

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

# HOSPITALITY PLUS

VOL# 18 | ISSUE# 08 | AUGUST 2023



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**IN PAKISTAN**

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## "SALAM PAKISTAN: A STEP TOWARDS A BRIGHTER TOURISM FUTURE



In a remarkable stride towards harnessing the true potential of its tourism industry, Pakistan has unveiled its very first national tourism brand, aptly named "Salam Pakistan." This landmark initiative by the Pakistan Tourism Development Corporation (PTDC) signifies not only a strategic move but also a heartening commitment to the nation's rich cultural heritage, breathtaking landscapes, and untapped tourism potential.

For years, Pakistan's diverse landscape, historical treasures, and warm hospitality have remained hidden gems waiting to be discovered by the world. The "Salam Pakistan" brand is a triumph that promises to change the narrative and present the country as a vibrant and welcoming destination for tourists from all corners of the globe.

"Salam Pakistan" encapsulates the essence of Pakistan – a land of breathtaking beauty, diverse cultures, and a treasure trove of experiences waiting to be shared. With this brand, Pakistan is extending a heartfelt welcome to the world, inviting travelers to explore its majestic mountains, serene deserts, lush valleys, and vibrant cities.

The efforts put forth by the government of Pakistan and PTDC in crafting the "Salam Pakistan" brand deserve our applause and appreciation. This strategic move signifies their commitment to transforming the nation's tourism landscape. By investing in a unified national tourism brand, the government is demonstrating its dedication to positioning Pakistan as a competitive player in the global tourism industry.

The real beauty of "Salam Pakistan" lies not just in its visually appealing branding but also in its ability to unite the nation. This brand is an embodiment of the pride Pakistanis feel for their country. It is a reflection of the rich tapestry of traditions, languages, and landscapes that make Pakistan an exceptional destination.

As we celebrate the birth of "Salam Pakistan," it is essential to recognize that this is just the beginning. Establishing a national tourism brand is only the foundation upon which a thriving tourism industry can be built. The government, along with PTDC, must now focus on translating this brand identity into tangible actions – from enhancing infrastructure and ensuring safety to promoting sustainable tourism practices.





## A TRUE ADVOCATE OF SKILLS EDUCATION IN PAKISTAN

### Punjab Governor Baligh Ur Rehman

*Punjab Governor Baligh ur Rehman marked a milestone by inaugurating the New Garden Town branch of College of Tourism and Hotel Management (COTHM) located in Lahore.*



In a splendid ceremony brimmed with enthusiasm and passion, the esteemed Governor of Punjab, Baligh ur Rehman, marked a milestone by inaugurating the latest branch of the College of Tourism and Hotel Management (COTHM) located in New Garden Town. The inauguration marked not just the opening of a new campus but also the

reaffirmation of the importance of skills education in an ever-evolving global landscape.

Founder, President, and CEO of COTHM, Ahmad Shafiq, led the Governor through a comprehensive tour of the campus, unveiling the state-of-the-art facilities and cutting-edge curricula that COTHM offers.

While briefing the governor about the vision and mission of COTHM, Ahmad Shafiq said that since its inception in 2002, COTHM has consistently been a vanguard of skills education, equipping countless young minds with the expertise needed to excel in the hospitality and tourism sectors. He also highlighted the institution's commitment to not just educating



“  
Inauguration of COTHM's  
New Garden Town  
branch is more than just  
the unveiling of a new  
campus; it's a declaration  
of intent, a commitment  
to nurturing a generation  
that possesses the skills,  
knowledge, and  
dedication to drive  
Pakistan towards a  
prosperous future, says  
Governor  
Baligh ur Rehman.



individuals but also transforming them into valuable assets for the nation. He said that COTHM has trained over 45,000 students in the past 20 years and these students are now working in some of the best hotels and restaurants not only in Pakistan but also in other countries. They are also starting their own businesses and contributing to the

economic development of the country, he added.

Ahmad Shafiq's visionary leadership was lauded by Governor Baligh ur Rehman, who commended his dedication to service and his role in fostering a generation of skilled professionals.



“  
COTHM's programs are  
designed to provide  
students with the skills  
they need to succeed in  
the course of life. The  
programs are practical  
and hands-on, and they  
focus on developing the  
skills that are essential  
for success in today's  
economy.





As the event unfolded, it was palpable that COTHM is not just imparting knowledge; it's shaping careers and forging destinies. Governor Baligh ur Rehman's visit served as a powerful endorsement of COTHM's contribution to the nation's progress. His encouraging words resonated deeply with the students, infusing them with renewed vigor and determination to pursue careers in skills education.

While talking to media, Governor Baligh ur Rehman emphasized the significance of hospitality and tourism education, highlighting its potential to catalyze economic growth and create a skillful workforce capable of contributing substantially to the national exchequer. He said that skills education is essential for the



**Since its inception in 2002, COTHM has consistently been a vanguard of skills education, equipping countless young minds with the expertise needed to excel in the hospitality and tourism sectors, says COTHM CEO Ahmad Shafiq**



the global economy.

The governor further said that the inauguration of COTHM's New Garden Town branch is more than just the unveiling of a new campus; it's a declaration of intent, a commitment to nurturing a generation that possesses the skills, knowledge, and dedication to drive Pakistan towards a prosperous future. He also said that COTHM's unwavering dedication to skills education shines as a beacon of hope and progress, igniting the path for Pakistani youth to seize their destiny and contribute meaningfully to their country's growth.

development of any country and it is the key to economic growth and prosperity. A skilled workforce is able to create new businesses, generate jobs, and boost exports, he said adding that it is also able to adapt to new technologies and changes in

In a gracious gesture, Ahmad Shafiq extended his gratitude to the Governor for gracing the event with his presence and for acknowledging the vital role of skills education in Pakistan's development. His remarks encapsulated the spirit of COTHM, highlighting the institution's commitment to empowering the youth with







skills that not only enhance their personal growth but also contribute substantially to the nation's prosperity.

## The importance of skills education in Pakistan

There are a number of reasons why skills education is important in Pakistan. First, the country's economy is transforming and there is a growing demand for skilled workers in a variety of industries. Second, the traditional







education system in Pakistan is not meeting the needs of the market. Third, there is a lack of awareness about the importance of skills education among young people and their parents.

The good news is that there is a growing movement in Pakistan to promote skills education. The government is investing in skills training programs, and there are a number of private sector organizations that are also offering skills training. COTHM is one of the leading providers of skills training in Pakistan. The institution offers a wide range of programs in the field of hospitality and tourism.

COTHM's programs are designed to provide students with the skills they need to succeed in the course of life. The programs are practical and hands-on, and they focus on developing the skills that are essential for success in today's economy. COTHM also offers placement assistance to its graduates, helping them to find good jobs after they complete their studies.

The importance of skills education cannot be overstated. Skills education is the key to economic growth and prosperity for Pakistan. It is the key to creating a skilled workforce that can meet the demands of the new economy. It is the key to giving young people the opportunity to succeed in life.

## GOVERNOR BALIGH UR REHMAN'S CONTRIBUTIONS TO SKILLS EDUCATION IN PAKISTAN

**P**unjab Governor Baligh ur Rehman, the 39th Governor of Punjab, has been a strong advocate for education and professional training in Pakistan.

Previously, he has been serving as the Minister of State for Federal Education and Professional Training (2013–2017), Minister of State for Interior and Narcotics Control, and Federal Minister for Education and Professional Training (2017–2018).

During his tenures as Minister of State, and Federal Minister for Education and Professional Training, he made several significant contributions to the sector. These include:

- **Increasing the funding for education, particularly for technical and vocational training.**
- **Introducing reforms to the education curriculum to make it more relevant to the needs of the 21st century workforce.**
- **Promoting the establishment of new technical and vocational training institutes across the country.**
- **Facilitating the exchange of students and faculty between Pakistan and other countries.**

Governor Baligh ur Rehman's efforts have helped to improve the quality of education and professional training in Pakistan. He has also played a key role in raising awareness about the importance of these sectors for the country's economic development.

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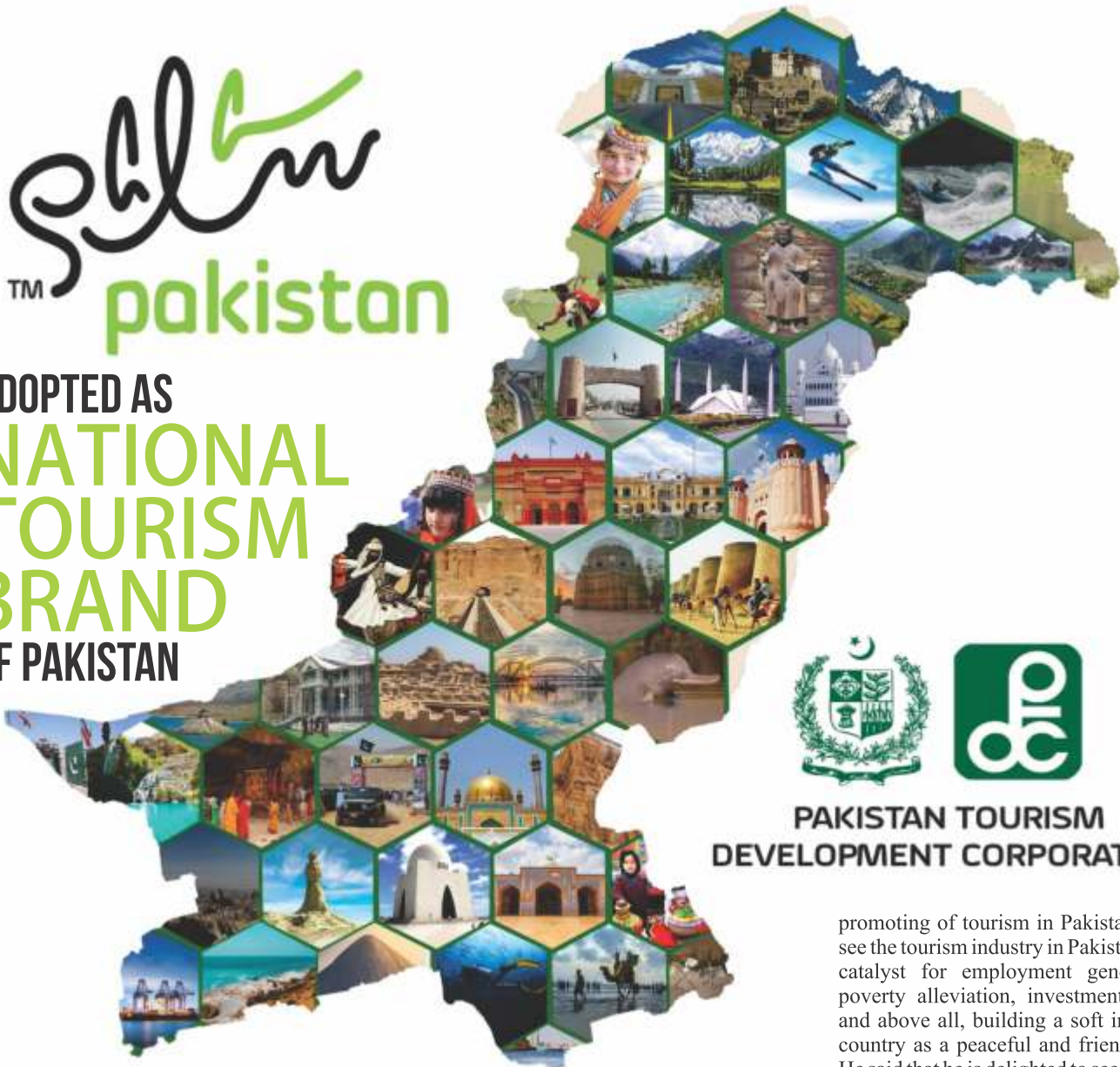
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**PAKISTAN TOURISM  
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**P**akistan is bestowed with unparalleled natural beauty, vibrant cultural heritage, rich history and diverse ethnic communities with the potential to become a world's leading tourist destination. An impressive national tourism brand is considered an important tool to achieve a crucial competitive advantage in the global tourism market. Many countries have marketed themselves successfully at local and international level using their tourism brands. Such examples include Malaysia-Truly Asia, Incredible India, Amazing Thailand etc.

Pakistan in spite of all the world class tourist attractions has not been able to develop a brand name to promote its rich touristic potential. Keeping in view the most important and urgent step to promote Pakistan as an attractive tourist destination, Pakistan Tourism Development Corporation took an initiative for the development of

tourism brand of Pakistan. After going through a competitive process finally "Salam Pakistan" was selected as tourism brand for Pakistan which represents the "Greeting, Welcome, Peace, Respect, Love, Homage and Pray". Under this initiative, PTDC has developed a brand logo, thematic videos, tourism promotion leaflets, a new web portal along with mobile apps and a range of souvenirs to promote brand theme.

On 4th of August, this brand was launched by the Prime Minister of Pakistan, Mian Muhammad Shahbaz Sharif in an impressive ceremony at Prime Minister House at Islamabad. The event attended by high level guests including diplomats, government officials, national & international media, corporates and tourism industry stakeholders.

Prime Minister in his address informed that his government has assigned high priority to

promoting of tourism in Pakistan. I wish to see the tourism industry in Pakistan become a catalyst for employment generation and poverty alleviation, investment promotion and above all, building a soft image of our country as a peaceful and friendly country. He said that he is delighted to see great strides taken by PTDC for building the image of Pakistan as a tourist friendly country. This initiative of tourism brand will surely go a long way in attracting a large number of tourists from across the world which will ultimately generate much needed foreign exchange for the country and create new business and job opportunities for the people of Pakistan. He congratulated Advisor on Tourism and Sports and the team of PTDC who have worked tirelessly to make this happen for our country and its people.

Mr. Awn Chaudhry, Advisor to Prime Minister of Tourism in his message on this occasion said that tourism is the backbone of economy in many countries across the world as it plays a crucial role in socio-economic advancement. It is a major component for foreign exchange earning, employment generation, social development and investment promotion to build the infrastructure of a country.





According to the vision of our Prime Minister, it is now the top priority of our government to revive the tourism sector by re-positioning the relevant institutions and stakeholders to ensure the fast paced growth of this sector in Pakistan. He said, it is our aim to utilize the matchless potential of Pakistan by bringing in new investments in tourism development and improving the human capital for accelerating our journey towards establishing a prosperous and self-reliant tourism economy in the country.

He said, presently tourism is contributing around one billion dollars annually in our national economy in terms of review from foreign tourism but the potential to generate upto 6 billion dollars annually is there to be realized. Responding to the evolving needs of the sector, we have taken various steps to promote tourism by developing an effective coordination mechanism between public and private sectors.

Aftab Rana, MD PTDC, in his message said that Pakistan because of its great landscape beauty and rich culture heritage is one of the most attractive tourist destination for the tourists from around the world. There are great opportunities to experience high adventure including trekking, mountaineering, white water rafting, mountain and desert jeep safaris, camel and yak safaris, trout fishing, paragliding and winter sports. For nature lovers Pakistan is ideal destination for wildlife sighting, bird watching are exploring the great wilderness and natural habitats in nine ecological regions. People of Pakistan are known for their hospitality, rich cultural diversity and traditional values. The British Backpacker Society ranked Pakistan as the world's top adventure travel destination in 2018, describing the country as "one of the friendliest countries on earth, with mountain scenery that is beyond anyone's wildest imagination"



To bring all these features of our tourism and hospitality sector into limelight, we are launching Salam Pakistan as Tourism Brand of Pakistan. He said, presently tourism is contributing around one billion dollars annually in our national economy in terms of review from foreign tourism but the potential to generate upto 6 billion dollars annually is

there to be realized. He hoped the launching of Salam Pakistan as tourism brand of Pakistan will certainly open new doors of socio-economic development and prosperity for the people of Pakistan through the promotion of tourism in this country.



# Capturing Wanderlust

## MASTERING THE ART OF TRAVEL PHOTOGRAPHY



Embarking on a journey to new and exciting destinations is a thrilling adventure, and what better way to relive those cherished moments than through the lens of a camera? Travel photography is an art that allows us to capture the essence, beauty, and culture of the places we visit.

Whether you're a seasoned photographer or an enthusiastic traveler with a smartphone, here are some tips to help you elevate your travel photography skills and create stunning visual narratives.







## 1. Tell a story through your lens

Every destination has a unique story to tell. Before you start clicking away, take a moment to observe your surroundings. What are the sights, sounds, and emotions that define the place? Try to capture images that convey the essence of the location, whether it's the bustling markets of Karachi, the serene landscapes of the Swiss

Alps, or the vibrant street art of Bangkok. Your photos should transport viewers to that moment and immerse them in the experience.

## 2. Golden hours and lighting magic

The soft, warm light during the golden hours—shortly after sunrise and just before sunset—can transform an ordinary scene

into a breathtaking masterpiece. Use this magical light to your advantage, casting a warm and inviting glow on your subjects. Avoid harsh midday sunlight, as it can create strong shadows and wash out colors. If you're shooting indoors or in low light conditions, consider using natural light sources or a small portable diffuser to soften the light.



### 3. Composition is key

A well-composed photograph can make a world of difference. Experiment with the rule of thirds, leading lines, and framing to create visually engaging compositions. Incorporate foreground elements to add depth to your images, such as using a tree branch to frame a distant mountain or a winding road to guide the viewer's eye through the frame.

### 4. Capture candid moments

Some of the most memorable travel photos are candid shots that capture genuine emotions and interactions. Blend into your surroundings and observe people as they go about their daily lives. Candid portraits of locals, street performers, and fellow



can add intrigue and variety to your collection of travel photos.

### 7. Post-processing magic

Once you've returned from your travels, the post-processing stage allows you to enhance and refine your images. Lightroom, Photoshop, and various mobile apps offer tools to adjust exposure, contrast, color balance, and more. Remember, though, that moderation is key—enhance your photos while maintaining their authentic feel.

### 8. Practice and patience

Like any art form, mastering travel photography takes practice and patience. Embrace the learning process and allow

yourself to make mistakes. Review your shots, identify what works and what doesn't, and gradually refine your skills over time.

As you embark on your next adventure, let your camera be your faithful companion, capturing the beauty and wonder of the world. Through the lens of travel photography, you have the power to freeze time, tell stories, and share the magic of your journeys with others. So, seize the opportunity, ignite your creative spark, and embark on a visual odyssey that will leave a lasting imprint on your soul and in the pages of your travel diary.

travelers can provide a glimpse into the culture and soul of a place.

### 5. Showcase local culture and traditions

Travel photography isn't just about landscapes and landmarks; it's also about capturing the rich tapestry of cultures and traditions. Attend local festivals, markets, and ceremonies to document authentic moments that showcase the traditions, clothing, and rituals of the region.

### 6. Experiment with perspectives

Don't be afraid to get creative with your angles and perspectives. Get down low to capture a unique view of a bustling market, or climb to a vantage point for sweeping panoramic shots. Playing with perspectives





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# COTHM COMMEMORATES 75TH INDEPENDENCE DAY OF PAKISTAN WITH SPIRITED CELEBRATIONS



The College of Tourism & Hotel Management (COTHM) marked the 75th Independence Day of Pakistan with a grand celebration that brought together a diverse array of participants and activities, echoing the spirit of patriotism and unity that defines this historic occasion.

The event was graced by the presence of distinguished guests, including City Traffic Police DSP Nazia Baqar and her dedicated team of traffic wardens, as well as Dr. Yasmeen Sardar from Ever Care Hospital. COTHM Founder/President & CEO Ahmad Shafiq and COTHM COO Zaheer Ahmad warmly welcomed the esteemed guests, setting the tone for an unforgettable day of festivities.

The celebration kicked off with an inspiring visit to the COTHM Head Office led by COTHM Director of Media & Marketing, Fraaz Kasuri, who accompanied City Traffic Police DSP Nazia Baqar and her team. The highlight of the event was the flag hoisting ceremony, where City Traffic Police wardens, led by Ahmad Shafiq and Nazia Baqar, marched proudly towards the flag, embodying the patriotic fervor that fills the hearts of every Pakistani on this historic day. The ceremony was followed by the release of pigeons and balloons, symbolizing freedom and hope.

A significant environmental contribution was made through a plantation activity, underlining the importance of sustainability and green initiatives in building a prosperous

nation. The celebration continued with the cutting of an Independence Day cake gifted by Baker's Table.

As part of the event's cultural dimension, students captivated the audience with vibrant performances, including national songs, speeches, skits, and tablos, all paying tribute to the country's journey towards prosperity. In the spirit of friendly competition, two engaging contests, the 'Youm - Azadi



**The highlight of the event was the flag hoisting ceremony, where City Traffic Police wardens, led by COTHM Founder/President & CEO Ahmad Shafiq and City Traffic Police DSP Nazia Baqar, marched proudly towards the flag.**







Cake Decoration Competition' and the 'Cook Green Competition,' added a creative flair to the celebrations. The participants showcased their skills, passion, and dedication in these contests, infusing the event with even more energy.

The day reached its zenith with a quiz program, conducted by Frazz Kasuri in collaboration with Sidex Car Care and Gobi's Paints. The winners were rewarded with products from Sidex Car Care company and plants generously sponsored by Gobi's Paints. This commemorative event was made possible through the generous support of Nestle, who joined as the lead sponsor, City Traffic Police as the Parade Partner, Gobi's Paints as the Plantation Partner, and Sidex as the quiz activity partner.





# ROLE OF POLYCHRONIC BEHAVIOUR ON HOTEL SERVICES



*Polychronic individuals are comfortable handling multiple tasks simultaneously, allowing them to engage in a diverse range of activities.*

**H**otel sector is always unhappy and less paid and it shall not be imprecise, if I say, less flourished in Pakistan. Sometimes it has a huge hit by terrorism and sometime its occupancy is hit by instability of political turmoil and that is never stable in our country. Gradually, hotel owners have also learnt working with lean management. Especially after covid-19, they started working with lean management and then preferred working with multitaskers. As our hotel sector is always on the edge of crises in all the aspects, recovery of RevPar and availability of skilled hotel workers have been the tough tasks always. Another

element is also rising up in all kinds of hotels from 2 stars to 5 stars which are hiring multitasking employees.

Polychronic behaviour refers to individuals' preference for multitasking and engaging in multiple activities simultaneously, while monochronic behaviour is characterized by a focus on one task at a time. In the current times, lots of hotels are going to adopt polytonicity whereas employees have always a negative attitude towards it due to less salary structure in the hotel line. Whereas it has been seen that it reduces costs and increases the profit for the owner but





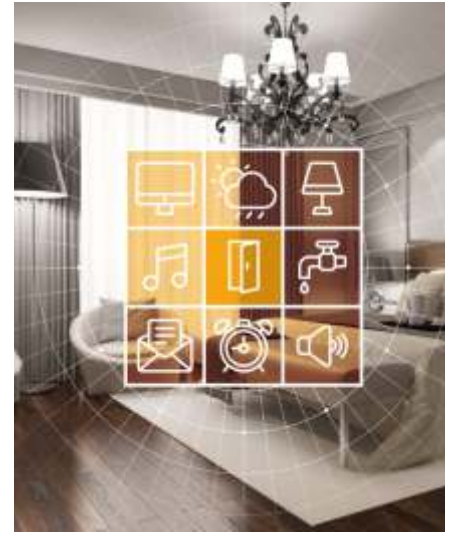


**Polychronic behaviour can be seen as a characteristic of collectivist cultures, like Portugal, Turkey, where people tend to prioritize relationships and adaptability over strict adherence to schedules.**



Western societies, like USA, Germany, and Australia. This is getting popular because, Pakistan has collectivist culture in most of its provinces.

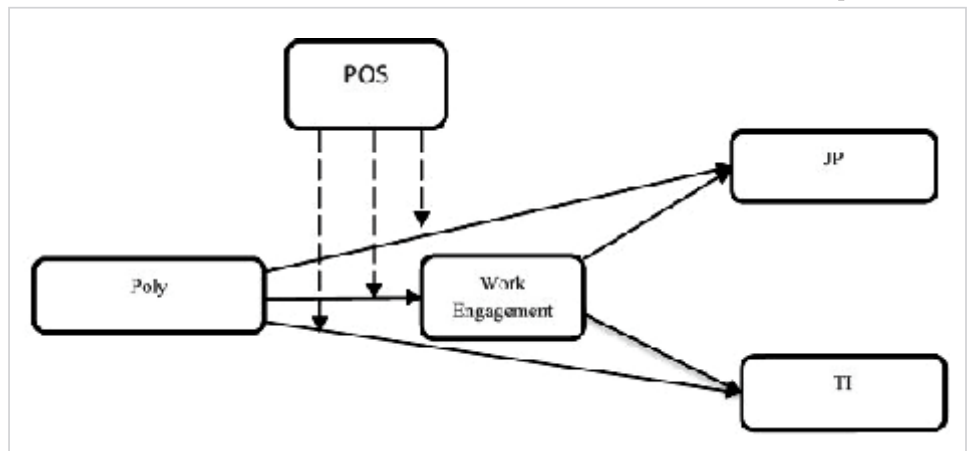
Globalization and cultural exchange have led to the intermingling and adaptation of these behavioural orientations. In multicultural societies and industries, for the hotel industry, both polychronic and monochronic behaviours coexist. Individuals from different cultural



backgrounds bring their distinct time orientations, influencing workplace dynamics and service provision.

Polychronic behaviour has several implications for hotel guest services. Individuals with a polychronic orientation can efficiently handle multiple tasks simultaneously, which is advantageous in a hotel setting where employees frequently face multiple demands.

For instance, a front desk receptionist who



chances of retention of the guests vary from 2-star to 5-star hotel guests. Polychronic behaviour can be seen as a characteristic of collectivist cultures, like Portugal, Turkey, where people tend to prioritize relationships and adaptability over strict adherence to schedules. Pakistani hotel sector is also emerging in the same category from the last two decades and especially after covid-19, this practice is becoming normal.

On the other hand, monochronic behaviour is often associated with individualistic cultures, particularly in





can answer phone calls, check-in guests, and provide concierge services concurrently exhibits effective polychronic behaviour. This behaviour enhances operational flexibility and responsiveness, leading to improved service delivery. Polychronic behaviour can impact hotel services in various ways.

Polychronic individuals are comfortable handling multiple tasks simultaneously, allowing them to engage in a diverse range of activities. This behaviour can be advantageous in hotel settings where employees often face dynamic and unpredictable situations provided they are well-trained and well-paid. Otherwise, most of the employees prefer to perform as non-multitaskers.

In modern countries, lots of trainings are conducted for developing the employees as multitaskers. Multitasking sometimes satisfies

need to consider these cultural tones when designing their service delivery strategies to cater to diverse customer expectations effectively. Both behavioural tendencies have their strengths and weaknesses, influencing service quality, customer satisfaction, and operational efficiency. Hotel managers can leverage these findings to develop strategies that capitalize on the strengths of both orientations, creating a balanced and effective service environment.

Customer perception and satisfaction, service delivery and operational efficiency, communication and coordination, and cultural factors all play crucial roles in understanding and managing this impact. A hotel leadership can define this as per its needs and requirements and it can bring good effective change in the costs in below 3-star hotels where as 3 and above 4 to 5-star hotels in



**Individuals with a polychronic orientation can efficiently handle multiple tasks simultaneously, which is advantageous in a hotel setting where employees frequently face multiple demands.**



the guest and his needs and sometimes rebounds with hyper complaints mostly in 4 and above star hotels. Polychronic and monochronic behaviour on hotel services is not solely determined by individual preferences but is also influenced by cultural factors. Different cultures exhibit varying levels of polychronic or monochronic tendencies.

For instance, some cultures may emphasize punctuality, strict adherence to schedules, and efficient service delivery (monochronic cultures), while others may prioritize relationship-building, flexibility, and a relaxed approach to time (polychronic cultures). Hoteliers operating in multicultural contexts

Pakistan are not recommended as the clients are paying high room-rent and demand-prompt services.

Hotel is a high-level and rich-cultured business so the hotel management should run a hotel like a hotel is run internationally considering that a visitor who stays may get a memorable experience.



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***Be aware of your surroundings. Don't walk around with your head buried in your phone.***

# HOW TO DRESS, BEHAVE AND AVOID CULTURAL MISTAKES WHEN TRAVELING?

**D**o you look and act like a tourist? If so, it can produce assumptions that you are inexperienced, naive, lacking cultural awareness, and wealthy. Standing out as a tourist can make you appear vulnerable and an easy target for scams, pickpockets and other types of crime. Making an international faux pas by not being aware of cultural differences and similarities in the country you're visiting could ruin a trip. A fifth of Global Rescue members admit being unintentionally culturally insensitive is their biggest worry.

## **Behavior**

Always look like you know where you're going, even if you don't. If you must look at a phone app, do it discreetly and in a way that others don't think you're looking at a map. Holding a map in the street is a tell-tale sign you are a tourist. Familiarize yourself with a local map before leaving your hotel room and plot your route ahead of time using Google Maps.

If you use public transportation like the locals, be certain to read and understand the bus routes and metro train schedules

before you go and have the correct currency or pass for the fare. Using public transportation is a great way to blend in with the locals and save money. It is also a fun and smart way to explore a city's neighborhoods and get a sense of the local way of life.

Leave the selfie stick at home. Avoid taking selfies to reduce your "I'm a



**Learn a few basic phrases in the local language. This will show that you're making an effort to communicate and that you're not just a tourist.**







tourist” signature. Keep your voice down. Many tourists are noisy and often perceived as being loud and obnoxious. Be mindful of your volume and avoid drawing attention to yourself.

## Appearance

While traveling in conservative destinations avoid revealing clothing and behave in a way that shows respect for the local culture and way of life. Don't try to be what you're not. If dressing like a local means wearing clothing that doesn't fit your ethnicity, then don't do it.



**Tippling in Japan is considered rude, and there's no need to tip at restaurants in Denmark. Meanwhile, a 15%-20% gratuity is expected in the United States.**



Avoid wearing gym clothes, yoga gear, sweats and anything that looks like you just rolled out of bed or came from a workout. Many other cultures may see that as offensive. Stay away from clothing that has religious or provocative imagery, curse words, profanity, sports teams, political brands and national flags. These are potentially offensive, disrespectful or confrontational.

## Jewelry

Especially flashy jewelry for men or women, stands out wherever you're traveling. Tone it down or, better yet, opt for costume jewelry, less showy watches, necklaces and bracelets. Leave your camera at home. Not only does an expensive camera provide a thief or mugger with a target, but it also draws attention to you and signals that you're not from the area and makes you an easy mark. Wearing a passport holder with a cord around your neck makes you easily identifiable as a tourist. If you do have one, wear it under your top layer.

## Observe

Respect local customs when you're visiting a new country, it's essential to respect the local culture and customs. Try to learn about local customs to show respect for the local culture. Here are a few examples of destinations' customs that may seem unusual compared to your home country.

Tippling in Japan is considered rude, and there's no need to tip at restaurants in Denmark. Meanwhile, a 15%-20% gratuity is expected in the United States.

While it's normal, even required, to sit in the back of a cab in the U.S., it's different in Australia, New Zealand, parts of Ireland, Scotland, and the Netherlands where it's considered rude not to ride shotgun. World tourism is rebounding in 2023.

Self-awareness and destination research will protect your travel experience. By blending in with the locals and respecting the local culture, you can avoid looking and acting like a vulnerable traveler and have a more authentic and enjoyable travel experience.



Season 3



# CHOCOLATE ACADEMY HOSTS INTERNATIONAL DESSERTS & CHOCOLATE WORKSHOPS



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In a whirlwind of flavor and creativity, Pakistan experienced a delectable extravaganza as the renowned Chocolate Academy orchestrated the much-awaited Season 3 of the 'International Desserts & Chocolate Workshops'. From August 1st to August 18th, 2023, the culinary landscape of Lahore, Islamabad, and Rawalpindi transformed into a haven for sweet enthusiasts and culinary professionals alike, all under the expert guidance of the world-famous Chef Aravinda Leelarathna.

As the scent of cocoa and confections wafted through the air, Chef Aravinda Leelarathna, a maestro in the art of modern desserts and pastries, graced the event with his unrivaled expertise. Professionals

and students alike were captivated by his mastery as he introduced a diverse array of tantalizing desserts, pastries, and chocolate creations, marking a milestone moment for the culinary scene in Pakistan.

The event was a testament to the resounding success of the collaboration between the Chocolate Academy and Nestle, who powered the International Desserts Workshops. With the support of esteemed partners such as Khamisa Enterprises, Lacto Bake, and Young's Food, the workshops resonated with a sense of culinary innovation that is sure to leave a lasting impression.

The workshops, spanning across two 2-day sessions each for







The workshops, spanning across two 2-day sessions each for professionals and fourteen one-day sessions for students, drew together a vibrant tapestry of culinary talents.



professionals and fourteen one-day sessions for students, drew together a vibrant tapestry of culinary talents. Esteemed professional chefs from distinguished eateries gathered to enhance their skills and expand their horizons under the tutelage of Chef Aravinda Leelarathna. Meanwhile, the one-day workshops ignited the passion of aspiring culinary artists and enthusiasts, creating a dynamic and inclusive environment for learning.

In an era of digital connectivity, the International Desserts & Chocolate Workshops took a step forward by streaming all sessions live, allowing



an expansive audience to join the culinary journey. From seasoned professionals to budding talents, individuals from around the globe eagerly tuned in to partake in this one-of-a-kind culinary fiesta.

The meticulous planning and execution of the event were orchestrated by the Chocolate Academy, whose dedication and commitment were evident in every delectable detail. The academy's efforts, combined with the collaborative spirit of Nestle, Khamisa Enterprises, Lacto Bake, Young's Food, Vibgyor, Fine Foods, Shakola, Pulse International, and Asia Dye-Tech, transformed the







In an era of digital connectivity, the International Desserts & Chocolate Workshops took a step forward by streaming all sessions live, allowing an expansive audience to join the culinary journey.



workshops into an unforgettable celebration of taste and creativity.

As the curtain draws on this delectable spectacle, the echoes of the International Desserts & Chocolate Workshops Season 3 linger on. The event not only introduced an array of new flavors and techniques to Pakistan's culinary landscape but also fostered a sense of community and collaboration among professionals and enthusiasts alike.

With each bite and each creation, Chef Aravinda Leelarathna and the entire team behind the event have etched a new chapter in Pakistan's culinary journey—one that promises to leave an indelible mark for years to come.











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# Cheeziious ka PAKISTAN







# YEARS

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# PAKISTAN HOSTS 3RD D-8 MINISTERIAL, 4TH SENIOR OFFICIALS' MEETINGS ON TOURISM COOPERATION



“  
Participating states pledged to collaborate for promoting sustainable tourism in member states that benefits local communities and protects the environment.  
”

Pakistan hosted third D-8 Ministerial Meeting and fourth Senior Officials' Meetings on Tourism Cooperation where all the participating states pledged to collaborate for promoting sustainable tourism in member states that benefits local communities and protects the environment.



Bangladesh, Egypt, Indonesia, Iran, Malaysia, Nigeria, Pakistan and Turkiye. Tourism ministers, ambassadors, senior officials from the D-8 member states as well as key representatives from the private sector participated in the meetings. They engaged in discussions on advancing tourism cooperation among D-8 member states.

D-8, also known as Developing-8, is an organisation for economic cooperation among

Advisor to the Prime Minister on Tourism and Sports and PTDC Chairman Awn





Chaudhry presided over the ministerial session.

In his welcome remarks, Awn Chaudry briefed the meeting on Pakistan's efforts to promote its tourism. He emphasised the crucial



role of the tourism sector in the sustainable development and economic growth of the member states.

He also encouraged the member countries to further strengthen their existing cooperation in the tourism sector.



**D-8, also known as Developing-8, is an organisation for economic cooperation among Bangladesh, Egypt, Indonesia, Iran, Malaysia, Nigeria, Pakistan and Turkiye.**



Representatives from Bangladesh recalled the proposition of devising thematic tourism guidelines such as ecotourism, riverine tourism, and wildlife tourism. They also stressed the need for D-8 member states to collaborate in this regard.

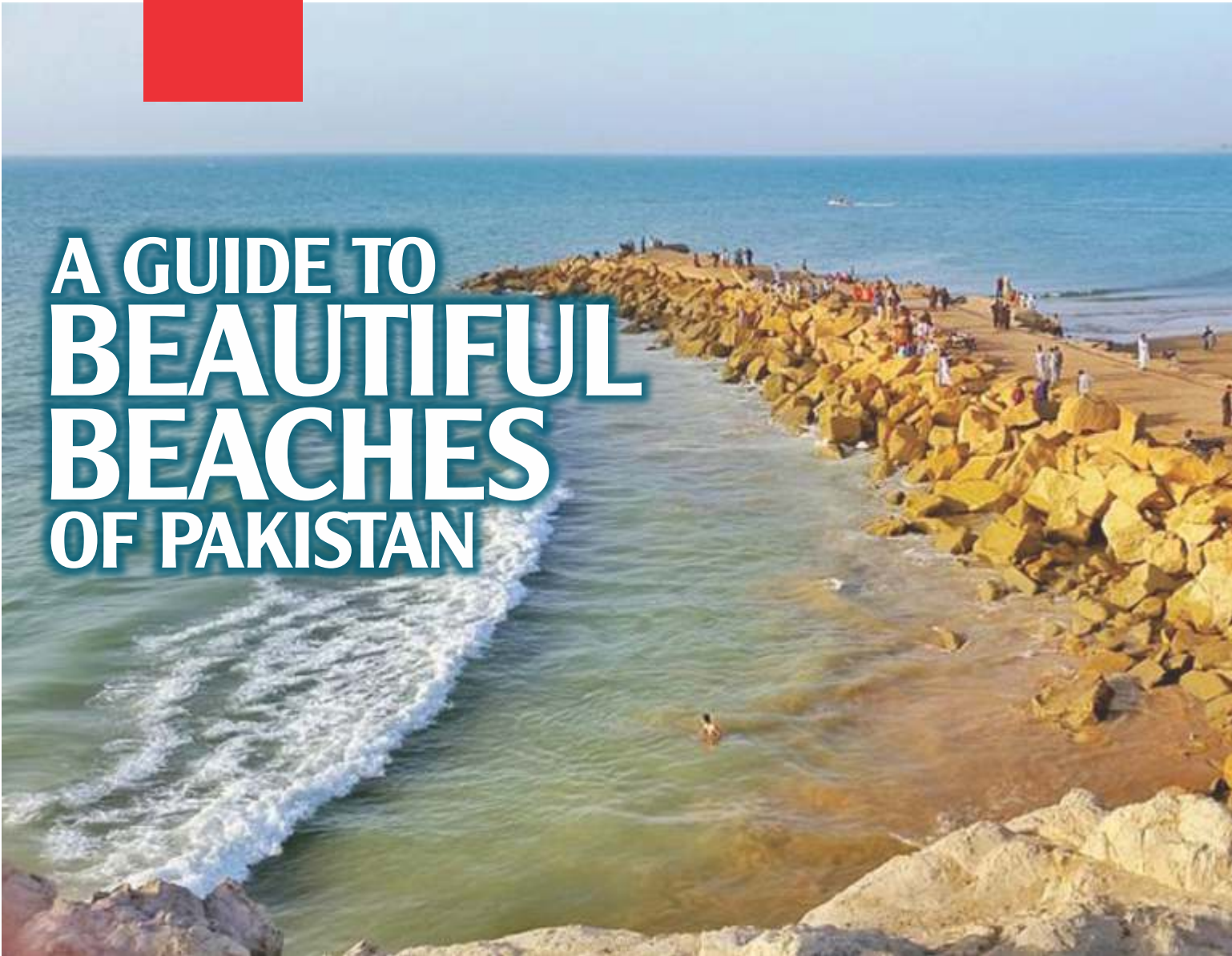
The Egyptian minister for tourism and antiquities underscored that the Middle East region witnessed strong performance during the past few months, and succeeded in restoring pre-pandemic numbers. He also highlighted his country's efforts to promote tourism which led to setting a record in Egyptian tourism history with more than 7 million tourists visiting the country in the first half of 2023.

He praised the new initiatives proposed by the D-8 Secretariat to enhance cooperation and expressed Egypt's willingness to share its experiences in the field of management and training in the tourism sector.





# A GUIDE TO BEAUTIFUL BEACHES OF PAKISTAN



*Whether you want to relax or have an adventure, Pakistan's beaches have something for everyone.*



Welcome to the beautiful beaches of Pakistan! Along the coastline of this country, you'll find amazing places where the land meets the sea. From sandy beaches to quiet spots between tall cliffs, Pakistan has a lot to show. The beaches here have clear blue waters and are full of history and culture. Whether you want to relax or have an adventure, Pakistan's beaches have something for everyone. Let's explore together and discover the wonderful beaches of Pakistan.

## **Hawks Bay Beach**

Hawks Bay Beach is a beautiful place located in the Sindh province of Pakistan. The beach is known for its clear waters and golden sand. It is a popular spot for swimming, sunbathing, and camel and horse riding. There are also a number of huts available for rent, making it a great place to spend a day out with friends or family.







### **Onmara Beach**

Onmara Beach is located on Manora Island, off the coast of Karachi, Pakistan. The beach is known for its blue water and white sand. The beach is quiet and peaceful, and the water is clear and inviting. You can spend your days by swimming, sunbathing, and exploring the mangrove forests. In the evening, you can enjoy a delicious meal at one of the seafood restaurants on the beach. If you are looking for a relaxing and peaceful beach vacation, then Onmara Beach is the perfect place for you.



### **Sonmiani Beach**

Sonmiani Beach Karachi falls under the Lasbela district of Balochistan. It is an extremely popular attraction for tourists and is currently under the control of the Pakistan Army. However, majority of the people refer to it being in Karachi since it is just a two-hour drive from the city. The beach is cool and refreshing, and the sand is soft and inviting. It is popular for swimming, sunbathing, and camping. There are also a number of hills and dunes nearby, which are great for hiking and exploring. Entry fee for Sonmiani Beach is PKR 50 per person.







### Astola Beach

Astola Beach is commonly referred to as the ‘Island of Seven Hills’. This island located in the Arabian Sea, about 25 kilometers off the coast of Balochistan, The Island is known for its pristine beaches, clear waters, and abundant marine life. It is a popular destination for fishing, diving, and bird watching. Astola is also home to a number of endangered species, including the hawksbill turtle and the green sea turtle. The island is accessible by boat from Pasni, the nearest town on the mainland. The journey takes about 5 hours. There are no hotels or resorts on Astola Island, but there are a number of campsites where visitors can stay.



### Clifton Beach

Clifton Beach was developed in the early 20th century by the British colonial government. Clifton Beach is located in the Clifton neighborhood of Karachi, Pakistan. It is about 15 kilometers from the city center. It was originally a popular spot for swimming and sunbathing, but it has since become a major tourist destination. There are also a number of shops near Clifton Beach, where you can buy souvenirs and local products.



### Do Darya Beach

Do Darya Beach is a relatively new beach, developed in the early 2000s. It was originally a popular spot for fishing, but it has since become a major tourist destination. Boat ride available at Do Darya Beach, can take you to explore the surrounding area. There are a number of restaurants and cafes near Do Darya Beach, making it easy to find something to eat. There are a number of hotels and resorts near Do Darya Beach, making it a convenient place to stay if you are visiting Karachi.



### Gaddani Beach

Gaddani Beach is located at a distance of 50 kilometers in the northwest area from Karachi. The beach is packed with refined rocky peaks and glistening green water that shines under the sun’s reflection, making it a sight to remember. This beach is much-visited beachside that is also famous for its Ship Breaking Yard, alongside being a popular picnic spot for tourists and local visitors.



### Cape Mount Beach

Cape Mount Beach serves excellent sports facilities with a beautiful cape enclosing lush blue water waves. Cape Mount Beach is located in the town of Mubarak Village, which is about 120 kilometers from Karachi. The beach is accessible by car or by boat. There are no hotels or resorts near the beach, but there are a number of small restaurants and shops. The beach is clean and safe, and there are plenty of things to do. You can swim, sunbathe, explore the cliffs, or go for a walk along the beach. You can also visit the nearby Mubarak Village, which is a charming fishing village with a population of about 1,000 people.






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# Taobat

## THE MAGICAL WOODLAND

*The perfect time to visit Taobat is between June to October.*

**“Hold on tight!”** The jeep echoed with my friend’s voice on our journey to Taobat in the Neelum Valley of Azad Jammu and Kashmir (AJK).

The person was apparently trying to alert the children, who were sitting on the back seats of the jeep, chattering, snacking and teasing each other. But before I could grasp the handle firmly, my head bumped into the window with a bang. Amusingly, it was neither the first time, nor the last. It bumped at least six times during our five-hour jeep ride from Kel to Taobat.

The distance from Kel to Taobat is a little more than 40 kilometres. But since there are no proper roads, it takes nearly five hours to cover that short distance. Almost the entire track, from Dawarian to Taobat is unpaved

and unmetalled. The narrow, rough and bumpy path is only suitable for jeeps, which are rented on a per day basis. We left our Hiace van at Sharda and took a jeep for our three-day trip ahead to Kel and Taobat.

Taobat is the last station along the Neelum Valley in Azad Jammu & Kashmir. The long and bumpy ride to it and lack of communications become all worth it once its breathtaking landscape comes into view.

Majid Raja was our jeep driver and a master of his craft. He has been taking tourists to these areas for the past 13 years and knows almost every nook and cranny of Neelum Valley.

As you proceed to Taobat from Dawarian, you can see several small settlements and villages along the way,







**Taobat is the last station along the Neelam Valley in Azad Jammu & Kashmir. The long and bumpy ride to it and lack of communications become all worth it once its breathtaking landscape comes into view.**



including Machhal, Janoi, Phulwai, Sardari, Hilmat and Makroon. Large herds of cattle, led by two or three shepherds and a dog, often blocked our way.

Most of the houses in these villages are made of wood and painted in bright neon colors. Kashmiri women stroll about, wearing long black velvet gowns with striking embroidery, carrying piles of sticks and wood on their heads. As we were leaving from Kel to Taobat, Majid bhai suggested getting the necessary items we would need for two days from Kel. “There is a small bazaar in Taobat, but you would probably not get the items of your choice,” he warned.







As soon as you enter Neelum Valley, mobile networks stop working and you are left at the mercy of your hotel's WiFi facility. The only network that works well in AJ&K is SCom, which is run by the military. You must purchase the Scom SIMs in Muzaffarabad, but we had not realised this.

### Bridge to adventure

One of the spotlights of Taobat is a long bridge over the majestic Neelum River, which connects the unpaved road to never-ending meadows. Most of the hotels are located on this side of the bridge. Amazingly, this is as far as jeeps can go and you have to cross the bridge on foot and trek ahead to explore the meadows.

With a handbag and my two-year-old, I got off the jeep to cross the bridge. It was the

All the places we stopped by, including Muzaffarabad, Keran, Sharda and Kel, have their own charm. The beautiful bank of Neelum River in Keran that serves as a natural border between India and Pakistan, is as mesmerising as the meadows of Sharda and Kel.

Taobat was our last destination in Neelum Valley and my last hope to wear the sweater that took up the most space in my luggage. In early June, the days in Kashmir are bright and sunny, whereas the nights are pleasantly cold.

### Magical Taobat

Located at an elevation of 2,281m (about 7,500 feet), Taobat is the last station and village in the Neelum Valley before the Indian Line of Control. The village is spread over 100 houses, most of which are in shabby condition. The villagers mostly speak the Shina language.

A vast section of the population works in the fields to make their living, whereas a small section works in other sectors as well. Fields of corn, kidney beans, potatoes and other vegetables are scattered around the village. The village has a bazaar, as small as Majid bhai had told us. There is also a primary school, whose worn-out sign board indicates the miserable state it must be in.

We had stopped at a checkpoint in Hilmata, where the officials kept our national identity card. It is approximately six kilometres away from Taobat. The perfect time to visit Taobat is between June to October.



**One of the spotlights of Taobat is a long bridge over the majestic Neelum River, which connects the unpaved road to never-ending meadows.**



“Approximately 60 percent of the tourists who visit Kashmir visit Taobat,” Majid bhai states. “However, the remaining 40 percent do not go there due to time or budget constraints.”

first time I had walked on such a bridge, so it took me quite some time to reach the other end. The bridge was wobbly and would get even wobblier if many people were crossing together or if someone was walking along in the opposite direction. Neelum was flowing underneath the bridge with all its might. It was a sight to behold.

The hundreds and thousands of white daisies reminded me of the golden daffodils William Wordsworth might have seen when he wrote his famous poem Daffodils.

The thick shady trees took me ‘Under the Greenwood Tree’ where William Shakespeare might have been. I wandered around lonely as a cloud.

*Courtesy: Dawn*

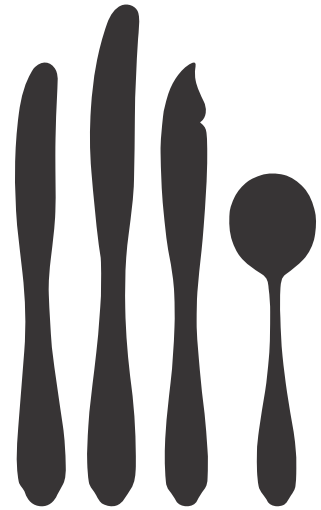
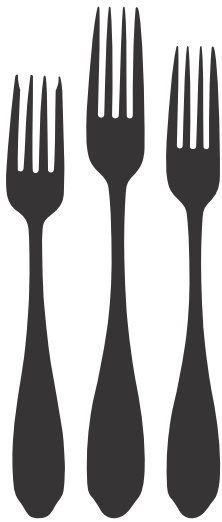




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# Homestays in Pakistan

## ACOZY REVOLUTION IN HOSPITALITY



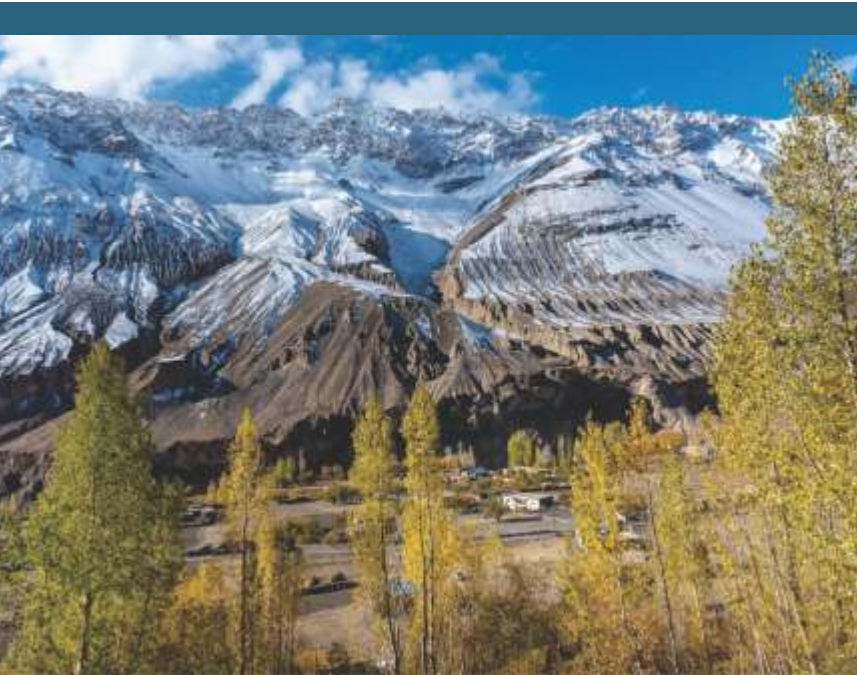
*The concept of "mehmaan nawazi" (guest hospitality) holds great significance in Pakistani society, where guests are considered a blessing and treated with utmost reverence.*







*Why settle for a stay when you can embark on a genuine, local journey? Choose a homestay and discover the true essence of Pakistan through the eyes and hearts of its people.*



In recent years, a quiet yet transformative revolution has been sweeping across Pakistan's hospitality landscape. As travelers seek more authentic and immersive experiences, the rise of homestays has emerged as a charming and welcoming alternative to traditional accommodations. From the bustling streets of Lahore to the serene valleys of Gilgit-Baltistan, Pakistani homestays are rewriting the script on travel, offering visitors an opportunity to truly live like a local.

## Rediscovering the essence of Pakistani hospitality

At the heart of the homestay phenomenon lies a desire to connect with local communities and embrace the warmth of Pakistani hospitality. Homestays offer a chance to step beyond the doors of a hotel and into the heart of a Pakistani family's home. Guests are greeted with genuine smiles, local delicacies, and a chance to engage in meaningful cultural exchanges that transcend language barriers.

## A home away from home

Homestays in Pakistan encompass a diverse range of accommodations, from cozy rooms in traditional village houses to modern apartments in urban centers. The appeal lies not only in the comfortable lodging but also in the unique ambiance that each home exudes. Imagine waking up to the sound of birds in the scenic Swat Valley or sharing stories around a bonfire in the majestic Hunza



Valley – these experiences are what set homestays apart.

## Empowering local communities

One of the most significant impacts of the homestay movement is its contribution to local economies. By opening their homes to guests, families in rural and remote areas gain an additional source of income, often allowing them to invest in education, healthcare, and community development projects. Travelers who choose homestays also indirectly support sustainable





tourism and conservation efforts, as hosts have a vested interest in preserving their cultural heritage and natural surroundings.

## Cultural immersion and authentic experiences

Homestays are a gateway to authentic cultural experiences that guidebooks often can't capture. Guests have the chance to participate in everyday activities – from helping out on a farm to learning traditional handicrafts. The immersive nature of homestays fosters cross-cultural understanding, breaking down stereotypes and



fostering genuine connections between guests and hosts.

## Planning your homestay adventure

If you're eager to embark on a homestay adventure in Pakistan, here are some steps to ensure a memorable experience:

### Research and connect:

Browse through reputable homestay platforms or connect with local tourism offices to find suitable options that match your preferences and interests.

### Communication is key:

Reach out to your potential hosts before your trip. Establishing a rapport and discussing expectations can lead to a smoother and more enjoyable stay.

### Embrace local traditions:

Be open to trying local cuisine, participating in customs, and respecting cultural norms. Your willingness to immerse yourself in the local way of life will be appreciated by your hosts.

### Pack thoughtfully:

Bring small gifts from your home country as tokens of appreciation for your hosts. These gestures go a long way in building positive relationships.

### Respect and gratitude:

Show gratitude for the hospitality you receive by respecting the space, customs, and guidelines of your hosts. A thank-you note or a small gift before you leave is a thoughtful touch.

## The future of Pakistani hospitality

As the hospitality industry evolves and travelers seek meaningful connections, the rise of homestays in Pakistan represents a promising future. Beyond the walls of a hotel room, these cozy retreats offer a tapestry of experiences that immerse guests in the heart and soul of the country. By choosing homestays, travelers contribute not only to their own memories but also to the growth and prosperity of local communities. As this movement gains momentum, it's clear that homestays are here to stay, redefining Pakistani hospitality one heartfelt welcome at a time.

So, why settle for a stay when you can embark on a genuine, local journey? Choose a homestay and discover the true essence of Pakistan through the eyes and hearts of its people.





## DIET STUDIO ARRANGES 'BALANCING DIABETES WITH DELICIOUS CHOICES' WORKSHOP



**D**iet Studio, on August 19, 2023, arranged an enlightening 'Balancing Diabetes with Delicious Choices' workshop that aimed to educate the participants on preparing healthy and delicious meals modified to the needs of diabetic patients. Each recipe was designed to cater to the dietary requirements of diabetic patients. The recipes emphasized balanced ingredients, portion control, and appropriate cooking techniques that contribute to stable blood sugar levels.



Renowned Chef Naeem, Executive Chef at Sweet Affairs, made five healthy & calorie-counted recipes. An interactive Q&A session was also the part of workshop, providing participants with a deeper understanding of diabetes management through dietary choices. The workshop was designed to empower attendees with the knowledge and skills to cook wholesome meals that support a diabetic-friendly lifestyle.





# FIVE ONE-INGREDIENT RECIPES FOR LAZY COOKS

By Namrah Suhail

Cooking decent meals needs a great deal of patience and determination. If true foodies want to eat well, it won't be difficult for them to invest some time in the kitchen. Some find the kitchen to be a boring place, probably because it does not excite them having to cut, chop, and assemble ingredients to make a dish is not their favorite activity.

However, how do they deal with their hunger in times of crisis, when they desperately want to eat, but there is nobody to help them?

*Here is an easy one-ingredient food list for all of you lazy cooks out there.*

## Roasted potatoes

Wash the potatoes thoroughly and





scrape them all over with a knife. Cover with silver foil and bake for 20 minutes or until done at 180 degrees. Remove the skin and season with your favorite seasoning.

## Eggs in oven



Place two eggs in a microwave-safe cup. Microwave the mixture after it has been thoroughly combined. Season to taste.

## Frozen banana ice cream



Easy, simple, and healthy one-ingredient frozen banana ice cream. Fill a food processor halfway with frozen bananas and blend until smooth and creamy.

## Popcorn



Pop some popcorn in a pan and season with some Himalayan salt and organic butter or any other seasoning of your choice.

## Baked sweet potatoes



Wash the sweet potatoes thoroughly. Create small holes with a fork. Slice into small pieces and bake for 10 minutes at 120°F. Turn sweet potatoes occasionally until they are crispy and enjoy!

*Courtesy: Express Tribune*





## FIRST INTERNATIONAL FLIGHT FROM DUBAI LANDS AT SKARDU AIRPORT

1



Pakistan International Airlines (PIA) got the honor of landing the first flight on the afternoon of August 14. The first international flight from Dubai to Skardu was welcomed by the officials. The flight was given a water cannon salute on the occasion. Gilgit-Baltistan Chief Secretary Mohyuddin Ahmed Wani termed the development “a

historic moment”. In a statement, he said the commencement of international flights to Skardu would open up new possibilities for travel and connect the region with the rest of the world. “It’s a great step towards promoting tourism and enhancing the region’s connectivity,” he added. Separately, Pakistan’s Ambassador to United

Arab Emirates (UAE) Faisal Niaz Tirmizi expressed encouraged the travelers to capture and share Pakistan’s beauty through visual stories and also praised the Ministry of Civil Aviation and the GB administration for their contributions to making “this historic flight a reality”.

## EU BAN ON PIA FLIGHTS WILL END SOON

2



A delegation from the European Union Aviation Safety Agency (EASA) is expected to visit Pakistan in September 2023 for a physical audit of Pakistan International Airlines (PIA) and the Civil Aviation Authority (CAA). The visit is being seen as a major development for PIA, as it could pave the way for the resumption of

flights to European countries. PIA was banned from flying to Europe in June 2020, after a number of safety concerns were raised. The EASA delegation will be looking at a number of areas, including PIA's safety management system, its pilot training program, and its aircraft maintenance procedures. If the delegation is satisfied with

the findings of the audit, PIA could be allowed to resume flights to Europe.

The visit of the EASA delegation is a step in the right direction for PIA, and it could help the airline to regain its reputation as a safe and reliable airline.



# HIGHLIGHTS



## SAUDI ARABIA ANNOUNCES E-VISA FOR PAKISTANI CITIZENS

3



In a significant move, Saudi Arabia's foreign ministry is revolutionizing visa procedures by introducing electronic visas (e-visa) in twelve countries, including Pakistan. The Saudi General Aviation Authority officially announced the implementation of a new method for issuing e-visas, utilizing QR codes for streamlined processing. The e-visa system is now operational in Saudi

missions across twelve nations, namely Pakistan, Turkey, Morocco, Vietnam, Sri Lanka, Kenya, Thailand, Bangladesh, India, Philippines, Indonesia, and Egypt. This move aligns with Saudi Arabia's commitment to enhancing consular services and optimizing processes. As part of its continuous efforts, the country aims to modernize visa issuance methods for various categories, encompassing work,

residency, and visit visas. Saudi Arabia is actively making its visa regulations more flexible and efficient to attract more international tourists and businesses. Moreover, there are reports of potential plans to establish a unified visa system among the Gulf Cooperation Council (GCC) countries, similar to the renowned Schengen model.

## GOVERNMENT ALLOWS OVERSEAS PAKISTANIS, TOURISTS TO USE PERSONAL CELL PHONES FOR UP TO 120 DAYS

4



In order to facilitate overseas Pakistanis and foreign nationals visiting the country, Prime Minister Shahbaz Sharif inaugurated the Online Temporary Mobile Phone Registration System. The system will allow them to register and utilize their personal mobile phones for up to 120 days from the date of their arrival, without any duties and taxes. Overseas Pakistanis including students and

employees and foreign nationals visiting Pakistan for tourism or business purposes can benefit from the new facility. Addressing the inaugural ceremony in Islamabad, PM Shehbaz said Pakistani youth is making significant progress in the field of information technology. "There are immense opportunities in the sector and we should not let them waste." He said Special Investment Facilitation

Council (SIFC) has been constituted in Pakistan to attract foreign investment and revive the country's economy. Dubbing the SIFC a program of economic recovery, he said IT Ministry has a key role in achieving the goals set in this regard.





# INDUSTRY

## ETIHAD AIRWAYS INCREASES FLIGHTS TO ISLAMABAD UNDER GLOBAL EXPANSION

5



UAE's leading airline, Etihad Airways has made significant changes to its network, adding new destinations, more flights, and optimizing schedules across the world.

Etihad Airways CEO Antonio Neves said that the airline's revamped network and improved connectivity will benefit both Abu Dhabi and passengers as Etihad Airways is

steered towards growth.

He further added that these changes are essential to the carrier's expansion strategy and will allow it to seize new market opportunities.

A notable change, especially for those traveling to and from Abu Dhabi, is the new 2 PM departure time. This allows visitors to

make the most of their morning in the emirate, exploring its attractions until hotel check-out. However, of particular interest, especially for travelers between Pakistan and the UAE, is the increased focus on the Islamabad route. Etihad Airways is increasing the number of flights to several cities, with Islamabad being one of the most important.

## GLOBAL COUNTRIES PROMOTING TOURISM THROUGH FILM, SCREEN: MARRIYUM

6



Outgoing Information Minister Marriyum Aurangzeb says the archives of Radio Pakistan have been saved in the form of Radio Flex, which has been named Awaz Khazana.

Addressing the ceremony regarding the revival of Pakistan film industry in Lahore, She said the tax on cinemas has been

abolished and after 27 years PTV has changed the fee structure of artists and brought it to market price.

Maryam Aurangzeb said the custom duty has been reduced to zero on import of film-making equipment.

She said all the countries of the world are promoting their tourism through film and

screen. Former minister also said the legislation regarding the film policy had been completed in 2022.

Earlier, in his welcome address the Secretary Information Sohail Ali Khan said it is necessary to respect the artists for the development of the country.



# HIGHLIGHTS



## PAKISTAN AND IRAN FOR FURTHER STRENGTHENING CULTURAL, TOURISM LINKAGES

7



Pakistan and Iran have agreed to strengthen cultural linkages and people-to-people contacts to further bring the two brotherly closer. Both sides also emphasized the need for taking measures to enhance cooperation in the area of tourism to its fullest potential.

This was discussed at a meeting between President Dr Arif Alvi and the visiting Iranian

Minister for Cultural Heritage, Tourism, and Handicrafts, Seyed Ezzatollah Zarghami, who along with the members of his delegation, called on him, at Aiwan-e-Sadr. The Ambassador of Iran to Pakistan, Reza Amiri Moghadam, was also present on the occasion. Welcoming the delegation, the President said that Pakistan greatly valued its relations with Iran, which were based on historic, cultural

and religious bonds. He appreciated the steps taken by the Iranian government for the facilitation of Pakistani pilgrims visiting the holy shrines in Iran.

Seyed Ezzatollah Zarghami emphasised the need to increase people-to-people exchanges to further cement bilateral ties between the two countries.

## COTHM COO ZAHEER AHMED MEETS IRANIAN MINISTER OF CULTURE, HERITAGE, HANDICRAFTS & TOURISM; PRESENTS SHIELD OF HONOUR

8



College of Tourism and Hotel Management (COTHM) Chief Operating Officer (COO) Zaheer Ahmed and COTHM Director Media & Marketing Frazz Kasuri met Islamic Republic of Iran Minister of Culture, Heritage, Handicrafts and Tourism Sayyid Ezzatollah Zarghami at Khana-e-Farhang, Consulate General, Islamic Republic of Iran, Lahore. Zaheer Ahmad and Sayyid Ezzatollah

Zarghami discussed the historical and cultural ties between the two countries. The minister of culture, heritage, handicrafts and tourism expressed his interest in promoting tourism between Pakistan and Iran and said that his government would provide all necessary support for such cooperation. He also highlighted the potential for tourism in Pakistan, which is home to a variety of natural and cultural attractions.

Zaheer Ahmad proposed the minister to work jointly for the promotion of cultural and business ties. He also suggested starting a student-exchange program between COTHM and Iranian hospitality and tourism schools and colleges.

COO Zaheer Ahmed also presented a shield of honour to Sayyid Ezzatollah Zarghami.



# INDUSTRY HIGHLIGHTS

## GANDHARA TOURISM AIMS HIGH, 6 BLN DOLLARS TARGETED IN 3 YEARS: RUMESH KUMAR



Chairman of the Prime Minister Task Force on Gandhara Tourism Dr Ramesh Kumar Vankwani has said that concrete measures were underway to propel Gandhara tourism to six billion dollars within the next three years. “Efforts to promote Gandhara tourism will soon bear the fruits, as a result of which Pakistan will benefit one and half billion

dollars in the first year, three billion in the second year and six billion dollars in the third year,” he said. The chairman said that unfortunately Pakistan was not included in the United Nations Buddhist tourist circuit, on the contrary, 70% of Buddhist sites were situated in Pakistan. Countries mentioned in the Buddhist tourism

sites circuit encompassed merely 30% of the Buddhist civilization, therefore, efforts were being afoot to highlight Buddhist sites in Pakistan at international fora. During the short span of time, since he joined the force as chairman he said different visits to Buddhist sites were arranged at Shah Allah Ditta, Sawat, and Takht Bhai in order to highlight the Buddhist sites in the country.

## PAKISTAN'S FEMALE MOUNTAINEER NAILA KAYANI SCALES ALL FIVE '8,000 M' PEAKS IN PAKISTAN



Naila Kayani, a female mountaineer from Pakistan, has successfully climbed all five of Pakistan's '8000 m' peaks. She successfully summited the 12th highest peak in the world, Broad Peak. After successfully climbing the 8,051 meters high Broad Peak, Kayani has become the first Pakistani woman to achieve this feat.

Naila Kayani hails from a conservative family in the Gujjar Khan area of Rawalpindi, Punjab. She studied Aerospace Engineering in the UK and worked in the field before pursuing her passion for mountaineering. In addition to climbing all five '8000 m' peaks in Pakistan, Naila Kayani has also summited Mount Everest, Lhotse, and Annapurna,

among other impressive accomplishments. She is the first Pakistani woman to summit Nanga Parbat, Lhotse, Annapurna, and Gasherbrum Two, and the second Pakistani woman to climb Everest. Furthermore, she is the first Pakistani woman to summit eight of the 14 peaks that are over 8,000 meters in height.



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# PAKISTAN'S CULINARY BRILLIANCE TAKES CENTER STAGE AT **GLOBAL FORUMS & COMPETITIONS** IN MANILA



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In the heart of Manila, Philippines, a series of culinary events unfolded that showcased Pakistan's exceptional talents on the global stage. From August 2 to 5, 2023, the world witnessed Pakistan's culinary brilliance shining brightly at the Worldchefs Global Chefs Challenge, the Philippine Culinary Cup, and the prestigious Worldchefs Asian Presidents Forum. This remarkable feat not only celebrated the country's gastronomic talent but also marked a significant stride in elevating Pakistan's culinary reputation on an international scale.

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**From August 2 to 5, 2023, the world witnessed Pakistan's culinary brilliance shining brightly at the Worldchefs Global Chefs Challenge, the Philippine Culinary Cup, and the prestigious Worldchefs Asian Presidents Forum.**

CAP- (National Member of Worldchefs), passionate and skilled Pakistani chefs gave their best at these esteemed events, leaving an indelible mark and demonstrating their prowess to the world.

Chef Faiza Iqbal and Chef Ayesha Ishtiaq, the expert chefs from Pakistan, competed in the fiercely contested Global Chefs Challenge. With artistry and finesse, they unveiled their culinary creations, capturing the essence of Pakistan's rich flavors and innovative techniques. Their participation not only displayed their talent but also served as a platform to share Pakistan's culinary narrative with the global community.





At the Philippine Culinary Cup, Chef Fatima Sikander and Chef Rao Usama Ilyas, guided by the expertise of Chef Usama Asghar, proved that Pakistani chefs are a force to be reckoned with. Their exceptional performances showcased Pakistan's gastronomic diversity and ability to compete at the highest level, earning them accolades and admiration from their international peers.

**Ahmad Shafiq: An iconic leader elevating Pakistan's culinary prestige**

At the epicenter of these culinary triumphs stood COTHM Founder/President & CEO Ahmad Shafiq, the visionary President of the Chefs Association of Pakistan ® (CAP). A beacon of inspiration for the Pakistani culinary community, Ahmad Shafiq's leadership and dedication have propelled Pakistani chefs onto the global culinary map. He participated in the esteemed Worldchefs Asian Presidents Forum, addressing key challenges faced by chefs worldwide. His insightful contributions and proactive advocacy for the chefs' community left an indelible mark on the global dialogue surrounding culinary excellence.

***Chef Faiza Iqbal and Chef Ayesha Ishtiaq, the expert chefs from Pakistan, competed in the fiercely contested Global Chefs Challenge. With artistry and finesse, they unveiled their culinary creations, capturing the essence of Pakistan's rich flavors and innovative techniques.***



During the Forum, Ahmad Shafiq's gesture of presenting chef belts and life memberships to the Worldchefs Asian Presidents highlighted his commitment to fostering collaboration and unity among culinary leaders across Asia. The recognition of his goodwill gesture by Worldchefs President Thomas Guglar and Continental Director Willment Leong attested to the impact of Ahmad Shafiq's efforts.

**Pakistani chefs emerge as 'Rookie Judges'**

Breaking new ground and making history, Pakistani chefs Chef Usama Asghar and Chef Faiza Iqbal proudly took on the role of 'Rookie Judges' at the Philippine Culinary Cup and the Worldchefs Global Chefs Challenge. This milestone not only underscored their expertise but also showcased the international recognition and respect garnered by Pakistani culinary professionals. Their presence as judges signaled a significant shift in the perception of Pakistani gastronomy and opened doors to future collaborations and partnerships on the global culinary stage.

As the curtain drew on these spectacular events, Pakistan's culinary journey continued to evolve, with its chefs carving a path towards excellence, innovation, and unity. The participation of CAP and its exceptional chefs in these international forums underscored the country's commitment to showcasing its culinary heritage, fostering international connections, and elevating Pakistan's standing in the global culinary arena.







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