

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

HOSPITALITY PLUS

VOL# 18 | ISSUE# 10 | OCTOBER 2023



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INTERNATIONAL CHEFS DAY 2023

CAP & COTHM HOST

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MONTHLY HOSPITALITY PLUS | OCTOBER - 2023 | 3



CONTENTS



Hospitality Plus

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Editorial

Advancing Sustainable Tourism: The Role of SDGs in Pakistan

Cover Story

Chefs Association of Pakistan hosts world's largest gathering of chefs on International Chefs Day 2023

Article

Neom: The world's largest & most controversial architectural project

Article

10 signs you are in a good restaurant

Article

Best places to visit in Pakistan during winter

Event

COTHM's grand culinary show steals the spotlight at 11th WEXNET Exhibition by TDAP

Article

Habits to break before your next meal

Award Ceremony

COTHM Founder/President & CEO Ahmad Shafiq honored with UN SDG Excellence Award for educational achievements and sustainable development

Article

Global Ambitions: The United Nations' 17 Sustainable Development Goals for a better tomorrow

MoU

Government of Gilgit-Baltistan partners with COTHM to boost hospitality & tourism sectors in the region

MoU

Chocolate Academy & American Lycetuff School join hands to promote skills education in Pakistan

Global Participation

COTHM to represent Pakistan at 36th Annual AEHT

Competitions Conference to be held at Vilnius, Lithuania

Global Participation

COTHM Pakistan & Dubai delegates to attend 30th Annual EURHODIP Conference in North Cyprus

Industry Highlights

6

7-16

17-19

21-23

25-28

31-36

37

39-40

41-42

43-44

45-46

48

50

51-52



Price: Rs.200

PAGE
7



PAGE
31



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PAGE
39



PAGE
45



ADVANCING SUSTAINABLE TOURISM: THE ROLE OF SDGs IN PAKISTAN



In Pakistan, where the hospitality and tourism industries are experiencing a continuous growth, the importance of aligning with the Sustainable Development Goals (SDGs) cannot be overstated.

The world has acknowledged the pivotal role of the SDGs in addressing global challenges and achieving sustainable development. Pakistan's hospitality and tourism industry is no exception. The integration of these goals into the fabric of these sectors can yield remarkable outcomes, not only for businesses but for the nation as a whole.

SDG 8, with its emphasis on economic growth and decent work for all, resonates deeply with the potential of tourism in Pakistan. As the industry expands, it promises to generate employment opportunities, provided that decent working conditions and skill development programs are put in place.

Sustainable tourism practices fall under the umbrella of SDG 12, advocating responsible consumption and production. Minimizing waste, conserving resources, and promoting environmentally conscious tourism can greatly reduce the ecological footprint of this sector, preserving Pakistan's natural beauty for future generations.

A well-trained workforce is the backbone of any thriving industry. SDG 4, which underscores the importance of quality education, holds the key to enhancing the skills and knowledge of those engaged in hospitality and tourism. This, in turn, improves the quality of services provided to travelers.

Gender equality, as highlighted in SDG 5, is not only a social imperative but also an economic one. Promoting equal opportunities for women in these industries not only empowers women but also brings diversity and fresh perspectives, enriching the overall tourist experience.

With Pakistan's mesmerizing natural landscapes and cultural treasures, climate action (SDG 13) is of paramount importance. Sustainable practices, such as reducing carbon emissions and conserving ecosystems, are essential to safeguard these precious assets for future generations.

Partnerships for the Goals, as advocated by SDG 17, recognize that achieving the SDGs is a collective effort. Collaboration between government bodies, local communities, and industry stakeholders is fundamental to harnessing the full potential of the hospitality and tourism sectors.

By incorporating these goals into its strategies and practices, the authorities can foster economic growth, protect the country's natural and cultural heritage, and offer tourists unforgettable, responsible, and sustainable experiences.



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INTERNATIONAL CHEFS DAY 2023

CAP & COTHM HOST

WORLD'S LARGEST CHEFS' GATHERING

Chefs Association of Pakistan (CAP) with COTHM as strategic partner celebrated International Chefs Day 2023 while gathering 2500 plus chefs, making it the largest assembly of culinary professionals ever witnessed globally.

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Chefs Association of Pakistan (CAP) celebrated International Chefs Day 2023 with an unprecedented spectacle, gathering an astounding 2500 plus chefs, making it the largest assembly of culinary professionals ever witnessed globally.

The Chefs Association of Pakistan (CAP), in the strategic partnership of the College of Tourism & Hotel Management (COTHM), Chocolate Academy, and Diet Studio, organized this monumental event. With the endorsement of Worldchefs, Paris, the day was dedicated to honoring the culinary arts and the remarkable contributions of chefs.

The grandeur unfolded at Alhamra Hall 1, Mall Road, Lahore, where chefs from all corners of





Nestle Professional presented the event, with the support of Young's Food, Shangrila Foods, KnN's, Ambassador Commercial Kitchen Equipment, and industry partner Cheezious, Pakistan's leading fast-food brand.

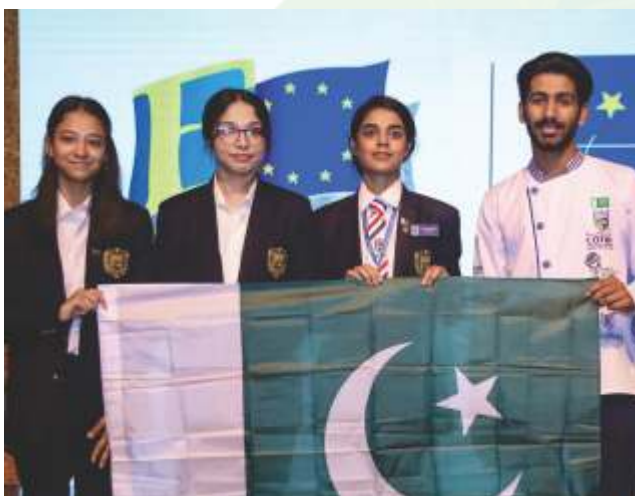


Pakistan congregated to showcase their culinary excellence, talent, and passion. The event aimed to not only celebrate the culinary prowess of Pakistan but also to elevate the global respect for the 'White Jacket' profession.

Nestle Professional presented the event, with the support of Young's Food, Shangrila Foods, KnN's, Ambassador Commercial Kitchen Equipment, and industry partner Cheezious, Pakistan's leading fast-food brand.



Minister of State for Tourism, Wasi Shah, graced the occasion as the Chief Guest, accompanied by distinguished Guests of Honour from different walks of life.



The festivities commenced with a spectacular chefs parade that set the stage for an unforgettable day of culinary celebration. Minister of State for Tourism, Wasi Shah, graced the occasion as the Chief Guest, accompanied by distinguished Guests of Honour, including Mudassir Riaz Malik, Director General of Social Welfare & Bait-ul-Maal Punjab; Zeeshan Zia Raja, CEO of American Lycetuff School System; Masood Ali Khan, Hospitality Expert & Founder of Mandrin/Sumo; Founder/CEO of Sana Durrani Studio, visual artist & art conservationist Sana Durrani; Nausheen Jaffery, Business Executive Officer of Nestle Professional; Muhammad Sami Nawab, Channel Head of Young's Food; Amir Arshad, Business Development Manager at Shangrila; Ali Mahmood, CEO of Ambassadors; and Shahid Qadar, CEO of Model Bazaars.

Babar Sheikh, the affable emcee, initiated the event by introducing CAP and emphasizing the significance of International Chefs Day. CAP President Ahmad Shafiq delivered a warm welcome address, expressing his joy in hosting the talented chefs and inviting them to become a part of CAP. He acknowledged Worldchefs, Paris, for its role in creating awareness about the chef's profession on a global scale.

In alignment with International Chefs Day 2023's theme, 'Growing Green Chefs,' CAP President Ahmaad Shafiq underscored the importance of training young chefs and recognized the invaluable service of COTHM in Pakistan towards this end. He also unveiled an exciting announcement - the Pakistan International Culinary Championship (PICC), scheduled for February 13, 14, 15, 2023, promising to be a prestigious culinary event of international repute.

A highlight of the evening was the induction of CAP's executive committee members, who took an oath from President Ahmad



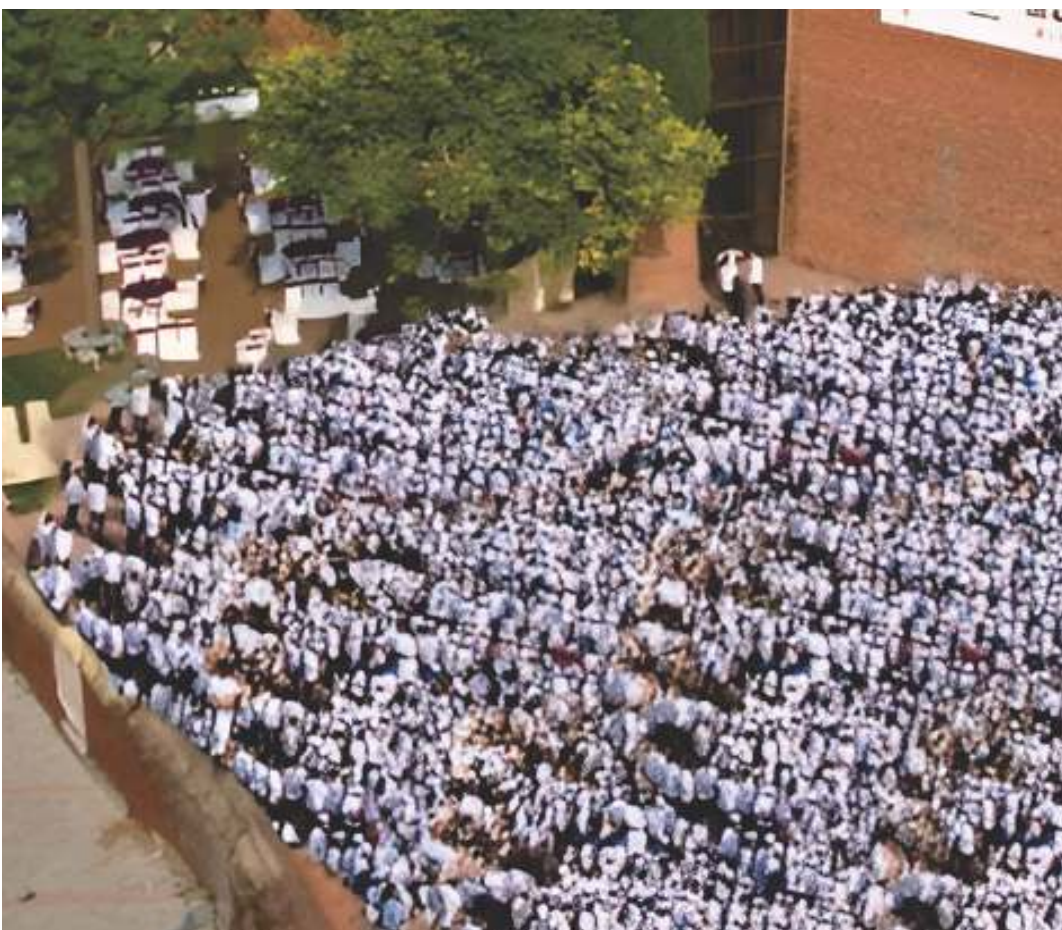
Shafiq and were presented with chef belts, symbolizing their commitment to the culinary craft.

The crowning moment of the event was the Chefs Achievement Awards - Lahore, 2023, where outstanding professional chefs were honored with beautiful trophies in various categories. Chief Guest Wasi Shah, CAP President Ahmad Shafiq, and CAP Senior Vice President Waqar Ilyas presented the awards to these deserving recipients, acknowledging their exceptional contributions to the culinary world.

The festivities concluded on a sweet note with a delightful cake-cutting ceremony,

featuring a delectable cake generously provided by Pakistan's premium bakery brand Mini Treats. Cheezious, Pakistan's leading fast-food brand, added to the excitement by distributing free vouchers to the professional chefs, ensuring that the culinary celebration continued even after the event.

The International Chefs Day Celebrations and Chefs Achievement Awards (CAA) Lahore 2023 was a resounding success, epitomizing the passion and dedication of Pakistan's culinary community. It was a day when gastronomy took center stage, and chefs were celebrated for their exceptional talents and contributions to the world of food.



CAP President Ahmad Shafiq delivered a warm welcome address, expressing his joy in hosting the talented chefs and inviting them to become a part of CAP. He acknowledged Worldchefs, Paris, for its role in creating awareness about the chef's profession on a global scale.





Collaborating with COTHM-Karachi, the Chefs Association of Pakistan (CAP) hosted a spectacular event that brought together renowned chefs, including Chef Muhammad Raees from Houston, and witnessed the presence of distinguished personalities, including Sindh Governor Kamran Tessori and celebrity chefs.



Karachi, another bustling metropolis in Pakistan, was not far behind in its celebration of International Chefs Day. Collaborating with the College of Tourism & Hotel Management (COTHM)-Karachi, the Chefs Association of Pakistan (CAP) hosted a spectacular event at the iconic PC Hotel Karachi. The event brought together renowned chefs, including Chef Muhammad



Raees from Houston, and witnessed the presence of distinguished personalities, including Sindh Governor Kamran Tessori and celebrity chefs.

In Multan, the celebration of International Chefs Day took a unique turn, with a focus on the theme "Growing Green Chefs". COTHM South Punjab orchestrated an event that aimed to educate people about the importance of eating healthy, promote the chef's career, and contribute to local communities. Volka Food International CEO Chaudhary Saim Zulfiqar graced the occasion as the chief guest, alongside other notable guests of honor.

The event featured a ceremonial chefs' walk and the first-ever biggest culinary championship of South Punjab, which added to the day's excitement. Faculty and students from COTHM campuses in Bahawalpur and Rahim Yar Khan also participated in this event, showcasing the unity and diversity of talents in the culinary world.

In all the three cities, the celebration of International Chefs Day underscored the importance of culinary arts and the dedication of chefs, each contributing to a unique and memorable event.







ICD-2023 - KARACHI CHAPTER



ICD-2023 - ISLAMABAD CHAPTER



ICD-2023 - MULTAN CHAPTER



ICD-2023 - MULTAN CHAPTER



NEOM

de
zeen

THE WORLD'S LARGEST & MOST CONTROVERSIAL ARCHITECTURAL PROJECT

By Khalid Mukhtar

Neom is arguably the world's largest and most controversial architectural project. Here, we explain the key details of the development in Saudi Arabia, which includes The Line megacity.

What is Neom?

An initiative of crown prince Mohammed bin Salman – Saudi Arabia's ruler – Neom is a large area of the country that has been earmarked for development.

Although often called a smart city, Neom is more accurately described as a region that will contain numerous cities, resorts and other developments. It forms part of the Saudi Vision 2030 to diversify the country's economy in order to reduce its dependence on oil.

Where is Neom?

Neom encompasses an area of around 10,200 square miles (26,500 square kilometres) in northwestern Saudi Arabia. This is around the size of Albania. The area is bounded by the Red Sea to the south and the Gulf of Aqaba to the west.

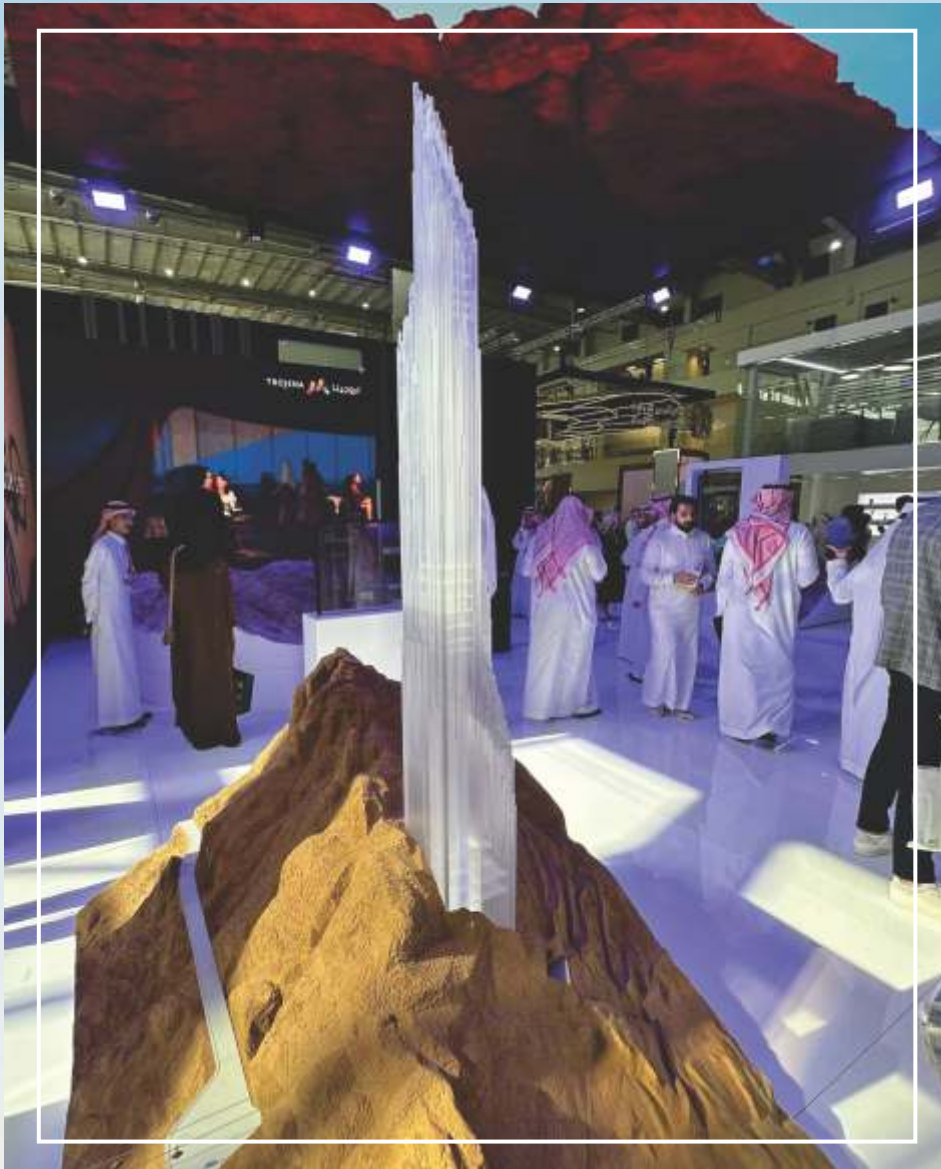
What will be in Neom?

According to the developer, Neom will consist of 10 projects that they refer to as regions. So far, details of four of the regions have been announced. These are The Line, which is the most well-known, as well as Oxagon, Trojena and Sindalah.

The Line is planned to be a 170-kilometre linear city that will house nine million people. It will run from east to west across the Neom region. According to the developer, the city will consist of two parallel, 500-metre-high, linear skyscrapers standing 200 metres apart. The buildings will be clad with mirrored facades.

Oxagon is planned as an octagon-shaped port city that will be built on the Red Sea at the far south of the Neom region. According to Neom's developer, the port and logistics hub will be the "world's largest floating structure".





taking place, while Neom recently released a video showing glimpses of progress on the site.

According to the developer, the largest element of Neom, The Line, will "be rolled out between now and 2045". The aim is for one million people to be living in The Line by 2030. Some commentators have expressed scepticism about these timelines.

According to the developer, 2,400 staff already live and work at Neom.

Why is NEOM controversial?

The NEOM project has proved controversial due to three main concerns – sustainability, livability and human rights. There are numerous concerns about Saudi Arabia's human rights record – Freedom House gave the country 7/100 in its global freedom scoring, while Amnesty International has published a list of 10 ways the country "violates human rights" on its website.

While there are broad concerns about human rights in Saudi Arabia and for the people who will be building the gigantic project, the direct controversies connected

Trojena is planned as a ski resort in the Sarwat Mountains near the north of the Neom region. The 60-square-kilometre skiing and outdoor-activity resort will offer year-round skiing and is set to host the 2029 Asian Winter Games.

Sindalah is planned as an island resort within the Red Sea. Aimed at the yachting

community, the 840,000-square-metre island will have an 86-berth marina and numerous hotels.

When will Neom be built?

Neom is working to ambitious timelines, with much of the project set to be built by 2030.

Last year, drone footage was revealed showing site preparation for The Line



to Neom are related to evictions taking place ahead of construction.

The area that is set to be developed is the historic homeland of the Huwaitat tribe and it is estimated that around 20,000 tribe members will be relocated to accommodate the planned development. In 2020, Abdul Rahim al-Huwaiti from the tribe posted videos online aiming to draw attention to these evictions. The BBC later reported that Al-Huwaiti was killed by Saudi security services.

Last year, human rights organization ALQST reported that three people connected to Al-Huwaiti, who were forcibly evicted from the Neom site in 2020, had been sentenced to death.

Speaking to Dezeen, Amnesty

International's Peter Frankental said that companies working on Neom were facing a "moral dilemma" and should "think twice" about their continuing involvement in the project.

Additionally, the developer of Neom has made many sustainability claims, with the development aiming to be powered by 100 per cent renewable sources.

"We see The Line as a unique opportunity to set a new benchmark for combining prosperity, livability and environmental preservation," Neom's executive director Tarek Qaddumi told Dezeen.

However, Neom – and The Line in particular – have been criticized for the expected embodied carbon associated with building the project. Philip Oldfield, head of the built environment school at the University of New South Wales, has estimated that upwards of 1.8 billion tons of embodied carbon dioxide will be produced.

He told Dezeen that this huge embodied carbon cost of construction "will overwhelm any environmental benefits". Experts talking to Dezeen were also concerned over the mirrored facades' impact on animal and birdlife.

On livability, Bin Salman stated that The

Line "will challenge the traditional flat, horizontal cities and create a model for nature preservation and enhanced human livability".

However, according to experts, the livability claims would rest on how the city is maintained.

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.

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10 SIGNS YOU ARE IN A GOOD RESTAURANT

By: Fatima Khanani

Do you love to dine out? And are you always on the hunt in search of the perfect restaurant but feel you lack the options? Well, you'll be shocked when we tell you most people don't know what the definition of the 'perfect' restaurant is in the first place. The comforting ambiance, delicious food, prompt service are only some of the few factors that classify the perfect restaurant and we're here to tell you how to keep a sharp eye during your next dining experience.

1. Courteous Staff

The first thing we notice when we enter any diner or restaurant is their staff. A happy and lively staff is a sign of good manners and a positive restaurant environment as it shows that the staff is happy to be at our service and the work is not forced upon them. A smiling staff is surely one of the signs of a great restaurant.

2. Prompt Service





This factor is extremely important; prompt service can immediately get any restaurant extra brownie points. A great service can lift up average food, but amazing food can never make up for poor service. For you to know that you are in a good restaurant, the staff should show the passion for the service they offer, be aware of their work ethic and make sure their customers are satisfied. Nothing is more annoying than entering a restaurant and having to wait for someone to attend to you.

3. The Items on Menu are in Season



This is also one of the next signs that will make or break the restaurant. It really matters when a restaurant has seasonal menus or a menu that is frequently changing with weekly alterations or chef's specials. It shows that the owners and chefs are thoughtful about their customers and it really matters to them what they are serving to them.

4. The Servers Are Knowledgeable



Nothing is more annoying than asking servers a query regarding some dish on their menu and having them remain clueless or lost with no response. The server should be well aware of what the restaurant is serving, and should be enthusiastic about the food they are offering.

5. Outstanding Food



Without a doubt, this may be the most important factor from the whole list. Delicious food definitely matters as it is the primary reason people visit restaurants in the first place. Hence, good food made from fresh ingredients having an ample amount of flavor is a must. Also, how the food is presented really matters alongside its taste.

6. Comfortable Environment



Ambience is another factor that makes a specific restaurant ideal to visit. It sets the tone for the food you are about to have and makes the customer feel comfortable and relaxed in the space they are seated in. The cutlery, the plates, the menu and the seating arrangement all should go in sync with the food they are serving. This shows the owner has paid attention to all details inclusive of big or small, alongside food.

7. Clean Bathrooms



Clean restrooms/bathrooms matter merely because of hygiene purposes. Such factors showcase that the restaurant is not clean in face value, but sanitation is also considered in the kitchen and restrooms. It also gives a positive impression on the owner who is seen to care more about the restaurant overall, other than the food only.

8. The Food is Served All at Once



Nothing is more annoying when you are at a diner with your friends and they serve everybody's dishes except for yours. And then everybody awkwardly has to wait for that one dish to be served while the other dishes are slowly getting cold. At any good restaurant, all dishes must be served at once as it adds to the overall service also.

9. Restaurants are Full Even on Weekdays

If a restaurant is full at all times, you just know that it is worth going to. People tend to return to the places where they get good food alongside good service and ambience, hence if it is full at all times, it just shows they are doing everything correctly.

10. They Have an Open Kitchen

This isn't a 100% giveaway of how the food will taste and is totally optional, but going to any restaurant with an open kitchen gives an overall good vibe. You get to see what is happening behind the scenes, how your food is cooked and the ingredients that are being used.

These are all the signs that show you are in a good restaurant. We hope this article was helpful in order for you to decide what restaurant you're eating next at while keeping all these signs in your mind.

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BEST PLACES TO VISIT IN PAKISTAN DURING WINTER

“These tourist destinations in Pakistan are popular among travellers throughout the year. However, they turn into a scene right out of a fairy tale during the winter months. Let’s take a further look at each of them and discuss their top attractions.”

Murree

Murree is one of the top winter vacation destinations in Pakistan. This quaint hill station near Islamabad is probably the first name that pops into your head when it comes to winter vacations in Pakistan.

Surrounded by lush green pine forests and mighty mountain peaks, this picturesque hill station remains a tourist hotspot all through the year. However, as soon as the year begins to near its end, Murree turns into a winter wonderland, with a thick layer of snow covering the tall colonial-era buildings and tall oak trees in the area.

Some of the major tourist attractions in and around Murree include Mall Road, Pindi Point, Kashmir Point, Chattar Park, Bhurban, Ayubia and Patriata. Moreover, Murree boasts a number of budget-friendly and upscale hotels, guest houses and resorts.



Nathia Gali

Considered a veritable piece of heaven on earth, Nathia Gali is yet another top winter holiday destination in Pakistan known for its enchanting landscape, hiking tracks and tourist attractions. During winters, the area receives heavy snowfall, with the temperature dropping down to -8 degrees Celsius during severe cold spells.

Most people opt for exploring the charming mountain resort of Nathia Gali during their trip to Murree, given their proximity. Although hiking may not be an option for some during the cold



winter months, which leaves the entire mountain range covered in snow, you can still spend your time exploring the mesmerizing natural beauty of the area, visiting the bustling Nathia Gali Bazaar and checking out St. Matthews Church, one of the most beautiful and historic churches in Pakistan.

Malam Jabba

Malam Jabba, a stunning hill station in the Hindu Kush Mountain region, is also among the best places to visit in Pakistan during winter. Malam Jabba also boasts one of the most popular ski resorts in Pakistan. The captivating holiday spot draws a large number of domestic and foreign tourists, with the number of visitors increasing every year.





Owned by the Pakistani Tourism Development Corporation (PTDC), the Malam Jabba Ski Resort has a ski slope of about 800 meters. However, it is widely known for its highest peak slope, which is about 9,000 feet above sea level. Its chairlifts, which offer a captivating view of the snow-covered valley during the winter months, are also a renowned tourist attraction in Pakistan.

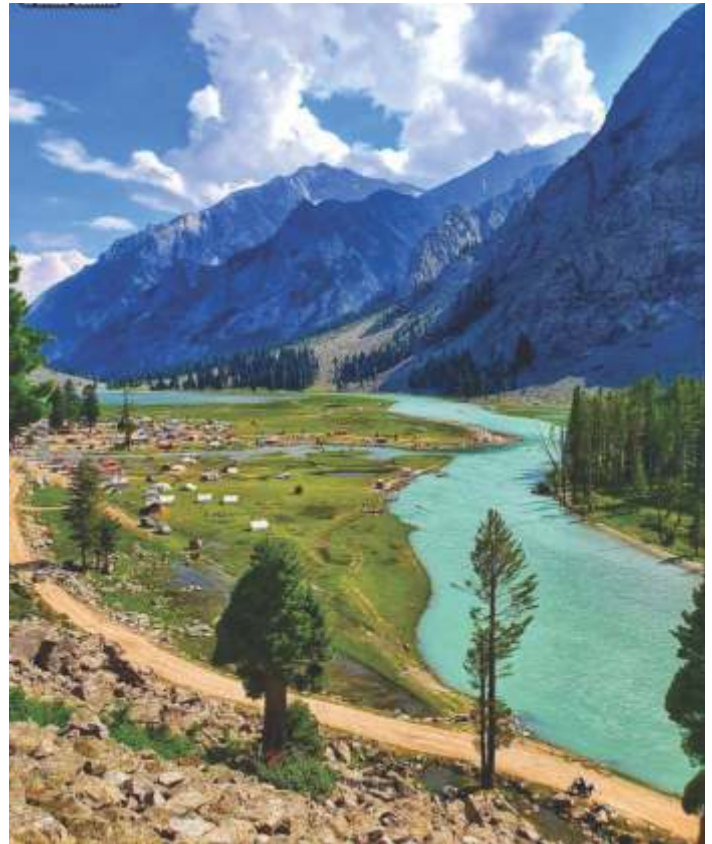
Apart from chairlifts and skiing platforms, the charming resort also features ice-skating rinks among other modern facilities. Those who enjoy trekking can also check the two famous trails located in the area, one of which starts about 18 kilometres from the ski resort and passes through Shangla Top whereas the other is located some 17 kilometres from the resort and goes through Sabonev Valley.

Kalam Valley

Kalam Valley is one of the best places to visit in Pakistan in December. Located in the upper reaches of the picturesque Swat Valley, Kalam is a popular winter tourist destination, known for its mesmerizing landscape, glacial lakes, mesmerizing Swat River, dense forests and majestic snow-clad mountain peaks. To put it simply, the incredible beauty of this valley is enough to leave one utterly speechless.



For those planning to travel to Kalam during winter vacations, the temperature can drop as low as 1 degree Celsius, which is still tolerable compared to the weather in most areas of Gilgit Baltistan. Moreover, since Kalam does not get as many tourists as other places on this list, you can easily explore this vast and spacious valley on your own. If you plan a trip to Kalam, make sure to visit the nearby valleys of Usho, Matiltan and Utror as well. The famous Mahodand Lake and Kundol Lake are also a must-visit.



Chitral

The exotic town of Chitral in Khyber Pakhtunkhwa is also a great place to visit in Pakistan during winter. Owing to the completion of the Lowari Tunnel, one of the most famous tunnels in Pakistan, this scenic region is now accessible all around the year. Located about 4,900 feet above sea level, Chitral is surrounded by the magnificent Hindu Kush range and is home to the striking Chitral River. Until 1947, this town served as the capital of the princely state of Chitral.



It is now the capital of Chitral District, which also comprises the famous Kalasha Valleys – including Bumburet, Rumbur and Biriu.

Gorakh Hill

Situated near Dadu in interior Sindh, Gorakh Hill has gained extreme popularity among those living in Karachi, Hyderabad and other nearby areas. In fact, it is considered one of the most perfect weekend getaways near Karachi.

Gorakh Hill Station is located in the Kirthar Mountain Range at an altitude of 5,688 feet, making it one of the highest, and subsequently coldest, plateaus in Sindh. It is also the only place in the entire province which receives light snowfall during winter months with temperatures dipping below zero. So, if you live in



Karachi and are looking for budget-friendly ideas for winter tourism in Pakistan, Gorakh Hill is your answer.

Cholistan Desert

The majestic Cholistan Desert is one of the most overlooked places to visit in Pakistan during winter. This magnificent natural wonder is also known as Rohi in the local language and boasts a number of cultural and heritage sites, some dating back centuries. It is located a short distance from Bahawalpur, a small yet popular city in Punjab. The desert itself is quite large and adjoins Thar in Sindh before extending over to India.



Some of the most famous tourist attractions in Cholistan include the historic Derawar Fort built in the 9th Century AD, Dohla Forest and the shrines of Channan Pir. Travellers can also book Desert Safari for a memorable experience and visit the bustling bazaar to buy some handicrafts and mementoes.



As for accommodation, you can simply book a hotel in Bahawalpur and spend a night or two camping in the desert.

Moreover, during your trip to the incredible Cholistan Desert, make sure to take a day out to visit the magnificent Noor Mahal in Bahawalpur, one of the most impressive palatial mansions in the entire country that dates back to 1872.

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COTHM'S GRAND *Culinary* **SHOW** STEALS THE SPOTLIGHT

AT
11TH WEXNET EXHIBITION BY TDAP

Celebrity Chef Gulzar wows audiences, live cooking competitions thrill spectators, and diverse exhibitors impress at the three-day culinary show



The College of Tourism & Hotel Management (COTHM) orchestrated a spectacular culinary show during the 11th WEXNET Exhibition, an event organized by the Trade Development Authority of Pakistan.

From mesmerizing culinary demonstrations by Celebrity Chef Gulzar to thrilling live cooking competitions featuring COTHM's culinary arts female students and home chefs, the event was a culinary masterpiece that left a lasting impression on all attendees.

Celebrity Chef Gulzar steals the show

A highlight of the event was the presence of Celebrity Chef Gulzar, specially invited from Karachi, who left the audience in awe with his culinary prowess. Chef Gulzar's captivating culinary demonstrations showcased his expertise and creativity, leaving the audience with tantalizing flavors and valuable cooking tips.

Live Cooking Competitions

COTHM's culinary arts female students and skilled home chefs battled it out in live cooking competitions that added an element of excitement and competition to the event. These talented chefs impressed the judges and spectators with their culinary skills and innovative dishes.



Bank of the Punjab served as the title sponsor, while KnN's joined as the Chicken Partner, Islanders Choice as the Spice Partner, Ambassador Commercial Kitchen Equipment as the Kitchen Partner, and Dawn Bread as the Fun-eating Competition Partner.



Diverse Exhibitors Shine

The event featured an array of exhibitors that catered to various tastes and interests. Stalls from COTHM, Chocolate Academy, Diet Studio, Cafe Xpress, Scrunchies.pk, Ethnic Jewels, House of Threads, Khaas - o - Aam, and Marfa Cafe offered a diverse range of products and services, enhancing the overall experience for attendees.





Fun-Eating Competition Delights

The 'Fun-eating competition' hosted by Fraaz Kasuri brought a touch of fun and entertainment to the culinary show. Participants and spectators alike enjoyed the light-hearted competition, making it a memorable part of the event.

Sponsors & Partnerships

The success of the event was made possible through the generous support of sponsors and partners. Bank of the Punjab served as the title sponsor, while KnN's joined as the Chicken Partner, Islanders Choice as the Spice Partner, Ambassador Commercial Kitchen Equipment as the Kitchen Partner, and Dawn Bread as the Fun-eating Competition Partner. Rose Petal Professional ensured hygiene standards were maintained throughout the event as the Hygiene Partner.

Global Audience

The culinary show attracted high-profile dignitaries and guests not only from Pakistan but also from various parts of the world. This international presence highlighted the global appeal and recognition of COTHM's culinary expertise.

The three-day culinary extravaganza organized by COTHM at the 11th WEXNET Exhibition was a resounding success, leaving attendees inspired and satisfied. The combination of culinary excellence, live competitions, diverse exhibitors, and valuable partnerships made this event a must-visit for all food enthusiasts and industry professionals.

COTHM continues to set the standard for culinary excellence in Pakistan and beyond.











Habits

TO BREAK BEFORE YOUR NEXT

Meal

Recognizing bad habits is the first step in correcting them. These post-meal habits are the ones to watch out for since they can promote an unhealthy lifestyle.

1. Avoid tea an hour before and after your meal

Tea leaves are acidic and will affect the digestion process. If you consume protein in the meal, the acid from the tea will harden the protein content, making it difficult to digest. Drinking tea immediately after a meal will also interfere with iron absorption by the body. Avoid tea one hour before and after meals.

2. Bathing

Taking a bath or shower right after dinner or a full meal causes a slight decrease in body temperature. Instead of blood flowing to the stomach for digestion, it flows to the other parts of the body to maintain body temperature. The skin has a

large surface area, so regulating the temperature after a bath takes up a lot of time and delays digestion, resulting in discomfort and unease.

3. Sleeping

Taking a nap or heading to bed after a hefty meal may cause an uneasy sensation, as the body may encounter indigestion, heartburn, and other digestive problems that disrupt nighttime sleep. Therefore, eating 3 hours before sleeping is recommended to give the body ample time to digest the food.

4. Avoid drinking Cold Water

Drinking chilled water immediately after a

meal interferes with your body's ability to break down fats. The cold temperature of water solidifies fats from the foods, making it difficult for your body to break down the unwanted fats from your body. Therefore, avoid cold water directly after your meal; drinking one glass before you eat is recommended.

5. Smoking

Smoking is considered harmful to health, but smoking after a meal can have greater repercussions. Smoking after a meal can cause heartburn by relaxing your lower esophageal sphincter. However, smoking, in either case, is not recommended, but after a hefty meal, avoid a cigarette for at least 20 minutes.

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- 2- Food Service/Restaurant Industry
- 3- Food Manufacturing Industry
- 4- Educational & Training Institutes
- 5- Punjab Food Authority
- 6- Quality control & Quality Assurance
- 7- Research Institutes
- 8- NGO's



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COTHM FOUNDER/PRESIDENT& CEO AHMAD SHAFIQ HONORED WITH **UN SDG EXCELLENCE AWARD** FOR EDUCATIONAL ACHIEVEMENTS AND SUSTAINABLE DEVELOPMENT



College of Tourism & Hotel Management (COTHM) Founder/President & CEO Ahmad Shafiq, a prominent figure in the field of skills education and sustainable development, received the prestigious United Nations Sustainable Development Goals (SDG) Excellence

Award during a grand ceremony held at the Governor's House Lahore.

The event, organized by the dynamic Youth Revolution Clan, brought together distinguished individuals from various sectors and geographies to celebrate Ahmad Shafiq's outstanding

contributions to education and sustainability in Pakistan.

The UN SDG Excellence Awards aim to recognize individuals and organizations that exemplify the principles and goals of the United Nations' Sustainable Development Goals. Mr. Shafiq's



remarkable achievements in the realm of education and sustainability have not only left an indelible mark but have also inspired others to join the global movement for positive change.

Governor Punjab, H.E Muhammad Baligh ur Rehman, bestowed the award upon him during a momentous ceremony. His presence and endorsement of this award underscore the critical role of education and sustainable development in the socio-economic growth of Pakistan.

Ahmad Shafiq's journey in education and sustainable development reflects his commitment to several SDGs, including Quality Education (SDG 4) and Sustainable Cities and Communities (SDG 11). His tireless efforts have contributed to making quality education accessible to all and promoting sustainable practices, particularly in urban areas.

The recognition of Mr. Shafiq's work highlights the transformative power of dedication, innovation, and commitment in achieving the SDGs. His achievements serve as an inspiration, reinforcing the idea that tangible, positive change is achievable and should be pursued actively.





GLOBAL AMBITIONS

THE UNITED NATIONS' 17 SUSTAINABLE DEVELOPMENT GOALS FOR A BETTER TOMORROW

In a world facing an array of pressing challenges, from poverty and hunger to climate change and gender inequality, the United Nations has crafted an ambitious blueprint for global progress. The 17 Sustainable Development Goals (SDGs) represent a universal call to action to end poverty, protect the planet, and ensure prosperity for all by 2030.

No Poverty: Ensuring a world free from extreme deprivation

The first goal, "No Poverty," aspires to eradicate extreme poverty, providing everyone with access to basic necessities like food, clean water, and education. By addressing this fundamental issue, the UN

aims to lay the groundwork for broader sustainable development.

Zero Hunger: Nourishing a hungry world

Goal two, "Zero Hunger," seeks to end hunger and promote sustainable agriculture to ensure nutritious food for all. This



objective goes hand in hand with SDG 1, as it tackles one of the most basic human needs.

Good Health and Well-being: Universal access to healthcare

SDG three focuses on "Good Health and Well-being," aiming to provide healthcare services, reduce maternal and child mortality, and promote overall well-being. It underscores the importance of physical and mental health in sustainable development.

Quality Education: A key to empowerment

"Quality Education," the fourth goal, underlines the significance of inclusive, equitable education. By promoting lifelong learning opportunities, this objective aims to equip individuals with the skills to contribute to sustainable development.

Gender Equality: Empowering women and girls

Goal five, "Gender Equality," calls for the elimination of discrimination and the empowerment of women and girls. Gender



equity is a linchpin for achieving all other SDGs.

Clean Water and Sanitation: A necessity for all

Ensuring "Clean Water and Sanitation" is the focus of SDG six, which also emphasizes sustainable water management. Access to clean water and sanitation facilities is essential for public health and prosperity.

Affordable and Clean Energy: Powering the future

Goal seven, "Affordable and Clean Energy," seeks to provide reliable, sustainable, and modern energy for all. Clean energy is pivotal to addressing climate change and improving living standards.



Decent Work and Economic Growth: Building prosperity for all

Promoting "Decent Work and Economic Growth" (SDG eight) is essential for sustainable development. It emphasizes full employment and economic sustainability.

Industry, Innovation, and Infrastructure: Fostering progress

Goal nine, "Industry, Innovation, and Infrastructure," underscores the importance of resilient infrastructure, sustainable industrialization, and innovation in creating sustainable societies.

Reduced Inequality: A more inclusive world

"Reduced Inequality" (SDG ten) aims to decrease disparities within and among countries, fostering social, economic, and political inclusion for all.

Sustainable Cities and Communities: Building



climate change

"Climate Action" (SDG thirteen) calls for urgent efforts to combat climate change, including strengthening resilience and mitigation strategies.

Life Below Water: Protecting our oceans

SDG fourteen, "Life Below Water," emphasizes the conservation and sustainable use of oceans, seas, and marine resources.

Life on Land: Nurturing terrestrial ecosystems

Goal fifteen, "Life on Land," aims to protect, restore, and promote sustainable use of terrestrial ecosystems and manage forests to combat desertification and biodiversity loss.

Peace, Justice, and Strong Institutions: A foundation for progress

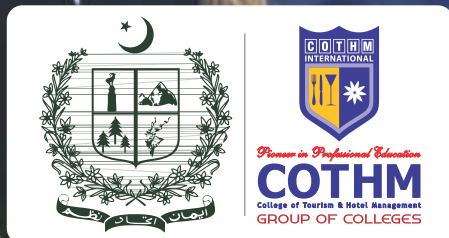
"Peace, Justice, and Strong Institutions" (SDG sixteen) seeks to promote peaceful, inclusive societies and ensure access to justice for all while building effective, accountable institutions.

Partnerships for the Goals: Global cooperation for success

SDG seventeen, "Partnerships for the Goals," underscores the importance of international cooperation in implementing the SDGs and achieving sustainable development.

These 17 Sustainable Development Goals collectively form a comprehensive framework to address the world's most pressing social, economic, and environmental challenges. By committing to these objectives, the international community strives for a more sustainable, equitable, and prosperous future for all.

GOVERNMENT OF GILGIT-BALTISTAN PARTNERS WITH COTHM TO **BOOST HOSPITALITY AND TOURISM SECTORS** IN THE REGION



The collaboration between the Government of Gilgit-Baltistan and COTHM is poised to create lasting change in the region, equipping its youth with the skills and knowledge needed for a brighter future in the thriving hospitality and tourism industry.

In a significant stride towards enhancing human resource development and fortifying the burgeoning hospitality and tourism industry, the Government of Gilgit-Baltistan (GB) and the College of Tourism & Hotel Management (COTHM) Pakistan & Dubai have entered into a Letter of Understanding (LoU).

Under the dynamic leadership of the Gilgit-Baltistan government and with the expert assistance of COTHM, this

groundbreaking collaboration aims to empower the youth of the region with essential employable skills in the field of hospitality and tourism. As Gilgit-Baltistan continues to shine as a jewel in Pakistan's crown and a hotspot for tourism, the demand for skilled professionals in this sector is on the rise.

The LoU encompasses a range of key initiatives:

Capacity Building: Both parties commit to

empowering the youth of Gilgit-Baltistan, providing them with the skills and knowledge necessary to excel in the competitive hospitality and tourism industry.

Training Facilities: The GB Government will allocate suitable buildings with utilities in Gilgit and Skardu to serve as training centers, equipped with electricity, water, and internet access, to facilitate the delivery of world-class training programs



departments, local NGOs, and donor organizations to ensure robust support for this joint initiative.

Economic Empowerment: COTHM, a nationally and internationally recognized institution, is set to make a substantial investment in Gilgit-Baltistan by providing skills development, leading to economic empowerment and social uplift through employment and self-employment opportunities in the hospitality and tourism sector.

The collaborative spirit between the Government of Gilgit-Baltistan and COTHM is poised to create lasting change in the region, equipping its youth with the skills and knowledge needed for a brighter future in the thriving hospitality and tourism industry.

under the aegis of COTHM.

Skill Development: COTHM will offer courses in hospitality management, culinary arts, baking & patisserie, food safety, travel, tourism & airline management, and other skill programs tailored to meet local and international demand.

Expansion Phases: In the first phase, the 'Relative Subjects Building' at Skardu Polytechnic Institute for Boys Thorgu, Skardu, will house the training center. A similar building in Gilgit will be identified for future expansion.

Collaborative Support: The GB Government will engage government



CHOCOLATE ACADEMY & AMERICAN LYCETUFF SCHOOL JOIN HANDS TO

PROMOTE SKILLS EDUCATION IN PAKISTAN



The collaboration between Chocolate Academy and the American Lycetuff School underscores the commitment of both organizations to the development and growth of skills education in Pakistan.

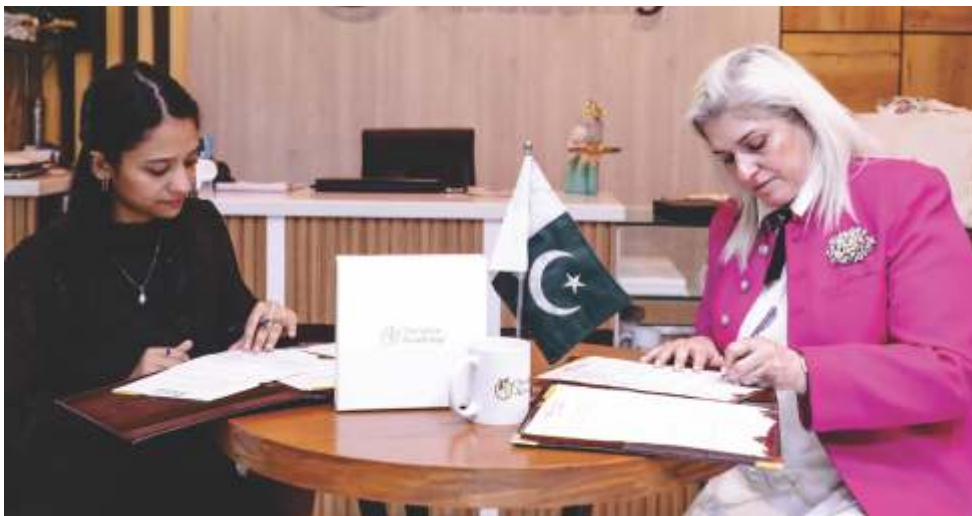
Chocolate Academy and American Lycetuff School have officially signed a Memorandum of Understanding (MoU) to collaborate on a mission aimed at bolstering skills education in Pakistan.

The MoU outlines a comprehensive plan to raise awareness and provide training in various culinary skills to students at the American Lycetuff School, ultimately opening doors to exciting new career

opportunities.

Under the leadership of Chocolate Academy CEO, Zainab Shafiq, and American Lycetuff School CEO, Zeeshan Zia Raja, this innovative partnership signifies a remarkable step forward in enhancing educational opportunities and empowering Pakistani youth with the knowledge and skills they need to thrive in the modern world.

Chocolate Academy, renowned for its expertise in the culinary arts, will play a pivotal role in this collaborative effort. The academy will take on the responsibility of introducing and training interested students at the American Lycetuff School in various culinary skills. Through this initiative, students will be exposed to a world of flavors, techniques, and experiences that will prepare them for exciting career prospects in the culinary industry.



both organizations to the development and growth of skills education in Pakistan.

Zeeshan Zia Raja, CEO of the American Lycetuff School, expressed her enthusiasm about this collaboration, stating, "We are thrilled to partner with Chocolate Academy in our mission to provide students with diverse learning opportunities. This partnership will enable our students to explore and develop their culinary talents, opening up new horizons for their futures."

"This partnership is an exciting step towards nurturing the talents and passions of young individuals in Pakistan," said Zainab Shafiq, CEO of Chocolate Academy. "We believe that by providing high-quality training and exposure to culinary skills, we can ignite a spark of creativity and ambition in students that will serve them well in their future careers."

This dynamic collaboration between Chocolate Academy and American Lycetuff School promises to have a profound and lasting impact on skills education in Pakistan, contributing to the personal and professional growth of students, and ultimately, the prosperity of the nation.



The primary objective of this MoU is to equip Pakistani students with the information, resources, and opportunities needed to excel in skills education. By doing so, it aims to open up new career pathways and inspire the next generation of culinary professionals.

The collaboration between Chocolate Academy and the American Lycetuff School underscores the commitment of



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COTHM TO REPRESENT PAKISTAN AT 36TH ANNUAL AEHT COMPETITIONS CONFERENCE TO BE HELD AT VILNIUS, LITHUANIA

Hospitality Management students Zainab Shafiq, Amna Munir and Muhammad Abdullah are the proud participants who are going to represent Pakistan and COTHM at the 36th Annual AEHT Competitions Conference.

The 36th Annual Association Européenne des Ecoles d'Hôtellerie et de Tourisme (AEHT) Competitions Conference is going to take place from November 6th-11th in Vilnius, Lithuania. The AEHT Competitions Conference is a prestigious international event that gathers students and educators from the hospitality and tourism industry worldwide. This year, the conference is set to showcase the talents of students hailing from different countries, including three dedicated and skilled participants from College of Tourism & Hotel Management (COTHM) Pakistan & Dubai.

Hospitality Management students Zainab Shafiq, Amna Munir and Muhammad Abdullah are the proud participants who are going to represent Pakistan and



COTHM at the 36th Annual AEHT Competitions Conference. Along with the participants, two coordination officials Tanveer Riaz and Usaid Ahmed are also traveling to Lithuania to ensure the smooth participation of Pakistan at the global stage.

These Pakistani students are prepared to compete in various categories such as hospitality management, strategic thinking, and front office management, proudly representing their nation on the global stage.

Their participation reflects the commitment of Pakistan to the growth and excellence of the hospitality industry, and their presence promises to enrich the conference with diverse perspectives and innovative ideas.

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COTHM PAKISTAN & DUBAI DELEGATES TO ATTEND 30TH EURHODIP CONFERENCE

1-5 NOVEMBER, 2023, FAMAGUSTA NORTH CYPRUS

From Pakistan, COTHM Pakistan & Dubai's Hospitality Management, and Culinary Arts students Sadia Suman Faisal, Masooma Fiza Mustafa, Hanzla Abdul Rehman, and Talha Zia are going to take part in the esteemed conference that offers students and teachers a chance to enrich their skills, and experience a different culture.

EURHODIP is an International Association that supports education and training in the hospitality and tourism industry, representing over 120 schools from more than 30 countries around the world. From Pakistan, College of Tourism & Hotel Management (COTHM) Pakistan & Dubai is officially a member of this prestigious global association.

Annual EURHODIP Conference which has already had 29 editions is a testament to the Association's commitment to education and training. This year, EURHODIP is going to hold the 30th edition of its Annual EURHODIP Conference from November 1 to 5, 2023.



As a Full Member of EURHODIP, Eastern Mediterranean University (EMU) Faculty of Tourism, is delighted to host the 30th Annual EURHODIP Conference at Famagusta, North Cyprus.

From Pakistan, COTHM Pakistan & Dubai's Hospitality Management, and Culinary Arts students Sadia Suman Faisal, Masooma Fiza Mustafa, Hanzla Abdul Rehman, and Talha Zia are going to take part in the esteemed conference that offers students and teachers a chance to enrich their skills, experience a different culture, and make comparisons.

At the same time, the conference promotes the sharing of knowledge and strengthens ties within the European project, promoting European cohesion in its principles and values.



INDUSTRY

CPNE DELEGATION CALLS ON PM KAKAR; HOSPITALITY PLUS EDITOR-IN-CHIEF AHMAD SHAFIQ JOINS THE MEETING

1



Caretaker Prime Minister Anwar-ul-Haq Kakar recently met with the Council of Pakistan Newspaper Editors' (CPNE) Standing Committee, led by President Irshad Arif. Hospitality Plus Editor-in Chief Ahmad Shafiq also attended the important meeting. During this meeting, the prime minister emphasized the need to counter a systematic

campaign of negative propaganda against the state and foster an environment conducive to positive debates and discussions, promoting diversity and differences of opinion, with newspapers playing a pivotal role.

During the meeting, the CPNE delegation apprised the PM of the challenges faced by newspapers and magazines. In response, the

PM directed the Secretary of Information to increase the rates for newspaper advertisements, ensure equitable distribution of advertisements, and promptly resolve outstanding payments.

DIET STUDIO IN COLLABORATION WITH CREALZ BY ODR FOODS CELEBRATES WORLD PASTA DAY

2



On the occasion of World Pasta Day, Diet Studio in collaboration with CRealz by ODR Foods organized a pasta making workshop at COTHM New Garden Town.

Diet Studio organized this workshop, while focusing on creating healthy & calorie counted dishes that were as delicious as they

were nutritious. Renowned Chef Naeem Jamil made four healthy & calorie-counted recipes i.e. Penne Pasta with Basil Pesto Sauce, Spaghetti Marinara, Pasta Tagliatelle Alfredo Con Pollo & Spaghetti Aglio e Olio with the help of CRealz pasta variations.

The workshop was designed to empower attendees with the knowledge and skills to

cook wholesome pasta dishes. The workshop was full of hands-on learning experience.

At the end of workshop, participants were awarded by certificates and gifts from CRealz by ODR Foods.



HIGHLIGHTS

COTHM SPREADS SMILES ON WORLD SMILE DAY

3



The College of Tourism & Hotel Management (COTHM) celebrated World Smile Day with a burst of joy and positivity, emphasizing the significance of smiles and happiness in our lives. Students from various disciplines came together to create a day full of cheer and creativity. Culinary Arts students prepared delightful

dishes shaped into smiley faces, adding a touch of whimsy to the culinary experience. Meanwhile, Hospitality students engaged in a spirited poster competition, themed around smiles. Judges evaluated students in various categories, and cash prizes were awarded to the winners.

The event not only showcased the talents of

COTHM students but also spread infectious smiles, reinforcing the importance of happiness. It was a day filled with laughter, creativity, and camaraderie, embodying the spirit of World Smile Day.

JUSTICE SHAHID KARIM'S VISION FOR A SMOG-FREE LAHORE: LRA TO START PLANTATION DRIVE ACROSS THE CITY

4



The Lahore Restaurant Association (LRA) commends the remarkable efforts of Justice Shahid Karim in ensuring a greener and cleaner Lahore. Justice Shahid Karim, a prominent figure in environmental conservation and sustainability, has provided a guiding light for the LRA's initiative to tackle the alarming rise in smog levels that have plagued the city of

Lahore. In a case related to restaurant operating hours, his directives underscored the importance of plantation drives to combat smog.

The LRA, in a unanimous decision by its executive body, has embarked on an extensive plantation drive, focusing not only on greening the vicinity of restaurants but also contributing to the broader environmental

well-being of Lahore.

The Lahore Restaurant Association is honored to stand with Justice Shahid Karim and fellow stakeholders to foster a cleaner and greener Lahore and invites all the citizens, businesses, and organizations to join it in its endeavor to combat smog and nurture a healthier environment for the generations to come.



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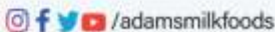


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
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