

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

HOSPITALITY PLUS

VOL# 18 | ISSUE# 02 | FEBRUARY 2023



SEASON
5

*Pakistan
International
Culinary Championship*

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Vol#18/Issue#02 | February 2023 | Reg#1391/20040102

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



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Printed by

Udoos Printing Press

394-Hunza Block, Allama Iqbal

Town, Lahore

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HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

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PAKISTAN'S SUCCESSFUL PARTICIPATION IN TRAVEL & ADVENTURE SHOW NEW YORK



With more than 110 events, over 4,500 of the world's top destinations and over 18 years running, the Travel and Adventure Show series have been the go-to place for over 2.5 million travelers, tour operators, and cruise lines and travel providers from around the globe.

This year after almost 15 years, Pakistan Tourism Development Cooperation (PTDC) along with other provincial and regional partners showcased Pakistan's rich tourism potential in the two-day 'Travel and Adventure Show New York' on January 28 and 29.

Provincial departments which included Sindh Tourism Development Corporation (STDC), Tourism Development Cooperation of Punjab (TDCP), Khyber Pakhtunkhwa Cultural and Tourism Authority (KPCTA), Culture and Tourism Department Gilgit-Baltistan (CTDGB) and Tourism Department of Balochistan took active part in the show and won the award of Best New Exhibitor at the Travel and Adventure Show 2023.

Pakistan's victory at the Travel and Adventure Show 2023 actually reflects the seriousness of Pakistan Tourism Development Corporation towards the uplift of tourism sector in the country. Such milestones can never be achieved without proper planning and focused teamwork on the part of concerned government departments.

Now, after this great achievement, the only thing that must be kept in mind is to continue the spirit of participation in all the global events. With the help of such participations, Pakistan cannot only be seen internationally but it can also introduce its culture and heritage to the world.

If the world knows about the good things happening in Pakistan, foreign tourists would get more attracted and invest in spending their leisure time here. This would ultimately label Pakistan as a tourism-friendly country where anybody may come with his/her convenience.

I appreciate the management of PTDC for arranging such an amazing pavilion at the Travel and Adventure Show 2023 and urge them to explore more avenues which can open new horizons for the tourism industry of Pakistan.

PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP 2023

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The spirit of Pakistan International Culinary Championship emanates from the idea of projecting a positive and soft image of Pakistan across the globe.

Chefs' Association of Pakistan (CAP), founded in 2006, is the proud member of Worldchefs, Paris - the global authority on food. It is the only national association of Pakistan, which is internationally recognized. It represents finest chefs, restaurateurs, hoteliers, food & beverage companies, culinarians, educators, learners and other stakeholders of Pakistan's hospitality, culinary, travel and tourism industries.

The association since 2016 organises the biggest culinary battle of Pakistan 'Pakistan International Culinary Championship' (PICC) in which the chefs from all the provinces and other parts of the world participate and compete in different categories.

This year, CAP is organising the 5th season of PICC in which professional chefs not only from local hotels, restaurants and catering companies will participate but teams from

Worldchefs' member associations will also be competing. Young chefs from mainstream schools, colleges and universities will also be competing in different categories.

Professional yet healthy competitions in a country reflect the soft image of its nation. They depict the peacefulness, tolerance and resilience of a nation. In a peaceful and beautiful country like Pakistan, Chefs' Association of Pakistan (CAP) in collaboration with COTHM Pakistan and



Dubai and Lahore Restaurant Association (LRA) marked the beginning of a new era of professional cooking competitions in Pakistan and jointly organized one of its own kind culinary championship under the title of 'Pakistan International Culinary Festival (PICF)'.

This year, Pakistan International Culinary Championship (PICC-2023) will take place on March 13, 14, 15, 16, 2023 to showcase, highlight and celebrate the prevalent culinary trends in Pakistan. The PICC-2023 is being jointly organized by CAP, COTHM and LRA.

The three-day event will present various segments comprising: 'culinary championship' that will hunt culinary talent from Pakistan, 'Food and Beverage Companies Stalls' where different food companies will display their products, 'Artisan at Work' in which handicrafts of different regions of Pakistan will be displayed, 'Conferences & Seminars' to highlight the technical and academic side of the food in Pakistan, and a 'judging seminar'

Besides active participation of national and international culinary teams in different cooking competitions, the championship will feature amazing food display classes, fun eating competitions, Worldchefs Judging Seminar and many other useful activities.

in which local chefs will be certified for international judging.

The spirit of PICC emanates from the idea of projecting a positive and soft image of Pakistan across the globe. The PICC-2023



will consist of three tiers of culinary competitions ranging from school children to college and university students and culminating into the competitions among the professional chefs from five star hotels, restaurants, cafes, catering companies and bakery sector.

The first Pakistan International Culinary Championship was held in 2016 initiating the journey of exploring the unmatched talent of the Pakistani chefs. The cuisine of Pakistan has its own idiosyncrasies and a depth beyond imagination. The culinary championship provides the chefs to showcase and demonstrate their unique talent and skills to prove that they are no less than any other nation on the map of earth! The crosscutting theme of the championship is to promote the Pakistani cuisine internationally.

Besides the active participation of international culinary teams, National Culinary Team of Pakistan (NCTP), National Women Culinary Team of Pakistan (NWCTP) and Young Chefs Team of Pakistan (YCTP) in different cooking competitions, the championship will feature amazing food display classes, fun eating competitions, Worldchefs Judging Seminar and many other useful activities.





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



Such events play a vital role in promoting tourism and bringing huge foreign exchange to the country. Festivals like Gulf-food Dubai, Carnival of Venice, International Istanbul Gastronomy Festival Turkey, Cannes Film Festival Paris and ITB Berlin have become major economic contributors to the national exchequer of their respective countries.

COTHM Pakistan & Dubai CEO Ahmad Shafiq has said that the key objective behind celebrating PICC is to promote the food, culture and heritage of Pakistan and develop and project the soft and positive image of the beloved country internationally. Such events, he added, can play a vital role in creating a culture of tolerance and provide people with opportunities to explore so many good things happening in Pakistan.

In short, professional cooking competitions under the aegis of Pakistan International Culinary Championship can play a permanent role in exploring and developing the immense talent of Pakistan for promoting the soft image of the country in the region and globally.

Worldchefs Judging Seminar

For the first time in the history of Pakistan, Chefs' Association of Pakistan (CAP) is organising 'Worldchefs Judging Seminar' on March 15 to train the Pakistani chefs in international culinary standards. The aspiring chefs who participate in the seminar will receive a certificate which is mandatory to become a Worldchefs Judge.

After becoming a Worldchefs Judge, one can attend prestigious culinary events worldwide while developing his/her culinary skills and those of others. Internationally acclaimed chef Domenico Maggi from Italy is coming to Pakistan to train and upgrade the skills of Pakistani chefs. This seminar is conducted purely under the strict terms and conditions of Worldchefs, Paris and those who utilize this opportunity jump into the advanced phase of professional progress.



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TAPPING PAKISTAN'S MULTI-BILLION TOURISM POTENTIAL FOR ECONOMIC GAINS

By Dr. Saeed Ahmad Ali



Pakistan is geographically unique with archaeological heritage, spiritual and cultural sites providing ample tourism opportunities to nature lovers and followers of different religions.

When the world nations are earning billions of dollars annually from the tourism sector, Pakistan is still struggling to fully tap this resource with a minimal number of tourists visiting the country despite its uncountable bounties.

An amalgamation of the scenic beauty of mountain ranges, vast plains, soothing lakes, gushing rivers, enchanting coastline, calm deserts and religio-historic monuments, the country hosts socio-cultural relics gathered from knowledge and experience of invaders, rulers, historians, communities and anthropologists.

Diversified in cultures and cuisines, the country also boasts of noble traditions of hospitality, brotherhood, and religious harmony encompassing Buddha, Gandhara, Indus, Mughals, Sikhs and other civilizations in its architecture, attire and abodes.

It is geographically unique with archaeological heritage, spiritual and cultural sites providing ample tourism opportunities to nature lovers and followers of different religions. Thus one can judiciously claim that Pakistan's tourism industry holds limitless untapped potential.





As most of the world's population is the follower of some religion, therefore pilgrims of every religion visit their holy places every year and Punjab has the vast potential of tourism for Sikh, Budhha and Hindu pilgrims.



projecting it through digital media,” Ali Abbas said. “To promote digital and eco-tourism, we have inaugurated around 176 rest houses at tourist destinations for visitors to book through on-line facility.”

He said besides traditional historic and religious tourism, TDCP is developing ‘Tourism Zones’ in Salt Range, Khushab, Mianwali and Chakwal districts besides new destinations like Kotli Sattian, Jhelum, Soan Valley, Attock in Rawalpindi region, Fort Munro and Koh-e-Suleman in Dera Ghazi Khan and sites in Bahawalpur and Multan regions.

Taking the example of Punjab province, this region owns ancient cities of Taxila and Harrapa, the glaring sites of Muslim spiritualism, Sikhs and Hindus temples, ancient archaeological remains and Khewra mines where the forces of Alexander the Great were believed to be staying during the expedition of sub-continent.

“Our region is rich in culture and diversity with vast tourism potential. We can earn billions of dollars by promoting this sector,” said Managing Director Tourism Development Corporation of Punjab (TDCP) Agha Mohammad Ali Abbas.

“Since, our tourism potential is unknown to most of the world, we are focusing on





“Our Cholistan Desert Jeep Rally and Cultural Festival gets international attraction. Therefore, besides 18th rally this month, we are also adding to its features like Dirt Bike Race, Camel Race, cultural performance and Para-Gliding show,” he informed.

“Cholistan Desert Rally is running successfully since 2005 having nine categories of motorsports including a bike race participated every year, by over 100 famous drivers,” he said. As most of the world’s population is the follower of some religion, therefore pilgrims of every religion visit their holy places every year and Punjab has the vast potential of tourism for Sikh, Budhha and Hindu pilgrims.

In this context, Gurdwaras Janam Asthan, Panja Sahib and Kartarpur bear pivotal importance for the followers of Sikh religion besides Gurdwaras Tambu Sahib, Maulvi Patti Sahib, Kaira Sahib and Nahang, the birthplace of Maharaja Ranjit Singh.

Then there are temples of Katasraj, in Chakwal district and a number of others in Sindh, having much importance for Hindu pilgrims.

Similarly, shrines of Muslim Sufi practitioners also present ample bounties of tourism for Punjab in the form of Hazrat Ali Hajveri, Hazrat Fareed-ud-Din Ganj Shakar, Hazrat Bahauddin Zakariya, Sultan Bahu, Bullhey Shah and a number of other saints and religious scholars.

One can also not keep oblivious to historic heritage of great Mughals and other rulers of the sub-continent hailing from Central Asia that offer great tourism potential. To experience Mughal heritage and architecture, a visit to Lahore Walled City is a must as the New York Times picked the city as one of the top places to visit in 2021.

Punjab province can also earn billions through religious tourism as mentioned in a recently issued Economic Report, pointing out Sikh tourism potential of around US \$ 34





million besides creating 85,000 jobs and Buddhist tourism around US \$ 17 million and around 35,000 jobs.

The Punjab Growth Strategy (PGS)-2023 report also observed that the province can annually earn around US \$ 2 billion from international tourism and US \$ 1 billion from domestic tourism besides generating 250,000 jobs.

“In recent years, 5.9 percent of the country’s GDP was attributed to tourism that helped create nearly four million jobs,” said Malik Jawwad Khan a private tour operator.

“Within the first quarter of 2020, tourism was poised to break all the previous records even though the world was struck by the COVID-19,” Jawwad said.

Usman Qureshi, editor of monthly magazine, ‘Explore Punjab’ said Punjab has a wide range of natural places as he mentioned to desert tourism in Cholistan and Thal, Uchhali Complex of Khushab district, historic forts like Lahore Fort, Derawar Fort, Rawat Fort, Rohtas Fort, Fort Manro and a number of others at different destinations.

“Punjab has multi-billion-dollar tourism potential due to its rich heritage if this potential is fully tapped,” Usman said.

As Pakistan Bureau of Statistics (PBS) forecast earnings of around Rs.793 billion from tourism during fiscal 2022-23 and the World Travel and Tourism Council (WTTC) estimates tourism potential of an estimated \$40 billion within a decade, there is a dire need to focus this sector fully for achieving the desired goals.





SPRING PLANTATION: A viable solution to combat **Climate** Change

The experts say that Pakistan's efforts for the uplift of the green sector have globally been appreciated and underlie the need for early operationalization of the COP 29 UN fund to help climate change's vulnerable Pakistan.

Enjoying 'Mong yu da Khyber Zalmi' Pashto song on his mobile phone during the unloading of his truck laden with ornamental and fruit plants, Ali Qadir (30) is asking helpers to hurry up and shift the huge stock through handcarts to his nursery located at Tarnab before the sun sets.

Called 'Lala' by the labourers and fellow plant sellers, Qadir, who is wearing the traditional Chitrali cap, is taking extra care while separating the expansive plants, including araucaria, ganga palms, red roses, night blooming jasmine and gladiolus from other ordinary plants and urges the workers to keep them under the plastic sheds and in the veranda in the wake of climate vagaries.

"I brought these plants from Pattoki, Kasur district due to high-profit margin and varieties of native and exotic plants. Next week, I would again visit Pattoki to bring another truckload of plants after witnessing people's positive response in the spring tree plantations," said the graduated plant seller, who inherited the horticulture business from his father, Abdul Qadir, to APP.





The spring is a peak season for Spring plantation business and plant sellers usually earn Rs 100,000 to Rs 200, 000 from each truck in Peshawar.



“The spring is a peak season for our business and we usually earn Rs 100,000 to 200, 000 from each truck in Peshawar,” he said, adding in case of unfavourable weather and plants’ diseases, the expansive species may wither or die that causes huge financial losses to plant sellers in Tarnab, where about 50 nurseries having around 1,000 labourers earn their livelihood.”

“Our first priority for the sale of plants is the government and national building organizations, including forest department besides NGOs due to high-profit margin,” he said, adding plants sellers have started receiving substantial orders from the merged tribal districts, Malakand and

Hazara divisions on the advent of spring plantations.

“I came to purchase araucaria, ganga palm and chirpine for my newly constructed house. Personally, I like araucaria and ganga palm that was grown in Karachi climate due to its large leaves and closely arranged branch steps compared to Lahore and Peshawar’s varieties. However, prices of these ornamental plants were sky high and beyond purchasing power of poor people,” said Ehsanullah Khan, a businessman from Nowshera district, who was settled in UAE, told APP at Tarnab.

“Three years ago, I have purchased five feet araucaria of Karachi-origin for Rs 4,000, now available for Rs 6,000,” he said, adding it was the responsibility of the forest and agriculture departments to provide plants to people at affordable rates during plantation seasons to offset the enormous challenges posed by climate change and deforestation.

Gulzar Rehman, conservator at KP forest department told APP that 78.93 million saplings were available for spring plantations to be planted with the help of government departments, NGOs, farmers and the general



provincial ministers, commissioners, DCs were approached for the inauguration.

The communities, students, teachers, and general public are being involved in spring plantation being the easiest way to combat climate change and deforestation.

He said that 654.27 million saplings including 353.14 million through 6081 enclosures, 121.39 million through plantation, 150.76 million through farm forestry and the general public etc were planted under the 10 billion trees project up-to December 31 last year.

Besides the billion trees project, he said the provincial climate change policy 2016, range land policy, and REDD plus strategy have been implemented in KP. The experts said that



public.

Out of these plants, he said that 27.460 million saplings would be sown in southern circle region-I including Kohat, Peshawar, Hangu, Bannu, DI Khan, Karak, Tank and Lakki Marwat, 30.190 million in northern forest region-II of Hazara division including Haripur, Abbottabad, Manshera, Batagram, Kohistan district and 21.28 million in Malakand forest region-III of Malakand division including Swat, Malakanad, Dir Upper, Dir Lower, Chitral, Shangla and Buner districts.

Besides the target of plantation of 77,569,444 forest plants, he said 783,693 ornamental and native species, including amaltas, chambali, bottle brush, roses, sanata, arjun, alestonia and 580,209 fruits plants including almond, guava, walnut, apple and peach would be distributed among people.

Gulzar said about 56.277 million plants

would be sown through farm forestry and 42.402 million seedlings through farmers. "The forest department has planned to provide 2.117 million plants to Gilgit Baltistan," he said, adding that GB through the Ministry of Climate Change Islamabad had requested the KP forest department to provide the same for spring plantation.

Besides raising 1.1308 million plants under urban-perri plantation and through masses, he said that 3.075 million plants would be sown through village developmental committees, 5.429 million through defense forces, 2.123 million through educational and religious institutions, government departments and other organizations besides carrying sowing and dibbling over an area of 1260 acres on suitable sites.

Muhammad Ibrahim Khan, deputy project director, the 10 billion trees afforestation project told APP that spring plantation campaign was being officially launched next week for which the caretaker chief minister and



Pakistan's efforts for the uplift of the green sector have globally been appreciated and underlined the need for early operationalization of the COP 29 UN fund to help climate change's vulnerable Pakistan.

Courtesy: APP

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CULTURAL ANTHROPOLOGY OF PAKISTAN



By: Muskan Farasat

Pakistan is a country located in South Asia, bordered by India to the east, Afghanistan, and Iran to the west, and China to the north. The country has a population of over 220 million people and the official language is Urdu. Pakistan has a rich cultural heritage, with influences from its history as part of the Indian subcontinent and its strategic location on the Silk Road trade route. The country is known for its diverse ethnic and linguistic groups, each with its unique customs and traditions.

The name "Pakistan" was coined by Choudhry Rahmat Ali, a Pakistan Movement activist in 1933, using it as an acronym to refer to the names of the five northern regions of British India: Punjab, Afghanistan, Kashmir, Sindh, and Baluchistan. The word "Pak" in Urdu means pure and "istan" refers to "land of".

Pakistan has a complex history, marked by political turmoil, military coups, and ongoing conflict with neighboring India over the region of Kashmir. The country has been ruled by both democratic and authoritarian governments throughout its history.

Pakistani cuisine is a blend of various regional cooking traditions of South Asia, influenced by Indian, Persian, Central Asian, and Afghan cuisines. The cuisine is known for its rich flavors and spices, with dishes and curries being popular. Pakistani cuisine also features a variety of vegetarian and non-vegetarian dishes.



Traditional dishes such as Biryani, Kebab, Nihari and Curries are the examples that make the Pakistani cuisine prominent globally.



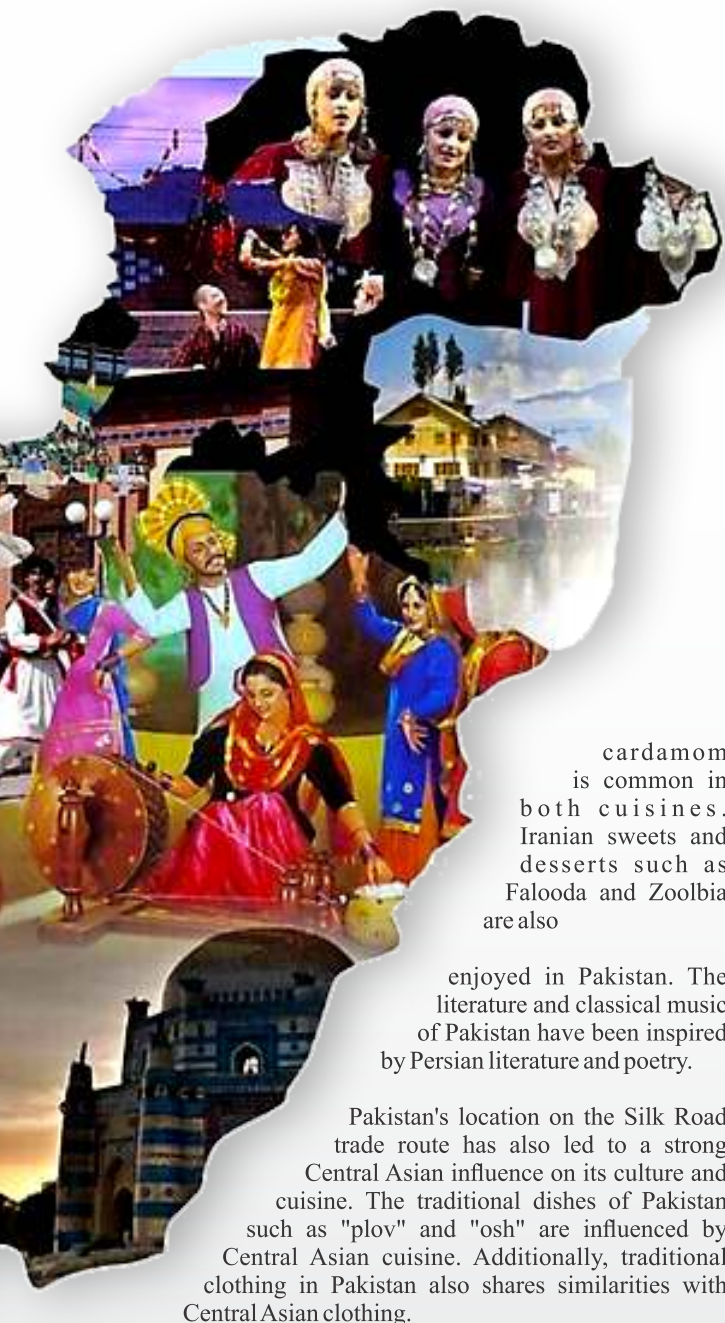
Culture in Pakistan is known for its diverse ethnic and linguistic groups, each with its unique customs and traditions. The country has a rich history of various empires and civilizations that have ruled over the region. History is obvious in traditional arts, calligraphy, miniature painting, and textile designs. The country is also known for its traditional music, including classical forms such as qawwali and ghazals. Additionally,

Pakistan is famous for its hospitality and generosity which is reflected in the way food is prepared and served. Cuisines in Pakistan have been influenced by different cultures throughout history, as the region has been a crossroads of trade and empire.

The cuisine of Pakistan has been heavily influenced by Indian cuisine, particularly in the use of spices and herbs. Traditional dishes such as Biryani, Kebab, Nihari and Curries are the examples that make the Pakistani cuisine prominent globally. In addition, Pakistani culture has also been influenced by Indian culture in terms of art, music, and literature. The use of spices such as turmeric, cumin, and coriander is also common in both cuisines. The two countries share similarities in traditional clothing, such as the shalwar kameez, and traditional dance forms, such as Bhangra and Kathak. The Indian influence on Pakistani culture is still visible today and is considered a

defining aspect of Pakistani heritage. Persian influence can be seen in many aspects of Pakistani culture, including architecture, art, and language. Pakistani cuisine has been heavily influenced by Persian cuisine, with dishes such as biryani, kebabs, and qeema. The use of spices such as saffron, cinnamon, and





Chinese cuisines are also gaining popularity with the consumption of chow mein, fried rice, and sweet and sour dishes in urban areas of Pakistan.

Afghan culture has also had a significant influence on Pakistani culture, particularly in the areas of art, architecture, and literature. Both countries share similarities in traditional clothing, such as the traditional Afghan dress, the chadri, and the Pakistani shalwar kameez. Both countries also have a strong tradition of hospitality and generosity, which is reflected



in the way food is prepared and served. Additionally, both countries have a strong tea culture. The strong ties between the two countries have resulted in cultural exchange and similarities between the two nations.

Tajikistan's culture has also had a minor influence on Pakistani culture. Both countries share similarities in traditional clothing, such as the traditional Tajik dress, the "vapo" and the Pakistani shalwar kameez.

Chinese cuisines are also gaining popularity with the consumption of chow mein, fried rice, and sweet and sour dishes in urban areas of Pakistan. Chinese cuisine is not as widespread as another cuisine in Pakistan, but it is still enjoyed and enjoyed by some of the population. The Chinese culture has had a minimal influence on Pakistani culture. Some Chinese martial arts, such as Kung Fu, have also become popular in Pakistan. Additionally, Chinese lanterns, clothes, and other decorations are commonly used during Pakistani festivals and events.



It is important to share that Pakistan has a maritime border with Oman in the Arabian Sea. Additionally, Pakistan is located close to other countries in South Asia, such as Nepal and Bhutan, and Central Asia, such as Turkmenistan and Kyrgyzstan.

In short, Pakistani Culture is very unique in terms of its social values revolving around the religion of Islam. The region has formed a distinct cultural unit within the main cultural complex of South Asia, Middle East and Central Asia with an integration of elements from various invading cultures from the earliest of times.



PAKISTAN BAGS BEST EXHIBITOR AWARD IN TRAVEL & ADVENTURE SHOW NEW YORK



The participation of Pakistan Tourism and Development Corporation (PTDC) in two day Travel and Adventure Show held on January 28 & 29 at Jacob K. Javits Convention Center New York has been highly impactful in terms of response from public and from the management resulting in awarding of “**Best New Exhibitor Consortium**” award to Pakistan pavilion.

The management of PTDC and delegation members throughout two days of the event has been highly appreciated.

PTDC, along with its six provincial/regional tourist ministries and twenty private tour operators and hospitality businesses presented Pakistan’s extensive tourism potential in New York. Aun Chaudhry; the advisor to the prime

minister of Pakistan on tourism and sports, PTDC MD Aftab ur Rehman Rana, PTDC member board of directors Ahmad Shafiq, and other officials from Pakistan also attended the show.

Speaking at the occasion, Aun Chaudhary said, “There are excellent investment potential in Pakistan’s tourism industry, and the government is doing everything it



on this success said, “This is not only the achievement of PTDC but the achievement of all Pakistanis. This award has shown how peaceful, friendly and loving we are. This will result in increase of tourism in our country and bring to the light a soft image of Pakistan and the nation.”

In order to promote Pakistan as a travel destination in the North American market, the Pakistani team also took part in various side discussions.

The event was a fantastic opportunity to highlight Pakistan’s tourism industry’s enormous potential and forge connections with the top international tourism companies, both of which will significantly increase tourist numbers.



can to promote investment there. Overseas Pakistanis and investors can fully capitalize on this opportunity, which will not only help to explore Pakistan’s tourism potential but will also promote Pakistan’s good reputation internationally.”

promote and highlight Pakistan’s rich tourist legacy at all international forums, he further said and appreciated the Pakistani embassy’s cooperation and the efforts of both public and private tourism groups to promote Pakistan’s positive image through the hosting of such events.

With the active involvement of all relevant parties, efforts are being made to

PTDC member board of director Ahmad Shafiq while congratulating all Pakistanis



Exploring Liberty Market

A HISTORIC & COLOURFUL MARKET IN LAHORE

The city of Lahore is best known for its lively culture and vibrant culinary traditions, some of which are centuries old. This historic city is not only famous for its world-renowned ancient landmarks but also for its bustling bazaars that reflect the true colours of the local culture.

So, if you are planning to visit the City of Gardens any time soon, along with taking a tour of the Walled City, you should also take a day out and plan a trip to Liberty Market in Lahore. It's one of the most famous and historic markets in the city with tonnes of eateries, shopping outlets, and other attractions.

History of Liberty Market

Liberty Market was planned and constructed to have the same charm and appeal as some of the city's oldest bazaars including Shah Almi, Anarkali, and Ichhra. However, to differentiate it from these ancient marketplaces, the project was planned with newer development patterns, which intended to breathe new life into the city's shopping scene.

Liberty Market hasn't changed much in decades

A lot of traders, retailers, and shopkeepers have been successfully running their businesses here for decades. Most of the shops in this marketplace deal in clothing and accessories, especially for women. You can also spot some roadside eateries and food kiosks, which serve a wide variety of street food to shoppers and visitors alike.

The market remains packed with the public six days a week during business hours, except for Sundays and public holidays when most of the shops are closed. Even when compared to the old times, not much has changed in the main Liberty Market since the 1960s. Only the night lights in the market have become much brighter as shops and

Liberty Market was planned and constructed to have the same charm and appeal as some of the city's oldest bazaars including Shah Alam, Anarkali, and Ichhra.





eateries now have sign boards with LED lights.

Interesting facts about Liberty Market in Lahore

Owing to its unique shape, Liberty Market is also commonly known as a horseshoe-shaped or D-shaped market. It is located on Noor Jehan Road in Lahore, which intersects with Main Boulevard Gulberg at Liberty Chowk. This roundabout is also a very popular landmark in the vicinity. In fact, local shop owners and retailers here treat it as a symbol of pride for their businesses.

The provincial government has worked on several noteworthy projects to beautify the city of Lahore by uplifting its existing infrastructure. The beautification of Liberty Roundabout was also carried out under the same initiative. The surroundings of this very famous roundabout have been painted in multi colours. It also has a fountain that beautifully lights up at night and a well-maintained park surrounding it.

The authorities renamed Liberty Chowk to 'Rainbow Square' in the later half of 2020, however, this initiative was not welcomed by a majority of the locals here. According to them, this roundabout serves as a monumental symbol, reminiscent of the

good old times. Calling it by a new name would make it hard for them to relate it to the memories they and their forefathers have had with this place in all these years.

Exploring more about liberty market – the hotspot for shopping and entertainment

Liberty Market is not only famous for its shopping scene, but also for having restaurants, food outlets, and kiosks in abundance. If you are a foodie who is on a tour of Lahore, you should definitely visit the vicinity of Liberty Market to find some of the city's best street foods.

The surrounding area of Liberty Roundabout is also popular for hosting many fine-dining restaurants like Monal Rooftop Restaurant, Casa Bianca Restaurant, Salt'n Pepper, Freddy's cafe, and Howdy's Restaurant among others.

How to get to Liberty Market in Gulberg, Lahore

Navigating to Liberty Market from anywhere from Lahore is not a big deal. It is one of the most popular places in the city located in Gulberg, one of Lahore's most affluent and commercially active neighborhoods.

Courtesy: Zameen.com



World Pizza Day was powered by Shangrila Foods. Cheezious sponsored the event as Industry Partner while Adam Milk Foods and Dough Story participated as Cheese Partner and Pizza Base Partner respectively.

International Pizza Day is celebrated every year on February 9 all over the world. In, Pakistan, this year again, with an improved version of World Pizza Day, COTHM arranged Pizza making competitions on February 8 and 9, 2023 in which all the culinary arts students at COTHM participated and introduced some amazing pizza concepts. In the two-day activity, at least 500 plus students made pizzas live at COTHM's kitchens.

On the first day of the event, pizzas made by students were distributed among the children at SoS Children's Village while the pizzas made on the second day were distributed among the children at Eat, Sleep, and Repeat against Hunger (ESRAH) orphanage.

The event was powered by 'Shangrila, The Food Experts' while Cheezious Pakistan sponsored the event as Industry Partner.

Adam Milk Foods and Dough Story supported the event as Cheese Partner and Pizza Base Partner respectively.

'Innovation' was the theme of the competition as all the participants were required to innovate something new or play with the existing types of pizza. Top three innovative ideas on pizza were awarded with cash prizes while other participants got participation certificates.



ARE DIETARY SUPPLEMENTS GOOD FOR YOU?

Dietary supplements can provide the human body with literally any kind of nutrient. Be it, macro-nutrients, or micro, these supplements can help in covering the loss for all.

Those who have any kind of illness, or inappropriate food intake, they must be familiar with dietary supplements. Are those dietary supplements even good for your health or not? Let's unravel each aspect of it in detail today!

What is Dietary Supplementation?

To understand whether dietary supplementation is good for our health or not, we must first understand what it truly is. Unless we have a sound understanding of it, we will continue to have no option but trust the doctor's prescription blindly.

If we consider the literal meaning, then

dietary supplementation refers to any capsule, tablet, pill, chewable, or syrups that contain a dietary element. It could possibly be any amino acid, vitamins, minerals, etc. One can even consume it in the form of a nutritional bar. Note that any form of dietary supplements must only be ingested via the mouth into the body. Otherwise, it may not classify as a dietary supplement. Nutritional supplements that one takes in the form of nasal sprays, creams, lotions, etc. are not dietary supplements but drugs.

Also, dietary supplements are not supposed to substitute meals. Proper food intake, such as liquids, fruits, vegetables, meats, etc. remains necessary. The supplementation can only boost nutrient intake.

Types of Dietary Supplements

We know that dietary supplements provide us with nutrients. But what are these nutrients? Where do they come from? They come from a variety of sources according to which they get further classified. **These are:**

- **Synthetic:** Dietary supplements of the synthetic sort are the ones that get prepared completely artificially. They are capable of delivering the benefit of the nutrients but do not get obtained from natural resources.
- **Partially Synthetic:**





Any form of dietary supplements must only be ingested via mouth into the body. Otherwise, it may not classify as a dietary supplement. Nutritional supplements that one takes in the form of nasal sprays, creams, lotions, etc. are not dietary supplements but drugs.



These supplements contain nutrients that originally get extracted from plants, inorganic material, animal tissues, etc. But later on, it is chemically changed to meet certain requirements or to enhance its effectiveness.

- Natural: These supplements

contain actual nutrients extracted from plants and animals and animal tissues. At times, they may also get extracted from inorganic materials, such as rocks and seawater.

Nutrients in Dietary Supplements

Dietary supplements can provide the human body with literally any kind of nutrient. Be it, macro-nutrients, or micro, these supplements can help in covering the loss for all. However, the below-mentioned are some of the most commonly consumed nutrients via supplementation:

- **Amino Acids**
- **Proteins**
- **Prebiotics**
- **Vitamins**
- **Minerals**
- **Fiber**
- **CLA (Conjugated Linoleic Acid)**
- **Fatty Acids**
- **Herbal Extracts**

Pros of Dietary Supplements

Dietary supplements benefit the human body by:

1. Nourishing health and combating nutritional deficiencies.
2. Strengthening the immune system.

Cons of Dietary Supplements

Dietary supplements do not have any cons, not until you consume them according to the prescription. However, if you consume heavy doses, then that might cause you some trouble. For example, prolonged and heavy intake of Vitamin B6 can cause irreparable nerve damage. Along the same lines, a sudden intake of heavy amounts of Vitamin C can cause diarrhea.

Also, if a person is taking different sets of medications simultaneously, it can cause an inappropriate drug interaction. Thus, leading to the development of new issues.

So, is it good or bad?

Whether dietary supplementation is good for you or bad, it all depends on consuming them. If you consume them as prescribed (given that you had been honest with your doctor about not taking any other medications currently), then it's all good!



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By Khalid Mukhtar

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.

Mughlai Cuisine

IN THE SUB-CONTINENT



The tastes of Mughlai cuisine vary from extremely mild to spicy, and are often associated with a distinctive aroma and the taste of ground and whole spices.

Introduction:

Mughlai cuisine consists of dishes developed in the medieval Indo-Persian cultural centers of the Mughal Empire. It represents a combination of cuisine of the Indian subcontinent with the cooking styles and recipes of Central Asian and Islamic cuisine. Mughlai cuisine is strongly influenced by the Turkic cuisine of Central Asia, the region where the early Mughal emperors originally hailed from, and it has in turn strongly influenced the regional cuisines of Northern India, Pakistan and Bangladesh.



The tastes of Mughlai cuisine vary from extremely mild to spicy, and are often associated with a distinctive aroma and the taste of ground and whole spices. A Mughlai course is an elaborate buffet of main course dishes

with a variety of accompaniments.

History

Although the ruling class and

administrative elite of the Mughal Empire could variously identify themselves as Turani (Turkic), Irani (Persian), Shaikhzada (Indian Muslim) and Hindu Rajput, the empire itself was Indo-Persian, having a hybridized, pluralistic-Persian culture.

Decorated Indo-Persian cookbooks and culinary manuscripts adorned the personal libraries of the Mughal elite, serving as both culinary guides and for aesthetic value.

One example was the *Ni'matnama*, a 15th-century work illustrated with Persian miniatures. This was commissioned by Sultan Ghiyas Shah, a sultan of Malwa in modern-day Madhya Pradesh, India, and features Central Asian dishes such as samosas (fried meat-filled pastry), khichri (rice and lentils), pilaf (rice dish), seekh (skewered meat and fish), kabab (skewered, roasted meat) and yakhni (meat broth), as well as western and southern Indian dishes, such as karhi (yogurt broth mixed with chickpea flour), piccha and khandvi.

From the Mughal period itself, one popular culinary work was the *Nuskha-i-Shahjahani*, a record of the dishes believed to be prepared for the court of Emperor Shahjahan, (1627-1658). This Persian manuscript features ten chapters, on nānhā (breads), āsh-hā (pottages), qalīyas and dopiyāzas (dressed meat dishes), bhartas, zerbiryāns (a kind of layered rice-based



of yoghurt, panīr (Indian curd cheese) and the coloring of butter and dough.

Another famous textbook was *Khulāsat-i Mākūlāt u Mashrūbāt*, perhaps dating to the era of the emperor Aurangzeb (1656–1707), while another was *Alwān-i Ni'mat*, a work dedicated solely to sweetmeats.

These include varieties of sweet breads such as nān *khatā'i* (crisp bread, like a biscuit), sweet pūrīs, sweet samosas (or sambosas), laḍḍū and ḥalwā. The cookbook introduces each recipe with a line of praise: for instance sambosa-i yak tuhī dam dāda (samosa with a pocket cooked on dam) is declared as being 'among the famous and well-known sweets; pūrī dam dāda bādāmī (almond pūrīs cooked on dam) is said to be 'among the delicious and excellent sweetmeats, and nān *khatā'i*

Safavid Iran, such as the *Kārnāma dar bāb-i Ṭabākhī wa ṣan'at-i ān* (Manual on Dishes and their Preparation) of Ḥājī Muḥammad 'Alī Bāwarchī Baghdādī.

Mughlai cuisine is renowned for the richness and aroma of the meals due to extensive use of spices like saffron, cardamom, black pepper, dry fruits and nuts, as well as rich cream, milk and butter in preparation of curry bases. This has influenced the development of North Indian cuisine.



dish), pulā'o, kabābs, harīsas (savory porridge), shishrangas and *khāgīnas* (omelette), and khichrī; the final chapter involves murabbā (jams), achār (pickles), pūrī (fried bread), fhīrīnī (sweets), ḥalwā (warm pudding), and basic recipes for the preparation

bādāmī (almond nān *khatā'i*) is noted for being 'among the rare and delicious recipes.

There are even many commonalities between Indo-Persian cookbooks used at the Mughal court and contemporary culinary works from

List of Mughlai dishes

- Kolkata biryani
- Mutton/chicken chanp
- Mutton/chicken pasinda
- Hyderabad biryani
- Haleem
- Khichda
- Korma
- Nihari
- South Asian pilaf (first introduced by the Delhi Sultanate)
- Bakarkhani
- Baklava
- Lucknowi biryani
- Aloo gosht (lamb/mutton and potato curry)
- Qeema matar (ground-lamb and pea curry)
- South Asian kofta
- Shahi paneer
- Shorba
- South Asian kebab (first introduced during Delhi Sultanate)
- o Galawati kebab (soft, tender patty-like kebab first prepared by Haji Murad Ali of Lucknow)

- o Bihari kebab (meat-chunks roasted in open flame)
- o Kakori kebab (first prepared in Uttar Pradesh, India)
- o Chapli kebab (first prepared by Pashtuns in the northwest frontier of India)
- o Kalmi kebab
- o Seekh kebab
- o Shami kebab (first prepared by Syrian cooks in the Mughal era, "Shami" denoting their Syrian origin)
- o Shikampur kebab (native to Hyderabad, India)
- o Murgir kebab
- o Tunde ke kabab
- Mughlai paratha
- Murgh musallam
- Pasanda
- Shawarma
- Chicken tikka
- Rezala (introduced to Bengal by the Mughlai



- sovereigns of Awadh and Mysore)
Paneer tikka

Desserts

- Phirni
- Gulab jamun
- Jalebi
- Falooda
- South Asian halwa
- South Asian seviyan (prepared with milk, clarified butter, vermicelli, rose-water and

- almonds)
- Sharbat
- Kulfi
- Barfi (derived from the Persian word for 'snow/ice')
- Firni
- o Kesari firni (rice-based sweet dish streaked with saffron)
- o Bedami firni (rice-based sweet dish with almonds)
- Shahi tukra (rich bread pudding with dry fruits and flavored with cardamom)
- Sheer khurma



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WHY YOU SHOULD CARRY A BACKUP CREDIT CARD WHILE TRAVELING?



By: Senitra Horbrook



It is a good idea to bring a Visa or Mastercard with you while traveling on the chance you encounter merchants that do not accept Amex or Discover. And in the rare instance that a network suffers an outage and you can't make any purchases, you'll be able to switch to a backup card on another network.



The average American has four credit cards, according to the Experian credit reporting agency. However, travel rewards enthusiasts may be slightly different from the average American when it comes to credit cards and have way more than four cards. But if you're new to points and miles or just taking it slowly, you may not have a wallet full of credit cards.

Whether you're above, below or on average



regarding the number of credit cards you hold, you probably don't bring them all with you while traveling. But have you ever stopped to think about how many you should bring and what types?

Let's dive into why it's important to travel with at least two cards and some best practices for your backup card, whether you're traveling within the United States or internationally.



Visa and Mastercard are only networks and have separate issuers. If you have a Visa credit card, it will be issued by a bank, such as Chase or Bank of America.

Visa and Mastercard credit cards tend to be widely accepted in the United States and abroad; American Express and Discover are less so, especially abroad. Suppose your primary or everyday spending card at home is an Amex or Discover. In that case, it is a good idea to bring a Visa or Mastercard with you while traveling on the chance you encounter merchants that do not accept Amex or Discover. And in the rare instance that a network suffers an outage and you can't make any purchases, you'll be able to switch to a backup card on another network.

Bank or issuer problems

You may also need another card in cases where your primary card is lost, stolen, declined or locked due to a fraud alert. If possible, you should have a card from a different bank than your primary card.

Worst-case scenario, if a bank or issuer flags your accounts for suspicious activity and locks all of your accounts while traveling, you'll be able to switch to a card from a different bank. But if all of your cards are from the same bank, you'll be out of luck until you're able to clear up the issue with your account, which could get problematic if you're in the middle of a transaction or in a time crunch.

Keep a backup card in the hotel



Card network issues

There are four major credit card networks in the United States: Visa, Mastercard, American Express and Discover. Credit card networks facilitate transactions between a merchant and an issuer. Some, such as American Express and Discover, are both a network and an issuer. On the other hand,

Some travelers even go as far as keeping a second, or decoy, wallet. Some carry a decoy wallet with a small amount of cash and some closed or expired credit cards to fool a mugger or pickpocket if an unfortunate incident occurs. Others use a second wallet to carry around just the card they need for the day, while the main wallet and other cards remain safe in the hotel room.

With the growing acceptance of mobile payment methods (such as Apple Pay and Google Pay), even internationally, you may also want to add multiple cards to your mobile wallet. You may still prefer to use the physical card, but at least you'll know the mobile wallet option is there in a pinch.

Should you take more than two cards?

Sure, but if any are lost or stolen, it could be a big headache as you'll make many phone calls to cancel cards. And who wants to spend their vacation doing that? It's understandable why you may want to bring a variety of cards if you're trying to maximize rewards by using multiple cards for different spending bonus categories on your trip, but keep at least one card back in your hotel room safe.

If traveling internationally, you'll want to ensure your primary card and any backup cards have no foreign transaction fees. Two excellent options that we recommend are the Chase Sapphire Preferred Card and Capital One Venture Rewards Credit Card.



room safe

In some cases, like if your card is declined or locked, it would be helpful to have a second card with you at all times to still be able to complete your transaction. However, the general advice is to keep your backup card somewhere secure, like in your hotel room safe. If your wallet is lost or stolen and all of your cards are in it, you'll wish you had set aside at least one card for safekeeping.

Bottom line

When planning what to pack for your next trip, don't forget to pack an extra credit card. There are quite a few scenarios during travel where having a backup card can come in handy. At the very least, even if you only use one card during your trip, you'll have peace of mind that if something goes wrong with your primary card, you still have a way to pay for your purchases.

CHEEZIOUS PAKISTAN
CEO IMRAN EJAZ, MD FAHEEM ASHRAF

TEACH ENTREPRENEURIAL SKILLS TO STUDENTS AT COTHM

Cheezious Pakistan a renowned fast food brand MD Faheem Ashraf and CEO Imran Ejaz visited College of Tourism and Hotel Management (COTHM) Lahore. COTHM Chief Executive Officer Ahmed Shafiq introduced them to all teaching faculties in detail. MD Faheem Ashraf and CEO Imran Ejaz also visited the live cooking and baking classes. While interacting with the students, they appreciated their skills in cooking and hospitality.

They also gave useful tips on food safety and hygiene to students and young chefs. While talking to the students, Cheezious MD Faheem Ashraf said that Pakistan has always needed skilled youth and they are the asset of this country. CEO Imran Ejaz also encouraged the students to launch a food business and make it successful.

He said that Cheezious is a Pakistani brand and through it, we will provide employment to Pakistani skilled youth. During his visit, he said that the facilities in COTHM are of international level. The chefs who graduate from here take care of the principles of hygiene as well as taste in the field as well.

Later COTHM CEO Ahmed Shafiq thanked MD Faheem Ashraf and CEO Imran Ejaz and presented them honorary souvenirs. He also appreciated the Cheezious' services for Pakistan.





The biggest travel and hospitality trend, we will see in 2023 is the adoption of technology in hotels. From improving the guest experience to streamlining back-of-house operations, hospitality technology serves hoteliers in a variety of ways. For one, properties feeling a staffing crunch can turn to hospitality tech to help them continue to run efficiently despite operating with less staff. There are a few types of technology that are going to be trending in hotels across the world this year.

Mobile Apps

Today's consumer is influenced by technology more than ever. Consumers have grown accustomed to the convenience technology plays in their lives — from ordering their dinner on a delivery service app to picking up their groceries curbside.

Branded hotel mobile apps allow guests to check-in from their mobile phone from anywhere. Apps with mobile key technology can turn the guest's smartphone into their digital room key, letting them bypass the front desk completely and head straight to their room upon arrival at a property. Gone are the days of long lobby lines. Guests who have traveled cross-country can now begin to relax the moment they step foot onto a property.

Mobile apps also allow for digital check-out, which helps free up the front desk staff's time so they can focus on bigger tasks, which is crucial for under-staffed properties. And the same goes for in-room dining. A property's mobile app allows guests to browse updated dining menus and place orders all from the app. This eliminates the need to call down to place an order, saving time for both the hotel's employees and their guests. Digital dining orders also reduce the possibility of human error and allow guests to receive real-time updates regarding their orders.

Smart-Room Tablets

While a large portion of 2023's travelers are expected to be Millennials and Gen Zers — two generations accustomed to using mobile apps — guests who might not download an app for their hotel stay still crave the same customization and convenience hotel technology provides. Smart-room tablets serve as a digital concierge and offer these guests similar functionality, including the ability to place in-room dining orders, book spa appointments, and browse updated hotel compendiums, all from an in-room tablet. Tablets can also put

HOTEL TECH TRENDS FOR 2023



Guests can browse a hotel's gift shop offerings and place an order on the tablet for pickup in the lobby, driving additional revenue without overwhelming staff.





guests in charge of their stay by allowing them to adjust in-room temperature controls and lighting, exuding a feeling of both luxury and convenience. Similar to mobile apps, guests can also browse a hotel's gift shop offerings and place an order on the tablet for pickup in the lobby, driving additional revenue without overwhelming staff.

Casting

Casting capabilities give your guests control over their in-room entertainment. Delivered through Google Chromecast, casting lets a property's guests stream content directly to their hotel room's television from their own devices. A guest no longer has to stop bingeing their favorite Netflix documentary just because they're away from home. Additionally, casting requires no additional logins, offers hotels the ability to display personalized welcome messages on the in-room television, and allows them to cancel expensive cable subscriptions.

Staff Operations Platforms

A staff operations platform integrates with a property's existing PMS and POS systems to create a hub that streamlines employees' workloads. Overworked employees lead to higher turnover rates, but with a staff operations platform, employees can easily automate and track many functions of a property, including guest requests, guest storefront purchases, and digital dining requests. Ticketing systems also allow a property's team to focus on guest satisfaction by easily tracking and fielding service and maintenance requests while keeping up with preventative maintenance and work orders — all from one hub. Staff operations platforms also aid in service recovery to track guest feedback and identify common issues, so staff can prevent escalations before they happen. A staff operations platform can aggregate guest usage data and feedback to help a property make more informed business decisions.

Courtesy: hospitalitynet



COTHM IS
**TRULY SERVING PAKISTAN BY MAKING
THE YOUTH SKILLED**

Dr. Azad Marshall

PRESIDENT, NATIONAL COUNCIL OF CHURCHES IN PAKISTAN



COTHM's courses not only teach women skills but also lead to their economic development, Dr. Marshall

Church of Pakistan and National Council of Churches Pakistan President Bishop Azad Marshall along with Bishop Shehzad visited College of Tourism and Hotel Management (COTHM) where CEO of the institution Ahmed Shafiq introduced them to all the teaching departments. During his visit, he said that COTHM is truly serving Pakistan by providing skill based education to its students. COTHM graduates are not only able to launch their own startups but also compete with other countries. In this way they will also be able to serve Pakistan by providing employment opportunities to others, he added.

He further said that COTHM is doing very well in hospitality and tourism sector. While interacting with the students, Bishop Azad appreciated their skills in cooking and

hospitality. He said that the facilities at COTHM are of international level. I am happy to know that there are also such institutes in the private sector where students are not only given a degree but also equipped with skills. Getting a job is not difficult for graduates from here. He added that COTHM is providing good and skilled workforce to the tourism industry. It is not only playing its role in promoting tourism in Pakistan but also making the country famous at global level.

Bishop Azad Marshall also visited COTHM's sister organization Chocolate Academy Pakistan where academy CEO Zainab Shafiq welcomed him. She introduced him about the working of Chocolate Academy and the various courses taught here.





Sheikh Badin National Park

Located in Dera Ismail Khan in Khyber Pakhtunkhwa Province of Pakistan, and spread over an area of 15,540 hectares, Sheikh Badin National Park is one of the most important national parks present in Pakistan.

Pakistan is home to many national parks that are under the protection of the government to preserve them from modern developments and save wildlife from being endangered by any kind of threat. These parks serve as a home and shelter to not only birds and wild animals but also to different species of trees and plants. Any kind of human activity in these preserved places may disturb the ecosystems in these natural settings and this is the reason why Sheikh Badin National Park has been kept away from human intervention by the state.

About Sheikh Badin National Park

Sheikh Badin National Park is located in Khyber Pakhtunkhwa Province of Pakistan. Sheikh Badin Hills have been named after a Sufi, Sheikh Bahaudin who first inhabited the place in the 17th century. Later in 1860 when the English government had their stronghold over the subcontinent, Sheikh Badin Hills (also spelt as Sheikh Buddin Hills) was their summer headquarters and this was also the second major settlement in the area.

Before we go into further details of the Badin National Park and its current status, let us first understand the role and purpose of a national park.

What is a national park?

Unlike a city park that is fenced, gated and has gardens, it is a piece of land usually declared and owned by the state to preserve and protect the natural beauty, flora, fauna and wildlife from the abundance of human presence. These pieces of land in a country are home to free wildlife and people may use it as a hunting ground. Often there are growths of vegetation and species of plants and trees which are not in such abundance in any other place and used for study and scientific purposes.

Role and purpose of a national park

The basic purpose of a national park is to protect and preserve biodiversity but it also serves to collect data for research studies. The outstanding views and existence of different species of flora and fauna, national parks all around the world attract eco-tourists, bird watchers and nature



photographers.

Requirements for a national park

For any land that is to be given the status of a national park has to meet a certain criterion that has been set by the International Union for Conservation of Nature (IUCN). According to these guidelines, the land should at least have a size of 1,000 hectares and should not be under private ownership. It should be a state-owned land and any activity that may pose a threat to the protection of the present species or exploitation of natural resources should completely be banned



here.

Area of Sheikh Badin National Park

Sheikh Badin National Park is spread over an area of 15,540 hectares. Located in Dera Ismail Khan in Khyber Pakhtunkhwa Province of Pakistan, it is one of the most important national parks present in Pakistan. The national park is situated among the Sheikh Badin Hills

which form the eastern extension of the Sulaiman Mountains.

Weather and temperature of Sheikh Badin National Park

The national park gets to see all four seasons of the year i.e. winter, autumn, summer and spring. The winters can get as cold as 4.2 degrees Celsius and the temperature in summers can rise upto 30 degree Celsius. The coldest month in the winter season is January and the hottest month during summers is July.

Flora and Fauna in Sheikh Badin National Park

There are about 41 species of birds that live and seek shelter in Sheikh Badin National Park. Some of these are migrating birds while others are permanent residents here. The commonly found bird species at the national park are house sparrow, blue cheeked bee-eater, baya weaver, alpine swift, house crow, common myna, black-breasted weaver, Indian robin, Spanish sparrow and purple sunbird.

Similarly, Sheikh Badin National Park also has more than a hundred species of plant and the most common type of plant found here is Nanophyll which forms 36% of the total plant population. Some of the plant species were uprooted by the locals for construction and burning purposes. Species like Monotheca, Pinnus and Tamarixaphyllaetc need protection and special care for their survival in the national park otherwise these will be extinct from here.

Timings of Sheikh Badin National Park

The national park opens for the public at 09:00 AM and closes at 05:00 PM.

Address

Sheikh Badin National Park is located in Dera Ismail Khan, which is



district of Khyber Pakhtunkhwa, Pakistan.

Pakistan is home to more than 20 national parks out of which the smallest one is in Toli Pir in Poonch District of Azad Jammu and Kashmir spreading over 1,000 hectares. The largest national park in Pakistan is Central Karakoram National Park in Gilgit Baltistan which covers a total land of 9,73,845 hectares.

Courtesy: zameen.com



Chefs ^{from} *Azerbaijan*

ARRANGE CULTURAL FOOD WORKSHOP AT COTHM

A delegation of chefs from Azerbaijan visited College of Tourism and Hotel Management (COTHM) where they arranged cultural food workshop with COTHM Department of Food, Nutrition and Safety Sciences students. During the workshop, students were taught about how to make

Azerbaijani desserts and sweets. Delegates were of the view that COTHM graduates are promoting Pakistani food not only in Azerbaijan but also in other countries around the world and making the world aware of Pakistani taste. They expressed their keen interest in promoting bilateral cooperation in organizing such

activities in future. They also appreciated the culinary skills of the students. Later, the delegates were also awarded with honorary shields and souvenirs by COTHM chief operating officer Zaheer Ahmad.







INDUSTRY

LRA GETS BIG RELIEF FOR RESTAURANTS

1



Lahore restaurants Association (LRA)'s efforts have resulted in big relief for restaurants and cafes. As per details, Lahore Restaurants Association (LRA) had filed a petition in the court against restaurant timings. The court has now ordered and allowed restaurants to serve till 11:00 pm while delivery and take away are allowed till 12:30 am.

Before this, the restaurants were allowed to serve only till 10:00 pm from Monday to Thursday and till 11: 00 pm from Friday to Sunday while delivery and take away were also not allowed.

LRA Secretary General Ahmad Shafiq while talking to Hospitality Plus said that restaurants are the main source of revenue collection for the government. This relief in

time will not only increase revenue for the government but will also be a sigh of relief for the hospitality industry which is already affected by the Covid.

PAKISTAN EMBASSY ENTERS INTO PARTNERSHIP WITH QYER TO PROMOTE TOURISM

2



The Pakistani Embassy in Beijing has entered into a strategic partnership with a travel sharing platform, Qyer, to promote the stunning tourism offerings of Pakistan to the world. This collaboration is aimed at maximising the impact of the China-Pakistan Year of Tourism Exchanges 2023, which promises to be an exceptional

showcase of Pakistan's rich cultural heritage and scenic beauty.

The year-long digital campaign will be an in-depth exploration of the diverse aspects of Pakistan, including its breathtaking landscapes, vibrant culture, diverse cuisines, joyful festivals, and treasured heritage. Through Qyer's vast network of travellers,

Pakistan's tourism potential will be showcased to a wider audience, creating greater awareness and interest among Chinese tourists. China has helped transform Pakistan's tourism by building road infrastructure under the framework of China-Pakistan Economic Corridor.

HIGHLIGHTS

GDA APPROVES TOURISM POLICY FOR GWADAR



The Gwadar Development Authority (GDA) has approved a new tourism policy through its governing body in order to revamp and develop the sector to increase the revenue. The construction work on the eco-tourism resorts, establishment of sea food restaurants, ferry services, beach parks, floating jetties and rest area is in full swing with allied

facilities to cater the needs of local and foreign tourists visiting its beautiful coastal line. Talking to media persons, an official of the GDA said that the work on the renovation of old buildings and archaeological sites has started to preserve the ancient civilization, and history of Gwadar city with the aim to promote tourism.

"Under the plan, dilapidated buildings will be restored for tourists to recall history, culture and heritage of the port city", he added. He said Gwadar had a lot of potential to generate tourism opportunities, adding that there was a dire need to have a constructive approach for exploring the hidden beauty of the city.

TEST FLIGHTS TO BEGIN AT NGIA SOON



With 55% of the multi-level work already finished, the New Gwadar International Airport (NGIA) construction is moving along quickly. Test flights at NGIA will start within the next two months, according to a Gwadar Development Authority (GDA) official. The NGIA's overall anticipated construction

cost is Rs. 51.284 billion, and installation of contemporary security measures, a key component of the airport, has advanced significantly. 39 hold or hand luggage scanning devices will be installed as part of this, considerably improving the accuracy of passenger screening at the airport.

The NGIA's completion is anticipated to significantly increase trade between Pakistan and China and act as a catalyst for development on the Gwadar Peninsula. The NGIA is anticipated to be inaugurated on March 23, 2023, which also happens to be Pakistan Day, according to a November 2017 publication.



INDUSTRY

FLY JINNAH ANNOUNCES HUGE DISCOUNT FOR WEDDING GUESTS, BRIDES, AND GROOMS

5



In light of the current financial crisis, long-distance marriage is becoming an unfamiliar concept. Those who ultimately dare to accept it are compelled to change their minds.

However, Karachi-based Fly Jinnah, a recently established low-cost carrier, has taken matters into its own hands and promised a sizable discount for wedding guests. Brides, grooms, and wedding guests

may now book a one-way ticket to Karachi for as little as Rs. 7,777, according to the details. Fly Jinnah is renowned for occasionally announcing significant savings. Following snowfall in Quetta last month, Fly Jinnah announced a special price for the Karachi-Quetta route. One-way tickets were available for as little as Rs. 7,777.

Fly Jinnah launched its flight operations in October of last year, becoming the fourth



domestic airline in the nation. Its first flight departed from Karachi and touched down in Islamabad.

The national aviation market has been completely overtaken by Fly Jinnah. Due to its low prices and excellent service, the new airline has gained a lot of popularity among travelers.

EMIRATES RESUMES FLIGHTS TO THREE INTERNATIONAL DESTINATIONS

6



The Dubai-based airline Emirates has stated that its Airbus A380 flights to Glasgow, Nice, and Birmingham will resume soon.

Details indicate that the double-decker aircraft will land in Glasgow on March 26, 2023, Nice on June 1, and Birmingham on July 1. A second daily flight to London

Stansted Airport will resume on May 1, bringing the total number of daily flights to London to 11, including 6 to Heathrow and 3 to Gatwick. Emirates started operating A380 flights to Birmingham in 2016, Nice in 2017, and Glasgow in 2019. However, due to coronavirus-related travel restrictions, it halted those flights.

With an increase in travel demand, it also keeps growing its global network. Emirates currently flies to 40 locations across the world with their flagship A380. The Emirates A380s will be operating to roughly 50 destinations by the end of this summer, resuming nearly 90% of the airline's pre-pandemic operations.

HIGHLIGHTS

PIA'S FLEET GROWS WITH TWO NEW AIRCRAFTS

7



The operational fleet of Pakistan International Airlines (PIA) has been increased with the inclusion of two new Airbuses that include A320s and a Boeing 777. They had been out of service for seven months. Pressure on PIA's overworked fleet is anticipated to decrease with the introduction of these aircraft. According to a PIA representative, the government is making efforts to promote the

expansion and development of PIA. The third and final Boeing 777 will shortly be launched, bringing the total number of operating aircraft to 26. He also mentioned that PIA had resurrected two Boeing 777s after a protracted period of grounding. This year, PIA also intends to add 4-5 mid-range, wide-body aircraft to its fleet. According to the spokesperson, adding more aircraft is necessary for PIA to expand,

especially in Saudi Arabia, Turkey, China, and the Far East.

The representative added that the aviation industry is recovering and is anticipated to shortly approach pre-pandemic levels. Fleet planning is essential to capitalise on the demand in the quickly changing market, the representative said.

WIZZ AIR ABU DHABI DECLARES 2022 A RECORD-BREAKING YEAR

8



Budget friendly airline Wizz Air Abu Dhabi, based in the UAE, has reported that 2022 saw record-breaking numbers for the company, with more than 6,000 flights and more than 1.2 million passengers, including 600,000 who were flying to the UAE. The airline has grown to become the second largest carrier in the city by seat capacity,

flying to 36 destinations across 25 nations from its base in Abu Dhabi. The airline has established a number of affordable routes and is currently growing into Central Asia, the Maldives, and across the Gulf.

Michael Berlouis, Managing Director of Wizz Air Abu Dhabi, commented on the achievement and said that the growth until 2022 demonstrates their commitment to

making the airline an accessible choice for everyone. He said he was excited for this year and anticipated that travellers will board the brand-new, environmentally friendly aircraft operated by Wizz Air Abu Dhabi.



INDUSTRY HIGHLIGHTS

DUBAI AIRPORT RANKED BUSIEST INTERNATIONAL AIRPORT IN JANUARY 2023

9



Dubai International Airport (DIB) has been ranked as the busiest international airport in January 2023, according to aviation consultancy, Official Airline Guide (OAG). The airport saw 4.6 million seats, a 1% increase from December 2022. For multiple months in a row, DIB has constantly held the top spot as the busiest international airport. London Heathrow came in 2nd with 3.5

million seats. Also, 7 of the top 10 busiest international airports in January 2023 were also in the top 10 in January 2022. Singapore Changi moved from 11th to 4th place, Incheon (South Korea) rose from 46th to 7th, and Bangkok Suvarnabhumi (Thailand) climbed from 45th to 10th. On New Year's Eve alone, Dubai received over 107,082 passengers, with 95,445 arriving through its two airports.

The airport's daily passenger numbers are almost back to pre-pandemic levels thanks to a strong recovery throughout 2022. Dubai's reputation as a tourist destination, the seasonal influx of tourists, and the return of Chinese tourists after the removal of travel restrictions, have all contributed to DXB's booming January.

ASIA DYE TECH GETS BRAND ACHIEVEMENT AWARD

10



Asia Dye Tech; a renowned food colour company has been awarded the brand achievement award at Governor House Lahore. The award was presented by Punjab Governor Muhammad Baligh ur Rehman to Asia Dye Tech CEO Abdul Mateen Chughtai.

Speaking at the occasion, Chughtai said that it is honour for the company that its services to the food industry are being recognized by the government also. Asia Dye Tech is always there to serve the industry and provide high quality food colours. It is noteworthy to mention here that Asia Dye

Tech colours are used in baking, patisserie and other items. They are widely appreciated by chefs. The company also sponsored Pakistan Culinary League, celebration of International Chefs Day and other events conducted by the Chefs Association of Pakistan.

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
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