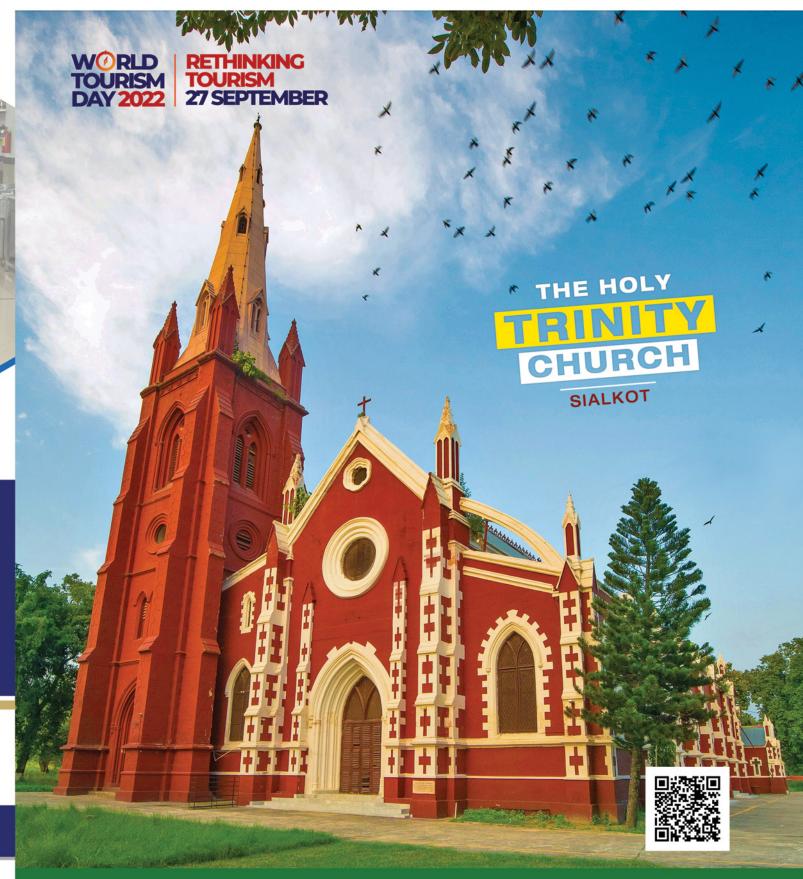
Explore Punjab SEPTEMBER 2022









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Chief Editor's NOTE | Explore Punjab

As the nation celebrated 75 years of Independence in the month of August, in this edition of Explore Punjab we have comprehensive coverage of the Independence Day celebrations by TDCP across the province. In this spirit, various tours and events for young photographers are being organized by the Department of Tourism across Punjab, the details of which are included for you in this issue. I would like to thank all of you for your vigorous participation in the Independence Day celebrations and other events of TDCP. The Establishment of the Punjab Tourism Squad (PTS) is an important milestone for the Tourism Department which has been achieved in a masterful manner and has successfully launched on 12th August, the details of which are included. We are grateful to the Evacuee Trust Board of Pakistan and the Department of School Education along with the district governments of Gujranwala and Sialkot for their support in making the Heritage through Lens events a success.

Every year on 27 September "World Tourism Day" is celebrated globally on the theme given by UNWTO and this year's theme is "Rethinking Tourism". To be a part of the global celebrations of World Tourism Day, the Department of Tourism is also organizing a grand event in Lahore. I invite you all to join the celebrations of 'World Tourism Day" on 27 September 2022.

Visit Punjab and let Tourism Department be your host and be a part of your fond memories.

Happy World Tourism Day!!

TOURISM DEPARTMENT GOVERNMENT OF THE PUNJAB



a کسی بھی شکایت کی صورت میں محکمہ کی اس ہیلپ لائن پر رابطہ کریں۔

OUR HELPLINE

(1421

24/7 (Round the clock)

Complaints & Queries of Tourists all over Punjab



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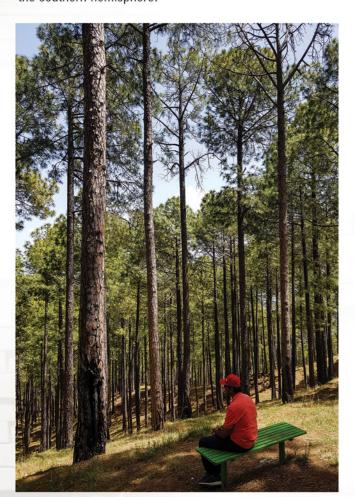
WORLD RETHINKING TOURISM TOURISM DAY 2022 27 SEPTEMBER

#RethinkingTourism

World Tourism Day has been held on 27 September each year since 1980. The date marks the anniversary of the adoption of the Statutes of the Organization in 1970, paving the way for the establishment of UNWTO five years later.

ESTABLISHMENT OF WORLD **TOURISM** DAY

It was at its third session (Torremolinos, Spain, September 1979), that the UNWTO General Assembly decided to institute World Tourism Day, commencing in the year 1980. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the UNWTO Statutes on 27 September 1970. The timing of World Tourism Day is particularly appropriate in that it comes at the end of the high season in the northern hemisphere and the beginning of the season in the southern hemisphere.





BACKGROUND

International tourist arrivals at the start of this year were double the level recorded in 2021. In some regions, arrivals are already at, or even above, pre-pandemic levels. The lifting of the remaining travel restrictions, alongside rising consumer confidence, will be important drivers for the sector's recovery, bringing hope and opportunity to many millions of people around the world. World Tourism Day will be celebrated as the shift towards tourism being recognized as a crucial pillar of development and progress is well underway. May 2022 marked the first time the United Nations General Assembly held a special debate on tourism, illustrating the historic relevance of the sector. Tourism is now on the agenda of governments and of international organizations in every global region. At the same time, destinations and businesses are proactively adapting to meet challenges and responsibilities, as illustrated by the wave of signatories to the Glasgow Declaration on Climate Action in Tourism, spearheaded by UNWTO. The theme "Rethinking Tourism" will reflect this. It aims to inspire the debate around rethinking tourism for development, including through education and jobs, and tourism's impact on the planet and opportunities to grow more sustainably.









CONCEPT

For its 42nd edition. World Tourism Day will be hosted by Indonesia, in Bali, a destination at the forefront of reimagining tourism as a pillar of sustainable development. Tourism's International Observance Day will put people at the centre of key discussions. Where is tourism going? Where do we want to go? And how do we get there? The one-day celebration will bring together stakeholders from every part of tourism's uniquely broad value chain - from political and private sector leaders to community representatives, and youth and indigenous ambassadors. The event will develop around a multi-stakeholder panel discussion on "Rethinking Tourism as a Key Element of Recovery", as well as a discussion on "The Tourism We Want", led by local representatives from across Bali's tourism sector. UNWTO's Member States will be invited to amplify the celebrations and key messages, while UNWTO will also promote the event and its central theme of rethinking tourism through its channels and partners.

OBJECTIVES AND INTENDED OUTPUTS

World Tourism Day 2022 will:

- Provide a platform for inclusive dialogue to identify solutions to realize tourism's potential as a vehicle for recovery and transformation.
- Amplify the message of tourism as an inspirational and transformational force, and the role of UNWTO and the whole of the sector in fulfilling this potential.
- Mobilize political will and cooperation to ensure tourism is a central part of policymaking.
- Ask big questions and identify solutions to realign tourism for the future.

Tourism Development Corporation of Punjab (TDCP), is going to be part of this global celebration by organizing an event at World Heritage Site, Shalamar Gardens Lahore on 27th September 2022, in collaboration with Directorate of Archaeology, Punjab.

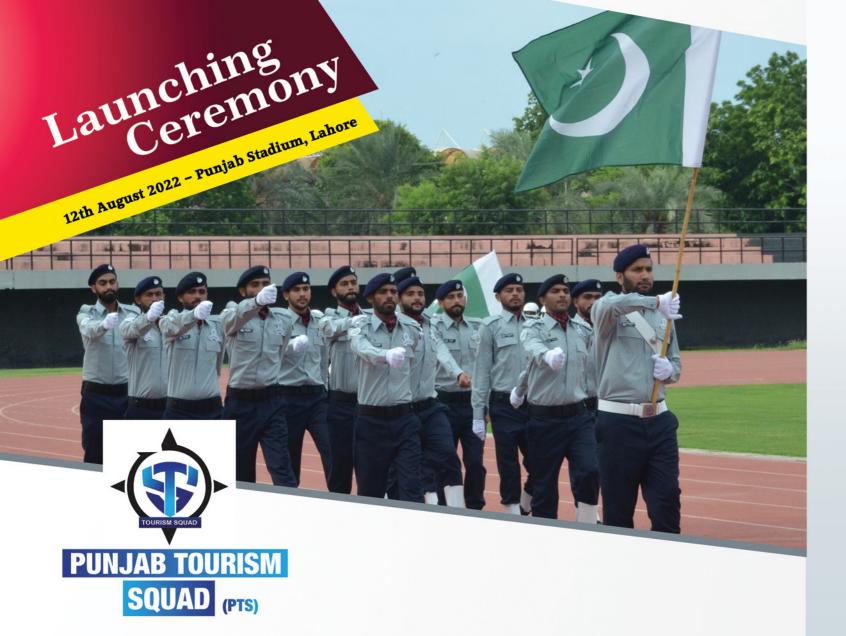












Taking a major step toward safe tourism, Punjab Tourism Department launched Punjab Tourism Squad at a ceremony held at the Punjab Stadium on 12th August 2022. Initially, the squad will serve in the Murree zone and cater to tourists on August 14. The prime objective of the Punjab Tourism Squad is to provide tourists pleasant and trouble-free environment. Punjab Minister for Youth Affairs Malik Taimoor Masood and Advisor to CM Punjab on Tourism Ayaz Khan Niazi were the guests of honour on this occasion.

Secretary Tourism Punjab Mr. Ehsan Bhutta, DG Sports Punjab Tariq Qureshi, Director General Rescue-1122 Dr. Rizwan Naseer and other officials attended the ceremony. Advisor to CM Punjab on Tourism administered the oath while Punjab Minister for Youth Affairs distributed certificates among the top three members of Punjab Tourism Squad for their outstanding performance during the 04 weeks of training. After launching, the squad comprising 71 male and 11 female members took part in a march past on that day. 38 motorbikes were also distributed among the squad members.



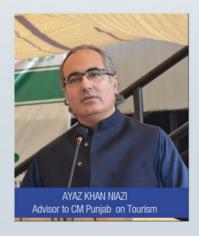
Ayaz Khan Niazi, Advisor to CM Punjab was presented a souvenir by Mr. Ehsan Bhutta, Secretary Tourism

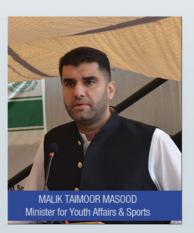
It is informed at the ceremony that over 80 officers will be posted in Murree and other places of the province before August 14 to facilitate the tourists. The members of the Punjab Tourism Squad have been trained for around a month. Rescue-1122 trained them in first aid and other emergency services. Institute of Hospitality Management, TDCP gave the squad two weeks of training in hospitality, basic behavior and ethics, essential to manage anger and mitigate risk.

Addressing the ceremony, Punjab Minister for Youth Affairs Malik Taimoor Masood said that no task can be achieved without passion and dedication and he is quite confident that the newly-launched Punjab Tourism Squad will attain great success in their fresh assignment. He said that Punjab Tourism Department took an important measure by launching Punjab Tourism Squad under the slogan of Guidance, Facilitation and Regulation. "It is for the first time, a dedicated tourism force was created to facilitate tourists". The minister further said that Punjab Tourism Squad would have a great responsibility on their shoulders.



Handed over the bikes key to the Punjab Tourism Squad by the Chief Guest









ayaz Khan Niazi, Advisor to CM Punjab presenting a souvenir to Dr. Rizwan Naseer, DG Rescue 1122

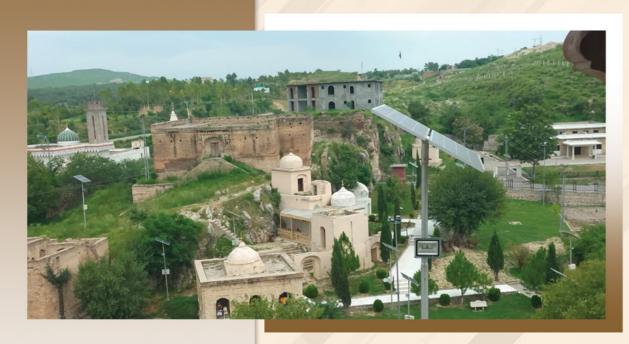
In his address Advisor to CM Punjab on Tourism Mr. Ayaz Khan Niazi, congratulated the Tourism Department, Punjab on this initiative and also the squad members for becoming the first ever tourism squad members. He also thanked Rescue-1122 for providing physical training to the Punjab Tourism Squad that will help them to act professionally in performing their duties.

Mr. Ehsan Bhutta, Secretary Tourism, briefly put light on the initiative of the Punjab Tourism Squad and its objectives. He thanked Rescue 1122, TDCP-ITHM and all the stakeholders who have provided any assistance in training of Punjab the Tourism Squad. Especially, Director General Rescue-1122 Dr. Rizwan Naseer for taking a personal interest in providing technical and physical training to PTS members.



S&TP'S LOADED TOUR TO

Salt Range, Soul Soothing Katas Temples, and Majestic Dharabi Lake



TDCP's Tourism Awareness Program (TAP) and Sales & Tour Promotion (S&TP) team have organized a very attractive one-day tour to Katas Temples, Kallar Kahar & Dharabi lake in the mid of August. This very initiative of Secretary Tourism Punjab who envisioned reviving S&TP section of TDCP and rejuvenating package tours for families, institutions, and the corporate sector in Punjab. The tour was consisting of tourists of different backgrounds and work i.e. overseas Pakistanis, young kids, vloggers, doctors, and their families. Mr. Tahir Mehmood Rana, DGM led the trip along with Mr. Nadeem Butt, Manager, and Miss. Ambreen Rehman, Tour Coordinator (S&TP team). Tour departed early morning from TDCP Double Decker Bus Terminal Lahore. An introductory briefing session between the TDCP team and each participant was conducted before setting for the tour. A Business to Business (B&B) matching among the tourists was shared and encouraged. Tourists were introduced to the services of TDCP in Punjab. Trip participants had also been enlightened about tourism ethics and responsible tourism.

Tour's Highlights



Katas Raj Hindu Temples

While leaving Lahore, drizzling and a pleasant breeze accompanied the tour. Journey through lush green paddy fields and TDCP tourists were so charged and delighted to see the historic Katas Raj Hindu Temples, a complex of several Hindu temples connected by walkways. The temple complex surrounds a pond named Katas which is regarded as sacred by Hindus. The complex is located in the Salt Range. The temples are located near the town of Choa Saidan Shah and are near the M2 Motorway. The temple's pond is said in the Puranas to have been created from the teardrops of Shiva after he wandered the Earth inconsolable after the death of his wife Sati. Group members got thrilled to visit such an incredible religious site with numerous layers of history.

Kallar Kahar

TDCP tourists found themselves in the middle of nowhere, a fairy tale site of Kallar Kahar lake. Among Pakistan's innumerable glories, is the Kallar Kahar Lake. It is famous for its natural gardens, dancing peacocks, spiritual sites, and a saltwater lake. TDCP motel, well set on a lush green hill with breathtaking views of Kallar Kahar Lake mesmerized the trip participants combine with delicious lunch.



Dharabi Lake

Serene, calm, and tranquil Dharabi Lake is among many small dams in the Salt range. The geographical features of Dharabi Lake make it ideal for all types of water sports such as boating, canoeing, and fishing. Owing to this fact, the place hosts different types of family festivals and water sports competitions on both public and private levels throughout the year. This is yet another reason why Dharabi is one of the most popular lakes in Chakwal. TDCP group members missed the joy watching of sunset shades in the crystal water of the lake due to cloudy weather. However, one of the overseas participants admitted the cool breeze was Fresh taken after a long time.



Message by Secretary Tourism Punjab

"Thanks all tourists and families who have travelled on one day trips which is restart of family's trips by Tourism Department and TDCP.

I am thankful to S&TP TAP Team and their DGM Rana Tahir for the wonderful arrangements. The tour was very well-designed with the help of TDCP and ETPB (for Katas Raj visit). Hope everyone enjoyed it and will continue visiting with us as we have planned around 10 such tours in next 3 months. Safe journey back to Lahore. Stay blessed all



Tour finished on a positive note with words of thanks by DGM, TDCP, in which he assured maximum facilitation to tour participants and look forward in fabulous contribution in "A Step Forward in Tourism Promotion"

Tourists showed their great interest to have tours with S&TP TDCP in the future while praising its arrangements in total. On tour, "entertaining mode" remained at the top including poetry, discussion on topics such as "What is Life" and Honesty. From a kid of 2 years up to 65 years old lady enjoyed of its own way.

Tahir Mehmood Rana DGM, (TAP, S&TP)

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عزمِ عالى شان شاد رهىے پاکستان

LENS

21ST AUGUST, 2022 (SUNDAY)



In this digital era promotion of tourism is very important by using digital techniques like photographs and short videos. Keeping in view the importance of photography in tourism promotion, the Tourism Development Corporation of Punjab (TDCP) has been organizing photo-walks to provide amateur and professional photographers with the opportunity to capture the rich culture and heritage of Punjab to show the world the real face of Pakistan tourism. Heritage through Lens is a series of photo-walk and competitions by the TDCP that has recently been organized in Lahore, Gujranwala, and Sialkot.



Deputy Commissioner, Sialkot Meesam Iqbal planting a tree

After the success of Lahore & Gujranwala, to celebrate the 75 years of Independence, TDCP organize the fourth edition of this event in the city of National Poet, Allama Muhammad Iqbal. More than 50 photographers participated in the walk. District Government of Sialkot supported and facilitated the participants

- Iqbal Manzil
- Shawala Teja Singh Temple

and host them at the following sites of Sialkot;

- Gurdwara Beri Sahib
- Shrine of Imam Ali ul Haq
- Holy Trinity Church
- Sialkot FortClock Tower

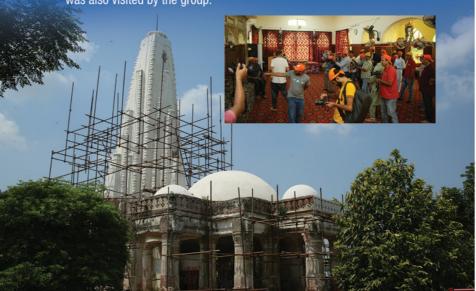




At Iqbal Manzil, group participants were welcomed by Mr. Munib Iqbal, grandson of Allama Muhammad Iqbal, and he was delighted to see participants in such big numbers and briefed them about the history of Iqbal Manzil. Participants took pictures with him as it was a memorable moment for them to spend some time at Iqbal Manzil the birthplace of Allama Muhammad Iqbal.



Later, the group was taken to Shawala Teja Temple, a historic Hindu temple of Sialkot which restored and started religious services again after 72 years there. Pandit sb welcomed and briefed the participants about the history of the temple and group photos were taken. Another activity of clean & green Pakistan was done by the participants at Shawala Teja Temple to spread the awareness of Responsible Tourism among the participants. After visiting the temple group reached Gurdwara Beri Sahib, where the participation certificates were presented to the participants by Syeda Amina Moudoodi, Addl. Deputy Commissioner Sialkot. She appreciated the efforts of the Tourism Department and the participants who came to Sialkot and become part of this activity. The shrine of Imam Ali ul Haq, a sufi saint from Sialkot region, was also visited by the group.





Deputy Commissioner Sialkot, Mr. Meesam Abbas, joined the group members at Sialkot fort where he planted trees with the participants to campaign Clean & Green Pakistan. Mr. Meesam Abbas met with every participants and appreciated their efforts in becoming part of this tourism promotional campaign. He further said, that this initiative of Heritage through Lens taken by the Tourism Department, must be appreciated and this activity has to be taken to other cities as well. This will create opportunities for the photographers to showcase the historical monuments along with their history to the world.



Clock Tower, Iqbal Square, in Saddar Bazar was the next visiting place after visiting Sialkot Fort where participants made pictures of this square and later moved towards Holy Trinity Church (1857), the last monument to be visited by the participants. Participants through out the day were so excited and motivated to see those places. During the day lunch for the participants was arranged by the District Government Sialkot. We are very much thankful to all the team of District Government who carry this activity so smoothly that everyone in the group enjoyed the day.





SKILLS TRAINING by TDCP-ITHM



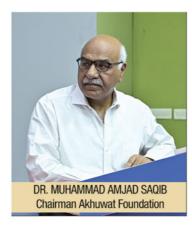
"Punjab Tourism Squad (PTS)" is a big leap and great initiative by the Tourism Department, Government of Punjab, for tourism promotion in the province. The squad got functional on 14th August 2022 at Punjab's popular hill stations Murree and Patriata. The purpose of this squad is to facilitate and guide tourists so that they can have an enjoyable and convenient visiting experience of Tourist Destination. PTS will work under the umbrella of the Department of Tourist Services (DTS).



TDCP-Institute of Tourism & Hotel Management (ITHM) imparted two-week Training on Soft Skills to the Punjab Tourism Squad comprising around 100 members including 11 females. Under the visionary guidance of the Secretary of the Tourism Department, Mr. Ehsan Bhutta, comprehensive training sessions were organized for the newly recruited members of the squad. The focus of the training was to enhance their Communication and Coordination Skills as well as to motivate them for handling any untoward incident or crisis situation at a tourist site.

During these sessions, TDCP's managers shared their experiences and tips to adopt a Visitor-Friendly Attitude. Mock presentations, activities, and quizzes were also embedded in training sessions on a daily basis with the distribution of prizes to the winners.







As guest speakers, well-known personalities were invited to make this Training more interactive and inspirational. Syed Qasim Ali Shah had a motivational session with PTS trainees on Stress and Anger Management. He graphically analyzed how to overcome anxiety and panic situations at the workplace and also advised how a positive attitude supports us in getting desired objectives.



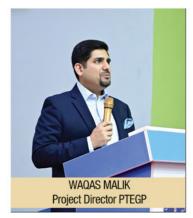


Dr. Amjad Saqib, Founder of Akhuwat Foundation, identified how Team Work and Discipline play a key role in the efficient delivery of work and how to achieve it.

Mr. Kamran Lashari, Director General Walled City Authority, had another wonderful session where pre-requisites for public facilitation were highlighted. He also emphasized that Punjab Tourism Squad can be an effective tool to promote Responsible Tourism at Tourist places by making visitors aware of littering, traffic rules, etc. Project Director, PTEGP, also detailed the importance of PTS in showing glimpses of potential Tourist Attractions in Punjab. Director Lahore Museum, Mr. Ijaz Ahmed Minhas, gave a multimedia informative presentation about the glorious Heritage of Punjab. PTS trainees were also taken for a guided tour to Lahore Museum on TDCP's Double Decker Sightseeing buses.

Before these sessions, the Punjab Tourism Squad members got physical training from Rescue-1122 in the Rescue-1122 headquarter & academy in Lahore. Dr. Rizwan Naseer, Director General, Rescue-1122, took a keen interest in their training and provide them best of their trainers.











A Universal Helpline number has been launched for guidance and complaints related to tourist destinations in Punjab. Tourists can call at 1421 (24/7), which will be initially received by Punjab Information Technology Board (PITB) and transferred to the concerned department to resolve the complaint.

During the "Launching Ceremony of Punjab Tourism Squad", Mr. Ayyaz Khan Niazi, Special Assistant to Chief Minister Punjab on Tourism, and Mr. Malik Taimoor Masood, Minister for Sports & Youth Affairs, Government of Punjab, were the chief guests. They inspected the March Past of Punjab Tourism Squad and awarded shields to Training Contributing Departments – Rescue 1122, TDCP-ITHM and Department of Tourist Services (DTS). "Three Best Trainees" were given certificates on the basis of their performance and participation during Training sessions.

Article By: Principal-ITHM, Lahore





TDCP-INSTITUTE OF TOURISM & HOTEL MANAGEMENT (ITHM)

QUALITY EDUCATION IN GOVT INSTITUTE

عزمعال شار شادرهم باكست

YEAR OF

Independence

DIAMOND JUBILEE CELEBRATIONS

AT ITHM CAMPUSES

This year Diamond Jubilee Celebrations - 75 Years of Independence - are being held all over the country. TDCP-ITHM campuses also celebrated the Independence Day with great zeal and patriotic spirits. Main activities included "Independence Youth Walk" and "Preparation of Cake on Pakistan Flag theme" by ITHM students. The Chief Guest of both events at ITHM main campus Lahore was honorable Mr. Ehsan Bhutta, Secretary Tourism Department, Government of Punjab. Speaking on the occasion, he remarked the important role of youth in image building and progress of Pakistan. He also cut the 20-pound cake in green and white prepared by ITHM students. General Manager (Administration) TDCP and Principal ITHM were also present during the ceremony. Later on, the Chief Guest, along with ITHM Students and TDCP employees, led the "Azadi March" and as a symbol of sovereignty released bunch of balloons in air.





ITHM campuses at Faisalabad, Gujranwala, Rawalpindi and Multan celebrated the Independence Day in harmony with spirited joy and merriment. The campuses were decorated with banners, balloons and flags highlighting national colors. The activities included competition of national songs; short stage plays on Independence theme, face painting of Pakistan flag etc.











TOURISM DEVELOPMENT CORPORATION OF PUNJAB





TOY VILLAGE OF PAKISTAN

There is a village Thatta Ghulamka Dheroka (TGD) in Pakistan; It is a few kilometres away from Okara on the Okara-Faisalabad road. While going to the village you pass through a town Gogera—a place where Rai Ahmed Khan Kharral broke the famous British jail during War of Independence of 1857 eventually British Extra Assistant Commissioner (Lord) Berkley was defeated and killed by the resilient locals.

The unique claim of the village to international fame is the dolls and toys made by village women that are collectors delight all over the world. Thatta Kedona

is a project, first of its kind, initiated by an NGO named as Anjumane-e-Falah-e-Aama which started a community based Woman Art Centre in TGD in 1992. The aim of this centre is to involve local womenfolk in productive, creative and healthy income generating activities.





Here handmade quality dolls and toys are crafted using all indigenous material and traditional designs based on cultural and folklore themes. Each toy is meticulously handcrafted from a scratch by local women, who carefully paint, embroider and sew together scraps of cloth and wool to shape a delightful work of art. The dolls project has not only been a regular fixture in exhibitions and trade shows worldwide, but has also won numerous awards.







Dolls made in the village have travelled to International Dolls Museum in Amsterdam and also have been put on display in the "Theme-park" at EXPO 2000 in Hanover (Germany) as one of the 767 worldwide projects. Earlier, the dolls participated in International Toy Fair in Nuremberg (Germany). Currently, the dolls are showcased in museums all around the world, from Japan to Turkey to Iceland.

These dolls show how culture goes beyond simple work of art and becomes collaboration among applied and natural sciences as well as other forces that affect our lives.

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Visit to most Sacred Buddhist Sites of Taxila & Lahore

Aryawangso

Pakistan is the custodian of Gandhara Civilisation, the Budhist sites in Khyber Pakhtunkhwa and Punjab are well preserved and open for the tourists. The Most Venerable Arayawangso, Buddhist Chief Monk of Thailand, came to Pakistan to visit these Budhist Heritage sites. Such visits to these Pakistan's Buddhist heritage sites can leave a huge impact on Pakistan-Thailand relations over the past several decades, and the importance of strengthening academic and scholarly linkages between the two countries. Government of Pakistan is facilitating religious tourism in Pakistan with the common message of peace, harmony and understanding among all religions. High-profile State Guest Most Venerable Arayawangso, Honourable Chief Monk of Thailand and other high-ranked delegates are doing their worship at Taxila Museum. They also visited the World Heritage Mohra Moradu Monastery and Stupa on 18th August 2022.

MV Arayawangso and all state Guests appreciated the efforts of the Directorate General of Archaeology Tourism Department, Government of Punjab and Sub Regional Office, Taxila for the protection and preservation of World Heritage Sites and improvements in Taxila Museum. They visited in detail Ghandhara civilization monuments in Taxila and Thanked Govt. of Punjab for their protection and upkeep.

(Distinguished Buddhist Monk)









Most Venerable Arayawangso, Honourable Monk and other high delegates visited world Heritage Mohara Moradu Monastery and Stupa. MV Arayawangso and all state Guests appreciated the efforts of the Directorate General of Archaeology Tourism Department, Government of Punjab and Sub Regional Office, Taxila for protecting and preserving world Heritage Sites and improvements in Taxila Museum even with limited Staff. Highly distinguished Monk the most Venerable Arayawangso along with a delegation from Thailand visited Lahore Museum on 1st September 2022.

Most Venerable on his special visit to Lahore, came to Lahore Museum, Secretary Tourism Mr. Ehsan Bhutta and Director Lahore Museum Mr. Ijaz Minhas received the delegation and took for the visit of Lahore Museum. The Most Venerable Monk was happy to see Fasting Siddhartha and Gandhara Art in Lahore Museum.

TOURISM NEWS

INDEPENDENCE DAY 14TH AUGUST

Celebrations

by TDCP

at regional offices













FAREWELL TO THE RETIRING OFFICERS



Mr. Ehsan Bhutta, Secretary Tourism presenting bouquet to Shahid Khan, Deputy Manager on his retirement from TDCP



Mr. Ehsan Bhutta, Secretary Tourism presenting a shield to Khalid Mehmod, Senior Tourism Officer on his retirement from TDCP



TDCP-INSTITUTE OF TOURISM & HOTEL MANAGEMENT



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