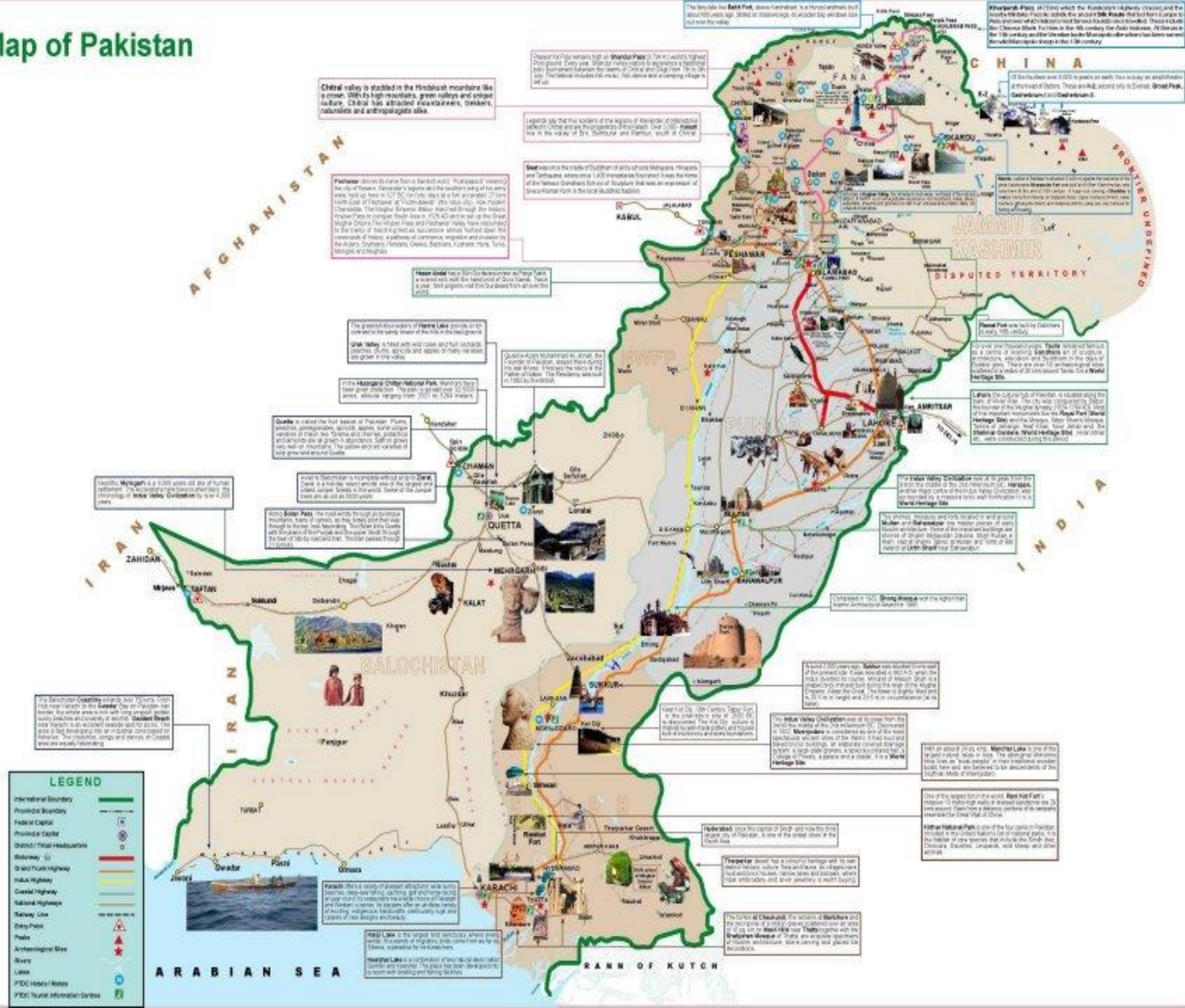


TOURISM PROMOTION IN PAKISTAN

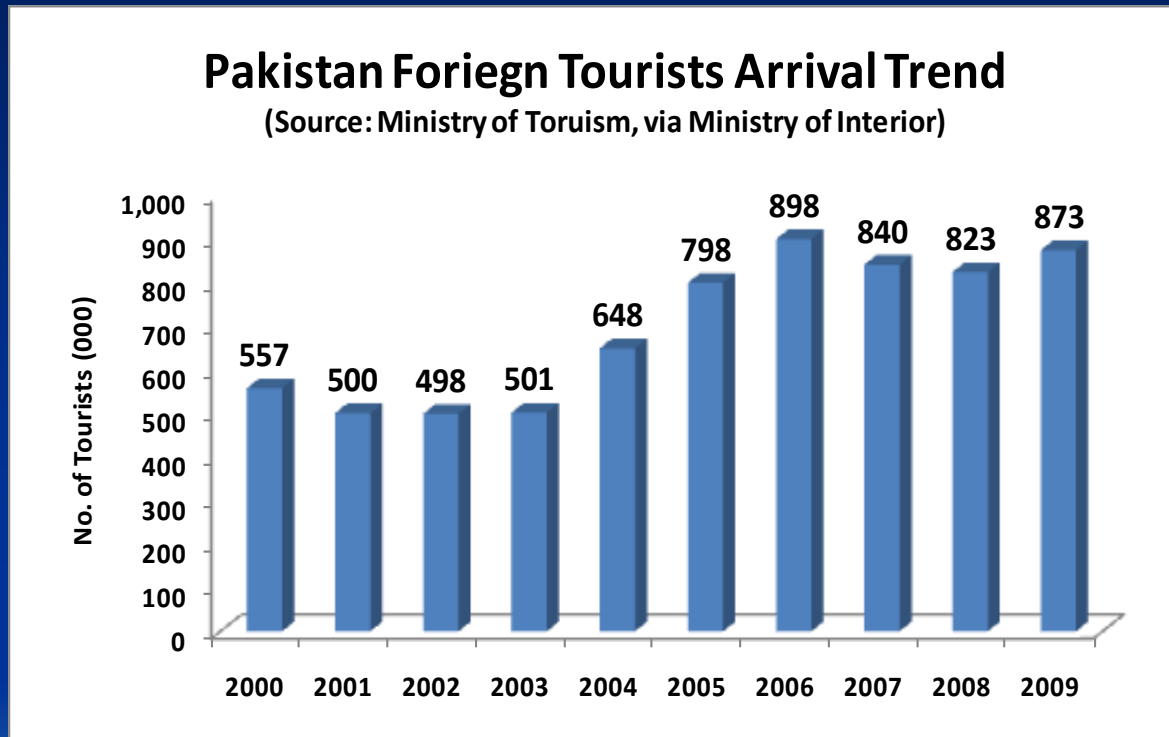
BY

AFTAB RANA
PRESIDENT
SUSTAINABLE TOURISM
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Tourist Map of Pakistan



Performance of Tourism Sector in Pakistan



- **Pakistan's Share in:**
 - International tourist traffic 0.08 %
 - South Asia tourist traffic 8.7 %

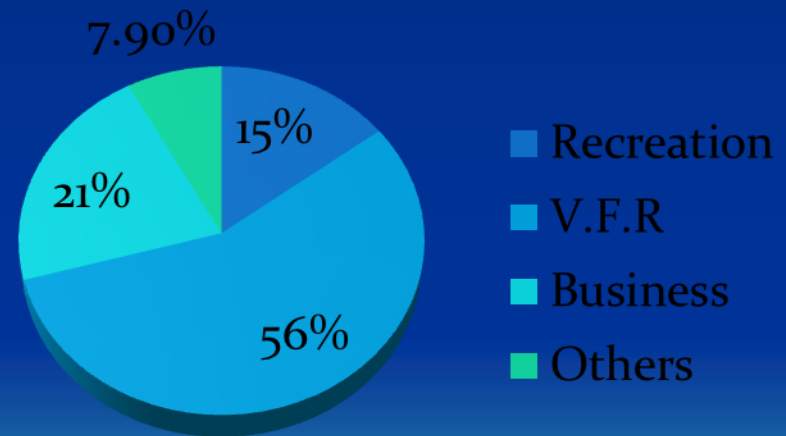
Foreign Tourist Arrival in Pakistan from 2009 to 2016

Years	Total Foreign Tourist Arrivals in Pakistan	Tourism Receipts (US\$ in millions)
2009	0.8549	240.60
2010	0.9068	305.90
2011	0.7188	351.34
2012	0.6638	369.03
2013	0.5652	298.48
2014	0.9654	285.46
2015	1.247	
2016	1.756	

Foreign Tourism in Pakistan

- Foreign Tourist Traffic
(based on data of 2014)
 - No. of foreign tourists
00.96 million (**overall**)
 - No. of foreign tourists
00.14 million
(**for sightseeing**)
 - Receipts USD 283
million

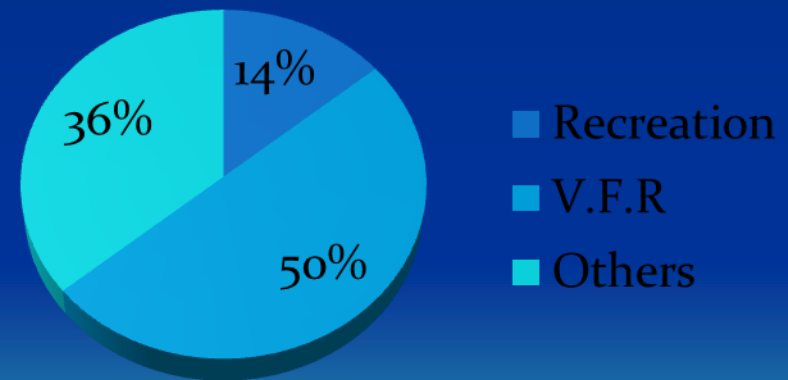
Foreign Tourism in
Pakistan



Domestic Tourism in Pakistan

- Domestic Tourist Traffic
(based on data of 2009)
 - No. of domestic tourists 46.07 million (overall)
 - No. of domestic tourists: 6.54 million (for sightseeing)

Domestic Tourism in Pakistan



Comparison of Tourists Arrivals and Receipts in South Asia

Country	International Tourist Arrivals (1000)	Receipts
Year	2014	US\$ Million
India	7,697	19,700
Maldives	1,205	2,696
Sri Lanka	1,527	2,431
Nepal	790	487
Pakistan	965	282
Bangladesh	125	153
Bhutan	133	73
Source: UN World Tourism Organization (UNWTO)		



Development of Tourism Sector in Pakistan

Year	Activity
1970	Pakistan Tourism Development Corporation was established
1977	Separate Ministry of Tourism, Culture, Sports, Archaeology was created. Tourism Laws were approved and DTS was created
1987	Punjab Government established its own Tourism Development Corporation. Later on Sindh and KP Provinces also established their own tourism corporations
1990	First National Tourism Policy was launched
2000	Tourism Master Plan was developed with the assistance of UNDP & WTO
2010	Revised draft of National Tourism Policy was prepared
2010	18 th Amendment in Constitution of Pakistan – Federal Ministry of Tourism was dissolved and subject of tourism was transferred to provinces.
2015	KP launched first Provincial Tourism Tourism Policy.

Country's Tourism Promotion Strategy

- At present there is no national strategy to promote Pakistan as a tourist destination in international market.
- In 2010 as result of 18th Amendment in Constitution of Pakistan – Federal Ministry of Tourism was dissolved and subject of tourism was transferred to provinces.
- Now there is serious gap at national level to promote Pakistan as a tourism destination. Provinces make their efforts to promote tourism for their own regions so national image as a tourist destination is very weak.
- The private sector is now lobbying with new federal government to establish a national tourism authority to fill this gap.



Current Product and Infrastructure Projects Aimed at Cross-border Tourism

- A new modern airport at Islamabad has been recently inaugurated to facilitate air traffic to capital city
- Improvement in road network from Khunjab Pass to Gwadar Port
- upgradation of Gilgit-Skardu Road
- Reconstruction of Baharin-Kalam Road
- Swabi-Swat Motorway is also under construction
- Lawari Tunnel Project which link Chitral with rest of the country is also in final stage of its completion



Targeted Market segments

- Adventure tourists especially mountaineers and trekkers
- Cultural tourists interested to visit in sites of historical and religious interest
- Religious tourism – Sikh Tourism, Gandhara Tourism and Sufi Tourism
- Ecotourism and nature based tourism
- Overseas Pakistanis




Current examples of public-private partnerships in tourism development

- Policy framework for public-private partnerships in Tourism sector are being prepared at provincial levels.
- KP Province has engaged private sector for the restoration and further development of Malam Jabba Ski Resort at Swat.
- KP has also plan to privatize government rest houses under PPP scheme to provide boarding and lodging facilities at tourist sports.



Challenges in Promoting Inter-Country Tourism

- Lack of coordination among countries' tourism promotion authorities and organizations.
 - Poor air, road and rail connectivity
 - Difficulty in getting visas
 - Safety and Security issues
 - Lack of joint tourism promotional strategies
 - Language and communication barriers
- 

Way Forward

- CAREC should provide technical and financial assistance to the government of Pakistan to make Tourism a priority sector for economic growth and employment generation.
- Based on the successful models of other countries CAREC should help the government of Pakistan to establish a National Tourism Authority on urgent basis.
- CAREC should establish a joint working group on tourism having representation (from public and private sector) of all member countries to promotion inter-country tourism.
- CAREC should help to formulate a joint regional tourism promotion strategy in consultation with stakeholders from public and private sectors of all the countries.
- There is need to establish a better quality assurance mechanism in the tourist services. For this inter-countries collaboration should be developed through technical assistance and capacity building program.
- CAREC should organize exposure visits of tourism professionals of members countries to learn from the best practices of each other.