism in Pakistan: History, Archaeology, Art and Architecture' unveiled the potential of religious tourism in Pakistan in terms of promoting social cohesion and interfaith harmony. Managing Director Pakistan Tourism Development Corporation, Aftab-ur-Rehman Rana chaired the session on 'Potential of

Religious Tourism in Pakistan' at the two-day conference. MD PTDC said, "We need to engage all the stakeholders to provide an ideal environment for the promotion of religious tourism especially for Buddhist religious tourism in Pakistan. Pakistan is a land of great Buddhist heritage and there are millions of Buddhist who can be attracted to visit Pakistan. He said, we need to

especially involve local communities living in the vicinities of heritage sites through the sustainable heritage tourism in the protection and providing custodianship of the heritage sites. There is also need to create a self-financing mechanism through tourism promotion to better protect and manage the heritage sites of Buddhism which have great potential for attracting religious tourism".



# HIGHLIGHTS

## CHINESE COMPANY TO DEVELOP BOOKING SYSTEM FOR PAKISTAN RAILWAYS



**T**he Pakistan Railways has signed a deal with a Chinese defence and technology company to develop an artificial intelligence system that would allow passengers to plan and book door-to-door journeys using a single app. Under the public-private partnership agreement, the China North Industries Group

Corporation (Norinco) will develop the service over the next 10 years. Habibur Rehman Gilani, the secretary of Pakistan's Ministry of Railways, said the deal would not involve any financing from the rail operator. Norinco will get a share in ticket price, freight and value-added services. The system is being called the Railway

Automated Booking and Travel Assistance initiative. It will allow passengers to book and pay for each mode of transport on a journey using the app. They will also be able to check train status, choose seats, order car rentals and meals, as well as book a hotel.

## GILGIT-BALTISTAN'S DELEGATION HIGHLIGHTS MOUNTAINOUS REGION'S TOURISM POTENTIAL IN NEW YORK



**P**rofusion Association for Tourism and Hospitality, Lebanon is going to organize the first Phoenicians Festival for Tourism & Hospitality in Lebanon from March 17 to March 21 at Al Kalaa Resorts. In the five-day festival, many teams from all over the world are participating to compete in multiple categories of food and hospitality

competitions. From Pakistan, College of Tourism & Hotel Management (COTHM) is participating in the festival in both culinary and hospitality competitions. In the Phoenicians Festival for Tourism & Hospitality in Lebanon, all the participants will be getting festival jackets, certificates and

medals. Other than that, top four winners will be sent on a one week tour of some other country. It's important to mention here that COTHM is the only institute which is going to represent Pakistan at the Phoenicians Festival for Tourism & Hospitality in Lebanon.





## PAKISTAN, NORWAY TOURISM SUMMIT 2022 HIGHLIGHTS TOURISM RICHNESS

5



**P**akistan-Norway Tourism Summit was held at the Chancery to highlight the rich tourism potential of Pakistan, trends in Norway's tourism sector, and to explore and identify various areas of cooperation for strengthening bilateral tourism cooperation.

The senior representatives from the federal and provincial governments as well as Gilgit Baltistan gave virtual presentations on the rich and diverse tourism potential and government policies for the promotion of sustainable tourism industry in the country. The event was attended by more than thirty

tourism promotion agencies, travel agents, and tour operators from each country. The tour operators and travel agents of both sides gave presentations about their areas of expertise and exchanged views for increasing two-way tourism flow between the countries.

## PIA LAUNCHES DIRECT FLIGHTS TO BAKU

6



**P**akistan International Airlines (PIA) has announced to launch direct flights to Azerbaijan's capital Baku from Karachi and Lahore. According to details, Azerbaijan's Civil Aviation Authority (CAA) has allowed PIA to

operate direct flights to Baku twice a week. The state airline will operate two direct flights per week; one from Karachi and one from Lahore, for which arrangements have been put in place. The first flight would depart from Karachi's

Jinnah International Airport on March 16 and the other would leave Lahore's Allama Iqbal International Airport on March 19. This move by PIA will enable Pakistanis to travel to popular tourist destinations directly from Karachi and Lahore.



# HIGHLIGHTS

## NADIR MAGSI WINS DERA JEEP RALLY

7



Federal Minister for Interior Sheikh Rasheed Ahmed has said that the process of issuance of E-Passports in the country would commence from June, and a German company had been awarded the contract for the purpose. He said that validity of passport expiry had been increased to 10 years and its fee had also

been reduced to half, he said while addressing a news conference at the Zonal office of Federal Investigation Agency (FIA) Sindh. Sheikh Rasheed said the entire visa process had been made online and about 300,000 visas had been issued while only 12,000 visas applications were rejected during his tenure as Interior Minister. Citizens of 192 countries

could get Pakistani visa within 30 days time linked with the clearance from any relevant agency of the country.

The interior minister concluded that Pakistan enjoyed congenial diplomatic relations with US, China and Afghanistan. Pakistan was playing key role in Afghan peace process.

## WORLD'S FIRST FOUR SEATER FLYING TAXI IS PLANNED FOR LAUNCH IN 2027

8



According to the Daily Mail, a Slovakian engineering firm has recently revealed the world's first-ever four-seater flying taxi, which they believe could be operational in five years, according to the Daily Mail.

AM NEXT is scheduled to launch in 2027, as per AeroMobil. In less than three minutes, this model can switch between modes. A flying car, which was previously only seen in science fiction movies and appeared like a pipe dream, has the ability to revolutionize

commute between cities.

Furthermore, the vehicle is designed in a way so that people can sit in a single seat and enjoy the amazing view. However, the price of a flight in the flying taxi has yet to be revealed.



# INDUSTRY HIGHLIGHTS

## SKILLS EDUCATION TO BE GIVEN MORE IMPORTANCE THAN FORMAL EDUCATION IN FUTURE: SHAFQAT

9



Federal Minister for Education and Professional Training Shafqat Mehmood has said that in the time to come, the skills education will be given more importance than formal education. He stated this while inaugurating the first skills university of Pakistan; National Skills

University, Islamabad. The skills university has been established under the vision of Prime Minister Imran Khan, who believes that a country cannot progress unless the skills sector is seriously developed. He said that for the first time a government

has given a package of Rs 10 billion for the skills development and now it is receiving positive effects. He further added that thousands of young people are receiving training under the skills development programmes.

## DIET STUDIO HOLDS ONE-DAY RAMADAN SPECIAL WORKSHOP

10



To create awareness about healthy eating in the holy month of Ramadan, Diet Studio arranged a one-day workshop to guide the participants on weight maintenance and control of cholesterol and blood pressure. Renowned Chef and trainer Usama Asghar guided the participants about the healthy food intake in suhoor and iftar. Ten recipes in total were cooked including main courses, snacks,

desserts and healthy drinks. Guidelines like how to stay hydrated by consuming plenty of water, hydrating foods like watermelon, cucumber, tomato etc. and avoiding drinks like tea, fizzy drinks, and coffee etc. were also shared in the session. Chef Usama said that, in suhoor, slow-energy releasing foods should be consumed to last through the fasting hours. Fruits, vegetables, chickpeas, lentils, beans, unsalted nuts,

olives, salmon are wholesome meals providing enough energy to last till iftar, he added. He further said that energy levels can be replenished by having balanced iftar like dates, vegetables, whole grains, and grilled meat and avoiding processed and fried food (i.e. high in sugar or fat).



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