



Background Paper

Promotion of Tourism in Pakistan



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PILdAT
Pakistan Institute of
Legislative Development
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Preface

Promotion of Tourism in Pakistan is a background paper authored by Mr. Aftab ur Rehman Rana, President, Sustainable Tourism Foundation Pakistan, for the benefit of participants of the Pakistan-India Legislators and Public Officials Dialogue on Sharing of Experiences on Governance and Democracy, scheduled to be held in Lahore and Karachi on October 06-09, 2015.

The paper outlines various developments that have taken place in the Tourism Sector in Pakistan. In addition to this, Mr. Rana outlines the challenges/issues that the Sector has faced over the years and suggests areas and possibilities of improvement for Pakistan by comparing them with the good practices adopted by India.

Disclaimer

The views expressed in this paper belong to the author and do not necessarily represent the views of PILDAT.

Islamabad
October 2015

About the Author



Mr. Aftab-ur-Rehman Rana is currently the President of the Sustainable Tourism Foundation Pakistan. He has been professionally associated with the tourism industry since 1988. He is a well-known figure in the Tourism Sector due to his pioneering efforts for the promotion of youth tourism, adventure tourism and ecotourism in Pakistan. He has a vast experience in the field of tourism product development, destination development, tourism planning, policy formulation, marketing and promotion. Presently, he is working with USAID Firms Project as a Tourism Development Specialist however previously, he had worked in Institutions namely, the Adventure Foundation Pakistan (AFP) and Tourism Development Corporation of Punjab (TDCP) as the Director General and Senior Tourism Promotion Officer, respectively. He has also worked with the Government of KPK and Gilgit Baltistan to develop a regional Tourism Policy and framework for the public-private partnership in the Tourism Sector. Mr. Rana is also the founder of Sustainable Tourism Movement in Pakistan and a pioneer of ecotourism in Pakistan. Due to his efforts for the promotion of sustainable tourism in Pakistan, he has been elected as the Founder President of Sustainable Tourism Foundation Pakistan (STFP). He has received a number of awards including the Commonwealth Asia Award for Excellence in Youth Work, the Trainer of The Year Award from the South Asia Tourism Human Resource Development Project (SATHRDP) and Government of Pakistan's Better Pakistan-2010 Excellence Award in the field of Tourism. He is also a Fellow of Leadership for Environment and Development (LEAD).

Introduction

Travel and Tourism is a diverse sector, which during the past decades, has gained the position of a leading industry in the world. Despite occasional shocks, tourism has shown virtually uninterrupted growth. International Tourist Arrivals have increased from 25 million globally in 1950, to 278 million in 1980, 527 million in 1995, and 1133 million in 2014.¹ Likewise, International Tourism Receipts earned by destinations worldwide have surged from US\$2 billion in 1950 to US\$104 billion in 1980, US\$415 billion in 1995 and US\$ 1245 billion in 2014.²

Being associated with multiple subsectors like transportation, hotels, restaurants, tourist shops, travel guides, tour operators, etc., the sector has a very significant role to play in enhancing the economic activity and creating employment opportunities in tourist areas. Travel and Tourism also acts as a bridge for bringing people from different cultures and traditions together; and thus serves as a powerful vehicle for increasing global harmony and peace.

Pakistan is one of those few countries in the world that are blessed with a diverse inventory of tourism attractions. The country is home to one of the oldest civilizations in the world, locations with attractive scenic beauty, splendid mountains and peaks, sacred religious and historic places, seasonal varieties, unique arts and crafts and rich culture and heritage. These tourist attractions are spread across all the four provinces of the country.

Domestic Tourism in Pakistan

In any developing country, domestic tourism is a more pronounced activity compared to international tourism. In Pakistan, the total number of domestic tourists during the year 2009 was 46.07 million.³ About half of these tourists were the people who travelled to meet their social obligations (friends, relatives, etc.). About 14% travelled for recreation purpose.⁴ Other important categories were of the people who travelled for

business, health or religious reasons.

Foreign Tourism in Pakistan

According to World Tourism Organization's Report, in 2012,⁵ on a global basis, there were 1035 million foreign tourists. Total number of foreign tourists coming to Pakistan in 2012 were 0.966 million; compared to a figure of 0.557 million in the year 2000. Pakistan's share of the global tourism market in 2012 was only 0.09%; which is below its potential. In South Asia, Pakistan's share out of a total of 14.37 million foreign tourists was 6.7%; compared to India's share of 46%.⁶

A majority of the foreign tourists come to Pakistan from Europe. According to the Ministry of Tourism Annual Report, 2009, 44% of the total arrivals into Pakistan were from Europe; a major share of which was claimed by overseas Pakistanis coming from United Kingdom. South Asia was the second largest origin for international tourists coming to Pakistan, accounting for 21% of the total. Of these tourists, a major share constitutes of the Sikhs coming from India for visiting their holy places.

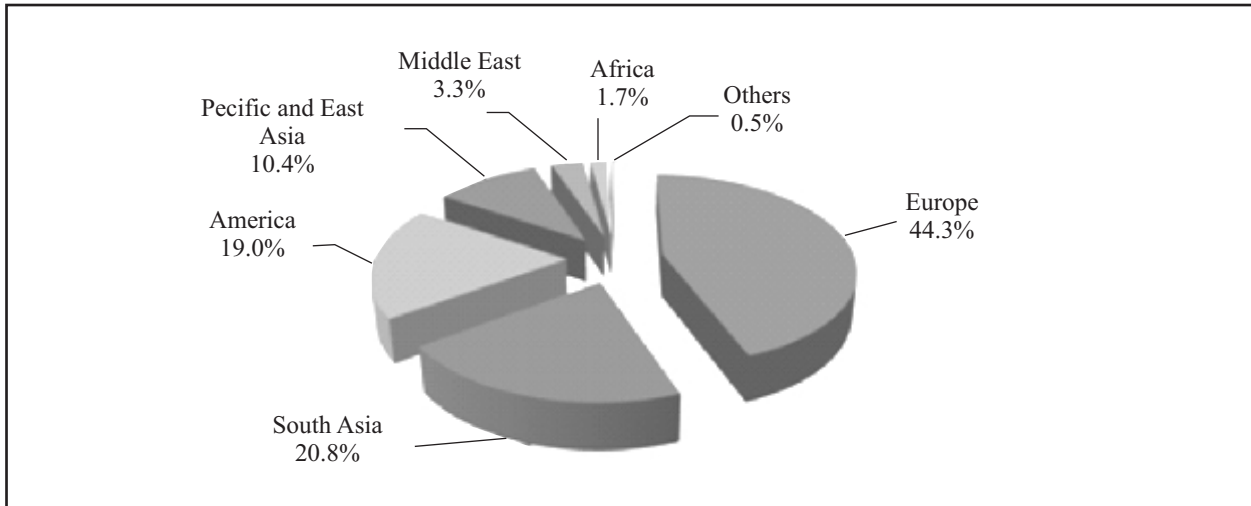
More than half of the foreign tourists come to Pakistan to visit their friends and relatives (VFR). These travelers usually do not engage in the typical tourism activities. Only 14.7% of the total visitors to Pakistan come for recreational purposes. This low share of tourists in the total arrivals is a clear indicator of the untapped potential of the Tourism Sector.

Foreign Tourism Receipts

The Tourism Sector of Pakistan has a high potential to contribute towards economic development of the Country/Province's. During the year 2008-2009, the total share of foreign tourism receipts in the GNP was 0.3%; while its share in exports was 1.2%. Three year comparison is shown in Table 1:

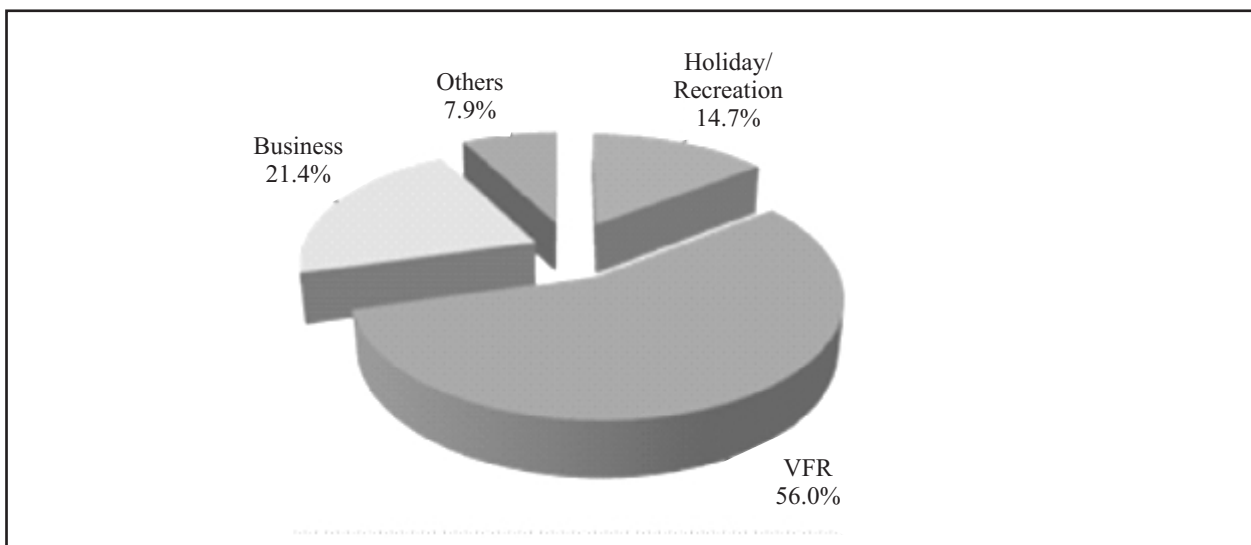
1. For further details please see, the Official website for the United Nations World Tourism Organization, Tourism Highlights, edition 2015. This can be accessed at <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899>
2. For further details please see, the Official website for the United Nations World Tourism Organization, Tourism Highlights, edition 2015. This can be accessed at <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899>
3. Figure based on Domestic Tourism Survey – 2000 by Ministry of Tourism.
4. For further information please see Pakistan Tourism Facts and Figure, 2009, Published by the Ministry of Tourism, Government of Pakistan.
5. For further details please see, the World Tourism Organization's Report, 2012. This can be accessed at http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/annual_report_2012.pdf
6. Ibid.

Figure 1: Origin Wise Split of Foreign Tourists to Pakistan



Source: Ministry of Tourism Pakistan⁷

Figure 2: Purpose wise Arrival of Foreign Tourists



Source: Ministry of Tourism Pakistan⁸

7. For further information please see Pakistan Tourism Facts and Figure, 2009, Published by the Ministry of Tourism, Government of Pakistan.

8. Ibid.

The Tourism Sector acts as a generator of quick and broad based economic activity. It is a major source of employment generation and Government's income through taxes; collected mainly from the hotel sector. An increase in the number of tourists coming to a certain area leads to increase in activity in multiple sectors; including hotels, restaurants, wholesale trade, retail trade, road transport, air transport, communications, specific tourist sectors like tourist guides, porters, etc. The Economic activity within Pakistan is enhanced as the tourists spend money on various services like hotel accommodation, meals, transport, shopping, etc.

Pakistan's Competitive Position in Tourism

One way of gauging the potential of Tourism is by comparing the performance of Pakistan with other countries in the region. Tourism in the Asian countries has grown at a high rate during the past decade. Figure 3 shows the comparison of five Asian countries with Pakistan in terms of the tourist traffic during the years 2003 and 2007.

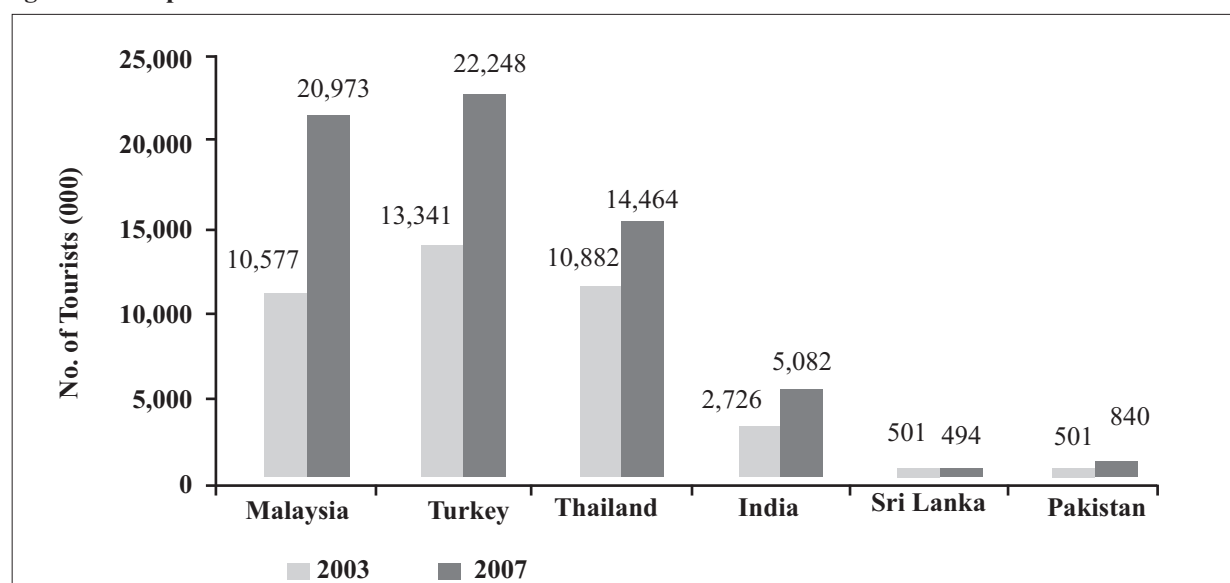
In 2003, Pakistan's tourist traffic was only 4% of the tourist traffics of Turkey and Malaysia; which are the

Table 1: Three-Year Comparison on the Share in Exports in Pakistan

| (Rs. million) | | | | | | |
|---------------|-----------|-----------|------------------|------------------------------|----------------------------------|----------------------------|
| Year | GNP | Export | Tourism Receipts | Tourism Receipts as % of GNP | Tourism Receipts as % of Exports | Tourism Position in Export |
| 2006-07 | 5,560,382 | 1,029,312 | 16,906 | 0.3% | 1.6% | 15th |
| 2007-08 | 5,673,352 | 1,196,638 | 16,486 | 0.3% | 1.4% | 17th |
| 2008-09 | 5,914,702 | 1,395,848 | 17,392 | 0.3% | 1.2% | 19th |

Source: Pakistan Economic Survey 2008-09⁹

Figure 3: Comparative Tourist Arrivals



Source: Year Book of Tourism Statistics¹⁰

- For further details please see, Pakistan Economic Survey 2008-09, on the official website for the Ministry of Finance, Government of Islamic Republic of Pakistan. This can be accessed at http://www.finance.gov.pk/survey_0809.html.
- For further details please see, Year Book of Tourism Statistics published by UN World Tourism Organisation (UNWTO) Edition 2009.

Table 2: Comparison of South Asian countries with Pakistan in terms of the tourist traffic during the years 2012

| Country | International Tourist Arrival (1000) | | International Tourism Receipts (US\$ million) | |
|------------|--------------------------------------|------------|---|-----------|
| | 2012 | Change (%) | 2012 | Share (%) |
| Bangladesh | 125 | -19.4 | 105 | - |
| Bhutan | 105 | 59.1 | 61 | - |
| India | 6,578 | 4.3 | 17,971 | 5.2 |
| Maldives | 958 | 2.9 | 1,951 | 0.7 |
| Nepal | 803 | 9.1 | 353 | 0.1 |
| Pakistan | 966 | -16.8 | 339 | 0.1 |
| Sri Lanka | 1,006 | 17.5 | 1,039 | 0.6 |

Source: World Tourism Organization (WTO)¹¹

two leading countries in Asia in terms of the number of tourists. Relative to India's, Pakistan's tourist traffic was one fifth in 2003; which decreased to one sixth in 2007. Pakistan's present standing as a tourist destination is far below other SAARC countries.

Pakistan's Ranking on Travel and Tourism Competitiveness Index

International competitiveness of countries with respect to their performance in Travel and Tourism is ranked in Travel and Tourism Competitiveness Index (TTCI) Report.¹² Each of the eighteen pillars of TTCI depend on various factors which can impact the competitiveness on Travel & Tourism. A total of 90 factors are used for developing TTCI. These rankings provide a quick analysis on the strengths, weaknesses, opportunities and threats to Travel & Tourism in a country.

The present overall ranking of Pakistan on TTCI is low. The Country's overall ranking as per the Report, 2015 is 125 out of 141 countries. Pakistan's low ranking means that the Country's current performance is below average on most of the factors. Some more evident factors in this regard are the Enabling Environment (130th out of 141 countries), Safety and Security (138th out of 141 countries), health and hygiene (102nd out of 141 countries), Human Resource and Labour Market

(138th out of 141 countries), Travel and Tourism Policy and Enabling Conditions (123rd out of 141 countries), Prioritization of Travel and Tourism by Government (120th out of 141 countries). Similarly, there is a low ranking in Environmental Sustainability (141st out of 141 countries) and Tourism Infrastructure (107th out of 141 countries).

Some positive factors for Pakistan's Tourism Sector include, Pakistan being considered to be one of the cheapest countries in the world for tourists; ranked 9th in Price Competitiveness; ranked 60th in Cultural Resources and Business Travel.

Unfortunately, the low ranking of Pakistan shows a clear mismatch with the rankings with respect to tourism attractions existing in the country. During the past six decades, the tourism managers of Pakistan have not been successful in effectively capitalizing on these strengths to make Pakistan a preferred tourist destination in the world.

Existing and Previous Tourism Policies and Plans

In Pakistan, the available literature on tourism planning and management reveals that tourism was taken seriously for the first time at a policy making level in 1972 when a Ministry of Minority, Religious Affairs

11. For further details please see, the Official website for the United Nations World Tourism Organization, Tourism Highlights, edition 2015. This can be accessed at <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899>

12. The Travel & Tourism Competitiveness Report 2015 is published by the World Economic Forum, Geneva, Switzerland within the framework of the Global Competitiveness Network and the Industry Partnership Program for Aviation, Travel and Tourism.

and Tourism was created, though this Ministry was disbanded in 1976 when the Tourism Division became part of the Ministry of Commerce again. In 1970, The Federal Government created Pakistan Tourism Development Corporation (PTDC) as a public limited company with a mandate to develop tourism infrastructure and to promote Pakistan as a tourist destination in the international market. In 1977 the Ministry of Culture, Sports, Tourism and Archaeology was created. From 1977 till the formulation of the National Tourism Policy of 1990 some planning attempts were made for isolated projects, however no comprehensive and structured effort was undertaken to promote tourism in the Country.

The Government of Pakistan presented its' first formal National Tourism Policy in 1990, however, due to some fundamental issues this Policy has rarely been implemented. The major reasons of this failure in implementation included absence of stakeholder involvement, poorly defined responsibilities of various public and private sector actors, financial limitations, institutional constraints and low capacity of concerned departments and agencies.

In the year 2000, the Tourism Ministry drafted a comprehensive Tourism Master Plan for Pakistan with the technical assistance of World Tourism Organization (WTO) and United Nation Development Program (UNDP). Once again due to non-seriousness at various levels of the Government this plan could not be implemented at any level.

In 2010, the Tourism Ministry drafted a relatively more comprehensive National Tourism Policy. The policy identified challenges and constraints for the tourism industry in Pakistan, followed by marketing and developmental strategies. The marketing strategy emphasized on public private partnership, diversification of tourism products, information technologies, target markets for selling specific products, whilst, the developmental strategy emphasized the role of public (Federal & Provincial governments) and private sectors in tourism development. It also proposed PPP opportunities in Tourism Sector of the Country. Furthermore, the draft policy also recognized the importance of closer international and regional cooperation, joint marketing using international organizations, multi-country and bilateral relations for tourism development.

Although, the draft tourism policy-2010 was comparatively more comprehensive than the National Tourism Policy of 1990, however, due to the

dissolution of the Federal Tourism Ministry as a result of the 18th Amendment in the Constitution of Pakistan the work on developing the National Tourism Policy was deferred and the subject of tourism was transferred to the provinces.

At the Provincial level, tourism has been generally a low profile sector. In 1987, the Punjab Government established the Tourism Development Corporation of Punjab (TDCP) as a public limited company to take over the affairs of tourism for the province. Due to the personal interest of the then Chief Minister (Present Prime Minister) an injection of assets was given to TDCP in terms of land, property and financial resources and within a few years TDCP established its name as an active public sector tourism organization in the country. But later on due to scarcity of financial resources, lack of professionalism and lack of interest by the Provincial Government, TDCP lost its importance.

Following the precedent of the Punjab Government, later governments of Sindh and KP (former NWFP) also established tourism development corporations at the Provincial level and started work on various tourism projects in the respective regions. Like all Government tourism organizations in Pakistan, the STDC and TCKP (former STC) are handicapped by the lack of financial resources and professionalism so are not fully able to perform the role for which they were created.

As a whole no serious effort has been made so far to develop a Provincial Tourism Policy by the Punjab or Sindh Provinces. The present Government of Khyber Pakhtunkhwa has decided to accord priority to the Tourism Sector, and transform it into one of the key engines of economic growth by making KP a preferred tourism destination for domestic as well as foreign tourists. For this purpose, the Government of KP has announced its first Provincial Tourism Policy in March 2015 which has been prepared in consultation with a large number of key stakeholders from the public and private sectors. The main objectives of KP tourism Policy is to establish Khyber Pakhtunkhwa as a preferred tourist destination, nationally in short to mid-term and globally in the long term by increasing tourist traffic in the province by at least 10 % over the next five years. More over there is a target set to increase the private sector investment, improve the quality of workforce and establish a tourism service providers' quality assurance regime in the province. The KP Government has also developed a framework for public-private partnership to attract investment from

private sector in the tourism and hotel industry.

Key Issues and Challenges Faced by Tourism Industry of Pakistan

Absence of a Tourism Management Entity at the Federal Level

With the abolishing of the Federal Ministry of Tourism as a result of the 18th amendment in the Constitution, of Pakistan there is no entity in the Federal Government, which could take responsibility of looking after tourism affairs on a National level. There are many tourism-related interventions which are not province specific and which need to be dealt with at the Federal level; such as building the Country's image, resolving difficulty in issuance of the Pakistani visa, dealing with overall security situation, assurance of quality and service standard in the Tourism Sector etc. Absence of an organization at the Federal level has created a vacuum and inability to deal with tourism related issues at national level.

Low Priority to Tourism Sector

In spite of the very evident importance of the Tourism Sector for Pakistan, the sector has not obtained its due attention from either the Federal or Provincial Governments. This fact is also substantiated by the report of World Travel and Tourism Competitiveness Report; which ranked Pakistan 120th on the factor of Government prioritization of Travel & Tourism (T&T) Industry. In terms of T&T enabling conditions, Pakistan was ranked 123rd.

Security and Safety of Tourists

An inadequate peace and security situation in the country is the biggest challenge towards promoting tourism in the Country. With security forces deployed on roads and near Landmarks in these towns and in suburbs, tourists feel threatened and hesitate to visit tourist sites. In many cases, the representatives of the Pakistan Army stay in the same hotels along with the tourists; which is also considered to be a risk hazard by the tourists. There are many civil installations which are still occupied by the army. In some areas, there is the practice of providing a security escort to the foreign tourists; even without their consent. This practice threatens and discourages the tourists.

Difficulty in Issuance of Visa

Due to an uncertain security and volatile geopolitical situation, tourists do not easily get Pakistani visas. The issue gets even more severe when entry into Pakistan is from India; which restricts thousands of tourists from coming to Pakistan.

Lack of Inter-Departmental Coordination

Tourism is a cross cutting theme and is related to a number of other departments and ministries; such as environment, wild life, forestry, road and highways etc. However, all these ministries and departments keep working in isolation without taking into account the synergies which may be developed with Tourism. This results in missing out on many opportunities through which tourism development can take place without incurring much cost.

Lack of Private Sector Investment in the Tourism Sector

Development of tourism infrastructure requires large funds; the provision of which is difficult for the Government. One practical option to deal with this issue is to mobilize the private sector funds into large development projects of public good. For this to happen, a regulatory framework is required, which can define the roles and responsibilities of the two partners from public and private sectors. Presently, there is no such policy to attract private sector investment in tourism.

Lack of Capacity of Provincial Tourism Organizations

Management of Tourism at the Provincial Level is carried out by the Tourism Development Corporation of Punjab (TDCP), Sind Tourism Development Corporation (STDC), and Tourism Corporation of Khyber Pakhtunkhwa (TCKP). Balochistan has no such corporation. In general, there is lack of capacity and professionalism within the marketing, research, creative development, archeology, local culture/traditions and investment facilitation's of the Provincial Tourist Organizations.

Lack of Proper Enforcement of Standards and Certifications

The responsibility of managing the laws and standards of hotels, tourist guides and travel agencies lies with the Department of Tourist Services (DTS). Before the devolution, DTS used to work under Federal Ministry of Tourism now it is working as a Provincial entity. As per the mandate decided for DTS, it is responsible to ensure the quality of tourist services through implementation of the following three Acts of Parliament:

1. The Pakistan Hotels and Restaurants Act 1976
2. The Pakistan Tourist Guides Act 1976
3. The Travel Agencies Act 1976

Looking at the current low level of implementation of standards and quality of services offered by hotels and

restaurants, it is evident that DTS has not been able to perform its functions very effectively. A Star System also exists for standardizing the quality of services offered by hotels but practically, there is no implementation of these standards.

There is also a weak implementation of standards and certifications for tourist guides. Likewise, in other services like transportation, there is no implementation of standards. There is no fitness certification system implemented for vehicles hired by the tourists. There is no standardization of transportation rates between different destinations. The issue of lack of standards and certifications also applies to tour operation businesses.

Lack of Proper Marketing and Promotion

In spite of being blessed with very valuable tourist attractions, Pakistan has not been successful in developing itself into a popular tourist destination in the world. One of the key reasons for this has been the inability to take a structured approach for marketing and promotion; a failure in the art of presentation of our tourism to the world. There have been very insignificant activities carried out in this regard on local and/or international media.

During the past six decades, Pakistan has not been successful in developing a brand of its Tourism attractions. Pakistan has very rich natural, historic, archeological, cultural assets; which can very easily and quickly create a brand for Pakistan Tourism. Many countries have successfully branded their tourism attractions and one of the best example is Incredible India a brand created by Indian tourism authorities.

Negative Image as a Tourism Destination

Pakistan's image in the world is negative due to the existence of security issues in the country. The law and order issues do exist in some areas of Pakistan; however, the reality is much better than the perception in the local and international media. Travel advisory reports are developed by the diplomats who rely only on the media and have no exposure to ground realities. This negative image becomes a strong barrier for the international tourists to travel to Pakistan and also discourages the domestic tourists for travelling.

Insufficient Use of IT for Tourism Promotion

PTDC, TDCP, TCKP and other Provincial tourism promotion organizations, through their websites, have ensured their presence on the internet. However, none of these websites meet the needs of tourists. There are no facilities for getting online information on room availability or for online bookings of hotels, transport

facilities, tourist guides, etc. Most of these sites are developed in a routine manner and are of little use to the tourists. There is a need to provide a complete one-stop solution for the tourists. Following a stereotype approach limits the potential of information technology as a tool for tourism promotion.

Ineffective Participation in International Tourism Fairs and Festival

An important tool for promoting Tourism is participation in international fairs. PTDC has been participating in international fairs; however, this participation has not led to the desired results. On TTCI, Pakistan was ranked 62nd in terms of participation in international fairs. Compared to this, India was ranked 1st on this factor. This shows the interest of India and its commitment towards promoting its tourism. Pakistan's participation in the international fairs has not been very proactive. A small stall gives Pakistan an insignificant presence in a fair; compared to the presence of other countries. Adding to this is the fact that the people included in the delegation are usually not relevant.

Dilapidated Tourism Infrastructure

Due to a recent history of natural disasters, the Tourism Sector in many areas especially mountainous regions has suffered major losses, including physical damages to buildings and equipment and lost businesses. This in turn has taken its toll on availability of tourist facilities in the Country. Damage caused to access roads, unreliable supply of electricity, poor sanitation at tourist spots, and lack of proper solid waste management has worsened the situation.

During the past two decades, very little has been done for developing new tourist sites/attractions in the Country. Lack of development of new tourist sites is particularly relevant for domestic tourism since they are interested in going to new places. There is no proper planning for the development of tourist places. Unplanned development in and around tourist sites is damaging the natural environment.

Tourism Workforce Development

There is serious lack of an integrated approach for ensuring the supply of qualified human resource (managers and workers) for the Tourism Sector of Pakistan. There are no degree courses on tourism and hotel management offered by large universities of the country. A few private colleges and universities offer B.A. and M.A. level courses but their overall standard is very low. Pakistan Institute of Tourism and Hotel Management at Karachi and College of Tourism and Hotel Management at Lahore offer short courses in

hospitality and travel management. But they are unable to match international quality standards.

What we can Learn from the Indian Experience

India is a good example of tourism in Asia whereby the main source of tourist attraction is its unique natural landscape, rich history and cultural heritage. The country has been able to maintain, develop and market its historical and heritage sites to the world and created an aura of exoticism for its Tourism Sector. The ministry of Tourism of India is the Government body which drives the industry with its well-planned marketing strategies and benefits for maintenance of travel trade like travel agencies, tour companies, resorts and hotels etc.

The branding strategy which the country has undertaken under the banner of “Incredible India” has shown incredible results. Under this marketing strategy the country has developed its tourist attractions and advertised it heavily especially to the tourists in the western countries who have always considered India to be a mystical tourist destination. The Government has actively taken measures to develop the tourist sites with special attention to development of infrastructure at and around these sites.

One of the main complaints about India has been rampant fraudulent of international visitors which has deterred many foreigners from visiting the nation in the past. However as part of the campaign, the Government has become increasingly vigilant of such practices, and has created opportunities for subsidiary businesses like tour operators, travel agent etc. to be registered under the Ministry of Tourism. This registration is beneficial to the campaign as well as the travel traders since the Government encourages tourists to avail services from the service providers which are registered and approved by the Government in order to minimize the risk of fraudulent practices.

In addition to the heritage and archaeological tourism which is promoted under the “Incredible India” campaign, the Government is also trying to develop other tourism products such as wellness tourism, medical tourism, adventure tourism, rural tourism, ecotourism and spiritual tourism. The Indian government has taken very strategic approach for the development for these tourism sources, by creating guidelines for each type of tourism segment, along with employment schemes for potential jobseekers in each sector.

In terms of tourist facilitation, India has recently launched E-Visa service which has significantly increased the foreign tourist traffic to India. Moreover, the “Incredible India” mobile application which was launched in April 2014 to assist international and domestic tourists to access information about tourism in India has also played a key role in tourist facilitation.

Pakistan can adopt good practices from India's tourism development strategy and focus on developing its tourism products based on its cultural and natural endowments. Pakistan, having similar geographical, demographic and historical traits as India, can develop tourism products such as adventure tourism, culture tourism, ecotourism, rural tourism etc. following the strategies undertaken by the Government of India.

Conclusion

The tourism industry has emerged as a major income-driving industry in many developing and under-developed countries in the world. There are many examples that show how the thriving Tourism Sector can have a positive impact on economic growth and development of the country. Pakistan is blessed with natural beauty, cultural diversity and rich historical background. It is the need of the day that focus is shifted to this high potential sector and an integrated approach is adopted for using the sector as an engine of economic growth and employment generation. We can learn from the best practices of other countries especially India which has given priority to its tourism Industry as major sector of economic growth.

After promulgation of the 18th amendment in the constitution of Pakistan, in April 2010 the subject of tourism was transferred from Federal government to Provincial governments. This hasty decision made without proper consultation with stakeholders has created a huge gap. Presently, there is no national organization which ensures proper international coordination, regulate quality standards in tourism and hospitality sectors, promote Pakistan as a tourism destination in international tourism market, ensure human resource development in Tourism Sector and coordination efforts of all the Provincial tourism organizations for harmonize development and promotion of tourism. There is an immediate need to establish a National Tourism Board at Federal level having representation of all the provinces and tourism trade organization in private and public sector to bridge this gap and revive tourism in Pakistan.



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