



PAKISTAN NEXTGEN HOSPITALITY CHALLENGE

2025



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES

PAKISTAN NEXTGEN HOSPITALITY CHALLENGE

2025

Innovation, Sustainability &
Strategic Impact in Hospitality

September 1-3, 2025

Season 1





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Introduction to PNHC 2025

The **Pakistan NextGen Hospitality Challenge (PNHC 2025)** is a flagship national inter-campus skill showcase that brings together the brightest hospitality students from COTHM campuses across Pakistan. Taking place from September 1–3, 2025 at the COTHM Head Office in Garden Town, Lahore, this three-day challenge is designed to spotlight student talent, strategic thinking, and real-time problem-solving through immersive, industry-inspired competitions. Aligned with the themes of Innovation, Sustainability, and Strategic Impact, PNHC simulates real-world scenarios through masterclasses, judged tasks, presentations, documentaries, and live roleplays—all structured within academic settings yet far exceeding the scope of traditional classroom learning.

The genesis of PNHC lies in the evolving needs of hospitality education—where exposure, execution, and industry readiness are as vital as theoretical knowledge. This initiative was launched to bridge the gap between learning and leadership, empowering students to demonstrate not only technical skills, but also creativity, adaptability, and strategic insight.

With participation from diverse campuses and mentorship from seasoned professionals, PNHC serves as a national incubator for emerging talent, fostering cross-campus collaboration, real-industry engagement, and holistic student development. The competition features six core categories: Front Office Management, Food & Beverage/Restaurant Service, Tourist Destination Management, Sales & Marketing in Hospitality, Innovation & Entrepreneurship, and Strategic Thinking in Hospitality. Each category is built to challenge participants on communication, creativity, accuracy, and critical thinking—tested through structured activities, industry visits, written reports, and presentations, all conducted in English and assessed by a professional jury.

Every participating team represents their campus with original ideas and strategic execution. While awards, medals, and certificates will honor top performers, all students gain national exposure and practical insights into the demands of the global hospitality industry. More than just a competition, PNHC 2025 is a movement to elevate hospitality education in Pakistan—one challenge, one student, and one bold idea at a time.

It gives me immense pride to witness the launch of the Pakistan NextGen Hospitality Challenge (PNHC 2025)—an initiative that reflects the evolution of hospitality education in Pakistan and our commitment to nurturing future industry leaders.

When we established COTHM, our vision was to transform hospitality education into a powerful platform that blends knowledge, skill, and leadership. Over the years, we have empowered thousands of students with internationally aligned curricula, practical training, and global exposure. PNHC 2025 now stands as a natural progression of this mission—a bold, forward-looking platform where talent meets opportunity.

In today's dynamic and highly competitive global hospitality landscape, students must be more than skilled—they must be innovative, adaptable, and strategically aware. PNHC has been designed to simulate real-world industry challenges and to encourage students to think beyond the classroom. It provides them with an unparalleled opportunity to showcase their abilities, collaborate across campuses, and engage with the realities of modern hospitality and tourism.

I believe this competition will not only elevate our students but also set a benchmark for academic excellence, innovation, and industry engagement in Pakistan. It is a space where creativity, confidence, and competence converge—and where our young professionals can take their first step toward becoming global hospitality leaders.

I extend my heartfelt congratulations to all participating students, faculty members, and organizing teams. Your dedication and passion are what make PNHC a truly transformative experience.

Ahmad Shafiq

Founder/President & CEO – COTHM
Founder – Pakistan NextGen Hospitality Challenge (PNHC)

CEO's Message





MESSAGE FROM THE PATRON

The vision for the Pakistan NextGen Hospitality Challenge emerged from my own experiences participating in international hospitality competitions—and from a deep-rooted belief that while Pakistan is rich in talent, it often lacks the platforms for that talent to truly thrive.

Throughout my journey in this industry, I've consistently encountered students with extraordinary skill, creativity, and determination—but with limited opportunities to showcase their potential. This realization sparked a commitment to create something meaningful—something that could genuinely represent the brilliance of our hospitality students across all COTHM campuses.

PNHC 2025 is more than a competition—it is a celebration of strategic thinking, innovation, and leadership. It brings our educational values to life in a dynamic, real-world environment, giving students a stage to express their capabilities with confidence, professionalism, and pride.

This initiative is about empowerment. It's about offering our students the recognition they deserve and the exposure they need to prepare for the global stage.

I'm incredibly proud of every student, mentor, and team member who has contributed to making this vision a reality. Let this not just be an event—but the beginning of a legacy of excellence in hospitality education across Pakistan.

Thank you for being part of this journey.

Zainab Ahmad Shafiq
Patron – Pakistan NextGen Hospitality Challenge (PNHC)
CEO – Chocolate Academy Pakistan

COMPETITION CATEGORIES.

FRONT OFFICE COMPETITION



Competition Details

Objective

This competition evaluates participants' ability to manage front office operations through realistic and timed simulations involving guest interactions, email correspondence, and phone inquiries. Participants will demonstrate their technical and interpersonal communication skills in a high-pressure hospitality setting inspired by a real hotel in Lahore.

Goals

- Exhibit professional behavior and first impressions in front office settings
- Develop quick thinking and problem resolution in hospitality communication
- Demonstrate hospitality etiquette across verbal and non-verbal channels
- Apply real-world guest interaction scenarios to service excellence

Teams & Language

- Language: English (spoken & written)
- Teams: 3 members per team – all stages are collaborative

Competition Stages & Timeline

Day 01: Masterclass, Industry Visit & Case Analysis

Total Duration: Full Day

Masterclass – Orientation and competition briefing

Industry Visit: Front Office Operations at a Real Hotel in Lahore

- Duration: 1.5 – 2 hours
- Focus: Observe live check-in/check-out operations, reservation office handling, PBX phone operations, and FO team behavior

Purpose: Reinforce theoretical knowledge through direct exposure to SOPs, guest flow, and service excellence standards

Stage 1: General Knowledge Test

- Duration: 25 minutes

- Format: MCQs
- Focus Areas: Core front office processes, guest interaction protocols, local hospitality landscape – students are advised to review hotel SOPs and common service scenarios in advance

Stage 2: Case Study Submission

- Deadline: **6:00 PM (Same Day)**
- Task: Teams will be given a realistic front office service scenario and will submit a professional solution/report aligned with guest service protocols
- Format: Short presentation/report format (to be briefed on day)
- Submissions must be original and submitted within the same day

Day 02: Practical Simulations & Presentations

Stage 3: Simulation Task Block

- Start Time: 9:00 AM
- Duration: **20 minutes total** (2 mins quick prep + 18 mins performance)

Task Flow:

- Guest walk-in inquiry handling
- Responding to a professional email booking
- Handling a phone-based guest inquiry
- Managing a live guest complaint (with trained actor)
- All simulations will reflect challenges from a Lahore-based case study hotel
- Teams must initiate their task within 2 minutes of entry – **strict timing enforcement**

Day 03: Showcase & Celebration

- Role Plays
- Student-Produced Documentarie
- Gala Dinner & Award Ceremony

Evaluation Criteria

Component	Weight
1: General Knowledge Test	20%
2: Case Study Submission	30%
3: Simulation Performance	50%

Judging Parameters:

- Professionalism and appearance
- Work method and SOP adherence
- Fluency and clarity in communication
- Technical accuracy in task execution
- Guest relations and service recovery
- Team collaboration and etiquette

Competition Norms & Preparation

Participants are expected to:

- Review the case study hotel material provided pre-event
- Understand front office SOPs and service sequence
- Be familiar with Lahore's local hospitality context

Participant Requirements:

- Laptop and USB drive (backup)
- Mandatory COTHM professional uniform
- Stationery and participant ID badge

Jury Panel

The judging panel will comprise:

- Front office managers
- Guest relations professionals
- Hospitality academics with operations expertise

Materials Provided By Organizers

- Fully equipped front desk simulation zone
- Roleplay scripts and scenario prompts
- Email and phone response systems

Important Notes

- Attendance at the masterclass is compulsory
- Team formation will be announced in advance – no post-briefing changes allowed
- Time management is strictly enforced
- No complaints regarding task difficulty or pairing will be entertained after briefing

Assessment

Each team will be assessed based on:

- Grooming and professional demeanor
- Accuracy and clarity in task performance
- Stress management under timed conditions
- Quality of verbal and written responses
- Adherence to SOPs and front office service culture

FOOD & BEVERAGE/ RESTAURANT SERVICE COMPETITION



Competition Details

Objective

This category challenges students to individually and in teams demonstrate their mastery of both food and beverage management strategy and professional restaurant service presentation. This challenge will assess both technical and interpersonal skills in a simulated, real-world environment with a strong emphasis on innovation, sustainability, and team coordination.

Goals

- Foster teamwork and professional service ethics
- Assess strategic thinking in catering operations
- Emphasize the art and presentation of restaurant service
- Evaluate planning, innovation, and sustainability in food and beverage
- Enhance interpersonal communication and hospitality service standards

Teams & Language

- Language: English (spoken & written)
- Teams: 3 members per team – all stages are collaborative

Competition Stages & Timeline

Day 01: Training, Industry Visit & Prep

Total Duration: Full Day

Masterclass – Orientation and competition briefing

Stage 1: Industry Visit

- Duration: 2–3 hours
- Focus: Observe real-time restaurant setups, F&B workflows, and service etiquette

Stage 2: F&B Management Quiz

- Duration: **25 minutes**
 - Format: Multiple-choice analytical questions
- Areas Covered: Core service knowledge, key management tools, sustainability hints – participants are encouraged to review real-life restaurant case studies and service protocols.

Presentation Planning Begins

- Teams begin working on their catering plan for Stage 3
- Visual, menu, and costing materials to be compiled by day-end

Day 02: Strategic Pitching & Presentations**Stage3: Restaurant Table Setup**

- Setup Time: 20 minutes
- Task:
Design a Table d'hote service for 3 guests
Curate a custom menu, and execute full setup with mise-en-place and 3 napkin folds
- Skills Assessed:
– Visual precision, service aesthetics, grooming, and detail orientation

Stage 4: Catering Plan Presentation

- Start Time: 9:00 AM
- Duration: 15 minutes per team
- Format: Live or digital pitch (slide decks, mood boards, printed or digital visuals)
- Task: Based on an event inquiry brief (to be shared by mentors on briefing day), teams must plan a catering solution by selecting a venue of their choice.

Plan Must Include:

- ✓ Curated menu (starter, main, dessert, beverage)
- ✓ Cooking techniques, portioning, and technical details
- ✓ Supplier list and procurement logic
- ✓ Event budget and costing sheet
- ✓ Buffet layout or table plan
- ✓ Staffing chart and service flow
- ✓ Sustainability approach (waste reduction, local sourcing, packaging)
- ✓ Visuals and support material for client-facing presentation

Q&A Round:

Judges will evaluate presentation depth, cost logic, creativity, and practicality

Day 03: Showcase & Celebration

- Role Plays
- Student-produced Documentaries
- Gala Dinner & Award Ceremony

Evaluation Criteria

Component	Weight
1: General Knowledge Test	20%
2: Case Study Submission	30%
3: Simulation Performance	50%

Judging Parameters:

- Creativity & Innovation
- Technical Accuracy
- Relevance to Theme
- Sustainability Practices
- Presentation & Professionalism
- Team Communication
- Time Management

Participants should prepare by reviewing:

- Hospitality service models and restaurant SOPs
- Catering frameworks, event planning basics
- Menu design and cost control strategies
- Seasonal event trends and guest segmentation
- Local sourcing and green hospitality practices

Participant Requirements:

- Laptop and USB (backup)
- Professional uniform worn throughout event
- All work must be completed within allotted time

Jury Panel

The jury will consist of certified hospitality trainers and F&B industry professionals with expertise in restaurant service, catering, and culinary event planning.

Materials Provided By Organizers

- Cutlery, crockery, table linen, napkin materials
- Presentation areas, projectors, Wi-Fi
- Setup zones and display desks

Important Notes

- Timeliness is strictly monitored; delays will incur penalties
- Jury decisions are final and non-negotiable
- Team combinations and briefing materials will be shared during the pre-event webinar
- Professional behavior and service attitude will directly impact scores

Assessment

Teams will be evaluated on the following:

- Grooming, hygiene, and professional conduct
- Setup organization and accuracy
- Interpersonal and intra-team communication
- Use of supporting documents and tools
- Planning logic, service strategy, and innovation

INNOVATION & ENTREPRENEURSHIP COMPETITION



Objective

This competition evaluates participants' entrepreneurial skills and strategic innovation in hospitality through both individual and team-based challenges. Students will pitch original ideas, co-create business models, and present impactful strategies showcasing innovation, sustainability, and financial viability.

Goals

- Encourage innovative thinking and viable business solutions
- Evaluate creativity and strategic planning in product/service design
- Assess market awareness, pricing logic, and value proposition
- Promote teamwork, inclusion, and adaptability in idea integration
- Highlight sustainability and presentation techniques in business pitches

Teams & Language

- Language: English (spoken & written)
- Teams: 3 members per team – all stages are collaborative

Competition Stages & Timeline

Day 01: Orientation, Insights & Ideation

Total Duration: Full Day

Masterclass – Introduction to entrepreneurial frameworks and hospitality innovation

Stage 1: Quiz on Innovation & Entrepreneurial Trends

- Duration: 25 minutes
- Format: Multiple-choice analytical questions
- Focus Areas: Emerging trends, experience economy models, innovation case snapshots – participants should review start-up ecosystems and disruptive hospitality brands

Stage 2: Innovation Case Study Challenge

- Task:
 - Analyze a hospitality or tourism innovation/entrepreneurial case study
 - Identify gaps or challenges in the current model
 - Propose a new or improved solution focusing on scalability, sustainability, and guest experience

– Submit your report by 7:00 PM via email

Output:

A concise, original solution document (maximum 5 pages or slide equivalent) clearly outlining your team's strategic approach, concept logic, and proposed enhancements.

Team Briefing & Pitch Preparation Begins

Teams begin working on their business pitch for Day 2

Task:

- Develop a start-up or service brand related to hospitality or tourism
- Pitch must include:
 - ✓ Brand identity & positioning
 - ✓ Target market and segmentation
 - ✓ Unique value proposition
 - ✓ Revenue model & basic cost structure
 - ✓ Sustainability & innovation features
- Delivery: Digital slides, printed visuals, or prototypes permitted
- Jury simulates real-world investors or innovation grant evaluators

Day 02: Pitch & Presentation Day

Stage 3: Entrepreneurial Plan Development & Pitch

- Start Time: 9:00 AM
- Presentation Time: 10 minutes per team

Q&A Round:

Judges will engage teams to assess practicality, originality, and investment potential

Day 03: Showcase & Celebration

- Role Plays
- Student-Produced Documentaries
- Gala Dinner & Award Ceremony

Evaluation Criteria

Component	Weight
1: Innovation Quiz	20%
2: Case Study Challenge	30%
3: Entrepreneurial Pitch	50%

Judging Parameters:

- Entrepreneurial spirit and motivation
- Innovation and critical thinking
- Strategic clarity and presentation flow
- Financial and sustainability logic
- Communication and engagement
- Adaptability and teamwork

Jury Panel

- The judging panel will consist of:
 - Entrepreneurship and innovation mentors
 - Hospitality business owners
 - Startup and sustainability expert
- **Materials Provided By Organizers**
 - Presentation zone with projector and AV equipment
 - Desks and team workspace

Important Notes

- Strict adherence to time limits is essential
- Team formation is final once announced
- Delays, plagiarism, or template reuse will negatively affect scores

Assessment

Each team will be evaluated on:

- Originality and clarity in quiz and case tasks
- Cohesion and adaptability during team activities
- Practicality and value of proposed concepts
- Sustainability, market alignment, and innovation
- Presentation quality and delivery confidence

SALES & MARKETING MANAGEMENT COMPETITION



Competition Details

Objective

This competition assesses students' ability to integrate sales strategies with dynamic marketing concepts in a real-world hospitality context. Participants will apply their understanding of corporate targeting, budgeting, communication, and event pitching through a hotel-focused, multi-stage challenge.

Goals

- Evaluate understanding of hospitality marketing and sales fundamentals
- Foster practical skills in marketing budgeting and brand strategy
- Promote critical thinking in B2B sales and client pitching
- Encourage creativity and feasibility in conference marketing
- Enable real-time problem solving through live hotel insights

Teams & Language

- Language: English (spoken & written)
- Teams: 3 members per team

Competition Stages & Timeline

Day 01: Masterclass, Industry Visit & Strategic Design

Total Duration: Full Day

Masterclass – Introduction to corporate marketing trends, sales pipelines, and campaign logic

Industry Visit –

- Guided tour of a partnered hotel in Lahore
- Includes a 15-minute meeting with the hotel's Sales & Marketing Head
- Objective: Gather insights into live campaigns, pricing strategies, B2B communication, and market segmentation

Stage 1: Marketing & Sales Quiz

- Duration: 25 minutes
- Format: Multiple-choice analytical questions
- Focus Areas: Concepts like the customer

journey, sales funnels, marketing KPIs – students are advised to review hospitality marketing strategy models

Stage 2: Budget Strategy Design

- Duration: Work until 8:00 PM (Same Day)
- Task:
 - Using insights from the hotel visit, design a comprehensive marketing budget for a hospitality campaign or seasonal promotion
 - Must include: major cost centers, estimated spends, channel breakdown, sales funnel logic, and ROI forecast
 - Submit budget report via email by 8:00 PM

Day 02: Conference Pitch & Presentations

Stage 3: Conference Pitch Presentation

- Start Time: 9:00 AM
- Presentation Duration: 15 minutes per team
- Task:
 - Pitch a themed **business conference proposal** to be hosted at the partner hotel
 - Plan must include:
 - ✓ Event concept, structure, and audience profile
 - ✓ Segment-specific offers and pricing logic
 - ✓ Competitive positioning and unique selling points
 - ✓ Branding, cross-promotions, and ROI goals
 - ✓ Visual aids: slide decks, posters, event mockups, etc.
 - Pitch will simulate a real sales presentation to potential corporate clients or brand partners

Q&A Round:

Judges will test business logic, communication skills, and budget feasibility

Day 03: Showcase & Celebration

- Role Plays
- Student-Produced Documentaries
- Gala Dinner & Award Ceremony

Evaluation Criteria

Component	Weight
1: Marketing & Sales Quiz	20%
2: Budget Strategy Plan	30%
3: Conference Pitch	50%

Judging Parameters:

- Market knowledge and campaign logic
- Strategic use of insights from hotel visit
- Clarity, fluency, and confidence in pitch
- Originality, branding & visual impact
- Realistic budgeting and ROI focus
- Team coordination and audience engagement

Competition Norms & Preparation

Participants must:

- Wear COTHM professional uniform
- Bring their own laptops/tablets and writing materials
- Submit all tasks and deliverables on time
- Avoid use of only AI tools or templated design formats – originality is essential

Jury Panel

The judging panel will consist of:

- Directors of Sales & Marketing
- Corporate communication experts
- Industry professionals from hotels and event agencies

Materials Provided By Organizers

- Access to partnered hotel for site visit and briefing
- Projector, screen, and whiteboards for team use
- Pitch brief, insights packet, and workspace

Important Notes

- All pitch materials must be created on-site during the competition
- No phone usage is allowed during evaluations
- Teams must attend the briefing session for instructions and pairing
- Delays or non-compliance will directly affect scoring

Assessment

Teams will be evaluated on:

- Strategic creativity and campaign integration
- Application of real-world hotel insights
- Budgeting accuracy and financial reasoning
- Branding consistency and visual storytelling
- Team synergy and confidence in delivery

STRATEGIC THINKING IN HOSPITALITY COMPETITION



Objective

This competition challenges students to apply strategic thinking to real-world hospitality business cases. Using a live hotel-based scenario, teams will propose innovative, research-backed solutions that reflect current market dynamics, operational constraints, and strategic opportunities. The competition emphasizes analytical thinking, agile problem-solving, and high-pressure decision-making.

Goals

- Build capacity for business strategy design within hospitality organizations
- Promote data-driven decision-making, leadership, and innovation
- Enhance team collaboration and communication under timed constraints
- Encourage students to translate theoretical strategy into actionable plans

Teams & Language

- Language: English (spoken & written)
- Teams: 3 members per team – all stages are collaborative

Competition Stages & Timeline

Day 01: Industry Visit, Quiz & Case Strategy Development

Total Duration: Full Day

Masterclass – Strategic thinking in hospitality, live case handling, and reporting structure overview

Industry Visit: Strategy-Oriented Hotel Tour

- Duration: 1.5 – 2 hours
- Task:
 - Visit a designated hotel in Lahore with a focus on real-time business operations and strategic decision-making
 - Each team will be given a dedicated 15-minute one-on-one session with a key hotel staff member (from management or operations) to discuss challenges, KPIs, and goals relevant to the assigned case
 - Teams will also observe service flow, organizational structure, and market positioning through guided observation

Objective:

To gather actionable data and direct insight from hospitality professionals for use in case analysis and report development

Stage 1: Strategic Thinking Quiz

- Duration: 25 minutes
- Format: MCQs
- Focus Areas: General strategic models, market segmentation, revenue strategies – participants should review common frameworks like SWOT, Porter's Five Forces, and PESTLE and all other main concepts, key terms of hospitality.

Stage 2: Strategic Case Report Submission

- Task Duration: Remainder of the day
- Submission Deadline: Same day before 8:00 PM
- Task:
 - Develop a strategic business solution for the assigned hotel
 - Base your proposal strictly on the industry visit, briefings, and original research
 - No pre-made templates, entirely/only AI-generated content, or external resources allowed
- Output: Research-based strategic report in DOC format
 - Max length: 8 pages (text only) or 12 pages (with charts/visuals)
 - Must be emailed to the jury by the deadline
- Parallel Task: Begin designing the strategic pitch for Day 2

Day 02: Strategic Plan Presentation

Stage 3: Pitch Delivery & Strategic Presentation

- Start Time: 9:00 AM
- Duration: 15 minutes per team
- Format: Live presentation with slide deck
- Task:
 - Deliver a detailed strategic plan expanding on the submitted report
 - Must include:
 - ✓ Strategic diagnosis (SWOT, PESTLE, Porter's Five Forces)
 - ✓ Directional strategy (growth, turnaround, etc.)
 - ✓ Marketing, operations, and HR implications
 - ✓ Guest experience and competitive enhancement
 - ✓ Success metrics and KPIs
 - Presentations must be professional, fluent, and aligned with industry realities

Q&A Round:

Judges may question feasibility, insight, and decision-making logic

Day 03: Showcase & Celebration

- Role Plays
- Student-Produced Documentaries
- Gala Dinner & Award Ceremony

Evaluation Criteria

Component	Weight
1: Strategic Thinking Quiz	20%
2: Research-Based Report	30%
3: Strategic Pitch & Q&A	50%

Judging Parameters:

- Team engagement and strategic clarity
- Relevance of diagnosis and solutions
- Visual and presentation quality
- Research depth and industry alignment
- Fluency and communication during delivery
- Response quality in Q&A

Competition Norms & Preparation

Participants must:

- Study key strategic models in hospitality (SWOT, PESTLE, Porter's 5)
- Research Pakistan's hospitality trends and market segmentation
- Arrive in COTHM professional uniform
- Bring laptops and USBs for document work
- Ensure all content is original – plagiarism or entirely AI-use may result in disqualification

Jury Panel

The panel will include:

- General Managers and Marketing Directors
- Academic strategists and business consultants
- Industry experts from leading hospitality organizations

Materials Provided By Organizers

- Site access to partnered hotel property
- Presentation venue with projector and AV setup

Important Notes

- Timely attendance and task submission is mandatory
- Teams must attend all briefings and hotel visits
- No external help or collaboration outside team members
- Jury decisions are final and binding

Assessment

Teams will be assessed on:

- Professionalism and discipline
- Strategic depth and innovation
- Feasibility and operational logic
- Pitch fluency and communication strength
- Team coordination and responsiveness

TOURIST DESTINATION MANAGEMENT COMPETITION



Competition Details

Objective

This category challenges students to collaboratively develop, pitch, and present an innovative and sustainable tourism product or campaign for a selected destination in Lahore. The objective is to promote destination branding, strategic thinking, and innovation while addressing real-world tourism challenges.

Goals

- Promote destination innovation and market relevance
- Encourage destination sustainability and digital transformation
- Strengthen teamwork, research, and presentation skills
- Build awareness of Lahore's tourism potential
- Develop strategic thinking in tourism product development

Teams & Language

- Language: English is the official language of the competition (spoken & written)
- Teams: All stages are team activities
- Team Size: 3 members per team

Competition Stages & Timeline

Day 01: Industry Immersion & Content Creation

Total Duration: Full Day

Masterclass – Orientation and guidelines for the competition

Stage 1: On-Ground Industry Visit – Dehli Gate Area

- Duration: 3.5 – 4 hours
- Focus: Explore Dehli Gate's heritage sites, food streets, and cultural landmarks
- Objective: Record visuals, gather insights, and design a Virtual Tour Experience
- Note: Emphasis on authentic content – plagiarism or use of pre-made material will lead to disqualification

Lahore Heritage Quiz (Stage 2A)

- Duration: 25 minutes
- Format: MCQs and scenario-based questions
- Areas Covered:
 - Lahore tourism data & trends

- Visitor profiles & target markets
- Tourism product development
- Sustainability & digital marketing

Virtual Tour Submission (Stage 2B)

- Deadline: 8:00 PM (Same Day)
- Output: Virtual tour file with narrative, images, maps, and media

Presentation Strategy Development

- Teams begin preparing for their Stage 3 pitch
- All materials to be finalized by 10:00 PM

Day 02: Strategy Presentations & Feedback

Stage 3: Destination Strategy & Pitch Presentation

- Start Time: **9:00 AM sharp**
- Duration: **15 minutes per team**
- Format: Live or digital presentation (video, slides, demo)
- Objective: Propose a comprehensive **tourism strategy for Lahore**

Pitch Must Include:

- ✓ Product concept & theme alignment
- ✓ Target audience: International tourists
- ✓ Incorporation of the 5 A's of Tourism (Attractions, Accessibility, Accommodation, Amenities, Activities)
- ✓ Innovation & sustainability elements
- ✓ Media plan & digital strategy
- ✓ Consumer research and market behavior insights
- ✓ Visual aids (infographics, maps, simulations, etc.)

Q&A Round:

Judges will engage teams to evaluate critical thinking and market logic

Day 03: Showcase & Celebration

- Role Plays
- Student-Produced Documentaries
- Gala Dinner & Award Ceremony

Evaluation Criteria

Component	Weight
1: Knowledge Test	20%
2: Virtual Tour Design	30%
3: Strategy & Pitch	50%

Judging Parameters:

- Creativity & Innovation
- Market Relevance

- Strategic Clarity
- Teamwork & Communication
- Professionalism
- Sustainability Focus
- Presentation Impact

Competition Norms & Preparation

Participants should study:

- Lahore's tourism zones & cultural assets
- Tourist demographics and trends
- Digital & sustainable tourism case studies
- Global best practices in tourism branding
- Successful international tourism campaigns

Participant Requirements:

- Laptop and USB drive (backup)
- Photography/video tools (phones/cameras)
- Professional or business attire
- All materials to be produced during competition hours only

Jury Panel

Composed of local and international tourism professionals and educators specializing in product development, branding, and destination marketing.

Materials Provided By Organizers

- Internet access
- AV equipment & projectors
- Presentation venue setup

Important Notes

- Timely submission is mandatory
- Teachers and mentors cannot assist during prep
- Jury's decision will be final and binding
- Collaborative behavior and team synergy will influence scores

DOCUMENTARY SUBMISSION

THEME: CELEBRATING OUR CITY



Introduction:

As part of the Pakistan NextGen Hospitality Challenge – 2025, all COTHM campuses are mandated to produce and submit a short documentary that captures the unique identity, culture, and hospitality potential of their respective cities. This initiative aims to promote regional diversity and spotlight the cities where COTHM is shaping the future of hospitality professionals. The project will serve as a platform for students to engage with their local communities while strengthening the collective vision of Pakistan's tourism and hospitality landscape.

Competition Criteria:

Eligibility:

- Mandatory for all COTHM campuses across Pakistan.
- One entry per campus, focused only on the city where the campus is located.

Duration:

- Minimum: 3 minutes
- Maximum: 5 minutes

Content Requirements:

The documentary should be city-centric and include:

- A brief historical and cultural overview of the city.
- Local landmarks, tourist attractions, and hospitality hotspots (hotels, restaurants, heritage sites, etc.).
- The local food culture and any signature dishes or culinary traditions.
- Interviews or voiceovers from residents, local chefs, guides, or business owners (optional but recommended).
- How the hospitality and tourism industry contributes to the city's identity and economy.
- Highlight any festivals, crafts, or traditions that reflect the city's charm.
- Incorporation of COTHM branding/logo and closing with the official tagline of Pakistan NextGen Hospitality Challenge – 2025.

Evaluation Parameters:

- Storytelling & creativity – 20%
- Relevance & completeness of city-focused content – 20%
- Production quality (visuals, sound, editing) – 20%
- Presentation of local culture and hospitality values – 20%
- Innovation and originality – 20%

Technical Guidelines:

Format: MP4 (HD preferred)

Language: English, Urdu, or bilingual (with English subtitles if needed)

Submission Deadline: August 20, 2025

Final file would be submitted via We Transfer link.

Recognition:

- Top 3 documentaries will be showcased at the closing ceremony of the Challenge.
- Winners will get cash prizes.
- All campuses will receive 'Certificates of Participation' separately.

HOSPITALITY ROLEPLAY SHOWCASE

THEME: BRINGING LEARNING TO LIFE



Introduction:

COTHM invites its campuses to participate in an optional but engaging Roleplay competition category during the **Pakistan NextGen Hospitality Challenge – 2025**. This category aims to creatively demonstrate real-world hospitality scenarios, encouraging students to showcase their practical knowledge, soft skills, and problem-solving abilities in front of a live audience. These preplanned, pre-rehearsed roleplays would allow students to step into professional roles and act out realistic situations encountered in the hospitality, tourism, or culinary industry.

Competition Criteria:

Eligibility:

- Optional for COTHM campuses.
- One team per participating campus.
- Team size: 3–6 students.

Duration:

Each performance should last between 5 to 8 minutes.

Theme & Content:

- Real-life hospitality situations (e.g., guest complaint handling, event management, fine dining service, kitchen crisis, travel advisory briefing, etc.).
- Must reflect professionalism, hospitality ethics, and creative storytelling.
- Costumes, props, and basic stage setup allowed and encouraged.
- Dialogue should be original (not copied from TV/film).

Evaluation Parameters:

- Creativity and originality of concept (20%)
- Realism and relevance of scenario (20%)
- Communication and performance skills (20%)
- Team coordination and role clarity (20%)
- Audience engagement and impact (20%)

Logistics:

- All roleplays must be submitted in script form for review by August 20, 2025.

- All on-ground performances will be staged on September 6; last day of the competition.
- Audio/visual requirements must be shared in advance.

Recognition:

- Winners will get cash prizes
- All the teams will receive 'Certificates of Participation' separately.

PAKISTAN NEXTGEN HOSPITALITY CHALLENGE – 2025

GENERAL COMPETITION RULES

Pakistan NextGen Hospitality Challenge – 2025

Dates: September 1–3, 2025

Location: COTHM Head Office, Garden Town, Lahore

Theme: Innovation, Sustainability & Strategic Impact in Hospitality

Duration: 3 Days

Participants: Delegations from COTHM Campuses Nationwide

1. Preliminary Remarks

In line with COTHM Pakistan's commitment to nurturing future hospitality leaders, this national competition provides a platform for students to demonstrate their practical skills, strategic thinking, and creative flair.

More than a competition, this initiative fosters collaborative learning, intercultural exchange, and professional growth, creating a dynamic space for students to challenge themselves and engage with peers across Pakistan.

2. Preamble

Teams will be formed within each campus and will consist of three members. All presentations, submissions, and communication will be conducted in English, reinforcing COTHM's international academic and industry alignment through its "Degree with Skills" model.

3. Judging Structure & Head Judge Role

Each competition will be supervised by a 3-5-member judging panel, led by a Head Judge (HJ) appointed by the COTHM Competition Committee.

The Head Judge is responsible for:

- Designing and overseeing the category competition
- Ensuring consistency in rules, marking, and jury coordination
- Intervening in procedural or dispute scenarios

Eligibility Criteria:

- Must be a recognized industry expert or experienced educator
- Must be impartial and not affiliated with any participating team

4. Entry Requirements

- Only currently enrolled and studying students at COTHM campuses are eligible to participate
- Participants must attend all competition days to remain eligible for awards
- English will be the medium of communication during all phases

5. Registration

- Registrations must be submitted through the official registration form before the deadline-10TH August 2025.
- Each campus may nominate students per competition category, within the permitted limit
- Participation slots are limited and allocated on a first-come, first-served basis
- Incomplete or unpaid registrations will not be processed
- COTHM reserves the right to cancel or reschedule a category if minimum participation is not met

6. Competition Specifications

- All competitions will be conducted in teams of three, formed within each campus
- Teams must appear in professional attire relevant to their category (e.g., chef coat, business suit, front office uniform)
- Tasks are designed to assess communication, leadership, innovation, and technical expertise
- All digital submissions must adhere to formatting guidelines shared during the briefings
- No major changes will be made to the format within 30 days of the event

7. Judging Panel

- Judges will be a mix of industry professionals and academic faculty
- Judges must not evaluate students they have trained, mentored, or taught
- Any potential conflict of interest must be disclosed
- A pre-competition judges' briefing will ensure rule alignment and consistent scoring
- Judges are expected to maintain integrity, confidentiality, and neutrality

8. Medals and Awards

- A minimum of 1 Gold, 1 Silver, and 1 Bronze will be awarded per category
- Additional Silver/Bronze medals may be awarded at the HJ's discretion based on scoring thresholds
- Certificates of participation will be issued to all competitors
- Team trophies may be awarded to campuses based on cumulative performance
- The Head Judge's decision on results is final and non-negotiable

9. Disqualifications

The HJ may disqualify any team or individual for:

- Prompting or interference from faculty, mentors, or external parties
- Use of unauthorized tools, entirely AI content, or materials
- Violation of registration or task guidelines
- Failure to appear at scheduled stages
- Plagiarism or misrepresentation
- Disrespectful behavior or misconduct

10. Code of Conduct

- Participants must maintain decorum, punctuality, and a respectful attitude throughout
- All competitors are expected to act with professionalism and uphold COTHM values

11. Appeals & Feedback

- Results announced by the Head Judge are final
- General feedback may be requested post-event for learning purposes only
- No appeals regarding scores or awards will be entertained