

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

HOSPITALITY PLUS

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WORLDCHIEFS' PRESIDENT'S MEDAL FOR PAKISTAN'S CULINARY



*Rise
together*



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HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

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- Consult COTHM, Dubai UAE
- COTHM Travel Solutions
- COTHM Hospitality Foundation (CHF)
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- All Pakistan Newspapers' Society (APNS)

Chairman:

•'Event Management Committee' of CPNE



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BUDGET 2022: TOURISM NEEDS FINANCIAL ATTENTION



June is the budget month and every sector in Pakistan either public or private is pinning hopes to the federal and provincial budget sessions. Just like other sectors and industries, tourism sector also needs special financial attention in the budget as a strong tourism industry may guarantee a prosperous Pakistan.

Pakistan is one of those countries where natural beauty is immense enough, weather conditions are suitable enough, cultural heritage is diverse enough and historical background is rich enough to attract the tourists from around the world. All the provinces are rich in historical, cultural and scenic attractions and this potential can be utilised in the full interest of Pakistan with the help of proper planning and infrastructure.

One thing that is needed the most is seriousness on the part of those who are at the helm of affairs. Federal and provincial governments must allocate funds for the uplift of tourism in the budget so that annual tourism activities might be planned and executed. Useful concessions should also be introduced for the tourism companies operating privately. Tourism corporations and boards are already working in the country at federal and provincial levels and a long list of experts and professionals is already associated with those forums. Our rulers must consult with the tourism specialists and financial experts to devise better and sustainable policies which can be run as per modern and international standards. Public-private partnerships, new destinations, international collaborations, tourism-based academic research and many other initiatives can be introduced or sped fast. In short, a comprehensive financial planning must be introduced for the tourism sector in Pakistan. It will not only bring revenue to the national exchequer but also create positive image of the country.

At the end, I would request federal and provincial governments of Pakistan to prioritise tourism sector in their budgets to engage the youth of Pakistan in healthy and energetic activities and make Pakistan a true hospitable global tourism destination.



Rise
together



by Frazz Mahmud Kasuri



WORLDCHIEFS' PRESIDENT'S MEDAL FOR PAKISTAN'S CULINARY



Chefs' Association of Pakistan (CAP) Secretary General & College of Tourism & Hotel Management (COTHM) CEO Ahmad Shafiq becomes the first Pakistani to be awarded with 'Worldchefs President's Medal' at the congress.

The Worldchefs Congress & Expo brings together more than 5000 chefs & over 6000 industry leaders, culinary enthusiasts and gastronomy fans to learn about and enjoy culinary trends and innovations. The 40th biennial Worldchefs Congress & Expo was held in Abu Dhabi, UAE from May 30 to June 2, 2022 with the theme of Rise Together, marking the first gathering of global chefs after the pandemic. The 4-day congress is a hallmark tradition of Worldchefs and has

40th biennial Worldchefs Congress & Expo was held in Abu Dhabi, UAE from May 30 to June 2, 2022 with the theme of 'Rise Together', marking the first gathering of global chefs after the pandemic.

been organized in over 20 cities around the world.

With iconic speakers and industry leaders worldwide, Worldchefs Congress & Expo highlights the cross-nation efforts of culinary professionals, notably via Global Chefs Challenge, Educators' Forum, Bill Gallagher Young Chefs Forum and Feed The Planet.

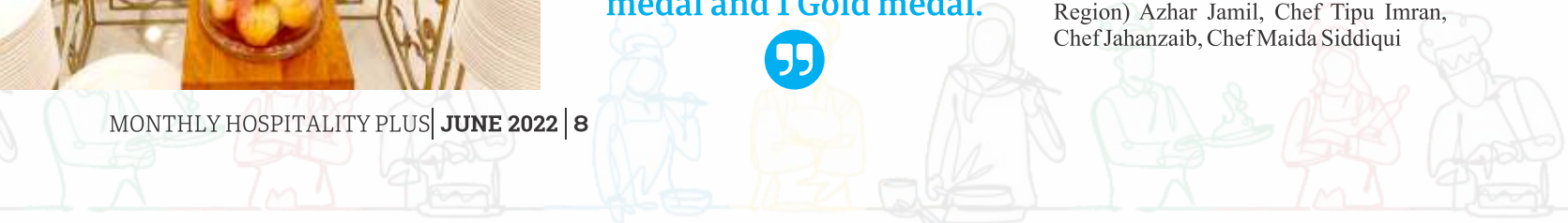
This year, Pakistani delegation under the aegis of Chefs' Association of Pakistan



“
Hundreds of teams from over 110 countries participated in the cooking, food carving, ice carving and other food competitions out of which team Pakistan won 8 Bronze medals, 1 Silver medal and 1 Gold medal.
 ”

(CAP) & College of Tourism & Hotel Management (COTHM) and leadership of CAP Secretary General and COTHM Pakistan & Dubai CEO Ahmad Shafiq participated in the Worldchefs Congress & Expo to present Pakistani culinary talent at the world forum.

A delegation of forty professionals and young chefs represented Pakistan in the congress and displayed Pakistani culinary art there. COTHM Joher Town Executive Director Mian Shahid, COTHM Karachi Director Operations Usaid Ahmad, COTHM Islamabad Director Muhammad Nawaz, COTHM South Region Director Waqas Raza, CAP Vice President (Sindh Region) Azhar Jamil, Chef Tipu Imran, Chef Jahanzaib, Chef Maida Siddiqui





Hospitality, travel, tourism and food experts in Pakistan have termed this award a big success for Pakistan and have said Ahmad Shafiq has done an incredible job for the uplift of food industry in Pakistan.

It is only because of Ahmad Shafiq that Pakistan is now acknowledged on world's culinary map, they have further said. They have also hoped that the way CAP and COTHM are producing the young workforce for the hospitality, travel, tourism and food industries of Pakistan, it is quite obvious that the future of hospitality and tourism is in safe hands in Pakistan.

“
Pakistan's participation and win at the forums like Worldchefs Congress & Expo is actually a global recognition of Pakistan's culinary talent.
 ”

It is pertinent to mention here that Pakistan's participation and win at the forums like Worldchefs Congress & Expo is actually a global recognition of Pakistan's culinary talent. The important thing is that the masses in Pakistan must be aware of the scope and importance of the academic side of hospitality, travel, tourism and food industries; it will not only produce qualified yet skilled workforce but also help Pakistan become financially independent state.





AN INTRODUCTION TO WORLD ASSOCIATION OF CHEFS SOCIETIES

The World Association of Chefs' Societies, known as Worldchefs, is a dynamic global network of 110 chef associations worldwide. A leading voice in the hospitality industry, Worldchefs carries 91 years of history since its founding at the Sorbonne by the venerable Auguste Escoffier. Representing a mobilized international membership of culinary professionals, Worldchefs is committed to advancing the profession and leveraging the influence of the chef jacket for the betterment of the industry and humanity at large.

Worldchefs is dedicated to raising culinary standards and social awareness through these core focus areas:

Education – Worldchefs offers support for education and professional development through the landmark Worldchefs Academy online training program, our expansive network of Worldchefs Certified Schools and curriculums, and the world's first Global Hospitality Certification recognizing on-the-job skills in hospitality;

Networking – Worldchefs provides a platform for connection to chefs around the world, and a gateway for industry networking opportunities through endorsed events and the preeminent biennial Worldchefs Congress & Expo;

Competition – Worldchefs sets global standards for competition rules, provides Competition Seminars and assurance of Worldchefs Certified Judges, and runs the prestigious Global Chefs Challenge;

Humanitarian & Sustainability – our Feed the Planet and World Chefs Without Borders programs relieve food poverty, deliver crisis support, and promote sustainability across the globe.





AN INTRODUCTION TO CHEFS ASSOCIATION OF PAKISTAN

Chefs' Association of Pakistan (CAP), founded in 2006, is an apolitical and nonprofit organization working for the welfare of chefs who belong to Pakistan. CAP is a proud member of Worldchefs, Paris – a global authority on food.

It is the only national association of Pakistan that is affiliated with World Association of Chefs Societies, Paris. It represents finest chefs, restaurateurs, hoteliers, food & beverage companies, culinarians, educators, learners and other stakeholders of Pakistan's hospitality, culinary, travel and tourism industries.

Pakistani chefs, after becoming a member of CAP, automatically become the member of Worldchefs, Paris and get access to unlimited global educational and professional opportunities. National Culinary Team of Pakistan, National Women Culinary Team of Pakistan and Young Chefs Team of Pakistan also operate under the aegis CAP.

From the platform of CAP, multiple events and competitions are arranged throughout the year including International Chefs Day and Pakistan International Culinary Festival (PICF).





PRIDE OF PAKISTAN AHMAD SHAFIQ

Founder & CEO

College of Tourism & Hotel Management (COTHM) Pakistan & Dubai

Chief Executive Officer:

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

Director of the Board:

- EURHODIP - International association supporting hospitality & tourism education & training
- Pakistan Tourism Development Corporation (PTDC)

Chief Editor:

- Hospitality Plus Magazine (ABC Certified Monthly Publication)

Secretary General:

- Chefs' Association of Pakistan (CAP)
- Lahore Restaurant Association (LRA)

Member:

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

Awards & Achievements

- Worldchefs 'President's Medal' - 2022
- Consumer Choice Award 'Best Hotel School of Pakistan' for consecutive years, 2014 to 2019
- **Prime Minister's Achievement Award - 2018**, awarded by the then Prime Minister of Pakistan, His Excellency, Mr. Shahid Khakan Abbasi
- **'Lamp of Knowledge Award'** as an **Outstanding International Hospitality Educator - 2014**, recommended by the **Cornell University USA** and awarded by the **American Hotel & Lodging Association (AH&LA) USA**
- International Training Centre of Excellence: **The Queen's Award for Enterprise, Highfield UK**
- The Financial Daily Award (TFD) 'Best Hotel School of Pakistan - 2014'
- Government of Sindh Award – 'Best Hotel School of Pakistan - 2014'
- Chefs' Association of Pakistan's Award 'Best Hotel School of Pakistan' for consecutive years, 2010-2014

Ahmad Shafiq's services to Pakistan are not hidden as he has introduced Pakistan at multiple global forums with his personal efforts. One such example is Worldchefs 'President's Medal' which is awarded to him at Worldchefs Congress 2022 in recognition of his services to the hospitality and culinary sectors of Pakistan. Ahmad Shafiq's vision about Pakistan's youth is quite in line with that of the modern world. He believes that no country can make progress without producing skilled and vibrant young workforce. All his initiatives including COTHM and CAP directly relate to the professional growth of the Pakistani youth. He is undoubtedly 'Pride of Pakistan'.



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STARTING A FOOD BUSINESS?

BUILD YOUR MARKETING CHOPS FOR SUCCESS



How to build a successful marketing strategy that's relevant for today's digital age.



By Ana McFee

Have you ever wondered why some restaurants with mediocre dishes are somehow all the rage, and why others fail, despite serving up their best? The truth is, it all comes down to their marketing strategy, and how well they've done in promoting their business and spreading the good word around town.

But in today's digital age – where consumer choices are dictated by mobile phones and social media – word of mouth recommendations or an ad in your local newspaper just won't cut it.

Restaurant owners need to step up their marketing strategies, and build in digital tactics that are sure to cook up success.

Here are some tips on how to build an effective marketing strategy:

1. Create a killer website

Websites make it easy for your potential customers to find you, and are the first step to establishing your online presence. But they don't have to be expensive or complex to develop. There are lots of tools and platforms available to help you set up your own, professionally-designed, website.

For example, Wix.com or SquareSpace.com offer a wide range of templates that you can pick from. Just make sure that you build in a responsive menu, and update your website regularly – including your menu, opening hours and news.



2. Go social

Did you know that there are over 200 million posts tagged #food and 23 million with #drinks? Social media is taking the industry by storm – and it's time you hop on the bandwagon.

Restaurants that have a social media presence are not only easier to find and interact with, but can also help you pull in extra revenue – especially if your design or menu is eye-catching (or you happen to go viral).

If you're not up for tackling every platform, just go for the big 2: Instagram and Facebook. Post swoon-worthy food pictures and keep your audience informed of your latest news and menu additions. A great way to get new followers is to start with a competition in the form of a give-away.



3. Offer a loyalty program

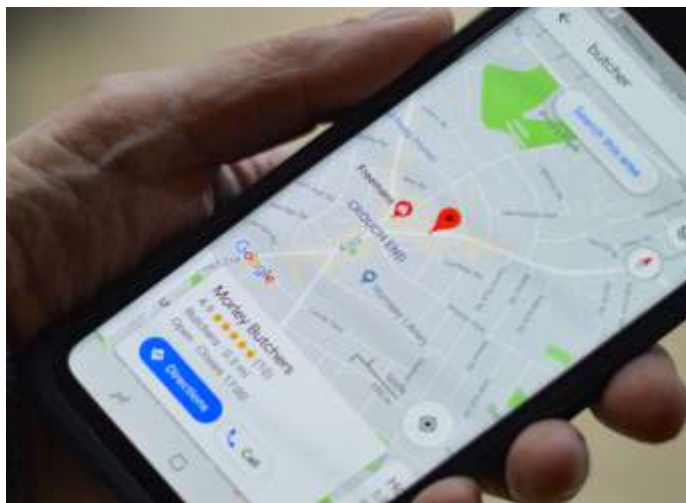
Because who doesn't love rewards? Loyalty programs encourage your customers to keep coming back, driving repeat revenue. Opt for a digital loyalty program, so your customers can keep track of their



rewards and receive tailored offers based on their consumption patterns. And as a bonus, you'll generate lots of user data to help you make your offering more targeted.

4. Set up your Google Maps business profile

When people get hungry, they tend to run a search in their phone to find the best eatery close by. And compared to other apps, Google Maps is 6 times more popular with smartphone users. So make sure that people can find you if they're looking for a quick bite. Update your profile and check that your menu, opening hours, phone number are correct – and upload some photos to let people know what to expect.



5. Partner with a delivery service

Research shows that take-away sales have increased 8% over the last few years, and customers who place an online order have a 95% chance of returning to your establishment. Offering a delivery option not only expands your customer base, but gives your existing customers the freedom to enjoy their favorite meals wherever they go. To start with, partner with a delivery service – like Uber Eats or Deliveroo.

While they do charge a hefty commission fee (sometimes up to 15%), they can help you increase your exposure, and boost your revenue by 10 to 20%.



6. Monitor your reviews

Online reviews are like a double-edged sword. While they may not seem like much, they can (quite literally) make or break your success. In fact, 88% of people are influenced by reviews and online comments, so it's best you make sure to track what people are saying about you, and are there in time to react. Monitor key platforms like Google Maps, Yelp and Tripadvisor and respond to negative comments swiftly (and with an empathetic tone). After all, the customer is king, right?



7. Team up with food bloggers

Popular bloggers have an incredible amount of influence on their followers, and food blogging is just about the hottest new trend. Reach out to a few of your biggest local influencers and invite them to come for a menu testing and exclusive event that's organized just for the social elite. Before you know, it people will be lining up to get in.



8. Encourage user-generated content

Research shows that Millennials trust user-generated content 50% more than any form of media. This could be in the form of blog posts, Insta stories or Facebook posts.

This is especially easy if your restaurant offers a feature wall, or has a design or unique food presentation that's Insta-friendly. Encourage your customers to share their story and tag you. It will give you brand credibility and let people know that you're worth talking about.



Regardless of which tactics you use, keep in mind that your marketing strategy should be:

Data-driven:

Look to the past to predict the future. Data is your single biggest asset, and can help you reveal the strengths and weaknesses of your business so that you can make smarter, better-informed decisions.

Measurable:

Set clear KPIs for your campaigns, and targets for what you're trying to achieve. Measuring your success (or lack thereof) will help you develop more targeted communications.

Emotional:

Food is emotional, so your communications should be, too. Rather than the product, sell the experience of eating – the love, happiness, joy, comfort – and you'll be more likely to strike an emotional cord with your consumers.

Multi-faceted:

Depending on your target audience, you may choose a different mix of channels. Make sure that to spread your presence across a range of different platforms – i.e. digital, tv, print, radio – to capture your audience, wherever they might be.

Relevant:

Make sure that your communications and your message is relevant to your target consumer. If you're a local business, get involved with your community, and talk about your local issues and topics that are relevant to them.



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PAKISTANI FOODPRENEUR WINS DOUBLE HONOURS AT QUEEN'S JUBILEE CELEBRATIONS



By Arif Anis

It is highly unusual to receive the royal honours twice for services in different sectors

A Pakistani 'foodpreneur' made history by receiving double honours from the Queen for his services with regards to business and charity during the Covid-19.

Raja Suleman Raza, Chief Executive of the Spice Village, received the MBE (Member of the Order of the British Empire) on the occasion of the Queen's Platinum Jubilee.

Raza's not-for-profit initiative Uplyft, based in Croydon, won the Queen's Award for Voluntary Services (QAVS) with the following citation, "Feeds the homeless and vulnerable, uplifts communities through diversity and inclusion initiatives."

It is highly unusual that a recipient of the Queen's honours received them twice for services in different sectors.

The QAVS is the highest award given to UK volunteer groups, being equivalent to the MBE. It recognises the exceptional work done by volunteer groups in their communities.

The foodpreneur was instrumental in the One Million Meals campaign that served hundreds of thousands of meals to doctors, nurses, paramedics, and key workers across the UK during the first lockdown from March to the end of June 2020.

Raza moved to London from Pakistan with his family in the year 2000 and began his career as a chef in a restaurant in Brixton. Since 2004, he has been living in South West London, running his family business along with his elder brother in the restaurant industry and helping the vulnerable communities there.

In 2021, he led a multi-branch restaurant chain serving Pakistani cuisine in the south and west of London. He also ventured into the event



business and hospitality sectors.

Raza champions the uniqueness of Pakistani cuisine in the UK as a distinct category from Indian food.

Upon receiving the honours, he said, "As a Pakistani, I am absolutely delighted to receive an MBE and a QAVS on Her Majesty's Platinum Jubilee. It is incredible having two honours in a week."

"While Spice Village is a Pakistani cuisine and catering company, Spice Village Uplyft is entirely a humanitarian initiative led by volunteers. We have provided food to the homeless and vulnerable people since 2015," he added.

The foodpreneur added, "Spice Village Uplyft has provided training to the local



The QAVS is the highest award given to UK volunteer groups, being equivalent to the MBE. It recognises the exceptional work done by volunteer groups in their communities.



youth, encouraged the ethnic communities to join the Royal Armed Forces, and delivered food to the homeless through our 'No One Eats Alone on Christmas'.

Speaking about the startup further, he said, "Multiple award-winning Spice Village is more than the aroma and delectable dishes: it's about creating a community heart and giving something back. Our staff and volunteers have done a fantastic job in times of crisis, and it has been amazing to witness it. I'm incredibly proud of them all, and it really has been a team effort throughout."

Shedding some light on his past, Raza said, "I came to the UK with £50 in my pocket and, after working hard for 22 years, received the two great news in a row. It is unbelievable how a chef sweating once in a Brixton eatery could set up a nationwide

business, serve the communities and get recognised by none other than the Her Majesty."

Interestingly, he said, "We were aware of the nomination of our voluntary work at the Spice Village Uplyft. However, the nomination and the news of the MBE were unexpected. My mother, brothers, wife and children – all are jubilant. It is nothing short of a British dream coming true at the Platinum Jubilee of the Queen".

"Giving back generously and quietly is the best thing I learned while growing up. I want to dedicate the rest of my life to delivering this message of 'giving back' to the communities in Pakistan and the UK. I know how hard we had to work to earn the success that does not come overnight. It comes with a lot of blood, sweat and tears," he expressed.

Even more important, Raza stressed, is to give back, after making it. "My story shows Pakistanis are hardworking and can be successful within Pakistan and outside Pakistan given they are treated on merit and fairness."

The foodpreneur also speaks at various forums and institutions to motivate students from the BAME (black, Asian and minority ethnic) backgrounds to become entrepreneurs in the field of their choice.

He also serves as a member of the 'Founders Circle' at the British Asian Trust under the patronage of the HRH the Prince of Wales.

*Courtesy:
Express Tribune*



7 RESTAURANT TECHNOLOGY TRENDS TO WATCH IN 2022

The COVID-19 pandemic may have disrupted 'business as usual' and forced some drastic changes upon the restaurant industry, but this disruption has also awoken many F&B professionals to an opportunity to accelerate tech trends, fast-track change and re-imagine restaurants.



The restaurant industry has traditionally been slow to adopt technology and innovative digital solutions. But in 2020 and 2021, the COVID-19 pandemic changed that and forced food and beverage outlets to look beyond the traditional. Many restaurants have turned to tech in the last couple of years, even if reluctantly, to adapt to a new reality. One which includes more contactless technology, ways to keep guests separated from other guests and lots of additional sanitary measures.

Technology and innovation are what have helped, even saved, restaurants as they transform how they operate to not just survive, but thrive, in this new connected and contactless era. From online ordering, self-checkouts and touchless



payments to delivery and pick-up, the F&B industry can no longer afford to ignore the trends that are helping businesses reinvent themselves to remain relevant and competitive.

As it's predicted that growth in the restaurant industry will be entirely driven by off-premise consumption, using technology is not just about improving operations and service delivery, but also reimagining restaurants.

So, what digital trends and tools should be top of mind in 2022 to stay up-to-date, and even ahead of the competition?

1. Online ordering systems and delivery apps

As restaurants remain vulnerable to imposed restrictions, strict sanitary regulations and even closure, online food orders and contactless home-deliveries have come to the rescue. And this service is here to stay as diners grow accustomed to getting the food they want when, where and how they want it. The food delivery market is now worth more than \$150 billion globally, which has more than tripled since 2017 largely attributed to the pandemic, according to statistics from McKinsey.

Third-party food delivery apps like UberEats, Foodpanda, or Door Dash will continue to be an important solution for those not able to offer in-house ordering and delivery services. But as many diners report a preference for ordering directly from restaurants, we can expect to see restaurants following the lead of larger fast-food chains and investing in developing their own integrated online platforms and apps. Despite

the 'distance', this digital proximity enables the restaurant industry to stay closely connected with their customers.

2. Contactless payment

Contactless technology is going mainstream, and it's not just about placing an order online, but also about paying with a smartphone, smartwatch or smartcard via an app or touchless device. New payment technologies have been slowly gaining momentum within the global restaurant industry, but this trend has accelerated with the pandemic. It's estimated that contactless payments will triple from \$2 trillion to \$6 trillion worldwide by 2024, and having such options are reportedly extremely important for 34% of customers.

With no cash hand, no human contact is required – more hygienic and safer – and it's quick, instant and convenient. From a cash flow point of view, it's also more efficient. If restaurants don't want to be left behind in the coming year,



those who haven't yet done so better invest and plan for a mobile and digital payment strategy.

3. Online table reservation system



Booking a table via a phone call is becoming a thing of the past as online table reservation technology takes on a new importance. Providers like Eat App, Tablein or OpenTable give customers the freedom to see available slots and make their own booking on-the-go. In turn, by using technology-enabled reservation systems, restaurants can manage seating, waitlists, customer loyalty and dining preferences as well as collect vital client data be it for contact tracing or market insights.

4. Digital kitchen 'boards'

No need to grab paper and pen, worry about smudged printed tickets or run back-and-forth between the kitchen and front-of-house anymore. Kitchen Display Systems (KDS) are a digital menu board for kitchen staff helping restaurants streamline back-of-house operations. Directly linked to the restaurant's point-of-sale (POS) system, the



screen displays orders automatically according to priority and flagging any special dietary requests. Tracking meal delivery times and monitoring inventory to signal when a product is out of stock, this technological solution ultimately ensures better communication, accuracy, clearer workflows and – being 100% digital – promises a more sustainable kitchen operation.

5. Automated inventory management software

Automating your inventory management means tracking food and beverage stocks, anticipating quantities and even scheduling reorders no longer need to be time-consuming tedious tasks. Very importantly, the implementation of such software in your working process can also reduce food wastage, which is reportedly costing the hospitality industry \$100 billion annually. Through cutting-edge artificial intelligence (AI) technology, companies like Kitro are helping restaurant owners and managers cut food waste and costs and run their businesses

more efficiently and sustainably.

6. QR codes

Already a staple in mobile-first societies like China, QR codes are going global and popping up at restaurants around the world. In this 'no-touch' era, auto-scanning barcodes with smartphone cameras on posters, tables, coasters, doors or websites allows customers to access online menus, order and pay – without contact – keeping diners and employees safe. Offering a number of convenient benefits at relatively low costs for restaurants, QR code technology was a 'must' in 2021 and still is in 2022.

7. Air purification technology

As diners return to restaurants, it's going to be critical to make them feel safe and comfortable. Upgrading sanitization systems through various air purification technologies to promote 'clean air' is a growing focal point for the restaurant industry.

Harmless-to-human technology like bipolar ionization, which purifies the air and surfaces in indoor spaces by neutralizing contaminants, is already showing promising results and finding a market for itself.

Accelerating digitalization in the F&B industry

Every crisis has its silver lining. The COVID-19 pandemic may have disrupted 'business as usual' and forced some drastic changes upon the restaurant industry, but this disruption has also awoken many F&B professionals to an opportunity to accelerate tech trends, fast-track change and re-imagine restaurants.



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“
From Pakistan, a 3-member delegation is going to participate in the Global Youth Tourism Summit in the leadership of Chocolate Academy CEO Zainab Shafiq. Bakhtawar Noor and Sarmad Asif would also accompany Zainab Shafiq at the GYTS.



Global Youth Tourism Summit (GYTS) is a new platform, developed by the World Tourism Organization (UNWTO), to enhance youth empowerment and engagement in the tourism sector. To be held from June 27 to July 3, 2022 in Sorrento, Italy, GYTS will be a series of international events, workshops, education initiatives, that will give children and youth a unique platform to share and discuss innovative ideas, visions and their proposals for the future of sustainable tourism within the 2030 Agenda for Sustainable Development.

Participants at GYTS will explore different aspects of responsible and sustainable tourism through a variety of interactive activities: workshops, roundtables, masterclasses, plenary sessions, cultural and sports activities and UNWTO General Assembly simulations.

Considering the rapid growth of youth tourism over the last decade, as well as its social, cultural, economic and environmental impact, it is essential to directly involve young people in the discussions and actions related to sustainable development and future of tourism industry.

From Pakistan, a 3-member delegation is going to participate in the Global Youth Tourism Summit in the leadership of Chocolate Academy CEO Zainab Shafiq. Bakhtawar Noor and Sarmad Asif would also accompany Zainab Shafiq at the GYTS.

While talking to Hospitality Plus, 17-year old Zainab Shafiq who is also one of the youngest CEOs in Pakistan said that Global Youth Tourism Summit is a wonderful initiative by UNWTO as it would shape the future course of youth tourism in the world. She also said that Pakistan needs to adopt modern youth tourism practices that is possible only by participating in the events like GYTS.

She added that she would not only learn from the global leaders at the summit but also share the amazing youth tourism potential of Pakistan there. Urging Pakistani youth to explore the tourism potential of Pakistan and pursue their career in this field, she said that tourism sector cannot only provide wonderful career opportunities to the youth but can also become a source of better physical and mental health for them. She also said that youth tourism if properly planned and taken care of can change the dynamics of tourism industry in Pakistan and that also in a sustainable way.



HEALTH IN FLIGHT

10 TIPS FOR

PLANE TRAVEL



Many people experience some form of discomfort or sickness when they travel by plane. Dry mouth, aching limbs, swollen ankles — they're par for the course on plane rides and they are, in fact, caused by the very environment you're traveling in. That means there's nothing you can do to eliminate these issues entirely, but you can take a few steps in the right direction. Cabin pressure creates an environment akin to being 8,000 feet high — similar to being on a mountain. As a result, it's not uncommon for sitting and breathing to feel more challenging, and the low humidity means your body can become dehydrated. The guidelines present three USDA Food Patterns with recommended amounts for how much you should consume from each food group per day. Specific recommendations vary depending on your age, sex, and level of physical activity.



Here's how to feel your best when you're in the air:

1. Drink more water



Hydration will help you handle anything air travel sends your way. Water is the most accessible option, and electrolyte-heavy beverages — like sports drinks — can also help in certain instances. Avoid caffeinated beverages (and diuretics) like coffee and soda. You should drink a bottle of water for every hour you're in the air; the increased bathroom breaks will offer an additional opportunity to stretch your legs.

2. No alcohol



Alcohol presents a double threat to airplane wellness. Not only does alcohol make it more difficult for cells to absorb oxygen, which will worsen your altitude symptoms, but it also dehydrates your body faster. So if you're feeling stressed about flying, opt for a non-caffeinated tea instead of a stiff drink.

3. Pack for hydration



Low humidity on planes can be a real problem. While a comfortable indoor humidity is anywhere from 30 to 65 percent, the humidity inside an airplane cabin is only around 10 to 20 percent. As a result, you and your body will feel better if you pack a good moisturizer for dry skin and eye drops like saline solution, especially if you wear contact lenses.

4. Prepare your immune system



Getting a cold on a flight isn't the result of poor air quality or recycled air; it's more likely due to a combination of excessive germs and your body's compromised ability to deal with them. Hundreds of people have touched what you're touching and everyone is breathing — sometimes sneezing — in the same confined space for multiple hours.



You can pack disposable wipes for the tray tables, but your best defense is getting rest and staying hydrated.

5. Flex your calves



Immobility can increase the risk of deep vein thrombosis (DVT), sometimes called “economy-class syndrome” in travel talk. It’s still unclear whether flying scientifically raises the risk of DVT, but prolonged (more than four hours) immobility is unhealthy in any context. However, you only need to contract your calf muscles — for example, by tapping your feet, which also moves the shins, thighs and hip joints — to get the blood flowing. Walking to the back of the plane or using the restroom are also easy, inconspicuous ways to keep your blood flowing.

6. Stretch everything else

While less crucial than leg stretches, if your body is going to be in one position for a long time, stretching is a good idea. Bring your chest down to meet your thighs to stretch out your back, and reach out in front of you to get your arms, too. For more involved airplane moves, you may need to get out of your seat and find a space — probably near the back of the plane — to stretch.

7. Sleep near the window



While you shouldn’t count on restful sleep on the plane, it could be an opportunity to rest during your travel, particularly if you’re facing jet lag. If you plan to catch some shut-eye, opt for a window seat. Not only will you have control over the window shade (and sunlight), but you’ll also be out of the way of climbing seatmates or people bumping into you in the aisle. Also, pack a neck pillow.

8. Make your own legroom



Baggage fees encourage most travelers to bring their luggage on board, meaning overhead compartments and space under the seat in front of you fill up fast. If you have the opportunity, pack only the necessities in your carry-on to give yourself the most amount of legroom possible.

9. Dress comfortably



Travel attire is an increasingly personal decision, but regardless of how trendy you choose to dress, layers are key. Airplanes tend to be cold, but the ability to add and remove layers will be incredibly helpful as you acclimate to different airports and maybe even climates.

10. Breathe



Take a few deep breaths when you’re settled into your seat. Not only will breathing and meditation techniques help if you’re stressed or nervous about flying, but adjusting your breathing rhythm can also help you adjust to a new altitude.

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THERE IS A SIMPLE WAY TO IMPROVE THE WORLD'S FOOD SYSTEMS

Roughly one third of the food in the world produced for human consumption every year – approximately 1.3 billion tons – gets lost or wasted.

In recent decades, the international community has made impressive strides against hunger and undernourishment, as amply evidenced by the data from the United Nations (UN) Millennium Development Goals (MDGs). Between 1990 and 2014, for example, the proportion of undernourished people in the world dropped from over 23 per cent to under 13 per cent, remarkable progress indeed. Still, that leaves almost 800 million undernourished people in the world, mostly in sub-Saharan Africa and South Asia, and in other areas too.

Ensuring that fewer and fewer people worldwide are undernourished is clearly a development priority – ‘Zero Hunger’ is priority number two in the UN Development Programme’s 17 ‘Sustainable Development Goals’ (succeeded the MDGs in 2015) – but meeting or even approaching this goal will not be easy. In early 2017, the world’s population was about 7.5 billion. Current estimates suggest that by 2050 it will be around 9.7 billion, with population growing most rapidly in the areas that are now the least food-secure.

This population projection is very troubling to scholars and practitioners interested in



questions relating to food security. Simply put, how on earth will we find a way to feed all these people – and, in so doing, end hunger – when it is almost certain that we’ll be using an increasingly debased operating platform (less agricultural water, much of it of lower quality, more degraded lands,



much-diminished natural fisheries), and will need to use fewer pesticides and less fertiliser, all in the context of climate change?

And that's not all. Not only will we likely have more than 2 billion extra people to feed, but also, as more and more of the world's inhabitants achieve higher incomes and living standards, they will almost certainly demand more resource-intensive protein-rich and dairy-based diets. A tough job, in other words.

In light of the above considerations, it seems safe to suggest that there's no secret nostrum, no one approach that will feed everyone adequately, much less rid the world of hunger. Luckily, there are a variety of ways to proceed. We might be able, for example, to change human diets in ways that reduce environmental impacts, whether by reducing meat consumption or, via advances in metabolomics, by employing personalised/targeted nutrition to reduce caloric intake per capita. We will also likely see more 'factory foods' – based on synthetic biology – that can contribute to the total food supply while using fewer resources than would be the case with conventional agriculture.

Certainly, increasing agricultural output will be part of the picture too, whether through increasing inputs of

To be sure, through the combined efforts of farmers, researchers, demonstration agents and policymakers, we've witnessed extraordinary growth in world agricultural production since 1950. In recent decades, though, output growth has slowed for a variety of reasons, including, perhaps most troublingly, a slowdown in the growth rate of productive efficiency in agriculture.

Fortunately, there is more than one way to increase the effective food supply – whether or not productive efficiency is growing. There are low-hanging fruit out there, as it were, and the place to find them is in the space generally subsumed under the rubric 'food wastage'. Wastage is a broad category, incorporating problems such as leaving edible output in fields or orchards after the harvest, post-harvest losses (PHL) occurring between the harvesting and the marketing of agricultural output (or fish and seafood), losses in the retail sector as healthy products – imperfect fruits and vegetables, for example – go unsold, and edible food is thrown away either at restaurants or in homes.

According to the UN's Food and Agriculture Organization (FAO): 'Roughly one third of the food in the world produced for human consumption every year – approximately 1.3 billion tons – gets lost or wasted.' Broken down by food category, the FAO estimates that 30 per cent of world production of cereals is lost or wasted, 20 per cent of dairy production, 35 per cent of 'harvested' fish and seafood, 20 per cent of the world's meat,

the part of food that goes unsold or is thrown away. In much of the world, however, it's another part of this problem that's paramount, and that's PHL (a large problem even in the developed world). As suggested, PHL generally refers to avoidable food losses between the harvesting and marketing of food. Some writers, however, will extend the PHL category all the way until the time of consumption. In either case, there are lots of ways for food to be lost, beginning with the harvest itself and then onwards, due to improper or inadequate handling, threshing, drying, cleaning or processing, or because of faulty or deficient storage, transporting or packaging of crops, harvested fish, etc. Taken together, these factors lead to substantial losses of food, ranging from 5-10 per cent to more than 50 per cent, depending on output and geographical area.

These losses are generally greater in food products considered perishable (fruits and some vegetables, fish) or semi-perishable (some vegetables, roots and tubers, oilseeds and pulses) than in cereal grains. However, losses in cereal grains, though generally less perishable, are often high too, because of insect or rodent attacks, and poor storage or transportation infrastructure, etc.

It is quite depressing to learn that, currently, a third of our food goes to loss and wastage, but upon closer inspection there are considerable grounds for hope. Unlike the case with raising crop yields, there is plenty of room to reduce food loss and wastage through the broader dissemination and employment of existing technology. All over the world, modern agribusiness and cold-chain equipment, practices and protocols are coming into use because of the innovative efforts of private firms, the public sector and NGOs.

Moreover, much of the 'modern' technology out there is being reengineered along 'appropriate technology' lines, making it more likely that it will actually be effectively utilised to mitigate food losses at all stages of the PHL sequence. The new generation of temperature- and humidity-controlled (and monitored) warehouses and silos for use in the least developed countries are a case in point, and many of them are powered by low- and non-carbon energy schemes, solar and wind power among them. When used correctly, such storage facilities can reduce losses to levels close to those of developed countries, making for a significant difference in food availability.

Reducing PHL, then, can help us achieve the same results as increasing crop yields. And in many cases it is easier. Food for thought.



land, labour and agricultural capital or by increasing productivity via precision agriculture, drip irrigation, agricultural analytics and better breeding practices (whether conventional or involving GMOs or gene editing).

20 per cent of all oilseeds and pulses, and a staggering 45 per cent of both roots and tubers, and fruits and vegetables too.

People in developed countries are much more familiar with the wastage problem associated with retailers and consumers, ie



IMPORTANCE OF CUSTOMER LOYALTY IN SERVICE SECTOR

by Maryam Iqbal

Since many years, it has been witnessed that customer loyalty remains the major concern for the businesses in Pakistan. The reason behind this is the only focus on customer satisfaction and ignorance towards the importance of the customer loyalty or customer retention. If we look at the contribution of service sector in Pakistan, the GDP is increasing day by day by this sector. According to the economic survey of Pakistan 2017-18-19, service sector is contributing 60% to the total GDP of Pakistan.

Despite the huge contribution of service sector in the overall GDP of Pakistan, this sector is still facing big challenges in terms of the customer loyalty. It has been continuously witnessing major decline in customer loyalty especially in the service sector of Pakistan. Unfortunately, very little efforts have been made to solve the issues related to customer loyalty in Pakistan. Even today, service industries like banks, airlines, telecommunication, restaurants etc. are facing continuous decline in customer

loyalty.

Managers in the restaurant industry of Pakistan are unaware of the latest strategies to gain or increase customer loyalty. Due to this issue, sales of many restaurants decrease that directly affects their profitability. This not only causes a decline in their sales but it also makes very difficult for the restaurants to survive. This ultimately causes many restaurants to wind up their operations after spending some time in the market that ultimately leaves the customers with limited options to eat and enjoy. On the other hand, the customers are of the view that restaurants are not actively and strategically seeking or trying to gain their loyalty.

In many developed countries like USA and UK etc. the service sector is contributing around 76-77% to their total GDP. Actually, the trends have changed now; companies need to retain their customers to generate more profits because loyal customer spends five times more as compared to the new ones. By gaining the customer loyalty, business activities may increase and once the business

activities go up, it leaves a strong and positive impact on a country's overall GDP. So, to boost Pakistan's GDP by enhancing business activities, it is getting necessary for the business organizations in Pakistan to measure the factors which can pull the curve from downward to upward in the customer loyalty.

As compared to Pakistan, companies operating around the globe are investing a lot to gain loyalty among the customers. There are many ways to gain customer loyalty especially in the service sector; some of them are given below:

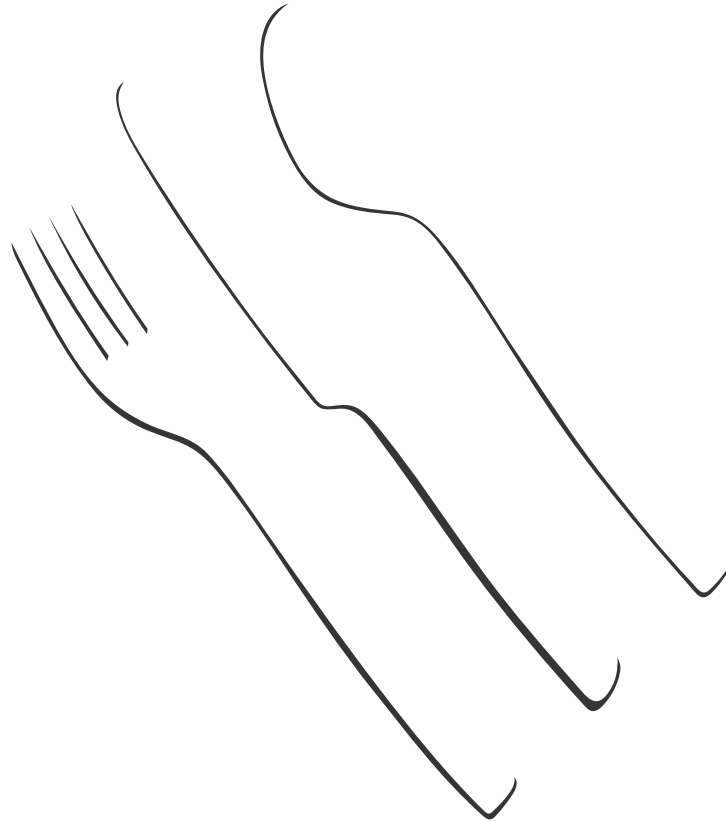
1. by introducing customer loyalty programs
2. by providing better quality of service
3. by focusing on personalization approach
4. by focusing on overall atmosphere of the retail setting
5. by providing fair perception about price.



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12

CELEBRITIES WHO SERVED PEOPLE FOOD BEFORE THEY BECAME FAMOUS

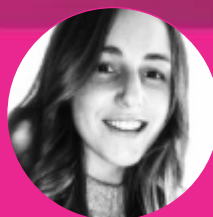
The restaurant industry offers evening hours, flexible scheduling, and an element of performance that appeals to those in the entertainment industry, which is why so many singers and actors started out taking drink orders and sweet-talking unruly customers.

While it's difficult to fathom the likes of Lady Gaga or Mariah Carey serving anyone, a slew of celebrities waited tables between going to auditions or recording their demos just to scrape by.

Here are 12 celebrities who have restaurants-to-riches stories.



Madelaine Petsch worked at a hookah lounge



by Molly Thomson

Before getting the part of biting, cherry-lipped Cheryl Blossom on "Riverdale," Madelaine Petsch worked as a waitress at a hookah lounge, among other odd jobs. It definitely sounds like a far cry from the retro, wholesome allure of Pop's Chock'lit Shoppe.



Amy Adams waitressed at Hooters

That's right: the trilling, dreamy Princess Giselle worked at Hooters

after high school. "It was a great job out of high school and I was a hostess at first, and then I waited tables for a while, and it was great," she told Entertainment Tonight. "It was a great way for me to earn money for college."

Chris Rock scraped shrimp at Red Lobster



"I used to scrape shrimp into the garbage can and then load up the dishwasher," he has said on stage. "I never got a raise, I never got a promotion. They kept me in the back." Word to the wise: if Chris Rock blesses your restaurant, put him front and center.

Lady Gaga waitressed at a diner on the Upper West Side



She was one of the only students at Sacred Heart in New York City who had a job after school, and she used her earnings to buy a Gucci purse.

"I was so excited because all the girls at Sacred Heart always had their fancy purses, and I always had whatever," she told New York Magazine. "My mom and dad were not buying me a \$600 purse." She can probably afford a few now.

James Franco practiced accents at McDonald's

The star worked at a McDonald's drive-thru in Los Angeles after dropping out of UCLA, and he used to practice foreign accents on female customers.

"When I needed McDonald's, McDonald's was there for me," he wrote



in an essay for the Washington Post. "When no one else was."

Jennifer Aniston charmed customers at a burger joint



She was likely much better at remembering orders than her bumbling "Friends" character, but Aniston says she still wasn't exactly adept. "I wasn't a good waitress," she told Marie Claire, "but I was told that I was very nice and charming, so people liked me anyway." She reportedly dropped a few Alpine burgers in customers' laps — Swiss cheese, mushrooms, and all.

Chris Pratt worked at Bubba Shrimp Co



Before he was discovered, Pratt lived in a van with his "good buddy Zeb" and worked as a waiter at Bubba Gump Shrimp Co. in Hawaii. In

fact, the restaurant was where Pratt was recruited for his first big role as the lead in "Cursed Part 3."

Mariah Carey says she hated her waitressing job



When Mariah Carey first moved to Manhattan she worked as a waitress, but Carey has said in interviews that she "had a bad attitude." "I had this real bad attitude," she was reported as saying in the unauthorized biography "Mariah Carey." "Why am I here? I want to be in the studio. I want to be singing. I want to be doing my thing."

Kristen Wiig waitressed for the stars at Universal Studios



The "Saturday Night Live" alum-turned breakout movie star used to serve the stars instead of delight the masses. In an interview with The Guardian in 2011, Wiig revealed that she used to waitress in the refectory at Universal Studios.

She still runs into stars from time to time, confused as to why she recognizes them. "And then I'll remember: oh yeah, I used to serve you a Cobb salad," Wiig said.

Rachel McAdams worked at McDonald's for years

The beloved actress worked at McDonald's "for a good three years" in her youth. "My sister and brother worked there," she told Glamour. "My sister was my manager!" As for her work ethic? "I was not a great employee; I broke the orange juice machine one day."



Nicki Minaj says she was fired from Red Lobster



Like Chris Rock, Minaj also worked at Red Lobster — but she says she was fired from her waitressing gig after she flipped the bird to a couple who walked off with her pen. "It was the principle," she told GQ.

Chelsea Handler was a dependable waitress at Morton's Steakhouse



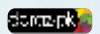
Handler learned perseverance and work ethic from waitressing. "I was never the best waitress, but I was always the person people called when they needed a shift covered because I would always say yes," she wrote.

"Whether that was a result of wanting to be liked from years of rejection in high school, or whether it was wanting to be dependable and reliable after years of being the opposite, I just wanted people to feel that they could count on me." She carried this with her into improv, where despite her fears, she always showed up.

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GORA QABRISTAN TELLING OVER 150 YEARS OLD SAGA



Travelling on the airport road through Jamilabad area of Multan city, the travelers come across over 150 years old graveyard, the Gora Qabristan – a burial place of British soldiers who lost their lives during Siege of this ancient city during colonial regime.

Many those who pass by glancing on this graveyard are oblivious of the fact that this cemetery reminds us the historic Siege of Multan when the residents of the then settlement had waged a war against occupational forces of British East India Company inflicting heavy losses on invaders.

Spanning over 57 kanals (an area of 310400 square feet), the cemetery has unparalleled monuments and distinctive pieces of tombstones with some of tablets missing and some intact.

Patches of writing or inscription on gravestones reveal the stories of pain and grief of those who laid down their dear ones in these graves as reveals the grave of Caroline Charlotte who died on May 1869. “Here we suffer grief and pain; Here we meet to part gain; In heaven, we part no more.”

Another noticeable grave in this cemetery is of Jean who was the wife of Major F W Birch

and departed in 1852. It is a beautifully constructed box shaped grave constructed to lay down the body of Jean.

The cemetery also has a 168 years old monument built in the memory of Mary Elizabeth, spouse of G. Trefusis Holt. Near it, lies Sarah who was wife of John Lynch, Barrack Master of Multan. Its tablet is now deteriorating.

“This is a historic cemetery. It contains many graves of British Christians dating back to more than one and a half century,” said Bishop of Multan, Leo Roderick Paul who is serving in St Mary Cathedral, built in 1848.



The cemetery also has a 168 years old monument built in the memory of Mary Elizabeth, spouse of G. Trefusis Holt. Near it, lies Sarah who was wife of John Lynch, Barrack Master of Multan.



“It is important for the British Christians for another reason as it is also an eternal abode to the son of Queen Elizabeth-I,” claimed Leo Roderick Paul.

The English had also erected a monument in the last part of cemetery as a token of winning the war. Besides it, there is the grave of Brigadier General AC McMaster of Madras Army, bearing comments, “he died when in command of the Madras Brigade at Mooltan on June 22, 1879. The stone was erected by his friends and brother officers as a token of their esteem and regard.”

“This is a historic asset as it reveals two centuries old saga of rise and fall of civilizations. It needs special attention for its preservation,” Paul said.

He informed that with the passage of time some graves of soldiers, their kids and other family members had turned to be shabby. “We desire proper maintenance of all such graves and besides overall care of this historic asset.”

Many celebrated officers and scholars including Laucy Maria Sherwi, Capt Robert, John Lucy, Brig McMaster and others are also buried there. There is one very beautiful monument erected by the officers and men of V battery, Royal Artillery as a mark of esteem in memory of those who died in war against Sikhs and other freedom fighters of the Indian subcontinent.

“We try to fully take care of this cemetery within available resources,” said Denyel, who is serving the cemetery since last 24 years as watchman. He has been appointed by Cantonment Board to ensure cleanliness and repair of the depleted and shabby graves.

“It is indeed a momentous cemetery where



It is indeed a momentous cemetery where numerous Pakistani Christians are also entombed now and the authorities should ensure sufficient resources for its maintenance.



numerous Pakistani Christians are also entombed now and the authorities should ensure sufficient resources for its maintenance,” he stated.

View on site was also not too good due to self-grown shrubs and thorns on the grave. There is also water supply issue at the cemetery as also mentioned by Yaqoob Masih, a watchman who lives in the cemetery premises with his family members.

“We had a tube well and two hand pumps at Gora Qabristan. But, none of them is functional,” he claimed. “For us, this graveyard is of historic importance. We endeavor to maintain it, but face resources constraint.”

“I request the authorities to get tube well and hand pumps repaired for water availability and maintenance of the graves,” he appealed. “Although some community members pay Rs 100 per month for maintenance, but this is not a sufficient amount.”

Besides community members, the elected representatives of the Christian community had also been funding maintenance of Gora Qabristan. The tube well was installed through MPA Major Victor Samuel in 1987 along with construction of the watchman hut. The boundary wall was built by then MPA Naveed Aamir Jeeva.

Although the site is maintained through funding by different sources, Leo Roderick Paul desires proper preservation of this heritage and promoting it as a good source of religious tourism for local and foreign visitors.

EXPLORING THE ENCHANTING BEAUTY OF KALASHA VALLEYS

The Kalasha people live in about 12 villages in the mountainous valleys, which are full of lush green fields, natural forests, meadows and natural

The three valleys by the name of Bumburet (Mumburet), Rumbur (Rukmu) and Barir (Biri) are conceivably the most popular tourist destinations in the district of Chitral of Khyber Pakhtunkhwa province of Pakistan. These valleys are located in the southern gorges of Hindukush Mountains along the border of Afghanistan. These are the valleys where Kalasha people live who are considered the last surviving non-Muslim tribal community in northern Pakistan. The people of Kalasha have a rich culture and are very strong footed about their identity. These people stand out from the remaining tribes, cultures and communities of Pakistan due to their distinct culture, religious practices and festivals.

There are three theories about the origin of the Kalash people. Some historians believe that the Kalasha are descendants of the soldiers of Alexander the Great, while the second group believes that they are indigenous to Asia and came from what is now the Nuristan area of Afghanistan. According to the third school of thought; the Kalash ancestors migrated to Afghanistan from a distant place in South Asia, which they call "Tsiyam" in their folk songs and epics. However, it is established that the Kalasha migrated to Chitral from Afghanistan in the 2nd Century BC. By the 10th century AD, Kalasha ruled a large part of present day Chitral. Their fellow tribesmen in Afghanistan were known as Red Kafirs. The thriving Kalasha culture began to fall in 1320 AD, when Shah Nadir Rais subjugated and converted these people to Islam. Today Kalash are one of the world's most endangered minority communities with a population decreased from 10,000 in 1951 to 3,700 in 1998.

The Kalasha people live in about 12 villages in the mountainous valleys, which are full of lush green fields, natural forests, meadows and natural springs. From Chitral town it takes around two hours by jeep to access any of the three Kalash Valleys located at the distance of about 32 to 36 km.

Bumburet valley receives largest number of visitors as it is most developed in terms of facilities and most of the hotels are located in this valley. Rumbur valley is less developed but is more popular with foreign tourists due to its beautiful landscape and more off beat



Text and photos by **Aftab ur Rehman Rana**



authentic cultural experience. Birir is the least developed among all there Kalasha valleys and is least visited by the tourists. If you have time you may visit all three valleys but at least you may try to visit Bamburiat and Rumbur in one go.

The best time to visit Kalasha Valleys is the occasion of four seasonal festivals when you will have plenty of opportunities to immerse in the local culture and see the great festivity, colourful traditional rituals and dances and way of life of Kalasha people.

These four festivals mark the highlights of the Kalash calendar. Zoshi, the spring festival, when girls pick the first flowers of the year, is held on May 14-15 every year. It is celebrated with dancing, social visits and the exchange of milk and dairy products. Utchaw is observed from 23-24 August to mark the wheat and barley harvest, and involves song, dance and feasting. Phoo is autumn festival and is celebrated in mid-October to mark the grape and walnut harvest, while Chowmoz, from December 10-23, welcomes the new year with feasting, drinking, dancing and sacrifice of goats.



If you visit Kalasha Valleys other than these days you will miss all the colourful festivity but still you will have the chance to go on relaxing walks passing through the old traditional villages and see the day to day lifestyle of Kalash people. There are number of short hikes to go to nearby pastures and enjoy the scenic beauty of this serene mountainous region. A visit to Kalash Museum at Brun Village in Bamburiat Valley is a rewarding experience to learn about the rich Kalasha culture under one roof.

If you are a trekking enthusiast there are plenty of short hikes in all three valleys to for a day hike. To have a real experience of Kalasha Valleys I strongly recommend you to hire a local tour guides who will not only help you to explore the real charm of this area but will also make your trip safe and secure. Moreover, it will help in generating some economic activity for the locals. Sustainable Tourism Foundation Pakistan (STFP) has trained more than 40 male and female tour guides and now they are available to provide their services to the domestic and foreign tourists on reasonable charges. The visitors may ask at the reception of the hotel to book one of these tour guides.

Bumburet has more than 30 hotels and guest houses whereas Rumbur has 6 and Birir has around 5 hotels and guest houses. Most of these hotels are of small size and their general standard is basic to moderate. Keep in mind that due to high demand during the festival days most of the good hotels and guest houses are booked well in advance so make your hotel booking in advance if you are planning to go during the festivals days. For getting help about hotel booking one can visit [tourism website on Chitral](http://tourismwebsiteonchitral.com) www.visitchitralvalley.com.



The Kalash Valleys have beautiful landscape and sensitive cultural heritage. But this natural beauty and unique culture can easily be eroded by the onset of mass tourism. To do your part to preserve the beauty and rich culture of this area, tourists are advised to follow the guidelines of responsible tourism in Kalasha Valley. These guidelines are developed by Sustainable Tourism Foundation and are available at this web link: <https://visitchitralvalley.com/responsible-tourism-in-kalasha-valley>.

About the Writer

Aftab Rana is a Tourism Development Specialist. He is the President of Sustainable Tourism Foundation Pakistan and Vice President of Adventure Foundation Pakistan. He is also member of National Tourism Coordination Board, member of Board of Directors of PTDC and a Fellow of Leadership for Environment and Development. He is the author of three travel guides on Kaghan Valley, Swat Valley and Chitral Valley. He can be contacted at stfpak@gmail.com.



HOTELIER

An aerial photograph of Dubai, United Arab Emirates, showing the Palm Jumeirah artificial island. The Atlantis The Palm hotel is prominent in the foreground, with its distinctive towers and central archway. The surrounding water is a deep blue, and the city skyline is visible in the background under a clear sky.

EXECUTIVE POWER LIST 2022

THE 50 MOST INFLUENTIAL HOTELIERS IN THE MIDDLE EAST

Hospitality Plus presents you the 2022 edition of the Executive Power List, the only list that recognises and celebrates the top 50 most influential hotel professionals working in the Middle East's hospitality industry. Two in a hierarchy out of these 50 professionals are covered every month. Give a read and feel inspired.



Chadi Farhat

Global Brand COO Delano, Mondrian, SLS, SO/ and head of Asia Pacific & Middle East, Ennismore

Global brand COO for Delano, Mondrian, SLS, SO/ and head of Asia Pacific & Middle East for Ennismore, Chadi Farhat is behind the steering wheel for many of the region's most innovative properties.

In November 2021, Farhat successfully opened the first Hyde Hotel outside of the US in Dubai's Business Bay. A month later, 25Hours also opened in the emirate, marking the brand's first step outside of Europe. Farhat is responsible for more than 5,000 hotel keys, including 1,100 in the Middle East.

That number is soon to double, thanks to a robust pipeline in the Middle East. The upcoming properties include an SLS at Saudi Arabia's The Red Sea Project, which will bring 150 hotel rooms, including 12 suites, and 15 villas spanning over 800,000 sqft



Claudio Capaccioli

CEO, STORY Hospitality

STORY Hospitality had a landmark year in 2021. Previously known as H'Mark Hotels, the Abu Dhabi-based company rebranded in February. Over the last 12 months there were two brands launched to fit in the four- and five-star segments.

Five-star STORY Hotels & Resorts will become the flagship brand, while CUE Hotels will appeal to lifestyle-driven guests. Upcoming properties include STORY Makkah and the CUE Abu Dhabi Airport.

Capaccioli said "Our mission is to continually look for ways to preserve and protect natural resources by reducing waste and energy while providing the best of experiences and services to our guests.

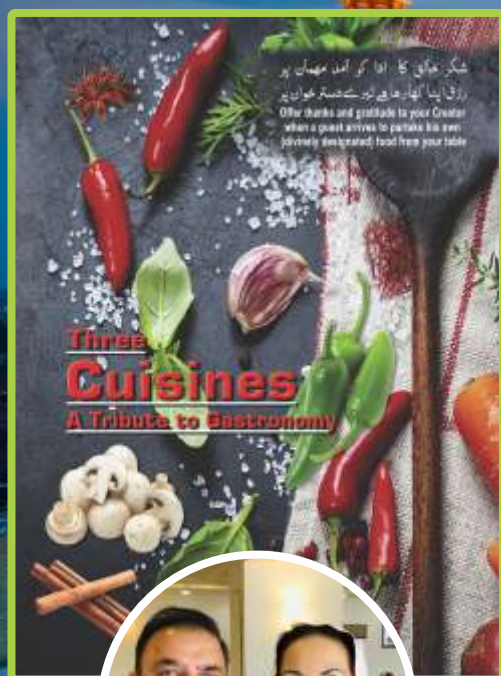
We understand sustainability as meeting the needs of the present without compromising future generations."

RECIPES OF THE MONTH

FROM THE FOOD CAPITAL OF PAKISTAN

Lahore is a city with an extremely rich food culture. The city offers a vast variety of options when it comes to food. In recent times, with an addition of foreign flavours and recipes, the style of food in Lahore has gone even more popular. Other cities in Pakistan do have their own food identities and specialties but Lahore, being an open-minded, dynamic and welcoming metropolitan, has brought them all at one place. Being impartial, it would not be a false accusation if we call Lahore the ‘food capital’ of Pakistan.

Keeping in view the dynamics and diversity of the food culture of Lahore, we present you a series of food recipes from the food capital of Pakistan. All the recipes have been taken from Dr Javid Asgher’s book titled “Three Cuisines: A Tribute of Gastronomy. Hope you enjoy the read!



Dr Javid Asgher & Dr Faiza Asgher (Late)



1

DEWANI HANDI

Potpourri of Greens & Meat



Preparation Time: **45 Minutes**
 Cooking Time: **40 Minutes**
 Serves: **6**

Ingredients

Greens - altogether of the following 1/2 Kg
 Ambada (roselle leaves)
 Chukka (rumex leaves)
 Palak (spinach leaves)
 Soya leaves
 Methi (fenugreek leaves)
 Maat Kulfa
 Mutton (cut into medium pieces) 500 gm
 Onions, finely sliced 4
 Ginger paste 1 teaspoon
 Garlic paste 1 teaspoon
 Turmeric powder 1/4 teaspoon
 Red chilli powder 1 teaspoon
 Oil 2/3 cup
 Salt to taste

Method

Pluck the leaves of all the greens and discard the stems. Wash thoroughly. Boil the greens in about one cup of water till tender. Mash. Heat oil. Fry the onions till golden brown. Add ginger and garlic paste. Fry a little. Then add salt, turmeric and chilli powder; sprinkle a little water, cover and simmer for a minute. Add the meat and fry.

Add water just enough for the meat to get cooked and pressure cook till the meat is done. When the meat is tender, add the greens and cook on slow fire till the contents blend and the oil starts to separate. Serve hot.

2

RISTA

Pounded Mutton Balls Flavored in a Saffron-Flavored Gravy



Serves: **4-6**

Ingredients

Stock, made with 8 bones boiled in 15 cups water covered for 45 minutes, strained 12 cups/2400 ml
 Green cardamoms (choti elaichi) 12
 Cloves (laung) 6
 Turmeric (haldi) powder 3 1/2 tsp/7 gm
 Pure (desi) ghee 1/2 cup/95 gm
 Garlic (lasan) water** 1/4 cup/50 ml
 Onion pasted, fried 1 1/2 tbsp/37 gm
 Kashmiri red chili powder, dissolved in 1 cup water saffron (zafran) 2 tsp/4 gm
 Dry cockscomb (mawal) flowers, heated with 1/2 cup water extract 1/2 cup/100 ml
 Black pepper (kali mirch) powder 1/4 tsp
 Salt to taste

Method

In a pan, add the rista, stock, green cardamoms, cloves, turmeric powder, ghee, garlic water, onion paste, red chili water and salt. Bring the mixture to the boil. Mix well and cook covered until the rista is tender and the gravy is of a soup-like consistency.

Add the saffron, cockscomb flower extract, black pepper powder and salt, mix well.

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ACP ATHLETES LEARN FROM FRENCH CLIMBERS AT NUST

1



Athletes from Alpine Club of Pakistan (ACP) along with students from NUST joined a two-day workshop on sport climbing held at NUST Sports Complex.

Introductory lectures were delivered, safe use of climbing gear was taught through demonstrations while videos and documentaries were screened for the better

learning of the participants. Practical sessions were also held at NUST climbing arena.

The purpose was to attract the youth towards this challenging sport and equip them with basic sport climbing skills and knowledge. The participants took great interest in the learning and at the end of the workshop, they were awarded with certificates. Air Vice Marshal (R) Dr Rizwan Riaz, RIC Pro Rector

Dr Zulfiqar Ali Baig, Field Administration Director Air Comodor (R) Shahid Nadeem, Student Affairs Director Ali Hasnain Syed, Fy. Fire Tor (Sports) Col (R) Qaiser Mustafa, AFP Brig R Ikram, PTDC MD Aftabur Rehman Rana, Alpine Club of Pakistan President Abu Zafr Sadiq and Adventure Foundation Pakistan VP Saad Tariq Siddique were also present at this occasion.

COTHM & KINNAIRD AWARD FOOD SAFETY CERTIFICATION PASS OUTS

2



College of Tourism & Hotel Management (COTHM) Pakistan & Dubai in collaboration with Kinnaird College for Women University (KCWU) organized a Certificate Awarding Ceremony for the successful pass outs of Department of Food & Nutrition Sciences who got their 'Level 2 Award in Food Safety for Manufacturing' from Internationally

recognised awarding body Highfield UK the other day at Hladia Hall of Kinnaird College. COTHM COO Zaheer Ahmad, KCWU Vice Principal Prof. Dr. Nikhat Khan and Department of Food Nutrition HOD Dr. Mahnaz Nasir Khan distributed certificates among the successful pass outs along with the senior faculty members from both sides. It is pertinent to mention here that all the

participants of the training program were trained at COTHM. While talking to the participants, Ahmad Zaheer said that hygiene studies must be incorporated in the culinary programs at all levels. He further said that COTHM and KCWU would continue to spread awareness regarding food safety and hygiene manners in future as well.

HIGHLIGHTS

PTDC AND WORLD BANK ORGANIZE WORKSHOP ON NATIONAL TOURISM COMPETITIVE INDEX FOR PAKISTAN



3

Pakistan Tourism Development Corporation (PTDC) and The World Bank (WB) jointly organized a workshop in Islamabad on National Tourism Competitiveness Index (NTCI) for Pakistan. The workshop was attended by relevant federal and provincial stakeholders, private sector, industry experts and the academia. Tourism remains a priority sector for the

government and is identified as one of the key drivers of economic growth. It is estimated that investments in travel and tourism sector can generate over half a million new (direct and induced) jobs over the next five years across the country.

Speaking on the occasion, Managing Director PTDC, Mr. Aftab Ur Rehman Rana reaffirmed government's commitment

towards enhancement of sustainable tourism development and said, 'PTDC's collaboration with the WB on developing NTCI will allow the government to collect, monitor and report valuable data, which will strengthen the tourism sector's ability to show evidence backed progress while enabling the authorities to make informed policy decisions'.

VESAK DAY FESTIVAL CELEBRATED AT TAXILA



4

Vesak Day festival was celebrated at the Taxila Museum and Mohra Murado Stupa to mark the birth, enlightenment and passing of Buddha. The day is observed by Buddhists around the world and also known as Buddha Purnima and Buddha Day. It is traditionally celebrated on different days in various Buddhist countries and other parts of the world.

According to Buddhists, 2022 marks the 2,566th year of Lord Buddha's attainment of enlightenment. The event was jointly organized by Pakistan Tourism Development Corporation (PTDC), C2D, The Serenity Resort, Gandhara Resource Center, Punjab Tourism (TDCP), Punjab Dept. of Archaeology and I-SAPS. A large number of people from different walks of life

participated in this event. The participants lauded the initiative of organizing Vesak celebration and urged Buddhists to visit Pakistan and help the government preserve their heritage as well as give proposals regarding religious tourism and religious festivals.



INDUSTRY

NEPAL KEEN TO ENHANCE COOPERATION IN TOURISM, MOUNTAIN ADVENTURE: ENVOY

5



Ambassador of Nepal to Pakistan, Tapas Adhikari has said that there are vast opportunities between Pakistan and Nepal in various fields of tourism including mountain adventure which should be tapped on priority. Pakistan and Nepal have the highest mountain peaks in the world, including Mount Everest and K2, where

mountaineers, who come every year and get international fame by demonstrating their skills in this sport, he said. Embassy of Nepal in Islamabad organized a programme the other day to commemorate the first ascent to the Mt. Everest by Tenzing Norgay Sherpa and Edmund Hillary on 29 May 1953. Tapas Adhikari, Ambassador of

Nepal to Pakistan, welcomed the guests to the programme and congratulated Abdul Joshi on his recent ascent to the Mt. Everest on May 16, 2022. On the occasion, the Ambassador said that there are vast opportunities between Pakistan and Nepal in this field, which would require further cooperation between the two countries in the future.

AUTHORITIES IN MURREE URGED TO COMPLETE DEVELOPMENT WORK IN TIME

6



Deputy Commissioner (DC) Rawalpindi Tahir Farooq has directed the authorities concerned to make all-out efforts to complete the development, rehabilitation and beautification work in Murree within stipulated time frame to facilitate the tourists. According to a district administration

spokesman, DC during his visit to Murree reviewed the progress and quality of ongoing development and beautification work. The DC instructed the authorities concerned of different departments to ensure timely completion of ongoing projects. He said that foolproof security was being provided to the tourists in Murree and tourist facilitation

centre had also been established by Rawalpindi district administration and highway department. The tourists in case of any emergency could contact the officials at 051-9269015, 051-9269016 and 051-9269017, he added.

HIGHLIGHTS

PAKISTAN MAKES A BIG JUMP ON TRAVEL AND TOURISM DEVELOPMENT INDEX

7



Pakistan has moved up six places on the Travel and Tourism Development Index 2021 published recently by the World Economic Forum (WEF). The 2021 edition of the Travel and Tourism Development Index includes 117 countries. The index ranks the countries based on the set of factors and policies that enable the sustainable and resilient development of the

travel and tourism industry of each country. According to the latest edition of the index titled “Rebuilding for a Sustainable and Resilient Future,” Pakistan has been ranked 83rd, which is up from 89th place in the index’s previous edition. In the Asia-Pacific, Pakistan along with Vietnam and Indonesia have been designated as the best-performing nations. Vietnam has

jumped to the 60th spot, which is up from the 52nd place. Indonesia has been ranked at the 32nd position, up from the 44th spot. Overall, Japan has occupied the top spot on the latest edition of the index. Japan is followed by the US and Spain, which have been ranked second and third respectively.

KP LAUNCHES SPECIAL TOURISM POLICE

8



The Khyber Pakhtunkhwa (KP) government has launched a tourism police force to provide better security and services to the tourists visiting the hill stations and other scenic areas of the province. The launch ceremony was held at the Arena Hall of Qayyum Sports Complex, Peshawar. KP Culture and Tourism Authority (KPCTA)

Director-General, Muhammad Abid Khan Wazir, and Commandant Tourism Police, Gul Said Khan Afridi, were the chief guests. Around 182 out of 200 recruits from various districts received tourism police uniforms and shoes. They will now undergo a two-day training. Addressing the ceremony, DG Abid Wazir said that the tourism police force would

exhibit exemplary character and deal with tourists with respect. “Our young recruits are a positive image of the province to better facilitate and serve the foreign as well as domestic tourists,” he said. “The tourism police would have to establish their mark on the list of forces famous for the exemplary services like Rescue 1122 to the people in testing times,” he added.



INDUSTRY HIGHLIGHTS

LE CORDON BLEU MASTER CHEF IAN TALK TO COTHM STUDENTS ON 'FUTURE PROSPECTS OF CULINARY'

9



Le Cordon Bleu London Master Chef Ian talked to the students of College of Tourism & Hotel Management's (COTHM) through a an online culinary session. Culinary students from all the 16 campuses of COTHM in Pakistan attended the session at a time online to learn multiple

recipes and modern culinary practices in the world. Chef Ian told the students that culinary industry was growing fast in the world and amazing career opportunities in the field of hospitality and tourism are available in every country on the globe. He also taught the students some wonderful recipes and gave

practical demonstration as well. In the question-answer session, students asked some important questions to which Chef Ian wisely responded. The whole activity was moderated by COTHM International Development Director Babar Sheikh.

CHOCOLATE ACADEMY'S SUMMER CAMP TRAINS KIDS FOR FUTURE

10



Awonderful summer camp is in progress at Chocolate Academy where participants from 4 years to 14 years of age are learning amazing skills through multiple in-house activities. From chocolate making and pizza baking to climate change challenges, kids are being taught and

trained about a vast range of talents and issues. In the one-month summer camp, the participants attend the summer camp three hours a day and the sessions are held from Monday to Thursday. Experienced and qualified trainers have been appointed at the camp to teach the students the art of sharing

things with others. While talking to HP, Chocolate Academy CEO Zainab Shafiq said that she wants to aware the young generation of Pakistan of the importance of skilled education and Chocolate Academy would continue to introduce different innovative ideas in this regard.



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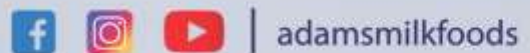




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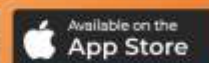
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