

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

HOSPITALITY PLUS

VOL# 18 | ISSUE# 09 | SEPTEMBER 2023

**WORLD
TOURISM
DAY 2023**

**TOURISM
& GREEN
INVESTMENTS**


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Minister of State for Tourism
Wasi Shah visits COTM



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Chief Editor/Publisher

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Deputy Chief Editor

Zaheer Ahmad

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Samina Ahmad

Editor

Fraaz Mahmud Kasuri

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Babar Sheikh

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Social Media Manager

Sarmad Asif

Contributors

Masood Ali Khan

Aftab Rana

Akhtar Mummunka

Prof. Shuaib Raza

Director Art & Design

Aamir Kashif

IT Manager

Rizwan Hameed

Chief Photographer

Waqas Ali

Photographer

Zeeshan Ali

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For comments please write to us at:

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road,

New Garden Town, Lahore .

Mob: 0302- 4090092

Tel: 042 35913580-81-82-83

E-mail: office@hospitalityplus.com.pk

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EDITOR'S NOTE



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



HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

Chief Editor:

•Hospitality Plus Magazine (ABC Certified Monthly Publication)

Chief Executive Officer:

- College of Tourism & Hotel Management (COTHM) Pakistan & Dubai
- Consult COTHM, Dubai UAE
- COTHM Travel Solutions
- COTHM Hospitality Foundation (CHF)
- COTHM Manpower International (CMI)

Director:

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- All Pakistan Newspapers' Society (APNS)

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WORLD TOURISM DAY AND PAKISTAN



World Tourism Day is celebrated annually on September 27th to raise awareness about the importance of tourism and its impact on the economy, society, and environment. The theme for World Tourism Day 2023 is "investments for people, for planet, and for prosperity".

This theme is particularly relevant to Pakistan, which has a rich and diverse tourism landscape, but has yet to fully capitalize on its potential. Pakistan is home to some of the world's most stunning natural scenery, including the majestic Himalayas, the rugged Karakoram mountains, and the pristine Arabian Sea coast. It also has a rich cultural heritage, with ancient archaeological sites, vibrant cities, and traditional villages.

Despite its many attractions, Pakistan's tourism industry is underdeveloped. This is due to a number of factors, including a lack of investment in infrastructure and marketing, as well as security concerns. However, the government has recently taken steps to promote tourism, such as launching a new e-visa system and easing restrictions on foreign investment in the sector.

On World Tourism Day, it is important to reflect on the potential of tourism to contribute to Pakistan's economic and social development. Sustainable tourism can create jobs, generate income, and promote cultural understanding. It can also help to protect the environment and conserve natural resources.

There are a number of ways in which the government can make use of World Tourism Day to promote tourism in Pakistan. First, it can use the day to raise awareness of the country's many attractions and to showcase its rich cultural heritage. Second, it can use the day to launch new initiatives and programs to promote tourism, such as developing new tourism circuits, training tour guides, and investing in tourism infrastructure. Third, it can use the day to engage with the tourism industry and to address any challenges that businesses are facing.

By taking these steps, the government can make World Tourism Day a meaningful event that helps to promote tourism and sustainable development in Pakistan.

**WORLD
TOURISM
DAY 2023**

**TOURISM
& GREEN
INVESTMENTS**



WORLD TOURISM DAY – 2023

TOURISM AND GREEN INVESTMENTS



World Tourism Day 2023 will be a call to action to the international community, governments, multilateral financial institutions, development partners and private sector investors to unite around a new tourism investment strategy.

UNWTO has identified investments as one of the key priorities for tourism's recovery and future growth and development. For World Tourism Day 2023, UNWTO highlights the need for more and better-targeted investments for people, for

planet and for prosperity. As per UNWTO, now is the time for new and innovative solutions, not just traditional investments that promote and underpin economic growth and productivity.

This year, World Tourism Day 2023 will

be a call to action to the international community, governments, multilateral financial institutions, development partners and private sector investors to unite around a new tourism investment strategy.

Zurab Pololikashvili
Secretary General,
UNWTO



*It is a true pleasure to greet you on this World Tourism Day
This is a chance to reflect on the importance of our sector. Tourism is a pillar of our economies. It plays a central role in our societies and in our individual lives.
And it offers solutions to some of our biggest challenges – including the climate emergency and*

António Guterres
Secretary General,
United Nations



*Tourism is a powerful force for progress and mutual understanding. But in order to deliver its full benefits, this force must be protected and nurtured.
Today, the climate emergency is threatening many travel destinations and the very survival of communities and economies that depend on tourism. And many developing countries that are severely affected by a changing climate are also facing a growing investment deficit and a cost-of-living crisis. On this World Tourism Day, we recognize the vital need for green investments to build a tourism*





MINISTER OF STATE FOR TOURISM **WASI SHAH** VISITS COTHM

LAUD ITS ROLE IN YOUTH DEVELOPMENT



COTHM is performing a national duty by representing Pakistan in the fields of hospitality and tourism on international forums, says Minister of State for Tourism Wasi Shah

Minister of State for Tourism Wasi Shah visited the College of Tourism & Hotel Management (COTHM) on September 18, 2023; a day that would be etched in the memory of COTHM and all its students. Minister Wasi Shah had arrived to not just visit the college but to ignite a beacon of hope for Pakistan's tourism industry.

COTHM Founder/President & CEO Ahmad Shafiq welcomed the minister and walked him through the college,

while narrating the fascinating success story of COTHM. He explained how COTHM had been founded with a vision to transform Pakistan's tourism and hospitality industry by providing world-class education to the aspiring professionals.

"The tourism sector in Pakistan has immense potential," Ahmad Shafiq said, "and we believe that by nurturing young talents like those you see around us, we can make Pakistan a global tourist destination."



There are very few organisations which are actually serving Pakistan and COTHM is one of them, says Wasi Shah





Pakistan is globally known for its natural beauty and the tourists from all over the world visit Pakistan to enjoy the splendor of its landscapes, says COTHM CEO Ahmad Shafiq



While talking to the students, the minister said, "Skills education, like what you are receiving here at COTHM, is the backbone of our tourism industry. Without well-trained professionals, we cannot provide the world-class experience that travelers seek. You are the architects of our nation's tourism future, and I have no doubt that you will excel."

COTHM is an institute of its own kind and he is inspired by its contributions to the society, he said adding that there are very few organisations which are actually serving Pakistan and COTHM is one of them. He also said that COTHM is performing a national duty by representing Pakistan in the fields of hospitality and tourism on international forums, and added that the services rendered by COTHM for the youth of the country are absolutely commendable.

While speaking on the occasion, COTHM CEO Ahmad Shafiq said that Pakistan is globally known for its natural beauty. Tourists from all over the world visit Pakistan to enjoy the splendor of its landscapes, he added. He also said that Minister Wasi Shah has got a vision for the tourism industry of Pakistan and he wants to deliver for the good of the tourism sector of Pakistan.

As the visit concluded, Minister Wasi Shah was presented with a souvenir from COTHM. He accepted it with grace and humility, expressing his gratitude for the warm welcome he had received.



THE CRUCIAL ROLE OF HOSPITALITY EDUCATION IN NURTURING EXCEPTIONAL FRONT OFFICE MANAGERS



The world of hospitality is a dynamic and ever-evolving industry, where the role of front office managers is pivotal in creating memorable guest experiences. These managers are the face of the establishment, responsible for ensuring smooth operations, guest satisfaction, and the overall success of the business. However, finding exceptional front office managers in hospitality can be a challenging task. Let's explore the significance of hospitality education in shaping the best front office managers and the impact they can have on the industry.

The changing landscape of hospitality

The hospitality industry has transformed significantly over the years. It is no longer just about providing a comfortable bed and a good meal; it's about creating unique, personalized experiences that leave a lasting impression. Front

office managers play a crucial role in achieving this goal as they are the first point of contact for guests.

In today's competitive hospitality landscape, properties are constantly seeking ways to stand out. This includes offering innovative services, embracing technology, and ensuring exceptional customer service. To excel in these areas, front office managers need more than just on-the-job training; they need a solid foundation in hospitality education.

The role of a front office manager

Front office managers have a multifaceted role that requires a diverse skill set. They are responsible for:

Guest Services:

Welcoming guests, ensuring their needs are met, and resolving any issues or complaints promptly.

Operational Efficiency:

Overseeing check-in/check-out procedures, room assignments, and managing reservations effectively.

Team Management:

Leading and motivating the front desk and concierge teams, ensuring they are well-trained and provide excellent service.

Revenue Management:

Maximizing room revenue through pricing strategies, upselling, and managing occupancy rates.



Technology Integration:

Utilizing property management systems and other technology solutions to enhance guest experiences and streamline operations.

Problem Solving:

Addressing unexpected challenges and emergencies with composure and professionalism.

Communication:

Interacting with other departments and maintaining open lines of communication to ensure a seamless guest experience.

The importance of hospitality education

While some individuals may naturally possess certain traits that are beneficial in hospitality, formal education plays a pivotal role in nurturing well-rounded front office managers. Here are some key reasons why hospitality education is essential:

Industry Knowledge:

Hospitality programs provide students with a deep understanding of the industry, including its history, trends, and best practices. This knowledge is invaluable in making informed decisions and adapting to industry changes.

Customer Service Excellence:

Hospitality education emphasizes the importance of exceptional customer service, teaching students how to anticipate guest needs, handle complaints, and create positive interactions.

Management Skills:

Front office managers need strong leadership, communication, and problem-solving skills. Hospitality education programs often include coursework in these areas, preparing students to lead effectively.

Technical Proficiency:

With the increasing reliance on technology in the industry, hospitality education equips students with the technical skills necessary to manage property management systems and other software.

Global Perspective:

Many hospitality programs offer an international perspective, preparing future managers to work in diverse settings and cater to a global clientele.

Ethical and Responsible Practices:

Hospitality education instills ethical values and responsible business practices, emphasizing sustainability, diversity, and social responsibility.

Networking Opportunities:

Students in hospitality programs have the chance to build valuable connections within the industry through internships, guest speakers, and industry events.



Adaptability:

Hospitality education teaches students to adapt to new challenges and changing guest expectations, a vital skill in the fast-paced world of hospitality.

The Impact on the Industry

Exceptional front office managers are the backbone of a successful hospitality establishment. When well-educated and trained, they can elevate the guest experience, drive positive reviews, and increase repeat business. Additionally, they contribute to the overall reputation of the property and the industry as a whole.

Moreover, the hospitality industry is a significant contributor to the global economy, and its growth is expected to continue. As such, there is a growing demand for highly skilled front office managers who can not only meet but exceed guest expectations. Hospitality education is the key to meeting this demand.

Collaboration between Industry and Education

To produce the best front office managers, there must be a collaborative effort between the hospitality industry and educational institutions. This partnership can take several forms:

Internship Programs:

Hospitality schools can establish internship programs with hotels and resorts, allowing students to gain practical experience and apply their classroom knowledge in real-world settings.

Guest Lectures:

Industry professionals can be invited to speak at educational institutions, sharing their insights and experiences with aspiring front office managers.

Curriculum Alignment:

Educational institutions should regularly update their curricula to align with the latest industry trends and demands. This ensures that graduates are well-prepared to meet current industry needs.

Certification Programs:

Industry associations can work with educational institutions to develop certification programs that signify a graduate's readiness for front office management roles.



Professional Development:

Hotels and resorts can invest in the ongoing professional development of their front office managers, allowing them to stay updated on industry advancements.

In the world of hospitality, exceptional front office managers are not just born; they are nurtured through comprehensive hospitality education and practical experience. These individuals are the linchpin of guest satisfaction and the success of hospitality establishments. As the industry continues to

evolve, the importance of hospitality education in shaping the best front office managers cannot be overstated.

By investing in education and fostering collaboration between educational institutions and the industry, we can ensure that the future of hospitality management remains bright and promising.

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DEPARTMENT OF

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14-Months (1-Semester) (Intermediate/a-levels/ Semester-i (Cothm Diploma))

LEVEL 7-UK

Executive Diploma in

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6-Months (1-Semester) (Entry Level: Bachelor's / Master's)

Graduate Diploma in

- 3- **Hospitality & Tourism Management** (USA)
14-Months + 4-Months Internship, (Entry Level: Intermediate)

Postgraduate Diploma in

- 4- **Hospitality & Tourism Management** (USA)
6-Months (2-Semesters) (Entry Level: Bachelor's / Master's)

5- **American Hospitality & Tourism** (USA)
12-Months with Internship, (Entry Level: Matric, A/O-Level)

- 6- **Professional Distance Learning** (USA)
3-12 Months (Entry Level: Matric to Master's)

(DUAL-INTERNATIONAL QUALIFICATION)

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Entry Level: Matric

Program Duration:

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ASSOCIATE DEGREE IN TOURISM & HOSPITALITY MANAGEMENT

Entry Level: Intermediate: F.a/ F.Sc./ I.com/ A-levels Or Equivalent

Program Duration: 2-Years

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HEAD OFFICE/CANAL CAMPUS:

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Town, Lahore . Mob: 0302- 4090092
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COTHM JAIL ROAD:

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

COTHM KARACHI:

Mob: 0336-2226846

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COTHM HOLDS

Grand Culinary Championship

AT 18TH IFTECH EXHIBITION



FEATURING TOP STUDENT TALENT

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Spice Partner



Beverage Partner



“
The culinary championship proved to be a feast for the senses as it showcased the exceptional culinary skills of students from the Departments of Culinary Arts and Baking & Patisserie.



The College of Tourism and Hotel Management (COTHM) set the stage for a spectacular culinary showdown at the 18th International Food, Beverage, and Hospitality Technology Exhibition (Iftech) from September 7th to 9th, 2023.

The event proved to be a feast for the senses as it showcased the exceptional culinary skills of students from the Departments of Culinary Arts and Baking & Patisserie. This culinary extravaganza was divided into six thrilling categories, offering a platform for young talents to shine.



The inaugural day of Iftech 2023 was marked by a distinguished guest, Punjab Governor Baligh ur Rehman, who graced the occasion with his presence.



The inaugural day of Iftech 2023 was marked by a distinguished guest, Punjab Governor Baligh ur Rehman, who graced the occasion with his presence. The esteemed guest paid a visit to COTHM's stall, accompanied by COTHM Founder/CEO & President Ahmad Shafiq, COTHM COO Zaheer Ahmad, Cheezious CEO Imran Ijaz, Asia Dye Tech CEO Abdul Mateen Chughtai, COTHM Johar Town Executive Director Mian Shahid, COTHM Registrar Muhammad Jamil, and COTHM Director of Media &



Marketing Fraaz Kasuri were present on the occasion.

Governor Baligh ur Rehman took the opportunity to interact with the participating students, praising their dedication and passion for the culinary arts. He encouraged them to continue their pursuit of excellence in this field, emphasizing the importance of their role in shaping the future of Pakistan. The governor also commended COTHM for its tireless efforts in producing a skilled workforce that contributes to the nation's prosperity.

Speaking to the media during the event, COTHM CEO Ahmad Shafiq reaffirmed the institution's commitment to training and nurturing the next generation of culinary talents in Pakistan. He highlighted COTHM's role in empowering young minds and expressed the college's dedication to fostering a brighter future for the country.

Amazing competitions and food tastings were held throughout the event and the winning participants were awarded with gift hampers and prizes. The extraordinary culinary championship was made possible through the generous support of its sponsors. The culinary championship was powered by KnN's, Asia Dye Tech, and Ambassador Commercial Kitchen Equipment, leading names in the industry. Shan Foods, a renowned spice brand, joined as the Spice Partner, while Milky's, a prominent beverage company, was the official Beverage Partner.



“Amazing competitions and food tastings were held throughout the event and the winning participants were awarded with gift hampers and prizes.”

All the sponsoring companies lauded COTHM for organising such an amazing culinary show at such a big scale and promised to work together in future as well.





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5- Certificate in Cuisines of the World	(3-Month)	COTHM
6- Certificate in Food and Nutrition Science	(3-Month)	COTHM
7- Certificate in Pakistani Cuisine	(6-Month)	COTHM
8- Specialization in Pakistani Cuisine	(3-Month)	COTHM
9- Certificate in Food Stylist	(3-Month)	COTHM

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Program Duration:

2-Year (Theory /Practical + 3-Month Internship)

ASSOCIATE DEGREE IN CULINARY ARTS

Entry Level: Intermediate: F.a/ F.Sc./ I.com/ A-levels Or Equivalent

Program Duration: 2-Years

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E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
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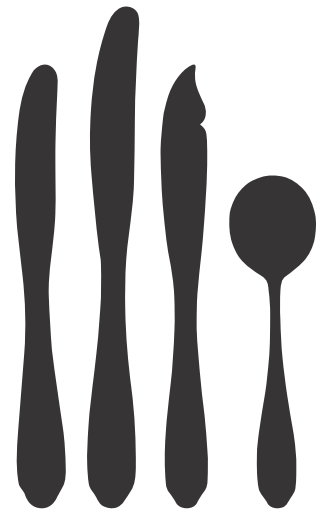
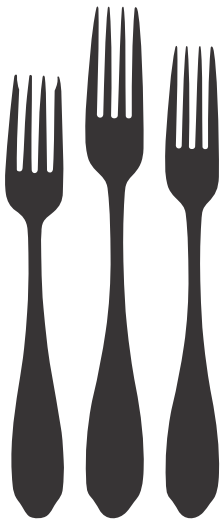
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SAVOR THE SEASON

WINTER

FIN GER

FOODS

FOR PAKISTANI PALATES



As the chilly winds of winter descend upon Pakistan, our appetites naturally crave heartier, warming foods. While traditional winter comfort meals are certainly delightful, sometimes we yearn for something a bit more casual and fun. This is where finger foods come into play. Here, we shall explore some delectable winter finger foods that are sure to satisfy your cravings and keep you warm during the cold months.

Spicy Chicken Seekh Kebabs



Winter evenings call for a touch of spice and warmth, and what better way to achieve that than with Spicy Chicken Seekh Kebabs? These tender, flavorful morsels are made by blending minced chicken with a medley of aromatic spices, including ginger, garlic, and green chilies. The mixture is then shaped into elongated kebabs and grilled to perfection. Serve them with a zesty mint chutney for an extra kick.

Mini Beef and Potato Samosas



Samosas are a timeless favorite in Pakistan, and they are even better when miniaturized for easy snacking. Fill these bite-sized parcels with a savory mixture of minced beef and potatoes, seasoned with a blend of spices. Fry them until golden and crispy, and you have the ideal winter finger food for gatherings or solo indulgence.

Cheesy Spinach and Mushroom Stuffed Parathas



Parathas are a staple in Pakistani cuisine, and they can be transformed into delightful finger foods. To create Cheesy Spinach and Mushroom Stuffed Parathas, make a filling with sautéed spinach and mushrooms mixed with creamy cheese. Stuff this mixture into thin paratha dough and cook until golden and crisp. Cut them into bite-sized wedges for a cheesy, gooey delight.

Paneer Tikka Skewers



For our vegetarian friends, Paneer Tikka Skewers are a wonderful winter treat. Marinate cubes of paneer cheese in a spicy yogurt mixture, skewer them, and grill until smoky and charred. Serve with a squeeze of lemon and some mint-coriander chutney for a burst of flavors.

Sweet Potato Fries with Dipping Sauce



Sweet potatoes are a seasonal favorite in winter, and turning them into fries is a delightful twist. Slice sweet potatoes into thin strips, toss them with olive oil and your choice of seasoning, and bake until crispy. For an extra treat, prepare a creamy garlic aioli or tangy tamarind chutney for dipping.

Mini Chicken and Vegetable Spring Rolls



Warm, crispy spring rolls are a comfort food during the winter months. Fill them with a mixture of shredded chicken and a colorful array of vegetables, then deep-fry until golden brown. These bite-sized delights are not only tasty but also a perfect addition to any winter party platter.

Gourmet Mini Burgers

Miniature burgers make for an excellent finger food option during the colder months. Use small, soft buns and fill them with succulent beef or chicken patties, crisp lettuce, tomatoes, and your choice of condiments. These gourmet mini burgers are perfect for both adults and kids alike.

Miniature Chicken Pot Pies



Capture the essence of comfort food with Miniature Chicken Pot Pies. Make a rich, creamy chicken and vegetable filling, and encase it in flaky pastry shells. Bake them in individual portions, and you'll have a warm, savory treat that's perfect for snacking by the fireside.

Stuffed Dates Wrapped in Bacon

For a sweet and savory combination, try Stuffed Dates Wrapped in Bacon. Stuff Medjool dates with cream cheese or almond butter, wrap them in strips of bacon, and bake until crispy. These little bites are an explosion of flavors and textures, making them a unique and delightful winter finger food.

Winter in Pakistan offers the perfect excuse to indulge in a variety of delicious finger foods. From spicy seekh kebabs to cheesy parathas and sweet potato fries, there are plenty of options to satisfy your cravings during the cold season. Whether you're hosting a gathering or simply enjoying a cozy night in, these winter finger foods are sure to add warmth and flavor to your palate. So, embrace the season and savor these delightful treats that make Pakistani winters even more enjoyable.



CHAI

THE HEARTBEAT OF PAKISTANI CULTURE

In Pakistan, chai isn't just a drink; it's a shared experience that defines the rhythm of daily life.

In the bustling streets of Pakistan, there exists a time-honored tradition that transcends generations, languages, and regions – the love for chai, or tea. Beyond its aromatic blend of black tea leaves, milk, and spices, chai is an essential and unifying aspect of Pakistani culture, weaving its way into the tapestry of daily life in this vibrant nation.

A DAILY RITUAL

Chai is more than just a beverage in Pakistan; it's a daily ritual, a symbol of hospitality, and a means of forging connections. The preparation of chai is an art



form, and each family often has its closely-guarded recipe. The tea leaves dance in a pot with fragrant spices like cardamom, cloves, and cinnamon, creating a symphony of flavors that awakens the senses.

THE CATALYST FOR CONVERSATION



Step into any Pakistani home, and you'll likely be welcomed with a warm cup of chai. The act of serving chai is a gesture of friendship and a prelude to meaningful conversation. Whether it's discussing family matters, sharing stories, or debating the latest cricket match, chai provides the backdrop for these interactions. It's no exaggeration to say that chai has the power to mend relationships and nurture connections.

UNITY IN DIVERSITY

Pakistani culture is a tapestry woven from diverse ethnic, linguistic, and regional



threads, but chai is a unifying force that binds these elements together. Regardless of whether you're in Karachi, Lahore, Islamabad, or a remote village in the mountains, you'll find that the love for chai knows no borders. It's a shared experience that bridges gaps and fosters unity among Pakistanis.

THE CHAI DHABA CULTURE

Alongside the chai served at home, chai dhabas, or roadside tea stalls, play a crucial role in Pakistani culture. These modest establishments are more than just places to grab a cup of tea; they are bustling hubs of social activity. People from all walks of life gather at these dhabas, sharing stories, sipping chai, and enjoying a diverse array of snacks. It's a place where discussions range from politics to poetry, where friendships are forged, and where travelers find solace on long journeys.

A TASTE OF PAKISTAN

Chai isn't just a beverage; it's a sensory journey through Pakistan's rich history and culture. Each sip of chai carries with it the essence of the nation's warm hospitality, its love for tradition, and its appreciation



for the simple pleasures of life.

In Pakistan, chai isn't just a drink; it's a shared experience that defines the rhythm of daily life. It's a testament to the warmth and hospitality of the Pakistani people and an invitation to partake in their culture. So, the next time you're in Pakistan, don't just savor the taste of chai; savor the rich cultural experience it offers, one cup at a time.



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CHOCOLATE ACADEMY EXPANDS ITS PRESENCE WITH INAUGURAL KARACHI BRANCH



Chocolate Academy, a renowned name in the world of confectionery and chocolate education, is delighted to announce the opening of its first branch in Karachi, Pakistan. To commemorate this significant milestone, an MoU signing ceremony was held at the Head Office of Chocolate Academy in

Lahore. The ceremony brought together key figures from both Chocolate Academy and Shokolaa Pakistan, signifying a promising partnership.

The Memorandum of Understanding (MoU) was signed by Chocolate Academy CEO Zainab Shafiq, and Shokolaa Pakistan



CEO Abdul Hadi, solidifying their commitment to enhancing the confectionery and chocolate industry in Karachi and beyond.

Present at this momentous occasion were distinguished guests, including COTHM Founder/President & CEO Ahmad Shafiq, COTHM COO Zaheer Ahmad, COTHM CFO Muhamamd Umar, COTHM Registrar Muhammad Jamil, and Chocolate Academy Head of Operations Amna Munir, who added an aura of significance to the event.

Speaking on this occasion, Zainab Shafiq, CEO of Chocolate Academy, expressed her delight, stating, "It is so pleasing to announce that Chocolate Academy is spreading its wings in other cities of Pakistan. With the support of Chef Abdul Hadi, we shall try to come up to the expectations of the Karachiites." Her words reflect the commitment of Chocolate Academy to provide top-notch confectionery education and services to the people of Karachi.

Chef Abdul Hadi, CEO of Shokolaa Pakistan, shared his optimism about this collaboration, saying, "We are bringing an established brand, Chocolate Academy, to Karachi, and we are hopeful to have an amazing response from the people of Karachi." This partnership holds great promise in offering unique and high-quality chocolate-related experiences to Karachi's chocolate enthusiasts.



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Call or WhatsApp: 0326-8079985
Email: info.isb@cothm.edu.pk

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Email: info.fsd@cothm.edu.pk



THE GUIDE YOU NEED ON HUNZA VALLEY'S CUISINE

Hunza valley is one of the fascinating northern areas of Pakistan that is covered with snow-capped mountains and greenery. This beautiful valley is well-known for its attractiveness. The people who live in this valley are extremely friendly and hospitable. The food in this region is full of delicious taste. You will feel the real flavor of nature and purity in these foods. If you ever tasted the food of Hunza, only you can realize the feel of these mouthwatering dishes.

Here's the only guide you need on Hunza Valley's cuisine:

Go-Lee

Go-Lee which is also called Giyaling is a traditional breakfast item



of Hunza. It is specifically prepared for the event of giani which is celebrated in May and June each year after the cultivation of wheat crops. Giyaling is a flatbread that is made with whole-grain flour. This bread is usually cooked on special occasions. It is served by spreading butter on it along with tea.

Harissa

Harissa is one of the delicious dishes of Hunza. It is an excellent



combination of meat, rice, wheat, and green lentils. This can be compared with haleem, but it has its own special taste because it is specially prepared with ghee. It is a very healthy dish that is preferred by the local people to eat. Harissa is very easy to make and a good source of protein. It can be eaten alone or can also be served with naan.

Chapshuro



Chapshuro is considered a pizza in this city. It is the bread that is stuffed with chopped meat of beef, mutton or chicken with onion, red chili, tomato, coriander, onion, black pepper, green chili, plain flour, water, salt, and oil. This dish is baked in the oven at a specific temperature until it turns brown from both sides. You can also try this dish at home because it is straightforward to make and delicious to eat.

Shopan

Shopan is a tasty food item in this region. The key ingredients required for this dish include the stomach of sheep/goat or minced meat along with flour, salt, red chili, coriander, onion, mint, water, salt, and oil. Meat is usually marinated with vinegar or lemon juice so that the smell goes out of it. It is served with rice or wheat bread.

Diram Fitti

The majority of people living in Hunza work in the fields, therefore, they require highly energetic food to fulfill their body requirements. Diram fitti is one of the perfect choices of food for



these people Diram Fitti is an exceptional breakfast item. It is the bread that is made from sprouted wheat flour which provides the natural sweetness to it. This dish is served by adding butter, almond, or apricot oil.

Buttering Daudo

Buttering Daudo is a traditional apricot soup that is made primarily in the winter season. It is a very helpful remedy to get rid of the diseases of the cold season and also works well for people having constipation issues. Dried apricots are used to prepare this soup with other ingredients including sugar, water, and lemon. It is almost prepared in every house in Hunza in the cold season because of its numerous benefits.

Buroshapik/Ghilmindi

Ghilmindi is another piece of Hunza cuisine that you certainly won't be able to try at home! It's one of my absolute favourites and giving it a try is something you must do in Hunza! Wheat chapatis are pan-fried, cut into triangles, and then stuffed with a yogurt-cheese mixture straight from cows. Coriander, mint, and onions are mixed in, and sometimes apricot oil can make an appearance too.

It's also common for people to put nuts or shavings of nuts both inside and on top, all making for a unique taste that you won't readily find served by restaurants in Lahore, Islamabad, or Karachi.



Hunza Drinks

Hunza food is as diverse as the Hunza people themselves are. One of the staples of Hunza cuisine is Hunza drinks, which are made of dried apricots. In addition to being delicious, Hunza juices are also packed with vitamins and minerals, making them an excellent way to stay hydrated and healthy.

Chamus

There is nothing more satisfying than quenching your thirst after a meal. Chamus does just that with its refreshing taste, leaving you feeling refreshed and ready for another round! A popular summer drink in Hunza Valley, Chamus is simple, nourishing, and wholesome.



Tumoro Tea

Tumuro is a wild aromatic plant that is found in the high mountains near Nagar Valley. The tea of the tumoro is prepared by boiling it

with water at medium heat. It is boiled for a few minutes to get the essence from the leaves and then strain it before serving. This tea provides a lot of benefits to the human body like it gives relief from headaches, tranquil the nerves, and soothes the sore throats.

Walnut Cake

Walnut Cake is the specialty of Hunza, baked by using the walnuts, honey and organic flowers from the mountains of Karakoram, Hindukush and Himalayan ranges. It has high nutritional and health value because of the ingredients especially walnuts and honey. It protects the heart from various diseases by increasing good cholesterol (HDL) and lowers the risk of heart strokes. Besides that, it helps in combating diabetes, prevents cancer and improves memory. It is also beneficial for skin health and reducing weight. The more important is that it is rich in Vitamin -B.



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COTHM JAIL ROAD:

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

COTHM KARACHI:

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Ratti Gali

THE ULTIMATE DESTINATION FOR NATURE LOVERS

Rati Gali is the name of the mountain pass (Gali) or the highest point on the trek where red clay rock formation causes the snow and ice turn to color red (Ratti).

Ratti Gali, a glacial lake is one of the most attractive tourist destinations of Azad Kashmir. The lake is situated at the height of 12,130 feet near Dowarian in Neelum Valley, Azad Kashmir. Rati Gali is the name of the mountain pass (Gali) or the highest point on the trek where red clay rock formation causes the snow and ice turn to color red (Ratti). Dowarian is accessible from Rawalpindi via Mazaffarabad through metalled road of 323 KMs. It may take 10-12 hours through public transport and travelling time can reduce if you use personal vehicle.

Dowarian is a small town in Neelum Valley which has become a hub of tourists. A few tourist class hotels and restaurants are available ranging Rs.2,000/- to Rs.4000/- per room. You can hire a jeep from here which costs Rs.11,000/- for the round trip of the day whereas for night stay Rs.14,000/- have been fixed by the local administration for this year, as informed by the local guide. From here, the distance of Ratti Gali is 18 KMs on a jeep road.

The journey from Dowarian to Ratti Gali is quite adventurous. The road is bumpy and considered one of the dangerous jeep roads in Azad Kashmir. This road is narrow and crossing of vehicle coming from the other side is a big challenge. Sometimes, crossing consumes a lot of time. The driver has to reverse for finding sufficient space to give way to the jeeps coming from other side. The jeep travel is full of adventure, thrill and excitement.

The tourists frequently stop to capture the natural beauty with their cameras. After three to four hours, you will reach Ratti Gali base camp. You will see hundreds of tents providing living facility to nearly 1500 tourists. These camps provide reasonably comfortable accommodation, food, toilet and wi-fi facilities. You can pay Rs.600/- for a night stay in the camp. Prices of food vary from Rs.400 to 700 for one meal; and simple breakfast costs Rs.300 to 400 whereas tea is available @ Rs.100/-.

After reaching the base camp you can have a rest

for few minutes and enjoy tea. From here, the trek to Ratti Gali Lake is not so difficult and may take 50 minutes. The tourists who do not use to walk in their daily life can opt for hiring of horse which may cost Rs.500 to 600 for both sides depending upon the demand. There are only two steep walks for 8-12 minutes where people lose their courage. Some of them hire horse coming empty from lake and a few can be seen going back to base camp. I recommend one should not miss this opportunity to enjoy the beauty of this mesmerizing lake.

Most of the tourists are satisfied with the beauty of the lake but there are much more opportunities for the tourists to explore the surrounding areas for trekking, sight-seeing, lakes, and rock climbing. I am lucky enough to meet Mr. Rais Inqlabi who is one of the owners of the campsites, and has discovered almost all the remote areas and wilderness of AJK and Kaghan Valley. He has marked around 70 lakes out of which around 30 are found in Azad Kashmir. During discussions, he enlightened



The best time to visit the Ratti Gali Lake is from July to September. However, it's always good to check the weather forecast before you plan.



me about the surrounding areas of Ratti Gali Lake. He told that on a full day hiking trip from Ratti Gali, tourists can enjoy the scenic beauty of seven lakes. A day trip can also enable climbers to climb nearby peak Lalbuti 15000 feet. Similarly, Kala Sar 1 & 2 and Hans Raj lakes can be visited comfortably in a single day.

As we all are aware that our domestic tourists do not care about the environment, bottles, wrappers, shoppers and other disposable items are left by them in such tourist places. Ratti Gali is not an exception. It is however observed that such trash is collected on daily basis by the management of the camps and properly disposed of.

The best time to visit the Ratti Gali Lake is from July to September. However, it's always good to check the weather forecast before you plan. Avoid going to the lake in the rainy season as the hiking trek gets slippery. It's always recommended to be well equipped with trekking shoes, warm clothing, rain coat, sun glasses, cap, sun block, personal hygiene kit, medicines, and hiking sticks. It will not only ensure protection from the bad weather but also ensure your safety to a great extent. I recommend camping site of Mr. Muhamamd Raees Khan which is clean and being run in a professional way.





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NATIONAL FOODS & COTHM CELEBRATE INTERNATIONAL Potato Day

International Potato Day was marked with a culinary showdown where 40 talented participants showcased their creativity and culinary skills in the world of potatoes.

In a celebration of all things potato, the College of Tourism & Hotel Management (COTHM) hosted an exciting event that brought together culinary enthusiasts, chefs, and food lovers. International Potato Day was marked with a culinary showdown where 40 talented participants showcased their creativity and culinary skills in the world of potatoes.

The event saw participants cook up a storm, preparing not one, not two, but three delectable

potato snacks each! With an array of flavors and culinary techniques on display, it was a feast for both the eyes and taste buds.

The judging panel consisted of esteemed culinary experts: Chef Jahanzaib from COTHM, Chef Naeem Jamil from Sweet Affairs, and National Foods Cluster Business Development Manager, Chef Basit Virk. Their discerning palates were put to the test as they sampled the mouthwatering creations of the participants.





With National Foods as the lead sponsor, Fauji Fresh and Freese as activity partners, and Realite Farms providing essential ingredients, this event truly celebrated the spirit of culinary innovation and collaboration.



National Foods, a leading name in the culinary industry, took center stage as the lead sponsor of the event. They generously provided the participants with an array of consumable spices, ketchup, and mayonnaise to enhance their dishes. Not stopping there, National Foods also brought delightful gifts for all the participants and stylish chef jackets for the top 10 chefs, adding an extra layer of prestige to the competition.

National Foods Cluster Business Development Manager, Chef Basit Virk, and Zonal Manager Lahore, Ghulam Mohayyudin, graced the occasion with their presence, further emphasizing National Foods' commitment to culinary excellence. The event was made even more exciting with the participation of Fauji Fresh and Freese (Opa Fries) as activity partners. They added a unique twist to the celebration by holding a free tasting activity throughout the event. In a generous gesture, Fauji Fresh and Freese (Opa Fries) showered both participants and the management with thoughtful gifts.



Realite Farms, an organic vegetable company, contributed to the event by providing fresh and quality ingredients, including potatoes, green chili, and coriander, to all the participants. Their commitment to sustainability and organic produce added a wholesome touch to the competition.

The International Potato Day celebration at COTHM was a true culinary extravaganza, showcasing the incredible versatility of the humble potato. With National Foods as the lead sponsor, Fauji Fresh and Freese as activity partners, and Realite Farms providing essential ingredients, this event truly celebrated the spirit of culinary innovation and collaboration.



HIGHLAND COUNTRY CLUB & RESORT

WHERE
LUXURY
MEETS NATURE'S
BEAUTY



Perched amidst the enchanting Margallah Hills, the Highland Country Club & Resort is a tranquil oasis that seamlessly combines chic luxury with the breathtaking beauty of the Himalayan Mountains and the idyllic Murree hill station. Having recently experienced the splendor of this hidden gem with my family, I can attest that it offers an unforgettable escape from the hustle and bustle of city life. Here's why our stay at the Highland Country Club & Resort left us enchanted.

Spectacular Natural Beauty

From the moment we arrived, the Highland Country Club & Resort greeted us with stunning vistas of the Himalayas and the picturesque green hilly mountains. The sheer natural beauty of the surroundings was awe-inspiring, setting the stage for a truly unforgettable getaway.

Chic Five-Star Accommodation

The resort's five-star boutique hotel, luxury apartments, and hill houses provide a range of elegant and comfortable accommodations. Our stay was marked by spacious and well-appointed room that



exuded a sense of tranquility, making it easy to relax and unwind in style.

World-Class Service

One of the standout features of the Highland Country Club & Resort is its commitment to guest satisfaction, a standard that rivals renowned international hotels maintain. The well-trained staff under the supervision of Hotel General



Manager Mr. Aftab Israr provided personalized service that left us feeling truly valued throughout our stay.

Culinary Delights

Dining at the Highland Country Club & Resort was an absolute delight. From the scrumptious breakfast to the delectable lunch and dinner offerings, the resort's signature restaurants exceeded our expectations. The restaurant adjacent to the hotel not only served mouthwatering dishes but also treated us to breathtaking views of the lush green mountains.

Convenient Escape from Islamabad

One of the resort's undeniable advantages is its proximity to Islamabad, a mere 30-minute drive away. This convenient accessibility ensures that you can embark on a serene getaway without the hassle of a long journey, making it a perfect choice for both quick escapes and extended vacation.

Family-Friendly Amenities

For families with children, the Highland Country Club & Resort is a haven of entertainment. The nearby Dino Valley offers an exciting and educational experience for kids, making it an absolute must-visit during your stay. The resort's thoughtful inclusion of a playing area for kids further enhances the family-friendly atmosphere.



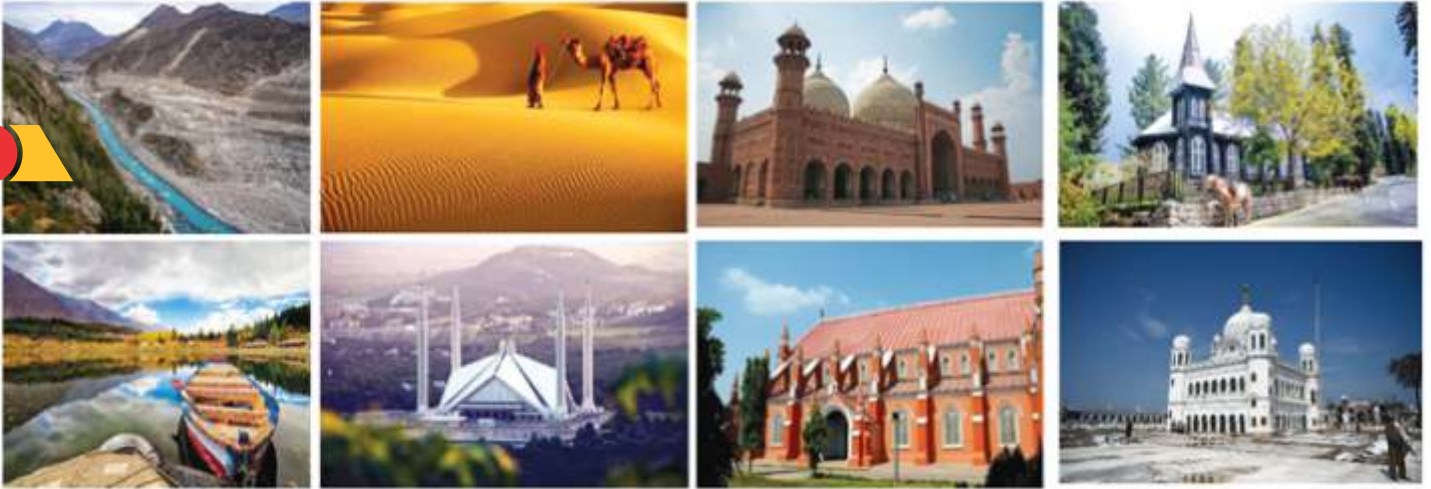
In conclusion, our stay at the Highland Country Club & Resort was nothing short of magical. It seamlessly blends the luxury of a five-star resort with the natural beauty of the Margallah Hills and the convenience of a short drive from Islamabad.

Whether you're seeking a serene escape, planning a corporate retreat, or looking for the perfect destination wedding venue, this resort truly has it all. The Highland Country Club & Resort offers an experience that lingers in your memory, reminding you of the beauty of Pakistan's landscape and the warmth of its hospitality.



PAKISTAN'S TOURISM EXPANDS 87% IN THE FISCAL YEAR OF 2022-2023

1



Earnings from the tourism sector have witnessed a surge of 87 percent. According to the performance report for the fiscal year 2022-23 obtained from the commerce ministry by The Express Tribune, in contrast to the \$500 million of the fiscal year 2021-22, the financial year 2022-23 reported earnings of \$930.5 million in the tourism sector.

The government's focus on promoting tourism has led to increased investment in the sector and the development of new tourist attractions. The improvement in the country's security situation has made it a more attractive destination for tourists. The increase in tourism earnings is good news for the Pakistani economy, as it will help to boost GDP growth and create jobs. It is also a

positive sign for the country's image abroad, as it shows that Pakistan is a safe and welcoming destination for tourists. The government should continue to invest in the tourism sector and promote Pakistan as a tourist destination. This will help to further boost tourism earnings and create jobs.

FIRST INTERNATIONAL FLIGHT TO DUBAI DEPARTS FROM SKARDU AIRPORT

2



Marking a huge development for tourism in Northern Pakistan, the first international flight left from Skardu Airport for Dubai on Tuesday (August 23, 2023). According to Pakistan International Airlines (PIA) officials, flight PK-211 departed for Dubai with 160 people on board. The achievement came just eight days after

the first direct international flight from Dubai to Skardu, which landed on August 14. Direct flights between these two towns will make Pakistan's mountainous Gilgit-Baltistan (G-B) region, which is home to Skardu, more accessible to foreign visitors. The Federal Investigation Agency (FIA) staff at the airport efficiently handled the passengers' immigration process,

contributing to a seamless travel experience. Passengers reportedly expressed satisfaction with the well-organized arrangements. The launch of international flights from Skardu signifies a major step forward for the country's tourism industry and opens up new opportunities for travelers looking to explore G-B.

HIGHLIGHTS



JINNAH INTERNATIONAL AIRPORT KARACHI INSTALLS MODERN BAGGAGE SCANNING MACHINE



A modern baggage scanning machine has been installed at Jinnah International Airport Karachi, donated by the United Kingdom. The scanner is capable of detecting prohibited items, and is expected to improve security at the airport. The scanner was inaugurated by the British High Commissioner to Pakistan, Christian Turner. He said that the scanner is a "significant advancement" in aviation

security, and that it will help to keep passengers safe. The scanner is also expected to speed up the process of screening luggage, as it can scan multiple bags at once. The installation of the scanner is a sign of the close cooperation between Pakistan and the United Kingdom in the field of aviation security. It is also a reflection of Pakistan's commitment to improving the safety of its airports.

The Civil Aviation Authority (CAA) has said that the same scanner will also be installed at Lahore Airport. The installation of the scanning machine at Jinnah International Airport is a positive sign of the country's commitment to keeping passengers safe, and it will help to improve the efficiency of airport operations.

MALAYSIAN AIRLINE SET TO START DIRECT FLIGHTS BETWEEN KARACHI, AND KUALA LUMPUR



A leading Malaysian Airline has announced to start its operations in Pakistan. The addition of a new air carrier will help Pakistani students, tourists, and business people who frequently travel between Pakistan and Malaysia. Batik Air announced the launch of direct flights between Pakistan's financial capital Karachi and Kuala Lumpur, the operation

will start on October 31, 2023. In light of the booming success of flight operations to Lahore, Batik Air started new services between the two major cities. The airline will operate three flights in a week. The addition of another major destination will help the two sides to strengthen ties between the countries, fostering business and leisure occasions.

Group Strategy Director of Malaysian Air said they are starting this journey with immense enthusiasm, leveraging the achievements they've obtained from establishing its presence in Pakistan since March 2016.



INDUSTRY

PAKISTAN ANNOUNCES NEW EASY VISA REGIME FOR BUSINESSES

5



Caretaker Prime Minister Anwaarul Haq Kakar has announced a new easy visa regime for foreign business figures desiring to visit Pakistan.

In a statement after the fifth meeting of the Apex Committee of Special Investment Facilitation Council, he said that foreign businessmen who want to visit Pakistan would be issued easy visas based on a single document from their country or from

international business organizations.

The prime minister said if Pakistan's chambers of business or business organizations issue a document to a foreign businessman, easy visas would also be issued to them.

He expressed the hope that under this new visa regime, Pakistan would enter a new phase of business and economy.

The government is taking steps to remove the

problems of foreign investors, caretaker Foreign Minister Jalil Abbas Jilani said, Pakistan's ties with the regional and international community are getting stronger. Terming the SIFC a "revolutionary step", the caretaker foreign minister said, "Like China, we also have close trade relations with the US."

FOUNDATION STONE OF THE FIRST THEME PARK IN SKARDU WILL BE LAID SOON: PTDC CHAIRMAN WASI SHAH

6



Minister of State for Tourism Wasi Shah has said that his government is taking significant steps to enhance foreign investment in the tourism industry, which will boost investors' confidence to explore the tourism potential of Pakistan and promote the soft image of the country at the international level. He said that the foundation stone of the first

theme park in Skardu will be laid soon. The minister said that all possible measures will be taken to provide the best facilities to tourists, adding that the tourism sector will actively promote to strengthen the national economy and lead the country to progress and prosperity.

The minister said the growth of the travel industry must also benefit local communities

and create an environment while enhancing the tourist ecosystem. Talking to a private news channel, he said that efforts are being made to promote and showcase Pakistan's rich tourism heritage at all international forums with the active participation of public-private stakeholders.



HIGHLIGHTS

DIET STUDIO'S POTATO DAY WORKSHOP: A RECIPE FOR HEALTHIER LIVING AND DELICIOUS DINING

7



On the delightful occasion of International Potato Day, Diet Studio organized a Potato Day workshop on September 5, 2023, at COTHM New Garden Town, Lahore. The workshop was hosted, aiming to educate participants on preparing healthy, delicious & delightful dishes from a versatile vegetable Potato that is modified according to the needs of healthy meals. Renowned Chef Jhanzaib made five healthy

& calorie-counted dishes, named Shak Shuka, Hash Browns, Kumpir, Nachos & loaded baked potato casserole. The workshop was designed to empower attendees with the knowledge and skills to cook wholesome meals from potatoes. The workshop was full of hands-on learning experiences. At the end, the workshop was concluded with a certificate distribution ceremony. Diet Studio workshops not only enhanced

participants' knowledge of healthier cooking techniques but also motivated them to adopt mindful eating habits in their daily lives. It is worth mentioning here that Diet Studio is being run under the supervision of professional nutritionists & food safety experts. Currently, it is also running meal services from where calorie-counted meals can be ordered & delivered to your doorstep.

NAILA KIANI BECOMES THE FIRST PAKISTANI WOMAN TO SCALE THE 8TH TALLEST MOUNTAIN MANASLU PEAK

8



Esteemed mountaineer Naila Kiani became the first Pakistani woman to summit the 8,163-metre-tall mountain Manaslu Peak, the world's eighth-highest peak. Naila scaled the peak on September 21, followed by Shehroze Kashif who reclinbed the Manaslu peak in Nepal to officially become the world's youngest climber to conquer 12 peaks above 8,000 meters.

The mountaineering girl who gained several world records started the push on Wednesday and conquered the peak today at 7:15 am morning. With her latest feat, she completed nine 8 thousands. The mother of two aims to summit two more peaks located in China this year as she wants to advance the mountaineering journey by completing all 14 peaks above 8,000 meters. Previously, she summited Gasherbrum-II

(8,035m) in 2021 and ascended Gasherbrum-I (8,068m), K2, and Annapurna peaks. Kiani had also climbed the world's second-tallest peak K2. Earlier in 2023, Naila became the second Pakistani woman to summit the mighty Everest, the highest peak in the world at 8,849m above sea level.



INDUSTRY HIGHLIGHTS

FIRST DIRECT FLIGHT FROM AZERBAIJAN LANDS AT LAHORE AIRPORT

9



Azerbaijan has landed its first-ever direct flight to Pakistan, a milestone in the ties between the two sides. The opening of direct flights between Islamabad, and Baku promises to promote the development of ties between the two nations especially tourism, and international transportation and strengthen diplomatic relations.

The first flight landed at Lahore's Allama Iqbal International Airport at 11:36 pm and the maiden plane got a water cannon salute. In a positive gesture, the caretaker aviation minister welcomed the flight at the airport and expressed hope that the development would help strengthen bilateral ties. Direct flights from Baku will be operated to Islamabad, Lahore, and Karachi. For our

reader's information, flights from Baku to Islamabad will be available on Wednesdays and Saturdays, to Lahore – on Mondays and Fridays, and to Karachi – on Thursdays and Sundays. These three cities are key historical and cultural centers of Pakistan which makes them very interesting to visit for people from the southwestern Asian nation.

PM URGES APPNA TO INVEST IN PAKISTAN'S HEALTH TOURISM

10



Naila Kayani, a female mountaineer from Pakistan, has successfully climbed all five of Pakistan's '8000 m' peaks. She successfully summited the 12th highest peak in the world, Broad Peak. After successfully climbing the 8,051 meters high Broad Peak, Kayani has become the first Pakistani woman to achieve this feat.


Naila Kayani hails from a conservative family in the Gujar Khan area of Rawalpindi, Punjab. She studied Aerospace Engineering in the UK and worked in the field before pursuing her passion for mountaineering. In addition to climbing all five '8000 m' peaks in Pakistan, Naila Kayani has also summited Mount Everest, Lhotse, and Annapurna,

among other impressive accomplishments. She is the first Pakistani woman to summit Nanga Parbat, Lhotse, Annapurna, and Gasherbrum Two, and the second Pakistani woman to climb Everest. Furthermore, she is the first Pakistani woman to summit eight of the 14 peaks that are over 8,000 meters in height.

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