HOSPITALITY WORLD
A WORLD OF OPPORTUNITIES

Institute of Tourism & Hotel Management Faisalabad
Welcome to ITHM Faisalabad campus. ITHM has a long and proud track record in providing demand driven human resource to the industry since two decades.

ITHM, part of Tourism Development Corporation of Punjab, offers high quality education in the fields of Travel, Tourism, Hospitality and Culinary Arts through its partnership with established organizations & institutes from USA, UK, Australia, France and Europe.

ITHM focus on an innovative approach to provide access to higher education. Partnering leading institutions across the world, we offer the best-of-breed academic courses, fused in the industry practices to help students connect with competitive work place.

Our strong academic curriculum, experienced team of faculty members, special emphasis on personality development & extra curricular activities extend the learning experience beyond class room to engage the mind, body and spirit.

I would like to extend a warm welcome to all of you, who want to become the part of global hospitality world. Come and explore our courses and career paths that we offer at ITHM School's of Travel, Tourism, Hospitality Management & Culinary Arts. Shape your future with us and become a global hospitality leader tomorrow.

Come & experience an exciting learning journey that can transform your future!

Mian M. Naveed Asghar
Director
Vision
Our vision is to create a better world through education, integrity and cultural understanding.

Our Mission
Creating hospitality excellence through education and training.

Our Philosophy
We believe that the hospitality industry is the ultimate consumer of its services and that the student’s interests are best served through the institute orienting programs to meet industry requirements.

- We strive to maintain our international orientation and benchmark, its offerings with those of the top colleges & universities worldwide.
- We maintain a strong general education component of our programs to help our graduates to be receptive to the vast possibilities presented by the hospitality and tourism industry.
- We seek to prepare college graduates not only for employment with a variety of organizations but for starting new businesses on their own account.
- We, with the assistance of industry partners, utilize faculty and facilities to offer innovative programs at a reduced cost.
- We seek to distinguish ourselves through producing graduates singularly competent in the foundational skills required for a career in the hospitality industry.
Institute of Tourism & Hotel Management is the only government chartered pioneer institute providing quality education in the fields of Culinary Arts, Travel, Tourism & Hospitality Management. Established by the Tourism Development Corporation of Punjab (TDCP) in the year 1988 with an objective to provide management focused, practical-based education and trainings as demanded by the Tourism & Hospitality Industry worldwide.

ITHM is committed to contemporary & practical international hospitality education, with an emphasis on both theoretical & practical learning. ITHM's nationally & internationally accepted programs have time tested advantages for our students in Pakistan.

ITHM in collaboration with its international Global Academic Partners; Australia, America, England, France & Europe offer you unique programs taught by highly qualified, dedicated local & international faculty.

"Fusing Asian practices with international perspectives for a truly global outlook, you are sure to gain from the best of all worlds."

ITHM in affiliation with International Association of Culinary Professionals (IACP) USA, City & Guilds (UK), Alliance Francaise, European Hotel & Tourism Schools, Northern Melbourne Institute of TAFE (Australia) has produced hundreds of global hospitality leaders whose records of accomplishment spans over 25 years in the excellent Tourism & Hospitality education in Pakistan.
Pakistan
Geography & General Area

It occupies an area of 796096 Square Meters. Physically it is the vast valley of mighty Indus river; which runs through the whole country as its blood line. North Pakistan inherits one of the highest land of the world. The three great mountains ranges Himalayan, Karakorum & Hindukush meet in a very complex system of mountains, separated by narrow gorges of the rivers. After meeting with the Kabul river it takes its gigantic gorge into plains. In Punjab it is divided into five rivers which re-join just before Sindh, South, East, where eventually it dies in a vast delta at Arabian sea.

Pakistan, with its cultural diversity has something to offer each and every visitor. From the timeless deserts to the sunny beaches, from the marvels of the Mughal Era to the modern day shopping arcades. Pakistan guarantees adequate entertainment for everyone. It invites you to discover the grandeur of its landscapes, thousands of years of cultural heritage and hospitality of its people. It is not amazing then that Pakistan holds a fascination for the people the world over.

We at ITHM arrange tours in collaboration with TDCP for our students in particular & masses at large in general. That will take you around our archaeological heritage, such as Moenjodaro, Taxila, which are the seats of the Indus Valley and Gandhara Civilization respectively. The architectural monument of the Mughal’s historical inlet to South Asia the Khyber Pass, the ancient enchanting traditions of the Kafir Kalash, trekking trips, trout fishing tours and lots of other activities for the adventure lovers in the Northern mountain ranges make it prominent. The hospitality of our people is among the many reasons why you will find our country fascinating!

Faisalabad

Faisalabad, known as “Manchester of Pakistan” third largest city with second largest revenue contributor to the economy of Pakistan.

Features of the City:

Faisalabad is the hub of textile production in Pakistan. It is a city and division of the Punjab province connected by air, rail and road with all major cities of Pakistan. Faisalabad has transformed into a modern city envisaging the contrasts of the old and new traditions and cultures. It maintains a number of recreational and educational facilities. Its famous Clock Tower (one must-see) is located in the center of the main city connecting 8 bazars at one time thereby offering a network of shopping centers, delicious eateries and lots of fun for tourists. Speaking of travelers, Faisalabad provides a variety of parks, schools and universities, eateries and bazars thus offering an exotic mix of tradition, enjoyment and business!
Why Choose Tourism & Hospitality As A Future Profession?

The tourism and hospitality is the world's largest industry and offers unrivalled opportunities for an exciting and rewarding career. In all its areas it offers a great potential for job opportunities, career advancement and job satisfaction than any other industry. Tourism by nature is global and is today the world's largest industry.

According to the World Tourism Organization (WTO) from official sources throughout the world, almost 715 million international tourist arrivals were registered last year. That is 22 million more than the previous year. More than 130 million international tourist arrivals were registered in Asia and Pacific, which many regarded as the "Destination of the Future".

The importance of travel and tourism to the global economy has been increasing during the past decade. It is now the world's largest industry and a major contributor to GLOBAL ECONOMIC DEVELOPMENT.

World Economic Outlook (WEO) presented that worldwide GDP growth is estimated at 3.2% for 2011 and 4.1% for 2012 in this industry.

"One job out of every ten jobs is in the tourism industry."

"WTO"

With a Hospitality & Tourism Management qualification, you can choose from a wide range of careers at supervisory and management levels. Being in this industry allows you to travel all over the world meeting different people from different backgrounds and cultures. Eventually, the experience and exposure gained will be of great value to you when you will start your own Hotel & Tourism Business Enterprises.

While this exciting career demands hard work, it offers attractive salaries and excellent job prospects. There are ample opportunities for self improvement as you will be able to travel, meet people and gain international exposure.

The student of Hotel and Tourism Management will have a broad base of management and technical skills which enables them to immediately be productive in work place. Special emphasis will be placed on preparing the students for trends in globalization which will be prevalent in tomorrow's Tourism and Hospitality Industry.
Travel, Tourism & Hospitality

- Certificate
- Diploma
- Higher Diploma
- Post Graduate Diploma
The Certificate program in Tourism and Hotel Management prepare students with technical knowledge and skills in the fields of both Tourism & Hotel Management. Students are trained to achieve high standards competencies in the concern fields. At ITHM, we have designed our programs in collaboration with the industry to provide key operational skills and competencies in the Tourism and Hospitality industry.

Students will be trained in the areas of Front Office, Food & Beverage Services, Kitchen Management and Travel Operation. Upon Completion of the course, students can further continue their studies at Diploma level.

**Highlights of the Program:**
- Strong focus on applied knowledge with curriculum emphasis on practical application.
- Gain real work experience and exposure through industrial visits & internship.
- Students graduating from this program gain Chartered qualification from TDCP (Govt. of Punjab), which is recognized worldwide.

**Assessments:**
Students are assessed internally and externally through class tests, assignments, projects and final exams at the end of every semester.
The Diploma in Tourism & Hotel Management is designed to equip students with comprehensive knowledge and technical skills for a successful career in Travel & Hospitality Industry. This program prepares students for employment leading towards a supervisory level of management. Professional Skills are developed through theoretical courses, industrial visits and an internship on the completion of program. In this program students will also learn fundamental subjects related to Business, Marketing, Tourism & Hospitality Operations.

The demand for skilled human resource is increasing day by day globally and even in Pakistan. According to WTO report for the year 2013, every job out of 10 is in the field of tourism & hospitality sector in Pakistan, which proves that it is the biggest industry employing hundreds of employees every year. The successful students are likely to find their career opportunities nationally and internationally in the different departments like Front Office, House Keeping, Food & Beverage Services, Human Resource Management, Travel Operation, Food & Hospitality Consultants and many more.

**Assessment:**

Students are continuously assessed through class tests, assignments and projects throughout the program in three semesters. In every semester 35% marks will be contributed from the internal evaluation and rest of the 65% marks will be constituted from final exams.

**Career Opportunity:**

Graduate can choose among diverse management role in the hospitality, tourism industry such as Hotel Manager, Banquet Manager, Resident Manager, Front Office Manager, Room Division Manager, Executive Housekeeper, Travel Operations, Air Hostess, Cabin Crew and many more.

The Diploma holder’s of this program would continue their Bachelor Degree Program in Hospitality Management at NMIT Australia with 100% credit transfer.

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**Entry Level:** Intermediate to Master’s  
**Duration:** 12 Months  
(Theory & Practical)
The Higher Diploma program is designed to produce professionals that are equipped with highly versatile and competent management skills. The graduates of this program are highly sought out for employment by national and international tourism and hospitality organizations.

By choosing this program at ITHM, Students are exposed to leadership and soft skills that would mould them into competent graduates who are ready to take their career to the next level.

A part from the emphasis placed on theoretical and practical skills, we are implementing their problem & project based learning that develops problem solving, analytical, critical thinking, leadership and teamwork. Field trips to different hospitality & tourism establishments help the students to widen their perspective about the industry. Participation in seminars and workshops conducted by industry leaders and representatives locally and internationally help them to grow themselves.

Career Opportunities:
Graduates can seek employment with national and international employers in the travel & tourism industry and progress to diverse management roles in the hospitality industry. There are wide range to prospective job opportunities in Hotels, Resorts, Bars & Clubs, Catering, Corporate offices, Entertainment and Amusements, Airline, Cruise ships, Tourism offices, Travel Agencies, Hospitals, Fitness Club & Spas, Education & Training and many more.

Why to Choose this Program:
- Strong focus on applied knowledge with curriculum designed on the requirement of industry.
- Gain exposure through industrial visits, competitions & event management.
- Successful graduates of the program will have variety of career opportunities in the hospitality & tourism industry globally.
- Opportunities to articulate in the Bachelor Degree Program (Travel, Tourism & Hospitality) at NMIT Australia with an exemption of 1.5-years, and will have 2 -Years Post Study Work in Australia on completion of the degree program.
The Post Graduate Diploma is designed especially for the managers and entrepreneurs already working in the Tourism and Hospitality sector. It is the best choice for the business graduates who want to join the most growing and challenging tourism and hospitality industry as their future career.

The students are equipped with the knowledge and skills on the operations of the hotel and hospitality industry, as well as the fundamentals of Business, Management, Marketing and HRM. Because it adopts an international curriculum, students are exposed to leadership and soft skills that will mold them into competent graduates who are ready to take their career to the next level.

Through this program, students will master multi-skills that are applicable to industry and will gain multidimensional approach which allow them to work in different services sectors around the globe. The graduate of this program are able to contribute to the growth and improvement of the industry by applying tactical and strategic planning capabilities.

On successful completion of degree program, the student would get 2-Years Post Study Work in Australia.

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<td>Room Division Management II</td>
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<td>HM34HM</td>
<td>Hospitality Management</td>
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<td>Event Management</td>
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<td>HM31FB</td>
<td>Food and Beverage Services</td>
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<td>HM43MKT</td>
<td>Sales &amp; Marketing</td>
<td>HM48FL</td>
<td>French Language (Advance)</td>
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<td>HM44BC</td>
<td>Business Communication</td>
<td>HM52HRM</td>
<td>Human Resource Management</td>
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<td>HM47PD</td>
<td>Personality Development</td>
<td>HM53RD</td>
<td>Research and Development (Project)</td>
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INDUSTRIAL INTERNSHIP (2-MONTHS)

Entry Level: Bachelor’s, Master’s, Ph.d. Duration : 12 Months (10 Months Theory & Practical + 2 Months Industrial Internship)
Pak Australian Venture

Tourism, Culture, Cuisine & Education
Australian Qualification
At ITHM, you will be trained and taught as if you were at one of Australian top institute. ITHM and NMIT in partnership offering world-renowned and internationally recognized diploma and degrees in Hospitality & Tourism. Graduates from ITHM will receive credit transfer and recognitions from both ITHM and NMIT for Degree Program in Australia.

An Australian education is a truly international experience. After graduating from here you will be able to work around the world. The Australian education institutes challenge and reward you academically, personally and professionally.

NMIT Australia and ITHM Faisalabad join hands for students exchange program in Hospitality, Tourism & Culinary Arts department for pursuing higher qualification in the concern fields.

From modest beginning as a leading school in Collingwood in the early 1910’s NMIT has grown to become the largest provider of vocational and technical education in Melbourne’s North with current course enrollments exceeding 65000 students.

In the new millennium NMIT is committed to provide practical, personal and empowering education. NMIT is one of the largest and most successful provider of both vocational training and higher education programs in Australia. It’s a government funded and owned Registered Training Organization (RTO).

NMIT’s Hospitality and Tourism departments runs Australia’s most extensive range of courses in Hospitality & Tourism, Travel, Cookery, Bakery and Events. The faculty at NMIT is experienced current practitioners from all sectors of Hospitality and Tourism industries hold a range of academic and industrial qualification and have well established industrial networks.

The courses are nationally accredited under the Australian Quality Framework (AQF) within the Education services for overseas students (ESOS), legislative framework and registered in the Common Wealth Register of Institute and Courses for Overseas Students (CRICOS). NMIT have international students from 70 different countries. The modern training facilities are recognized for being some of the best in Victoria and long standing relationship with industry means you gain industry relevant skills to be job ready.
Welcome message from NMIT in Melbourne, Australia

We welcome students of the Institute of Tourism and Hotel Management in Faisalabad, Pakistan, into our degree program in Melbourne, Australia.

Those wishing to articulate into our degree program will receive credit transfers commensurate with subjects they have previously studied. This will reduce the time taken to complete a Bachelor of Hospitality Management. Students will be in classes with a diverse student population from over twenty different countries, and will enjoy guest speakers and field trips in addition to the normal lectures and tutorials. Studying in Melbourne is very rewarding as the climate is reasonable (no snow in winter!) and there are numerous hospitality businesses where many students gain part time employment while they are studying.

If you decide later not to pursue a career in the hospitality industry, you will be well equipped to work in any business, as in addition to hospitality subjects, you will study subjects such as management principles, marketing principles, accounting for managers, and human resource management, as well as business strategy, financial management, and project management. If you leave after completing two years of the three years program, you will receive an Associate Degree of Hospitality Management.

Jeffrey Kidd
Head of Program,
Hospitality Management degree.

NMIT: YOUR JOURNEY STARTS HERE

Why Choose NMIT?

- Government owned and funded education provider, professionally run and financially secure.
- A leading provider of vocational education and training with 7 campuses and 6 training centers.
- Excellent campus facilities with leading-edge technology.
- Qualifications are accredited nationally and recognised internationally.
- Practical, industry-relevant training designed in consultation with industry.
- 500 nationally accredited courses with over 120 offered to international students, certificate to bachelor degree level of study.
- Student diversity, with international students coming from over 70 different countries.
I was honoured and delighted to be present at this celebration of a new alliance between Australia and Pakistan. It was a great event. Congratulations!

Mr. Peter Heyward
Australian High Commissioner

Congratulations on this event of Pak Australian Friendship! Good luck for the future. I enjoyed my day at ITHM School of Culinary Arts, Faisalabad. The student’s work is praise worthy. Happy Cooking!

Ms. Amina El Shafei
Master Chef Australia

Great to celebrate the MOU between ITHM & NMIT. Wonderful food and very well organized event.

Ms. Nicola Watkinson
SR. Trade & Investment Commissioner for South Asia

Congratulations on a wonderful event and on the new collaboration with NMIT. Happy Cooking!

Ms. Susan Heyward
First Lady Australian High Commission

It was an honour to visit this impressive institute. Thank you for a delightful day. Congratulations and looking forward to have more collaborative events in the future.

Ms. Melissa Kelly
First Secretary Australian High Commission
Want to be an International Citizen?
Uma-e-Rubab
WORKING AS AN
AIR HOSTESS
YEAR OF GRADUATION: 2011

My dream was to join the Airline Industry. Because working within the airline industry gives you the opportunity to see the world and even rub shoulders with famous people. My hospitality & tourism studies at ITHM provided me with the perfect foundation towards an exciting career path.

Join ITHM & Be A Part Of Sky Hospitality Leaders!

Samreen Khalid
WORKING AS AN
AIR HOSTESS
YEAR OF GRADUATION: 2013

What you can call an institute that moulds you, shapes you & grooms you into something beyond your wildest expectations? You call it “ITHM”. When I look back on what I was before a year ago and compare it to what I am now, all I can say is “Thank You” ITHM for what you have converted me into. It’s because of ITHM that today I am working with “Shaheen International Airline”.
Culinary Arts

- Indo Pak Cuisine
- Chef Training
- Diploma
- Advance Diploma
Indo-Pak Cuisine

One of the most popular ITHM courses, this cuisine enables the students to replicate with ease popular Mughlai dishes in a healthier way than most restaurant preparations without sacrificing on taste. Included of course are the staple Dal Makhni, Badshahi Biryani, Murgh Noor Jahani and Akbari Gosht.

Ideal for the new kitchen entrant or some one looking to give Pakistani Cuisine a try. Dishes prepared are authentic, delicious, simple yet creative enough to incorporate a practical demonstration of Pakistani’s how do they do that? Ask any restaurateur and they will tell you what a tough business it is. No wonder then tips, recipe and techniques are closely guarded secrets. Together we unravel some mysteries and learn some of the dishes that have had you eating out more than you should!

Entry Level: Middle or Above   Duration : 03 Months  
(Theory & Practical)
The Certificate in Chef training program is designed to train students with a special emphasis on the modern trends of Culinary Arts. The training program is a combination of theoretical and practical knowledge with an aim to prepare them for facing challenges in the rapidly changing and growing hospitality industry worldwide.

The Chef Training is designed for those who have chosen to pursue an exciting career as Chef. This unique skills-driven program takes you through the key stages of classical and international cuisine, grade manager, meat preparation and bakery. At the same time, it develops your professionalism and proficiency in producing food of world-class standards.

This course trains students for gainful employment and entry into post-secondary education in the food production and service industry. The training provides students the opportunity to acquire marketable skills by examining both the industry and its career opportunities and by developing food preparation and service and interpersonal skills. Students will identify and demonstrate the basic principles of safety and sanitation procedures used in the food production and service industry. Students will be able to identify, safely use, maintain, and store food service production equipment.

**Career Opportunities**
- Restaurant Entrepreneur
- Entry Level Chef
- General Cook
- Kitchen Supervisor
- Kitchen Captain
- Commis - I, II, III
- and many more

**Entry Level: Middle or Above**  **Duration: 06 Months**
(3 Months Theory & Practical + 3 Months Industrial Internship)
The Diploma in Culinary Arts is a one-year training program designed to prepare students as leaders in the culinary arts profession worldwide. The program is divided into two parts. The first six months of the program are comprised of theoretical & practical on-campus training, followed by six months of industrial internship.

ITHM Diploma in Culinary Arts program teaches students both culinary as well as business skills. This program will prepare you for a career in fine-dining and other food service operations. As part of our Culinary Arts program, you'll also gain the real-world experience by interning at local and internationally established hotels and restaurants.

Culinary Arts is a highly specialized program designed to develop and nurture leaders in culinary arts profession. The program provides practical culinary and entrepreneurship skills to the students. During this training students are trained with state of the art technical skills in kitchen setup, food production knowledge, menu development as well as food & beverage management. Graduates will achieve a high degree of professionalism and are trained to focus on quality of the product as well as customer's expectations in Kitchen Operations & Management, Mass Catering and Food Production.

Assessment:

The assessment system is a unique process that emphasis on continuous assessments in the form of food presentations, assignments, practical tests and projects.

Term 1
- Culinary Skills
- Culinary Operations
- Kitchen Planning and Design
- Business Communication
- Presentation

Term 2
- Culinary Skills
- Culinary Operations
- Food Service Management
- Pastry & Dessert
- Project & Presentation

Entry Level: Matric to Master's  Duration: 12 Months
(6 Months Theory & Practical + 6 Months Industrial Internship)
The Advance Diploma in Culinary Arts is a two years training program divided into two steps. A complete one year of intensive hands on training with theoretical knowledge of culinary arts and food services management while the second part is one year full time industrial internship to practice the knowledge.

ITHM is aimed at producing professionals who are ready to take their place as leaders in the global Food & Beverage industry. This program will enhance your supervisory, technical and personal skills, the mindset of how to 'think out of the box', communication and problem solving skills which are essential in the evolving field of the culinary arts industry.

Students are equipped with the applicable knowledge and skills in culinary arts to stand out in a competitive global work environment. During the training program we put special emphasis on interpersonal skills & personality development to prepare students for rewarding career.

Graduates of advance diploma program are able to work not only in full service restaurants but also catering facilities, restaurants, fast food restaurants, hospitals and other institutions. On successful completion of course, the students will have many career options in hospitality and tourism industry like Professional Chef, Commis Chef, Pastry Chef, Catering Manager, Restaurateur, Food Consultant, Educators, Food Writers & Researcher in food-related activities or even an entrepreneur of Food & Beverage Business.

**Advance Diploma in Culinary Arts**

**Entry Level**: Matric to Master’s  
**Duration**: 2 Years  
(1 Year Theory & Practical + 1 Year Industrial Internship)

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<thead>
<tr>
<th>Term 1</th>
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| - Culinary Skills & Operations  
- Kitchen Planning & Design  
- Hospitality English I  
- French-I  
- IT for Hospitality Industry  
- Presentation | - Culinary Skills & Operations  
- Hospitality English II  
- French-II  
- Food Service Operations  
- Light Food & Snacks  
- Indo Pak Cuisine  
- Presentation |

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| - Personality Development  
- Continental Cuisine  
- International Cuisine  
- Vegetarian Cuisine  
- Food Safety & Hygiene (HACCP)  
- Project | - Food & Beverage Cost Control  
- International Cuisine  
- Desserts  
- Pastry Confectionary  
- Cake & Cake Decoration  
- Project |
Master Chef Australia
Ms. Amina El Shafei
Amina El Shafei, Master Chef Australia blessed with culinary expertise that originated from two different points of the world; the Middle East (Egypt) and Asia (Korea). Amina was born in Saudi Arabia moved to Australia in late 1980’s. She is an optimist and a very proud of her ethnicity and Muslim background. Amina is a practicing pediatric nurse with a master's degree, and since finding fame as one of Australia's most popular amateur chefs on Master Chef Australia, an incredible achievement in itself, has been balancing all this with media appearances, restaurant work experience and planning her upcoming cooking classes and other food-related projects.

ITHM have the privilege of an exclusive venture; Pak Australian Venture for Tourism, Hospitality, Education & Cuisine in collaboration with Australian High Commission in Pakistan. ITHM as the Pioneer Hospitality and Culinary Educator in Pakistan welcomes Ms. Amina El shafei for culinary competition among young Chefs & Professionals at ITHM. Australia & Pakistan, it may sound like the two are worlds apart, but the blend of Culinary Arts and Hospitality break the boundaries between the two continents. The Mega historical event was organized & supported by Chef Federation of Pakistan.

The students have multiple sessions with Amina El Shafei. She spent her whole day at ITHM and shared her culinary experiences with the students during different activities. Amina shared that she loves to cook Bar Bee Que. French cooking & pastries are her weakness. Her favourite ingredient while cooking is Olive oil. Her indelible smile, warm personality and of course the mouth-watering dishes she served up on the program gave a great motivation to the young culinary leaders and professionals from the Food and Beverage Industry.

“Thank You Master Chef for strengthen Pak Australian Friendship”
My name is Junaid Hameed. I have completed my diploma in Tourism & Hotel Management from ITHM Faisalabad. On the completion of my studies I got job as T&T Officer at Front Desk Serena Hotel Faisalabad. After that I got an opportunity to work in UAE & currently working as Front Desk Officer at Radisson Blu Hotel Abu Dhabi Yas Island. Thanks to ITHM for making me a Global Hospitality Leader.

Junaid Hameed
Front Office Department

Year of Graduation: 2011

Hi! I am Nadia Sana former student of ITHM Faisalabad. I did my Diploma in Hotel Management from ITHM. During my studies I joined the Jharoka Restaurant at Serena Hotel Faisalabad as Restaurant Manager. During this I was selected for FULL BRIGHT Scholarship Under USAID Program for higher studies of Pakistani students in USA. All the expenses for my studies, boarding & lodging, traveling & other were borne by the American Government. Now I am working as successful hotelier, thanks to ITHM for showing me the real path of success.

Nadia Sana
USA
Year of Graduation: 2004

My name is Junaid Hameed. I have completed my diploma in Tourism & Hotel Management from ITHM Faisalabad. On the completion of my studies I got job as T&T Officer at Front Desk Serena Hotel Faisalabad. After that I got an opportunity to work in UAE & currently working as Front Desk Officer at Radisson Blu Hotel Abu Dhabi Yas Island. Thanks to ITHM for making my dreams come true. Come & Join us @ ITHM to make your dreams ALIVE!

Junaid Hameed
Front Office Department

Year of Graduation: 2011

I choose to pursue my career in hospitality industry. I find studying at ITHM's to be an enjoyable experience. The best part is the experienced and helpful lecturers. Although the hospitality course is demanding and teachers had high expectations. But this motivated me to work hard and I did my best. I enjoyed the project & presentation during my studies. I am looking to achieve more success in the industry. Thanks ITHM for making me a Global Hospitality Leader.

Ali Qadir
G.S.A.

Year of Graduation: 2011

Studying at ITHM was a great experience. My institute & lecturers equipped me with the right knowledge & skills to start my career in the challenging Hospitality Industry. My practical studies at ITHM provided me with an opportunity to create “Fusion Food” from different cuisines. Hence proves the statement that a culinary study is an “ART”. And you can create what you can imagine by your artistic skills given by the nature. An institute like ITHM is polishing the skills & reshaping us as “Culinary Artist” for leading the industry on a global scale.

Asima Nazir
Chef

Marriott Hotels & Resorts

Year of Graduation: 2013
I choose to study hospitality management because I want a career related to services. Hospitality is a wide field of study and the career opportunities are not just limited to work in a hotel or restaurant. Leaving home and coming to ITHM has opened my mind and broadened my perspective on life because I've been able to interact with people from different cultures, undergo valuable industrial training, participate actively in campus activities. Now working successfully in Radisson Blu Hotel, Abu Dhabi.

Huma Rani
Radisson Blu Hotel, Abu Dhabi
Year of Graduation: 2011

Studying at ITHM was a great experience. ITHM equipped me with the right knowledge, skills and attitude ready to taken on the working world. ITHM provides quality education and a lot of people know about ITHM’s education & training standards. That’s why I am the part of this exciting industry.

Irfan Munir
Commis Chef
Year of Graduation: 2011

My education at ITHM provided me with a solid foundation in pursuing a career in the hospitality industry. My studies provided me a platform to establish a career internationally. It opened my mind on the ways in which the international market & its people work.

Adnan Zafar
Front Office Department
Radisson Hotel
Year of Graduation: 2011

Success Stories

Studying at ITHM is an exciting and challenging experience. I choose to study at ITHM because of its reputation in providing the best hospitality & tourism education in Pakistan. Now I am proud to say that I made the right choice! The facilities are excellent, teachers are friendly and with extracurricular activities we learn a lot beyond the traditional classroom experience. Thank you ITHM for improving my confidence & skills.

Sadia Shafique
G.R.O.
Faisalabad
Year of Graduation: 2013
Life @ ITHM
Pakistan is blessed with the most beautiful terrain and scenery, the three mighty mountain ranges, longest glaciers, and a very vibrant and diverse culture. Hospitality industry is the only industry where you can polish your personality in such a way that you found a lot of scope as a professional. The TDCP’s Institute of Tourism & Hotel Management (ITHM) is an outstanding effort and step towards the right direction by the Government of Punjab to very good addition to the industrial and agricultural city of Faisalabad.

ITHM Faisalabad aspire to be the world’s premier business education and leadership programs in Hospitality and Tourism Management. In all of the programs, they provide students with a first class business education taught by an internationally recognized faculty who are actively engaged in professional practices and research. ITHM is an institute that is your own because of your considerable trust, confidence, conviction, which certify its absolute success.

I wish all of you a bright career & success in the Tourism & Hospitality Industry.

Rana Mashood Ahmad Khan
Minister for Education, Sports, Tourism, Youth Affairs & Archaeology Punjab

ITHM has been one of the most important institutes for promoting culture and culinary art. It is also one of the oldest partners of Alliance Française in Faisalabad. During years we have strengthened our ties and relations. Our vision is to increase our collaboration in order to promote the French language as well as the French Culture and to care for the young people who help to create a better and peaceful world through intercultural understanding.

I acknowledge the efforts of ITHM to prepare the students to compete on a global level. It is an honor for us to pay a small contribution in the improvement of standards. I do wish this Institute best of luck for its endeavors.

Dominique Scobry
Director Alliance Française de Lahore

Institute of Tourism and Hotel Management Faisalabad is working to help students choose and enroll in programs which are best suited to them, ensuring they meet their goals. They are completely focused on and dedicated to our student’s success. ITHM career programs are affiliated with top-ranked industry associations – this ensures that their qualifications are recognized worldwide.

The Government is taking the strong initiative to promote the Tourism and Hotel industry in Pakistan through their institutes and different research project. Realizing the importance of Tourism and Hospitality industry, I have constituted a Standing Committee of Tourism & Hotel Management for the first time in Faisalabad Chamber.

I on behalf of FCCI, welcomes you all to our trade industry as your career path ahead.

Engr. Suhail Bin Rashid Sheikh
President-The Faisalabad Chamber of Commerce and Industry (FCCI)

It is with immense pleasure I congratulate TDCP for taking a bold step and desired initiative to establish ITHM in Faisalabad. I being a Hotelier for past 30 years, have always dreamt to see hospitality industry flourishing in Pakistan and no doubt its only possible, when a country has pool of young, qualified and skilled prospectus available.

It is obvious that industrial expansion will provide an opportunity for entrepreneurs to earn and establish in this region, which ultimately will increase the demand of leisure and restaurant market. Opening ITHM Faisalabad is not only fulfilling the skilled manpower demand of Faisalabad region, but is also be to feeding the whole Punjab market as well. The Faisalabad Serena Hotel would be pleased to support this great cause to strengthen the Hospitality Industry in Pakistan and wishing ITHM best of luck and success in their new challenges.

Mr. Hamid Qadri
General Manager Serena Hotel
The International Association of Culinary Association (IACP) USA is a worldwide forum for the development and exchange of information knowledge and inspiration within the professional food and beverage community. IACP is working for more than 30 years for connecting culinary professional with people, places & knowledge need to succeed. Now with 3000 members from more than 32 countries, IACP is engaged & committed to excellence in all aspects of culinary industry at every level, local, national and global. IACP is the only culinary organization of its kind: a cross road where everyone can meet to share experience and expertise, in ways that lead to unparalleled growth and learning.

The European Hotel & Tourism association was founded in 1988, with an objective to promote European quality outlook among hotel & tourism schools. It has currently 450 member schools from 44 European countries and is a center for international exchanges recognized by the worlds of business and education throughout the Europe. It is helping the education providers for developing and maintaining international contacts throughout the Europe. It is providing a platform for teachers and students exchange among different countries for better understanding of their education systems.
The Organisation for Tourism and Hospitality Management (OTHM) is a British professional body, listed as an Awarding organisation and examination body. It is working in relation with government bodies, accreditation bodies, universities, employers, colleges and members. OTHM mission is to supply experienced, focused and high quality individuals for the Tourism and Hospitality industry. The London South Bank University (LSBU) is the official academic partner of OTHM.

Students who have successfully completed the OTHM Level 6 Diploma have direct entry to the final year BA (Hons) in Tourism and Hospitality at London South Bank University. On completion of OTHM Level 7 Diploma students can top-up their qualification to MSc International Tourism and Hospitality Management in leading British Universities.

NMIT has been delivering vocational training since 1912 and today offers a diverse range of innovative, hand-on TAFE (VET) and higher education (Degree) programs to equip the students with knowledge and skills to excel in a challenging and evolving market place. NMIT has grown to become the largest provider of technical & vocational education in Melbourne’s north with current course enrollments exceeding 65000 students.

NMIT is accredited to deliver over 500 nationally recognized qualifications over seven campuses and six specialist-training centers throughout the northern region of Melbourne. NMIT’s Hospitality & Tourism department is offering Australia’s most extensive range of courses in Commercial Cookery, Bakery, Hospitality, Travel & Tourism.

France is the world’s leading tourist destination attracting more than 70 Million tourist every year. The country is renowned for its Arts, Culture, Fashion & Culinary traditions. France has some of the oldest universities in the world. The Hospitality and Tourism programs offered here is one of the best in the world. Founded in 1883, the Alliance Francaise today present in more than 135 countries through out the world. It is an autonomous, non-profit institution. The main reason is to promote French & Francophone culture while encouraging & promoting the local culture in the host country.

Alliance Francaise is an international organization that aims to provide French language & culture around the globe. French language is the second largest spoken language in the world. French is an official language in 29 countries & 77 million people in Europe speak French natively. Alliance Francaise mission is to enhance the knowledge of French language & providing constant support to the students and institution according to their learning needs.
Career Options in Travel, Tourism & Hospitality Industry (Around the Globe)

Travel Management
- Tour Operator
- Destination Development Specialist
- Travel Journalist
- Tourist Bureau Manager
- Travel Agency Manager
- Incentive Specialist
- Travel Retail Management

Natural & Man Made Attractions
- Theme Park Manager
- Residence Camp Manager
- Interpretive Specialist

Events, Conventions/Exhibition
- Convention Services Manager
- Event Manager
- Meeting Partner
- Conference Planner

Food Services
- Director of Catering
- Director of Operation
- Outlet Manager
- Food Services Manager

Entertainment & Sports
- Sports & Recreation Manager
- Entertainment Manager
- Gaming Manager
- Drive Instructor

Food Industry
- Food Production Manager
- Product Development Manager
- Business Development
- Manager

Hotels, Resorts, Club
- Front Office Manager
- Restaurant Manager
- Executive Housekeeper
- Director F&B
- Executive Chef
- Pastry Chef

Ancillary Services
- Human Resource Manager
- Purchasing Manager
- Cost Control Manager
- Director of Marketing
- PR Manager
- Customer Services Manager
Choosing a career can be made easy when you apply a few fundamental principles. First you must be satisfied that there will be employment opportunities at the completion of your education and training; that there will be very real prospects for advancement; and that the nature of your career is personally fulfilling and rewarding.

The qualifications you will receive at the Institute of Tourism & Hotel Management are recognized and acknowledged throughout the world and are therefore transportable.

There are a lot of career opportunities for the students of ITHM. The career options include:

- **Hospitality & Food Service:**
  Hotel, Resorts, Restaurants and Catering Establishments

- **Tourism:**
  Travel agencies, Tour operations, Airline companies, Cruise liners, Conventions, Event management and Tourism Promotion Board.

- **Sports/Entertainment:**
  Theme parks, Golf clubs, Equestrian clubs, Casinos and Sports Club.

- **Marketing & Communications:**
  Public Relations, Advertising and Sales.

- **Education and Training:**
  Hotel & Tourism Training Institutions.

- **Food Industry:**
  Food Producers and distributors.

- **Health:**
  Catering and housekeeping for hospitals, clinics and health resorts.

- **Entrepreneurship:**
  Managing your own hotel, resort, restaurant, travel and tour business, etc.
Do You Have A Taste For Success?
Discover’s The World’s Recognized Tourism, Hospitality & Culinary Training Programs.

ITHM
Institute of Tourism & Hotel Management
Faisalabad - Pakistan.