

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

HOSPITALITY PLUS

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PAKISTAN NATIONAL
**TOURISM
VISION**
(2024 TO 2028)

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ECONOMY
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HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

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PAKISTAN'S DIPLOMATIC OPPORTUNITY IN THE MIDDLE EAST HOSPITALITY SECTOR



In the dynamic realm of hospitality, the demand for skilled professionals is at an all-time high. As the industry continues to flourish, so does the need for qualified individuals capable of delivering exceptional service and experiences. However, meeting this demand requires innovative solutions and strategic collaborations.

Pakistan boasts a rich pool of talent eager to contribute to the global hospitality landscape. Yet, harnessing this potential necessitates proactive measures, particularly in regions where the industry is thriving. One such region is the Middle East, where Pakistani government offices abroad can play a pivotal role in shaping the demand for skilled workforce.

With a strong presence across the Middle East, Pakistani embassies and consulates possess a unique opportunity to facilitate the integration of Pakistani talent into the region's hospitality sector. Through targeted outreach efforts, diplomatic channels can raise awareness about the capabilities of Pakistani professionals and the value they bring to the table. By showcasing success stories, organizing networking events, and facilitating recruitment drives, these offices can position Pakistan as a preferred destination for skilled talent in the Middle East hospitality market.

Furthermore, diplomatic missions can serve as channels for knowledge exchange and capacity-building initiatives. By facilitating collaboration between Pakistani and Middle Eastern institutions, they can promote skill development programs, internships, and job placements that empower individuals to thrive in the hospitality industry.

In conclusion, the time is ripe for Pakistani government offices in the Middle East to harness their diplomatic influence to shape the demand for skilled workforce in the hospitality sector. By fostering partnerships, promoting talent, and facilitating collaboration, they can propel Pakistan to new heights of success on the global hospitality stage.



PAKISTAN NATIONAL TOURISM VISION (2024 TO 2028)



Aftab Rana

- Tourism Development Specialist
- President of Sustainable Tourism Foundation Pakistan
- Former Vice President of Adventure Foundation Pakistan

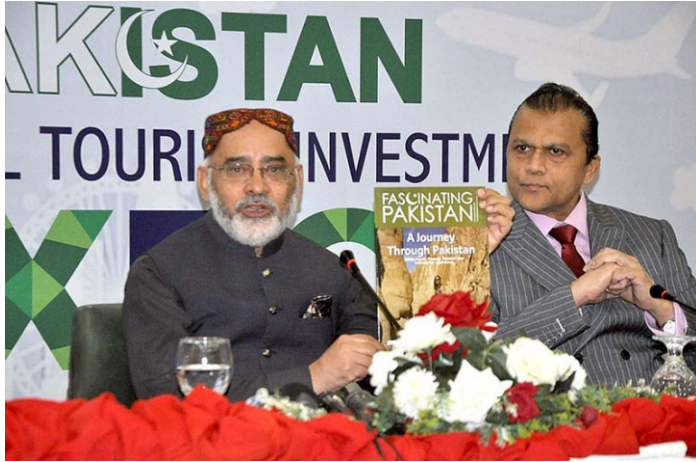
BUILDING NATIONAL **ECONOMY** THROUGH **SUSTAINABLE TOURISM** DEVELOPMENT



With a commitment to sustainability and innovation, Pakistan's tourism sector can emerge as a beacon of progress, enriching lives and economies along the way.

Concept by Aftab ur Rehman Rana

In the bustling corridors of policy-making, where aspirations meet pragmatism, Pakistan's National Tourism Vision for 2024-2028 emerges as a beacon of hope and progress. Crafted under the guidance of Pakistan Tourism Development Corporation (PTDC) Managing Director Aftab ur Rehman Rana, this visionary document charts a course towards sustainable tourism development, poised to reshape the nation's economic landscape while showcasing its rich cultural heritage and natural splendor to the world.



A Visionary Scope of Work

Pakistan, endowed with breathtaking landscapes and a storied history, recognizes the untapped potential of tourism as a catalyst for economic and social advancement. The draft highlights the pivotal role tourism can play in strengthening the nation's image as a peace-loving country while driving sustainable long-term economic growth. Emphasizing a collaborative approach, it delineates the responsibilities of federal and provincial governments alongside the private sector in realizing this vision.

Forging Partnerships for Progress

Central to the vision is the recognition that while the public sector spearheads tourism promotion and development, the private sector must be empowered to flourish. The government must strive to

Key Targets

- ▶ Increase Tourism share in GDP upto 10%
- ▶ Increase foreign tourist traffic by 20% over next 5 years
- ▶ Add 20,000 more hotel rooms all over Pakistan
- ▶ Pakistan Tourism Vision 2024-28
- ▶ Increase revenue from foreign tourism from 1 bln to 6 bil USD
- ▶ Create 1 million more jobs in tourism and hospitality in next 5 years
- ▶ Open 20 new tourists destinations

create an attractive investment climate, fostering innovation and competitiveness within the industry. Efforts must be made to elevate human resource management, alleviate poverty, and enhance the quality of tourism services, all aimed at fortifying Pakistan's position as a preferred tourist destination in Asia.



Efforts must be made to elevate human resource management, alleviate poverty, and enhance the quality of tourism services, all aimed at fortifying Pakistan's position as a preferred tourist destination in Asia.



Towards Sustainable Tourism

At the heart of Pakistan's tourism strategy must be a commitment to sustainability. Efforts to promote responsible tourism, both domestically and internationally, must be made to preserve the nation's natural resources for future generations. The PTDC can take center stage in championing sustainable community-based tourism initiatives, ensuring that development is harmonized with environmental conservation and local empowerment.



Realizing the Vision

If Pakistan wants to welcome an influx of domestic and foreign tourists, investments must be poured into state-of-the-art tourism infrastructure. From enhancing road and air connectivity to streamlining visa facilitation and bolstering visitor security, every facet of the tourism experience must be meticulously curated to exceed expectations. The establishment of national minimum standards and regulations can ensure that quality services permeate every level of the industry.

Embracing Global Best Practices

In its quest for excellence, Pakistan must look beyond borders, actively engaging with international best practices in tourism development. By participating in strategic regional and international initiatives, the nation will seek to leverage global expertise and forge meaningful partnerships that can propel its tourism sector to new heights.



From enhancing road and air connectivity to streamlining visa facilitation and bolstering visitor security, every facet of the tourism experience must be meticulously curated to exceed expectations.



A Unified Approach for Success

Under the aegis of the PTDC, a robust coordination mechanism can bring together public and private sector stakeholders, fostering collaboration and synergy. This unified front can not only streamline the decision-making processes but also ensure that the collective efforts of all stakeholders are channeled towards a common goal: the sustainable growth of Pakistan's tourism industry.



Embarking on a Journey of Transformation

As Pakistan seeks to embark on a transformative journey, the echoes of its past mingle with the aspirations of its future. The nation stands ready to welcome the world, offering a tapestry of experiences that blend history, culture, and natural beauty. With a commitment to sustainability and innovation, Pakistan's tourism sector can emerge as a beacon of progress, enriching lives and economies along the way.

In the unfolding narrative of Pakistan's tourism renaissance, every chapter is imbued with promise and possibility. If stakeholders come together to realize the ambitious goals outlined in the National Tourism Vision, the stage will be set for Pakistan to shine on the global tourism stage, beckoning travelers with its warmth, hospitality, and boundless charm.

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Chefs' Association of Pakistan
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HOSTS GRAND

MEMBERSHIP AWARD CEREMONY

The ceremony saw the distribution of membership certificates to over 1,000 new CAP members.

Chefs Association of Pakistan (CAP) organizes a spectacular Membership Award Ceremony, marking a momentous occasion in the culinary landscape of the nation.

Held on Wednesday, April 3, 2024, at Al Hamra Hall One, Mall Road Lahore, the event saw the distribution of membership certificates to over 1,000 new CAP members.

The ceremony was graced by the presence of esteemed dignitaries, with Secretary Tourism Punjab, Raja Jahangir Anwar, attending as the Chief Guest. Among the





Among the highlights of the event was the recognition of the new players of the National Culinary Team of Pakistan (NCTP), who were presented with prestigious chefs' belts.



young chefs are the future of Pakistan and CAP believes in investing its energies in them.

Raja Jahangir Anwar while talking to media appreciated CAP and COTHM for arranging a wonderful membership award ceremony. Expressing his trust in CAP and COTHM, he said that he is happy to see that the future of the young chefs in

highlights of the event was the recognition of the new players of the National Culinary Team of Pakistan (NCTP), who were presented with prestigious chefs' belts.

Furthermore, the announcement of Worldchefs approved National Judges from Pakistan for the year 2024 added to the significance of the occasion, showcasing Pakistan's growing influence on the global culinary stage.

Addressing the participants, CAP

President Ahmad Shafiq said that Chefs Association of Pakistan is Pakistan's only national association that is affiliated with Worldchefs, Paris. He further said that by becoming the members of Chefs Association of Pakistan, chefs automatically become the members of Woerldchefs, Paris. He also said that Pakistan's potential in culinary arts is immense and CAP is the only national platform in the country that can help chefs attain international recognition in this field. He added that





Pakistan is secure and they are moving in right direction.

Arfa Karim Foundation Chairperson Samina Amjad, Chefs Association of Pakistan Senior Vice President Waqar Ilyas, Cheezious CEO Imran Ejaz, Advocate Supreme Court of Pakistan Abdullah Malik, Senior Pastry Chef

Muhammad Razaq, Punjab University Executive Chef Muhammad Nawaz, COTHM Senior Chef Hassan Arshad, ODR Foods CEO Shahzad Makki, Best Western Hotel Premier HR Head Asghar Nadeem, PC Hotel Lahore Executive Chef Nauman Iftikhar, MPA Mian Muhammad Muneer, Cafe Alanto Consultant Chef Aamir Abbasi,

Senior Chef Muhammad Yameen, COTHM Johar Town Executive Director Mian Shahid, COTHM Johar Town Executive Chef Tipu Imran, Bin Rasheed Group Executive Chef Saqib Chaudhary and other participants joined the event as guests of honor and distributed the membership certificates among the new members.



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Pakistan

A LAND OF TOURISM, ARCHEOLOGICAL WONDERS

By Fakhar-e-Alam



Pakistan is a unique country with enchanting deserts, mesmerizing plains and snow covered peaks, adventurous sea shores and plenty of cultural and archeological sites, ancient Muslim architecture and religious sites of Buddhism and Sikhism.

Internationally recognized as home to six United Nations Educational, Scientific and Cultural Organization (UNESCO) heritage sites, second highest mountain peak, long coastline and vast cultural and religious heritage, Pakistan offers plenty of tourism activities for local and foreign tourists.

It is also a unique country with enchanting deserts, mesmerizing plains and snow covered peaks, adventurous sea shores and plenty of cultural and archeological sites, ancient Muslim architecture and religious sites of Buddhism and Sikhism.

Archeological wonders of Mohenjo-Daro in Sindh, Harappa in Punjab, Buddhist Ruins in Takht Bhai and Sahri Bahlol in Mardan and Taxila, ancient Indus and Gandhara civilizations, Thal and Thar deserts and architecture of ancient rulers especially Mughal era can be future hot spots for tourism.

Five highest mountains peaks of above 8,000 meters, including the second highest peak – the K-2 (8611m), 108 highest peaks of above 7000 meters, Deosai plain,





cultural diversity of Sindh, Punjab, KPK, Balochistan and Azad Kashmir, historical monuments and much more across Pakistan are other hallmarks of our tourism treasure.

Although local tourism flourished visibly in recent years yet unfortunately these bounties remained untapped to the maximum due to multiple reasons like insufficient projection, facilities for tourism and law and order situation due to turmoil in the region. Since Pakistan has a meager share in global revenue earning from tourism, the experts believe that if the government fully employs the latest digital techniques and social media to highlight these hidden destinations, it can earn billions of dollars annually.

“Today is an era of digital tourism. Technological advancements have fast started transforming the travel and hospitality industry even in developing countries,” said Abu Zafar, President Alpine Tourism Club of Pakistan. “We have the most beautiful skiing spots, picturesque valleys, rivers and brooks, hiking tracks, polo grounds, ice hockey fields, deserts for car rallies, sea surfing and mighty peaks for scaling.” But, he said, most of our areas remained insufficiently highlighted across the globe. “Therefore, we need to fully employ the power of social and digital media as well as ensuring amicable environment for tourists.” Despite its diverse potential, Pakistan’s share in global tourism economy is too low. Therefore, at a time when



Since Pakistan has a meager share in global revenue earning from tourism, the experts believe that if the government fully employs the latest digital techniques and social media to highlight these hidden destinations, it can earn billions of dollars annually.



international media predicts full recovery of tourism industry during 2024, Pakistan needs to tighten belts for securing its due share from trillions of dollars tourism economy. UNWTO has recorded an estimated 1286 million international tourists (overnight visitors) around the world in 2023, an increase of 34% over 2022 as international tourism recovered 88% of pre-pandemic levels. The Middle East led the recovery being the only region to overcome pre-pandemic levels with arrivals 22% above 2019, Europe reached 94%, Africa recovered 96% and the Americas 90% and Asia and Pacific recovered 65% with the start of 2023. Following a strong rebound in 2023, the sector’s outlook reflected in the latest UNWTO Tourism Confidence Index survey, reveals 67% of tourism professionals indicating better or much better prospects for 2024 compared to 2023. “Our share is too meager as compared to international tourism earning. We secure just a billion or so dollars out of this trillions dollar economy,” remarked Ex-Chairman Economics Department, Peshawar University, Professor Dr Muhammad Naeem. “This is pathetic and urges us to transform our efforts keeping in view the modern trends, exploiting all latest tools for projecting our potential.” “I expect from the new government to appoint digital professionals and experts to promote tourism to harness our due share in tourism economy,” he stated.

Besides nature’s bounties in Khyber Pakhtunkhwa, Azad Jammu and Kashmir and Gilgit Baltistan, there are ancient and religious sites in Sindh, Balochistan and Punjab to attract millions of foreign tourists. “Scientific advancements and modern technological inventions have virtually turned the world into a





global village.

Therefore, we should vigorously project our amazing sites and archeological wonders,” remarked Manzoorul Haq, former ambassador. “As developed nations have replaced conventional publicity methods with digital tourism, so we also need to exploit global positioning system (GPS) and artificial intelligence for quick dissemination of information and projection of our sites,” he stated and proposed to patronage v-loggers, bloggers and social media groups for the purpose.

Although Pakistan’s foreign tourism has witnessed 115% increase during 2023 as mentioned by the then Caretaker Minister of State for Tourism Wasi Shah, yet it earned just US\$ 1.3 billion. ‘World Tourism Barometer’ published by World Tourism Organization of the United Nations, had also mentioned that Pakistan had made a remarkable recovery in tourism to pre-pandemic levels. Showing 115% increase, is just start of a journey towards an overall revolution in this sector that may reach 500% or even thousands percent provided that it is transformed on modern lines projecting Pakistan’s potential.

It is unfortunate that a country having much more potential than other nations earns much lower than them. Pakistan direly needs right person for the right job, political will and modern approach to excel in the arena of tourism. This approach should be multi-dimensional, promoting natural, religious, cultural and adventure tourism on war footing to bring in precious tourism associated foreign exchange to support our economy and move forward for economic sustainability.

By Khurshid Ahmed



PAKISTANI FAST FOOD WORKERS **RANKED 4TH FRIENDLIEST** IN THE WORLD - REPORT



The report by online gaming platform Spin Casino looked at some of the world's most popular fast-food chains analyzing customer ratings while taking into consideration the quality of service and general visitor experience.

Pakistan's Karachi city has been ranked fourth in the world for the friendliest fast food workers, with India's New Delhi at 10th place, a research report released on Friday said.

The report by online gaming platform Spin Casino looked at five of the world's most popular fast-food chains, namely McDonalds, Burger King, KFC, Subway and Starbucks, in each city across the globe, analyzing



customer ratings while taking into consideration the quality of service and general visitor experience.

Visitors to fast food restaurants in Pakistan rated the service, on average, at 4.32 out of 5, with local and cultural etiquette highly regarded in Pakistan and workers demonstrating how good customer service translates to great customer experience, the platform said in a statement issued on Friday.

"As we continue to see more fast food chains pop up in every town and city, 'quick bite' restaurant employees in Pakistan have been named as the fourth friendliest in the world," the statement said.

"Our research looked at which capital cities have these fast food chains and how customers rated their experience which included the overall service

they received.”

Despite America’s love for fast food, with the very first fast food chain being established there 103 years ago, the US capital Washington D.C came in 68th place with a rating of 3.63 out of 5. London had an even lower rating of 3.58 and was in 71st place.

The report said the low ratings for some of the larger countries, such as the United Kingdom, United States and Australia, could be due to there being a



Despite America’s love for fast food, with the very first fast food chain being established there 103 years ago, the US capital Washington D.C came in 68th place with a rating of 3.63 out of 5.



high volume of these restaurants, therefore requiring much more staff to deal with a large number of demanding customers.

“When choosing where to grab a quick bite to eat, our first thought is normally to pop into one of our favorite fast food restaurants. Being able to pick up a meal in under 5 minutes has gone from being a luxury to a necessity as we now expect there to be at least one familiar chain wherever we go,” the statement said.

Cheap, quick and convenient, fast food is a worldwide favorite. In fact, 95 percent of people have indulged in the likes of quick burgers, fries, shakes and chicken nuggets over the past 12 months, according to the gaming platform’s statement.

The ranking of top ten 10 cities with the friendliest fast food workers in the world:

- Jakarta, Indonesia
- Dar es Salaam, Tanzania
- Algiers, Algeria
- Karachi, Pakistan
- Guatemala City, Guatemala
- Nairobi, Kenya
- Bogota, Colombia
- Santo Domingo, Dominican Republic
- Alexandria, Egypt
- New Delhi, India

Cheezious making Pakistan proud

In the continuation of the report above, here we share a Pakistani fast food brand Cheezious that is makin Pakistan proud all over the world. With almost 35 branches all over Pakistan, it has become the fastest growing Pakistani fast food brand.

The best thing about Cheezious other than its yummiest food is its service as the customers not only enjoy the food but also the most hospitable service of its crew members. The ambiance Cheezious offers at its outlets is not less than any fine dining restaurant while the prices are quite low in comparison to the international fast food chains.

Courtesy: Arab News



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COTHM's new campus in Faisalabad will provide aspiring students with a conducive learning environment, equipped with modern amenities and industry-relevant training programs, preparing them for successful careers in the dynamic hospitality sector.

College of Tourism and Hotel Management (COTHM) has proudly inaugurated its esteemed campus in Faisalabad, marking a significant milestone in its journey towards excellence in education and hospitality management. The new Faisalabad campus is located at House # 72, Officers Colony # 1, Madina Town, Faisalabad.

The inauguration ceremony was graced by the presence of esteemed dignitaries and notable personalities from various fields.

Among the distinguished Chief Guests were Punjab Education Minister Rana





“ Among the distinguished Chief Guests were Punjab Education Minister Rana Sikandar Hayat Khan, Punjab Minorities Minister Ramesh Singh Arora, and Faisalabad Deputy Commissioner Abdullah Nayyar Sheikh.



Sikandar Hayat Khan, Punjab Minorities Minister Ramesh Singh Arora, and Faisalabad Deputy Commissioner Abdullah Nayyar Sheikh, whose presence underscored the importance of education and cultural diversity in the region.

Adding to the aura of the event, the ceremony was honored by the presence of Guests of Honour including Government College University Vice Chancellor Prof. Nasir Amin, Agriculture University Faisalabad Vice Chancellor Dr. Iqrar Ahmad Khan, Government College for Women University, Faisalabad Vice Chancellor Dr. Zill-e-Huma Nazli, and Faisalabad Medical University Vice Chancellor Prof. Zafar Ali Chaudhary. Their participation reflects the





collaborative spirit among educational institutions and their commitment to developing academic excellence.

Ahmad Shafiq, Founder/President & CEO of COTHM Pakistan & Dubai, COTHM COO Zaheer Ahmad, COTHM Registrar Muhammad Jamil, Director Projects COTHM Muhammad Nadeem Anwar, Director International Development, COTHM Babar Sheikh, and Director COTHM Faisalabad Sheikh Ijaz Ahmad extended a warm welcome to all the distinguished guests and attendees, expressing gratitude for their support and encouragement. Together, they ceremoniously cut the ribbon, symbolizing the official opening of COTHM's Faisalabad campus.

With its state-of-the-art facilities and comprehensive curriculum, COTHM is poised to become a beacon of excellence in hospitality and tourism education in Faisalabad. The new campus will provide aspiring students with a conducive learning environment, equipped with modern amenities and industry-relevant training programs, preparing them for successful careers in the dynamic hospitality sector.

Talking to media, Ahmad Shafiq said that COTHM is bent upon serving the nation by offering skills with degrees. He also said that skills-based education is the future of Pakistan and our educational institutes must understand this fact. He added that COTHM would keep on playing its role in equipping the youth of Pakistan with skills so that they may serve the nation by becoming financially independent citizens.





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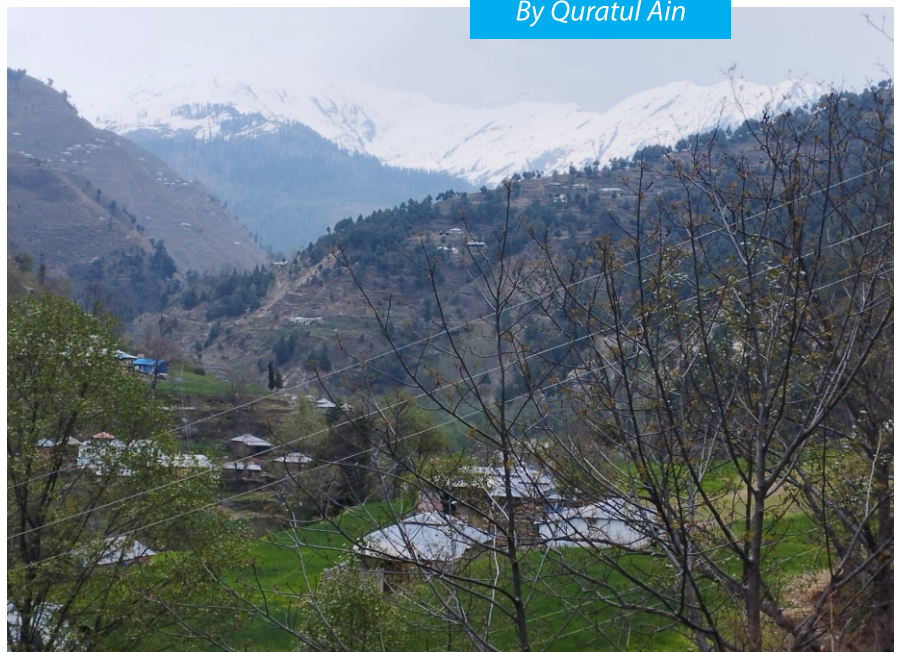


Siran Valley is situated in the district Mansehra, Khyber Pakhtunkhwa. Its name comes from the Siran river, which flows through the valley.

Mountain regions and hilly areas of Pakistan are great attractions for the nature lovers. In the summer vacations, tourists across the country flow into these areas. Some of such destinations allure tourists more than the capacity they bear to host such tourists properly. The young frequent travellers satiate their thirst of new landscapes by exploring new destination in the remote regions of Pakistan. Later on, investment in infrastructures is attracted.

There is a dire need to explore, develop and promote new mountain destinations for sustainable tourism. The

By Quratul Ain





proper planning of new tourist destinations would not only regulate tourists but also generate economic activities for the marginalized communities who are unable to benefit from the urban employment opportunities. Ganga Choti, Toli Peer, Lasdana, and Kumrat are some of the examples of the increasing flow of tourists day by day but a little planned infrastructure development is witnessed. However, reasonable tourist facilities are developed to accommodate tourists visiting across the country.

Siran Valley is one such emerging tourist destination. It is situated in the district Mansehra, Khyber Pakhtunkhwa. Siran valley's name comes from the Siran river, which flows through the valley. The older name of this beautiful valley was Dara Bhogarmang, after the name of Bhogarmang village, located in the center of the valley.



Siran Valley can be approached through Hazara Expressway and Dadar can be considered as the base camp for the trip. You can exist from Shinkiari and move to Siran Valley via Dadar.



In this valley, one may enjoy the most serene experience of the life; surrounded by lush green hills and mountains. The climate of this valley remains mild and pleasant throughout the year, but due to its higher altitude, winter becomes pretty cold here, with temperatures falling below the freezing level.

Siran Valley can be approached through Hazara Expressway and Dadar can be considered as the base camp for the trip. You can exist from Shinkiari and move to Siran Valley via Dadar. Dadar is about 180 kilometers from Islamabad via Hazara Motorway. It is the best place to stay as reasonable and affordable hotels are available here. You can walk or hike around the areas in lush green forest, fields, or bank of the river Siran. You can explore the ancient villages and take in the culture of this majestic place.

There is a Siran Lake Resort where zipline, boats, swings and other recreational activities can be enjoyed. A lot of local tourists are witnessed to visiting this Park. We also saw reasonable domestic tourists flow pouring into the valley by their own vehicles and even through public transport. The public transport runs from Shinkiari to Mudaghucha and charges Rs.200/-.

It is a perfect tourist spot for those who enjoy nature; one can explore a lot and enjoy the best time in this valley. The valley is considered one of the most charming places, with famous



DESTINATION



Rs.3000/- to Rs.4500/- per night.

On the way to Munda Guchah, the metaled road, you can witness awesome views. About a 45 minutes drive from Dadar, you will reach Munda Guchah. There are three small guest houses namely Ali, Gill and Basaira and with small size rooms and common washrooms. Usually, trekkers stay while going to trek Musa Ka Musla and explore more beautiful valleys. These hotels charge around Rs.1500/- for a room and discount if group is of bigger size.

In short, Siran Valley is a good place for tourists to visit in summer season. Investors are also being attracted and they have bought thousands of kanals land in this valley to build tourist resorts. This investment would bring bounties for the local community as tourism boosts local economic activity. However, planned development of tourism infrastructure will ensure sustainability and will attract more tourists. I strongly recommend families to visit this valley. Youth found of hiking, trekking and adventure will also find a lot of valleys and treks to be explored and enjoyed. So plan your trip to Siran Valley this summer season.

spots like Chukro Peaks, Baleja Meadows, Aram Gali, and much more. Siran Valley offers many activities that can keep you busy during your visit. You can go trekking to explore the rich forests, hike through the meadows, and camp in nature's lap.

If you look for a comfortable accommodation here, there are several hotels in nearby towns. About 9 kms from KKH, Dadar has reasonable accommodation facilities. It can be considered gateway to this valley. I stayed in Al-Shola Tourist Hotel (0341-0253336) which has recently been built. A good place specially for the families. It has large family rooms from 3 to 5 beds with lobby, kitchen, lawn and wide parking facilities. They do not charge for additional mattresses. The staff is co-operative. Serviceman is available. During off season, it charges Rs.5000/- and during season upto R.8000/- per night. It is an excellent place to stay. We enjoyed our stay here. Nearby hotels are: Lahore Guest House (0349-6016929), Summer Land Hotel (0315-4145473).

These hotels have standard rooms of twin and double beds and they also charge Rs.5000/- to Rs.6000/-. These two hotels are better furnished but room, lobby and lawn areas are smaller when we compare it with Al-Shola Tourist Hotel. There is a Rest House of Forest Department, available for tourists, as well (0341-9221420). They charge Rs.3000/- to 4500/-. As you move forward, you will find Pine Valley View Hotel in Bhogarbhang village (0300-5870333). They price also ranges from



Zaheer Ahmad, the Chief Operating Officer (COO) of College of Tourism & Hotel Management (COTHM) and COTHM Travel Solutions (CTS), recently represented COTHM and Pakistan at the ECO Tour Operators Forum held in Baku, Azerbaijan. The event, which took place on May 2-3, 2024, served as a platform for industry leaders to convene and collaborate on promoting sustainable tourism in the region.

During the forum, Zaheer Ahmad participated as a panelist in a discussion centered around the theme of "The Silk Roads across the Middle East and



COTHM COO ZAHEER AHMAD ADVOCATES FOR SPECIAL VISA TO **PROMOTE TOURISM** ALONG THE **SILK ROAD ROUTES**

"Introducing a special visa for ECO nations will not only promote tourism but also foster stronger economic ties and cultural understanding among our diverse communities."

As a seasoned professional with extensive experience in the tourism and hospitality sector, Zaheer Ahmad articulated the importance of leveraging historical and cultural assets to create unique travel experiences. He emphasized the need for strategic partnerships and collaborative efforts among stakeholders to develop sustainable tourism practices along the Silk Road routes.

Zaheer Ahmad's visionary proposal has garnered significant attention and support from industry leaders and government officials alike. His advocacy for promoting tourism along the Silk Road routes reflects a commitment to developing regional cooperation and economic development through sustainable tourism initiatives.

Western Asia: Rebuild of historical 'SILK ROAD' traffic route with main organizational details." His insights shed light on the potential of revitalizing the historical Silk Road routes to boost tourism and economic growth across the region.

Zaheer Ahmad proposed a groundbreaking initiative to facilitate tourism among ECO (Economic Cooperation Organization) countries by introducing a special visa akin to the Schengen visa. This special visa would enable genuine tourists from ECO countries to travel visa-free, thereby opening up new opportunities for business and cultural exchange among the member nations.

"As we look to harness the rich historical and cultural heritage of the Silk Road, it is imperative that we remove barriers to travel and facilitate seamless movement of tourists across ECO countries," remarked Zaheer Ahmad.





PROVINCIAL MINISTER FOR INFORMATION **AZMA ZAHID BOKHARI** COMMENDS COTHM'S CONTRIBUTION TO **SKILL DEVELOPMENT** IN PAKISTAN



Visit by Provincial Minister for Information Azma Zahid Bokhari underlines the government's recognition of COTHM's vital role in building a skilled workforce for the nation's progress.

College of Tourism & Hotel Management (COTHM) had the honor of hosting Provincial Minister for Information, Azma Zahid Bokhari, at its Head Office located in New Garden Town, Lahore on April 29, 2024. The visit marked an important milestone in recognizing the efforts of COTHM in shaping the skills landscape of Pakistan.

Accompanied by COTHM's Founder/President & CEO



Ahmad Shafiq, Minister Azma Zahid Bokhari embarked on a comprehensive tour of the campus, engaging with students from various disciplines. As she interacted with the students, the Minister lauded COTHM's commitment to developing a skilled workforce in Pakistan. "Education plays a pivotal role in shaping the future of our nation, and institutions like COTHM are at the forefront of equipping our youth with the necessary skills to thrive in today's dynamic



Education plays a pivotal role in shaping the future of our nation, and institutions like COTHM are at the forefront of equipping our youth with the necessary skills to thrive in today's dynamic world, says Azma Zahid Bokhari.



world," remarked Minister Azma Zahid Bokhari during her visit.

Ahmad Shafiq, the visionary behind COTHM's success, shared insights into the institution's journey and its dedication to excellence in education and skill development. Expressing gratitude for the Minister's visit, he presented her with a commemorative souvenir as a token of acknowledgement.





INDUSTRY

NAILA KIANI BECOMES FIRST PAKISTANI WOMAN TO SUMMIT 118,000M PEAKS



1

Mountaineer Naila Kiani on Sunday became the first Pakistani woman to summit 11 8,000m peaks in the world, according to the Alpine Club of Pakistan (ACP). Kiani achieved this as she successfully climbed Nepal’s Makalu Peak, the world’s fifth-tallest mountain at 8,485 metres tall.

The ACP secretary noted that “after a challenging climb through the night, Naila has achieved another historic milestone by successfully summiting Makalu” at approximately 9:35am Nepal time (8:50am Pakistan time). In April last year, she became the first Pakistani woman to climb Nepal’s Annapurna

peak, the world’s 10th-highest peak standing 8,091m tall. The next month, she went on to summit Mount Everest, the world’s highest mountain, becoming the second Pakistani woman to do so.

FIA RELAXES AIRPORT RULES FOR PASSENGERS



2

Etihad Airways, headquartered in Abu Dhabi, is embarking on an ambitious expansion strategy, announcing plans to recruit nearly 2,000 professionals, encompassing pilots, cabin crew, and mechanics throughout the current year in anticipation of substantial growth by 2025. As expected, most of these recruitments will be

non-emiratis. This expansion includes incorporating an additional 15 aircraft into its fleet. Antonoaldo Neves, the airline’s Chief Executive Officer, emphasizes the crucial phase of recruitment and training that will unfold in the latter half of this year, aimed at bolstering the airline’s operational

capabilities for the anticipated fleet expansion. This decision is fueled by a noticeable uptick in passenger traffic, with the airline achieving an 86% passenger load factor in 2023, a significant improvement from 82% in the previous year.



HIGHLIGHTS

DUBAI UNVEILS \$32 BILLION MEGA AIRPORT PROJECT

3



Dubai has begun work on an ambitious \$32 billion mega airport project, signaling the Emirate's bold vision to lead the world in aviation infrastructure and tourism. The announcement was made by Dubai Governor Mohamed bin Rashid, revealing plans to expand Al Maktoum

International Airport to become the largest airport globally upon completion, with a capacity to accommodate over 260 million passengers. The ambitious project, spearheaded by the Dubai Aviation Corporation, will see the construction of new terminals boasting 400

boarding gates and five parallel runways. These enhancements will make Al Maktoum International Airport five times larger than the current Dubai International Airport, with plans to eventually transfer all operations to Al Maktoum in the coming years.

DIET STUDIO HOLDS 'TEMPTING APPETIZERS WORKSHOP'

4



Diet Studio arranged the 'Tempting Appetizers Workshop' that was objectively developed to introduce healthy & nutritious meals to educate the people about different healthy & calorie counted recipes by using healthy ingredients. Chef Muqarab Shah prepared five healthy appetizers recipes i.e.; Peri Peri bites, New

York Loaded Fries, Creamy Jalapeno Tacos, Thai Sweet Chili Wings & Cheesy Barbeque Chicken Sliders. The workshop was designed to empower attendees with the knowledge and skills. Workshop was full of hands-on learning experience. At the end, the workshop was concluded with a certificate distribution ceremony.

It is worth mentioning here that Diet Studio is being run under the supervision of professional nutritionists & food safety experts. Currently, it is also running a meal service from where calorie-counted meals can be ordered and delivered at your doorstep.



INDUSTRY HIGHLIGHTS

PIA ANNOUNCES GOOD NEWS ABOUT FLIGHTS TO THE UK & EUROPE



5

Great news awaits Pakistanis residing in the UK and across Europe as Pakistan International Airlines (PIA) is set to resume its flights to Paris next month and to the UK on August 14, marking the end of a four-year hiatus. According to Abdullah Hafeez, the spokesperson for PIA, the European Union Aviation Safety Agency (EASA) is expected to grant permission to the airline in phases throughout the ongoing month.

Hafeez stated that upon receiving approval from the Agency, PIA will prioritize the resumption of flight operations in Paris. “The direct flight to London is scheduled to commence on August 14,” he added. Furthermore, he mentioned that in anticipation of the flight resumption, the airline is expediting repairs on its 777 aircraft. Presently, PIA operates seven 777 planes, with two additional aircraft set to become operational within the next two months,

according to Hafeez. Meanwhile, a PIA General Manager commented that with nine 777 planes in operation, the airline will significantly enhance its flight operations to Europe. Hafeez also highlighted that Pakistan currently holds air service agreements with 97 countries. It’s worth noting that direct flights from Pakistan to the UK were suspended in 2020.

TDCP MAKES BEST ARRANGEMENT FOR MURREE TOURISTS



6

The Tourism Development Corporation of Punjab (TDCP) has made comprehensive and best arrangements for the tourists in Murree to facilitate them with dignity. A TDCP official has said that practical steps are being taken by the organization for further promotion of tourism in Murree.

Foreign and domestic tourists are thronging to Murree due to its scenic beauty and clad mountains to enjoy their trip, he added. He said that the TDCP has already launched an effective cleanliness campaign at different tourist spots in the Murree hilly areas not only to attract them but also to provide a neat and clean ambiance.

He said the sanitary workers are involved in collecting plastic waste and discarded items aimed to ensure a plastic-free environment, especially in green spaces because plastic bottles, wrappers, and shopping bags are rampantly littered at the tourist destination.

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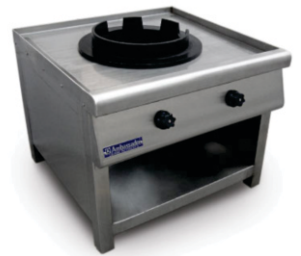
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