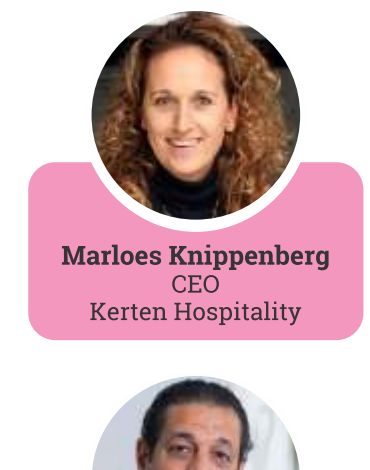
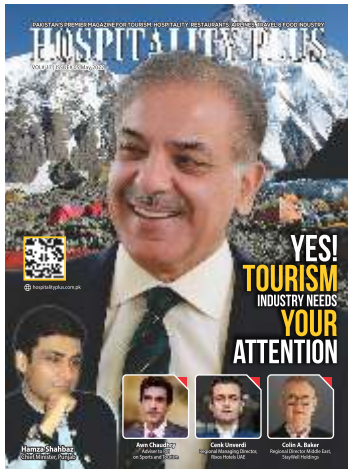
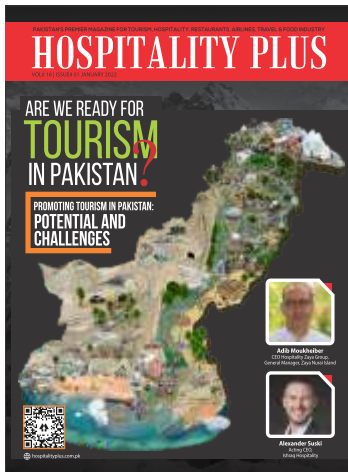


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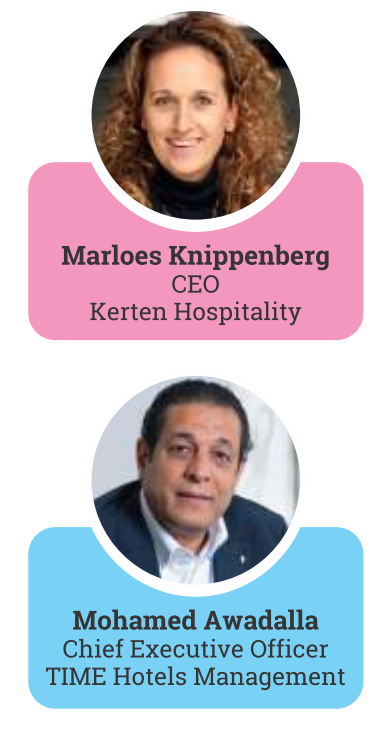
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## PAKISTAN TO KEEP SHOWCASING ITSELF ON LOCAL, GLOBAL FORUMS



The tourism sector of a country is one of the sectors that need domestic as well as global promotion to attract the local and foreign tourists. To talk of Pakistan, the government needs to strategise the promotion of its selling points which can get the travelers and tourists in the country.

There is a dire need to highlight the country's tourist attractions at local level as not everyone knows about the potential of tourism in Pakistan. Not all Pakistanis know about the tourist attractions located in the southern region of the country. Many of the countrymen don't know much about the national heritage, historical buildings, cultural diversity and natural landscapes. That is the reason that everyone rushes to the northern areas in a specific season; that ultimately turns into a bad experience for many. At local and regional levels, multiple events must be arranged to aware the masses of different tourism opportunities they can enjoy even not so far from their homes.

At the very same time, global recognition for Pakistan to be a country where one can go safely to quench its touristic thirst is a must. Pakistan, by all means, is an attractive country where everybody can come to enjoy any type of tourism. From deserts to oceans and from historical buildings to natural landscapes, Pakistan is naturally rich in everything. The only need of the hour is to introduce these attractions to the outer world. The good thing is that Pakistan Tourism Development Corporation (PTDC), along with the provincial tourism bodies and private sector, is already participating in different global events to showcase its potential.

So far, it has participated in Dubai Expo 2020 and WTM London 2022 where Pakistan's pavilions were appreciated and admired by the global authorities on hospitality and tourism. PTDC has also planned to participate in Travel and Adventure Show New York, ITB Berlin and ATM Dubai and it is hoped that these participations will put back Pakistan on the global tourism market. I urge the Government of Pakistan to keep showcasing the real potential of the country at local as well as global tourism forums so that Pakistan may get an additional yet potential support in terms of revenue.



# 2022

## A YEAR OF

# TOURISM

# RECOVERY

## FOR PAKISTAN



Aftab Rana

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

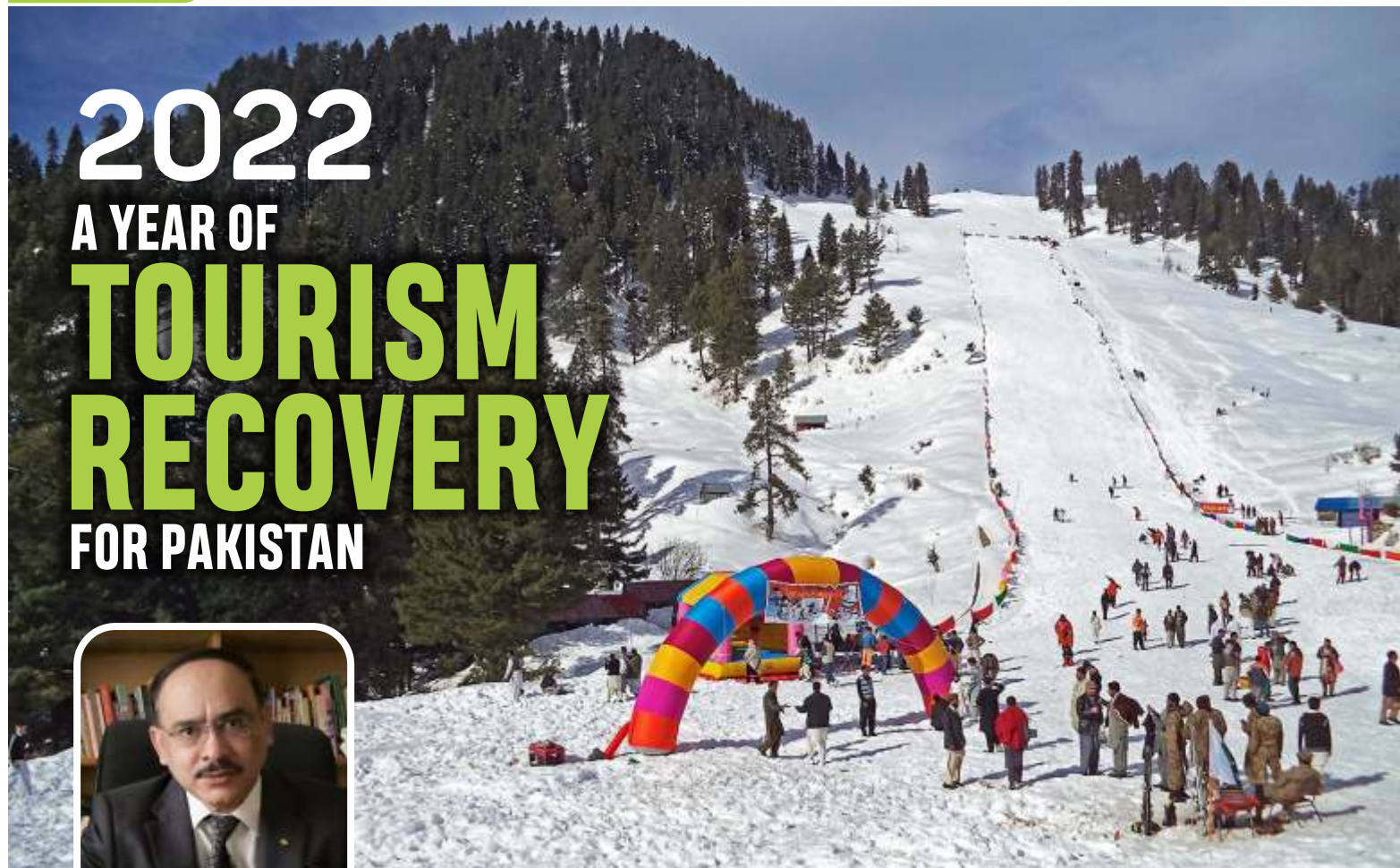
*As a whole, this year saw a remarkable boost in the domestic tourism to the mountain areas. As per careful estimates, more than 5 million domestic tourists visited tourist sites in different areas.*

World travel and tourism came to a standstill in the beginning of 2020 as the pandemic of Covid-19 reached almost every country of the world. Governments started to restrict the movement of people in order to curb infections. By May 2020, almost all the countries imposed pandemic related travel restrictions and many of them closed their borders completely. Economically, this made travel and tourism the most affected sector by the pandemic as

this impact continued till the beginning of year 2022.

The pandemic of COVID-19 in addition to impacting several other businesses and industries has also created enormous impact on the tourism and hospitality industry at global, regional, national and local levels. Instant travel restrictions and halting of hospitality services had an unparalleled impact. The sector's demise has had far-

reaching effects, particularly on the countries which were heavily relying on the foreign exchange earnings from inbound tourism. As tourism is truly a cross-cutting industry, the impact of decline in tourism due to the pandemic of Covid-19 were felt throughout the entire tourism ecosystem, including airlines, railways, cruise shipping, hotels, restaurants, tour operations, food and beverage suppliers, farmers, retailers and a wide range of other small and medium





***In this year, PTDC launched various promotional campaigns on social media to promote the image of Pakistan besides developing a Tourism Brand to highlight Pakistan as a tourist friendly destination.***

enterprises.

In Pakistan, tourism was growing faster than ever before in the Covid-19 breakout. Pakistan was named as the number one destination for 2020 by

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were the major contributors in the significant spike.

According to the World Travel and Tourism Council (WTTTC), in 2019, tourism contributed to Pakistan's GDP with US\$18,727.7 million, adding handsome share of 5.8% in the total GDP. In 2020 and 2021, the travel and tourism sector's total contribution reduced to USD 12,400 million (3.9% of total DGP) and USD12,769.5 million constituting 3.7% of total GDP respectively.

Like many other countries, Pakistan has been quick to act to minimize the effects of the pandemic on the tourism sector. PTDC at federal level constituted a National Tourism Recovery Action Committee (TRAC)

1. industry and mitigating the impact of Covid-19
2. Revival of accelerated recovery phase
3. Positioning for the future to revamp tourism in post Covid-19



Conde Nast and various other tourism forums. The year 2020 was supposed to dictate the narrative for the years to come and was critical in terms of exponential growth of the overall travel and tourism sector in Pakistan. Tourism as a sector has been critical in banking significant revenues and employment opportunities. There was a prevailing sense of security and infrastructure improvements which

to develop a short to midterm strategy and action plan to ensure quick recovery of tourism sector in the post Covid-19 scenario.

In April 2020, a tourism recovery strategy based on the following three pronged approach as mentioned below was formulated by TRAC.

1. **Survival of the tourism**







*It is carefully estimated that in 2022 tourism growth will once again reach to the level of Pre-Covid level of 2019.*



Based on this strategy, various incentives were offered to private sector such as waiver of DTS license renewal fee of hotels, travel agents, tour guides and tour operators, provision of interest free loan by SBP to solve the immediate cash flow problem of tourism and hospitality business and cash grants to low wages employees from Ehsas Program of Government of Pakistan.

The committee also developed SOPs for the different segments of tourism and hospitality to ensure the safe and sound tourism in Pakistan. Later on free training workshops and awareness sessions were organized across the country to train the tourism and hospitality service providers about the implementation of Covid-19 SOPs.

Good thing is that, the time of Covid-19 was effectively utilized by PTDC and the provincial tourism departments to continue work on developing various projects of tourism development and promotion in the country. Governments of Punjab and KP through the World Bank funded projects effectively utilized this time to strengthen institutional capacity, increase private sector engagement and improve infrastructure services to improve the performance of tourism sector in the province. KP Government has done remarkable work on developing master plans of four new Tourism Integrated Zones which have potential to attract an investment of around USD100 million to develop world class tourist infrastructure in the



province.

Government of Balochistan has also started a project to prepare a master plan for the development of Makran Coast for marine tourism. In order to provide safe and secure environment to the visitors, the concept of Tourist Police was also

introduced in Gilgit-Baltistan, AJK and KP province.

PTDC at Federal level has developed a National Tourism Strategy and Action Plan with a clear vision for next 10 years to accelerate the growth of tourism sector in the country by attracting new private







sector investment, institutional reforms, human resource capacity building, infrastructure development, tourism marketing and promotion and improving cooperation among the concerned organizations and stakeholders. A comprehensive document of National Minimum Standards for Tourism and Hospitality Sector was also developed during this time in consultation with all the key stakeholders to improve the standards of services.

PTDC also developed an Integrated Tourism Plan for Islamabad by engaging all the key stakeholders. Efforts were also made during this time to arrange various workshops and webinars to develop B2B linkages with the tour operators of different countries with the help of Pakistani foreign missions in different countries. In this year, PTDC also launched various promotional campaigns on social media to promote the image of Pakistan besides developing a Tourism Brand to highlight Pakistan as a tourist friendly destination. One of the landmark initiatives of federal government was setting

up a Tourism Promotion Endearment Fund with one billion seed money.

The income from this fund will be exclusively used to participate in leading international tourism expos to attract more foreign tourist traffic to Pakistan. This year, PTDC along with provincial tourism bodies and private sector has decided to participate in four leading tourism events such as WTM London, Travel and Adventure Show New York, ITB Berlin and ATM Dubai. It is hoped that this will bring good result to put back Pakistan on global tourism market.

As a whole, this year saw a remarkable boost in the domestic tourism to the mountain areas. As per careful estimates, more than 5 million domestic tourists visited tourist sites in different areas. Foreign tourism has also started showing good results as international arrivals to Pakistan which declined significantly after the outbreak of Covid-19 have picked up once again. Presently, the data is not available but it is estimated that in 2022 tourism growth will once again reach to the level of Pre-Covid level of 2019.







# INTERNATIONAL Cake Day CELEBRATIONS AT COTHM

THE COMPETITION WAS HELD IN SIX DIFFERENT CATEGORIES AND CONTINUED FOR THREE DAYS FROM NOVEMBER 24 TO 26, 2022.



College of Tourism and Hotel Management (COTHM) Lahore, at the eve of International Cake Day which marks on November 26 every year, held a cake decoration competition. A large number of students, home chefs, and professionals participated in the competition and made beautiful cakes.

The competition was held in six different categories and continued for three days from November 24 to 26, 2022. The categories included Anti-Gravity Cake, Painted Butter Crème Cake, Fondant Cake, Cheese Cake, Double Tier Fondant Cake and Wedding Cake.

Young's Food along with its sister companies Dairy Life and Choco Bliss participated in the event as title sponsor while Asia Dye Tech, Farmer's Cheese Making, Chefiality, and Chocolate Academy sponsored the three-day event as collaborators. On the third day (finale), cash prizes worth Rs 120,000/- were awarded to the winners of all the categories. All the participants were also awarded with participation certificates and gift hampers sent by the sponsors.













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By **Brittany Hardaker**

# TIPS AND TRICKS FOR **UTILIZING TIKTOK** IN HOSPITALITY MARKETING

In the field of hospitality, TikTok can become an important tool to build brand awareness and deepen your audience reach.





**T**ikTok has quickly become one of the most powerful and engaging social media platform amongst today's travelers. Since its launch in 2016, TikTok has expanded its user base and has quickly become an effective tool for hoteliers to explore their marketing strategies.

"Every single internet minute, more than 167 million TikToks are watched, giving the platform a higher rate of engagement per post than any other social media platform," according to an article from CVENT from June 2022.

While the platform continues to grow in popularity, hoteliers are tasked with determining if it is the right channel for their business and end-consumers.

With the opportunity of having a new channel to tap into for your audience, comes the challenge of an ever-evolving landscape. TikTok requires a constant feed of engaging, relevant, and timely short-form content that not all hospitality marketers have available at their fingertips. If used correctly, TikTok can become an important place to build brand awareness and deepen your audience reach.

Here are some ideas to think about when launching or developing your TikTok channel for hospitality marketing.

### How consumers are using Tiktok?

To make TikTok an effective tool in hospitality marketing, it requires an always-on approach. This can include staying up-to-date with the latest TikTok trends, hashtags, and frequent posting, which can be a challenge for many of our teams as we navigate our multi-channel mix across other social platforms and beyond

The type of content that resonates most with TikTok



**To make TikTok an effective tool in hospitality marketing, it requires an always-on approach.**

**This can include staying up-to-date with the latest TikTok trends, hashtags, and frequent posting.**



users is also very unique, creative, and authentic, so this form of content is not something marketers often have "off the shelf." Additional time, resources, and budget are required to create the type of content needed to fuel this platform and stay engaging.

### 10 ideas on how to generate and manage the increase in content:

1. Find your niche and stick to it – and where applicable, get the whole company involved in submitting content.
2. Repurpose content across platforms where possible, for example using TikTok videos for Instagram reels.
3. If you have staff traveling to different properties, create hyper-local/community content.
4. Use TikTok for talent recruitment – include short videos on open positions.
5. Break the work up among various staff – i.e., a content producer, a manager, and a strategy role.
6. Show off amenities, deals you have at your restaurant, and spa offers, etc.
7. Launch the channel when a property has a lot going on to generate excitement and engagement.
8. Think about the type of persona you want to portray. What is the unique spin that your company can take on it?
9. Tap into influencers or micro-influencers to create the content for you and be ambassadors for your brand
10. Engage your local community or guests to create videos.



# HOW TO BUILD A SUCCESSFUL HOTEL SALES TEAM?

*Following up regularly with clients can help your property stay top-of-mind when booking again.*

**H**otel sales can be complicated. Depending on the size of your property, sales teams may vary significantly, and with lingering labor shortage issues, hotel sales managers are often left with the challenge of hitting their sales goals and ensuring consistent occupancy with limited resources.

Finding the right people to be part of your sales team is critical so you can achieve more with fewer resources. Sales jobs require diverse skills, from engaging with in-house guests to cold-calling corporate clients. Sales teams need to be able to collaborate with other hotel team members, such as general managers and revenue managers, to develop and reach realistic revenue and sales goals.

The number one goal for hotel sales teams is to sell more rooms and secure business throughout the month, quarter, and year. Most sales teams can be split into three market segments:

This market often has the highest success

*Finding the right people to be part of your sales team is critical so you can achieve more with fewer resources.*



rate of all three sources and includes relationship-building with corporations to host its business travelers. For this market, sales teams will benefit from having a strong business relationship with their local OTA market managers to get information about local market trends and other hotels' promotions in order to be more competitive.

Hotel sales members are responsible for

finding prospects through cold-calling, email, and social media, attending conferences, tradeshows, and other events to promote their hotel's brand and network with those in the hospitality industry.

The work doesn't end for hotel sales team once the sale is made. Relationship nurturing is another crucial aspect of the job to ensure account retention. Following up regularly with clients can help your property stay top-of-mind when booking again.

The director of sales should prioritize the reviewing of results from the most recent period (monthly or quarterly) with their team to determine areas of success and opportunities for growth.

While sales teams will differ based on





**The number one goal for hotel sales teams is to sell more rooms and secure business throughout the month, quarter, and year.**

property size and type, when building a sales team, no matter the size, you must take time to hire the right people for your business. Here are some best practices for building your hotel sales team.

- Ensure you have a well-defined target market. This will help you when interviewing candidates to ensure they have the right experience and proven results.
- Hire salespeople who can fulfill multiple functions in the sales process.
- Your team should be hospitable, friendly, and, most importantly, consist of great listeners.
- Make sure your team members work well with others. Your team will work cross-functionally across the hotel with catering managers, general managers, front desk staff, and more to ensure that a customer's experience meets expectations once they arrive.



- Invest in training. During initial training, your sales staff should be educated on your specific room types, room rates, services, upsell opportunities, local offerings, and more.

Hotel sales and marketing teams work in tandem with one another to deliver on hotel revenue goals. Marketing teams create brand awareness and share relevant content

through social media, paid ads and press releases etc. Sales teams foster relationships, negotiate contracts, search for new business through outbound prospecting, and nurture inbound leads to close deals.

Together these groups play a pivotal role in the hospitality sales process.

*Courtesy: [hospitalitynet.org](http://hospitalitynet.org)*







# COTHM KARACHI CELEBRATES INTERNATIONAL CHEFS DAY

*The event was held in Pakistan's largest shopping mall, Lucky One Mall where more than hundred renowned chefs from all over the country added stars to the event with their presence.*



**L**ike every year, the Chef's Association of Pakistan, in collaboration with COTHM Karachi and Lucky One Mall, celebrated the World Chefs Day, with the theme of "Growing a Healthy Future," in a very grand manner.

The event was held in Pakistan's largest shopping mall, Lucky One Mall where more than hundred renowned chefs from all over the country added stars to the event with their

presence.

The students of COTHM left everyone stunned and impressed with their unique cooking skills. In the event, a Chefs' Walk was also organized in which celebrity chefs, and the management and students of COTHM participated enthusiastically. A cake cutting ceremony was also held to promote the tradition of celebrating this Mega Event.

At the end of the event, COTHM Karachi Executive Director Sabir Ahmed addressed the attendees and appreciated all the teachers and students involved in the event for their efforts.

As it is known that to promote the profession of chefs and the hospitality sector across the country, there is an urgent need to continue organizing such events COTHM Karachi will keep contributing in the same regard.







# ASTHAMA RESORT AT KHEWRA SALT MINES

## PATIENTS BEING TREATED THROUGH NATURAL SALT THERAPY

By Dr Sohail Taj



Pakistan Mineral Development Corporation has established 'Allergological Asthama Resort' at Khewra Salt Mines on the pattern of globally renowned 'Asthma Resorts' of Wieliczka Salt Mines, Poland and Ukrainian Salt Mines



Pakistan Mineral Development Corporation (PMDC) has established 'Allergological Asthama Resort' at Khewra Salt Mines on the pattern of globally renowned 'Asthma Resorts' of Wieliczka Salt Mines, Poland and Ukrainian Salt Mines where Asthma patients are being treated through natural salt therapy.

The Khewra Salt Mine is the second-largest mine in the world which reserves 220 million tonnes of rock salt and presently produces 3,70,000 tonnes of salt per annum. The salt produced from the mine is supplied to various industries and for human, and animal consumption.

Khewra Salt Mines is situated in Tehsil Pind Dadan Khan, District Jhelum at an approximate distance of 200 km from Islamabad and 245 km from Lahore. The mine has an easy approach via Lahore – Islamabad Motorway through Lillah or Kalarkahar Interchange and the journey time







“  
Khewra Salt Mines is situated in Tehsil Pind Dadan Khan, District Jhelum at an approximate distance of 200 km from Islamabad and 245 km from Lahore.  
”

by car from Islamabad is about two hours while from Lahore it is about three hours.

Talking to APP, the official guide of the mines, Abid said that hundreds of tourists comprising students, general public and foreigners were visiting the mine every week and enjoy the interior of the mines which has been illuminated with fancy lights to magnify the intrinsic beauty of the salt rocks and salient features of the mine.

Hollow walls of salt bricks when illuminated give a beautiful look and by using different shades of rock salt bricks, a beautiful mosque and Pakistan monument were constructed. There are certain chambers filled with saturated brine water which are high in density and one can't be downed in it







**The Khewra Salt Mine is the second-largest mine in the world which reserves 220 million tonnes of rock salt and presently produces 3,70,000 tonnes of salt per annum.**



when these ponds are illuminated with fancy lights to give a splendid view, said Abid while explaining the features of the mine.

There is an area of transparent salt of light of pink colour known as 'Sheesh Mahal' in which the reflection of the light shows marvellous colours of rock salt while another area has been named as 'Crystal Palace' that looks as the diamond shines on the walls.

A renowned mining engineer from Britain laid out the main tunnel at ground level in 1872 by using the scientific mining system "room and pillar method" in which 50 per cent of the salt is excavated while 50 per cent is left as a pillar.

Meanwhile, many philanthropist



organizations have substantially contributed to the establishment of Asthma Resort at Khewra Salt Mines as the interior of the salt mines provides an environment, which helps to cure Allergic Asthma.

In an exclusive talk with the news agency, the Project Manager of Khewra Salt Mines, Farrukh Taimur said that Asthma patients had to spend about 110 hours inside the mine during treatment. "The patients suffering from Asthma have to spend 6 to 8 hours in the mines in a day", he added.

The salt had antiphobic, antimicrobial and antibacterial properties. "In simple words, nanoparticles of sodium absorb germs and purify the air. This purified air then enters into the lungs of the patient and creates immunity, he added. The medical official Zawar Sajjad said approximately 50 patients per annum were being treated at the Asthma Resort. The 80 per cent of Asthma patients cured and treated at the resort mostly young and self-motivated patients used to show signs of improvement in a short period, he added.

Farrukh Taimur said that the Khewra Salt Mine is centuries old and getting affected by the climate disaster is a natural phenomenon but the mine's management is looking for another safe portion for shifting the resort to the new location.

The other attractions of the mine included a narrow-gauge electric railway that carries tourists inside the mines and decoration pieces like lamps, vases and ashtrays which are manufactured with salt bricks at the local plants.

Visitors at the mine were of the view that Pakistan is blessed with natural beauty and resources and urged the government to further promote such attractive spots to enhance national and international tourism in the country.







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# TIPS FOR NEW *Travelers*

***Don't worry about trying to impress people with the number of countries you've visited. Slow down and soak up your destinations. You'll learn more, enjoy it more, and have a much more memorable experience.***

If you're new to travel and looking for advice to help you prepare, here are some tips that will tell a new traveler to help avoid mistakes.

## **Don't be scared**

Fear is a powerful deterrent. Taking the leap into the unknown is scary, but remember, you aren't the first person to travel the world. There is a well-worn travel trail out there and people to help guide you along the way. If millions of people can make their way around the world each year, you can too. You're just as capable as anyone else. After all, you did the hardest part: deciding to go. Having the courage to make that decision is the hardest part.

## **Don't live by your guidebook**

Guidebooks are useful for a general overview of a destination. They're a great way to learn the basics and get introduced to the cities and countries you plan to visit. But you'll never find the latest off-the-beaten-path attractions, bars, or restaurants in them. For the latest info (as well as insider tips), connect with locals.

Use websites like Meetup.com or Couchsurfing to connect directly with local and expats so you can get suggestions, advice, and tips to make the most of your trip. Additionally, take a free walking tour when you get to a new city. You'll be able to connect with an expert local guide whose job it is to share their advice. The best places to eat, best bars, best off-the-beaten-path activities — they know it all.

## **Travel slow**

Travel is about quality, not quantity. Don't worry about how much you see. Don't worry about trying to impress people with the number of countries you've visited. Slow down and soak up your destinations. You'll learn more, enjoy it more, and have a much more memorable experience.

When it comes to travel, less is more. Traveling slow will also help reduce your transportation costs.

## **Pack light**

While travelling, pack light. You'll have less to carry, saving you the hassle and stress of lugging a huge backpack around for weeks (or months) on end.

Unless you are going somewhere cold, a bag of around 40 liters will suffice. Bags around this size are easier to carry, don't get too unwieldy, and can fit on your flight as carry-on only if need be (a huge perk if you want to save yourself some headaches).

## **Get travel insurance**

Whether you're a travel veteran or a brand new backpacker, don't leave home without making sure you're protected in case something goes wrong. To ensure you're protected, buy travel insurance.

## **Go with the flow**

When making your plan, make sure that it's flexible. Learn to go with the flow. Plan one or two activities and let the rest of the day happen.

It'll be a more enjoyable and less stressful experience. You'll be surprised by what happens. Be flexible. Let life unfold the way it should.

## **Bring extra money**

Travel isn't as expensive as many people think but you still need to create a budget that meets your needs. The secret to long term travel is smart money management. However, always overestimate the amount you need. You never know what might

come up on the road.

## **Be adventurous**

The only time we grow is when we're outside of our comfort zones. And travel is about growth. That doesn't mean you need to do dangerous things, but it does mean you need to push yourself beyond what you're used to.

Hiking, sky diving, eating new foods, camping, rock climbing, hitchhiking — whatever taking a risk looks like to you is





100% ok. Everyone has different interests and tolerance levels. Push yours. It may be scary and uncomfortable at the time, but you'll be glad you did it later. Challenge yourself. Try new things. You'll walk away more self-confident.

### **It's ok to change your mind**

If you hate a city, leave and go to another one. If you don't enjoy the tour you are on, cancel it early. And if you really love the place you're visiting, change your plans and stay longer. The beauty of going with the flow is that you are the master of your domain and answer to no one. Do whatever you want.

It's perfectly normal to change your mind on the road. Maybe that means extending your trip. Maybe that means going home early. There's nothing wrong with either choice. Always remember you can go home if you aren't having fun. You aren't stuck with your decision to travel or your decision to be in a specific place. You're the captain on your own ship. Never forget that!

### **Remember, you're not alone**

Wherever you go, there is a network of travelers who will be your friends, give you advice or tips, and help you out. They will guide you, point you in the right direction, and be your mentors.





# AN INTRODUCTION TO THE HISTORY OF CULINARY ARTS

*The origins of culinary began with primitive humans roughly two million years ago.*

By Khalid Mukhtar

Culinary arts, in which culinary means “related to cooking” are the cuisine arts of food preparation, cooking & presentation of food, usually in the form of meals. People working in this field – especially in establishments such as restaurants – are commonly called “chefs” or “cooks” although, at its most general, the terms “culinary artists” and “culinarian” are also used. Table manners (“the table arts”) are sometimes referred to as a culinary art.

Expert chefs are required to have knowledge of food science, nutrition and diet and are responsible for preparing meals that are as pleasing to the eye as they are to the palate. After restaurants, their primary places of work include delicatessens and relatively large institutions such as hotels and hospitals.

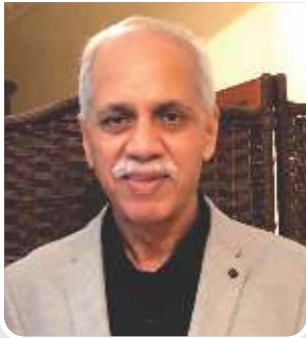
## History

The origins of culinary began with primitive humans roughly 2 million years ago. There are various theories as to how early humans used fire to cook meat. According to anthropologist Richard Wrangham, author of *Catching Fire: How Cooking Made us Human*, primitive humans simply tossed a raw hunk of meat into the flames and watched it sizzled. Another theory claims humans may first have savored roasted meat by chance when the flesh of a beast killed in a forest fire was found to be more appetizing and easier to chew and digest than the conventional raw meat.

Culinary techniques improved with the introduction of earthenware and stoneware, the domestication of livestock, and advancements in agriculture. In early civilizations, the primary employers of professional chefs were kings, aristocrats, or priests. The divide between professional chefs cooking for the wealthy and peasants cooking for their families engendered the development of many cuisines.







### About Author

Khalid Mukhtar is a Facilities Management Consulting Specialist. Having 40 years of experience in the hospitality industry, both in operation & staff training & development, including, five star hotels, educational institutions, corporate offices, worship places & shopping malls in Pakistan & abroad. A graduate in French language, from National University of Modern Languages, Islamabad. Presently, working as a visiting faculty at COTHM, Garden Town Campus, for teaching "Managing Housekeeping Operations" to Associate Degree program students. He can be reached at [khalidmukhtar@live.com](mailto:khalidmukhtar@live.com).

A great deal of the study of culinary arts in Europe was organized by Jean Anthelme Brillat-Savarin, a man famous for his quote "Tell me what you eat, and I will tell you what you are", which has since been mistranslated and oversimplified into "You are what you eat". Other people helped to parse out the different parts of food science and gastronomy. Over time, increasingly deeper and more detailed studies into foods and the culinary arts has led to a greater wealth of knowledge.

In Asia, a similar path led to a separate study of culinary arts, which later essentially merged with the Western counterpart. In the modern international marketplace, there is no longer a distinct divide between Western and Eastern foods. Culinary arts students today, generally speaking, are introduced to the different cuisines of many different cultures from around the world.

The culinary arts, in the Western world, as a craft and later as a field of study, began to evolve at the end of the Renaissance period. Prior to this, chefs worked in castles, cooking for kings & queens, as well as their families, guest & other workers of the castle.

As Monarchical rule phased out as a modality, the chefs took their craft to inns & hotels. From here, the craft evolved into a



field of study. Before cooking institutions, professional cooks mentors for individual students who apprenticed under them. In 1879, the first cooking school was founded in the United States: the Boston Cooking School. This school standardized cooking practices & recipes, and laid the groundwork for the culinary arts schools that would follow.

## Tools & Techniques

An integral part of the culinary arts are the tools, known as cooking and kitchen utensils, that are used by both professional chefs and home cooks, alike. Professional in the culinary arts often calls these utensils by the French term "batterie de cuisine". These tools vary in materials and use. Cooking implements are made from anything from wood, glass, various types of metals, to the newer silicones & plastic that can be seen in many kitchens today. Within the realm of the culinary arts, there is a wide array of different cooking techniques that originates from various cultures and continue to develop over time as these techniques are shared between cultures and progress with the new technology. Different cooking techniques require the use of certain tools, food and heat sources that in order to produce a specific desired result. The professional kitchen may utilize certain techniques that a home cook might not, such as the use of an expensive grill but, cooking methods of various kinds can be found in any kitchen at virtually any point in modern human history.

## Professional Study

Modern culinary arts students study many aspects of food. Specific areas of study include butchery, chemistry and thermodynamics, visual presentation, food safety, human nutrition and physiology, international history, the manufacturing of food items (such as the milling of wheat into flour or the refining of cane plants into crystalline sucrose), and many others.

Training in culinary arts is possible in most countries around the world usually at tertiary (university) with institutions government funded, privately funded or commercial.

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1. *A Brief History of Cooking with Fire*. National Geographic, 22 March 2019.
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3. *Encyclopedia of Food & Culture*. Solomon H. Katz, 25 September, 2019.





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FEDERATION OF PAKISTAN  
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# COTHM KARACHI & FPCCI CELEBRATE WORLD MOUNTAIN DAY 2022

COTHM Karachi in collaboration with FPCCI Central Standing Committee on Culture & Tourism recently celebrated the World Mountain Day 2022. The event was attended by the members of the Committee and the students of COTHM.

Speaking on the occasion, FPCCI Central Standing Committee on Culture & Tourism Convenor Salman Javed said that this day is

celebrated to create awareness among the masses about the importance of mountains in our lives, and how and why we should protect the eco-system of mountains. He further said that this year's theme of World Mountain Day' "Women move Mountains" is very relevant to Pakistan as the women of the communities living there play a very important role in the everyday life of those people. Every community has its own music and dance,

folklores and traditions, cuisine and dresses, he added. This diverse eco-system, he said must be protected, which can become a major attraction for international and local tourists.

COTHM students also showed a very informative presentation on various mountain ranges of Pakistan.





# 12 WAYS TO MAKE A POSITIVE IMPACT ON YOUR TRAVELS



*Inform fellow travellers, friends and family about how sustainable tourism benefits local people by enhancing their livelihoods and well-being, and helps all of us by safeguarding our beautiful environment*

**A**fter a period of plummeting tourism numbers during the pandemic, tourism is having a resurgence. This is good news for many workers and businesses, but it could be bad for the planet. Here is a selection of ways tourists can ensure that their holidays don't harm the environment. There are many positive aspects to tourism. Around two billion people travel each year for tourism purposes. Travel and tourism connect people and bring the world closer through shared experiences, cultural awareness and community building. It provides jobs, spurs regional development, and is a key driver for socio-economic progress.

However, there is often a downside; many popular destinations are threatened by increasing pollution, environmental hazards, damage to heritage sites and overuse of resources. And that's without factoring the pollution caused by travel to and from these destinations.







Here are some tips that will help you to enjoy your trip, and leave with the confidence that your favored tourist destination will not be damaged by your presence, once you return home.

### **Ditch single-use plastics**

Often used for less than 15 minutes, single-use plastic items can take more than 1,000 years to degrade. Many of us are switching to sustainable options in our daily lives, and we can take the same attitude when we're on the road. By choosing reusable bottles and bags wherever you go, you can help ensure there is less plastic waste in the ocean and other habitats.

#### **Be 'water wise'**

On the whole, tourists use far more water than local residents. With a growing number



of places experiencing water scarcity, the choices you make can help ensure people have adequate access to water in the future. By foregoing a daily change of sheets and towels during hotel stays, we can save millions of litres of water each year.

### **Buy local**

When you buy local, you help boost the local economy, benefit local communities, and help to reduce the destination's carbon footprint from transporting the goods. This is also true at mealtimes, so enjoy fresh, locally grown produce every chance you get.

### **Use an ethical operator**

Tour operations involve people, logistics, vendors, transportation and much more. Each link in the chain can impact the environment – positively or negatively. If you prefer to leave the planning to someone else, be sure to pick an operator that prioritizes the environment, uses resources efficiently and respects local culture.

### **Don't feed the animals**

Sharing food with wildlife or getting close enough to do so increases the chances of spreading diseases like cold, flu and pneumonia from humans to animals. Also, when animals get used to receiving food from humans, their natural behaviours are altered, and they become dependent on people for survival. In some cases, it can also lead to human-animal conflict.

### **Share a ride**

Transportation is a major contributor to the carbon footprint from tourism. Instead of private taxis, explore using public transportation like trains, buses and shared cabs. You can also ride a bicycle, which offers a convenient and cheaper way to explore and learn about a place.

### **Consider a homestay**

Staying with a local resident or family is a nature-friendly option that allows you to get up close and personal with local culture and customs. Staying at local homestays can uplift communities by providing income while giving you a peek into different ways of life.

### **Do your homework**

Before your travel, educate yourself about your destination. Doing so will allow you to better immerse yourself in local traditions and practices and appreciate things that might have gone unnoticed otherwise. With the right information, you can explore a destination in a more sensitive manner and surprise yourself with new adventures and discoveries.

### **Visit national parks and sanctuaries**

Exploring nature and wildlife through national parks is an intimate way to learn about the animals and their ecosystems first hand. In some cases, your entrance fee supports conservation efforts that protect species and landscapes and preserve these natural spaces for future visitors to enjoy.

### **Don't leave a trace**

You can make a mark by not leaving a mark on your vacation destination. Put garbage in its place to avoid litter, and don't remove or alter anything without permission.

### **Tell your friends**

Now that you're ready to travel in eco-friendly style, it's time spread the word! Inform fellow travellers, friends and family about how sustainable tourism benefits local people by enhancing their livelihoods and well-being, and helps all of us by safeguarding our beautiful environment.



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# INTERNATIONAL CIVIL AVIATION DAY



## COTHM STUDENTS PUT UP AN AMAZING DISPLAY OF PAKISTANI AIRPORTS



**C**ollege of Tourism and Hotel Management's (COTHM) Department of Travel, Tourism and Airline Management with the purpose of creating awareness and highlighting the importance of aviation industry celebrated International Civil Aviation day on December

07, 2022 here at COTHM Garden Town Lahore.

On the day of the event, a competition was arranged in which students from the Department of Travel, Tourism and Airline Management made the models of different

national and international airports located in Pakistan.

The winners were awarded with cash prizes and certificates. All the participants were also awarded with participation certificates. The event was powered by COTHM Travel Solutions (CTS).







The background image shows a woman with long brown hair, wearing a red and black plaid shirt and a red scarf, standing next to a black and red motorcycle. She is holding a black helmet. The motorcycle has saddlebags and a backpack. They are in a desert landscape with rolling hills and a clear sky. In the top right corner, there is an inset image of a hand holding an open brown leather wallet. The title text is overlaid on the center of the image.

# TIPS FOR **BUDGET** **TRAVELING** IN PAKISTAN



**Budget travelling in Pakistan might seem impossible but there are some very easy tips and tricks to reduce expenses and visit the destinations on your bucket list. Here are some of the best tips to travel on a budget in Pakistan to help you plan pocket-friendly**

### Planning trips during off-peak seasons

The first rule for travelling on a budget is to always travel in the off-peak season when you'll get the smallest crowds, the best vacancies, and the most cost-effective prices for everything from tickets to accommodation. Within Pakistan, most people travel to the northern areas in the summer to escape the blazing heat in their own city but if you want to beat the crowds, head up north in the early winter season when the cold is bearable and the region is less crowded by tourists. Similarly, if you want to head towards Balochistan, the province has a fairly hot climate with winter being the best time to explore it, but you can save money if you visit it in autumn or early spring instead.

### Travelling to cheaper destinations



If you're travelling on a budget, reduce the length of the commute to your destination and keep the mode of transport as simple as possible. This might mean travelling locally, only within your own province to see what it has in store for you. It may also mean opting for a cheaper train ride rather than a costly flight and taking longer to reach the destination but spending less overall. If travelling by road isn't satisfying, consider booking a train ride to save up on the airfare.

### Using frequent flier miles

If you love to travel, sign up for a frequent flier programme with the airline you use the most. The programme is free of cost and allows you to collect free flying miles in exchange for every flight you take on the respective airline. Ultimately, you can exchange the collected miles for a free flight to your destination, as long as it is less than or equal to the number of miles you've been awarded over time.

### Buying airtickets during discounts

Don't worry if you haven't signed up for a frequent flier programme. Most airlines offer sales and discounts at different times of the year to varying destinations. Follow the social media pages of different airlines and join some travel-based groups to stay updated on the latest offers so that you can buy a ticket in advance for your upcoming trip. Most sales and discounts allow a travel time of up to six months, so you can buy a discounted ticket now for a trip that you're about to take in the next half of the year.



### Avoid pre-travel shopping sprees

We all love to look good while travelling but we'd advise saving the money for souvenirs and local cuisine rather than spending it on clothes before the trip. However, if you're going camping or taking a road trip, it is always best to have all of the necessary equipment at hand before you begin your journey.

### Visiting the free attractions

Aside from cutting costs on commute and accommodation, you always have the option of visiting and exploring your destination for free by skipping out on the more crowded and costlier attractions. Visit the best parks and mosques in every region, which are generally free.

### Staying in motels/guesthouses rather than hotels



Along with opting for a road trip, consider booking your accommodation in small motels, lodges, and guesthouses instead of renowned 4-star or 5-star hotels. While this shouldn't be too difficult to do in the remote villages up north, where staying with the locals is the most common way to travel through the region for all tourists, you'll need to use this tip in all of the major cities as well, if you truly want to make the most of your savings while you travel.

In most cases, local motels and guesthouses might not have an online presence and thus, it will be harder to make reservations beforehand. Thus, you will need to search for accommodation on the spot, after you arrive in town. However, every province does have its share of government-run motels that are well-maintained and cheap. You may be able to book a stay in these motels online from the official government-based websites. This concludes our tips to travel on a budget in Pakistan. Remember that where you go, how you get there, and what you do once you reach your destination is entirely up to you and only you can decide which part of the experience is worth spending more money on. Plan for your trip in advance and you should have nothing to worry about.

*Courtesy: zameen.com*



# DOS AND DON'TS OF TRAVELING TO THE NORTHERN AREAS OF PAKISTAN

By Ramsha Sadiq

Be it the enchanting green meadows in Kaghan Valley or the magnificent snow-covered mountain peaks in Gilgit-Baltistan, there is no shortage of picturesque tourist destinations in Pakistan just waiting to be explored. While these tourist destinations are perfectly safe for families as well as solo women, you can't just pack a bag and leave to explore these veritable pieces of heaven on earth.

Here is a list of dos and don'ts that all travellers will find extremely useful.



## Tips for travelling to northern areas of Pakistan

Here are some major do's and don'ts of travelling to popular vacation destinations in the country, including Hunza, Skardu, Kashmir and Naran etc.

### Do: Pack light



When planning a trip, make a list of things to carry while travelling to northern areas. This list should ideally include a raincoat, a warm jacket, a pair of waterproof boots, a woollen cap, a pair of gloves, extra socks, a few shirts and trousers, a first aid kit, prescribed medicine (if any), and a few other items of personal use. However, make sure to pack light and only keep essentials in your backpack. In addition, pack a power bank and an extra battery for your camera.

### Don't: Travel in the monsoon

For those planning to travel to the northern areas during the summer holidays, try and plan a trip before July, as that's when the monsoon period officially starts in Pakistan. Since heavy rainfall can lead to landslides, getting caught in the rain in the middle of a mountainous road can be quite dangerous.

Usually, the spell of heavy rain lasts until October, after which the winter begins to set in. Therefore, the best time to go on a tour is before the end of June.

However, don't forget that it might start drizzling at any time. So, always keep an umbrella or a raincoat in reach.

### Do: Wear layers



While you shouldn't pack too much stuff, you should always pack enough clothes so that you're able to dress in layers. Those who have travelled to the northern areas before would agree that the weather can change at any given time. While it may not be very drastic, you will experience a rise in temperature whenever the sky gets a little clear. Similarly, the wind might get a little chilly at the drop of a hat.

Therefore, instead of wearing a lot of warm clothes, dress sensibly and in layers, so you can take off and put them on as needed.

### Don't: Put your expensive belongings on display

This is one of the most important rules of travelling, no matter where you're going. Although the crime rate in the northern areas of Pakistan, particularly Gilgit Baltistan, is extremely low, you should still avoid wearing flashy jewelry or displaying your expensive smartphones while travelling. Moreover, it's always better to carry a small amount of cash on hand. If needed, you can easily withdraw money from an ATM machine, which can be easily found in almost all tourist destinations in Pakistan.

### Do: Explore hidden destinations



The northern areas of Pakistan are full of beautiful places waiting to be explored. While the valleys of Hunza and Chitral see a large influx of tourists all around the year, there are still several villages in these regions that are yet to make it to the travel brochures.

For instance, the villages of Arang Kel in Azad Kashmir and Minapin in Nagar Valley, two of the most beautiful places in Pakistan, remain underrated travel attractions despite having a stunning landscape. Make sure to include these places in your travel itinerary.

### Don't: Trek or climb unless experienced

While adventurers from across the world travel to northern Pakistan during holidays,



you need to think twice if you are planning to go hiking or trekking on your own – especially if you don't have prior experience.

Since most of the popular trekking routines lay in the Himalayas, the Karakoram and the Hindukush ranges, climbing these peaks without proper gear and training can be quite dangerous.

### Do: Try local food and delicacies

Gilgit-Baltistan and Kashmir are famous for their traditional food, which is extremely popular among tourists. Although you can easily find restaurants serving desi, Chinese and even Continental dishes in this area, it's always better to give the local cuisine and delicacies a try.

However, before consuming anything, make sure to ask about its ingredients to ensure it doesn't have something that you might be allergic to.

### Don't: Spend a lot of money on shopping



Buying a few souvenirs during your trip to the northern areas of Pakistan is completely okay. But you should refrain from spending too much money on buying things that you can find in your own city or can order online. Instead of buying things such as clothes and bags, opt for items such as traditional jewellery, handmade caps and other handicrafts so that your purchases help the local industry.





# COTHM KARACHI HOLDS ITS 7TH ANNUAL CONVOCATION

*The event turned out to be a mega one for around 200 passing out students belonging to the fields of culinary, baking & hospitality management registered themselves for the event.*

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COTHM Karachi organized its 7th Annual Convocation at NED Auditorium on November 20, 2022. The Theme of the event was Tum hi ho Umeed-e-Sahar. The event turned out to be a mega one for around 200 passing out students belonging to the fields of culinary, baking & hospitality management registered themselves for the event. Institute of Policy Studies Chairman Khalid Rehman, was invited as a Chief Guest along with the respectable guests of honour Sindh Board of Technical Education Chairman Dr Masroor Ahmed, COTHM International Development & CMI Director Babar Sheikh and COTHM International Registrar Muhammad Jamil.

The event was attended by students, their parents and a large number of guests from Karachi's hotel and food industry.

In his welcome address, COTHM Karachi Executive Director Engineer Sabir Ahmed said "In the thirst for knowledge, there is no greater resource available to us than the diverse global workforce. You must be open to new ideas, new possibilities and new perspectives. The spirit of pluralism prepares us to innovate. Carry that spirit with you, and I am confident that you will make an extraordinary difference in our world. As alumni keep in touch with us. We hope to see you soon and often on this campus again."

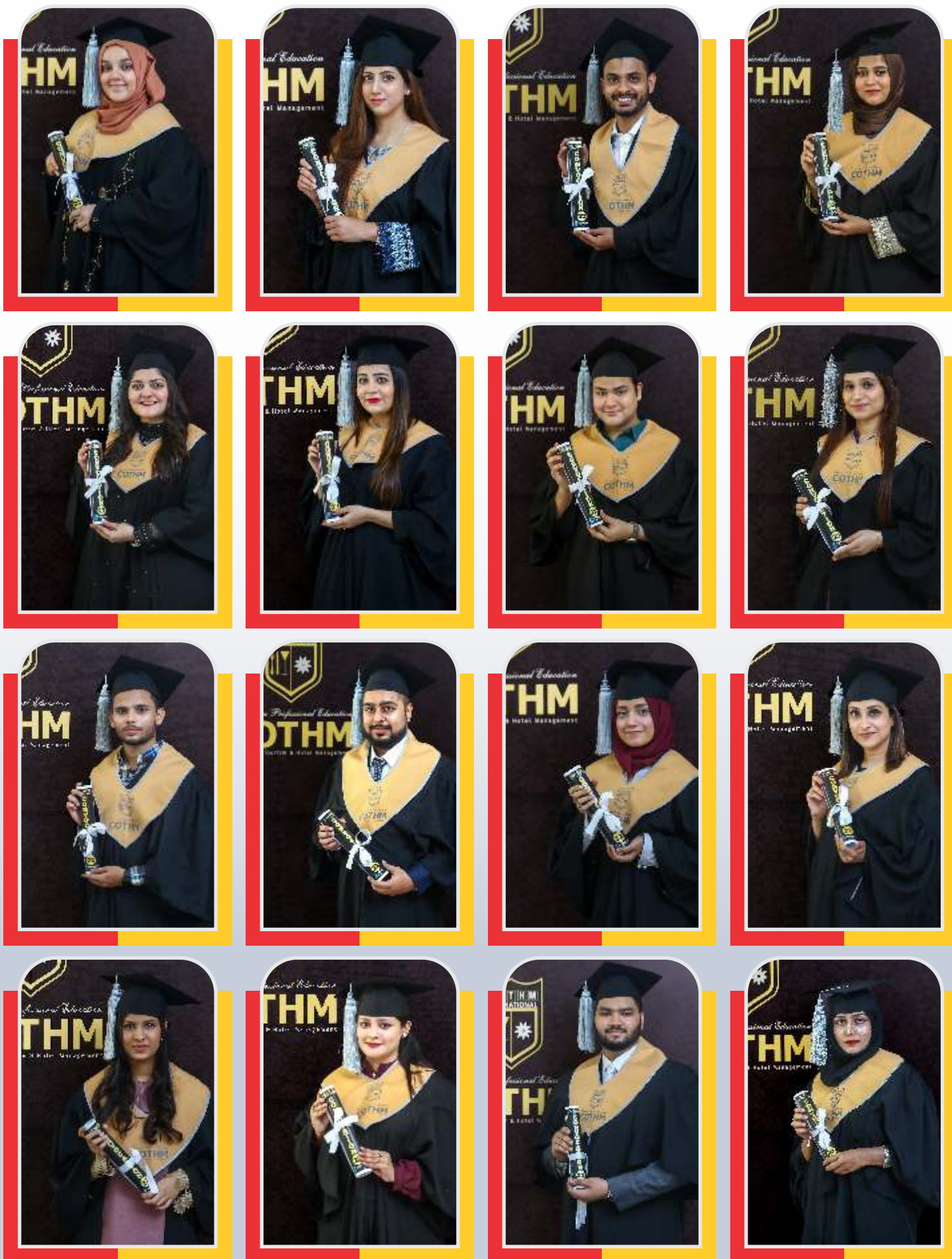
Speaking on the occasion, Dr Masroor Ahmed said that the economy of Pakistan and the world is going through difficult times. Prime Minister Shehbaz Sharif is looking after this industry in particular and the development of this industry is not only the development of the country but also of all of you, he added and congratulated all the graduates and conveyed a message of congratulations from the prime minister as well.















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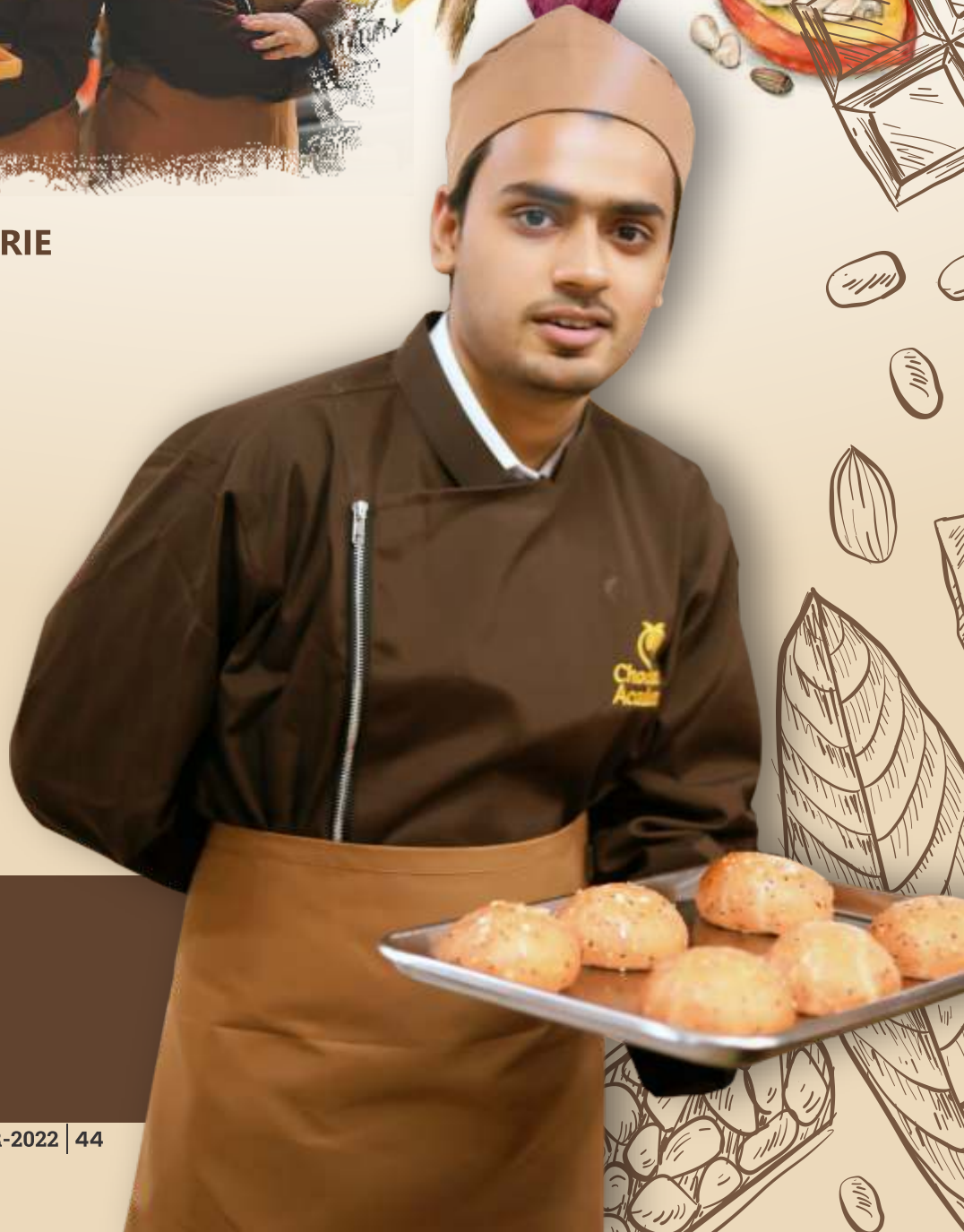
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# PAST, PRESENT & FUTURE OF CHOCOLATE MAKING

*To flourish in the chocolate market and sustain Pakistan's economy by reducing import costs of chocolate, there should be proper awareness about chocolate manufacturing.*



The chocolate market has been evaluated globally over the years from being used as a form of currency in Mesoamerica's present-day "Mexico" to being used as fermented cocoa drinks. Later Joseph fry was regarded as inventor of the concept of chocolate as Bars and also introduced the concept of molded chocolate. Cadbury was the small company that initiated the marketing of chocolate candies from England. According to an estimated survey each American consumes half a pound of chocolate per month.

The 20th century being an era of expansion of chocolate was declared

as the "Revolution of Chocolate" as it generated the highest demand, interest, and stability in the chocolate business. As per demand, it established effective and modern Cacao harvesting and planting methods. Major corporations like Hershey flourished their artisanal and handmade chocolates as well.

Now in the 21st century, the Global market share of chocolate is around 131.37 Bn \$ in 2021 and the market seems to continue growing at the rate of 5.1% in the next five years. Hershey chocolate company has 44 % of the total shares of the Chocolate Market followed by Mars





*The art of chocolate making comprises much more than molding and decorating it. It leads to the fine disciplines of enhancing the texture of chocolate to crystallization through tempering process and then flavor development.*

Company which has a 30% share. Germany is the top exporter of chocolate by Fairtrade as the sales volume is approximately 3,231 Tons of Chocolate, then we have Belgium renowned for its chocolate and later Italy and Poland. Switzerland has consumed the most chocolate per capita, as natives of Switzerland consume the highest quantity of chocolate in comparison to all the other countries.

Chocolate making is itself an art, starting from fermentation to roasting of cocoa beans and then molding and setting of a chocolate bar. So, with an increase in demand, the new people will come to this business. To master the art of chocolate, many top culinary universities are offering diplomas and courses worldwide, some of the best include Belgian Chocolate School, Barry Callebaut, Cesar Ritz College Switzerland, and Ecole Chocolate Professional School of Chocolate Arts.

To talk of the production of chocolate, Ivory Coast and Ghana are the largest cocoa producers in the world with 2 million tons of production



*Chocolate Academy Pakistan aims to provide you with the best chocolate manufacturing training and exposure from the world's top chocolatiers by arranging international workshops on chocolate and modern desserts.*



every year. The cocoa plant requires higher humidity, moderate temperatures (20 to 32°C) and well-drained soil. Most of Cocoa plants are grown near evergreen forests as they don't do well in cold temperatures. In Pakistan, it's difficult to mimic the environment to grow cocoa plants. Pakistan imports most of the chocolate from other countries. Only limited amount of cocoa pods are imported from overseas to make bean to bar chocolate.

Pakistan is one of the importers of chocolate and cocoa powder, According to trade economy data, Pakistan has been importing chocolate valued at 17.9 million US\$ and cocoa powder at 12.3 million US\$. To flourish in such a large market and to sustain the country's economy by reducing import costs, there should be proper awareness about chocolate manufacturing.

Chocolate can be manufactured by tabletop machinery and also at industrial scale. Just a few chocolate shops here are producing chocolate bonbons or bars, but not a single institute was working on chocolate skills and chocolate programs until 2021, when Chocolate Academy Pakistan was opened.

Chocolate Academy Pakistan aims to provide you with the best chocolate manufacturing training and exposure from the world's top chocolatiers by arranging international workshops on chocolate and modern desserts. The art of chocolate making comprises much more than molding and decorating it. It leads to fine disciplines of enhancing the texture of chocolate to crystallization by tempering process and then flavor development. Providing the hands-on experience to the trainees, Chocolate Academy Pakistan polishes the skills of the students and emphasizes more on the practical knowledge.

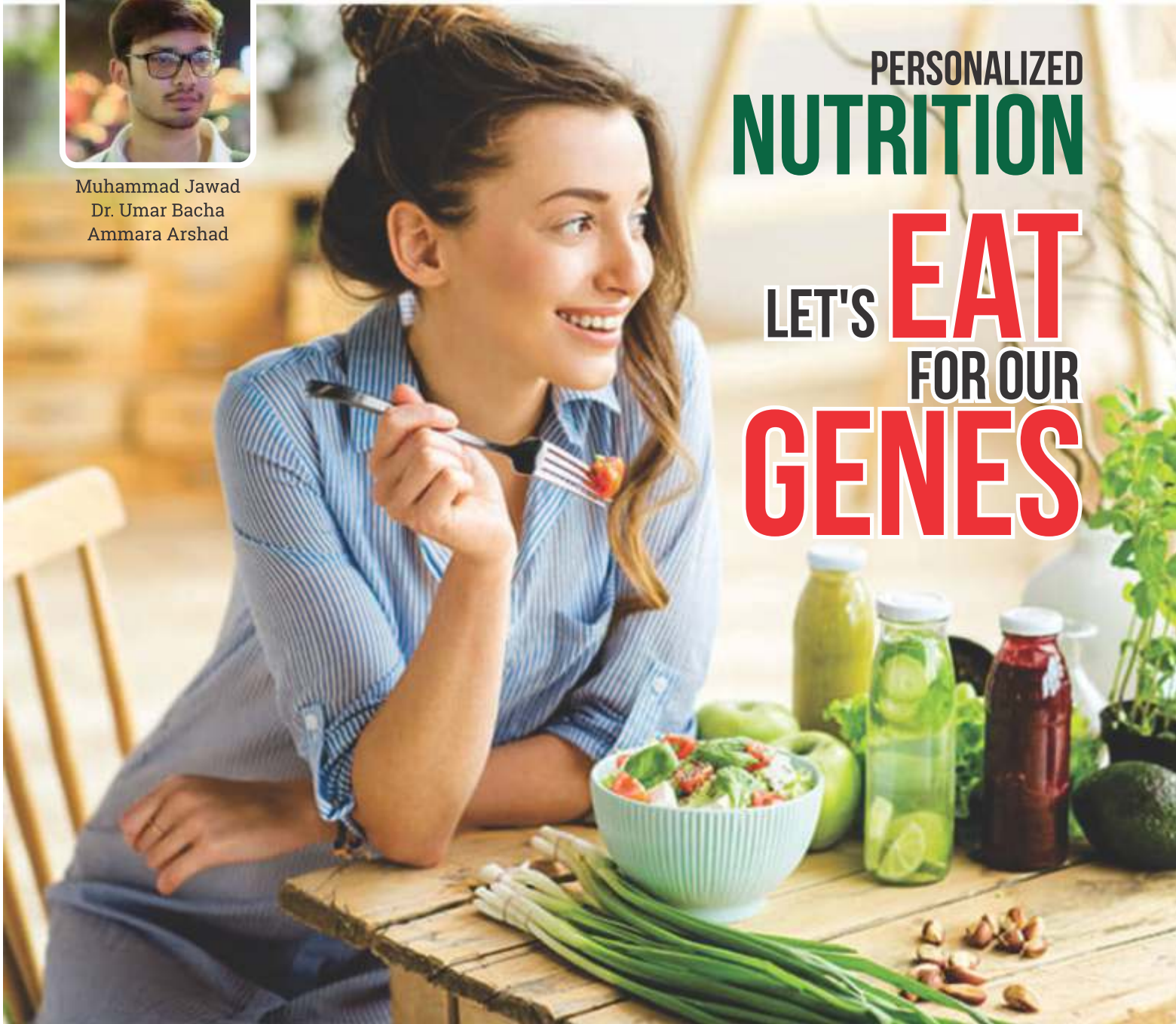




Muhammad Jawad  
Dr. Umar Bacha  
Ammara Arshad

# PERSONALIZED NUTRITION

## LET'S **EAT** FOR OUR **GENES**



**Personalized nutrition (PN) is a concept in which every individual has to consume adequate nutrients according to their body needs.**

**E**very individual has a different biochemistry, genetics, micro biome, and metabolism. Based on these differences, there is a non-identical response to nutrients that people consume. Environmental vulnerability, diet pattern, nutrition status, and timings of meals also differ in every individual. Personalized nutrition (PN) is a concept in which every individual has to consume adequate nutrients according to their body needs.

Some other terms also elucidate personalized nutrition, such as "nutritional genomics," "precision nutrition," and "individualized

nutrition." Personalized nutrition focuses on the specific aspects of nutrients according to a person's biological demands depending on their health rank. By focusing on personalized nutrition; targeted objectives, nutritional advice, and services can be developed for every individual accordingly. This concept has popped up recently based on the scientific evidence and anticipated analytical applied sciences. However, it is an interdisciplinary field that relies on the proficiencies of other areas such as medicine, epigenetics, genomics, and systems biology.

Personalized or individualized nutrition has

been specifically associated with distinct populations. This type of nutrition strategy may be used to treat people with inborn errors of metabolism. Inborn metabolic errors should be adequately dealt with to ensure improvements in the health of the sufferers. Many goals (e.g. weight regulation, cholesterol management, metabolic health, muscle health, and endurance) could be easily covered by personalized nutrition. Others aim for heart health, memory improvement, attention, blood pressure maintenance, and boosting endurance among athletes.

Chronic diseases are among the top causes of



**A personalized nutrition care model estimates the care a person should take. This model includes assessment, interpretation, intervention, and monitoring.**



### 3. Customized nutrition education and training

A personalized nutrition care model estimates the care a person should take. This model includes assessment, interpretation, intervention, and monitoring. Scientific studies reveal that DNA-based dietary advice is more productive than population-based nutritional advice. Personalized coaching with diet has been more impactful in supporting improvements related to anthropometry, inflammatory markers, cardio metabolic risk markers, and HbA1c. Genetic markers are also associated with long-term changes in clinical markers. Genetic predisposition footprints the clinical reactions to lifestyle. An evident population with comparable qualities is differentially based on their genomic makeup. These traits may lead to a different nutrition approach than standard nutrition approaches.

Gut microbiota also links with nutrients digestion, assimilation, and absorption. In the aftermath, the nutrients are procured from the foods. These microbes also toil to figure out the metabolism of humans by secreting their external enzymatic roles. The interaction of food and nutrients with the gut microbiome and human genetic material dominates the biological processes in the body.

They also affect health resilience, diseases, and dysfunctions inside the body. Disturbance in the micro biome composition can lead to diabetes, obesity, immune system dysfunction, and neuroinflammation. The interaction between food and micro biome has also become a challenge in medicine. In this scenario,

personalized nutrition is left as the only dietary choice to tackle this prominent issue. It can be a preventive strategy, management tool, and practical treatment to deal with diseases.

Diabetes mellitus type II is a chronic disease leading to metabolic syndrome, obesity, hypertriglyceridemia, hypertension, cardiovascular disease, and non-alcoholic fatty liver disease. Maintaining an average blood glucose level in this condition is essential to prevent additional complications from the disease. Postprandial glycemic response (PPGR) is another indicator of diabetes type II, liver cirrhosis, and CVD. PPGR is the response merely attributed to the innate feature of the consumed food. Some interpersonal factors interfere with the PPGR. These factors include glucose transporters' activity, insulin sensitivity, genetics, and lifestyle.

The same food may have different postprandial glucose responses in other individuals. Therefore, PPGR is variable among specific individuals of chosen population. In these circumstances, going with a general or standard nutrition plan and food intake is not wise. All the factors must be considered, and a personalized nutrition plan should be chosen to deal with specific health issues. Including general nutrition or traditional foods only may worsen the condition of the diseased.

Despite the beneficial effects of using personalized nutrition, there are challenges in its large-scale implementation. These challenges may include:

1. Limitations in opportunities and approaches to adopting advanced computational data-driven technologies
2. A necessity for personalized nutrition computational framework
3. Standardization of data and eligibilities for priming individuals
4. Data scarcity and requirement for improved methods

deaths worldwide. Inadequate or poor intake of nutrients is the primary cause of the development of chronic diseases. Cardio metabolic and cancers induced by diet are well-known examples of chronic diseases. Personalized nutrition can help in the excellent management and reversal of chronic diseases. It assists in the body's response to diets taken during the treatment of both acute and chronic conditions.

**There are three essential constituents of personalized nutrition:**

1. Personalized nutrition science and data
2. Personalized nutrition guidance and therapies







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# HOTELIER

The background of the entire page is an aerial photograph of a modern city skyline, likely Dubai, featuring several tall skyscrapers and a waterfront marina with several boats docked. The word 'HOTELIER' is prominently displayed in large, bold, red capital letters at the top left of the image.

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.



**Marloes Knippenberg**  
CEO, Kerten Hospitality

If Marloes Knippenberg's direction for Kerten Hospitality could be summed up, it would be 'collaboration'. As a mixed-use operations leader, collaboration is at the core of the company, and has brought the CEO a lot of wins in 2021. Under her leadership, Kerten has grown from grown brand in one country to a footprint of 35-plus projects across more than 12 countries and a portfolio of 11 lifestyle brands.

In September, Kerten opened its flagship lifestyle destination property in Jeddah – The House Hotel Jeddah City Yard – a hotel with a collaborative business hub and 14 food and beverage outlets that is today a community hub in Jeddah.

Kerten marked the second half of 2021 with three mixed-use project openings in KSA and Turkey, signed five new deals in new markets like Morocco and Italy and has further expanded its footprint across five new projects in the GCC that combined have added over 1,000 keys to the pipeline.



**Mohamed Awadalla**  
Chief Executive Officer,  
TIME Hotels Management

Under Mohamed Awadalla's leadership, TIME Hotels has continued its mission of delivering international standards of hospitality service throughout the region.

In early 2021, TIME Hotels launched its mobile app and contactless guest services, in partnership with Neorcha. According to Awadalla, the implementation of innovative technology was crucial to recovery post- Covid-19, as well as future growth within the tourism industry.

During the pandemic, Awadalla also launched two new properties. TIME Asma Hotel, which is made up of 232 rooms and has 80 percent, female staff, including the hotel manager, and TIME Onyx Hotel Apartments, which is made up of 176 apartments and 42 stylish studios, perfect for the build-up to Expo 2020.





# INDUSTRY

## PIA REDUCES FARE FOR FLIGHTS TO CHINA

1



In a bid to provide relief to the passengers travelling from Islamabad to China, Pakistan International Airlines (PIA) has announced to reduce its flight fares by 10%. In addition, the national flag carrier has also announced a whopping 22% discount for students travelling to China. A PIA spokesperson said that the facility could be

availed only at the airline's offices. Students will now be able to carry 80 kg of luggage instead of 40 kg, the spokesperson added. He maintained that the PIA operates two weekly flights to Chengdu and Xi'an Chinese cities. In view of the strict COVID-19 curbs by the Chinese government, most airlines have increased their fares for the

country. Their decision added a financial burden on the students. The students, however, said that the PIA was charging Rs0.5 million as a one-way fare for China. Many students could not travel to China due to high fares and it is feared that may face educational loss.

## ITALIAN AIRLINE TO BEGIN OPERATIONS IN PAKISTAN

2



Italian airline Neos will soon begin its flight operations from Allama Iqbal International Airport Lahore to Milan, Italy.

According to details, four charter flights from Milan to Lahore, operated by the Italian airline Neos, will launch the airline's flight operations in Pakistan. From Lahore to

Milan, a one-way ticket will cost 400 euros. From the airport in Lahore, Italian airline Neos will fly twice a month.





# HIGHLIGHTS

## 2023 TO BE “YEAR OF TOURISM AND EXCHANGES BETWEEN CHINA AND PAKISTAN”

3



The Chinese Consul General Zhao Shiren has said that 2023 will be “the year of tourism and exchanges between China and Pakistan.” He was speaking at an event sponsored by the Chinese Consulate about China’s intangible

cultural heritage at Alhamra Arts Council. “I hope that this modest exhibition will serve as a good beginning for the year of tourism and exchanges between China and Pakistan and unite the hearts of our people,” he said. Cultures are diverse, and civilizations are

unique. However, they are neither conflict- or confrontation-prone by nature. Cultures and civilizations should strive for mutual growth, dialogue, tolerance, harmonious coexistence, and peaceful coexistence, Shiren added.

## DUBAI EXPECTS TO HAVE THE WORLD’S GREATEST VISITOR EXPENDITURE

4



According to the most recent World Travel and Dubai Tourism Council estimates, Dubai will have the greatest tourist spending of any city in the world in 2022, hitting \$29.4 billion (Dh108 billion). Thanks to the ongoing Fifa World Cup, Doha will be the second greatest receiver of tourist

expenditure this year, with foreign visitor spending projected to reach \$16.8 billion, closely followed by London at \$16.1 billion. With over a million soccer fans expected to travel to the emirate during the month-long big event, Dubai has benefited from the Fifa World Cup in addition to the host city Doha. As a result, foreign tourists will increase their

spending by billions of dollars. The global tourism organisation predicted that 2022 would be a year of revival as pandemic restrictions continued to loosen and the recovery of global tourism was well under way. Travelers were rushing to urban areas to live, work, and explore, it claimed.





# INDUSTRY

## PHILIPPINES AND SAUDI ARABIA TO COLLABORATE FOR TOURISM DEVELOPMENT

5



The Philippine government has announced that it will collaborate with Saudi Arabia to grow the travel and tourism sectors in both nations. Since the nation's reopening to fully immunized foreign visitors in February, more than 9,400 Saudi tourists have travelled there. According

to information from the Philippine and Saudia Department of Tourism, Saudi Arabia was the main Middle Eastern supplier of visitors prior to the pandemic.

In a statement, the tourist department said that "the two countries agreed on formalizing their collaboration with Saudi Arabia." The

Philippine and Saudia will "bring hospitality and human capital development to the Kingdom's tourism frontline," while the Kingdom will support the Philippines with Arabic-speaking tour guides, more direct flights, and the growth of halal tourism.

## MOU SIGNED ON TOURISM PROMOTION

6



Punjab Tourism Department and the University of Chakwal have signed an agreement to promote Chakwal tourism destinations and heritage sites. The memorandum of understanding was signed by secretary tourism Asia Gul and Dr Muhammad Bilal Khan, Vice-Chancellor; University of Chakwal. Both parties have

agreed to work together to protect the district's heritage monuments while also improving accessibility for both local and international tourists. The University of Chakwal and the Tourism Department will hold workshops, seminars, and conferences. The University will also launch a special research and development programme for

this purpose.

Both parties will conduct field visits and report on their findings. The TDCP, along with other wings of the Tourism Department, will assist academia and researchers. Both parties will appoint focal points for the aforementioned tasks.



# HIGHLIGHTS



## ISLAMABAD TO HAVE WORLD-CLASS TOURISM COMPLEX

7



As per the instruction of Prime Minister Shahbaz Sharif, a comprehensive strategy has been designed to build a world-class tourism complex in Islamabad tourism, for which the Pakistan Tourism Development Corporation (PTDC) has developed Project Concept- 1 (PC-1). According to reliable sources, the National

Engineering Services Pakistan (NESPAK) designed the seven-story building. The mega-foundation project's stone will be laid next year on 14-Kanal of highly valuable land near the Pakistan National Council of the Arts. The proposed complex's basement will have 1,000 car parking spaces, while the ground floor will have shops and the first floor will house offices for national and international

airlines.

The PTDC secretariat and provincial Islamabad tourism offices from the four provinces will be housed on the second floor. The tour operators' offices will be on the fourth floor of the complex, with corporate offices on the other floors and a restaurant on the rooftop.

## DUBAI AIRPORT'S TRAFFIC REACHES HIGHEST IN 2 YEARS

8



The number of passengers passing through Dubai International Airport reached almost 18.5 million between July, August, and September (third quarter) of this year, marking the beginning of the airport's return to pre-pandemic levels. The third quarter of 2020 saw about 18,455,939 visits to Dubai Airport, which is a

record high compared to the first three months' 17.8 million visitors. According to Paul Griffiths, the CEO of Dubai Airport, more people than expected are flying to and from Dubai rather than using it as a transit location.

It is important to note that the airport saw a 167.6 percent year-over-year increase in

passenger traffic between January and September, totaling nearly 46.3 million. Griffiths said that the estimated annual populations for 2023 and 2024, respectively, are 77.8 million and 87.4 million, exceeding the pre-pandemic record of 86.4 million in 2019.





# INDUSTRY HIGHLIGHTS

## DIET STUDIO HOLDS ONE-DAY WORKSHOP ON 'DIET CHEESE CAKE'

9



**D**iet Studio on the occasion of International Cake Day arranged an amazing one-day workshop on 'Diet Cheese Cake'. A large number of participants including professional chefs and bakers attended the workshop and learned the art of creating a diet cheese cake. The workshop

was sponsored by a cheese making company 'Farmers Cheese Making' which provided the handcrafted diet cheese and pure skimmed milk.

Chef Abdul Razzaq who was the trainer of the workshop made the participants learn the art of creating a diet cheese cake and also gave

some important tips to handle a diet cheese cake in a professional way.

Farmer Cheese Making CEO Imran Saleh also visited the workshop and talked to the students about the benefits of healthy cheese making.

## EXPERTS MEET TO DISCUSS THE FUTURE OF HOSPITALITY IN PAKISTAN

10



**T**o discuss the future of hospitality industry in Pakistan, hospitality gurus and experts including College of Tourism and Hotel Management (COTHM) CEO Ahmad Shafiq, Mandrin Kitchen and Sumo restaurant executive director Masood Ali Khan, Yum group of restaurants and Chashni CEO Nisar Chaudhry and senior journalist Zulfiaqar Rahat held a meeting here

at COTHM Garden Town Lahore.

The experts discussed growing demands of the industry and also focused in how to provide more and more facilities to guests in reasonable prices. They discussed the challenges faced by the hospitality industry and also focused on achieving new arenas. COTHM CEO Ahmad Shafiq said that hospitality industry of Pakistan has also

resulted in promoting tourism in Pakistan.

Yum group of restaurants and Chashni CEO Nisar Chaudhry highlighted the challenges of human resource management in hospitality industry. He said that the growing industry of hospitality gurus will need more professionals in future.



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Terms and Conditions Apply



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