

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

HOSPITALITY PLUS

VOL# 19 | ISSUE# 02 | FEBRUARY 2024

**MARYAM
NAWAZ**

TO REVIVE

**PUNJAB'S
TOURISM?**



UNIVERSITY OF THE PUNJAB
IS PROUD OF COTHM AS ITS
ACADEMIC PARTNER:
PU VC PROF.
DR. KHALID MAHMOOD

TASTE THE THRILL the cheezy way



Cheezious
www.cheezious.com



111 44 66 99





Shan ad

A FLAVOR
LIKE NO OTHER



Natural chicken aroma



Best for seasoning, marination
& stock applications



Preserves the authentic
colour of your dish

MONTHLY HOSPITALITY PLUS | FEBRUARY-2024 | 3



shanfoodspecialists



shanfoodspecialists



0800 19000



www.shanfoods.com



FLAVOUR meets Fire!



HOTLINK
111 111 NFL
ADVISORY
CONSULTANCY
TIPS & TRICKS



CONTENTS



Hospitality Plus

Vol#19/Issue#02 | February 2024 | Reg#1391/20040102

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

Chief Editor/Publisher

Ahmad Shafiq

Deputy Chief Editor

Zaheer Ahmad

Executive Editor

Samina Ahmad

Editor

Fraaz Mahmud Kasuri

Joint Editor

Babar Sheikh

Associate Editor

Zainab Shafiq

News Editor

Muhammad Sharif

Social Media Manager

Sarmad Asif

Contributors

Masood Ali Khan

Aftab Rana

Akhtar Mummunka

Prof. Shuaib Raza

Director Art & Design

Aamir Kashif

IT Manager

Rizwan Hameed

Chief Photographer

Waqas Ali

Photographer

Zeeshan Ali

Printed by

Udoos Printing Press

394-Hunza Block, Allama Iqbal

Town, Lahore

For comments please write to us at:

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road,

New Garden Town, Lahore .

Mob: 0309-3332578

Tel: 042 35913580-81-82-83

E-mail: office@hospitalityplus.com.pk

EDITORIAL

Embracing a paradigm shift in education for economic prosperity

COVER STORY

Maryam Nawaz to revive Punjab's Tourism?

INTERVIEW

University of the Punjab is proud of COTHM as its academic partner: PU VC Prof. Dr. Khalid Mahmood

ARTICLE

Impact of Social Media Influencers on Travel Trends and Destination Marketing

ARTICLE

The Art of Plating: Elevating Your Culinary Creations with Stunning Presentation

RESTAURANT REVIEW

A fantastic food experience at Qissa Khawani

CONVOCATION

COTHM Islamabad & Rawalpindi campuses hold 3rd & inaugural convocations respectively

ARTICLE

Community Engagement in Tourism: Empowering Local Residents and Preserving Culture in Pakistan

INAUGURATION

COTHM expands its horizons with inauguration of state-of-the-art campus in Skardu

INTERNATIONAL WORKSHOP

Puratos Chef Hadi Mekdashi elevates Pakistan's patisserie scene at Chocolate Academy

ARTICLE

The rise of 'Disaster Tourism' and its ethical exploration

EVENT

COTHM hosts impressive celebration for World Pizza Day

INDUSTRY HIGHLIGHTS

6

7-10

11-13

15-16

17-18

19-20

21-24

25-27

27-29

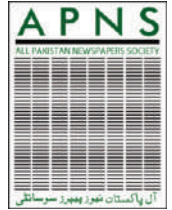
31-33

35-36

37-39

41-42

43-45



Price: Rs.200

PAGE
7



PAGE
11



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:

•Board of Directors of Pakistan Tourism Development Corporation (PTDC)

Member:

- Council of Pakistan Newspapers Editors (CPNE)
- All Pakistan Newspapers' Society (APNS)

Chairman:

•'Event Management Committee' of CPNE



PAGE
21



PAGE
31



EMBRACING A PARADIGM SHIFT IN EDUCATION FOR ECONOMIC PROSPERITY



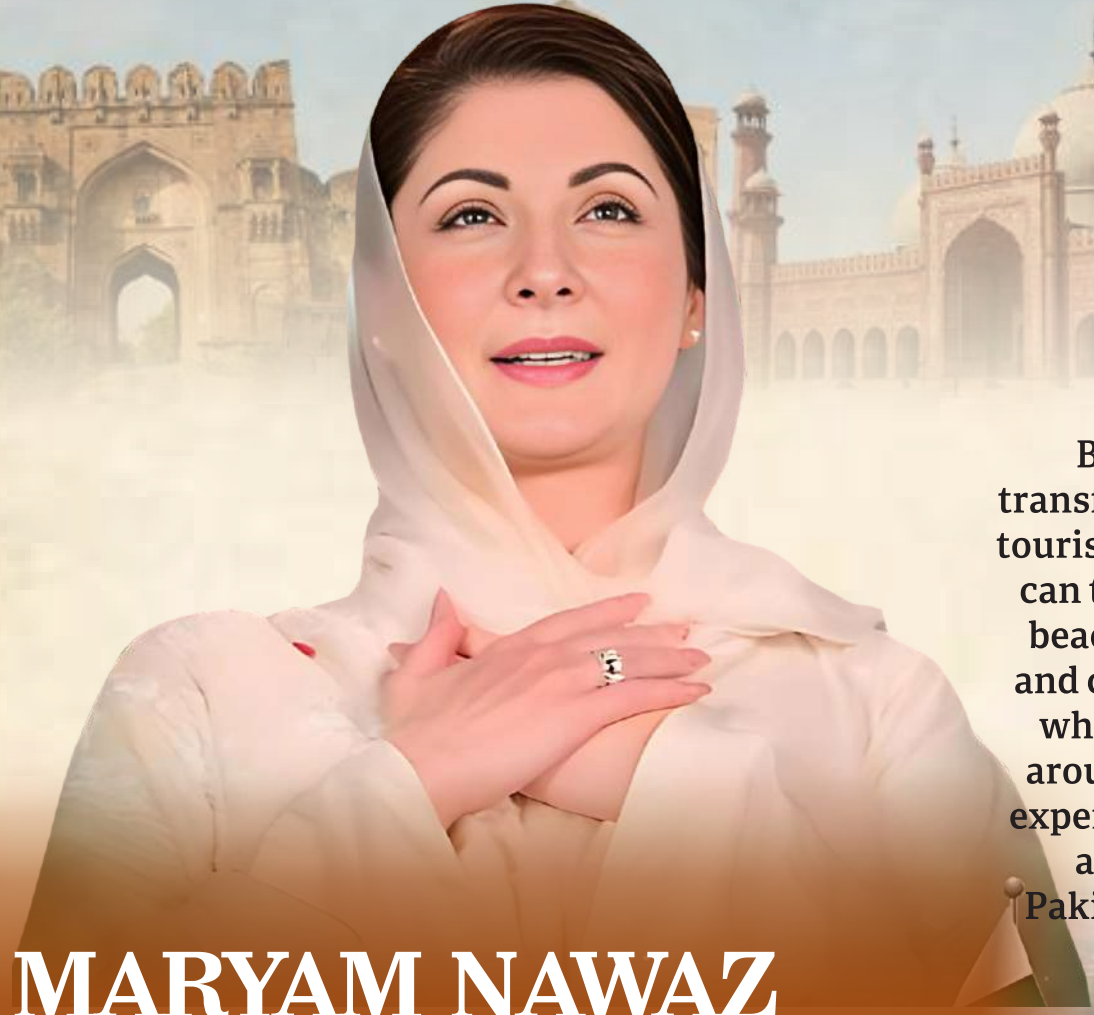
As we navigate through the currents of global progress, it becomes increasingly evident that nations can only truly thrive when they align themselves with international developments. In the realm of education, particularly within the hospitality and tourism sector, the tides of change have ushered in a new era—one where practical skills take precedence over theoretical knowledge.

Pakistan stands at a critical juncture, poised to harness the potential of its youth and propel its economy towards prosperity. Amidst these transformative times, institutions like the College of Tourism & Hotel Management (COTHM) emerge as beacons of hope, championing the cause of skill-based education and equipping students with the tools they need to succeed in an ever-evolving global landscape.

Gone are the days when traditional academic models sufficed to meet the demands of a rapidly changing industry. Today, employers seek individuals with practical expertise, hands-on experience, and a deep understanding of industry dynamics. COTHM's commitment to delivering quality skills education in hospitality and tourism sets a commendable precedent—one that other universities and colleges would be wise to follow.

The importance of skill-based education cannot be overstated, especially in a country like Pakistan where youth unemployment remains a pressing concern. By shifting the focus from theory to practice, institutions have the power to empower students, bridge the gap between academia and industry, and ultimately drive economic growth.

I urge educators, policymakers, and stakeholders alike to heed the call for change. Let us embrace innovation, foster collaboration, and prioritize skill development to ensure a brighter future for our youth and our nation as a whole.

A portrait of Maryam Nawaz, the newly appointed Chief Minister of Punjab, wearing a white shawl and a ring, with her hands clasped over her chest. The background is a soft-focus image of the Badshahi Mosque in Lahore.

MARYAM NAWAZ TO REVIVE PUNJAB'S TOURISM?

In the bustling heartland of Pakistan lies Punjab Province, a region steeped in history, culture, and untapped potential. With its diverse landscapes, rich heritage, and vibrant communities, Punjab has always been looking for an opportunity to emerge as a leading destination on the global tourism map.

Now, at the helm of the province Punjab, stands Maryam Nawaz, the newly appointed Chief Minister whose vision and leadership can prove to be a key to unlocking Punjab's tourism potential and ushering in a new era of prosperity and growth.

Maryam Nawaz's journey to political prominence is well-documented. As the daughter of former Prime Minister Nawaz Sharif, she has long been immersed in the intricacies of governance and public service. Her active involvement in



By realizing the transformative power of tourism, Maryam Nawaz can turn Punjab into a beacon of hospitality and cultural exchange, where visitors from around the world can experience the warmth and diversity of Pakistani hospitality.





the Pakistan Muslim League-Nawaz (PML-N) and her pivotal role in the party's success in the 2024 general elections are a testament to her unwavering commitment to the people of Pakistan.

Now, as Chief Minister of Punjab, Maryam Nawaz has the opportunity to leverage her political acumen and passion for service to propel the province to new heights. Through her policies and interests so far, one can easily judge that she is here to definitely do something for the province and its people.



Maryam Nawaz's vision about tourism must extend beyond mere promotion; she must seek to revolutionize Punjab's tourism sector through innovation and collaboration.

Her vision to serve the public coupled with the experience and political acumen of her father Mian Muhammad Nawaz Sharif and uncle Mian Muhammad Shahbaz Sharif can do wonders for the people of the province of Punjab.

By realizing the transformative power of tourism, she can turn Punjab into a beacon of hospitality and cultural exchange, where visitors from around the world can experience the warmth and diversity of Pakistani hospitality.

Under Maryam Nawaz's vibrant guidance, Punjab's tourism industry is ready to experience a renaissance of its own kind. From the majestic splendor of Lahore's ancient forts to the tranquil beauty of the Punjab countryside, the province boasts a wealth of attractions waiting to be discovered. By promoting various forms of tourism, including domestic tourism, medical tourism, religious tourism, and business tourism, Maryam Nawaz may showcase Punjab's rich tapestry of culture, history, and natural beauty to the world.





“Maryam Nawaz is a vibrant personality who is politically trained under the guidance of her father Nawaz Sharif and uncle Shahbaz Sharif. I am sure that she can contribute a lot to the tourism sector of Punjab which will ultimately benefit the whole country”, says Ahmad Shafiq

Maryam Nawaz's vision about tourism must extend beyond mere promotion; she must seek to revolutionize Punjab's tourism sector through innovation and collaboration. By fostering partnerships with local communities, businesses, and stakeholders, she can develop sustainable tourism initiatives that would not only enrich the visitor experience but also uplift the lives of Punjab's residents.

One of Maryam Nawaz's key objectives can be the expansion of Punjab's tourism offerings by adding new destinations and



experiences to the existing portfolio. From eco-tourism initiatives in the lush forests of Murree to adventure tourism opportunities in the rugged terrain of the Salt Range, her team can add a diverse array of experiences that cater to the interests of every traveler in the province.

The most compelling aspect of Maryam Nawaz's vision for Punjab's tourism industry should be its potential to drive socio-economic development and prosperity. By investing in infrastructure, training programs, and community development projects, she can create new opportunities for employment and economic growth, particularly in rural areas where tourism has the power to transform lives.

If she remains successful in developing a roadmap for the uplift of tourism in the province, she would be in a position to generate new income streams for the provincial and national exchequer.

The most compelling aspect of Maryam Nawaz's vision for Punjab's tourism industry should be its potential to drive socio-economic development and prosperity.



Hospitality Plus Chief Editor Ahmad Shafiq has emphasized the pivotal role Maryam Nawaz, the newly appointed Chief Minister of Punjab, can play in shaping the future of the province's tourism industry. While talking to Hospitality Plus, he urged Maryam Nawaz to prioritize the development and promotion of tourism, citing its potential to achieve multipurpose goals, including economic prosperity and cultural preservation.

He highlighted the transformative power of tourism in developing economic growth, creating job opportunities, and enhancing Punjab's global reputation as a premier travel destination.

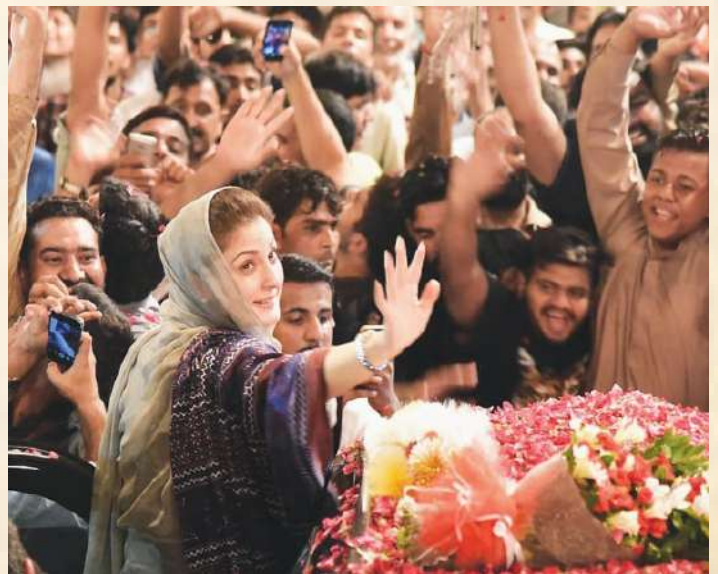
He also mentioned the importance of Maryam Nawaz's leadership in realizing Punjab's tourism potential and called upon her to lead the charge in ensuring that Punjab emerges as a beacon of hospitality and cultural exchange on the world stage.



“
In Maryam Nawaz, Punjab's tourism industry has found a champion and a visionary leader who seems committed to realizing its full potential.
”

“Maryam Nawaz is a vibrant personality who is politically trained under the guidance of her father Nawaz Sharif and uncle Shahbaz Sharif. I am sure that she can contribute a lot to the tourism sector of Punjab which will ultimately benefit the whole country”, he said.

In Maryam Nawaz, Punjab's tourism industry has found a champion and a visionary leader who seems committed to realizing its full potential. Her dedication to promoting tourism can not only elevate Punjab's stature on the global stage but also enhance her political standing and legacy. So, now is the time and test for Maryam Nawaz as the chief minister of the most important province of Pakistan that how does she set Punjab to the path of progress and prosperity.



UNIVERSITY OF THE PUNJAB IS PROUD OF COTHM AS ITS

ACADEMIC PARTNER

PU VC PROF. DR.
KHALID MAHMOOD



Universities must integrate practical skills alongside theoretical knowledge to bridge the gap between education and industry.

Could you tell us about your background and current role at the University of the Punjab?

Certainly. I am Professor Dr. Khalid Mahmood, specialized in information management, and I currently serve as the Vice Chancellor of the University of the Punjab. With a PhD from the University of the Punjab and post-doctorate qualifications from the University of California, Los Angeles, USA, I've been associated with University of the Punjab for over three decades, including a teaching stint at the University of Dammam in Saudi Arabia. According to Stanford University, I'm recognized as one of the top two percent researchers globally.





“In my eleven months as Vice Chancellor, I've prioritized research promotion. I've strengthened the functionality of the Office of Research, Innovation, and Commercialization (ORIC), leading to the publication of 43 research journals.”



What initiatives have you undertaken during your tenure at the University of the Punjab?

In my eleven months as Vice Chancellor, I've prioritized research promotion. I've strengthened the functionality of the Office of Research, Innovation, and Commercialization (ORIC), leading to the publication of 43 research journals. Committees have been established to enhance their quality. Additionally, I've revived the Teachers' Training Center, focusing on improving the university's global ranking. Presently, the University of the Punjab stands at





As an affiliated partner of the University of the Punjab, COTHM significantly contributes to our institution's reputation and academic endeavors.



139th position in Asia, a significant leap from its previous 232nd position six years ago. We've also expanded our representation in QS Subject rankings from three to fifteen subjects.

What's your perspective on skills education in Pakistan?

The demand for skill-based education has surged owing to global industrial shifts. This necessitates a reevaluation of traditional four-year degree programs. Universities must integrate practical skills alongside theoretical knowledge to bridge the gap between education and industry. At the University of the Punjab, we're bolstering industry relations, incorporating internships across programs, and facilitating interactions with industry experts through guest lectures and hands-on training. While theoretical understanding remains crucial, our focus is on making students market-ready.

Could you share your experience with COTHM?

My recent visit to COTHM was enlightening. Institutions like COTHM,



particularly in hospitality and tourism education, are rare in Pakistan. Witnessing their high-quality education delivery firsthand was impressive. As an affiliated partner of the University of the Punjab, COTHM significantly contributes to our institution's reputation and academic endeavors. It's a mutually beneficial collaboration that we take pride in.



At the University of the Punjab, we're bolstering industry relations, incorporating internships across programs, and facilitating interactions with industry experts through guest lectures and hands-on training.



What suggestions do you have for the government?

Governments play a pivotal role in policy formulation and resource allocation. I advocate for the inclusion of university professors, practitioners, and stakeholders in policymaking processes, with a focus on research and education. While the government has made commendable strides in skills education initiatives, there's a pressing need to address the decline of government institutions globally.

Lastly, what message do you have for the youth of Pakistan?

Pakistan's youth possesses immense potential and respect worldwide. With dedication and commitment, they have the capability to excel globally. It's essential for them to harness their talents and strive for excellence in their endeavors.



ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

STAY CONNECTED WITH COTHM



www.cothm.edu.pk

DEPARTMENT OF **HOSPITALITY MANAGEMENT**

LEVEL 5-UK

Advanced Diploma in

- Hospitality Management** (UK)
14-Months (1-Semester) (Intermediate/a-levels/ Semester-i (Cothm Diploma))

LEVEL 7-UK

Executive Diploma in

- Hospitality & Tourism Management** (UK)
6-Months (1-Semester) (Entry Level: Bachelor's / Master's)
- Graduate Diploma in Hospitality & Tourism Management** (USA)
14-Months + 4-Months Internship, (Entry Level: Intermediate)
- Postgraduate Diploma in Hospitality & Tourism Management** (USA)
6-Months (2-Semesters) (Entry Level: Bachelor's / Master's)
- American Hospitality & Tourism Management Program** (USA)
12-Months with Internship, (Entry Level: Matric, A/O-Level)
- Professional Distance Learning Certification** (USA)
3-12 Months (Entry Level: Matric to Master's)

(DUAL-INTERNATIONAL QUALIFICATION)

INTERMEDIATE IN HOTEL OPERATIONS

Entry Level: Matric

Program Duration:

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

ASSOCIATE DEGREE IN TOURISM & HOSPITALITY MANAGEMENT

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

Program Duration: 2-Years

UNIVERSITY OF THE PUNJAB AFFILIATED ASSOCIATE DEGREE PROGRAM



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden
Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

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

COTHM KARACHI:

Mob: 0336-2226846

COTHM JOHAR TOWN:

Mob: 0309-8887111

COTHM ISLAMABAD:

Mob: 0309-3337775

COTHM MULTAN:

Mob: 0300-8639014

COTHM RAWALPINDI:

Mob: 0309-3330396

COTHM FAISALABAD:

Mob: 0321-8822640

NORTH NAZIMABAD

Mob: 0333-6624157

COTHM RAHIM YAR KHAN:

Mob: 0334-5877966

COTHM GUJRANWALA:

Mob: 0320-0004003

COTHM SAHIWAL:

Mob: 0321-1110045

COTHM BAHAWALPUR:

Mob: 0345-4219999

COTHM OKARA :

Mob: 0322-3090092

IMPACT OF SOCIAL MEDIA

INFLUENCERS ON TRAVEL TRENDS AND DESTINATION MARKETING

In an era dominated by digital connectivity, social media has emerged as a powerful tool influencing various aspects of our lives, including the way we travel. With the rise of social media influencers, individuals with sizable followings who create and share content across platforms like Instagram, YouTube, and TikTok, the landscape of travel trends and destination marketing has undergone a significant transformation. Let's explore the profound impact that social media influencers wield in shaping travel behaviors and destination choices.

Authenticity and Aspiration

One of the key drivers behind the influence of social media influencers in the realm of travel is their ability to cultivate authenticity and aspiration simultaneously. Unlike traditional forms of advertising or marketing, where scripted messages often lack credibility, influencers have mastered the art of storytelling, providing authentic narratives of their travel experiences.

Through captivating visuals, personal anecdotes, and genuine recommendations, they create a sense of trust and relatability with their audience, inspiring them to explore new destinations and embark on similar adventures.

Moreover, social media influencers often portray aspirational lifestyles, showcasing





luxurious accommodations, breathtaking landscapes, and exclusive experiences. By aligning themselves with desirable destinations and experiences, they fuel the aspirations of their followers, who aspire to emulate the glamorous lifestyles depicted in their content. This aspirational appeal not only drives travel trends but also influences destination choices, as individuals seek to replicate the experiences showcased by their favorite influencers.

Content Creation and Engagement

Another significant aspect of social media influencers' impact on travel trends and destination marketing is their role as content creators and curators. Through their visually compelling content, influencers provide a window into different destinations, offering a glimpse of what it's like to visit and experience them firsthand. Whether it's through stunning photography, immersive videos, or engaging captions, they capture the essence of a place and evoke emotions that resonate with their audience.

Furthermore, social media platforms facilitate direct engagement between influencers and their followers, allowing for real-time interaction, feedback, and recommendations. This two-way communication fosters a sense of community and belonging among followers, who actively participate in discussions, share their own travel experiences, and seek advice from influencers.

As a result, influencers play a pivotal role in shaping travel trends by amplifying certain destinations or experiences based on audience preferences and interests.

Influencer Collaborations and Partnerships

Recognizing the influential reach of social media personalities, travel brands and destination

marketing organizations have increasingly turned to influencer collaborations and partnerships as part of their marketing strategies. By leveraging the credibility and authenticity of influencers, brands can tap into their existing fan base and reach new audiences effectively. Collaborative efforts may include sponsored content, influencer-hosted events, destination takeovers, and ambassador programs, among others.

These collaborations not only generate buzz and exposure for destinations but also provide valuable content that can be repurposed across marketing channels. Moreover, influencers often bring a fresh perspective and creative approach to destination marketing campaigns, resonating with younger demographics and digital-savvy travelers. By aligning with influencers whose values and interests align with those of the destination, brands can create authentic narratives that resonate with their target audience and drive meaningful engagement.

In conclusion, social media influencers have emerged as influential tastemakers in the realm of travel, shaping trends, inspiring wanderlust, and driving destination choices. Through authentic storytelling, aspirational content, and direct engagement with their audience, influencers wield significant influence in shaping perceptions and driving consumer behavior.

For travel brands and destination marketers, collaborating with influencers offers a powerful opportunity to amplify their message, reach new audiences, and create authentic connections with travelers in a digital age where authenticity and relatability reign supreme. As the influence of social media continues to evolve, so too will the role of influencers in shaping the future of travel and destination marketing.



the art of plating

ELEVATING YOUR CULINARY CREATIONS WITH STUNNING PRESENTATION

In the world of gastronomy, the saying "we eat with our eyes first" couldn't be more true. The art of plating is not just about putting food on a plate; it's about creating a visual masterpiece that enhances the dining experience, tantalizes the taste buds, and evokes emotions. From fine dining establishments to home kitchens, mastering the art of plating can elevate your culinary creations to new heights.

The Importance of Plating

Plating is not merely a superficial aspect of cooking; it is an integral part of the culinary experience. A beautifully plated dish not only enhances the visual appeal but also sets the stage for the flavors and textures that follow. It engages all the senses, creating anticipation and excitement before the first bite.

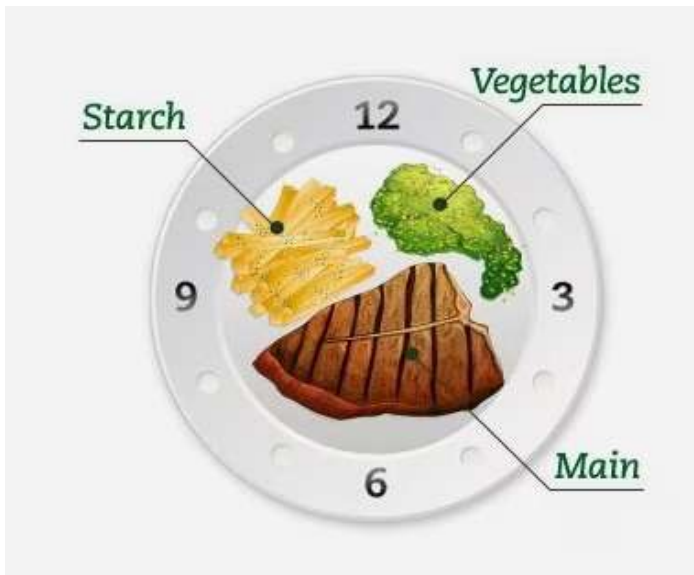
Principles of Plating

The key to effective plating lies in balance, harmony, and attention to detail. Here are some fundamental principles to consider:

1. Balance

Balance is crucial in plating to ensure that no single component overwhelms the others. This can be achieved through the distribution of colors, textures, and flavors across the plate. Aim for a harmonious arrangement that provides a balanced sensory experience.





creating visual intrigue.

2. Drizzling and Sauces:

Drizzling sauces or vinaigrettes around the plate can add elegance and sophistication to the presentation. Use a squeeze bottle or spoon to create intricate patterns or swirls that complement the dish without overpowering it.

3. Edible Flowers and Microgreens

Edible flowers and microgreens not only add a pop of color to the plate but also contribute delicate flavors and textures. Use them sparingly as accents to enhance the presentation and elevate the dish to gourmet status.



4. Plating Tools

Invest in quality plating tools such as offset spatulas, tweezers, and ring molds to help you achieve precise and professional-looking presentations. These tools allow for greater control and precision in arranging components on the plate.

Mastering the art of plating is a skill that takes time, practice, and creativity. By applying the principles and techniques outlined above, you can transform your culinary creations into works of art that delight the senses and leave a lasting impression on your diners. Whether you're a professional chef or an aspiring home cook, remember that plating is not just about making food look pretty—it's about creating an unforgettable dining experience from start to finish.

2. Proportion

Proportion refers to the relative sizes and quantities of different elements on the plate. Pay attention to scale and ensure that each component complements the others without overshadowing or being overshadowed.

3. Contrast

Contrast adds visual interest and excitement to a dish. Play with contrasting colors, textures, temperatures, and flavors to create dynamic and memorable presentations. For example, pair crunchy with creamy, sweet with savory, and hot with cold.

4. Negative Space

Negative space, or empty space on the plate, is as important as the food itself. It provides visual breathing room and allows the eye to focus on the main elements of the dish. Use negative space strategically to highlight the focal point and create visual balance.

5. Garnishes

Garnishes are not just decorative elements; they serve to enhance the flavors and textures of the dish. Choose garnishes that complement the flavors of the main ingredients and add visual interest without overwhelming the plate.

Techniques for Stunning Plating

1. Layering

Layering involves stacking or arranging components of the dish in such a way that each layer is visible and contributes to the overall presentation. This technique adds depth and dimension to the plate,



A FANTASTIC FOOD EXPERIENCE AT QISSA KHAWANI

Located opposite the Paragon Housing Society in Lahore lies a gem of a dining establishment - Qissa Khawani restaurant. With its reputation preceding it, we decided to explore this culinary haven for a special dinner with our relatives, and it did not disappoint.

From the moment we arrived, we were greeted with warm hospitality by the Branch Manager, Hafiz Moin ud Din, and the Front Office Manager, Mubin ul Haq. The inviting ambiance, coupled with a prominent advertisement on the main road and ample parking space, set the stage for what promised to be an exceptional dining experience.

As we perused the extensive menu, we were spoilt for choice with a myriad of tantalizing options. After much deliberation, we settled on a selection that showcased the diverse flavors Qissa Khawani has to offer.

We started our culinary journey with the comforting warmth of the Hot & Sour Soup and the aromatic delight of the 19-B Soup. The satisfying crunch of the Fish Crackers provided a delightful company to the rich flavors of soups. The Dynamite Prawn brought a burst of flavor with its spicy kick,



قصہ خوانی

setting the stage for the exquisite main courses to follow.

For the main course, we indulged in the tender and flavorful Boneless Handi, paired perfectly with fragrant Egg Fried Rice. The Kasturi Boti stole the show with its succulent meat marinated to perfection, leaving us craving for more.

To complement our meal, we enjoyed the traditional accompaniments of Sada Roti, Raita, and Imli Chatni, which added an extra layer of depth to the dining experience.

To wash it all down, we indulged in the refreshing Mint Margarita, the perfect palate cleanser to round off our culinary journey at Qissa Khawani. As it was cold outside and Qissa Khawani has got beautiful and cozy huts in the open area so





leaving the place without having a cup of tea was an injustice to everybody around us. So, we had our karak tea in the huts with a blow of small kilns on our sides. I must say that having tea in a company of your choice at Qissa Khawani is a must try.

Overall, our dining experience at Qissa Khawani surpassed all expectations. The food was delectable, the service exemplary, and the ambiance inviting. Our guests left with smiles on their faces, and we departed feeling immensely satisfied with our choice.

For those seeking a memorable dining experience in Lahore, Qissa Khawani is undoubtedly a must-visit destination.

Rating: 5/5

COTHM ISLAMABAD & RAWALPINDI CAMPUSES HOLD 3RD & INAUGURAL CONVOCATIONS RESPECTIVELY



College of Tourism & Hotel Management (COTHM) Pakistan & Dubai marked a significant milestone by holding the 3rd Convocation of Islamabad campus and the inaugural Convocation of its Rawalpindi campus. The event took place on Wednesday, February 28th, at the Pakistan National Council of the Arts (PNCA) in Islamabad.

A total of 235 students were conferred qualifications across various programs including hospitality, culinary arts, baking & patisserie, and travel and tourism management. Additionally, 60 students were recognized with medals

and appreciation certificates for their outstanding academic achievements. The esteemed gathering included Aftab ur Rehman Rana, Managing Director of the Pakistan Tourism Development Corporation (PTDC), who graced the occasion as the Chief Guest. Joining him were notable Guests of Honor including Dr. Naeem Ahmad, Vice Chancellor of the University of Baltistan, and Saqib Rafiq, President of the Rawalpindi Chamber of Commerce & Industry. His Excellency Khazar Farhadov, the Ambassador of Azerbaijan, also attended the convocation as the guest of honour.





In his address, Ahmad Shafiq, Founder/President & CEO of COTHM Pakistan & Dubai, congratulated the graduating students and commended their hard work and dedication. He emphasized the potential of the graduates to assume leadership roles in the international hospitality, travel, and tourism industry, citing their exceptional education and training at COTHM.

He outlined the remarkable growth of COTHM, expanding its network to fourteen campuses across major cities in Pakistan. He also shared the institution's





plans for international expansion, with the establishment of its first overseas campus in Dubai, UAE. This move aims to connect Pakistani youth with the global hospitality industry and facilitate their entry into the international job market.

In his Convocation Address, Chief Guest Aftab ur Rehman Rana praised COTHM for its role in empowering youth through meaningful education and training. He highlighted the institution's commitment to producing graduates who not only possess market-driven skills but also contribute meaningfully to the hospitality, travel, and tourism industry.

The event witnessed a diverse audience including educationists, hospitality industry professionals, dignitaries, journalists, members of civil society, graduating students, and their parents.









*sehar
and
iftar*

Seekh Kabab Karahi

Just one of the many delightful
recipes in our app.

For **Free Home Delivery** [0900am~0800pm] Call: **0800 111 56** Online: shop-kandns.pk/ Follow us   



*Download
free app*

Follow our SmartCooking App
or create your own exciting
recipes, using different K&N's
products.



All Natural Chicken®



COMMUNITY ENGAGEMENT IN TOURISM

EMPOWERING LOCAL RESIDENTS AND PRESERVING CULTURE IN PAKISTAN

Tourism holds immense potential for economic growth and cultural exchange in Pakistan, a country blessed with breathtaking landscapes, rich history, and diverse cultures. However, the benefits of tourism can only be fully realized when local communities are actively engaged in the process. Community engagement in tourism not only empowers local residents but also plays a crucial role in preserving culture, fostering sustainable development, and promoting responsible tourism practices.

Empowering Local Residents

In many regions of Pakistan, tourism has the potential to uplift marginalized communities by providing opportunities for economic empowerment and social





development. By involving local residents in tourism activities, such as homestays, guided tours, handicraft production, and cultural performances, communities can generate income and improve livelihoods. This not only reduces poverty but also creates a sense of ownership and pride among residents, who become active stakeholders in the tourism industry.

Moreover, tourism can serve as a catalyst for skill development and capacity building within local communities. Training programs on hospitality, language proficiency, entrepreneurship, and cultural preservation can

equip residents with the necessary skills to actively participate in tourism-related activities. By investing in human capital, tourism stakeholders can empower local residents to take on leadership roles, contribute to decision-making processes, and benefit from the socioeconomic opportunities that tourism brings.

Preserving Culture

Pakistan is home to a rich tapestry of cultures, traditions, and heritage sites that reflect its diverse history and identity. However, rapid urbanization, globalization, and modernization pose significant threats to the preservation of





cultural heritage. Through community engagement in tourism, local residents can play a pivotal role in safeguarding and promoting their cultural heritage.

One approach to preserving culture is through community-based tourism initiatives that celebrate local traditions, rituals, festivals, and craftsmanship. By showcasing authentic cultural experiences, such as traditional music and dance performances, culinary workshops, and artisanal crafts demonstrations, communities can share their heritage with visitors while preserving and revitalizing traditional practices.

Additionally, community-driven heritage conservation projects can help protect

historical sites, monuments, and architectural landmarks from degradation and neglect. By involving local residents in the restoration, maintenance, and interpretation of cultural heritage assets, communities can develop a sense of ownership and responsibility for their preservation. This not only ensures the sustainable management of cultural resources but also fosters pride and identity among residents.

Challenges and Opportunities

While community engagement in tourism offers numerous benefits, it also presents challenges that must be addressed to ensure its effectiveness and sustainability.



One challenge is the need for capacity building and resource mobilization within local communities, particularly in remote and underserved areas. Investments in infrastructure, education, healthcare, and basic services are essential to improve living standards and enhance the tourism experience for both residents and visitors. Furthermore, the equitable distribution of tourism benefits among all members of the community is essential to avoid disparities and conflicts. Transparent governance structures, community-led decision-making processes, and fair revenue-sharing mechanisms can help ensure that tourism revenues are reinvested in local development projects that benefit the entire community.

In conclusion, community engagement is integral to the success of tourism development in Pakistan. By empowering local residents and preserving cultural heritage, tourism stakeholders can create inclusive, sustainable, and authentic tourism experiences that benefit both communities and visitors alike. Through collaborative efforts between government agencies, tourism operators, civil society organizations, and local communities, Pakistan can harness the transformative power of tourism to drive socioeconomic development, promote cultural diversity, and foster mutual understanding and respect.





COCKTAIL



Quality Tableware

“**COCKTAIL**” offers an excellent and affordable collection of ‘Gift Sets of Cutlery’. These ‘Gift Packs’ are an ideal souvenir for occasions such as Wedding, House warming, Eid, Birthday, Business delegation and other special events or just to say ‘Thank you’ to someone. You may have your personalized message printed/ inscribed inside the gift box.



26 Pcs Cutlery Set (6 Persons)
 34 Pcs Cutlery Set (6 Persons)
 50 Pcs Cutlery Set (6 Persons)
 62 Pcs Cutlery Set (6 Persons)



36 Pcs Cutlery Set (8 Persons)
 46 Pcs Cutlery Set (8 Persons)
 66 Pcs Cutlery Set (8 Persons)
 80 Pcs Cutlery Set (8 Persons)



52 Pcs Cutlery Set (12 Persons)
 68 Pcs Cutlery Set (12 Persons)
 100 Pcs Cutlery Set (12 Persons)
 124 Pcs Cutlery Set (12 Persons)



**14/18/28 Pcs
 Pastry Set**



**10/12/20 Pcs
 Soup Set**



2/3 Pcs Service Set



13/17/25 Pcs Bar B.Q. Set



**13/17/26 Pcs
 Ice Cream Set**



3 Pcs Baby Set

Lahore
 0301-8445931
 0302-8445931

Rawalpindi
 0300-8505931
 0300-8585931

Karachi
 0301-8215931
 0301-8245931

Dar Cutlery Works^{REGD.}

10-B, S.I.E. Sialkot-51310 Pakistan. Phone:(052)3255931,3554401,0301-8615935 Fax:(052)3552500
 dar@cocktail.com.pk www.cocktail.com.pk

COTHM EXPANDS ITS HORIZONS WITH INAUGURATION OF **STATE-OF-THE-ART** CAMPUS IN **SKARDU**



COTHM Skardu is poised to set new benchmarks in education and service delivery, catering to the diverse needs of the vibrant Gilgit Baltistan community.



College of Tourism & Hotel Management (COTHM) has solidified its commitment to fostering education and empowerment in Pakistan by inaugurating a cutting-edge campus in the breathtaking Skardu region. This momentous occasion marks a significant milestone in the institution's journey towards nurturing talent and excellence in the hospitality sector.

The collaboration between COTHM and the Government of Gilgit-Baltistan underscores a shared vision to empower the youth and bolster the hospitality industry in the region. Through strategic partnerships and concerted efforts, COTHM aims to equip aspiring professionals with the skills and knowledge necessary to thrive in the dynamic world of tourism and hospitality.

The inauguration ceremony, graced by the esteemed presence of Honorable Governor Syed Mehdi Shah, Deputy Commissioner, and other distinguished government officials, symbolized a collective commitment towards advancing education and development in Skardu. COTHM Pakistan Founder/President & CEO Ahmad Shafiq, COTHM COO Zaheer Ahmad and other team members



The collaboration between COTHM and the Government of Gilgit-Baltistan underscores a shared vision to empower the youth and bolster the hospitality industry in the region.



welcomed the distinguished guests. COTHM Skardu is poised to set new benchmarks in education and service delivery, catering to the diverse needs of the vibrant Gilgit Baltistan community. With state-of-the-art facilities and a comprehensive curriculum, the campus is dedicated to providing top-notch educational services that meet international standards.

Speaking at the inauguration ceremony, COTHM CEO Ahmad Shafiq expressed his gratitude for the overwhelming support received from the local authorities and community members. He reiterated the institution's unwavering commitment to fostering excellence and nurturing talent in Skardu and beyond.

As COTHM Skardu embarks on its journey towards excellence, it remains steadfast in its mission to empower individuals, transform lives, and contribute to the growth and development of the region's hospitality sector.





HOSPITALITY

UNIFORMS & APPAREL



HOSPITALITANTS

12 Salik Street Old Muslim Town (behind Punjab Colleges) Lahore. Mob: 0300 4531090, 0304 4145538
hospitalitants@gmail.com (visit hospitalitants store at daraz.pk)



PURATOS CHEF HADI MEKDASHI ELEVATES PAKISTAN'S PATISSERIE SCENE AT CHOCOLATE ACADEMY



In a bid to enrich Pakistan's culinary landscape, renowned Lebanese Chef Hadi Mekdashi spearheaded a series of International Patisserie Workshops, in collaboration with industry giants Belcolade and Puratos, hosted at the prestigious Chocolate Academy.

Chef Muhammad Razzaq, alongside Chocolate Academy's Head of Operations, Amna Munir, played pivotal roles in assisting Chef Mekdashi in curating an array of unique recipes.

Puratos Business Development Head (Punjab Region) Rana Musharraf and Puratos Regional Sales Manager Taufeeq Ahmad ensured seamless access to high-quality products, facilitating an environment conducive to creativity and learning. Distinguished figures from Belcolade and



A large number of students from COTHM and Chocolate Academy and professionals from prestigious eateries and hotels participated in the workshops and learned the art of patisserie in a modern way.





Chef Muhammad Razzaq, alongside Chocolate Academy's Head of Operations, Amna Munir, played pivotal roles in assisting Chef Mekdashi in curating an array of unique recipes.

Puratos, including Director Sales & Marketing Zeeshan Haider and Chocolate Academy CEO Zainab Shafiq, graced the occasion, adding a touch of prestige to the workshops. Their presence not only underscored the significance of the collaboration but also served as a testament to the commitment towards advancing the art of patisserie.

A large number of students from COTHM and Chocolate Academy and professionals from prestigious eateries and hotels participated in the workshops and learned the art of patisserie in a modern way.



Amidst the aroma of freshly baked goods and the buzz of eager participants, certificates were ceremoniously distributed to acknowledge the dedication and achievements of those who participated in the workshops.

While talking to media, Chocolate Academy CEO Zainab Shafiq said that Chocolate Academy always comes up with wonderful ideas to equip the youth of Pakistan with modern culinary and patisserie practices. Pakistani students' experience with international chefs not only benefits them in improving their skill but also makes them confident, she added.





THE RISE OF DISASTER TOURISM AND ITS ETHICAL EXPLORATION



In the realm of travel, an unconventional trend has been emerging—disaster tourism. Contrary to the idyllic beaches and historic landmarks typically associated with travel, disaster tourism takes explorers into the heart of areas affected by natural or man-made disasters. While the concept may raise ethical concerns, there is an undeniable fascination with witnessing the aftermath of such events, making it an increasingly intriguing niche for intrepid travelers.

Understanding Disaster Tourism:

Disaster tourism, also known as dark tourism or catastrophe tourism, involves visiting locations struck by calamities such as earthquakes, hurricanes, tsunamis, or even human-made disasters like industrial accidents or war zones. Instead of avoiding areas with a troubled past, disaster tourists actively seek them out, driven by a curiosity to comprehend the impact of these catastrophic events on communities and landscapes.

The Attraction:

Educational Insight:

Disaster tourism offers a unique opportunity for travelers to gain firsthand knowledge about the

consequences of natural and man-made disasters. It provides a stark contrast to the glossy brochures depicting tourist hotspots, fostering a deeper understanding of the resilience and strength displayed by affected communities.

Human Connection:

Travelers engaging in disaster tourism often express a desire to connect with the human stories behind the headlines. Meeting survivors, hearing their narratives, and witnessing their efforts to rebuild can be a transformative experience, fostering empathy and a profound sense of shared humanity.

Documentary and Media Influence:

The surge in documentaries and media coverage of disasters has played a significant role in fueling interest in disaster tourism. Travelers are drawn to the sites they have seen on screens, desiring to witness the aftermath in person and create their own narratives.

Adventure and Adrenaline:

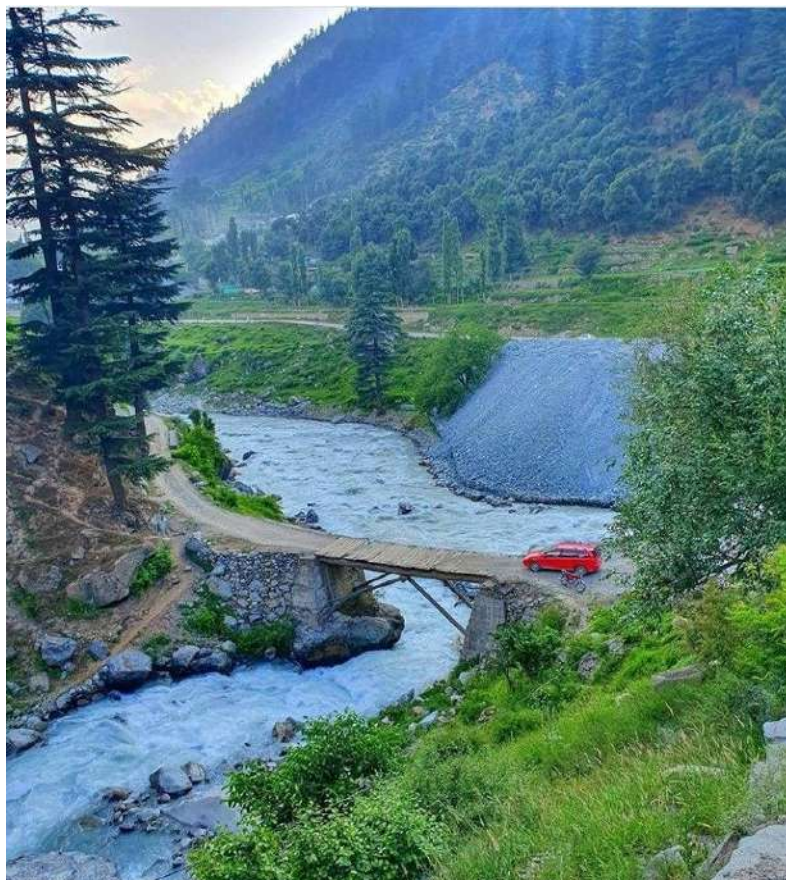
For some, disaster tourism provides an adrenaline rush akin to extreme sports. The unpredictable nature of disaster-stricken areas, the challenges they pose, and the sense of venturing into the unknown appeal to adventurous spirits seeking a different kind of thrill.

Cultural Exploration:

Disaster tourism is not solely about witnessing destruction; it also involves exploring the cultural context of affected regions. Travelers often engage in responsible tourism by supporting local businesses and contributing to rebuilding efforts, fostering a sense of solidarity.

Ethical Considerations:

While the allure of disaster tourism is undeniable, it is crucial to approach this niche with sensitivity and ethical awareness. It raises ethical questions about the commodification of suffering and the potential exploitation



of vulnerable communities. Striking a balance between satisfying curiosity and respecting the dignity of those affected is paramount.

Responsible Tourism:

Travelers engaging in disaster tourism should prioritize responsible and sustainable practices. This includes respecting local customs, contributing positively to the local economy, and avoiding any actions that may exploit or sensationalize the suffering of communities.

Education and Sensitization:

Tour operators and travelers alike should prioritize education on the historical and cultural context of the disaster. Understanding the ongoing challenges faced by affected communities helps foster empathy and ensures that tourism contributes positively to recovery efforts.

Supporting Local Communities:

Disaster tourism can be a force for good when it actively supports local communities. By patronizing local businesses, staying in community-owned accommodations, and contributing to rebuilding initiatives, travelers can play a role in the recovery process.

Destinations of Interest in Pakistan for Disaster Tourism

In the realm of disaster tourism, Pakistan presents several destinations that offer a unique blend of historical significance, natural beauty, and the haunting remnants of catastrophic events. Travelers with an interest in disaster tourism can explore these sites, gaining insights into the resilience of communities and the impact of various disasters.

- 1. Karakoram Highway and Hunza Valley**
- 2. Ziarat, Balochistan**
- 3. Muzaffarabad and Neelum Valley**
- 4. Swat Valley**
- 5. Gwadar, Balochistan**
- 6. Chitral Valley**
- 7. Tharparkar, Sindh**

In the ever-evolving landscape of travel, disaster tourism stands out as a unique and thought-provoking niche. While it may not be for everyone, those who embark on this unconventional journey often find themselves enriched with a deeper understanding of human resilience, the consequences of environmental forces, and the significance of responsible and ethical tourism.

As we navigate the unseen landscapes of disaster-stricken areas, let us remember that our curiosity should be tempered with empathy, our footsteps leaving a positive impact on the path to recovery.



© Emmanuel Guddu

STAY CONNECTED WITH COTHM



www.cothm.edu.pk

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

DEPARTMENT OF **CULINARY ARTS**

**DEGREE
SKILLS**

1- Graduate Diploma in International Culinary Arts	(2-Years)	UK
2- Advanced Diploma in Culinary Arts	(18-Month)	UK
3- Diploma in Culinary Arts	(9-Month)	UK
4- Certificate in Professional Cookery	(3-Month)	UK
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

(DUAL-INTERNATIONAL QUALIFICATION) **INTERMEDIATE IN CULINARY ARTS**

Entry Level: Matric

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

UNIVERSITY OF THE PUNJAB AFFILIATED ASSOCIATE DEGREE PROGRAM



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

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

COTHM KARACHI:

Mob: 0336-2226846

COTHM JOHAR TOWN:

Mob: 0309-8887111

COTHM ISLAMABAD:

Mob: 0309-3337775

COTHM MULTAN:

Mob: 0300-8639014

COTHM RAWALPINDI:

Mob: 0309-3330395

COTHM FAISALABAD:

Mob: 0321-8822640

NORTH NAZIMABAD

Mob: 0333-6624157

COTHM RAHIM YAR KHAN:

Mob: 0334-5877966

COTHM GUJRANWALA:

Mob: 0320-0004003

COTHM SAHIWAL:

Mob: 0321-1110045

COTHM BAHAWALPUR:

Mob: 0345-4219999

COTHM OKARA :

Mob: 0322-3090092



COTHM HOSTS IMPRESSIVE CELEBRATION FOR WORLD PIZZA DAY



The event saw enthusiastic participation from a large number of students who showcased their culinary skills in the pizza-making competitions.

The College of Tourism & Hotel & Management (COTHM) celebrated World Pizza Day by arranging a live pizza-making competition among the students. The event saw enthusiastic participation from a large number of students who showcased their culinary skills in the pizza-making competitions.

The event was made possible through collaboration with esteemed partners including Islanders Choice, Dough Story, and Farmers Cheese Making. Their support added depth and flavor to the festivities, enhancing the experience for all involved. Dough Story sent the dough; Islanders Choice sent





pizza sauce, while Farmers Cheese Making sent cheese for all the participants of the pizza making competition.

The competitions witnessed an atmosphere of creativity and camaraderie as students competed to craft the perfect pizza. Each participant poured their passion and talent into their creations, resulting in a delightful array of flavors and presentations. Chef Muhammad Razzaq, Chef Jahanzaib Babar, Chef Rana Iftikhar, and Chef Taimoor Khan joined the event as esteemed judges.

Certificates of participation were distributed among all the participants by COTHM COO Zaheer Ahmad, acknowledging their dedication and contribution to making the event a resounding success. Additionally, certificates of achievement and generous cash prizes were awarded to the winners, recognizing their outstanding culinary prowess and innovation.

Moderator of the event, Fraaz Kasuri, while talking to media said that COTHM always brings exciting opportunities for its students. He added that activities like pizza-making competitions enhance the skills of the participants and prepare them for bigger competitions locally and internationally.

"We are thrilled to have hosted such a vibrant celebration in honor of World Pizza Day," said Zaheer Ahmad, COO at COTHM. "The enthusiasm and talent displayed by our students were truly inspiring, and we extend our heartfelt thanks to our collaborators for their invaluable support."





ENVOY MASOOD TERMS PEOPLE OF PAKISTAN AS BIGGEST ASSET FOR PROMOTING TOURISM



Pakistan's Ambassador to the United States Masood Khan has underscored the significance of trust, cooperation and friendship in diplomacy between Pakistan and the United States.

Addressing a gathering at the Embassy of Pakistan in Washington DC, he highlighted the huge potential for tourism in Pakistan inviting participants to visit Pakistan and

experience the timeless beauty of Pakistan's ancient civilizations and natural wonders, from snow-capped peaks to pristine coastal areas, and enjoy the delicious Pakistani cuisine.

The event, which celebrated Pakistan's rich cultural heritage, featured a vibrant display of traditional apparel, delectable cuisine, and exquisite artwork, captivating the attendees

with the allure of Pakistan's cultural treasures and breathtaking landscapes.

The event witnessed the presence of esteemed guests including diplomats from various countries alongside representatives from international organizations such as the International Monetary Fund (IMF), European Union (EU), and World Bank.

ETIHAD AIRWAYS ANNOUNCES THOUSANDS OF JOBS FOR FOREIGN WORKERS



Etihad Airways, headquartered in Abu Dhabi, is embarking on an ambitious expansion strategy, announcing plans to recruit nearly 2,000 professionals, encompassing pilots, cabin crew, and mechanics throughout the current year in anticipation of substantial growth by 2025. As expected, most of these recruitments will be

non-emiratis.

This expansion includes incorporating an additional 15 aircraft into its fleet. Antonioaldo Neves, the airline's Chief Executive Officer, emphasizes the crucial phase of recruitment and training that will unfold in the latter half of this year, aimed at bolstering the airline's operational

capabilities for the anticipated fleet expansion.

This decision is fueled by a noticeable uptick in passenger traffic, with the airline achieving an 86% passenger load factor in 2023, a significant improvement from 82% in the previous year.

HIGHLIGHTS



PTDC HIGHLIGHTS TOURISM POTENTIAL AT ITB BERLIN 2024

3



Pakistan Tourism Development Corporation (PTDC), in collaboration with the Trade Development Authority of Pakistan (TDAP), Pakistan mission in Germany, provincial tourism departments, and private tour operator companies, proudly represents Pakistan at ITB Berlin 2024, a leading international travel expo of tourism. From 5th to 7th March 2024, over 5,500 exhibitors from 170 countries showcased the

potential of their tourism destinations at Berlin, Germany. This year's theme was "Beauty has an Address". Aftab ur Rehman Rana, Managing Director of PTDC, in his message on this occasion, informed that Pakistan's flag is once again waving among the flags of nations at the world's biggest travel show at Messe Berlin Exhibition Ground. PTDC has managed to send a delegation of 11 exhibitors to showcase

Pakistan's rich tourism potential in this leading global travel show, he said.

He said that Pakistan's participation in ITB Berlin 2024 is aligned with the country's tourism strategy to boost foreign tourist arrivals and foster positive perceptions of Pakistan on the global stage.

NEPAL TO REQUIRE ALL MOUNT EVEREST CLIMBERS TO USE A TRACKING CHIP

4



Ahead of the 2024 Mount Everest season, Nepal has announced a new requirement that all climbers must rent and use tracking chips on their journey. "Reputed companies were already using them but now it's been mandatory for all climbers," says Rakesh Gurung, director of Nepal's department of tourism. "It will cut down search and rescue time in the event of an

accident."

He explains that climbers will pay \$10-15 apiece for the chips, which will be sewn into their jackets. Once the climber returns, the chip will be removed, given back to the government, and saved for the next person. Tracking chips use the global positioning system (GPS) to share information with

satellites.

Gurung added that the chips were manufactured in "a European country" but did not specify where or by which company. The majority of people who try to climb the 8,849-meter (29,032-foot) Mount Everest do so via Nepal, paying \$11,000 apiece just for the climbing permit.



INDUSTRY

PAKISTAN STARTS FRUIT DELIVERY TO RUSSIA VIA LAND ROUTE

5



Pakistan has achieved a milestone in regional trade as transportation of fruits has been started to Russia via land route.

In this regard, sixteen trucks of National Logistics Corporation laden with oranges have been entered into two Russian cities of

Derbent and Grozny by covering almost six thousand kilometers' distance.

Russia has applauded the efforts of the NLC for the promotion of bilateral trade between both the countries.

Earlier, the Corporation also provided logistic support to export bananas, meat and seafood

to Central Asian Republics' states and China. Experts have termed the development a landmark achievement on the part of Pakistan as it will open further avenues of growth and prosperity for the country.

DIET STUDIO ARRANGES INTERNATIONAL PIZZA DAY WORKSHOP

6



Pizza enthusiasts gathered on the delightful occasion of International Pizza Day as Diet Studio organized a Pizza Day workshop on February 9, 2023 at COTHM New Garden Town.

Chef Jahanzaib Babar from COTHM made healthy & calorie-counted pizzas. The workshop was full of hands-on learning

experience as the attendees were engaged in interactive sessions, learning the secret behind the perfect pizza. At the end, the workshop was concluded with a certificate distribution ceremony.

Diet Studio workshops not only enhance participants' knowledge of healthier cooking techniques but also motivate 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 at your doorstep.

HABIB

Masala

ماہنامہ

مصالحے

منفرد ذائقوں کا احساس

فروری 2024 قیمت 125 روپے



ڈونٹ آف کریم سینڈویچ



Pakistan's Favourite Mithai



NOW OFFERING AN
ALL NEW EXPERIENCE OF SWEETNESS



RELOCATED TO

Shop#1,
Model Town Link Road,
Opposite McDonald's

0311 11 22 160

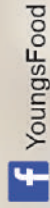
www.chashni.pk |  





**MAYO
DIP SAUCE**

Dip Karo... Food Ko Excite Karo!



**New
Flavors**



Brings Excitement to Food!

**SO CREAMY. SO TASTY.
SO IRRESISTIBLE.**



**WORLD'S NO. 1
MAYONNAISE BRAND.**





For more recipes, visit: www.unileverfoodsolutions.pk

CPL # 236

SINCE 1965
Ambassador[®]
COMMERCIAL KITCHEN EQUIPMENTS

HOTEL . RESTAURANT . FAST FOOD . CAFE . BANQUET . BAKERY . SUPERMARKET



5-A FZAL ELAHI ROAD, REHMAN PURA LINK
FEROZEPUR ROAD, LAHORE, PAKISTAN.
TEL: +92 432 7595333-4
MOB: +92 332 4313104
EMAIL: acke.sales1@gmail.com

www.ambassador.pk
UAN: +92 42 111 313 106



Stainless steel is one of the most
hygienic surfaces available, so any
food that come into contact with
the surface or material do not
attract dirt or germs.

www.ambassador.pk