



Tariq Jang

Gender: Male | **Phone number:** (+92) 3205555774 (Mobile) | **Email address:** tariq.jang@gmail.com |
Address: D64/3 Pakistan Airforce Complex, E9, Islamabad, Pakistan (Home)

ABOUT ME

Tourism and Hospitality Professional | Sustainability Coordinator & Educator

Tourism and hospitality professional with over 10 years of experience across academia and industry, with strong expertise in sustainability planning, stakeholder coordination, and impact reporting. Skilled in developing sustainability action plans, engaging students through green campaigns, and mapping institutional activities against the SDGs. Experienced in supporting sustainability rankings such as UI GreenMetric, with a strong commitment to environmental responsibility.

WORK EXPERIENCE

SENIOR LECTURER (TOURISM AND HOSPITALITY) – DEPARTMENT OF TOURISM AND HOSPITALITY, FOUNDATION UNIVERSITY – 18/09/2023 – Current – ISLAMABAD, PAKISTAN

As part of my academic role, I designed and delivered undergraduate courses in Tourism Marketing, Sustainable Tourism, and Consumer Behaviour in alignment with HEC standards, embedding sustainability and applied, industry-relevant learning throughout. I also served as an active member of the Board of Studies, contributing to curriculum development with a focus on sustainable tourism practices. In addition, I supervised student internships and facilitated industry linkages through guest lectures and project-based learning, connecting students with sustainability-focused tourism and hospitality organisations for placements and hands-on experience.

VISITING FACULTY – NBS (NUST) – 20/09/2025 – Current – ISLAMABAD

At NBS, I taught Sports and Adventure Tourism and Sustainability in Tourism and Hospitality through interactive lectures, case studies, and discussions. Courses covered sustainable and regenerative tourism practices, food waste reduction, and modern tools for minimising waste in hospitality operations, with a strong emphasis on community-based tourism for local empowerment and long-term sustainability.

LECTURER AND HEAD OF DEPARTMENT TOURISM AND HOTEL MANAGEMENT – UNIVERSITY OF CHITRAL – 01/03/2018 – 30/06/2023 – CHITRAL, PAKISTAN

Taught marketing-related courses in tourism and hospitality through lectures, practical case studies, and industry-focused discussions. Delivered modules on branding, digital marketing, and consumer behavior while aligning course content with current market trends. Contributed to curriculum development as a Member of the Board of Studies and Academic Council, and facilitated student internships with leading industry organizations.

LEAD TRAINER – ACCELERATE PROSPERITY, AGHA KHAN RURAL SUPPORT PROGRAM – 11/2022 – 12/2022 – PAKISTAN

Conducted hands-on training for youth in Chitral, focusing on adventure tourism development and sustainable marketing strategies under the Agha Khan Rural Support Program. Equipped participants with skills in responsible experience branding, digital promotion, and community-centred customer engagement to build sustainable tourism enterprises that support long-term environmental and economic resilience in the region.

PROGRAM COORDINATOR – PRIME MINISTER'S YOUTH SKILLS DEVELOPMENT PROGRAM, "SKILLS FOR ALL" – 06/05/2021 – 16/12/2022 – CHITRAL, PAKISTAN

Under the Prime Minister Youth Skills Development Program, I trained 75 youth from Chitral District over 16 months for careers in the hotel and tourism industry, with a focus on sustainable hospitality practices and responsible

resource use—building a locally skilled workforce to support sustainable tourism development and long-term community livelihoods.

● EDUCATION AND TRAINING

10/2019 – 10/2021 Pakistan

MS MARKETING Institute of Business Studies and Leadership, Abdul Wali Khan University

Website www.awkum.edu.pk

09/2011 – 03/2014 Pakistan

M.A TOURISM & HOSPITALITY Abdul Wali Khan Univeristy

Major: Travel and Tourism, Hospitality Management, Event Management, Sustainable Tourism

Final Thesis Topic: "Competitive Advantage of Desert Adventures Destination Management company over other DMCs in the Region of Dubai"

National classification Master

01/2006 – 01/2010 Peshawar, Pakistan

BBA HONORS (FINANCE) KPK, Agricultural University

Major: Management, Economics, Accounting, Mathematics, Business environment, Marketing Management, Organization behavior, and Small Business Management.

National classification Undergraduation

● SKILLS

MS word | MS PowerPoint | Social Media Marketing | Digital Marketing

● PUBLICATIONS

2024

[Driving Business growth in Pakistani Tourism: Understanding the effectiveness of online promotions of tourist purchase intentions.](#)

Tariq Jang, Soofia iftikhar, Feb 2024, vol 9.

● RECOMMENDATIONS

Associate Professor, Dr. Zia Ullah Chairman, Department of Tourism and Hospitality, Abdul Wali khan university Mardan

Supervisor of Master Thesis

Email ziaullah@awkum.edu.pk | **Phone** (+92) 3329876182

Associate Professor, Dr. Junaid Bashir Head of Department, tourism and hospitality, Foundation University Islamabad.

working as a lecturer under the supervision of dr. Junaid Bashir.

Email drjunaid.bashir@fui.edu.pk | **Phone** (+92) 3439516741

● PROJECTS

02/2021 – 03/2023

NAVTTTC, Prime Minister Youth Skills Development Program Phase II and Phase III

Under the Prime Minister Youth Skills Development Program, I trained 75 youth from Chitral District over 16 months for careers in the hotel and tourism industry, with a focus on sustainable hospitality practices and responsible resource use—building a locally skilled workforce to support sustainable tourism development and long-term community livelihoods.

