

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

HOSPITALITY PLUS

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COTHM PAKISTAN STANDS 3rd AMONG LEADING EUROPEAN HOSPITALITY & TOURISM SCHOOLS



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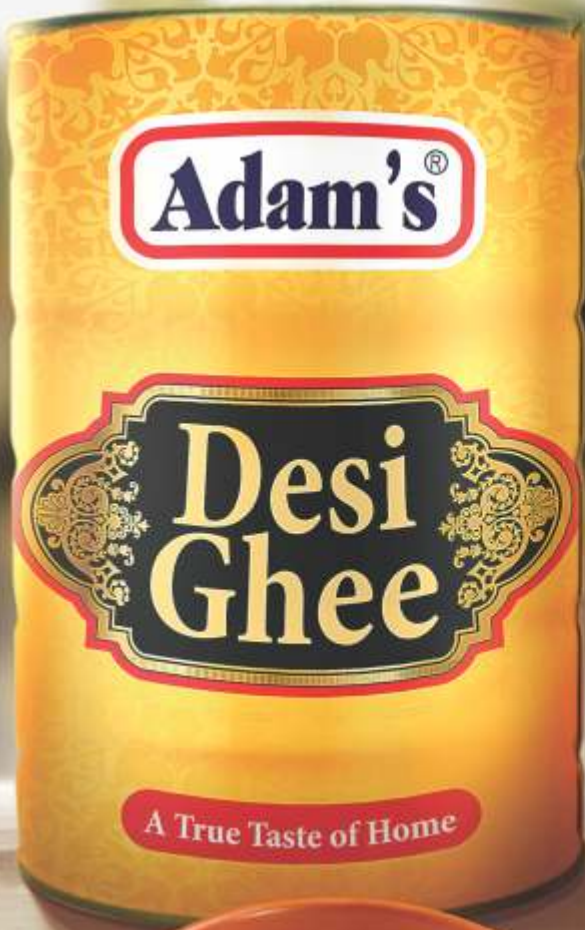


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CONTENTS



Hospitality Plus

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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

Muhammad Sharif

Social Media Manager

Sarmad Asif

Contributors

Masood Ali Khan

Aftab Rana

Akhtar Mummunka

Prof. Shuaib Raza

Director Art & Design

Aamir Kashif

IT Manager

Rizwan Hameed

Chief Photographer

Waqas Ali

Photographer

Zeeshan Ali

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

Editorial

Pakistan needs to be uplifted diplomatically 6

Cover Story

COTHM Pakistan stands 3rd among leading European 7-10

hospitality & tourism schools

International Exhibition

Pakistan makes a highly impactful presence at 11-13

World Travel Mart 2022

Visit

LCCI President Kashif Anwar visits COTHM 15-16

Event

Pakistan witnesses biggest ever gathering of chefs 17-22

on Intl Chefs Day - 2022

Launch Ceremony

Diet Studio's launch ceremony held at COTHM 25-26

Article

Dynamics of meat consumption in Pakistan 27-28

Visit

PFA DG Mudassar Riaz Malik appreciates COTHM for complying 29-30

with international standards

Article

Tourism and the metaverse: Towards a widespread 31-33

use of virtual travel?

Article

Foods you shouldn't reheat in a microwave 35-36

Event

World Food Day celebrated at Diet Studio 39-40

Article

Food Industry in Pakistan direly needs certified 41-44

food safety professionals

Visit

Kazakhstan Consul General Rao Khalid Mustafa appreciates 46

COTHM for providing international-level facilities

Article

Safety tips for bike touring 47-48

Article

A vital shift towards eco-tourism in Pakistan 49-51

Article

Food allergen awareness qualifications have a future for you 53-54

Power 50

57-58

Article

Promoting sustainable tourism in Pakistan 59-60

Industry Highlights 61-65

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PAGE
7



PAGE
17



EDITOR'S NOTE



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



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Chief Editor:

•Hospitality Plus Magazine (ABC Certified Monthly Publication)

Chief Executive Officer:

- College of Tourism & Hotel Management (COTHM) Pakistan & Dubai
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- COTHM Travel Solutions
- COTHM Hospitality Foundation (CHF)
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PAGE
39



PAGE
51



PAKISTAN NEEDS TO BE UPLIFTED DIPLOMATICALLY



A country's image is built and maintained globally by the network of its embassies, high commissions, consulates, commercial attachés, media personnel and other related offices. All the representing departments of a country in other countries are officially bound and directed to protect the rights and interests of the state and its habitants fully. It is the responsibility of all the offices and departments dealing in foreign affairs to project their country as the most peaceful and loveable state and also clarify the misconceptions if created by some unwanted events and incidents. The foreign policy of a country is also based on the protection of rights of its people and the state itself globally.

Pakistan in the form of its foreign offices is also present globally and it is positively expected that Pakistan is projected as a peace loving country by all its embassies, high commissions, consulates, commercial attachés, and media personnel. But the ground realities are quite different as no efforts are seen for the image building of Pakistan worldwide. In most parts of the world, Pakistan is considered as a troubled country where one should not travel without a purpose. It is a false perception that is not being changed despite a huge diplomatic presence of Pakistan worldwide.

The only reason behind this misunderstanding about Pakistan is lack of interest and efforts on the part of our diplomatic representatives. Knowing the fact that Pakistan is a country which is blessed with huge tourism potential in different fields, our diplomats must tell the world to change its perception about our beloved homeland. We need to advertise our true spirit and potential to the world so that our tourism may flourish and foreign tourists may rush to Pakistan.

Ministry of Foreign Affairs must take stern action on this and direct all the diplomatic offices of Pakistan in the world to uplift the beloved country as a peaceful and nonviolent country where anybody may come for business or leisure purposes. I request Prime Minister Shehbaz Sharif and Foreign Affairs Minister Bilawal Bhutto Zardari to pay heed to this important issue as it directly relates to the respect and honour of Pakistani citizens worldwide.



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EURHODIP

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COTHM PAKISTAN STANDS 3rd AMONG LEADING EUROPEAN HOSPITALITY & TOURISM SCHOOLS

COTHM dedicates the historical win to beautiful and hospitable people of Pakistan.

Since 1984, Eurhodip has been organising yearly conferences in partnership with one or several member schools, in order to give hotel and tourism education specialists, directors and teachers from schools or universities as well as professionals from the hospitality industry the opportunity to communicate, discuss and compare experiences on current issues. Students of Eurhodip's member schools take part in the conference through the Marianne Müller Award.

This year, 29th Eurhodip conference, under the umbrella of European Union, and with the theme of "NOW! Time to be OUTSTANDING!" was held in Evora, Portugal where more than 200 students from 150 hotel, culinary and tourism schools from 39 countries participated in the international hospitality competitions.

The purpose behind holding this conference and competitions was to brainstorm and come up with distinctive ideas and speeches to innovate the world of hospitality.

College of Tourism & Hotel Management (COTHM) is the only hotel school from Pakistan which represented the country at the 29th Eurhodip conference held in Evora, Portugal with its 4 students of hospitality management.

A total of 4 students from COTHM, Yasmeen Aqeel, Zainab Shafiq, Jasim Khan, and Hamza Ali Lodhi took part in different competitions held at the conference and contested in different categories of Food and Beverages, Marketing Management, Tourism Management, Gastronomy International Competition (GIC), Eurhodip Startup Challenge (ESC), Eurhodip Video Creation Competition, and Best Eurhodip Hotel Competition from November 9 to 13, 2022. Above 200 participants from around 150 hotel school located in 39 countries who contested in these competitions were evaluated in the disciplines of: Cuisine, Patisserie, Restaurant Services and Sommelier.

Representing Pakistan at such prestigious European forum, COTHM's two Hospitality Management students Zainab Shafiq and Jasim Khan won bronze medals and certificates in Marketing Management



COTHM's Hospitality Management students Zainab Shafiq and Jasim Khan clinch one bronze medal each at Eurhodip conference 2022 held at Evora, Portugal.





College of Tourism & Hotel Management (COTHM) is the only hotel school from Pakistan which represented the country at the 29th Eurhodip conference with its 4 students of hospitality management.



and Food and Beverage Management competitions respectively. With these two medals, Pakistan has become the only country that has won 2 bronze medals among all the countries participating in the 29th Eurodip conference & competitions.

COTHM Founder & CEO and Member, Board of Directors, Eurhodip Ahmad Shafiq also participated in the 29th Eurhodip conference to officially represent Pakistan and encourage the Pakistani students there.

While talking to Hospitality Plus, Zainab Shafiq said that attending Eurhodip conference was such a great opportunity and she would definitely utilize this learning experience in her academic career at COTHM.

She also said that “winning bronze medal while competing with above 200 international hospitality students is an amazing feeling and I am happy to make Pakistan proud

Jasim Khan said that “this international competition has updated us with so many new dimensions in the fields of hospitality and tourism. We are thankful to COTHM for providing us with such an amazing opportunity.”

COTHM Founder & CEO and Member, Board of Directors, Eurhodip Ahmad Shafiq while talking to Hospitality Plus said that COTHM students’ success at 29th Eurhodip conference is actually a feather in Pakistan’s cap. He also said that COTHM will always try to represent and enlighten Pakistan’s name at every forum whenever and wherever possible.



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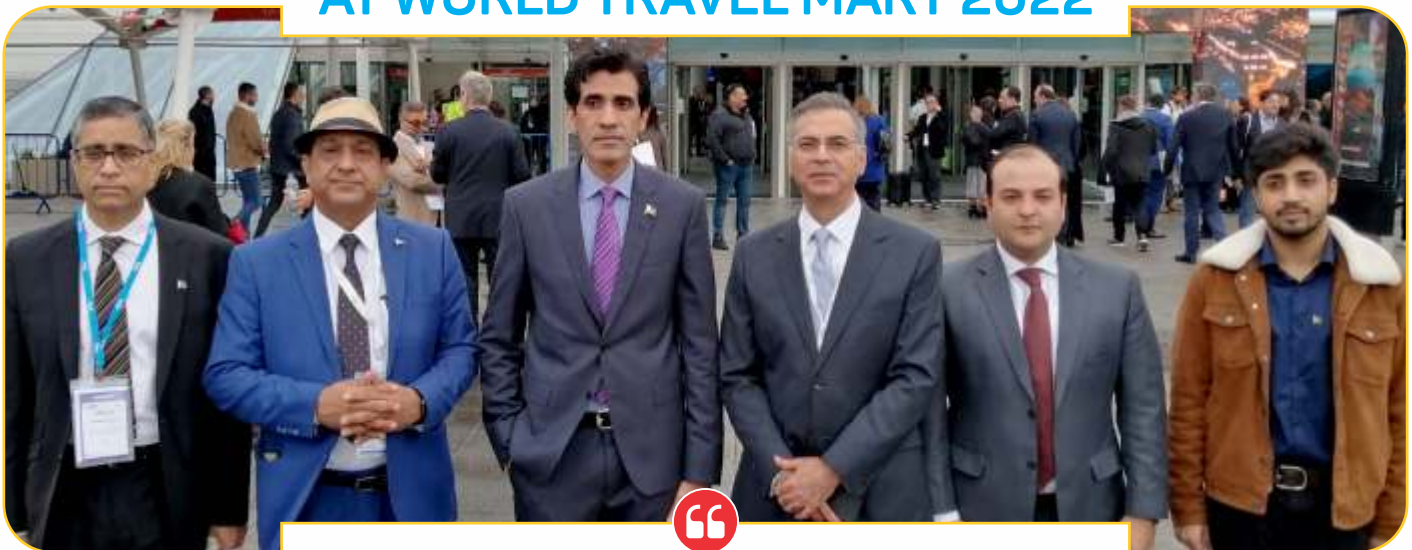






PAKISTAN MAKES A HIGHLY IMPACTFUL PRESENCE

AT WORLD TRAVEL MART 2022



WTM is an event of global significance where more than 180 countries come together and showcase their tourism potential under one roof.

World Travel Mart (WTM) London is one of the largest international tourism exhibitions which provides a unique platform to the professionals of tourism industry to interact with global tourism organizations, top tourism experts and professionals, exhibitors

and visitors from a variety of sectors including tourism, hospitality, aviation, transport, travel technology, resort management companies and various other sub-sectors of tourism industry. It is an event of global significance where more than 180 countries come together and showcase their

tourism potential under one roof.

This year an incredible number of travel professionals walked through the doors at World Travel Market 2022, with over 35,800 people participating – exceeding expected attendance, and presenting over double the



PTDC after the interval of almost 14 years was able to setup an impressive Pakistan Pavilion at WTM London in collaboration with provincial tourism departments and private sector companies.



attendance than that of 2021. WTM London also saw ministerial representation from 55 nations across the world.

Pakistan also participated in World Travel Mart (WTM) from 7th – 9th November 2022 at Excel London to showcase its rich tourism potential. Managing Director PTDC, Aftab ur Rehman Rana informed that PTDC after the interval of almost 14 years was able to setup an impressive Pakistan Pavilion at WTM London in collaboration with provincial tourism departments and private sector companies. He said, Promotion of Pakistan as a top tourist destination is the prime focus of present government of Pakistan. Pakistan is blessed with breath-taking natural beauty, rich culture and heritage and great diversity of landscape offering an un-matched tourism potential. Government of Pakistan aims to enhance the influx of foreign tourists to explore the rich touristic potential of this country and contribute in in the socio-economic development of its people through tourism.

Pakistan Tourism Development Corporation (PTDC) has put together a high level delegation of 40 members led by Awn Chaudhry, Advisor to Prime Minister on Tourism & Sports and Chairman PTDC. Delegation also includes Abdul Khaliq, Tourism Minister - Balochistan, Raja Nasir Ali, Tourism Minister – Gilgit Baltistan, Faheem Akhtar, Minister for Tourism, Law & Parliamentary Affairs, Government of Azad Jammu & Kashmir (AJK), Ahmed Shafiq, CEO College of Tourism and Hotel Management (COTHM), heads of provincial tourism organizations, CEOs and MDs of eight private tour operation and hotel management companies, and senior officials from PTDC, AJK, GB, Balochistan, Khyber Pakhtunkhwa and Punjab tourism departments.

Advisor to the Prime Minister on Sports and



Tourism, Awn Chaudhry inaugurated 'Pakistan Pavilion at WTM London on 7th of November. Pakistan High Commissioner to the UK, Moazzam Ahmad Khan and other members of Pakistan delegations were also present on the occasion.

Awn Chaudhry, in his comments appreciated the efforts of PTDC and said showcasing Pakistan's tourism opportunities at the international travel shows like WTM would help attract more tourists to Pakistan. He said Pakistan is blessed with beautiful landscapes and cultural diversity, and that's why the country has been witnessing exponential rise in tourism lately. He said the Government is committed to promoting tourism abroad and is doing its best to improve tourism related infrastructure to facilitate tourists.



Advisor to the Prime Minister on Sports and Tourism, Awn Chaudhry inaugurated 'Pakistan Pavilion at WTM London on 7th of November. Pakistan High Commissioner to the UK, Moazzam Ahmad Khan and other members of Pakistan delegations were also present on the occasion.



The adviser to Prime Minister on Tourism & Sports also visited the pavilions of different countries i:e Dubia, Abu Dubia, India, Saudi Arabia, Morocco, Malaysia, Indonesia, Korea, Egypt, Italy, & Germany and discussed opportunities to promote bilateral tourism between the countries. He also met with Secretary General of UNWTO, Mr. Zurab Pololikashvili and Minister for Tourism Saudi Arabia during the ministerial conference "UNWTO THE FUTURE OF TRAVEL STARTS NOW".

On this occasion, Pakistan's High Commission in London also hosted a dinner on 8th November in the honour of visiting delegation which was attended by Advisor to Prime Minister on Tourism & Sports, Tourism Minister – Gilgit Baltistan, Minister for Tourism, Law & Parliamentary Affairs, Government of Azad Jammu & Kashmir (AJK) and all the members of Pakistani delegation.

Sharing his views with Hospitality Plus, Aftab Rana, MD PTDC informed that this highly impactful participation of Pakistan in World Travel Mark London has provided our industry professionals a great opportunity to develop G2G, B2B and G2B linkages with the leading players of tourism industry at global level and in the near future it will greatly help in attracting more foreign tourists to Pakistan. He also congratulated all the members of the Pakistani delegation and support team for making a highly engaging and impactful participation during the three days' event of WTM 2022.

He hoped that this great teamwork will certainly contribute a lot to building the image of Pakistan as a tourist-friendly destination and help in attracting more foreign tourists to Pakistan in near future.



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HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden
Town, Lahore . Mob: 0302- 4090092
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:

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LCCI PRESIDENT KASHIF ANWAR VISITS COTHM



Hints at working with COTHM soon to train the youth of Pakistan in the fields of hospitality and tourism

Lahore Chamber of Commerce and Industry (LCCI) President Kashif Anwar visited College of Tourism and Hotel Management (COTHM) Lahore where he was given a complete tour to the college by COTHM CEO Ahmad Shafiq. While interacting with the students, Kashif Anwar said that not only you get a degree from COTHM, but also the skills along with that and it is the best thing an educational institute can give it to the students.

He also said that COTHM is making students skilled in the fields of cooking, baking, tourism, aviation and hospitality and all these sectors need manpower not only in Pakistan but also in other countries. "After graduating from here, students are not only able to launch their own startups, but they can also compete with other countries in these fields", he added.

He also said that LCCI would like to work with COTHM for the skill development of Pakistani youth and some memorandum of understanding could be signed soon in this regard.



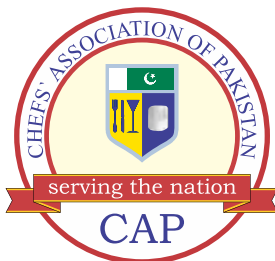


HISTORY MADE BY CAP & COTHM

**PAKISTAN WITNESSES
BIGGEST EVER GATHERING
OF CHEFS ON
INTERNATIONAL CHEFS DAY
2022**



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GROUP OF COLLEGES



**WORLD
ASSOCIATION
OF CHEFS
SOCIETIES**

At least 2500 chefs from all over Pakistan joined the event to celebrate the day under the theme of 'Growing a Healthy Future'.

**GROWING A
HEALTHY
FUTURE**



To pay homage to chefs and appreciate their contributions to the society and the food industry, Chefs Association of Pakistan (CAP) and College of Tourism & Hotel Management (CO THM) celebrated International Chefs Day at Alhamra Arts Council, Hall, Mall Road, Lahore on October 20.

At least 2500 chefs from all over Pakistan joined the



event to celebrate the day under the theme of 'Growing a Healthy Future'. The event started with a ceremonial 'Chefs' Walk' followed by a wonderfully colourful event held at Alhamra Hall 1 that was jam packed with the chefs coming from different restaurants, hotels, clubs and resorts.

Among the guests of honour, there were Punjab Food Authority (PFA) DG Mudassar Riaz Malik, Depilex Salon CEO Mussarat Misba, Women Chamber of Commerce (WCCI) President Sam Ali Dada, Yum Group of Restaurants Executive Director Nisaar Chaudhary, and Four Points by Sheraton Executive Manager Salman Asif. Renowned journalist Mujeeb ur Rehman Shami joined the event as chief guest.

Talking on the occasion, CAP Secretary General and COTHM Founder and CEO Ahmad Shafiq highlighted the importance of chefs and paid tribute to the determination and endeavor of the 'White Coat heroes'. He said chefs are real contributors to the hospitality and food industry worldwide. "We have gathered here to remember chefs' contributions to the industry and society. CAP is the only national



association of chefs working for the betterment of chefs all over Pakistan. Chefs are the beautiful face of Pakistan. They are promoting Pakistani cuisine all over the world”, he said further.

National Culinary Team of Pakistan (NCTP) Captain Chef Raees, in his video message from USA, congratulated all the chefs on their day. He also motivated the young chefs to stay persistent in their journey towards success in the field of culinary arts. CAP Vice President (Corporate) Waqar Ilyas in his speech highlighted chefs' contributions to the corporate sector. He said that the food industry is progressing rapidly, and the young chefs in this field will have a brighter future.

Later, prizes and certificates were distributed among the young chefs who had participated in different competitions held one week before at COTHM under the umbrella of CAP. These competitions were held in different categories ranging from Pakistani food to Fast Food.

Later, souvenirs, shields, and certificates were presented to different industry leaders, culinary instructors, entrepreneurs, and young culinary ambassadors to honour their contributions to the industry. Chef belts were also awarded to senior chefs.

Nestle Professionals, Unilever Food Solutions, Cheezious, Shangrila, KnN's, Ambassador Commercial Kitchen Equipment, Asia Dye-Tech, Young's Food, ODR Foods, Farmers Cheese Making, National Foods, Sufi Banaspati & Cooking Oil, Sambo Restaurants & Catering, and Tapal Danedar were the partner companies in the successful execution of International Chefs Day.

The partner food companies also placed their stalls and offered free product sampling, food tasting and big discounts to the chefs.

At the end of the ceremony, a wonderful corporate hi-tea was also arranged for the corporate guests by Sambo Restaurants & Catering.



PARTNERS





INTERNATIONAL Chefs Day



“ To enhance the skills, developing vast opportunities and the recognition of the chef around the globe. ”



INTERNATIONAL CHEFS DAY CELEBRATIONS AT COTHM MULTAN

October 20th is observed as “International Chefs Day” across the globe and this day is all about celebrating this profession. The day is focused on educating people around the world about the importance of eating healthy, promoting the career of the chef’s and help them change their local communities for a better tomorrow.

COTHM Multan celebrated this day with

great enthusiasm while chefs and professionals from all the hospitality and other allied sectors participated in the event. The auspicious event was graced by Volka Foods Chairman Chaudhary Zulfiqar Ali Ajum as chief guest while Lions Crescent Club President Altaf Shahid and Ali Sipra were the guests of honor.

COTHM South Punjab Executive Director Waqas Raza awarded the honorary

membership of Chefs Association of Pakistan (CAP) to all the respectable chefs who work in Multan.

Mario’s Pasta, Nestle Professionals, Multan Marquee, Young’s Food, Classic Consumables, Yums, Qadir Oil & Ghee Mills, Tahafuz Banaspati & Cooking Oil, Eagle Fly, and Shokolaa supported the event as sponsors.





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6- Certificate in Food and Nutrition Science	(3-Month)	COTHM
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HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
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
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SANDWICH MAKING COMPETITIONS

HELD AT COTHM ON WORLD SANDWICH DAY

College of Tourism and Hotel Management (COTHM) Lahore on the eve of World Sandwich Day, which marks on November 03 every year, arranged a sandwich making competition among the students and young chefs.

A large number of participants took part in the competition and showcased their culinary skills by making different types of sandwiches.

The day ended with the award ceremony in which the students who attained 1st, 2nd and 3rd places respectively were categorized in Gold, Silver, and Bronze categories. Gift hampers and certificates were awarded to all the participants while those falling in Gold category were also awarded with cash prizes. Dawn Bread, Adam's Milk Foods, Young's Food, EggBox, and Cereals by ODR Foods were partners in the competitions.



DIET STUDIO'S LAUNCH CEREMONY HELD AT COTHM



Food experts, dieticians, nutritionists, fitness experts, bloggers and media personalities attended the event.

Diet Studio; the sister organization of College of Tourism and Hotel Management (COTHM) held its launch ceremony on November 05, 2022 in which renowned food experts, bloggers and media personalities were invited.

At the event, Marriam Ali; consultant at Diet Studio read the welcome note. In her address, she briefed the guests about the services provided by Diet Studio. She said that Diet Studio provides calorie counted meals which are cooked in a healthy and clean environment by professionally qualified and skilled chefs with the help of useful insights from nutritionists and food technologists.

She also talked about the food

delivery/takeaway/ dine-in, sensory evaluation, recipe development, dietary consultation and other services provided by the Diet Studio.

She said that Diet Studio is providing internationally recognized trainings and certifications and providing dietary consultancy too.

At the ceremony, a huge variety of healthy food was also displayed for tasting for the worthy guests belonging to different walks of life.

The day ended with the beautiful voice of singer Adeel Burki and amazing and honest reviews on food by the guests.







DYNAMICS OF MEAT CONSUMPTION IN PAKISTAN

Livestock is considered as the central component in the agricultural sector of Pakistan and employs more than 8 million families.

Meat is important to the food industry and economies and cultures around the world. During prehistoric times, meat was consumed raw, but today it is usually eaten after it is cooked with delicate culinary techniques and skills.

Meat and meat products hold pivotal significance in meeting dietary requirements serving as a major protein source and providing essential vitamins and minerals. The fat of meat, which varies

widely with the species, quality, and cut, is a valuable source of energy and also influences the flavor, juiciness, and tenderness of the lean.

The most popular type of white meat is poultry, with chicken coming out on top of the list of favorite meats. All livestock is considered red meat. This includes beef, goat, and lamb. Seafood includes fish, as well as crustaceans, like crab and lobster, etc.

From a gastronomical perspective of Pakistan, meat plays a much more dominant role in Pakistani cuisine compared to other South Asian cuisines. Of all the meats, the most popular are, chicken, lamb, beef, goat, and fish. Beef is particularly sought after as the meat of choice for kebab dishes or the classic beef shank dish nihari.

According to the Annual Report of The Food and Agriculture Organization, the total production of meat for Pakistan was



“
From a gastronomical perspective of Pakistan, meat plays a much more dominant role in Pakistani cuisine compared to other South Asian cuisines.
”

4.74 million tons in 2020. Total production of meat in Pakistan increased from 476,696 tons in 1971 to 4.74 million tons in 2020 growing at an average annual rate of 4.90%. In 2020, red and white meat consumption per capita in Pakistan amounted to about 6.42 and 6.62 kilograms per person annually respectively.

Pakistan's poultry industry particularly broiler dominates and Pakistan is the 11th largest poultry producer in the world with 1.02 billion broilers production, annually. This sector contributed 30% of total meat production, showing growth at the rate of 8-10% reflecting the inherent potential of this sector. Additionally, this meat sector is the most organized, contributing 1.4% to the overall GDP during 2015-16 whereas, its contribution to agriculture and livestock value-added products stands at 6.9 and 11.7%, correspondingly.

According to the research of the Korean Journal (2017), livestock is considered as the central component in the agricultural sector of Pakistan and employs more than 8 million families. Globally, consumer demand is increasing for healthy, hygienic, and safe meat and meat products due to the growing population, income level, and food choices. As, food choices are mainly influenced by region, religion, and economic level.

However, religion is one of the major factors to influence food choices. In this context, Food in Pakistan or halal foods is a growing trend, trade is estimated to cross USD 3 trillion and among this, the meat sector contributes about US\$ 600 billion. Halal

meat and allied products are a requirement from Muslims but it is also accepted by non-Muslims due to their safe and hygienic nature, nutritious value, and superior quality. Pakistan's meat industry is vibrant and has seen rigorous developments during the last decade as the government also showed interest to boost livestock production and processing facilities to meet increasing local and global demand. The industry has the potential to grow owing to its natural animal rearing capability, Muslim majority country (96% of the total population), improvisation of the market, and consumer preference towards halal meat.

In Pakistan, the livestock population mainly comprises cows, buffaloes, goats, sheep, poultry, and camel. The quality livestock gene pool in Pakistan depending on reproduction, weight, milk, and meat are Nili-Ravi & Kundi breeds of buffalos, Red Sindhi and Thari breeds of cows, Kajli, Thali, Kooka, and Dumbi breeds of sheep, and Kamori, Bari, and Teddy breeds of goats.

Pakistan having rich traditions and cultural festivities also add more demand for meat and meat products during the whole year and this demand further rises significantly during the festive season.

“
Pakistan's poultry industry particularly broiler dominates and Pakistan is the 11th largest poultry producer in the world with 1.02 billion broilers production, annually.
”

However, consumers are inclined toward poultry meat mainly because it is cheap, easy to process, available, and variety of processed meat products. In Pakistan, meat production is still based on traditional management practices and is less productive. Among exports, Pakistani mainly exports red meat which is annually growing by 30%. Despite this rapid growth, 96% of our exports are restricted to the carcass with little or no value addition.

According to the Ministry of National Food Security and Research, the target for beef meat was set to 2 million tons, 0.686 million tons for mutton, whereas, meat for fish was 0.788 million tons during the same time. Furthermore, the government is taking steps to increase livestock production, focusing not only on meat but also scaling up milk and egg production. To meet this targeted scale, the government revolutionizing veterinary organizations and infrastructure, standardization of feed given to animals as well as developing trained manpower.





DG PUNJAB FOOD AUTHORITY
MUDASSAR RIAZ MALIK
 APPRECIATES COTHM FOR COMPLYING WITH
**INTERNATIONAL
 STANDARDS**



Punjab Food Authority Director General Mudassar Riaz Malik has appreciated the international level facilities and standards offered by College of Tourism and Hotel Management (COTHM).

Upon his visit to COTHM, DG, PFA was given a tour to COTHM's all departments and teaching facilities by COTHM CEO Ahmad Shafiq who also briefed Malik about different courses offered at COTHM.

The DG also visited live cooking and baking classes and interacted with the students. He appreciated their skills and expertise in cooking and hospitality management. He also gave students and young chefs useful tips regarding food

safety and hygiene. He said, "You are the warriors of kitchen. Never compromise on quality and always try to provide the best and healthy food to the customer. No matter how much it costs but quality standards must be followed."

He also made students aware of the usage of milk and asked them to always use pasteurized milk. Malik also briefed the students about the working of Punjab Food Authority and its multiple prospects.

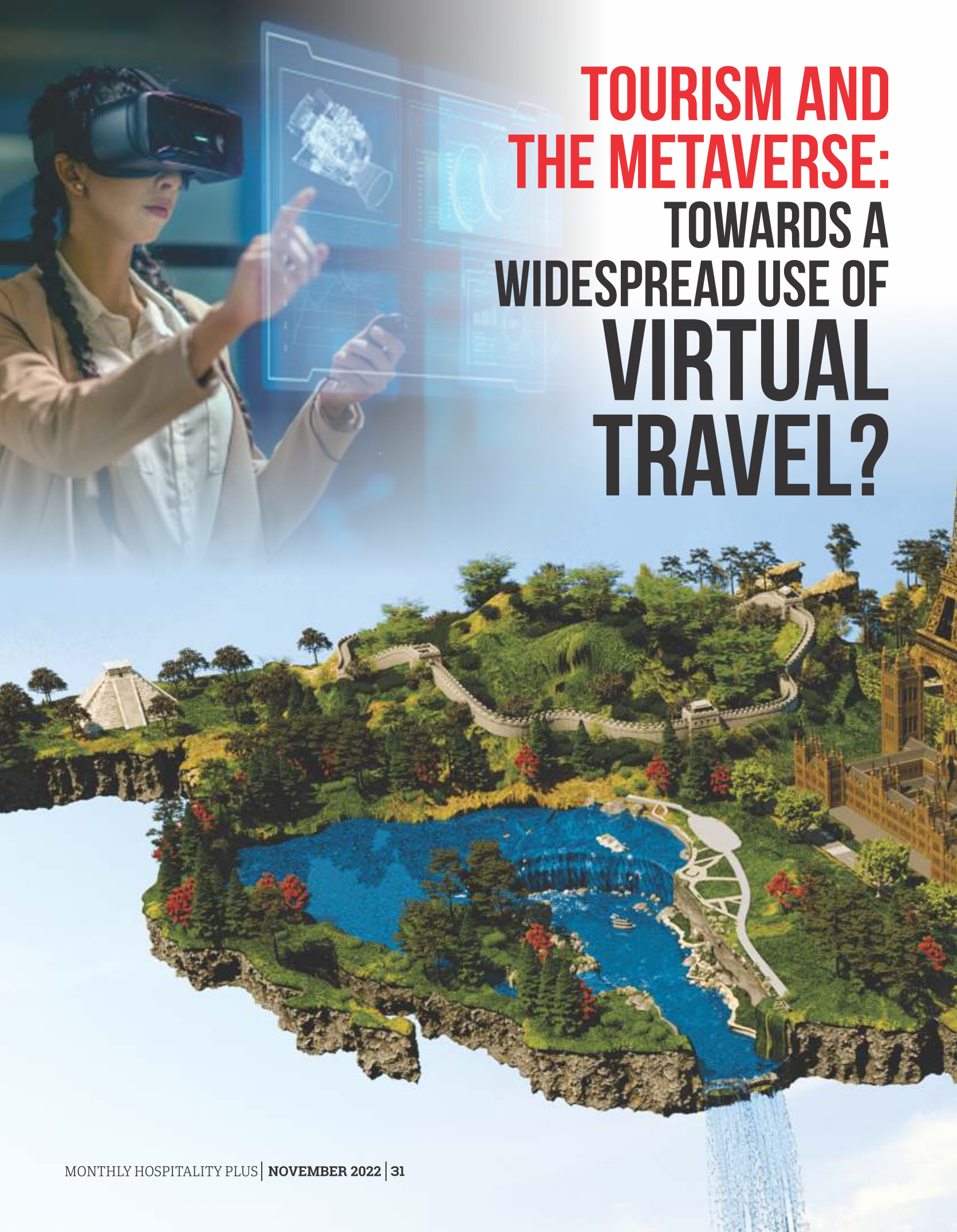
Malik also visited Chocolate Academy and Diet Studio. At Chocolate Academy, its CEO, Zainab Shafiq briefed him about different courses and workshops offered at the academy for young children and adults.

"The food industry has much more potential to grow. PFA stands with those hotels, restaurants and food companies which are following food safety standards and always keep a check on quality control", Malik said.

He further said that Punjab Food Authority will also make it necessary for hotels and restaurants that their staff and chefs must be aware of allergens and have complete knowledge about it. It will be made compulsory for the restaurants to make Food Safety Level 3 training compulsory for their chefs, he added.



TOURISM AND THE METAVERSE: TOWARDS A WIDESPREAD USE OF VIRTUAL TRAVEL?



The metaverse can be defined as a set of virtual shared spaces that are indexed in the real world and accessible via 3D interaction. It is a term that has been rapidly gaining ground in the media landscape ever since Facebook founder Mark Zuckerberg announced the creation of the Meta Group.

While some people remain cautious or resistant to the idea, others see this technological evolution as an opportunity to develop new offers. Given tourism is a sector that moves forward largely in line with information and communication technologies, it is entirely relevant to look at how it could integrate this virtual universe.

So how could the metaverse take over tourism, a practice that requires physical travel?

Can tourism and technology work together?

There is a clear correlation between the development of tourism and that of technology. Indeed, from the computerised booking centres of the 1970s to the domestication of the Internet in the late 1990s, technology has always been used in tourism to develop new practices. The metaverse is part of this evolution of the Internet, which deploys increasingly immersive technologies to offer phygital experiences – i.e., that blur boundaries between the real and the virtual.

Whether it be for museums, national parks or heritage sites, the health crisis has also enabled many organisations to increase and sustain their use of technological tools to offer virtual reality tours. The Fly Over Zone application, as well as offering an exploration of World Heritage cultural sites, shows users

what damaged sites would have looked like in their original state. Web giant Amazon launched “Amazon Explore”, allowing people to “travel the world, virtually”. This venture is an interactive live-streaming service, which they say allows you to discover new places from your computer. Although this service is still in its infancy, with a beta version it is likely that these virtual tours will progress to offer even more immersive formats.

When it comes to tourism, Asia is a forerunner, with proposals such as the Seoul Metaverse project, which aims to become the first major city in the world to enter the metaverse, with a tourist route reproducing the city’s main sites. But it is in France that we find one of the most successful projects with MoyaLand, a virtual tourism realm including a tourist office, museums, an airport and a historical centre where inhabitants and tourists can move around virtually via their avatars.





Other tourism stakeholders could follow suit, with 25% of people forecast to spend at least one hour a day in the metaverse by 2026, according to the American company Gartner. So how will people experience tourism in this virtual environment?

Using the metaverse to inspire travel

There are two main trends defining the tourism experience: the first is related to the process, with a transformation of the world into knowledge, the second is about the moment, with a focus on hedonism and feelings of success. While by definition, tourism requires physical travel, there is a contradiction in the tourism experiences

offered by the metaverse. The metaverse cannot replace physical travel, but can create the desire to travel.

In the immersive reality of the metaverse, technological devices feed the user with sensations such as sight, hearing, touch and even smell. Besides acquisition costs, the use of these new devices calls into question the perception of the senses connecting humans to their environment.

The metaverse results from the interaction between a device, a user putting themselves in the shoes of a tourist, and other spectators. Although the experience is virtual, the senses are indeed put to work by stimulating certain situations that are desired but not accessible at the time. Through immersion, the virtual reality headset or haptic sensors allow us to experience things that were previously intangible and to reconnect with the senses. Through an avatar, the metaverse user can embody a tourist by creating a virtual tour route, interacting with other avatars and consequently imagining how they feel, stimulating what Giacomo Rizzolatti calls mirror neurons.

constraints

Whether imitated, reproduced or simulated, travel and holidays are touristic practices that provide a break from everyday life. They're also an opportunity for some to see their loved ones or to engage in activities that are difficult to do in everyday life. Observing animals in a safari, discovering archaeological sites or practising a foreign language are activities that produce unique, essential bodily and spiritual sensations different from those produced virtually by metaverse devices.

Moreover, the metaverse, which is in itself a technological development of the Internet, is not yet complete. It requires financial investment and the construction of a regulatory framework to control user behaviour. For when Mark Zuckerberg expresses his desire to create a virtual and alternative world in which users can also travel, we must not lose sight of the fact that users' data will be put to use. And while some people see the metaverse as a solution to avoid flying and move toward sustainable tourism, the digital pollution it will create could well work against this 'virtuous' form of tourism.

Although tourism in the metaverse will not be able to replace outdoor experiences, some tourism professionals could use it to promote sites that are not easily accessible or are ignored by tourists, who can discover them virtually.

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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:

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We already know better than to nuke plastic—or heaven forbid, aluminum foil—but certain foods can become downright toxic when blasted in the microwave. Here's what you need to know.

Think twice before tossing these foods in the microwave

HARD-BOILED EGGS



Shelled or unshelled, when a hard-boiled egg is cooked in a microwave, the moisture inside creates an extreme steam buildup, like a miniature pressure cooker, to the point where the egg can explode! Even scarier, the egg won't burst inside the microwave while it's being heated, but afterward—which means the scalding hot egg can erupt in your hand, on your plate or even in your mouth. To avoid turning your egg

FOODS YOU SHOULDN'T REHEAT IN A MICROWAVE

into a steam bomb, cut it into small pieces before reheating. Better yet, avoid putting it in the microwave altogether.

PROCESSED MEAT

Processed meats often contain chemicals and preservatives that extend their shelf life. Unfortunately, microwaving them can make those substances worse for your health. In microwaving processed meats, we might



unknowingly be exposed to chemical changes such as oxidized cholesterol in the process, according to research in the *Journal of Agricultural and Food Chemistry*.

RICE



According to the Food Standards Agency, microwaving rice can sometimes lead to food poisoning. The issue with rice involves the common presence of a highly resistant bacteria called *Bacillus cereus*. Heat kills this bacteria, but it can have produced spores that are toxic—and surprisingly heat resistant—according to findings in the *International Journal of Food Microbiology*. A number of studies confirm that once rice comes out of the microwave and is left out at room temperature, any spores it contains can multiply and cause food poisoning if you eat it. (The humid environment of warm leftover rice makes it an ideal breeding ground.)

CHICKEN



The most important thing to realize about microwaves is that their heat does not always kill bacteria, because microwaves heat from the outside in instead of the inside out. As such, certain bacteria-prone reheated foods will have higher risk of causing sickness when these bacterial cells survive. Bearing this in mind, you can see why chicken, which is at risk of salmonella contamination, could be a dangerous food to microwave.

Before eating chicken, you have to cook it thoroughly to eliminate all present bacteria. Since microwaves don't fully or evenly cook all parts of the meat, you're more likely to be left with surviving bacteria, such as salmonella. In one study, out of 30 participants who reheated raw meat, all 10 who used a microwave became ill, whereas the 20 who used a skillet were fine. This goes to show how much bacteria can

survive in meat when microwaved, compared with other cooking methods. Here are some ways you could be shortening the life of your microwave.

LEAFY GREENS



If you want to save your celery, kale or spinach to eat later as leftovers, plan to reheat them in a conventional oven rather than a microwave. When blasted in the microwave, naturally occurring nitrates (which are very good for you on their own) may convert to nitrosamines, which can be carcinogenic, studies show. Make sure you don't ignore these microwave problems.

BEETS



The same chemical conversion that happens to spinach holds true for reheating nitrate-rich beets and turnips! Good thing they're just as delicious cold.

FRUIT

Microwaved grapes won't make raisins, but they will make plasma, which is a form of matter that's created when gas is ionized and lets electricity flow. In a video, Stephen Bosi, PhD, physics lecturer at the University of New England, shows that nuking two pieces of a plain ol' grape in a microwave can create enough plasma to melt a hole through a plastic container. Plasma might not be produced from other fruits, but you could still be left with a mess. Whole fruit traps steam under the flesh, meaning it could burst while it's heating.

Potatoes

The danger comes when you try reheating cooked potatoes. Cooking potatoes in aluminum foil protects the bacteria *C. botulinum* from the heat, meaning it can still thrive if the potato stays at room temperature too long and potentially cause botulism. Popping that contaminated tot in the microwave won't kill the bacteria, either, so play it safe by cooking them on a baking sheet instead of wrapped in foil and refrigerating leftover potatoes as soon as possible.

Courtesy: Reader's Digest



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DIET STUDIO

A quiz competition sponsored by Chiltan Pure was held among the participants observing World Food Day.



“

Diet Studio, an initiative of College of Tourism & Hotel Management (COTHM), celebrated world food day on October 16, 2022. On the occasion, Chiltan Pure, a renowned organic food brand, CEO Najam Mazari visited COTHM & Diet Studio and appreciated the services provided by Diet Studio.

During his interaction with the students, Mazari highlighted the importance of entrepreneurship and gave students valuable tips on “How to run a food brand successfully?”

Highlighting the importance of brand creation, he said, “Never compromise on the quality, and work on the value addition to your product. Your brand must be revenue-generating for you and the company.”

On the day, a quiz competition was also held among the participants observing World Food Day. Winners of the competition were awarded with gifts from Chiltan Pure.

”



**FOOD INDUSTRY
IN PAKISTAN DIRELY NEEDS**

CERTIFIED FOOD SAFETY PROFESSIONALS



By: Arena Asif

Arena Asiff has done graduation in Food Sciences & Technology from UMT, she holds international certification in Nutrition & Health and Food Safety.

Currently, she is working as food technologist at Diet Studio. She writes on different topics related to Health, Food Safety, Nutrition & other science related topics. She can be reached at arenaasif6659@gmail.com.

As a Food Technologist, I believe that having a professional degree only is not enough for your educational career. It would be best if you have different international trainings & certifications that adds to your practical skills & would allow you to become prominent among others. Choose training & certifications according to your educational background. After completing my BS in Food Sciences & Technology.

I always really wanted to do something that is in current demand by the employer of the Food industry. Therefore, I started searching one day I came to know about this British awarding body that is offering 200+ qualifications/training named British Qualifications & Certifications. It's a Uk based British certification that is providing training/certification in Food Safety, Nutrition & Health, HACCP, Auditing & Inspection, Allergens & many more.

COTHM Pakistan takes this initiative by providing these trainings in Pakistan, they have trained instructors for these certifications. COTHM Pakistan provides British



according to Food Safety Levels. By obtaining the food safety qualification, employees who handle food will gain a good understanding & the importance of food safety and knowledge of the systems, techniques, and procedures involved in producing safe food. Furthermore, they will have the knowledge to deliver quality food safely to customers.

Following are the Levels of Food Safety that are available at COTHM:

- Food Safety Level 1 (For Beginners)
- Food Safety Level 2 (For High-Risk Food Handlers)
- Food Safety Level 3 (For supervisors & Jr. Managers)
- Food Safety Level 4 (For Sr. Managers & Executive Chefs)

After the completion of these food safety trainings, you'll come to know about the right way to handle the food, risk of food spoilage become less because people are aware about the right storage temperature for specific food. These trainings help to cut down wastage of food premises that positively impact on profits. Employees will gain better understanding and appreciation for their job.

Food Safety Level 1:

Food Safety Level 1 qualification is a foundation level. In this level, you will learn about the basic introduction to food safety, possible associated hazards, the importance of personal hygiene, food handling, cleaning, etc. Food Safety Level 1 covers important information on the foodborne disease, receiving and storage of food, safe food preparation, Food service, cleaning and sanitization, as well as workers safety is included in the training. Level 1 Food Safety training is provided for retail, catering, and manufacturing setups with the availability of multiple languages

It's a **training program for front-line food service employees**, including **chefs, waiters, dishwashers, home-based chefs, housewives, and bakery workers**, as well as owners of food service establishments.

Food Safety Level 1 available in both Urdu & English languages for better understanding

Duration: One Day classroom based Training Workshop



certifications that offers an extensive range of International food safety qualifications. Food safety qualifications ranges from level 1 to level 4 and are internationally recognized as a mark of excellence. Certification entry criteria vary



Food Safety Level 2:

This qualification is a progression level of Food Safety Level 1. It includes basic knowledge about food safety. Most popular food safety qualification that is accepted by the enforcement of officers and auditors. Food handler's training is considered a legal requirement. Level 2 Food Safety training is provided for retail, catering, and manufacturing staff

Duration: One Day classroom based Training Workshop

Who should attend?

- *High-Risk Food handlers i.e. those who have completed Matric with science*

What will you learn?

- *Importance of food safety procedures*
- *Knowledge about hazards (Microbiological, chemical, physical and allergenic) and their control*
- *Temperature control and stock rotation*
- *Good personal hygiene Practices and preventing contamination, including hand washing, protective*

Who should attend?

- *New employees with no previous experience*
- *Food Workers with low-risk food handling duties*
- *Support workers (maintenance/kitchen porters) and food workers performing low-risk duties*
- *Chefs*
- *Home-based chefs*
- *Housewife*
- *Front line food service employees*

What will you learn?

- *Awareness of Food Safety*
- *Food Contamination and Prevention*
- *Procedures for safe food handling*
- *Personal Hygiene*
- *Food Safety Law*

After the completion of food safety level 1, home-based chefs get knowledge about basic cleaning & hygienic practices. After getting this training wives can make safe food that would be free of any contamination.





clothing, cuts, and reporting illness

- *Keeping work areas and equipment clean and safe*
- *Safe waste disposal*
- *Pest control*

Food safety level 2, gives basic knowledge about how to make your food safe to those who did their Matric.

Food Safety Level 3:

This practical qualification is meant for supervisors/Managers or future supervisors and managers of the Food industry

A person involved in the supervision of food handlers within a food environment is a good candidate for the Level 3 Food Hygiene course. It is advised that every food establishment have at least one person with Level 3 Food Safety, especially if that person is the supervisor in charge of the organization. In addition, Level 3 Food Safety training is provided for retail, catering, and manufacturing supervisors.

It is advised that those who oversee or manage those who handle or work with food take a Level 3 Food Safety and Hygiene training for thorough supervision & implementation across the Food chain

Duration: Three Days classroom based Training Workshop with practical implementation

Who should attend?

- *Senior Hotel, café, bar & Takeaway Managers*
- *R&D Manager*
- *Quality & production manager*
- *Research Officers*
- *Food safety officers*



What will you learn?

- *Significance of food safety management procedures*
- *Food Safety Maintenance by Supervisor*
- *Control of microbiological, chemical, physical, and allergenic hazards*
- *Ensuring good temperature control*
- *Stock rotation*
- *Significance of good personal hygiene and prevention from contamination*
- *Ensuring cleanliness & safety of work areas and equipment*
- *Waste disposal and pest management*
- *Implementation of food safety management systems*

After the completion of Food Safety level 3, caterers & manufacturers of different food business chains can follow all quality standards. They know how to maintain food quality for following basic hygienic practices.

Food Safety Level 4:

An advance level for graduates, post graduates or any person who's practicing this profession, in Food Sciences & Technology, Biochemistry, and Quality Assurance. Most importantly this level is for Trainers/instructors. Level 4 Food Safety training is provided for retail, catering, and manufacturing supervisors.

Duration: 5 Days classroom based Training Workshop with practical exercises

Who should attend?

- *R&D Manager*
- *Academics*
- *Food Safety officers*
- *Research officers*
- *Executives*
- *QA/QC Managers*

What will you learn?

- *Implementation & evaluation of a HACCP system*
- *Importance of effective HACCP plan in catering business*
- *Food safety legislation*
- *Pest management*
- *Design & construction of food premises*
- *Training & education of food handlers*

So be a part of these internationally recognized certifications that will definitely help you to build up better career for you future.



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- 3- Food Manufacturing Industry
- 4- Educational & Training Institutes
- 5- Punjab Food Authority
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- 7- Research Institutes
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185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
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
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KAZAKHSTAN CONSUL GENERAL RAO KHALID MUSTAFA APPRECIATES COTHM FOR PROVIDING INTERNATIONAL-LEVEL FACILITIES



Kazakhstan Consul General RAO KHALID MUSTAFA visited College of Tourism & Hotel Management (COTHM) Lahore where COTHM CEO Ahmed Shafiq gave him a thorough tour of the college and detailed information about the teaching faculties and departments.

During his visit, he appreciated the administration of COTHM for providing international-level training to the students in various departments. He said that COTHM is making students skilled in the fields of cooking, baking, tourism, aviation and hospitality that is a commendable work.

While interacting with the students, Khalid said that the future is all about skills and those who are already in skills education are in safe hands.

During his visit, different areas of food, hospitality, tourism and aviation in international market were also discussed. Khalid also discussed the scope of these fields in Kazakhstan with COTHM CEO Ahmad Shafiq and intended to pave way for Pakistani students to study and work in Kazakhstan.



SAFETY TIPS

FOR BIKE TOURING

Many besides having utmost desire for touring are unable to enjoy a tour because they cannot afford it. But those who are really passionate somehow make their way either by bike touring or by hitch hiking. Bike tourism many times attracts adventure lovers. It not only gives them a chance to visit far off areas where cars cannot go but also satisfies their hunger to adventure. It is budget-friendly too. The only demerit of this is that it will make you feel tired.

Bike riding is not for 'burgers' but it is for those who enjoy adventure and love

MONTHLY HOSPITALITY PLUS | NOVEMBER 2022 | 47



By Muhammad Sharif

natural scenery. Riding a bike will let your all stress go away. Here are some tips you can use while bike touring.

1.Using a sports bike for touring

Many people worry which bike they should use for ride. It does not matter until your bike is well maintained and meets the road requirements. There's no one motorcycle that's perfect for every road trip and rider. You can use a CD70, Yamaha 125, YBR or any sports bike for touring purposes.

2.Always carry the necessary things with yourself

Motorcycle helmet, waterproof gloves, first aid box, bike maintenance and puncture kit are the most important things you must carry with yourself before starting the ride for a long tour. You must also carry the maps of location with yourself. Phone charger is also a mandatory thing to carry with. Having rain coat with you will be better. You must also take the necessary amount of money and essential documents with yourself.

3.Do not carry unnecessary things

Try to keep your luggage as minimum as you can. Do not carry unnecessary things with yourself. If you are going for a honey moon with your wife, do not carry jewelry, shoes having long heels or other wedding clothes with yourself.

4.Keep you fuel tank filled

Always keep fuel tank of your bike filled. First aid material and necessary bike repairing material must also be with you.

5.Your bike must be in good condition

Before leaving for a ride, make sure that your bike engine and brakes are well maintained. Must check bike tyres before leaving for a ride.

6.Take a break after every 50 Kilometer

During a long ride, take a break after every 50 kilometers. It will keep you safe from feeling tired. Have some snacks during the break. Instead of having large meals once or twice a day, plan several small meals and snacks during your trip.

7.Check weather forecast

Always check weather forecast before moving to the next



location.

8.Be careful while riding in hilly areas

Always be careful while riding in hilly areas and blind turns. Plan your travel only in the daylight and never ride at night. Keep your eyes on road. Do not go to busy areas.

9.What to wear during ride

Never wear Shalwar Kameez or any kind of loose clothes while riding. Always wear tight clothes. You can try jeans and T shirt too. Have necessary clothes according to weather requirement.

10. Should I go alone?

Yes, being alone is not a problem but it will be better if you have someone to accompany you. You can also join Pakistan bikers' community. They arrange guided tours on bike.

11. Use Google maps

Use Google maps for finding the location and direction.

12. Plan your tour

Always plan your tour before leaving. Plan the expenses, the route you will choose and places where you will stay. Decide how much distance you plan to cover in a day. Try to follow the plan. It will be better and more adventurous if you camp outside instead of residing in a hotel or motel.

13.If you are travelling in a group

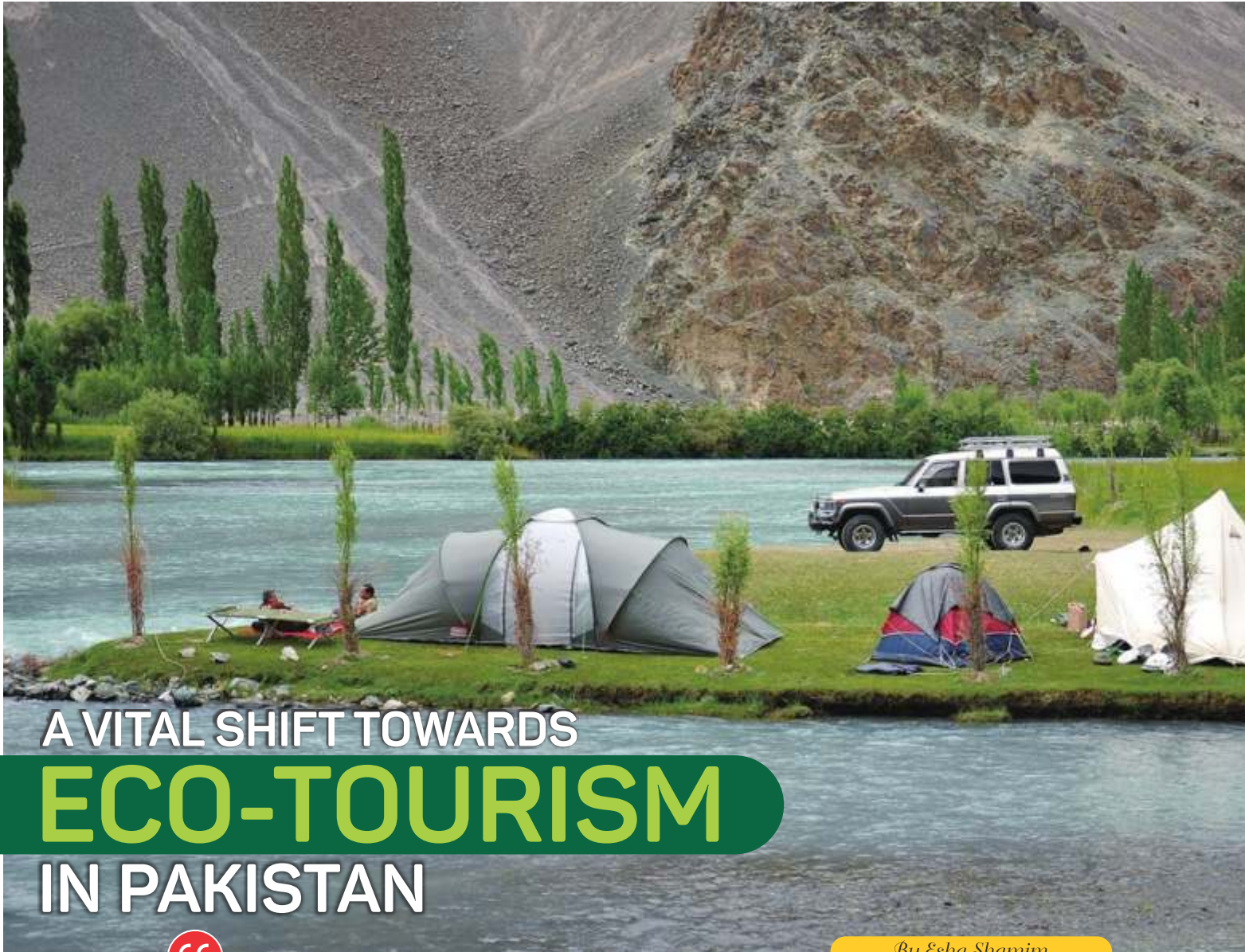
Follow a leader and ride like a team if you are travelling in a group. Every member of the team must have the contact details of all other members. Different duties should be assigned to the members.

14. Be visible to others

While on road, be visible to other fellow bikers and other passengers on the road.

So, it is therefore time for you to take out your bike and go for a budget friendly holiday till when you have leisure from your job, family and all worries.





A VITAL SHIFT TOWARDS ECO-TOURISM IN PAKISTAN



Eco-tourism refers to responsible, sustainable, and eco-friendly travelling in natural landscapes without causing any damage to local land, community and ecosystem by any means. United Nations has declared the year 2022 as an “International Year of Eco-System” after recognizing how important a role ecosystem plays in sustainable development and economic surge.



By Esha Shamim

To actually make it happen is up to the policy makers, promoters, travelers and governmental institutes to ensure tourism activities that have minimal impact on the natural ecosystem.

Fastest growing industry

Travel and tourism are the world’s fastest evolving sectors and a source to bring foreign currency into the country that will ultimately elevate its economy. The growth rate of tourism in 2021 was almost 5.8 billion US dollars which is much higher than any other industry. But the most important part before mapping any tourism plan is sustainability.

Planning eco-friendly tourism to support both travel and to make your natural resources intact, pollution free and valuable for local communities is the

biggest challenge Pakistan faces on top of everything. In order to meet international standards of tourism, Pakistan must pay head to responsible tourism.

Countries offering Eco-Tourism

Many countries around the world are practicing Eco-tourism to promote habitable, safe and profitable tourism for their locals and tourists.

There are some countries which suddenly grabbed the attention of the whole world through their sustainable tourism. Top of the list includes Ice-land, Kenya, the United States, Finland, and Jordan. If we narrow down what they are implementing to maintain a balance between resilient eco-system and tourism promotion, we shall come to the bottom of the funnel with the following key features in common;



water pollution. Tourists must follow laws; islands are exercising to show they are doing their part in this regard. That primarily creates a greater impact on the economy of small islands and developing states as well.

III) Job opportunities:

The secondary goal of eco-tourism is to create job opportunities for small enterprises by allocating them finance through micro-credit initiatives that support local and poor communities with high potential for sustainable and cultural tourism.



IV) Maintaining harvest cycle:

According to this model, members of “Community Supported Agriculture”

D) Anti-poaching measures:

Most of the countries imparting eco-tourism are taking anti-poaching measures more seriously. Most of them have set anti-poaching patrol to control illegal and harmful poaching. Policy makers are practicing following measures. They are making dual efforts to catch poachers nationally and internationally, setting national wildlife parks to prevent endangered animals and entitling national park areas more frequently near wildlife diversity.

II) Coastal tourism:

Islands are practicing eco-tourism by preventing their shores and coast from excessive dirt, smoke, and





make pacts with farmers to give the annual basis of their products to manage the future cycle of need. The model focuses on what farmers should produce based on the need of the community members. And by getting advance annual subscription payments, farmers could manage their annual harvest cycle. And this is how they uphold a proper food cycle in travel zones.

Where does Pakistan stand in the race for Eco-tourism?

Eco-Tourism in Pakistan:

Pakistan is among the countries with incredibly beautiful natural lands. Every year tourists from all over the world came to rejoice the eternal beauty of Pakistan. The Northern side of Pakistan is packed with breathtaking sceneries. And it's up to us to intercept and relish this beauty precisely without defacing its eco-system.

The Ministry of Climate Change is executing Eco-tourism in Pakistan specially to ping up costal and marine exquisite. For this purpose, Pakistan is focusing on establishing its first ever large scale natural-corridor with an altitude of 10,000 feet.

Furthermore, Sind Chief Minister Syed Murad Ali Shah, and Sherry Rehman from the Environmental and Climate Change Department also share their plan regarding responsible tourism. The brief of their project focused on two major things that include; Adaptable Marine Ecosystem

Maintenance of salinized land funded by National Disaster Risk Management Fund (NDRMF)



NDRMF and Climate Ministry are working on utilizing natural land, maintaining marine eco-system and contributing towards fulfilling crisis management and climate change issues. Pakistan is still working efficiently on maintaining Eco-tourism and in near future we will be seeing more proactive projects to fuel sustainable and adaptive tourism in this country.

About Author

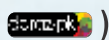
Esha Shamim holds a degree in Communication Studies with specialization in PR and advertising from University of the Punjab Lahore and can be reached at eshashamim26@gmail.com



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FOOD ALLERGEN AWARENESS QUALIFICATIONS HAVE A FUTURE FOR YOU



After completing food allergens' awareness qualifications, one may go for the positions of allergen inspector, food safety officer, supervisor in food handling and QA/QC manager.



The biggest challenge now a days is to have good knowledge about the details of food that we are consuming and selling every day. As food might harm us instead of nourishing us if the ingredients trigger our immune system negatively, I, as a nutritionist, firmly believe that food consumption must be safe and healthy. Some people might experience allergy from specific foods that are considered allergens for them and some may suffer from food intolerances. An allergen is a substance that causes an allergic reaction in our body. The immune system recognizes allergens as foreign or dangerous substances. As a result, the immune system reacts by making a type of antibody called IgE (immunoglobulin E) to defend against that allergen. This reaction leads to allergy symptoms.

Symptoms of an allergic reaction include:

- Itching
- Watery eyes

- Itchy nose
- Sneezing
- Running nose
- Rashes
- Hives (a rash with raised red patches)
- Cramps
- Vomiting etc.

Common allergen ingredients include:

- Cow's milk
- Eggs
- Tree nuts
- Peanuts
- Shellfish
- Fish
- Soy
- Wheat

To help people fight these allergens and get rid of them, I decided to spread awareness about allergens and its consequences. Initially, I just



By Talia Sultan
Nutritionist

Talia sultan is a student of Human Nutrition & Dietetics at University of Veterinary & Animal Sciences (UVAS) Lahore. She is an expert in diet planning and developing dietary guidelines for weight loss, weight gain as well as demonstrating well on physical exercises to stay healthy. She loves to write articles on health, nutrition, fitness and beauty. She can be reached at taliya.foodsafety@gmail.com



had an idea of allergens but a detailed qualification was my requirement. Many institutes were offering online courses on food allergens courses but I wanted a practical class for this and got a chance to attend an amazing workshop of Food Allergens at College of Tourism & Hotel Management (COTHM). This was a 3-days course with practical training to improve the recipe development skills of learners to prepare allergen free products for use effectively.

Food Allergen Awareness Qualifications (Level 2 & 3) on offer at COTHM

- Those who are eligible to attend these workshops can be university students, students of nutrition sciences, dietetics, food safety, food science and those who want to practice as



“ Those who are eligible to attend food allergen workshops and courses can be university students, students of nutrition sciences, dietetics, food safety, food science and those who want to practice as allergists. ”

allergists.

- This qualification is aimed at food handlers and other staff involved in food preparation and service who work within the catering industry.

- The objective of the qualification is to support a role in the workplace. It is designed to provide knowledge and understanding of food allergens and the foods commonly causing intolerances, their characteristics and effects. The course also effectively communicates information regarding allergenic ingredients to customers. It also tells how the staff of an eatery can minimize the risk of cross-contamination from allergenic ingredients.

“ If you are already in food business and want to expand your professional horizons, ‘food allergens’ can be a wonderful thing to explore. ”



PCL KICKS OFF WITH Wonderful Cooking COMPETITIONS AT KINNAIRD



Pakistan Culinary League (PCL) held its first competition at Kinnaird College for Women in which a large number of students from Kinnaird College for Women participated in different categories and made tasty dishes. Categories of the competition were Pakistani cuisine, desserts, beverages and fast food.

PCL is the culinary league being held between students of different universities, colleges and schools. College of Tourism and Hotel Management (COTHM) in collaboration with Chefs Association of Pakistan (CAP) is organizing this league.

Under the PCL, intra-university, intra-college and intra-school competitions are being held and later the winners from each school, college and university will compete with one another who then will compete at Pakistan International Culinary Festival (PICF).

Cheezious; a fast food brand, Asia Dye-Tech; a food colour company, K&Ns and Ambassador Commercial Kitchen Equipment are the key sponsors for PCL.



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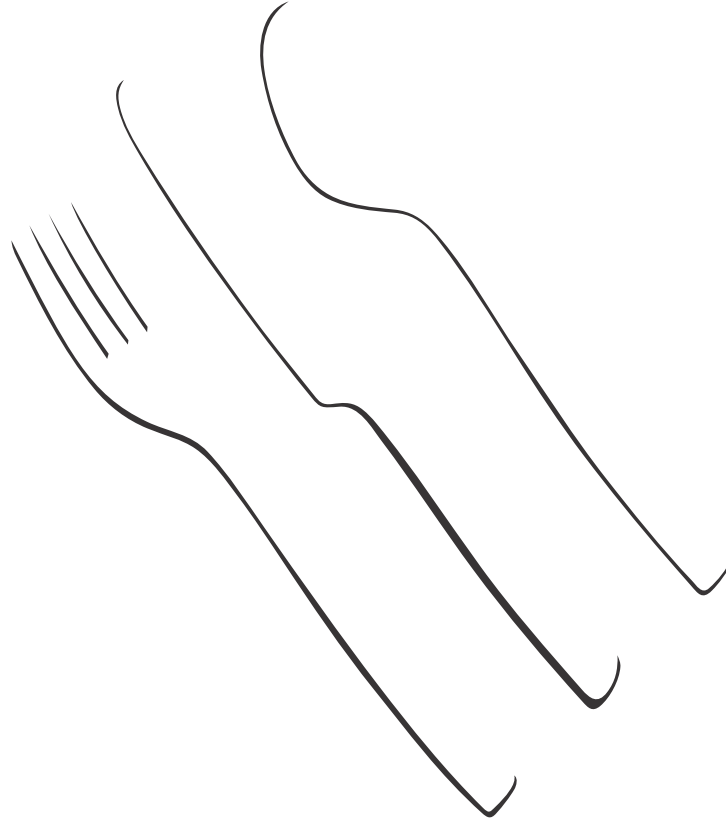




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EXECUTIVE POWER LIST 2022

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.



Mark Kirby

Head of Emaar Hospitality Group

In Mark Kirby's seven years at Dubai's Emaar Hospitality Group, 2021 was one of his most important. For the first time, it marked the group's first steps outside of its home emirate, landing in the likes of Fujairah, Umm Al Quwain, Turkey and Bahrain. It's a bold move by Kirby and his team, but one that has paid off well, with moves into Fujairah and UAQ especially making waves in their markets. In 2021 Kirby spearheaded the launches of Address Beach Resort in JBR, Address Istanbul, Address Beach Resort Fujairah, Vida Beach Resort Marassi Al-Bahrain, Rove Citywalk and Rove Expo.

At the Expo 2020 Dubai Site, under Kirby's leadership, Emaar Hospitality Group has successfully managed the 2020 Club by Emaar, a dedicated hospitality venue, located at Al Wasl Plaza. At the exclusive venue, guests can find themselves at the epicentre of all the action, adjacent to the Al Wasl dome, and the UAE Pavilion.

Emaar Hospitality Group says technology and innovation are critical in everything it does, with all projects designed to fulfil the guests' needs – from health and work to relaxation and sleep.



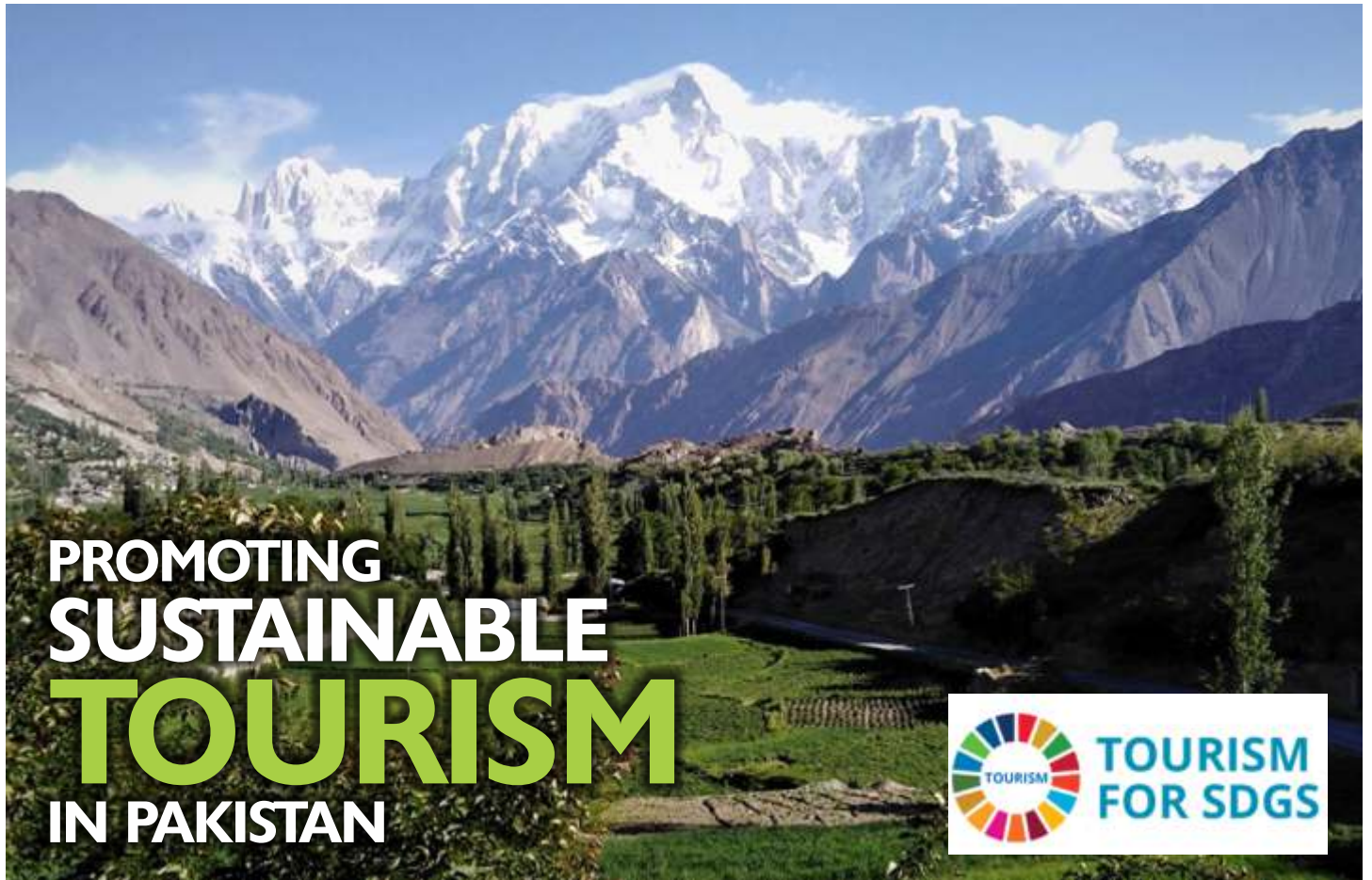
Mark Willis

CEO India, Middle East, Africa & Turkey, Accor

As Mark Willis himself put it: "We have emerged stronger than ever." With a merger with Ennismore, deals signed with mega-events and projects in Qatar and Saudi, and renewed focus on brands such as Raffles, Accor has spread across all corners of the market, and done so faster than almost anybody else.

In Willis' region, SLS Dubai, Th8 Palm Jumeirah, Raffles The Palm Dubai, 25hours Dubai and Hyde Downtown Dubai have all opened, all of which reinforce Accor's case as the leader in luxury and lifestyle. In KSA, Accor is set to be one of the first operators on The Red Sea Project with its SLS and Raffles flags, while in Qatar, the group has signed a landmark deal to operate 60,000 residential units during the FIFA World Cup Qatar 2022.

As of December 2021, Accor has 139 hotels in its MENA pipeline, adding to the 245 Willis already looks after.



Since the Rio Earth Summit held in 1992, there has been a steady increase in the awareness around the world for the need to consider environmental and cultural issues in the Travel & Tourism industry and not simply its economic returns. There has been growing recognition that those who profit from tourism are not always those who have to bear its costs.

Governments, industry and academia have undertaken research and implemented actions to minimize the impacts of the ever increasing travel industry on the natural,

human, built environment and to develop sustainable tourism practices. In 1996, the World Travel and Tourism Council, World Tourism Organization and the Earth Council worked together to produce "Agenda 21 for the Travel and Tourism Industry: Towards Ecologically Sustainable Development".

Sustainable tourism refers to a broad range of tourism ventures that take into account ideas of sustainable development. Importantly, sustainable tourism development is supply driven rather than demand driven with consideration given to





aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector that can contribute to the SDGs. It promotes tourism's role in the following five key areas:-

- * *Inclusive and sustainable economic growth*
- * *Social inclusiveness, employment and poverty reduction*
- * *Resource efficiency, environmental protection and climate change*
- * *Cultural values, diversity and heritage*
- * *Mutual understanding, peace and security.*

Pakistan has a great opportunity for the tourism development based on its spectacular natural landscapes and unique cultural heritage. Tourism is one of those economic activities that have the potential to bring considerable benefits to the nation. If it is managed effectively, tourism can be used as a vehicle to deliver socio-economic benefits directly to rural and remote areas.

Sustainable Tourism Foundation Pakistan (STFP) a national non-profit organization is working with the stakeholders in public and private sector to promote the best practices of sustainable and responsible tourism in Pakistan. STFP has launched a number of showcase projects across Pakistan in partnerships with various like-minded organizations to promote the concepts of sustainable tourism in Pakistan. To get more details on these project you may visit the website of STFP at <https://stfp.org/>



social, economic and environmental factors. It is planned within the carrying capacity of an area – both ecologically and culturally – and control of the development remains within the community as much of the economic benefits as possible.

The United Nations 70th General Assembly designated 2017 as the International Year of Sustainable Tourism for Development. This provided a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year



INDUSTRY

FLY JINNAH BEGINS FLIGHT OPERATIONS IN PAKISTAN

1



Fly Jinnah is a Karachi-based low-cost airline that has obtained the airline certificate and operating license and will begin its operation soon in Pakistan. The new airline is a joint venture between Air Arabia Group and Laxon Group, which is one

of Pakistan's leading and most diversified business conglomerates. It is worth remembering that CAA issued Fly Jinnah a regular public transport license last year and officially registered it to operate passenger and freight services. Air Arabia has leased

three of its newest Airbus A320 aircraft to Fly Jinnah. The Fly Jinnah will initially be used for flight operations. These aircraft are equipped with the latest technology and safety features.

HELI SERVICE LAUNCHED IN KASHMIR TO PROMOTE TOURISM

2



President Dr Arif Alvi has launched Kashmir Air's commercial helicopter flight operations in Azad Jammu and Kashmir (AJK) as part of an effort to promote tourism in the region. Addressing the launching ceremony of Kashmir Air in Bagh, the president stated that the AJK is endowed with immense natural beauty and tourism potential, and that the private sector should step forward to develop the AJK's tourism

sector to its full potential. Kashmir Air is a private company that plans to launch commercial helicopter flights to AJK and northern Pakistan to transport tourists.

He stated that tourism has become a mainstay of many developing economies around the world and is regarded as a valuable source of foreign exchange, job creation, growth stimulation, and reduction of economic

disparities. He advocated for an integrated approach to tourism planning in AJK, noting that a careful assessment of the economic, social, and environmental impacts of tourism on the region, as well as the establishment of linkages between stakeholders, businesses, resources, and tourism activities, should be conducted.



HIGHLIGHTS

AROUND 35 MLN TOURISTS VISIT TURKEY IN 2022

3



According to statistics released by the Turkey Tourism Department, more than 35 million foreign tourists visited Turkey this year. Foreign tourist arrivals increased by 98 percent from January to September compared to the same period last year, while tourism revenues increased by 27 percent in the third quarter.

Turkey received 40.25 million visitors in the first nine months of the year, including Turkish citizens living abroad. Germans were the most numerous foreign tourists during this time period. From January to September of last year, the number of German tourists visiting Turkey Tourism increased from 2.3 million to 4.53 million. Russians came in

second place. In the first nine months, 3.9 million Russian nationals visited the country, up from 3.46 million the previous year. The number of British tourists grew from 137,000 in 2017 to 2.82 million in January-September 2022. Bulgarians came in fourth and fifth, with 2.06 million and 1.84 million people, respectively.

TURKISH AIRLINES RECEIVES APEX WORLD CLASS AWARD FOR 2ND TIME IN A ROW

4



National flag carrier Turkish Airlines has received the APEX World Class award for the second time in a row. Turkish Airlines got the honor at the 2022 Airline Passenger Experience Association (APEX)/IFSA EXPO in Long Beach, California on Oct 26. The airline passengers group APEX also named Turkish Airlines a Five-Star Global

Airline for the sixth consecutive time thanks to its service standard. Passengers rated over a million flights of almost 600 airlines around the world for the results. Ahmet Bolat, the chairman of Turkish Airlines' board and executive committee, said: "As only eight airlines were deemed worthy of this (APEX World Class) award around the globe, it shows the significance of our achievement.

We will continue to shape and enrich our services in accordance with the expectations and satisfaction of our guests in the framework of safety and sustainability." In September, Turkish Airlines was named the top carrier in Europe at the World Airline Awards organized by air transport rating agency Skytrax.



INDUSTRY

CAREEM PARTNERS WITH TDCP, LAUNCHES CAR TYPE TO PROMOTE TOURISM IN PUNJAB

5



Tourism Development Corporation of Punjab (TDCP), the main wing of Punjab Tourism department, has joined hands with Pakistan’s renowned ride-hailing platform Careem. To increase the magnitude of tourism, this partnership is launching a new car type specifically for guided tours called “Safe and Secure Tourism

(SST)” in Lahore.

The car type will include three routes: the first route will include a tour of Lahore Museum, the National History Museum, Lahore Fort, and the Badshahi Mosque, second route will include a tour of Wazir Khan Mosque, and Shalimar Gardens and the third route will be dedicated to Wagah Border. In addition to the

collaboration, TDCP has trained 10 Careem Captains to become certified guides for visitors to the historical and cultural city of Lahore. Additionally, Careem has also become the official partner of TDCP in mobility to facilitate local and foreign tourists visiting the country.

NEPAL, PAKISTAN CAN COOPERATE IN TOURISM SECTOR: ENVOY

6



Ambassador of Nepal Tapas Adhikari has said Nepal is a global tourist destination. It is a hub of mountain and adventure tourism. We have trained manpower in these spheres. ‘ We have the best hospitality industry in South Asia. It has the best and authentic restaurants of different delicacy of the world and most open and vibrant society. Mountain, culture, people, religion, jungle safari are the main areas of

tourist attractions in Nepal’.

The Ambassador further said, tourism was a main component of the economy and provides economic opportunity, employment and revenue. It is expanding day-by-day. It provides cultural cooperation opportunities where different culture meets and interacts. Tourism is a soft power of the country.

He said they wanted to show culture, tradition and other tourism products to our friends

across the world and the Government of Nepal announced to organize Visit Nepal Year 2020 to show Nepali hospitality. In the meantime, the Covid outbreak completely impacted the plan and you are aware how much the travel, airlines and tourism industry suffered by it. Tourism industry has not reached the pre-Covid level.

HIGHLIGHTS



PAKISTAN, TURKIYE TO JOINTLY LAUNCH 'SCREEN TOURISM'

7



Pakistan and Turkiye have agreed to boost cooperation in tourism, culture, film, drama and other areas in order to take their bilateral relations to the next level. The two sides also agreed to promote bilateral cooperation in the drama and film industry, setting up a film processing lab in Pakistan on modern lines and taking the joint venture to launch “screen tourism”.

Information Minister Marriyum Aurangzaib

announced that Pakistan would participate in the upcoming film festival of Turkiye to showcase its best talent in the film industry. She said the two countries enjoyed deep friendly relations, adding the role of Turkiye in Pakistan’s development was unforgettable. She further said Pakistan was keen to launch the “screen tourism” in collaboration with Turkiye which would eventually help both countries in highlighting their cultural

diversity and natural beauty at the international level.

She added that her government had formulated the country’s first-ever film and culture policy, which included tax exemptions and incentives for the industry. The use of modern technology was made part of the national film policy to improve production quality and stories, she added.

THAILAND TO BEAT TOURISM TARGET AS INDIANS, MALAYSIANS LEAD

8



Thailand is on course to surpass its target to attract 10 million foreign visitors this year as Malaysians and Indians lead the return of holidaymakers while most Chinese travelers, who topped the list before the pandemic, stay home due to the

nation’s Covid-Zero policy. Tourist arrivals totaled 7.56 million as of Oct. 30, with at least 1.5 million visitors a month expected during the remainder of the year, government spokesman Anucha Burapachaisri said in a statement Saturday.

Flight bookings from India and Malaysia to Thailand showed a load-factor of 85% and 68% respectively during November and December, he said.

INDUSTRY HIGHLIGHTS

NEW GWADAR INTERNATIONAL AIRPORT TO BE INAUGURATED IN MARCH 2023



9

The inauguration of the New Gwadar International Airport (NGIA) is likely to be held on March 23, 2023. During Prime Minister Shahbaz Sharif's visit to Beijing last week, Pakistan requested China to complete the ongoing work on New Gwadar International Airport (NGIA) by March next year. The estimated cost of the NGIA is \$230

million and the China government is providing grants for the project. The groundbreaking of the project was done in March 2019 and it was due to be completed by March 2023. However, the project is around six months behind the deadline and is now due for completion in September 2023, the source said. The incumbent government wants the inauguration of the airport by Prime

Minister Shahbaz Sharif on March 23 next year.

New Gwadar International Airport (NGIA), will be capable of handling a combination of ATR 72, Airbus, (A-300), Boeing (B-737), and Boeing (B-747) for domestic as well international routes.

COTHM, CHOCOLATE ACADEMY & DIET STUDIO ENGAGE AUDIENCE AT HUM MASALA FAMILY FESTIVAL & LAHORE SCIENCE MELA



10

Kinnaird College for Women University (KCWU) Department of Food Sciences & Nutrition Head Dr. Mahnaz Nasir Khan visited College of Tourism & Hotel Management (COTHM) where she appreciated COTHM and Diet Studio management for providing international level food safety training to the students and equipping them with life skills.

"COTHM has state-of-the-art facilities for students and it equips them with modern skills. It is making students skilled in food and hospitality sectors. It not only promotes healthy eating habits but also provides the detailed knowledge about the nutritional values of food", Mahnaz said.

Dr. Mahnaz Nasir Khan visited the facilities at Diet Studio and appreciated the services

provided by it. "In near future, we shall sign an MoU with Diet Studio under which both the KCWU's Department of Food Sciences & Nutrition and the Diet Studio by COTHM will work together in different areas of food safety and nutrition science", she added.

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ON WORLD PASTA DAY

A large number of students and young chefs participated in the competitions and made healthy pastas.

Diet Studio arranged a Pasta making competition among the students and young chefs on 25th of October which also marks World Pasta Day.

A large number of students and young chefs participated in the competition and made healthy Pastas with the help of Creals by ODR Foods's Multigrain Pasta; that they later ate themselves by sharing and enjoying with fellows.

Food expert Saima Saif from ODR Foods, Chef Rabiya, Managing Partner, For The Table, and Sambo Executive Chef Mohsin Randhawa presided over the duty of judges. The winners were awarded with cash prizes and gift hampers from ODR Foods.







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