

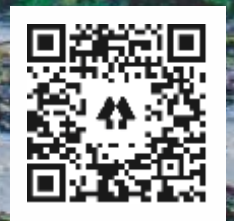
PAKISTAN'S PREMIER MAGAZINE FOR TOURISM, HOSPITALITY, RESTAURANTS, AIRLINES, TRAVEL & FOOD INDUSTRY

HOSPITALITY PLUS

VOL# 18 | ISSUE# 03 | MARCH 2023



PAKISTAN TOURISM AT ITB BERLIN-2023



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Punjab Governor
Muhammad Baleegh ur Rehman
attends COTHM's Convocation as Chief Guest





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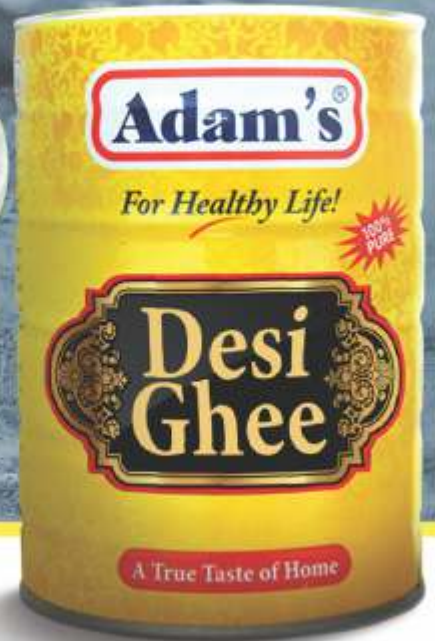
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TECHNICAL EDUCATION; A DIRE NEED OF CONTEMPORARY ERA



A skilled worker in today's world is much better than a university graduate with no skill and experience. However, no one can compete with a person who is both skilled and well-educated at the same time. In today's job market, there is a need to produce more graduates who are skilled in different fields. To meet this need further, more institutes of technical education are required and those also in different parts of the country. There is also a dire need for these technical institutes to introduce new programs in culinary, hospitality, travel & tourism, aviation, and baking and patisserie fields. The authorities also need to understand that the more skilled people we produce, the more prosperous our country shall be.

The progress of a nation and a country depends on how skilled and knowledgeable people dwell therein. The introduction of skilled programs in traditional education system of a developing country like Pakistan will not only boost the country's economy, cause reduction in unemployment and uplift the living standard of people but also attract foreign investors to invest in Pakistan.

Even in the developed world, skilled workforce is always needed to run the affairs of the countries. Countries like Germany, Canada, and UAE etc. always look for skilled workforce to meet their industrial and commercial needs. Pakistan should also develop a mechanism on national level to train our youth bulge to meet the requirements of the world in different technical areas. By doing so, not only individuals would make money but the country itself would also receive foreign remittances.

In short, job market today is in need of skilled labour. Producing skilled graduates is need of the hour to meet the industry demands. Government needs to focus more on technical education rather than sticking to the old and formal education system. Only this way, we can steer our youth to the path of progress.



PAKISTAN SHOWCASES IT'S TOURISM POTENTIAL

AT ITB BERLIN-2023



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A number of total 13 private sector companies and provincial tourism departments including KPK, Sindh, Balochistan, Gilgit-Balistan along with PTDC and T-DAP represent Pakistan at the leading travel show of the world

Pakistan Tourism Development Corporation (PTDC) along with Trade Development Authority of Pakistan (TDAP), Embassy of Pakistan in Germany, provincial tourism departments and private sector stakeholders participated in ITB Berlin 2023 to showcase the rich tourism potential of Pakistan with a view to boost inbound tourism in the country. Pakistan pavilion in ITB Berlin 2023 was formally inaugurated by H.E. Ambassador of Pakistan in Germany – Dr Mohammad Faisal.

It was due to the continuous efforts and active participation of Advisor to Prime Minister on Tourism and Sports and Managing Director PTDC that a joint delegation of public and private sector stakeholders attended the event under one umbrella after the interval of 14 years.

Keeping in view the austerity measures of government of Pakistan, advisor to PM on sports & tourism and MD PTDC attended ITB in virtual mode to minimize the cost of participation. Efforts were made that

maximum number of private tour operators could participate in this travel to showcase their tour products and develop B2B linkages. A number of total 13 private sector companies and 4 provincial tourism departments including KPK, Sindh, Balochistan, Gilgit-Balistan along with PTDC and T-DAP were part of delegation representing Pakistan in ITB Berlin 2023.

Awn Chaudhry, Advisor to Prime Minister on Tourism and Sports and Managing Director PTDC attended the inauguration



Pakistan is home to one of the oldest civilizations in the world, has innumerable locations of scenic beauty, world's highest mountains, many religious and historic places, unique arts and crafts and a rich culture and heritage, says MD, PTDC.

ceremony of Pakistan pavilion in ITB Berlin 2023 via zoom link. Addressing the event virtually, expressed that Pakistan is known for its bewitching natural beauty, cultural richness, and unparalleled hospitality offered to tourists. He added that the government is committed to boost tourism and is making all-out effort to improve the infrastructure for tourists and recover the inbound tourism to the pre-pandemic level. Advisor appreciated the organizers and assured that government of Pakistan is ready to extend its full assistance in the tourism and hospitality industry to enhance foreign tourists' influx in the country.

Aftab ur Rehman Rana - Managing Director, PTDC, also attended the event virtually and said that Pakistan is home to one of the oldest civilizations in the world, has innumerable locations of scenic beauty, world's highest mountains, many religious and historic places, unique arts and crafts and a rich culture and heritage. He further stated that Pakistan is now making all efforts to attract more foreign tourists and I believe that our delegation participating in ITB 2023 will utilise this time in a most effective manner to promote the image of Pakistan as a tourist friendly destination.



H.E. Ambassador of Pakistan in Germany, Dr Mohammad Faisal inaugurated the Pavilion of Pakistan and expressed his great appreciation for the efforts of PTDC and Tourism Development Authority of Pakistan (TDAP) for putting together a national delegation for participation in ITB 2023. He said, that Pakistan's participation in this biggest global event will certainly pave the way to build the image of Pakistan at international level.

The Pakistan Pavilion attracted lots of trade visitors, exhibitors, tour operators and trade delegates. Many social media influencers and media persons also visited Pakistan Pavilion.

The ITB Berlin (Internationale Tourismus-Börse Berlin) is the world's largest tourism trade fair held every year in Germany where travel industry comes together. Over 10,000 exhibitors and 160,000 visitors from 180 countries met together during the 3 days' travel show which proved to be a staple in the travel event industry.





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By Frazz Mahmud Kasuri

ALL THAT WE ARE LACKING AS RESPONSIBLE TOURISTS SURVEY



Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.



behaving responsible. At number three, it was observed that tourists from Lahore were struggling to behave responsible and trying to keep the things at peace. Rest of the cities either small or big ones were far behind these three cities in showing responsibility while being on some tourism adventure.

One thing that was noticed and it was quite alarming that tourists were taking very young kids even of one to two years of age to the higher places where oxygen level could also go a bit low.

It was also noticed that many of the ladies were wearing

At Hospitality Plus, we always try to bring you some very relevant and updated content on the fields of hospitality and tourism. This is all because of the confidence our readers put in us. For this edition, we conducted a survey in the northern areas of Pakistan where we observed and interviewed hundreds of tourists and tourism operators regarding the responsible attitude of the tourists while they were on their tourism expeditions.

Mostly in Naran and Kaghan and then in Neelum Valley, team HP observed various people and interviewed them about their approach towards responsible tourism. Majority of the people, first of all, did not know about the term 'Responsible Tourism' while those who knew were not actually behaving responsible.

What is Responsible Tourism?

"Responsible Tourism is about "making better places for people to live in and better places for people to visit." Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable."

It was unfortunately observed that from operators to tourists and from hoteliers to local people, nobody was showing responsibility to give people a better tourism experience. Operators were having bookings but not fulfilling the requirements of the tourists, hoteliers were booking rooms but cleanliness and other facilities were missing, no government support or involvement was visibly observed, local people were somewhat supportive but not local vendors. The strange thing was that the tourists who were visiting the places were also not behaving in a responsible way. Littering, wrong parking, unplanned camping, dangerous adventures, rash driving and much more; all of that was just adding fuel to the already fueled fire.

According to the team HP's city-wise survey, tourists from Karachi are the most responsible tourists. Majority of the people who were following the rules and regulations of the tourist places out there belonged to Karachi. Tourists from Islamabad stood second as they were also among those who were



heals or other uncomfortable shoes that can cause any fatal accident anytime.

Some young boys were trying to skim through the uneven and dangerous roads on bikes without any precautionary measures. They must know that adventure tourism is a separate field.

In short, whatever the role we are playing in the field of tourism, we need to be responsible and vigilant to keep the tourist places beautiful and tourists safe.



Did you know coffee isn't really a bean? It's a seed.



FROM
PLANT
TO **MUG**

HERE'S
EVERYTHING
YOU NEED TO
KNOW ABOUT
COFFEE'S
LIFE JOURNEY

Monitoring Desk

We fall in love with the smell of coffee beans every time we find our way in a coffee shop. But wait, did you know it is a myth that coffee is bean? Coffee does look like a bean in its unprocessed form, but the fact is, it is essentially a seed.

Let's discuss: How?

Unprocessed coffee seeds can germinate and grow into coffee plants when planted. Immature seedlings are allowed to grow for a few days after sprouting, then moved to separate pots with especially designed soil for maximum growth. The seedlings in pots are shielded from the hot sun and watered frequently until they are strong enough to be transplanted to their permanent growing location.



Harvesting, processing and milling the fruit of a coffee tree

A coffee tree begins to bear fruit in clusters along its branches when it reaches maturity. Did you know? That process alone can take anywhere from 4 to 7 years. The fruit, often known as cherries, is green at first and becomes

red when ready for harvest. A pulp lies beneath the cherry's crimson skin, as well as an exterior layer and a parchment-like covering of the bean.

Two oval-shaped beans, with their flat sides facing each other, are commonly seen inside these layers. Coffee cherries are harvested at different times; there is usually just one harvest each year, which lasts 2 to 3 months, as the cherry ripens. Harvested coffee is then depulped and dried in the sun or in mechanical driers.

Exporting

Prior to export, parchment coffee undergoes an interesting process. Wet-processed coffee is hulled to remove the parchment covering.

“Coffee cherries are harvested at different times; there is usually just one harvest each year, which lasts 2 to 3 months, as the cherry ripens.”



“

The aroma and flavour that are locked inside the green coffee beans are released when they are roasted.

”

Hulling dry processed coffee entails removal of the entire dried husk of the dried cherries.

Beans are graded and sorted by size and weight, as well as for colour faults and other imperfections, and then exported. These green beans can be stored for years before being roasted under the right conditions.

Roasting

Roasting is a heat procedure that transforms coffee into the fragrant, dark brown bean-like units that we all recognise and absolutely adore.

The aroma and flavour that are locked inside the green coffee beans are released when they are roasted. As the beans are rapidly heated to extremely high temperatures during roasting, chemical changes occur.

They are immediately cooled to end the process once they reach the right state. Roasted beans have a coffee-like aroma and weigh lighter since moisture has been removed during the roasting process. They're crisp to the touch and ready to grind and brew.

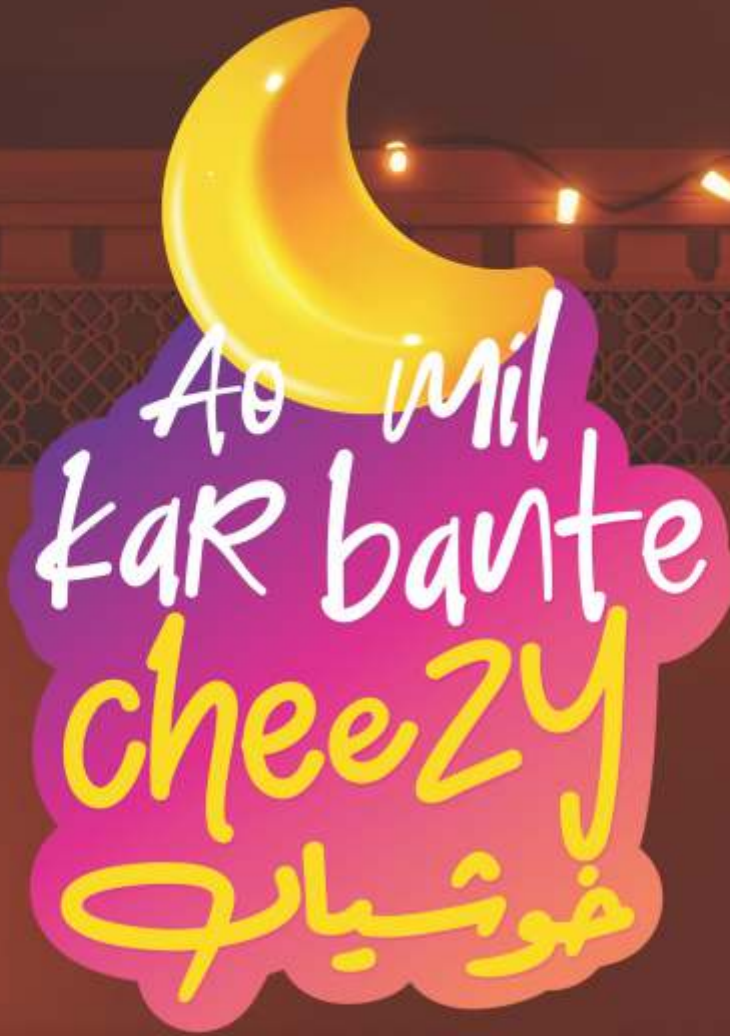
Final step: grinding and brewing

The basic purpose of a grind is to extract as much flavour as possible from a cup of coffee. The fineness or coarseness with which the coffee should be ground is determined by the type of coffee maker utilised.

Brewed coffee is created by pouring hot water over ground coffee beans, letting steep for a period of time. This is accomplished in a number of ways. And you get to choose what suits you best!



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COTHM LAHORE HOLDS ITS 23RD ANNUAL CONVOCATION

Punjab Governor Muhammad Baleegh-ur-Rehman attends the ceremony as Chief Guest



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College of Tourism and Hotel Management (COTHM) Lahore held its 23rd annual convocation on February 16, 2023 at Falettis Hotel Lahore. Punjab Governor Muhammad Baleegh-ur-Rehman was chief guest at the occasion where he distributed degrees among more than 500 graduates in Aviation, Travel & Tourism, Baking &

Patisserie, Hospitality and Culinary Arts.

The ceremony was also attended by distinguished guests, including notable figures from the hospitality industry and parents of the graduating students. Yum Group Executive Director Nisar Chaudhary, hospitality guru Masood Ali Khan, senior journalist Mujeeb ur Rehman Shami and many other notable personalities were present at the occasion.



COTHM is producing skilled graduates which are not only serving Pakistan but also introducing Pakistani cuisine and taste all over the world, says Punjab Governor Muhammad Baleegh-ur-Rehman

The first position holder students were awarded with gold medals while other guests attending the convocation were also awarded with honorary shields and souvenirs. Punjab governor while addressing the convocation, said that our industry is always in need of skilled people and COTHM is producing such graduates. They are not only serving Pakistan but introducing Pakistani cuisine and taste all over the world, the governor added.



The ceremony concluded with the national anthem and a group photograph of the graduating students and academic staff.









PRO TECHNIQUES TO PLATE YOUR FOOD

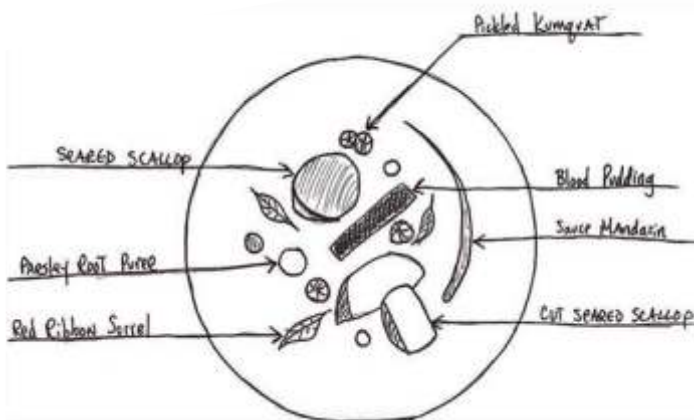
While dining in I always wondered how can they present the food like this. How did they do it? A question I asked myself. With this thought the love for food and food presentation grew in me. As being a chef I make sure that the food I cook is always eye catching and presentable. It is said, one eats the food with its eye first and then tastes it. We live in an era of smart phones and tech savvy people who love to talk, snap about food.

Now a days, everyone wants to excel the techniques of perfect food presentation as it has gained a lot of popularity on social network sites or fancy restaurants. People want to recreate fancy dining experiences at their family

gatherings or special events to impress their guests. Everyone has their own unique style of plating and presenting food. It is said that first impression is the last impression; so let's have a look at some tips that would be useful to you while presenting your food like a pro.

First things first

Make sure that you draw your idea on a paper in case anything you forget about while adding on your plate at the time of presentation. The paper is your story board. You can draw a sketch, brainstorm about it, make important points of the elements you want to put while building the plate. Because if you draw it, it's easier for you to put it on the plate.



The platter is your canvas

Plating is a one-go thing, you can't re-do it again and again unless you are practicing. But to build the idea on a plate one must make sure that the plate being used should be specifically of white colour and round shape with space to adjust the sidelines with garnish, protein, dessert, sauces, ganache etc. Round shape is safe and is easy to plate. But if you want to test yourself then square shape platter, oval or any shape you desire can be used. Even platters with bright colours make the food look exceptional.



Building your plate

Play with the contrast of sauces and herbs. Avoid putting big portions that will make your plate look occupied and stuffed. To build your plate the way you thought and drew about it, always start from pouring or brushing the sauce vertically, then placing the protein/dessert, perfectly cooked sidelines along with the type of garnish you made or decided.



Following are the tips to make garnish that can make your dish out stand:

Tuile:



It is a simple, yet beautiful garnish used in the process of plating. Simply made by adding a tablespoon of oil in a frying pan. Then add the diluted mixture i.e. one-part flour, two-part water mixed together, resulting a beautiful white tuile if no colour is added.

Vegetable cutting:





Every dish has a sidelines that complements the complete food. There are different types of ways of cutting the vegetables. The French terms used for cutting the vegetables in some shapes are Brunoise (Fine Dice), Chiffonade (Shredding), Julienne (Match Stick Cuts), Macedoine (Large Dice). Other cuts are also known as oblique, roll-cutting, slicing, chopping. For example: triangle shape, circle shape, square shape, diamond shape.

Sauce:



The sauce should be the show stopper of the plate. Perfect thick consistency with bright colour puree goes best with the dish. You can make pea puree, pimento infused puree, thyme infused sauce, demi glaze and others go best with steaks, grilled chicken, roast chicken and seafood.

The result:



In the end, the plate should look like a beautiful picture you have painted with all the elements; food, garnish placed perfectly on your canvas.

The best thing about practicing with food is that you will experiment with what is in your mind, cook food you have never cooked and of course, create your own masterpieces.

So, now that you know, what are you waiting for? Start practicing your skills because, practice makes a person perfect.



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INDUSTRY

AWN CHAUDHRY PARTICIPATES IN SCO TOURIST ADMINISTRATION MEETING

1



Awn Chaudhry, Advisor to Prime Minister on Tourism and Sports along with Aftab ur Rehman Rana, Managing Director PTDC virtually participated in the meeting of Heads of Tourist Administrations of the Member States of Shanghai Cooperation Organization (SCO) hosted by India today in hybrid mode. In his opening comments, Awn Chaudhry highlighted Pakistan's tourism potential and

expressed desire to promote proactive partnerships among SCO member states to promote tourism among the member states. While giving his remarks in SCO meeting, he stated that Pakistan attaches great importance to its membership of this esteemed organization and as part of the greater SCO mosaic, Pakistan too is very proud of its rich cultural heritage and tourism potential. In line with the SCO Joint Tourism Action Plan,

Pakistan is in the process of implementing a comprehensive Tourism Promotion National Action Plan, he added. He emphasized that there is a greater need to adopt tourist friendly visa policies and increase the aerial connectivity among the main cities of the SCO countries to facilitate business and recreational travel.

PAKISTAN AND KAZAKHSTAN TO START DIRECT FLIGHTS SOON

2



Kazakhstan is gearing up to launch direct flights to and from Pakistan in a bid to boost business and cultural ties between the two countries. Kazakh Ambassador, Yerzhan Kistafin, announced this plan during a visit to the Islamabad Chamber of Commerce and Industry (ICCI). Starting in April, direct flights will be available between Almaty and Lahore,

followed by Almaty and Karachi in May. The Kazakh envoy hopes that this will help promote business-to-business and people-to-people relations, which in turn will spur economic growth and development in both countries. Kistafin also revealed that the President of Kazakhstan, Kassym-Jomart Tokayev, is set to visit Pakistan later this year. This visit, according to the ambassador, will

mark a new chapter in trade and economic relations between the two nations. The ambassador invited businesspersons to attend the launch of direct flights and to explore business opportunities in Kazakhstan. The Kazakh envoy also praised Zafar Bakhtawari, former President of ICCI, for his role in facilitating the first-ever direct flights between the two countries.

HIGHLIGHTS



NAQVI TO BENEFIT FROM VIETNAM'S EXPERIENCE IN TOURISM

3



Vietnam Ambassador to Pakistan Mr Nguyen Tien Phong met with Caretaker Chief Minister Punjab Mohsin Naqvi at his office and discussed matters of mutual interest, including the promotion of bilateral relations. During the meeting, CM Mohsin Naqvi noted the vast opportunities were available for increasing bilateral trade in several sectors, including

textiles, information technology, health, tourism, and education. He also emphasized the importance of a greater exchange of delegations to enhance bilateral relations and stressed the need for urgent measures to benefit from each other's experiences. The CM further remarked that Punjab could benefit from Vietnam's experience in the field of tourism, as it had strengthened its economy

in just a few years. Nguyen Tien Phong expressed his desire to further promote economic ties between the two countries, citing a lot of potential for increasing bilateral trade and economic relations. He also assured that a favorable environment will be provided for the sale of Pakistani goods in Vietnam.

DIET STUDIO ARRANGES "NUTRITIOUS FAST FOOD WORKSHOP"

4



To fulfil junk food craving of foodies, Diet Studio; the sister organization of College of Tourism and Hotel Management (COTHM) organized a one day "Nutritious Fast Food Workshop" at COTHM. With the aim to let people know about different healthy & calorie counted recipes by

using healthy ingredients, the workshop was attended by a large number of culinary students, young chefs and professionals. Renowned food brands "Cearlz by Odr Foods" and "Bread & Beyond" were the main product sponsor for this workshop. Chef Muqarab using products of these companies made healthy pasta, whole wheat pizza,




premium sub, sandwiches and chicken fajita wrap. He also educated the participants about each ingredient in detail. All these recipes were also cooked & tasted by participants. At the end, a certificate distribution ceremony was also held where certificates were distributed among all the participants.

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