

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

HOSPITALITY PLUS

VOL# 19 | ISSUE# 05 | MAY 2024

PAULO REVÉS
PRESIDENT, EURHODIP

A VISIONARY
LEADER SHAPING
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FUTURE**



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GREEN TOURISM: A BREATH OF FRESH AIR FOR PAKISTAN'S TOURISM INDUSTRY



The Pakistani tourism industry is poised for a transformation, thanks to the Special Investment Facilitation Council's (SIFC) ambitious Green Tourism project. This initiative promises to revolutionize the sector by focusing on sustainability and infrastructure development, particularly in the breathtaking region of Gilgit-Baltistan.

For years, the tourism sector in Pakistan has faced challenges. Dilapidated infrastructure, particularly government guesthouses, has deterred potential visitors. The Green Tourism project tackles this head-on by renovating 44 guesthouses, transforming them into modern and comfortable accommodations. This not only enhances the tourist experience but also creates much-needed employment opportunities within the region.

But Green Tourism goes beyond bricks and mortar. The focus on sustainability is a welcome change. Eco-friendly practices will ensure the preservation of Pakistan's pristine natural beauty, a key draw for tourists. This not only benefits the environment but fosters responsible tourism, making Pakistan a more attractive destination for environmentally conscious travelers.

The project's success hinges on collaboration. The recent agreement between the Gilgit-Baltistan government and the Green Tourism Company signifies a positive step towards coordinated efforts. This partnership ensures the efficient execution of the project and paves the way for future sustainable tourism initiatives.

Green Tourism is more than just a project; it's a vision for the future. By promoting sustainable practices and upgrading infrastructure, SIFC is not just revolutionizing the tourism sector, it's creating a pathway for economic growth and job creation in Gilgit-Baltistan. This project has the potential to position Pakistan as a leader in eco-tourism, attracting a new generation of travelers seeking a unique and responsible travel experience.

The success of Green Tourism will be a testament to Pakistan's commitment to responsible tourism and its ability to showcase its natural wonders to the world in a way that respects and preserves them for future generations.

INTERVIEW

Mr. Paulo Revés

President, EURHODIP – Association of the leading hotel schools of Europe.

Director of School Management and Marketing Department at Turismo de Portugal, I.P.



EURHODIP

THE LEADING HOTEL SCHOOLS IN EUROPE

From Theory to Practice

Paulo Revés' Approach to Transforming Hospitality Education



Collaboration between 'Turismo de Portugal' and 'COTHM' facilitates the exchange of knowledge and best practices between the two institutions, enhancing the quality of training offered.

How does your blend of hospitality sector and education experience impact your approach to developing human resources for the tourism industry?

My experience in the hospitality sector and education allows me to create human resource development programs that are practical and tailored to the real needs of the market. I combine theoretical knowledge with applied practice, ensuring that our programs are relevant and effective. This results in well-prepared professionals who can immediately contribute to the tourism industry.

Do you think that the tourism and hospitality industry is expanding rapidly in the European region in particular and internationally in general?

Yes, the tourism and hospitality industry is growing rapidly



The EURHODIP Annual Conference provides a platform for networking and learning, the competitions encourage students to apply their knowledge in real-world situations, and the Eurhodip Magazine disseminates research and advancements in the field.



both in Europe and internationally. Europe continues to be a major tourist destination, and globalization and digitalization are facilitating access to new markets, which further drives this expansion.

Can you explain how initiatives like the EURHODIP Annual Conference, competitions, and Eurhodip Magazine, which you oversee as President of EURHODIP, contribute to excellence in hospitality education locally and internationally?

These initiatives promote the exchange of best practices and innovation. The EURHODIP Annual Conference provides a platform for networking and learning, the competitions encourage students to apply their knowledge in real-world situations, and the Eurhodip Magazine disseminates research and advancements in the field. Together, these activities elevate the standards of hospitality education.

What motivated your academic writing pursuits in hospitality, and how do you see them adding knowledge in the field?

My motivation comes from a desire to improve the quality of hospitality education and contribute to the sustainable development of the sector. My academic activities aim to fill knowledge gaps and promote innovative practices. I see my research and publications as means to disseminate valuable knowledge that can be applied both in academia and in practice.

How do you utilize your academic achievements, including a Master's in Strategic Tourism Planning and a Doctorate in Tourism, to drive research interests like food tourism, cultural tourism, and tourism education within your current roles?

I use my academic achievements to guide my research and initiatives. My Master's and Doctorate provide a solid foundation in tourism strategies, which I apply to explore areas such as food tourism and cultural tourism. I integrate this knowledge into curricula and training programs, ensuring they are relevant and aligned with market trends.

As a guest speaker at global conferences on Tourism Education, what key topics do you address and how do they influence the future of tourism education?

In my lectures, I address topics such as educational innovation, sustainability, and the integration of emerging technologies.

These topics are crucial for preparing future professionals for an ever-evolving sector. By discussing these issues, I influence curricular and methodological changes that improve the relevance and effectiveness of tourism education.

How do you see the collaboration between Turismo de Portugal and COTHM Pakistan contributes to talent



Tourism and hospitality industry is growing rapidly both in Europe and internationally. Europe continues to be a major tourist destination, and globalization and digitalization are facilitating access to new markets, which further drives this expansion.



development for the hospitality and tourism industry?

This collaboration facilitates the exchange of knowledge and best practices between the two institutions, enhancing the quality of training offered. Exchange programs and professional development prepare students to work in multicultural environments, which is essential in the global hospitality industry. **Could you elaborate on the importance of optimizing educational infrastructure for tourism and hospitality students' learning experiences and industry preparedness, aligning with your consultancy interests?**

Optimizing educational infrastructure is crucial for providing students with practical and relevant learning experiences. Well-

equipped environments and modern technologies enable students to acquire skills that are directly applicable to the job market. My consultancy interests focus on ensuring that educational institutions have the necessary resources to offer high-quality education.

What do you see as the main challenges and opportunities in the tourism and hospitality education sector, and how do you plan to address them in your roles at Turismo de Portugal and Eurhodip?

The main challenges include the rapid evolution of market needs and the integration of new technologies. However, these challenges also present opportunities for innovation. I plan to address these challenges by implementing flexible curricula, promoting industry partnerships, and focusing on continuous training. Collaboration and a commitment to educational excellence are key to overcoming these challenges and preparing students to be leaders in the sector.





EURHODIP

LEADING INTERNATIONAL ASSOCIATION SUPPORTING HOSPITALITY & TOURISM EDUCATION

Eurhodip is a leading international association with the main focus on the quality, vitality, and public standing of hospitality and tourism education.

Eurhodip is an excellent source for information on how education programs are changing in order to meet the needs of the new global economy, general education

reform, student learning outcomes assessment, diversity in education, and global issues in education.

It is an association of teachers and students that together with the industry and the institutions of hospitality and tourism seeks the best joint development of the countries in the sector.

Hospitality and tourism education on all levels is an approach to teaching and learning that empowers individuals and prepares them to deal with complexity, diversity, and change in their professions in the hospitality and tourism industry.

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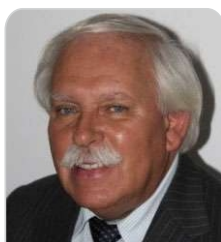
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EURHODIP 99TH BOARD OF DIRECTORS' MEETING: SHAPING THE FUTURE OF HOSPITALITY INDUSTRY



Eurhodip recently held its 99th Board of Directors' Meeting in Italy, providing a crucial platform for leaders in the hospitality and tourism sector to convene and deliberate on the industry's current challenges and future directions.

Against the backdrop of global uncertainties, the meeting commenced with an in-depth assessment of the myriad challenges facing the industry, ranging from the ongoing impacts of global pandemics to shifting consumer preferences and technological disruptions. Strategic planning discussions ensued, focusing on identifying innovative approaches and best practices to enhance

the industry's resilience in the face of uncertainty. Emphasis was placed on leveraging digitalization, sustainability initiatives, and strategic partnerships to adapt to the evolving landscape. Additionally, participants highlighted the importance of education and talent development, emphasizing curriculum innovation, experiential learning, and industry-academic collaborations to nurture the next generation of hospitality professionals.

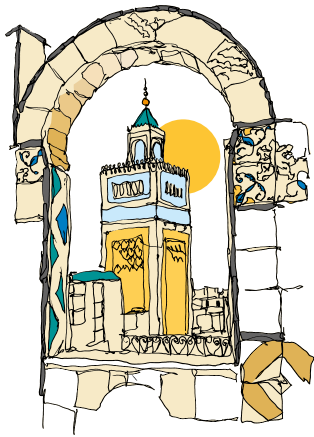
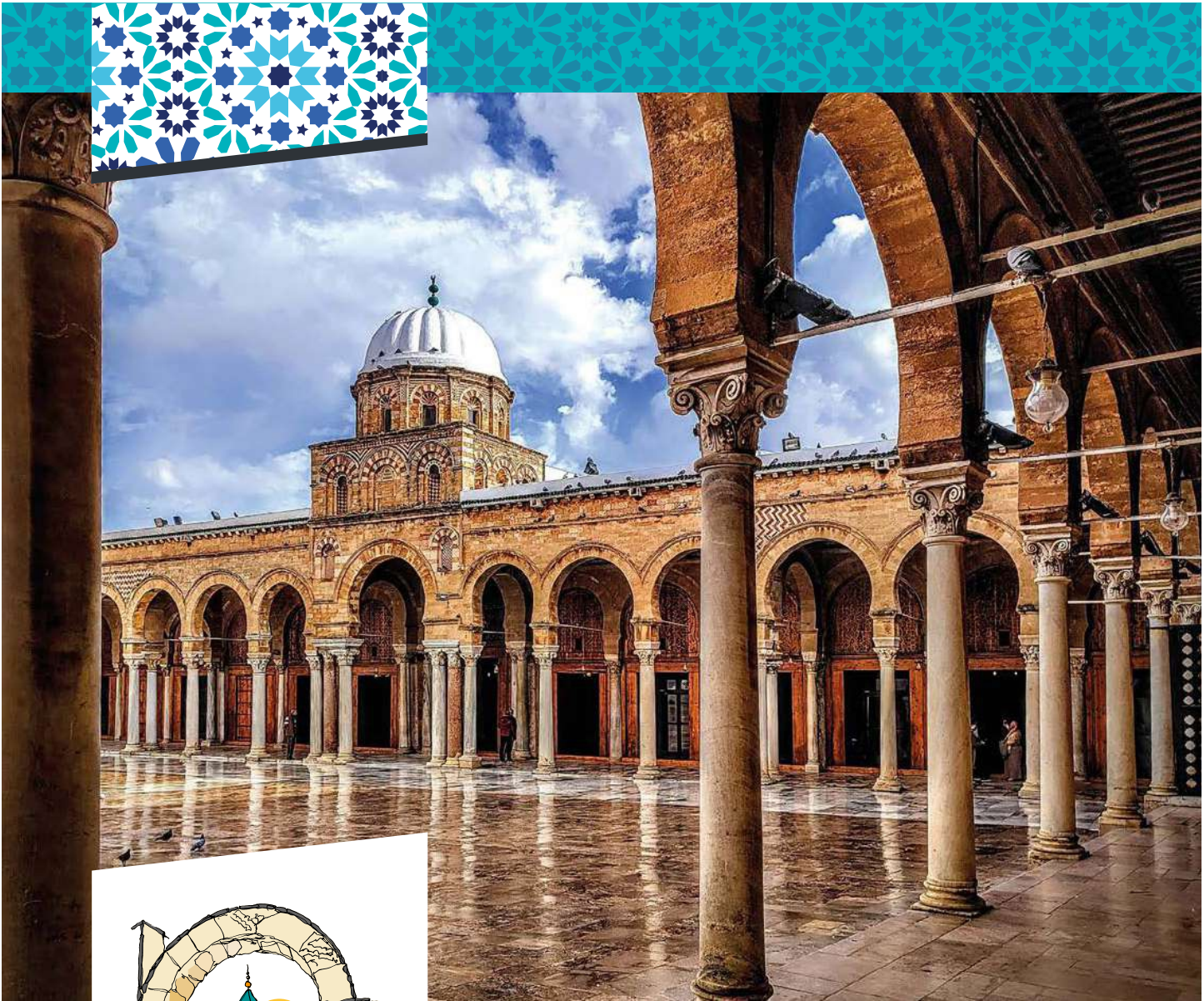
The Board also underscored the significance of policy advocacy and collaboration, reaffirming its commitment to advocating for policies that support long-

term sustainability and growth. Key decisions emerged from the meeting, including the adoption of sustainable practices, investment in digital infrastructure, enhanced collaboration efforts, and the allocation of resources towards education and research initiatives. Overall, the 99th Board of Directors' Meeting of Eurhodip demonstrated a collective commitment to navigating challenges and seizing opportunities for growth and transformation in the hospitality industry, reaffirming Eurhodip's role as a leader in shaping the future of the sector.









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What impacts do Artificial Intelligence and new technologies have on Hospitality and Tourism Education?

L'ECOLE DE DEMAIN

Quels impacts génèrent l'Intelligence Artificielle et les Nouvelles Technologies sur l'enseignement de l'hôtellerie et du tourisme?





HOSPITALITY IN SPACE

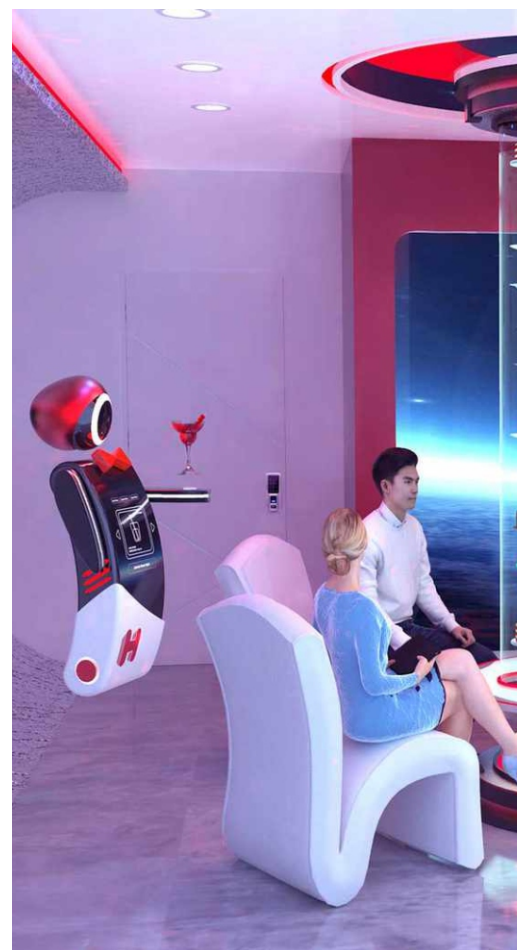
THE FUTURE OF INTERSTELLAR TOURISM

The idea of space tourism first captured the public imagination in the 1960s during the space race between the United States and the Soviet Union.

As humanity continues to push the boundaries of exploration and innovation, the concept of space tourism has transitioned from science fiction to a tantalizing possibility. With the advent of private space companies and ambitious space exploration projects, the dream of traveling beyond Earth's atmosphere is becoming increasingly attainable for adventurous travelers.

public imagination in the 1960s during the space race between the United States and the Soviet Union. Since then, significant advancements in space technology and the emergence of private space companies like SpaceX, Blue Origin, and Virgin Galactic have brought the dream of space travel closer to reality. These companies are developing spacecraft capable of carrying civilians into space, offering suborbital flights and eventually orbital journeys around the Earth.

The idea of space tourism first captured the





While the initial cost of a stay in a space hotel may be prohibitive for most travelers, as technology advances and space tourism becomes more mainstream, prices are expected to become more accessible over time.



The design concepts for these space hotels are nothing short of futuristic marvels, featuring rotating habitats, panoramic observation decks, and state-of-the-art amenities. Guests would have the opportunity to float in microgravity, gaze out at the vastness of space through expansive windows, and even participate in activities like spacewalks and simulated lunar landings. While the initial cost of a stay in a space hotel may be prohibitive for most travelers, as technology advances and space tourism becomes more mainstream, prices are expected to become more accessible over time.

In addition to orbiting hotels, there are also ambitious plans to establish permanent human settlements on celestial bodies such as the Moon and Mars. Companies like SpaceX envision building colonies on Mars within the next few decades, offering adventurous pioneers the opportunity to live and work on the Red Planet. While these long-term space habitats may not offer the same level of luxury as orbiting hotels, they represent an exciting frontier for humanity's expansion into the cosmos.

Of course, the journey to space is not without its challenges, both logistical and physiological. Space tourism poses unique risks and requires extensive training to ensure the safety and well-being of travelers. From the physical demands of microgravity to the psychological effects of isolation and confinement, space travelers must be prepared to face a range of challenges during their journey. However, with proper planning, training, and technological advancements, these challenges can be overcome, paving the way for a new era of interstellar exploration and hospitality.

As we look to the future of space tourism, it's clear that the possibilities are as vast as the cosmos itself. From orbiting hotels and lunar colonies to Mars settlements and beyond, the dream of space travel holds the promise of adventure, discovery, and boundless exploration. While the idea of sipping cocktails in a space hotel or gazing out at the Earth from the surface of Mars may seem like science fiction today, it's only a matter of time before these dreams become a reality. So buckle up, fellow travelers—the final frontier awaits.



One of the most exciting prospects of space tourism is the possibility of staying in a space hotel—an orbiting outpost where travelers can experience the wonders of space while enjoying the comforts of home.



One of the most exciting prospects of space tourism is the possibility of staying in a space hotel—an orbiting outpost where travelers can experience the wonders of space while enjoying the comforts of home. Several companies, including Orbital Assembly Corporation and Axiom Space, are actively working on plans to build space hotels in orbit around the Earth, with the goal of offering luxury accommodations and breathtaking views of the cosmos.

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THE ART OF PACKING LIGHT: ESSENTIAL TIPS FOR Travelers

By Mahek Tanveer

Traveling: it leaves you speechless, then turns you into a storyteller.

My Traveling Mistake

Traveling is the kind of leisure that gives you experiences that nothing else can. I'm one of those lucky people who get to travel to so many places but the biggest challenge I faced while traveling was PACKING. I always ended up packing so many things that it used to be a hustle to carry them along with me.



After going through this hustle 2 to 4 times, finally I learned from my mistake and consciously prioritized my stuff resulting in packing the most important stuff only. In this article, I'll save you from going through the struggle I faced while traveling. You'll be answered some essential questions about traveling, which are:

- Q1- What is the art of packing?*
- Q2- How to make traveling easy?*
- Q3- What are the consequences of carrying heavy luggage?*
- Q4- What are the challenges faced by travelers when it comes to packing?*

'PACKING' Attacks:

According to a 2019 survey conducted by OnePoll for Nordstrom's Trunk Club, 62 percent of people admit to having real difficulty when it comes to packing for a trip. Respondents said getting through airport customs is the only thing





more stressful than deciding what to include in luggage. Millions of people try to put everything into their suitcase and this term is called ‘PACKING ATTACKS’. This is the kind of panic they go through before their traveling. Also, a study found that one in five people pay excessive luggage money at customs due to their misjudgment regarding their luggage’s weight and had to leave some of their items behind. Incredibly, almost half of the 2,000 adults who took part in the study stated they ended up breaking their suitcase zip while struggling to close it due to over packing.

Which Type of Packer Are You?

Identify yourself out of different types of packers that studies have shown so far. Many believe they are “ROLLERS” who roll their items to minimize creasing. Then some consider themselves “FOLDERS” due to their habit of packing everything very neatly and properly. Then comes the ones who label themselves as “SQUISHERS” who throw all their items in a suitcase and squash them to fit it all in. I hope until now you have found your category. I used to be squishier.(nothing to be proud of though)... This habit of mine made me overload stuff leading to many consequences which I’m going to state below.

Heavy packing, unhappy travel:

Loading yourself with stuff will destroy your purpose of traveling, whether professional or personal.

Some of them include:

- Limited mobility.
- Great stress.
- Immense waste of time while packing.
- Confusion about what to pack and what not.
- Carrying it can cause physical stress also like strains, aches, etc.
- High risk of losing items.



Great custom costs.

So better learn from my mistakes as I’ve faced each of them and learned the lesson the hard way. But you can get safe, how? Let me tell you.

Travel Light, Travel Right

There is nothing more relaxing than traveling in comfort and stress-free. This can only be achieved when you don’t have to worry about your stuff before and while traveling.

The perks of traveling light are:

- Lower baggage fees.
- Ease of mobility.
- Flexibility.
- Saves time.
- Fewer security concerns.
- Less stress.
- Easy to carry

Eco-Friendly Adventures:

One more benefit of traveling with minimalistic luggage is that it reduces the carbon footprint due to less fuel consumption and reduces the amount of waste and disposable items that can be produced by extra baggage.

Smart Hacks for Smart Packs

Now, you might be confused about how to inculcate the skill of ‘packing less’. Let me help you with that also.

Well, don’t worry because, by the end of this article, you’ll have enough helpful practical knowledge for sure. Decide your traveling destination to know what items to pack. Prioritize your stuff and rank them to know the most and the least essential ones. Pack clothes that can be used in versatile ways. Mix and match combinations to create different clothing styles out of a few clothes. Pack items that are durable, compact, unbreakable, and lightweight. Buy a good quality bag/suitcase that is also easy to carry and made up of light material. After applying all these tips, you’ll definitely be able to Pack like A Pro!

Resources to Rescue!

Even if you still feel somewhat confused before packing, let me clarify for you, my fellow readers. There are many resources available that will give you clarity regarding packing your essential items.

Here are some:

1. PackPoint — Best For Smart Packing Assistance.
2. One Bag — Best For Minimalist Travellers.
3. Packteo — Best For Family and Group Travel.
4. Packr — Best For Travelers with Multiple Destinations.
5. PackKing — Best For Adventure and Outdoor Trips.
6. Packing Pro — Best For Business Travel and Professionals.
7. Easy Pack — Best For User-Friendly Interface.

Winding It Off

Traveling can be fun when you are free of luggage. So, save money for traveling, not for luggage and customs costs. Streamline your packing by identifying the challenges of packing, discovering what kind of packer you are, comprehending the benefits of packing light, and using all the above-mentioned tips and resources.

I hope all of this will simplify your packing process and increase your traveling experience.

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CHOCOLATE ACADEMY HOSTS EXCLUSIVE 'WORKSHOP ON VINNOSERIES AND MODERN DESSERTS' WITH INTERNATIONALLY ACCLAIMED CHEF SADIA KHALID

In a week-long event from April 16th to April 22nd, the esteemed Chocolate Academy welcomed over 350 eager participants to an exceptional workshop on Vinnoseries and Modern Desserts, led by the internationally acclaimed Chef Sadia Khalid from Australia.

Held at the prestigious Chocolate Academy, the workshop provided a unique opportunity for pastry enthusiasts and professionals to explore the realm of innovative dessert-making. Renowned for her modern approach to desserts, Chef Sadia Khalid captivated attendees with her expertise and creative techniques, guiding them through the intricacies of Vinnoseries and Modern Desserts.

Throughout the workshop, participants



Renowned for her modern approach to desserts, Chef Sadia Khalid captivated attendees with her expertise and creative techniques, guiding them through the intricacies of Vinnoseries and Modern Desserts.





From mastering the art of chocolate tempering to experimenting with flavor combinations and presentation techniques, attendees gained a comprehensive understanding of the evolving landscape of dessert craftsmanship.



engaged in hands-on learning experiences, gaining practical skills and techniques essential for creating exquisite desserts that tantalize the taste buds and delight the senses.

From mastering the art of chocolate tempering to experimenting with flavor combinations and presentation techniques, attendees gained a comprehensive understanding of the evolving landscape of dessert craftsmanship. Moreover, the workshop fostered a conducive environment for networking and knowledge exchange, allowing participants to connect with like-minded individuals and industry professionals, thus inspiring collaboration and innovation.

Chef Sadia Khalid's innovative approach to dessert-making left a lasting impression on participants, inspiring them to push the boundaries of creativity and elevate their craft to new heights.

The workshop not only enriched attendees with valuable skills and knowledge but also served as a catalyst for fostering a community of passionate dessert enthusiasts committed to excellence.







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THE ART OF FOOD PHOTOGRAPHY:

CAPTURING Culinary Delights



Food photography is a powerful tool for promoting culinary tourism, capturing the essence of a dish and enticing viewers to embark on a gastronomic journey.

In the age of social media, where Instagram feeds are filled with tantalizing images of culinary creations, the art of food photography has become more important than ever. A well-crafted food photograph has the power to evoke emotions, stimulate appetites, and even inspire travel. Here, we'll explore the tips and tricks for amateur photographers to capture appetizing food photos, highlighting the importance of visual storytelling in promoting culinary tourism.

Start with the Basics:

Before diving into food photography, it's essential to understand the fundamentals of photography, including composition, lighting, and perspective. Familiarize yourself with your camera settings and experiment with different angles to find the most flattering shot.

Natural Light is Key:

When it comes to food photography, natural light is your best friend. Avoid harsh overhead lighting or direct sunlight, as it can create unflattering shadows and washed-out colors. Instead, opt for soft, diffused light by shooting near a window or outdoors on a cloudy day.

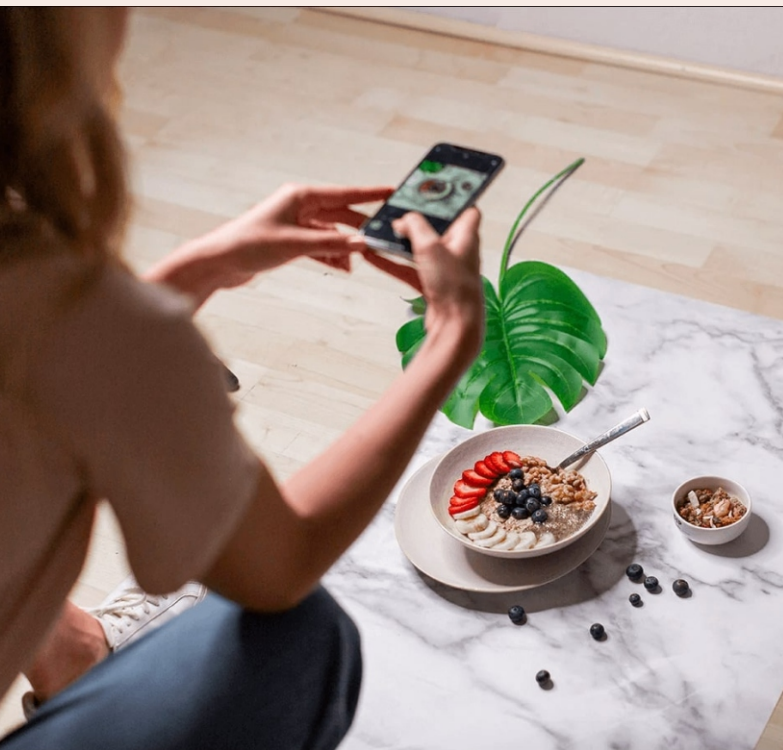
Set the Scene:

Consider the overall aesthetic and mood you want to convey in your food photograph. Choose props and backgrounds that complement the dish and enhance its visual appeal. Whether it's rustic wooden boards, colorful textiles, or minimalist tableware, the right props can elevate your photo from ordinary to extraordinary.

Focus on Texture and Detail:

Food photography is all about capturing the texture and detail of the dish. Get up close and personal with your subject, focusing on the intricate details of the ingredients, textures, and colors. Use a shallow depth of field to create a dreamy, blurred background





Food photography is a powerful tool for promoting culinary tourism, capturing the essence of a dish and enticing viewers to embark on a gastronomic journey.



that draws the viewer's eye to the main focal point.

Play with Color and Contrast:

Experiment with color and contrast to make your food photos pop. Consider the color wheel when selecting props and backgrounds, opting for complementary or contrasting colors to create visual interest. Enhance the vibrancy of the colors in post-processing, but be careful not to overdo it—natural-looking hues are more appetizing.

Tell a Story:

Food photography is more than just capturing a pretty picture—it's about telling a story. Consider the narrative behind the dish and how you can convey its essence through visual storytelling. Whether it's a cozy homemade meal, a vibrant street food market, or an exotic culinary adventure, let your photos transport viewers to the heart of the experience.

Experiment with Composition:

Don't be afraid to experiment with composition to create dynamic and visually compelling images. Play with different angles, perspectives, and framing techniques to find the most captivating shot. Whether it's a top-down flat lay, a close-up detail shot, or a sweeping panoramic view, the possibilities are endless.



Keep it Fresh and Authentic:

Authenticity is key in food photography—avoid overly staged or artificial-looking images. Capture the dish in its natural state, highlighting its freshness, aroma, and mouthwatering appeal. Embrace imperfections and quirks, as they add character and authenticity to your photos.

Practice Patience and Persistence:

Like any form of photography, mastering the art of food photography takes time, patience, and practice. Don't get discouraged by setbacks or imperfect shots—learn from your mistakes and keep refining your skills. With dedication and perseverance, you'll soon be capturing mouthwatering food photos that leave viewers craving more.

Share Your Passion:

Finally, don't be afraid to share your passion for food photography with others. Whether it's through social media, online forums, or local photography groups, seek out feedback, inspiration, and camaraderie with fellow food photography enthusiasts. By sharing your creations with the world, you not only showcase your talent but also inspire others to embark on their own culinary adventures.

In nut shell, food photography is a powerful tool for promoting culinary tourism, capturing the essence of a dish and enticing viewers to embark on a gastronomic journey. By mastering the art of food photography and embracing visual storytelling, amateur photographers can create captivating images that celebrate the beauty, diversity, and deliciousness of the culinary world. So grab your camera, gather your props, and get ready to capture culinary delights that will leave mouths watering and hearts craving more.

As part of the celebrations for Uzbekistan's city Shahr-e-Sabz, being designated as 'ECO Tourism Capital for 2024', an 'ECO Member States Cooking Competition' was organized in Shahr-e-Sabz in which chefs from across the ECO region showcased their culinary expertise by cooking traditional dishes from their respective countries.

The cooking competition highlighted the rich gastronomic diversity within the ECO region, providing an opportunity for cultural exchange and showcasing the potential for culinary tourism. This event is a testament to ECO's efforts to promote sustainable tourism and celebrate the unique heritage of the member states.

Pakistani chef from College of Tourism & Hotel Management (COTHM) Jahanzaib Babar while representing Pakistan at the 'ECO Member States Cooking Competition' cooked delicious and spicy dishes which fully attracted the tourists from ECO member states. Chef Jahanzaib was blue-eyed of the tourists of Central Asian States due to his multiple tasty dishes.

Majority of the audiences at the event including young tourists rushed towards the Pakistani cooking display centre and lauded Pakistani dishes for their unique and spicy tastes. A visitor at the event said that he had no choice to avoid 'Pakistani Biryani' though it was spicy.

COTHM'S CHEF JAHANZAIB ATTRACTS TOURISTS THROUGH TRADITIONAL CUISINES AT COOKING COMPETITION IN UZBEKISTAN

Majority of the audiences including young tourists rushed towards the Pakistani cooking display and lauded Pakistani dishes for their unique and spicy tastes.



At the special ceremony to mark the Shahr-e-Sabz as the 'ECO Tourism Capital for 2024', Dr Saad S. Khan, the Pakistani historian-diplomat who currently heads the ECO Cultural Institute (ECI) as its President in Iran visited the stalls of all ECO countries as a special guest of the host government.

He lauded the quality and taste of ECO culinary stalls and took keen interest in Pakistan's food stall. He said that Pakistani chefs had a distinction in the world for their culinary excellence and leading hotels from East Asia to the Middle East prefer to hire Pakistani chefs. He also invited the people to visit Pakistan, experience its rich culture, and taste its cuisines.

The event was also attended by ECO Secretary General Ambassador Khusrav Noziri, and Uzbekistan Deputy Prime Minister Aziz Abdukhakimov. They congratulated the participating chefs and presented them with certificates and awards.



RENOWNED TURKISH GASTRONOMY FIGURE **YALÇIN MANAV**

LEAVES A LASTING LEGACY IN CULINARY DIPLOMACY AND COOPERATION WITH PAKISTAN

Recognizing the burgeoning talent and potential of Pakistani chefs, Yalçın Manav played a pivotal role in paving the way for the establishment of the Chefs Association of Pakistan (CAP) on the international stage.

HP Newsroom

It is with deep sorrow that we announce the passing of Yalçın Manav, a distinguished figure in the realm of Turkish gastronomy and cultural diplomacy. Yalçın Manav, who dedicated 37 years of his life to the Ministry of Culture and Tourism, including a notable 16-year tenure as the Provincial Culture and Tourism Director in Istanbul, breathed his last on Friday, May 10, 2024, at the age of 83.

Throughout his illustrious career, Yalçın Manav left an indelible mark on the culinary landscape, both domestically and internationally. Notably, he served as the President of the Turkish Cooks and Chefs Federation (TAŞFED) from 2006 to 2019, spearheading initiatives aimed at promoting Turkish cuisine and fostering culinary excellence.

Among his many contributions, Yalçın Manav was the visionary behind the Turkish Gastronomical Festival, an event that celebrated the rich heritage and diversity of Turkish cuisine, captivating audiences worldwide.

However, beyond his remarkable achievements within Turkey, Yalçın Manav was known for his genuine affection for Pakistan and his unwavering commitment

to fostering cross-cultural culinary exchanges between Turkey and Pakistan.

Recognizing the burgeoning talent and potential of Pakistani chefs, Yalçın Manav played a pivotal role in paving the way for the establishment of the Chefs Association of Pakistan (CAP) on the international stage. His advocacy and support enabled CAP to showcase their culinary prowess at prestigious global platforms, elevating the profile of Pakistani cuisine and chefs on a global scale.

Moreover, Yalçın Manav's efforts culminated in the signing of a Memorandum of Understanding (MoU) between the chefs associations of Pakistan and Turkey, laying the foundation for sustained collaboration, knowledge exchange, and mutual enrichment in the culinary arts.

His legacy of culinary diplomacy and cooperation will continue to inspire future generations of chefs and cultural ambassadors, bridging divides and fostering understanding through the universal language of food.

As we mourn the loss of a visionary leader and a cherished friend, let us honor Yalçın Manav's memory by continuing to build upon his legacy of goodwill, collaboration, and culinary excellence.



Virtual travel experiences provide valuable insights into different cultures and lifestyles, developing empathy and understanding among users.

EXPLORING DESTINATIONS FROM HOME

THE WORLD OF VIRTUAL TRAVEL EXPERIENCES

In today's fast-paced world, the desire to explore new destinations and cultures remains strong, even when travel may not be possible. Fortunately, with the rise of technology, virtual travel experiences have emerged as a captivating alternative, allowing individuals to embark on virtual journeys from the comfort of their own homes. Let's explore the world of virtual travel, exploring the platforms that offer immersive



streets of Paris or marveling at the natural wonders of the Grand Canyon, Google Earth provides a mesmerizing glimpse into destinations near and far.

For those seeking a more curated experience, virtual tour platforms offer immersive guided tours led by knowledgeable guides. Companies like Airbnb Experiences and YouVisit offer a wide range of virtual tours, allowing users to explore destinations through the eyes of local experts. From culinary tours of Italy to historical walking tours of ancient ruins, these virtual experiences offer a deeper understanding of a destination's culture, history, and traditions. With interactive features such as live Q&A sessions and 360-degree views, virtual tours provide an engaging and educational way to explore the world from home.

In addition to virtual tours, immersive technologies such as virtual reality (VR) and augmented reality (AR) are revolutionizing the way we experience travel. VR headsets transport users to far-off destinations, allowing them to wander through bustling markets, climb majestic mountains, and dive into vibrant coral reefs—all from the comfort of their living room. Companies like Oculus and HTC Vive offer a wide range of VR experiences, from virtual city tours to adrenaline-pumping adventure activities. Meanwhile, AR apps like Pokemon Go and Google Lens overlay digital information onto the real world, transforming everyday surroundings into interactive landscapes ripe for exploration.

The benefits of virtual travel extend beyond mere entertainment—they also offer opportunities for education, cultural exchange, and accessibility. Virtual travel experiences can provide valuable insights into different cultures and lifestyles, fostering empathy and understanding among users. They also offer a convenient and cost-effective way for individuals with physical disabilities or financial constraints to explore destinations that may otherwise be out of reach. In an increasingly interconnected world, virtual travel experiences have the power to break down barriers and bring people together in meaningful ways.



tours of popular destinations and providing readers with a window to the world beyond their doorstep.

Virtual travel experiences have become increasingly sophisticated, offering users the opportunity to explore destinations with stunning realism. From iconic landmarks to hidden gems, these platforms provide a comprehensive look at the sights, sounds, and sensations of travel. One such platform, Google Earth, allows users to navigate the globe with ease, offering detailed satellite imagery and street-level views of cities and landmarks around the world. Whether you're wandering the



Whether used as a temporary substitute for physical travel or as a supplement to traditional journeys, virtual travel has the potential to enrich our lives and broaden our horizons.

As we navigate an uncertain future and adapt to new ways of living, virtual travel experiences offer a glimmer of hope and possibility. Whether used as a temporary substitute for physical travel or as a supplement to traditional journeys, virtual travel has the potential to enrich our lives and broaden our horizons. By embracing technology and embracing the spirit of exploration, we can embark on virtual adventures that transcend the boundaries of time and space, opening our eyes to the beauty and diversity of the world around us. So, why wait? Grab your virtual passport and start exploring—your next adventure awaits!



IMPROVEMENT IN PAKISTAN'S RANKING REFLECTS TOURISM SECTOR'S GROWTH: MD, PTDC

1



Pakistan Tourism Development Corporation (PTDC) Managing Director Aftab Rana felicitated the nation on significant improvement in Pakistan's ranking in the World Economic Forum's Travel & Tourism Development Index that reflected growth in its tourism sector. "This is the result of collective efforts

of public and private sector partnered under the umbrella of PTDC to make Pakistan an outstanding tourist destination," the PTDC managing director said in a statement. He said Pakistan had improved its ranking in the WEF's Travel & Tourism Development Index for 2024, moving up to 101st place. "This is a significant improvement of 20

positions compared to its ranking in 2019," he added. Aftab said the joint efforts of the PTDC, provincial tourist departments, private sector partners, tourism educational institutions and development partners such as the World Bank had played a pivotal role in the tourism sector's growth.

GM, SAPS GOHAR MAJEED ADMIRES COTHM'S IATA CLASSES

2



Air Commodore (Rtd) Gohar Majeed Khan, General Manager of Shaheen Airport Services (SAPS), accompanied by Mr. Salman Javed, former Director of PIA and MD of PTDC, visited COTHM Head Office. COTHM CEO Ahmad Shafiq orientated them to the state-of-the-art facility of COTHM and

briefed them about COTHM vision on skill-based education. They conducted a comprehensive tour of COTHM's facilities, and talked to the students on the importance of the hospitality and tourism sectors. Both the personalities were notably impressed by the international standard being followed by COTHM in the conduct of IATA classes.

Expressing keen interest, they discussed potential partnership opportunities to introduce specialized courses in Ground Handling and Airport Operations. This visit marks a promising step towards collaboration between SAPS, renowned for its aviation services, and COTHM, a leading institution in hospitality and tourism education.

HIGHLIGHTS



SIFC'S PROJECT GREEN TOURISM REVOLUTIONIZING TOURISM SECTOR IN GB



3 Green Tourism Company, under the auspices of Special Investment Facilitation Council (SIFC) has decided to invest in the tourism sector of Gilgit-Baltistan. This will trigger economic activities in the region and create employment opportunities for the youth. SIFC's project Green Tourism is

revolutionizing the tourism sector in Gilgit-Baltistan.

Under a recent development, Government of Gilgit-Baltistan and Green Tourism Company have signed an agreement for the promotion of tourism.

Under this agreement 44 dilapidated government guest houses of Gilgit-Baltistan

will be renovated in modern style.

The guest houses included in agreement were a burden on the government exchequer for many years without benefiting the public.

The development of these guest houses will not only improve the tourism sector in the area but also create employment opportunities.

BALUCHISTAN GOVT TO FORMULATE COMPREHENSIVE POLICY FOR TOURISM PROMOTION



4 Balochistan Chief Minister Mir Sarfraz Bugti has said that a comprehensive policy would be formulated for the promotion of tourism in the province especially in Ziarat to provide employment opportunities to the locals.

Chief Minister Mir Sarfraz Bugti, said this while chairing a meeting of the governing

body of Ziarat Development Authority. He said that all resources would be utilized for the promotion of tourism and the Ziarat valley needs to be introduced to the world as the best tourist destination, he added.

The Ziarat valley, a beautiful tourist destination would be developed on modern lines to attract local and foreign tourists for

which planning would be made on the model of Murree and Galiyat.

The CM directed the Project Director of Ziarat Development Authority to visit and review the experience of Galiyat Development Authority for tourism planning.

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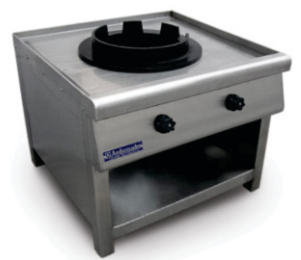
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