



Promoting Regional Tourism Cooperation under CAREC 2030

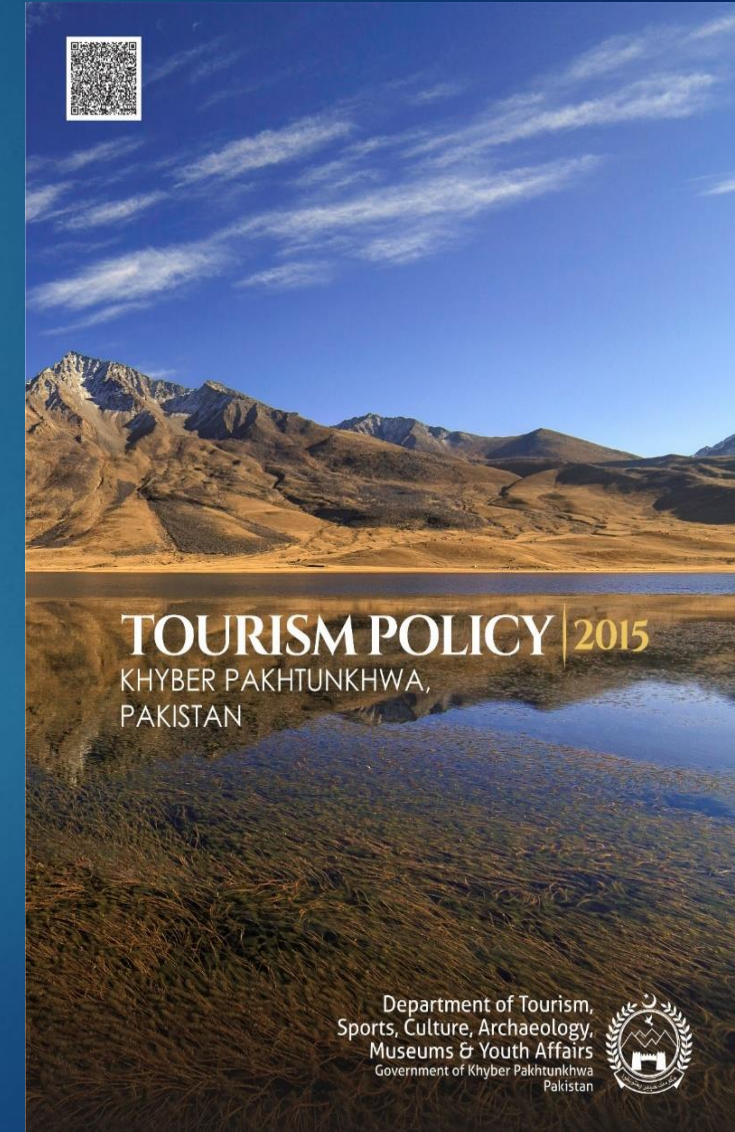
23-24 October 2018

Mr. Babar Khan, Additional Secretary
Tourism Cooperation, Khyber Pakhtunkhwa



Introduction

- Khyber Pakhtunkhwa (KP) Province constitute three fourth of the country's tourism assets, with immense cultural diversity, natural beauty and sites of archeological, historical and religious significance
- In 2009, total number of foreign tourists arriving in KP represented about 5.6% share of national foreign tourist traffic - a total number of 47,900 foreign tourists.
- KP share of receipts from foreign tourism was Rs. 974 million during 2008-09 with a total estimated annual direct revenue generation from tourism in KP was calculated to be Rs. 12.26 billion
- With the 18th constitutional amendment in 2010, tourism became a provincial subject and the province launched its first tourism policy in 2015
- The policy envisions to establish KP as a preferred tourist destination, to invite at least PKR50 billion investment in tourism sector



Policy Objectives:

Increase tourist traffic in the province by at least 10% every year over the next five year

Increase private sector investment (domestic and foreign) in the provincial tourism sector

Establish KP as a preferred tourism destination nationally and globally

Increase workforce quality in the sector to provide quality services in short to medium term and position KP as source of world class tourism workforce in the long run

Establish a tourism quality assurance system in the province and ensure compliance in short to medium term and achieve global service standers in the long run

Existing Initiative & Products

Integrated Tourism Development in KP (IDA Loan)

- Consultation With World Bank Under IDA Loan (USD 55 M) is Under Way For Tourism Integrated Development Project which include 4 Thematic Areas:
 - Tourism Sector Enablement & Management
 - Sustainable Heritage Management
 - Enterprise Development And Inclusion In Tourism.
 - Project Management

Tourism Development Support Program through ERKF

- Camping Pods
- Tourism Sector Analysis For KUMRAT, GALIYAT, NARAN & KALAM initiated
- Tourist Facilities At Galiyat, Peshawar, Naran, Takhatbahi, Dir Etc
- MIS (Management Information System)



CAMPING PARADISE

Camping Pods Sites Established

- ✓ Swat
- ✓ Kaghan Valley
- ✓ Abbottabad
- ✓ Shangla
- ✓ DI-Khan



Upcoming

- ✓ Swat
- ✓ Chitral



Public Private Partnership

The Tourism Department/Corporation KP and KP-BOIT jointly initiated the project of outsourcing the “Malam Jabba Hotel, Skiing & Chairlift Project” through private sector investment.

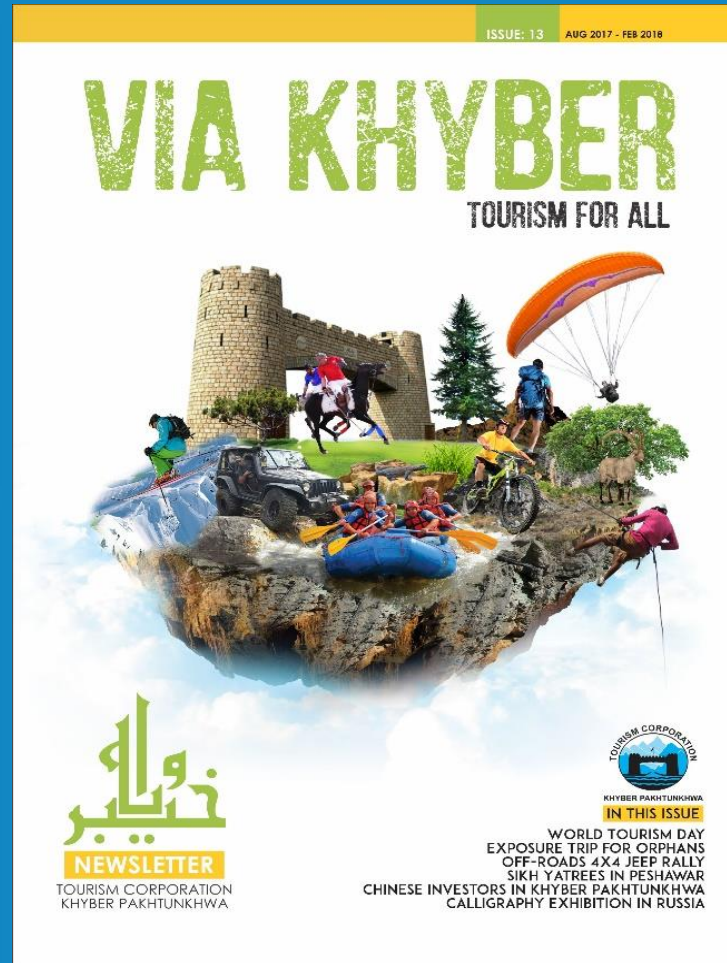


Marketing & Promotion

TOURISM INFORMATION CENTERS



Newsletter



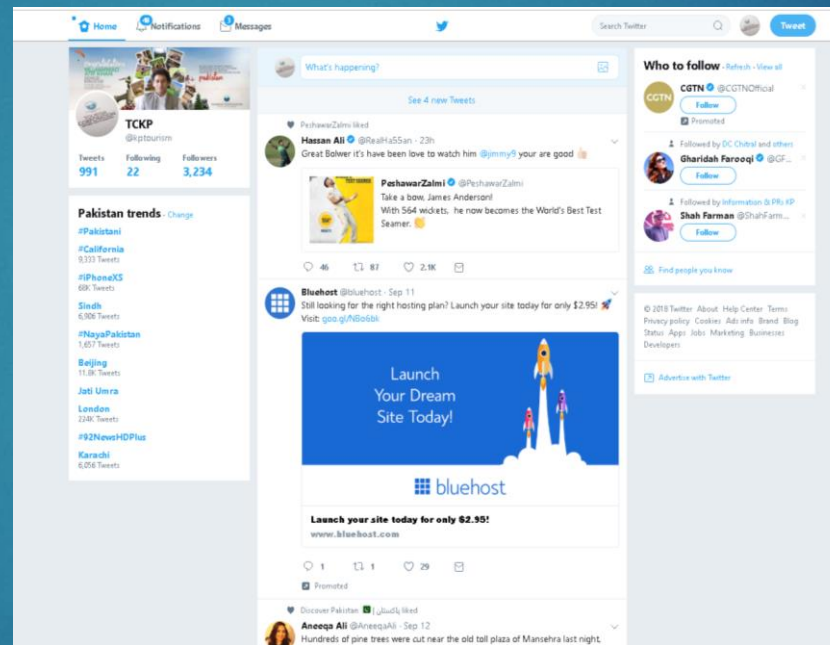
CALENDAR 2018



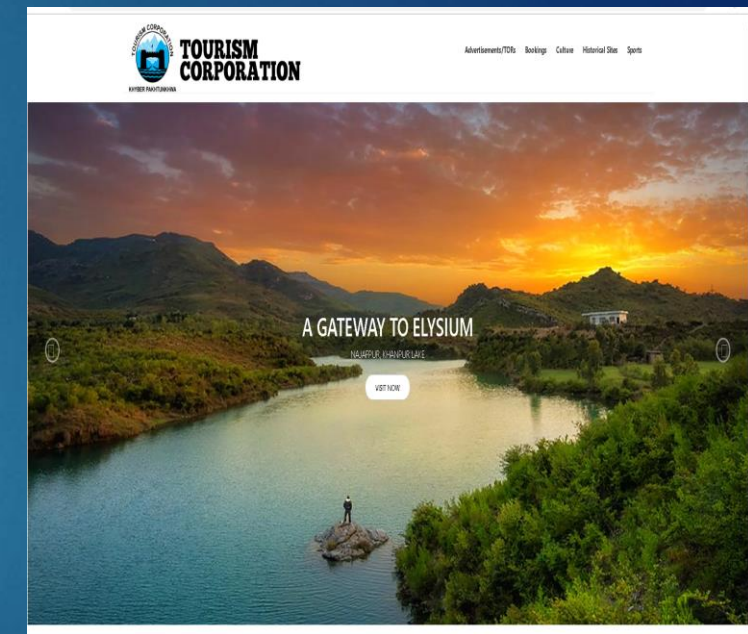
Marketing & Promotion- Social Media



FACEBOOK
63,243 Likes



Twitter Account




TCKP Website

MIS


- Web & mobile platform to be launched using an integrated approach, combine with features of Google maps, trip adviser, and Facebook with unique features such as crowd sourcing for reporting new tourist attraction, profiling for tourist operators, profile for traveler, keeping travel history information and many more.

TCKP Pods Booking Website

Call Us: +92-91-92111091 | info@tckpbooking.com

 **TOURISM CORPORATION**
KHYBER PAKHTUNKHWA

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SELECT PODS	CHECK IN DATE	CHECK OUT DATE	NO. OF PODS	POD 1	
All Pods <input type="checkbox"/>	13/09/2018 <input type="checkbox"/>	14/09/2018 <input type="checkbox"/>	1 <input type="checkbox"/>	1 Adult(s) <input type="checkbox"/>	0 Child(s) <input type="checkbox"/>

SEARCH PODS

Challenges in Promoting Tourism

Cross Cutting Issues

- Low Priority by Government
- Sluggish Economic Growth
- Unclear Policy & Institutional Growth
- Poor Law and Order Situation
- Low Public Sector Capacity

Sector Specific Issue

- Limited Availability of Information
- Low Quality of Workforce
- Absence of Standards
- Dilapidated Infrastructure
- Limited and Sub-optimal Marketing Activities
- Landscape Degradation
- Threat to Cultural Assets

Potential Support from CAREC Platform

- ▶ Technical support in development comprehensive marketing strategy for the Central Asian region to promote tourism from the member countries
- ▶ Research on products and emerging markets
- ▶ Capacity building in tourism services sector
- ▶ Knowledge broker for international standard and best practices to support development for coordination and harmonization
- ▶ Enhance cooperation in the tourism sector among CAREC member countries, involving both public and private sectors, in order to facilitation inter-regional travel and tourism services
- ▶ To provide a forum for discussion of major issues and developments to promote regional travel and tourism.