

Analysis of the tourism industry in pakistan



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Introduction:

Pakistan is a multilingual country with more than sixty languages being spoken. English is the official language of Pakistan and used in official business, government, and legal contracts,] while Urdu is the national language.

Pakistan is a good place for tourism as it has the most appealing and breathtaking views of mountains, plateaus and deserts. It has the high potential to attract a large number of foreign tourists, along with that, Pakistan Tourism Development Corporation (PTDC) had set up 27 motels and 3 restaurants for the convenience of these foreign tourists, PTDC need to intensify their marketing ability in order to attract tourists from countries like, China, Middle East Korea, Japan, and many other countries. Moreover Pakistan government need to take certain actions, in order to promote and acknowledge Tourism in Pakistan, as doing so will not only benefit us financially but will also bring unity, compatibility and harmony among nations. Moreover government also need to encourage private sector to develop tourism-friendly environment which will result in financial stability.

Source: PTDC page on mountaineering, <http://www.tourism.gov.pk/mountain.html>

Research methodology:

Most of the data obtained for this research will come secondary sources including book, internet, magazine etc but to increase the accuracy of information I will conduct primary research to validate my results from secondary data .

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Primary research for this assignment was conducted through a telephonic interview with people who are influenced by the tourists. I have taken a sample size of 30 people who belong to different places but have one thing in common and that is they have interest in tourism in Pakistan.

The sample selected [people who are either potential customer for tourism in Pakistan or those who belong to promote tourism in Pakistan together with those who earn their living by providing service to foreign tourists.

Following are the few questions which I have asked to these people in order to gather the data for my research.

How are conditions in Pakistan for foreign tourists

Does Pakistan have enough places for foreign tourists to visit.

How is the security situation across the country

What places would you suggest to foreign tourists to visit

Does the government of Pakistan take enough steps to promote tourism

Do people of Pakistan welcome tourists in their country

In response to the first question 70% of people interviewed responded that conditions in Pakistan are good enough for tourists. The conditions include security situation but also include infrastructure, road network and other conditions while the remaining 30% were equally divided. For example, 15% said conditions in Pakistan are not favourable for foreign tourists while the remaining 15% said they were not really sure.

Out of the total sample I have selected 90% people do believe that Pakistan has enough place for many tourist to see and therefore had the other issue such security etc resolve Pakistan has much to offer foreign tourist while 10% people were not sure if Pakistan had enough place to offer to foreign tourist.

In response to question of security conditions most people who were outside the Pakistan believe that Pakistan is not very secure country for foreign tourist and that accounted for the 80% of them while remaining 20% whom majority were Pakistanis in United Kingdom believe that Pakistan is though affected by terrorism and other issue but still security conditions in the country are satisfactory enough for the foreign tourist. While remaining people who were inside the country and when whether foreign tourist should Pakistan without risking their security have replied positively.

When I ask on few places that people know should be interesting for tourist many people replied by pointing out historical place such Taxila, Mohn Jo daro to sea beaches of Karachi and beautiful natural place in Gilgit-Bilistan. But sadly people who were outside the Pakistan were not really sure the famous places to visit in Pakistan.

In response to the question of whether government of Pakistan is promoting tourism in Pakistan whether it's domestic tourism or foreign. Almost 70% of people said that government of Pakistan should do more and is not doing enough to promote positive image of the country. While remaining 30% were not sure about the government action to promote tourism.

When I ask the question whether Pakistani people welcome tourist almost 90% agree that Pakistani people do welcome tourist either they are coming from other part of the country or from the other of the world.

Tourism in Pakistan

Due to its diverse culture, people and landscape, Tourism is growing industry in Pakistan, even after considered as one of the most dangerous country in the world, According to British Magazine “ The Economist”. In Pakistan there are number of varieties of attraction that ranges from the ruins of ancient civilization such as Mohenjo-Daro, Harappa and Taxila, to the Himalayan hill-stations that attract those interested in field and winter sports. Moreover, Pakistan has several mountain peaks of height over 8, 000 metres (26, 250 ft), that attract adventurers and mountaineers from around the world, especially to K2. Many domestic and International tourists visit these areas most often in the month starting from April to September. Tourism has become the source of income for local people.

In 2009, Pakistan was ranked 113 out of 130 countries to visit, According to the World Economic Forum’s Travel and Tourism Competitiveness Report (TTCR). Although due to Political instability, suicide attacks, religious conflict, kidnapping of foreigner and uncertainty in the country had badly affected the Tourism throughout the country, especially NWFP, which is currently renamed as Pakhtoonkhwa.

Source:

Eco tourism:

For decades, Ecotourism has become the significant part of the tourism business in Pakistan, as it has offered much tremendous experience along with the stunning mountains of NWFP, attracting number of tourists all over the world for hiking, skating, forest camping, climbing, and exploring the region's natural parks and forests. Pakistan ecotourism destination is unforgettable for those who have ever visited it.

<http://whc.unesco.org/en/statesparties/pk>

Especially, Swat, Huns, Aruba, Abbott bad, Murfree, Narran and Kahn have yet been known as the ideal tourists spot for both summer and winter season. The snow-peaked mountains, the natural parks and the wildlife in the forests offered a thrilling experience especially for the one who is in search of adventure.

The natural beauty of this mountainous scenery has attracted number of tourists generating vital jobs for local people in the hospitality-related businesses. Moreover the Swat valley alone - known as the " Switzerland of the East" - has become the centre for 800 hotels. Over 40, 000 local people Pakistan employed directly in hospitality.

<http://whc.unesco.org/en/statesparties/pk>

Impact of war on tourism in Pakistan:

Over the past decade, and especially since 2007, the rapid spread of terrorism have not only created uncertainty in the country but also crushed the major sector of economy that causes unemployment, Suicide bombing

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has become common in everywhere likewise, in shops, markets, public places, business centres and institutes. War and conflict is not limited to a particular city. Its effect is everywhere, anybody can be victim of it.

Due to fight between military and religious forces, the NWFP- which is considered 70% of the country's tourists site, and where millions of people involved in the tourism industry are badly beaten. Continuous war and terror has weaken both the economy and defence of the area.

http://www.carnegieendowment.org/files/tellis_pakistan_final.pdf

Due to worst security situation and many of the popular location are converted into war zones, hardly few travellers now visit Pakistan. Although after 9/11 attack in USA, there was a slow decline of tourists in Pakistan but the recent military operations and suicide attacks have been the last nail in the smashing of tourism industry.

Since the initiation of the major religious and military offensive, the earning that comes from tourism has been declining dramatically. From Rs 16 billion in 2007, revenues halved in 2008, with a further major fall in 2009. The industry is now facing a \$50 million annual loss as a result of the military operations.

The hospitality business had experienced a major fall of 40% in room occupancy countrywide. Moreover in NWFP, the insurgency has caused the shutdown of tourist industry. From the last three years the hotels have been closed while the industry has lost of Rs 600 billion. Moreover the transport industry is also going through tough times. Due to huge job losses in tourism

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and other related industry, majority of the people have migrated to other cities in the search of employment.

Moreover the revenue that was generated from tourism has been declined by 11.8% in 2008, while 12% in 2009. The average family involved in tourism business used to earn around 40,000 per month and soon after war their earning has dropped to 5000/ month.

With more than 25,000 people killed and more than a million displaced in the past year, planned hotel projects have been put on hold. The number of mountain climbers and foreign trekkers has reached zero. Barbarism and bloodshed now run rampant in places which once offered peace and tranquillity. No-one would dream of visiting these places for pleasure now.

http://www.carnegieendowment.org/files/tellis_pakistan_final.pdf

Moreover adding to the crises faced by these shattered tourism industry, the federal budget has also been cut by 36 percent for 2010-2011 comparatively with the previous year. The only project this year will be to reconstruction and renovation of existing buildings. There isn't any scheme introduced in order to help overcome terrorism.

With the Pakistani political leadership appears to unaware of the real potential of industry, that show little or no prospect in the coming years of tourism attaining momentum that it lost. With the whole industry standing on the boundary of collapse the future looks blank for Pakistan most spectacularly beautiful locations.

http://www.carnegieendowment.org/files/tellis_pakistan_final.pdf

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Pakistan strategy to control extremism:

In the eighth year of the global war on terror, the international community has realized that it is a war of ideas that cannot be won through force. Eventually Pakistan sees that countries today have adopted unique approaches towards deradicalization according to the requirements of their cultural, political situation, and social specification. The aim of these practicing deradicalization programmes in Middle East and South East Asia, at a collective level, is to change the worldview of the affected persons. Private sectors or at some places government and private sectors together adopted the approach of 'rehabilitation and re-education of the detainees'.

The reason behind the failing of war on terror on both sides of Pak-Afghan border has also some structural causes such as refusal of Taliban from Afghan government, public perception of Pakistan's policies as a key US ally, use of force as a priority option, continued US drone attacks, denial of any relief and transitional justice to the victims of military operation, issue of Afghan refugees, and lack of trust between US, Pakistan and Afghanistan.

There is a strong tie between lack of human security and terrorism. Rise in extremism can lead to human insecurity and vice versa. Since independence, government of particular south Asian states have not been providing their people with minimum security. Governments and ruling classes, instead of focusing on dealing with the issues of human survival and development, embarked upon perpetuating their poPakistanr and influence. Subsequently, no South Asian country has been able to free itself from discriminatory and exploitative policies, which led to increased insecurity

and to the rising number of communal and terrorist outfits. Even after the problem these outfits have made, no serious action has been taken by the government or civil society in order to diminish rise in extremist trend at the initial stage. All of the regional states are facing the menace of extremism and terrorism in one or other form.

http://www.rferl.org/content/Analyst_Defeating_Extremism_In_Pakistan_Requires_Regional_Strategy/1368724.html

Currently south Asian region are facing serious security threat which is due to increment of terrorism and extremism. There are various factors that have led towards this situation.

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The politics of violence and extremism in South Asia is mainly the result of faulty national policies and interference of external powers. The region's vast potential is hostage to unresolved inter-state and intra-state conflicts. In most of the states, the governments (either democratic or military) have failed in providing good governance and solving social problems such as unemployment, social injustice, and poverty. The political culture in these states was unable to meet the imperatives of globalization. In addition, instead of promoting unity and integration (both at national and regional levels) it led to ethnic solidarities and identification with religion and culture.

Source : <http://www.cssforum.com.pk/general/news-articles/articles/26177-causes-extremism-south-asia-pakistan.html>

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How tourism situation could improve in Pakistan

The tourism sector is being overlooked by the successive governments and quite tiny amount is allocated in Public Sector Development Programme that hardly caters for its demands. At global level, Pakistan is wrongly projected in the media and tourists are advised not to visit this south Asian country, which offers four-season tourism opportunities.

Security is just not only the issue that has haunted terrorism but there are also some other factors involved which add to the woes of this multibillion dollar trade the world over. These factors involve like,

Moreover, Lack of infrastructure, facilities for tourists, transport, discouraging response from official circles etc are also some of the areas that need to be improved.

Until and unless this (tourism) industry is taken on a priority basis, Pakistan is not going to see it flourishing. Pakistan also needs to put in maximum resources in our tourism sector.

Pakistan has very diverse and rich culture to offer tourists together with lots of opportunity for adventure tourism as the four provinces and three territories of Pakistan are very diverse and so different that it doesn't look like to foreign tourists that they are in the same country with different cultures, attractions and different seasons.

Pakistan should improve the image of the country by first of improving the security situation in order to convince foreign tourists that they are safe in the country because in the past the incident like kidnapping of American journalists and

attack on srilankan team together with bomb blast in big cities of the country lead to a feeling among the west that Pakistan is not a safe country which is main cause of declining tourism in the country especially tourist from western countries are reluctant to visit Pakistan because of the fear that country is not safe enough.

Together with these measure Pakistan need to improve its image by promoting itself on various platforms around the world and together promoting hospitality industry through giving them incentives, Pakistan can catch significant number of tourist looking for adventurism or natural beauty visit Pakistan and contribute significant revenue for the government of the country while providing employment to big number of its population.

Security situation for tourist in Pakistan:

Pakistan have got a number of places where tourist can visit and these places are safe and secure especially the southern part of Pakistan is very much safe together with northern areas like gilgit and biltistan which are very beautiful and well received by tourist that even though when war on terror going on bu the tourism in northern areas is increasing and every more and more foreign tourist are visiting these areas. The mountain there are very clean and beautiful which catch the attention tourist and that s the prime reason why many people who visited Pakistan will be able to tell you that how beautiful the place which is though not very promote but well received by people around the world.

Source: <http://www.eturbonews.com/15162/diversity-adventure-story-and-false-media-news-pakistan>

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Every year thousands of people from the countries such as India and China are coming to see Pakistan and they come here and see the country. While going back they told their families and friends about the country, which is not told on media. Every Pakistan receives a great number of adventure tourists who come here because they believe that Pakistan is safe. When they return with positive experience they act as advertisement for the country.

Source: <http://www.eturbonews.com/15162/diversity-adventure-story-and-false-media-news-pakistan>

The people of Pakistan are welcoming and they give respect to visitors and greet them, show them local customs and a tribal way of doing things which tourists find attractive and interesting.

For the adventure tourist especially Pakistan is a very good place, as in Pakistan there are huge mountains like the eastern Himalayas and others. These mountains have a height of over 8000 metres and are the longest chain of mountains where people can do tracking, exploration, or anything in this beautiful area.

Source: <http://www.eturbonews.com/15162/diversity-adventure-story-and-false-media-news-pakistan>

Pakistan is unique! Situated in the heart of the South Asian sub-continent, it is a country with its own history and cultural heritage, fascinating in its own right. Pakistan was the site for one of the world's earliest human settlements, the great prehistoric Indus Valley Civilization, the crucible of ancient empires, religions and cultures.

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The land of Pakistan ranges from lofty mountains in the north, the Karakoram and the Himalayas, through dissected plateaus to the rich alluvial plains of the Punjab. Then follows desolate barrenness of Baluchistan and the hot, dry deserts of Sind blending into miles and miles of golden beaches of Makran coast. Come and Explore the Treasures of Pakistan with us. A visitor to Pakistan is more than a tourist - to us he is an honoured guest.

Competitive advantage of Pakistan over other countries:

In order to compete in this environment every country in the competition to catch tourist have to offer competitive advantage which is the things that country can do best. The possession of competitive advantage is in itself is not enough but countries like industries to communicate it to potential tourist in rest of the world. The basis of competitive is always lie in the resources of the country with prime important is the way that country use these resource in order to get competitive advantage and also with the fact that the resource which formed the basis of competitive advantage are of sufficient quantity and quality. The three major resources for country are financial resource, physical and human resource . While these resource of financial human and other physical are in economics refer as land, labour and capital with the basic skills entrepreneurship.

[http://www. lonelyplanet. com/pakistan/images/badshahi-mosque-pakistan\\$24057-10](http://www.lonelyplanet.com/pakistan/images/badshahi-mosque-pakistan$24057-10)

It's a open secret that northern areas of the country are very rich for attracting the potential tourist where the natural beautify of landscape with their traditional cultural heritage have made a heaven for eco tourist

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especially. But sadly those northern areas of the country are not very well developed and considered by government and therefore are not very well protected and their natural beauty with their unique cultural heritage couldn't effectively conserved by government of Pakistan till today.

Though when considering adventure tourism we think about Nepal and other countries located in the region but Pakistan has enough to offer in adventure tourism such as five out of fourteen mountain peaks of K2 are situated in the Pakistan where their height reach to as much high as 8000 meter and together with this some of the largest glaciers are situated within the territory of Gilgit-Baltistan as these are largest glaciers outside the polar region.

<http://en.wikipedia.org/wiki/Gilgit-Baltistan>

Mohenjo-Daro was a city located in the south of Modern Pakistan in the Sindh Province, on the right bank of the Indus River. It was built between four and five thousand years ago, and lasted until 3,700 BP. It was part of the Harappan Civilization, and the city had at least 35,000 residents. Mohenjo-Daro means "mound of the dead". The city was approximately one square mile in size. In 1922-1927 large scale excavations at Mohenjo-daro Pakistan were carried out by R. D. Banarjee and continued by M. S. Vats and K. N. Dikshit under the direction of Sir John Marshall. E. J. H. Mackay carried out further excavations from 1927 to 1931. Sir Mortimer Wheeler made small excavations in 1950.

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In Balochistan there are many caves for cavers and tourists to visit especially the Juniper Shaft Cave, the Murghagull Gharra cave, Mughall saa cave, and Pakistan's naturally decorated cave, the Mango her Cave. Pakistan is a member country of the Union International de Spéléologie (UIS).

The northern parts of Pakistan are home to several historical fortresses, to Pakistanrs and other architecture including the Huns and Chitral valleys, the latter being home to the Kalash, a small pre-Islamic Animist community. [Punjab is also the site of Alexander's battle on the Jhelum River. The historic city of Lahore is considered Pakistan's cultural centre and has many examples of Mughal architecture such as the Badshahi Masjid, Shalimar Gardens, Tomb of Jahangir and the Lahore Fort. The Pakistan Tourism Development Corporation (PTDC) also helps promote tourism in the country. HoPakistanver, tourism is still limited because of the lack of proper infrastructure and the worsening security situation in the country. The recent militancy in Pakistan's scenic sites, including Swat in Khyber Parkton Kawa province, have dealt a massive blow to the tourism industry. Many of the troubles in these tourist destinations are also blamed on the frail travel network, tourism regulatory framework, and low prioritization of the tourism industry by the government, low effectiveness of marketing and a constricted tourism perception. After these areas Pakistanre being cleared off the militant groups in late 2009, the government, with financial support from the USAID, started a campaign to reintroduce tourism in Swat valley. Pakistan receives 500, 000 tourists annually, with almost half of them heading to northern Pakistan

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Strategies to improve tourism in Pakistan:

1. Safety
2. Emergency evacuations
3. Easy bookings of hotels and resorts, train and air services, cabs etc.

Tourism is, in the current period, one of the areas that can provide regional and country, a profitable and economic development. Natural and anthropogenic potential which Romania has is necessary to be properly exploited, providing promotion and development of investment programs, able to attract a large number of tourists. The project is presenting a series of specific mountain tourism development through investment programs focused on strategic quality tourism services and protect the natural environment.

Airports are the gateway to the country. Facilities and handling provided at the

International airports from a lasting impression on the foreign tourist. Our airports suffer from a number of drawbacks despite the vast improvements undertaken in recent years.

Sufficient attention has not been paid to the periodic training and education of personnel involved in handling immigration, security and health checks. Personnel at the airports would be encouraged to learn at least one foreign language. Suitable financial incentive will be provided for this purpose. Facilitation counters located in the immigration area will be manned by the

personal of PTDC. Accredited representatives of recognized travel agencies would be given identity cards valid up to airline and immigration counters.

Baggage handling and clearance system should be improved.

The tour operators will arrange insurance cover for the tourist groups handled by them. The existing requirement of police registration and restriction of movement of foreigners would be removed except where specifically required under security considerations. Most tourists visiting Pakistan require visas, which are issued by Pakistani Embassies or High Commissions in other countries. While implementation is satisfactory, visas are an irritant to tourism and add to the cost of a holiday. Visas for nationals from some neighbouring states include considerable restrictions, which puts significant limitations on the development of regional tourism.

However, as a part of its policy to facilitate tourism, the government has recently eased restrictions on visas.

Source : http://www.tourism.gov.pk/travel_guide.html

The Pakistan Tourism Development Corporation maintains 21 Tourist Information

Centres at various sites across the country; in addition, there are information offices

Operated by provincial tourism authorities. However, the standard of service offered invariable and a rationalization of all centres is required, with staff training in foreign languages and customer relations. High-tech Tourist

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Information Centres of the kind available at Karachi International Airport, with e-mail, fax, and website facilities need to be established at the other major airports and city centres.

A website of 1500 pages showing Pakistanis scenic tourist sites and cultural heritage has recently been launched which will greatly enhance awareness both nationally and internationally.

Source : http://www.tourism.gov.pk/travel_guide.html

There are approximately 41 tour operators in Pakistan that provide destination

Management services for domestic and foreign tourists. As their services are critical to the development of international tourism, they need to be treated as a primary sub-sector and supported accordingly.

Several areas of regulation impact negatively on tourism, such as the forbidden

Photography of bridges and airports, and restricted zones where trekkers require special permission to enter. These restricted areas could be limited and perhaps renamed permit zones. Tribal leaders may be involved in the development of tourism activities in their areas.

Although Pakistan possesses world-class tourist attractions, the international tourist

Potential of areas such as the Swat Valley has been considerably reduced because of the lack of planning regulations, over-development and

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environmental degradation. Due to lack of co-ordination between the tourism industry and authorities in charge of natural, historical or religious sites, the tourism potential of such sites is not fully realized.

Source : http://www.tourism.gov.pk/travel_guide.html

Conclusion:

It's the only industry, which needed more and more exploration' (Zamar Sheikh)

Pakistan is a major tourist attraction because it is blessed with natural beauty and

Historical places that can yield huge foreign exchange if properly and methodically

Exploited. Tourism could become foreign exchange earning industry for the country.

Though Pakistan, has lately taken initiative but still there is dire need of tireless efforts to exploit this sector and to add more dimensions to attract the tourists.

No proper attention was paid to harness the God gifted opportunity to earn more and

More foreign tourists and foreign exchange which would open up new vistas of

Employment in the tourism sector. Moreover the tourists may find and explore the market of their interest in Pakistan.

Involvement of private sector was important to give boost to tourism. Private sector

Should be given not only tax exemption but they also should be provided with vast

Opportunities to invest and they must be facilitated also in terms of money; a network of five stars hotels and motels should be constructed at all tourists' spots and tourist

Operators may be provided necessary facilities, which on the one hand helped reduce unemployment while on the other harness foreign exchange.

Private sector should take initiative to develop and exploit all tourist attraction and

Historical location in the province, which unfortunately, has suffered due to negative

Concept about its law and order.

Good hotel industry acceptable to the international standards would give boost to the

Tourist industry, which has suffered because of a number of reasons and one of them, was lack of proper accommodation for local as well as foreign

tourists. At present there are about 4000 to 4500 rooms available in five star hotels throughout Pakistan, which were insufficient to the demand.

There are problems in Pakistan which prevent this country from attracting its due share of international tourist and therefore to attract the tourist and to boost economy the government of Pakistan have to take serious measure to prevent threat of security to tourist together Pakistan need to promote itself as tourist destination at international forums but these both measure are equally important .

The most important aspect security concern of tourist and therefore without taking proper measures to avoid security threat of security. the government of Pakistan should be conscious and careful when people visit this country and must show them how humble and welcoming they are and how interested people in Pakistan are to greet the foreign tourist as well as local tourist alike. Pakistan has truly potential for being a hot tourist spot in region especially for adventure tourism and eco tourism its potential is not unseen but need of the hour is promote itself and to reduce the concerns tourists.