

HIGHLIGHTS

VISIT HIGHEST GLOBAL PEAKS: PIA INTRODUCES SPECIAL FARES FOR GILGIT BALTISTAN

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Visiting the highest global peaks in Gilgit Baltistan has now become an easy task as Pakistan International Airlines (PIA) has introduced special fares to facilitate travelers visiting Skardu and Gilgit.

Sharing the details on its Twitter feed, the national flag carrier announced that it would now be charging a minimum one way fare of Rs 6,915 from passengers traveling from Islamabad to Skardu and Gilgit areas of the federally-administered region. "Time to admire highest peaks in the world in Gilgit!!" the PIA said in a message.

PIA CEO Air Marshal Arshad Malik, while

speaking to marketing team and airline officials at a review meeting, instructed them to provide best services to the passengers traveling on domestic as well as international flights.

He also instructed the employees to work with new zeal, strength and enthusiasm for the betterment of the airline with the start of the new year.

The special fare has been announced keeping in view the weather conditions and providing convenient, accessible and affordable air travel facility, especially to the people of northern areas and other PIA travelers.

It is pertinent to mention here that the

announcement came after Gilgit Baltistan Governor Jalal Hussain Maqpoon on December 10 wrote a letter to the Pakistan International Airlines (PIA) Chief Executive Officer (CEO) Air Marshall Arshad Malik to lower fares of the airline's flights to the region in order to promote tourism.

"Gilgit Baltistan has a prominent place in the country's tourism as it has the second tallest mountain, K-2, and highest altitude plain [plateau] known as Deosai," Jalal Hussain Maqpoon said besides also sharing other major tourist spots in the region.

STFP PRESIDENT AFTAB RANA VISITS COTHM'S FLAGSHIP CAMPUS

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On the invitation of College of Tourism and Hotel Management (COTHM) Chief Executive Officer (CEO) Ahmed Shafiq, Sustainable Tourism Foundation Pakistan (STFP) President Aftab Rana visited COTHM's new state of the art campus at main Canal Road, Lahore on Thursday December 17, 2020.

During his visit to COTHM, STFP president met with the brilliant team of the pioneering tourism and hospitality institute of Pakistan. Over the last 18 years, thousands of students have graduated from COTHM and are successfully serving tourism and hospitality industry in and outside the country.

International Development Director Babar

Sheikh and, Travel and Tourism Studies Head Zafar Rasheed briefed Aftab Rana about different programs of COTHM and also showed him different sections of COTHM.

Babar Sheikh informed the STFP president that a team of three students of COTHM had recently won first position among 100 teams from 39 countries in international Eurhodip Challenge 2020 organized by famous European hotel management school Stenden.

Later, discussion was held with Ahmed Shafiq on the development of quality standards for tourism and hospitality sectors and requirements of human resource development to improve the capacity of tourism industry stakeholders for bringing excellence in the

standards of tourism services in Pakistan.

STFP had already signed an MoU with COTHM to create an effective working relationship between the two organizations for the promotion of sustainable tourism in Pakistan through training and capacity building initiatives.

Under this MoU, both the organizations would support each other in efforts to build the capacity of tourism industry stakeholders through various initiatives such as training workshops, awareness seminars & webinars, online training sessions, and field activities for its members and trainees.