



NEAR EAST UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES  
TOURISM AND HOTEL MANAGEMENT PROGRAM

**DEVELOPEMENT STRATEGIES IN THE TOURISM SECTOR IN  
PAKISTAN ACCORDING TO THE SUSTAINABLE TOURISM  
POTENTIAL AND FACTOR AFFECTING TOURISM**

CHOUDHRY UMER SULTAN

**MASTER'S THESIS**

**NICOSIA  
2021**

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## DECLARATION

I, Choudhry Umer Sultan, hereby declare that this dissertation “ **DEVELOPEMENT STRATEGIES IN THE TOURISM SECTOR IN PAKISTAN ACCORDING TO THE SUSTAINABLE TOURISM POTENTIAL AND FACTOR AFFECTING TOURISM**” has been prepared by myself under the guidance and supervision of ‘Assoc.Prof. Dr. Nesrin Menemenci Bahçelerli in partial fulfillment of the Near East University, Institute of Graduate Studies Tourism and Hotel Management regulations and does not, to the best of my knowledge, breach and Law of Copyrights and has been tested for plagiarism and a copy of the result can be found in the Thesis.

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## ÖZ

### SÜRDÜRÜLEBİLİR TURİZM POTANSİYELİ VE TURİZMİ ETKİLEYEN FAKTÖRLER DOĞRULTUSUNDA PAKİSTAN'DA TURİZM SEKTÖRÜNDEKİ KALKINMA STRATEJİLERİ

Pakistan'da yaklaşık 216 milyon insan var ve bunların çoğu günde 10 dolardan az kazanıyor. Pakistan, diğer güzel Avrupa ülkeleri gibi, sadece doğanın güzelliğini değil, aynı zamanda kültür çeşitliliğini de sunduğu için turizm için büyük bir pazardır. Aslında turizm, özellikle dağlık bölgelerde yaşayan insanlar için yeni işler yarattığı ve işsizliği azalttığı için en kazançlı ve kazançlı iş olmaktır. Ama ne yazık ki Pakistan'ı ziyaret eden turist sayısı her yıl değişmektedir. Bu nedenle, tezin amacı Pakistan'da turizm sektörünü etkileyen olumlu ve olumsuz faktörleri belirlemek, turizm sektörümüzün performansını Pakistan'ın bulunduğu ve rekabet açısından eksik olan bazı potansiyel komşu ülkelerle karşılaştırmaktır. Devletin bu endüstriyi geliştirmedeki rolünü bilmek ve bu endüstriyi geliştirmek için bazı olası stratejiler önermektir.

Yerli ve yabancı turistlerden temel veriler görüşmeler yoluyla toplanmıştır ve 2019 yılında Pakistan'da ülke içinde ve dışında ve oradaki turist operatörleri aracılığıyla anketler toplanmıştır. İkincil veriler, 2019 yılında PTDC ve Turizm Bakanlığı'na yapılan kişisel görüşmelerle elde edilmiştir. Veri toplama sırasında karşılaşılan araştırma sınırlamaları, PTDC ve Turizm Bakanlığı'nın verilerinin doğru şekilde güncellenmemesi nedeniyle sınırlı bilgi paylaşımını içermektedir. İkincisi, 2020 dünyası Kovid-19 nedeniyle bu senaryonun arkasında pek çok kısıtlama vardır çünkü pandemi nedeniyle kimse seyahat edemiyor. Bu yüzden sosyal medya grupları ve online anketler yardımıyla online anketler kullanılmıştır. Bu araştırmanın önemli yönü veya değeri, turizm endüstrisini etkileyen önemli faktörlerin neredeyse tamamını potansiyel turistler açısından ele almış ve son olarak bu endüstrinin mevcut kötüleşen durumuna yol açan bazı önerilerde bulunmuş olmasıdır. Beklenen sonuçlar, erişim eksikliği, kalkınma, zayıflık, marjlar ve ülkenin kalıcı sosyal / politik sorunlarının Pakistan'ı ziyaret eden turist oranını azaltan faktörler olduğu gerçeğini desteklemektedir. İkincisi, Pakistan hükümeti turizm endüstrisi için bir katalizör olabilecek politika ve stratejileri uygulamada da başarısız olduğu görülmektedir.

Toplanan verilerden çıkarılan sonuç, Pakistan'ın turizm endüstrisinin alternatif yıllarda büyük dalgalanmalar gösterdiği, yani 2005'ten 2016'ya bu düşüşün nedenleri ülkenin siyasi ve sosyal sorunları ve turizme aktif katılımın olmamasıdır Yerli ve yabancı turistlerle bağlantılıdır Pakistan'ın doğasını, kültürünü ve yemeklerini seviyor ve %80'i Pakistan'ı dolaşmak istiyor ama ne yazık ki isyan ve tesislerin olmaması nedeniyle seyahat oranları azaldı. Ancak 2017-2019 yılından itibaren Pakistan'ın yeni hükümeti acil adımlar attığı ve son yıllarda Pakistan'ın turizm endüstrisinin büyümesi arttığı görülmektedir. Ama yine de turizm sektörünün her geçen yıl güçlendiği fakat Çin ve Hindistan gibi komşu ülkelerdeki turizm sektörünün gerisinde kaldığı görülmektedir.

Bu sektörün gelişmesi için öneriler, hükümetlerin turizm sektörünü ciddiye alması ve turizm altyapısını iyileştirmesi, ülkedeki isyanları bir an önce durdurması ve dış dünya ile ilişkileri güçlendirmesidir. Pakistan turizm endüstrisinin statüsü ve kalitesinin küresel olarak iyileştirilebilmesi için medya vb. aracılığıyla Pakistan hakkında olumlu bir imaj oluşturulması gerekmektedir.

**Anahtar kelimeler:**Turizm, Pakistan, Strateji, Potansiyel, Yurtiçi ve Uluslararası Turizm, Faktörler, Kalkınma

## **ABSTRACT**

### **DEVELOPEMENT STRATEGIES IN THE TOURISM SECTOR IN PAKISTAN ACCORDING TO THE SUSTAINABLE TOURISM POTENTIAL AND FACTOR AFFECTING TOURISM**

Pakistan has a population of over 219 million people, with the majority of the population earning less than \$10 daily. Pakistan as some other attractive Eu nation, has large tourism sector since it offers not only natural beauty but also cultural richness. Tourism is, in reality, The most earning and enterprising industry is favorable for those who lived in mountainous areas, because it introduces new jobs & eliminates unemployment. However, the number of visitors that visit Pakistan decline from year to year.

As a result, the main goal of my thesis to identify the good and negative elements impacting Pakistan's tourist business, to compare our tourist industry's performance to that of other possible neighboring nations in order to see where Pakistan stands in terms of competition and what its needs, to determine the role of the government in improving this industry, and to determine the role of the government in improving this industry. When I was in Pakistan in 2019, I acquired primary data from domestic and foreign visitors' data from tourism companies, as well as interviews and surveys conducted both inside and outside the nation. During my 2019 visit to PTDC and the ministry of tourism, I obtained secondary data. Limited information sharing was one of the research difficulties observed during data collecting owing to the Ptdc and ministry of tourism record not being updated appropriately. Other hand, due to the 2020 world covid-19, there are several limitations to this scenario because no one can travel due to the epidemic. Therefore, online surveys were used with the help of social media groups and online surveys. The most essential component or usefulness of this research is that it has analyzed practically all of the major aspects impacting on tourism sector in terms of possible visitors, and then produced many recommendations that have contributed to the industry's present deterioration. Estimated results have reprimanded the fact that Poor access, development, weakness, margins,

and the country's chronic social and political challenges have all been identified as factors that have lowered the number of tourists visiting Pakistan. Secondly, Pakistan's government has failed implement policies, strategies and plans that may have boosted the tourist business. The collected data shows that Pakistan's tourist business changes dramatically between years, The reason for the drop from 2005 to 2016 being connected to the country's political and socio-economic challenges, as well as a shortage of active engagement by tourism officials. Local and foreign visitors like the Pakistan's natural beauty, culture, and cuisine, and 80 percent of them wish to travel across the country. Due to insurgency and a lack of infrastructure, travel rates have declined. However, from 2017 to 2019, Pakistan's new administration took fast action, and the country's tourist industry flourished. However, we are back behind our neighbors in the tourist business, such as China and India, where the tourism industry is becoming increasingly powerful every year.

My recommendations for the industry's growth are for governments to take tourism seriously and invest in tourism infrastructure, as well as to quickly resolve the country's insurgency and enhance strong relation with the rest of the globe. Establish convey, and promote a favorable image of Pakistan through the media and other means in order to boost the status and quality of Pakistan's tourist business on a worldwide scale.

**Keywords:** Sustainable Tourism, Pakistan, Strategy, Potential, Domestic and International Tourism, negative Factors, positive factors, Tourism and Development

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## **ABBREVIATION**

- **WTO. World Tour Organization**
- **WOM. Word of mouth**
- **PTDC. Pakistan Tourism Development of Corporation**
- **WWW. World Wide Web**
- **GOP. Government of Pakistan**
- **S.W.O.T. Strength, Weakness, Threads, Opportunity**
- **UNESCO. United Nation Educational Scientific and Cultural Organization**

## INTRODUCTION

The introductory chapter discusses Pakistan as a tourist destination, the issue statement, the research goals, the study's relevance and goal, as well as the study's short comes.



Figure 1 Map of Pakistan

Following gaining independence from British India on August 14, 1947, Pakistan emerged as a modern nation, as seen in Figure 1. Pakistan's four provinces are gifted with heritage and culture, as well as a It is a fertile and unique combination of majestic and Rocky rock, luscious farms, deserts, lakes, rive, seashores, and sceneries, all enhanced with nice and welcoming people, making it a heavenly destination for travelers of all results. The Hindukush, Karakoram, and Great Himalaya, which have the world's densest concentration of high peaks, are the world's most densely forested areas are renowned in tourist industry as the most beautiful parts of Pakistan. Pakistan's Kalam (Swat valley) is recognized as Asia's Switzerland. A tiny periplasmic animist Kalasha group lived in Pakistan's Hunza and Chitral regions, claiming ancestry from Alexander the Great's army. Sites of historical and archaeological significance in the earliest civilizations in Pakistan.

The Civilizations of Gandhara and the Indus Valley, Taxila, Mohanjo-Daro, and the Mughal Empire. The state multicultural character also helps the tourism sector by providing a variety of cultures, customs, and festivals for visitors to learn about and enjoy.

The ancient city of Lahore, as well as the location of Alexander the Great's fight on the Jhelum River, Pakistan contains several cultural capitals with many examples of Mughal architecture, such as the Badshahi Masjid and Shalimar Gardens. Jahangir's tomb and the fort of Lahore.

The tourism sector of Pakistan is fluctuating due to different political and security reasons. Tourism sector has been a huge sector of the economy and the new government is focus on it. Tourism generates around US 7 7.6 billion in 2016 and is expected to grow by 5.1% in 2017 and is expected to grow by 5.6% in PKR1, 432.1 billion GDP by 2027. (M.I. Arshad, M.A Iqbal; Shahbaz 2018) The contribute of tourism & travel in GDP was 6.9% (US 19.5 billion) and is projected to increase to 6.1% in 2017 and 5.9% in 2027 and 7.2% of GDP. ((W. Travel; Council, T.2018)

Pakistan has a huge potential for tourism, including ancient archeological like Indus Valley Civilization sites are examples of this., Kalasha, Buddhism, and so on. In terms of adventure tourism, all over Pakistan there are breathtaking areas such as powerful peaks, glaciers, northern areas with rivers and southern areas like Cholistan Desert, Gwadar Beach, tombs in Punjab and Sindh are most famous. Despite is a big potential, the tourism sector in Pakistan has not been given its proper rights and consideration. There is a big difference between demand and service delivery and departmental coordination.

Pakistan has been a favorite destination for tourists from all over the world. But its hospitality and tourism industry, which is perceived as a high-connectivity service, has not developed as much as expected. Despite its geography Significance and resources. Lack of opportunities and vulnerable environment are the problems facing Pakistan's hospitality and tourism industry. There are many reasons behind this. Unfortunately, after the historic the 9/11 attacks were followed by a long period of political instability in 2007 and the assassination of political leader Benazir Bhutto. Pakistan's tourism and hospitality industry has been badly affected. Pakistan is currently a victim of militancy and they are doing their best to eradicate the threat of terrorism and this threat from the

country as soon as possible. In this scenario, Pakistan's hospitality and tourism industry faces some military and strategic issues that are undermining the competitiveness and stability of the sector.

### **Problem of the Statement**

Related to the preceding paragraph, Pakistan looks to be an ideal tourism destination, yet visitor arrivals are declining day by day from 2005 to 2020. Local and international visitors like Pakistan's natural beauty, culture, and cuisine, and many wish to visit the country. However, due to insurgency and a lack of infrastructure, travel rates have declined, and the number of tourists visiting Pakistan decline from year to year. Pakistan's government has also failed to put in place rules and plans that may have boosted the tourist industry. Local and foreign visitors are being attracted by a shortage of facilities. The difficulty of this study identified the covid-19 situation all over the world, which is suffering from this disease and seeing a reduction in tourists. Ptdc and the ministry of tourism just share limited information during data collecting since their data was not updated on a regular basis and because of this reason there was much difficulties for data collection.

### **Aim of the Study**

Purpose of my work is to identify the good & negative causes and variables that affect the Pakistan tourism business, also there is discussion and explanation for the dropping visitor ratio. Determine the government's role in the growth of this industry and provide some solutions for its improvement.

### **Research Significance and Objective**

The thesis was written with the goal of investigating the elements that influence tourism in both good and negative ways (figure 2). Discover the tourist industry's hidden potential. Another purpose for this study is to investigate & compared the economic impact of

tourism on our massive in term of revenue and jobs creation in comparison to neighboring countries. The importance of this study comes in the fact that, in addition to Pakistan, a survey/questionnaire was conducted overseas in order to obtain the perspectives of potential visitors residing out of Pakistan. The following departments can make use of the survey/questionnaire findings and opinions.

- PTDC (Pakistan Tourism Development Corporation), in order to enhance and encourage the tourism sector while taking into account domestic and international visitor perceptions of Pakistan and its destinations.
- The UNESCO office in Islamabad is responsible in order to protection of Pakistan's world heritage sites. They have the ability to offer funding to the tourism authority and monitor initiatives. They may also promote Pakistan's tourist business to the rest of the globe.
- The information will also be given to the media in order to bring the opinions of foreigners about Pakistan to the attention of the media, in order to promote a positive image of Pakistan to the outside world. Pakistani majestic sites which are still hidden from the world.

## **Limitations**

Limited information sharing by tourist departments was one of the research difficulties throughout the collecting of primary and secondary data. Due to various limits and privacy concerns, the concerned officials are hesitant to share information. Furthermore, the information they gave was not up to date for several years. So, using the tourism reports and websites they gave me with, I have to compile and compare the record from the previous 14th years. Secondly, locating travelers was tough due to Pakistan's present internal conflict as well as Covid-19 limitations. I utilized social media tourist groups as well as a Google form Questionnaire to find them. The issues I had were covid-19 limits and the fact that no one travels much in these days.

## **Research Questions for Tourist**

Questionnaires were utilized in this study to collect information from respondents. Research questions are provided in this questionnaire which is attached in Appendix A to the last part of this study. The research questions set out in the questionnaire in Appendix A would like to review whether decisions, intentions, factors affecting tourism in Pakistan and use by individuals.

## **Research Questions for Tour Operator**

In order to get data from the tour's operator in this study Research questions are provided in this questionnaire which is attached in Appendix B to the last part of this study. The research questions set out in the questionnaire in Appendix B seek to find out what is the tourist rate in Pakistan and what has the impact of tourism increasing or decreasing.

## **Research Questions**

### **The Research Questions Are:**

- 1.What are the elements affecting tourism industry in Pakistan?
- 2.How has terrorism affected Pakistan's tourist industry?
- 3.What strategies would be used to improve Pakistan's tourist industry?
- 4.What should the government do to help Pakistan tourist business grow?

## **CHAPTER 1**

### **1.LITERATURE REVIEW AND THEORETICAL BACKGROUND**

#### **1.1 Literature Review**

This part of the research project is limited to a detailed review of the literature. These are supposed to be research papers and articles in the field of tourism. Research article were found and taken from various journals published on some suggested and publication sources.as well,this research project is directly related to marketing,potential,strategies and positive and negitive factors.To convey a larger sense of the beautiful nature of this study and its practical relevance, I analyze some of the available study and compare it to my research effort to offer a broader sense of the unique character of this work and its practical usefulness. .

In 2017, Pakistan received only two million overseas visitors. Tourism has evolved into a essential source of revenue. In 2017, the tourism industry contributed 10.2% of global GDP. According to the world tourism and travel council,(WTC) tourism contributed just 2.7 percent of Pakistan's GDP, which is more alarming than any other action.

Psychological repression and peaceful conditions are the biggest barriers to entry for foreign tourists. The tourism industry takes a shot at brand and reputation. The private and public sectors are the same in the tourism industry. The legislature is in charge of a broader strategy that attracts tourists out of the country while the private sector helps keep tourists continusly. Local tourism provides the majority of tourist-related services in Pakistan. Local tourism has risen dramatically in Pakistan, with 38.3 million local visitors visiting the country,s development Corporation in recent years. This may sound strange,

but Pakistan is a complex country in terms of visa procedures and verification. Of late, the legislature has tried to resolve the issue by notifying visa-free parts to 30 countries where tourists live. This can help in reassuring the foreign tourists. The next line is branding. just like Its face for India as 'Incredible India' and Taj Mahal, and for Malaysia as 'Malaysia Truly Asia' is not a brand or face of Pakistan tourism. Pakistani media really needs to think around the world and help create a delicate image of Pakistan. At present, Pakistan's position is at 124.

According to the "World Economic Forum" tourism and competitive rankings. The battles of 'Great Pakistan' and 'Rising Pakistan' are still going on all over the world but it should be completed through various 'offers', 'deals' and 'promotions' (Express Tribune, 2018).

### **1.1.1 The Concept of Tourism**

Tourism usually demands 4 main commodities and services at any place. Accommodation, food, transport and leisure services in highly developed countries to meet this demand. The current level of production needs to be boost. This has two beneficial effects on the country's economy. There is an increase in PF production and employment in this sector and the tourism sector also plays an important role in both the economy and employment in these regions.

Some researchers believe that the development of tourism provides an good basis for starting work on services in trade. (Fish & Gibbons-1989) surveyed the distribution of American international tourism payments and found that 64% of them went to rich countries.

Types of Tourism There are a total of four types of tourist demand with which any country is associated.

- **Inbound Tourism** which is known as residents of countries other than being visited.
- **Outbound Tourism** which is known as residents of country visiting other countries.

- **Domestic Tourism** which is known as residents visiting destinations in their own countries.
- **International Tourism** which is known as residents whose travel & live in other countries for less than one year are described as international tourism (Middleton & Clarke,2001)

Over The last age there has occurred of the phenomenon of regional tourism and an accompanying growth of research and writings.the term regional tourism represents a sub-category of international tourism & refer to intra-regional flows of tourists (Rogerson,2004)

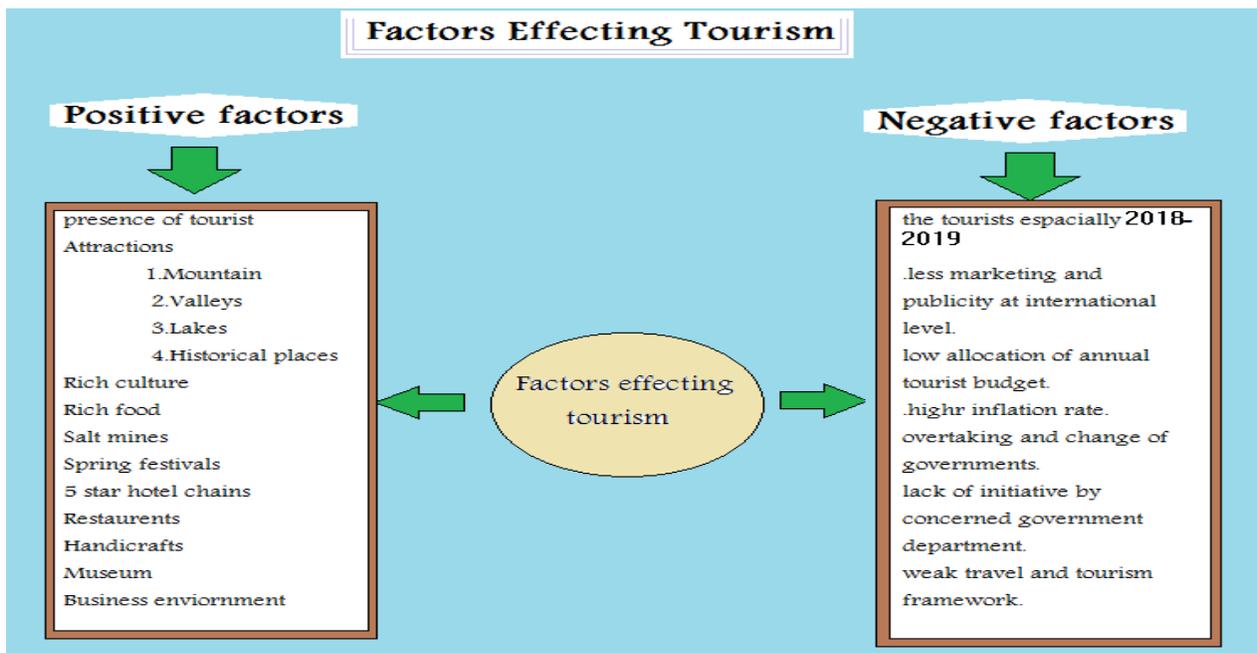
### **1.1.2 Factors Affecting Tourism**

Examine the elements affecting tourism in the northern regions of Pakistan. It has been observed that the economic situation, law and order situation and security reason in the Pakistani economy in recent years have attracted the attention of international tourists and travelers to beautiful places. It was found that the retention of tourists is growing as compared to past years. The growth rate of tourism in Pakistan is 9.6% per year. As a result, there is a great need to investigate this trend in order to provide the best solution to this particular problem, as the findings of this study project will suggest some best practices to the tourism companies ((Rahman, Zailani, & Musa, 2017).) According to the relevant research, the most notable measures of tourism in Pakistan are household income, public reviews on social media, and words received from friends, family or coworkers.

The goal of the study project is to give knowledgeable information and understanding about the behavior of citizen living in Pakistan in terms of tourism and travel in the northern regions of Pakistan. This research project will show the elements that affect the behavior of people coming to the northern regions of Pakistan. The emphasis of the study will be on how Pakistanis communicate their opinions on tourism. Therefore, findings of this research study will facilitate the tourism industry, so that they can better explain business strategies according to the preferences of the target audience.

People express their experiences and thoughts is accustomed to various social media websites, people share their experiences and opinions about a particular product or service on their own profile with their friends and followers so that they can share their post-purchase experience and Inform the behavior Similarly, while arranging a vacation to a new location, individuals seek information from any social media website and online review platform as advice and recommendations. As a result, the study discovered that internet evaluations are the most effective predictor of visitor and tourist decision-making (Lidija & Mazanec, 2017).

Transformed into Malaysia in 2011 in light of study by the World Islamic Tourism Forum (WITF). The study discovered a variety of characteristics that impact Muslim travelers' behavior around the world. The most successful criteria for Muslim visitors and travelers were halal food, social security, spiritual freedom, pleasant people and surroundings, political balance, transit amenities, and quality lodging in the host country. 2017 (Lidija & Mazanec).



Model of the Study figure 2

Travel has evolved into a fantastic remedy to the stress and worry that our modern-day lifestyles require. People wants to change throughout the holidays in order to relax and

have a typical unforgettable experience. As a result, tourism has grown in popularity across the world and is now the world's most dynamic and rapidly developing business. Tourism and visitors are significant because they are the most efficient method of learning about other countries, their peoples, and their cultures, and they assist in the building of Love, mutual understanding, and knowledge serve as bridges between nations. This is how people of many cultures come together. (Fakhar & Anwar ul Haque, 2010.)

In line with the purpose of this study paper, it was found that knowing of the upcoming destination, motivation, and word of mouth influences the attitude of tourists to new places. Interestingly, the reputation of the destination did not significantly change the behavior of tourists. However, the role of mediation in tourist decisions is fully illustrated. The search is on when the potential tourist needs some information about the destination, the best way to provide effective information and behavior modification is through words.(isa & Ramli 2014)

Meeting a growing demand from tourism poses some critical challenges.We argue that there are 3 main areas which policymakers need to be concerned with infrastructures,education & safety (Eugenio-Martin *et al*, 2003)

Education is also a prerequisite for the potential employment of locals in tourist activities. Generally, knowledge is required in various fields such as communication (language), catering, hospitality and transportation management skills. It is relevant to design the maximum development of tourism planning over time .(Eugenio-Martin *e/ al* 2003)

Safety is usually a high priority in tourist attractions. Most tourists look for good and safe places to stay, we say most tourists avoid danger.

In addition, private investment is needed in this sector. It includes a combination of industries and services that are created by the demand of tourists.If the relative prices and income of a foreign country is the deciding factor when analyzing the international trade of goods. There is a significant difference in the trade of international tourism. Climate protection is less important for infrastructure, natural attractions, cultural proximity, ultimately factors that are not considered or the equipment, consumer and

equipment that matters to your home. But it is also very important in international travel. (Vargas da Cruz & Rolim Camargo,2005)

Increased output and income, on the other hand, will enhance employment in the tourist industry, which is labor-intensive. At the same time, the tourist industry has the potential to contribute significantly to both economic growth and employment in these areas. This is especially true in locations where unemployment is high, per capita GDP is low, and export items are difficult to compete with internationally. (Fayissa and colleagues, 2007)

### **1.1.3 The Effects of Tourism**

Despite its importance in the world economy and the significant multiplier effect it has on employment, income, taxes, and exchange revenue, tourism expansion has resulted in a variety of outcomes throughout the world. It is feasible to find evidence of a concentration of international tourism flows in industrialized nations or places surrounding them. (Vergas da Crus & Camargo Rolim 2005)

Tourism has transformed itself and represents today one of the most dynamic economy sectors. Over the last three decades alone, international tourists arrivals also increased to 1250 million in 2017 and tourism expenditures totaled US\$ 982 billion. Tourism demand countries to exceed expectations and proves resilience to adverse external factors (Turkey, Italy, Spain)

On the other hand, an increase in production and income, as the tourism sector is associated with labor, increases employment. At the same time, the tourism sector can play an important role in both economic growth and employment in these regions. This is particularly relevant in areas with high unemployment rates, low per capita GDP, and difficulty in competing internationally with export products. (Jackson, 2006)

Adrain (2017) told that tourism is closely linked to other branches of the economy as tourism increases the demand for goods by the foreign population which furthers the industrial development in the country and solves employment problems. Therefore the tourism industries not only develop other industries but also spread in the world of their

goods. And the demand for these items increases. In this way, not only industries are multiplying in the country, but also cultural harmony has taken place in the world. One culture spreads to other cultures that sometimes harm societies as well. So on the one hand tourism improves the socio-economic condition while on the other hand it creates social changes in the societies which can be positive or negative.

(2006, Kakar et al.) He established a relationship between tourism and employment in Pakistan in his study paper. The goal of this study was to figure out how much work the tourist industry generates in various professions. The poll was conducted through personal visits to travel agencies, shops, hotels, tour operator firms and airline offices. He invented a question symbol to achieve this goal. No attempt has been made to examine the whole impact of tourism on diverse job sectors such as taxis, guides, entertainment, travel agencies, and so on. Statistics on the number of hotels, guestrooms, and employees are also supplied. There is no relevant information regarding the time, day, or annual in which the study was conducted, hence the data is restricted.

According to (Baloch, QB 2007) examines the topic of identifying the cause for Pakistan's tourism growth's creeping nature and its influence on natural history and cultural resources in his research on tourist management in Pakistan. Ways of developing the industry are suggested. The method used was recording data collection ideas from tourists, locals, hotel visitors, and even from PTDC and the Ministry of Tourism and social media. Study is limited in the term of that the deteriorating state of the industry was only described in 2006.

Similarly (Baloch, QB 2007) in his study on tourism management in Pakistan discusses the problems of assessing the reason for the slow nature of Pakistan tourism growth and its impact through natural history and cultural resources. Ways of developing the industry are suggested. The method used was recording data collection ideas from tourists, locals, hotel visitors. The research was gathered from the relevant offices and no suitable results could be obtained from tourists and hotels here. Although the above study and some of the studies under discussion are related to Pakistan's tourism industry, There is very little study on the positive and negative variables impacting Pakistan and the tourist business. The industry can be compared to its immediate surroundings.

My research focuses on the factors that influence tourism, as well as the effects it has on employment and income generation across the country. The analysis uses data from the previous fourteen years to compare the sector's performance to that of other nations. The difference of viewpoint stems from the fact that the strategy utilized was to interview local and foreign visitors both in Pakistan and overseas. It aided me in identifying the industry's strengths and flaws, as well as the perspectives of tourists. The aforementioned study only looked at one year of research, but my dissertation covered the previous fourteen years. In addition, my paper includes some suggested ways for growing the existing situation of the Pakistan tourism industry. If the government, the tourism ministry, and even the locals of Pakistan consider it.

#### **1.1.4 Theoretical Background**

Positive and negative aspects impact the tourist sector in Pakistan. These variables are gathered through an interview and filled out by visitors visiting Pakistan and the help of social media groups via questionnaire of their knowledge based on experience. This study starts the examining sustainable tourism development and factors effecting tourism in Pakistan. This study also looks the benefits of sustainable tourism development, policies and strategies, potential of increasing employment.

#### **1.1.5 Positive Factors**

Tourists travel to observe diverse climates, natural wonders, culture, people's traditions, arts, food, languages, one-of-a-kind festivals, historic architecture, and locations, among other things. As a result, Pakistan has great potential. The tourism business is unique in that it has everything necessary to accommodate tourist demand. Different types of Pakistan tourism are below.

- **Heritage Tourism**

Country has the most famous ancient cities in the world, including the Sindh and Gandhara civilizations. Taxila, Mozanjodar and Harappa, Museums, Mughal Heritage and the Silk Road, Badshahi Mosque, Shalimar Garden, Jahangir's Tomb, and fort Lahore and the Mughal heritage in the Punjab.

- **Religious / Spiritual Tourism**

Pakistan's shrines and temples are also well-known. Every year, not only Muslims from many nations, but also Hindus, Sikhs, and Buddhists travel to Pakistan to visit the sites. The new era of tourism in Pakistan has been started in 2020 between India & Pakistan. Pakistan open his border near Narowal. There is famous Sikh spiritual Baba Guru Nanak temple named Kartar Pur Sahib. Daily many Sikhs yatri come and spend their time and recite spiritual prayer.

- **Cultural Base Tourism**

Pakistani food and festivals, in addition to archeological sites and masterpieces of Mughal rulers and British customs, are another fascinating aspect of the country's diverse culture. Food streets in Pakistan are becoming increasingly favourite with visitors, who can enjoy both native Pakistani food and the colorful streets and people shopping on the streets. The Blue Area and Malouli Food Street in Islamabad. Gawalmandi and Anarkali in Lahore. Burns Road in Karachi, and Ghanta Ghar in Peshawar are all food streets in Pakistan. The aim of festivals to both locals and visitors, giving happiness, and mental and physical refreshment to explore the different cultures and festivals. Some of the famous cultural festivals and festivities of Pakistan include Lok Virsa, Basant or Kite Flying, Horse and Cattle Shows, , Chirag Ka Mela, famous festivals of Northern Region (Kalash Festival, Silk Road Festival) etc.

- **Adventure or Economic Tourism**

Pakistan is gifted with beautiful and famous mountains, lakes, glaciers, and global routes, ecotourism is the most significant aspect of the tourism business. Tourists not only enjoy

visiting the site but also engage in activities such as skiing, hiking, surfing, camping and cruises. Mountaineering and trekking are some of the exciting activities that tourists enjoy. The world's second largest mountain K2 and Asia's Switzerland, also known as the Swat Valley, are located in Pakistan. The Silk Road is also one of the attractions of Pakistan as it is an ancient route that joins East and West. Pakistan is also home to 31 natural and man-made lakes and reservoirs. Helicopter or train safaris are also popular with tourists as they travel to see the most scenic and landmine views across the country. Helicopters are the newest kind of safari transportation, since they transport you to higher terrain in the sky, allowing you to see the top mountain in the north and deserts south.

#### • **Tourism in the Wild Life**

There are around 14 national parks in Pakistan that provide a stunning perspective of the country's diverse flora and fauna. There are also two safari parks with lions, monkeys, elephants, giraffes, pythons, birds, deer, and other species.

#### • **Tourism in the Sports**

Pakistan is well-known as an adventure sports tourism destination. The Himalayan Range, the world's toppest mountain range, demands professional climbing in addition to normal trekking. Sports tourism includes activities such as white water rafting, wild jungle hunting, golf, trekking, biking, polo games, ice sliding, and vessel holding. All of the aforementioned characteristics are good to Pakistan's tourist business.

### **1.1.6 The Negative Factors**

The thoughts and opinions of local and foreign visitors obtain via questionnaires and interviews are the negative aspects hurting Pakistan's tourism business. Security difficulties, notably the present conflict in Pakistan, are said to be the largest risk that visitors confront while visiting. Even local visitors dislike traveling within their own nation. Another problem with the decline of tourists is the negative image of Pakistan presented by the media to the outside world. shortage of infrastructure, ineffective promotional policy, inadequate tourist services and facilities, lack of initiatives by relevant

government departments, inadequate information and training of scholars in the tourism sector, Particularly in tourist destinations. Inadequate infrastructure, a lack of tourism incentives, a failure to exhibit and forward the country's good portraite to the outside world through the media, and a low yearly budget allocation for visitors in mountainous areas are all factors. There is a scarcity of development and infrastructure. lack of understanding of tourist needs. The supremacy and change of government and administration in the country (military rule), high inflation are the key points that have made tourism a failed industry in Pakistan. The Ministry of Tourism is not playing a significant role and tourists face difficulties in obtaining visas and other information in a timely manner. Tourism authorities need to pay attention to this sector that can play a significant role in alleviating poverty and improving the living standards of local communities.

#### **1.1.7 Global Tourism and COVID-19 Impact**

Tourism is one of the most important economic sectors on the planet. It is the third largest export group (after fuels and chemicals) and accounts for 5% of global trade in 2019. Some countries can account for more than 20% of their GDP and as a whole it is the world's third largest export market.

Tourism is one of the industries affected by the epidemic of Covid 19, which affects markets, jobs, public services and opportunities across all continents. All aspects of the large supply chain are affected. In 2020, tourism exports and sales could fall from 10 910 billion to 2 1.2 trillion. Even more impactful would be a reduction in global GDP from 1.5% to 2.8%. Tourism produces one in ten workers and offers millions of jobs in industrial and emerging economies.

Covid-19 has been able to push back the global tourism market for over 20 years. Covid-19 has devastated the tourism industry. One hundred and twenty million workers are estimated to be at risk, with economic losses likely to reach 1 trillion.

### **1.1.8 Pakistan's Sustainable Tourism Development**

Tourism is a smart industry in Pakistan. The step of the government in the development of tourism has never been moving forward. Despite the Indian Ocean earthquake, tsunami, earthquakes in Pakistan, a situation in Afghanistan, an increase in various parts of the locality, and defects, the South Asian execution in the tourism division has been steadily changing in the last few years. This year, whatever it is, the insights of 2013 show that Pakistan lags behind in this way (Bilal, Dr. Muhammad, 2013). Talking about competing around the world, Pakistan is far below the rest of SAARC countries like India, Nepal, Sri Lanka and Maldives as a tourist destination. Lack of greater centralization and focus, area, and coordination between the close and intra-departmental levels has been a hallmark of mismanagement in the tourism business. Management needs to understand that access to value goods, innovation in terms, Efforts by the private and open sectors and making it a condition to invite visitors to a stable socio-political situation are essential for the development of tourism (Khan, 2013).

Sustainable tourism is one of the successful key of the Global Sustainable Development 2030 (SDGs). The key role of tourism in achieving the Sustainable Development Goals (SDGs) was highlighted by the United Nations at a time when the year was designated as the United Nations Year of Sustainable Tourism for Development.

As quoted in the OECD in 2018, "The basic believe that the three goals of the SDGs are linked to tourism development goals is based on the internal local role of tourism activities, as tourism contributes to local communities." Driven by the attraction of culture (heritage) and the environment (natural assets and facilities) "(Hall, C.M.2019)

There is a huge focus on tourism in Pakistan. Archaeological and social sites such as mountaineering, water selection, beautiful virtues, and Buddhist, Mohenjo-daro, Harappa, Kalash heritage are incredibly attractive to visitors. Despite the abundance of this potential, and one of the most commonly considered means of acquiring it, tourism in Chitral and much of the different places and regions cannot be known for how ideal it is. Neither open nor private, this segment is helping to expand the infrastructure to upgrade

the capacity and capacity to accommodate, retain, retain and meet international admissions and additional domestic individuals. (Khan, 2013) There is no denying that if it is legitimately arranged according to the occasion and monitored within the reach of visitors, it will probably play a part in driving growth and expectations Will increase Daily facilities for the general population in the region. Thus, the following is proposed to bring its inbuilt benefits to the general population of Chitral in particular and to the economy of Pakistan as a rule.

According to the State Bank of Pakistan's 2009 annual report, Pakistan is the world's sixth most populated country. Illiteracy and poverty are the only problems in the sustainable development process. Mushtaq & Azeem (2012)

It is recommended that this be eliminated. Education can play an important role in raising awareness among the people. Electronic and print media can play a key role in promoting sustainability concerns Progress with respect to each of the three columns, especially the situation. There is a need to limit and enforce natural resource protection, pollution control, the foundation of the chemical industry and similar regulations and rules. Recognizing the sustainable development of individuals through guidance can enhance the implementation of the national strategy

Stability in tourism is possible only when it is compared to standard and systematic management, which will result in the management of tourism and sustainable tourism. It is a continuous process of change management, which includes the maximum economic development of tourism, a high standard of living, environmental protection, protection of social and cultural heritage and its importance with this intention. General and economic development of tourist destinations (Pearce, D. G. (2015)

At the moment, stability is improving and society is in a position to be restructured to help achieve stability. The Board's negotiations, exchanges and plans through electronic media are important for advancing the vision of sustainable improvement. Continue to deal with hazards to avoid the effects of natural, technological and environmental hazards, and to include disaster prevention systems with sustainable development. Sustainable development programmers must be locally important and socially

appropriate, reflecting the natural, financial, and social states of our common people and nation.

When the level of visitors is more usable than the ecological potential within the usable range, it has a negative impact on tourism. The potential for uncontrolled regular tourism opportunities. There is a threat to many common areas in the world. This can put a lot of weight on the region and its immediate effects, for example, soil erosion, extended pollution, discharge into the ocean, loss of natural habitat, pressure on endangered species. Increased detachment from forest fires puts regular pressure on water resources, and may force local people to leave after using basic resources (Drum et al., 2005).

Tourist activities are additional items with dependability for the specific existence of the purpose and can cause clashes, e.g. Tourism may face a change or loss of close roles and qualities as a result of resource reduction, which are brought about by some of the strongest effects: equipment, institutionalization, loss of legitimacy, and stage. War justification, adjustment in tourist applications. Because tourism involves the development of individuals in different land areas and the basis of social relations between them. Individuals who may meet in one way or another or social conflicts may be due to societies, ethnic and religious gatherings, virtues and lifestyles, dialects and flourishing levels. The result can be a huge benefit to the cultural and social reach of the local community.

Sustainable Tourism Foundation of Pakistan (STFP): The Sustainable Tourism Foundation of Pakistan (STFP) is a non-profit and non-political association that promotes sustainable tourism in Pakistan in addition to well-known experts in the tourism business and Created by naturalists. Forum, 2017). STFP is additionally an individual from the Global Sustainable Tourism Council (GSTC) and the International Ecotourism Society. The Establishment is working closely with open and private partners at the national, provincial and international levels to promote and advance the trade of information, competitions and ideas on best practices for sustainable tourism.

Tourism Development Corporation of Punjab (TDCP): The policy and definition of tourism in the Punjab region is with the Department of Forests, Wildlife, Fisheries and Tourism. The Secretary in charge is the designated authority Tourism. Like other regions, tourism

was mostly a low profile division at the general level. The Tourism Development Corporation of Punjab (TDCP) was formed in 1987 as an open compulsory organization whose Punjab government claimed to control tourism in the region. Due to the individual interests of the then Chief Minister and the present Prime Minister, the TDCP was given an innovation of benefits ranging from land and financial assistance. Its destinations (Pakistan Tourism Forum, 2017)

- To advance and create tourism in pakistan
- To setup tourism foundation
- To quality visitors transport offices

#### **1.1.9 Policy Equipment for Sustainable Tourism.**

The policy tool is intercession by government / public authorities in local / national or international economies who are expected to achieve the outcomes of public policy objectives.

Policy is a set of ideas or plans that are used as a organization to make decisions, especially in politics, economics or business. Environmental public policy tools for managing sustainable tourism are almost identical. They can be transformed into market-based or economic instruments, command and control or regulatory instruments, and institution-based instruments. Economic instruments include environmental cess, consumer fees, specific incentives, and marketable market entities, regulatory instruments include quotas and zoning, while institutional instruments include modifications to environmental rights and environmental rights. From time to time a combination of different policy-based teams can be more effective than running one.

#### **1.1.10 Benefits of Sustainable Tourism**

Tourism sector is not only the fastest growing business in the world but also a major source of income for many countries. Sustainable tourism provides local people with

many employment opportunities that improve living standards, reduce poverty and help local economies. (Tourism Australia, 2013)

It protects and preserves animal diversity, preserves natural resources for future generations, maintains the natural cycle in the marine ecosystem, and protects the quality of the environment through ecosystems, and waste, water and Reduces labor costs through measures to reduce energy consumption. Furthermore, it allows for the development of sustainable goods and services to innovate and promote new thinking and improve future opportunities. (Tourism Australia, 2013)

In addition, it expands investment opportunities with long-term sustainability plans, as well as increases long-term returns by setting up projects in one place. This protects the destination and increases productivity and saves business practices in business practices. Except for all these tourists can combine a high quality experience in their life that refreshes their mind and encourages them to travel regularly. (UNWTO, 2005.)

#### **1.1.11 The Role of Policy Equipment on Sustainable Tourism**

The Role of Policy Equipment on Sustainable Tourism Management There are both practical and theoretical partnerships to offer sustainability through tourism development activities in Pakistan with the help of appropriate policy making tools. The scope of this research extends to all tourist destinations

Pakistan, where all these are natural destinations. This study can help to study the real situation of eco-tourism management, which can be started as an approach to economic, social, and cultural development and then

Strengthening Pakistan's tourism management. Improving tourism in Pakistan bridges the gap between the economic and social status of rural and urban areas in Pakistan. Therefore, the greatness of tourist destinations illuminates the basic impressions and methods of general development in Pakistan. This helps educators to understand the role of policies in tourism management as well as to stabilize tourism in Pakistan.

### **1.1.12 Aims of Sustainable Tourism**

The main aim of formulating a sustainable tourism strategy for a particular region is to growing the number of tourists with the principles of sustainable development. This goal can be achieved with a number of specific goals Such as:

: Coordination of all parties interested in promoting tourism in the region.

: Area Tourism Product Inventory

: Considering the interests of the local communities and the environment in shaping tourism products and marketing activities.

: Assessing Marketing and Product Impressions by Potential Buyers

: Promoting vision, mission and framework marketing plan activities for the duration of the strategy.

: Developing a Common Brand of the Region.

### **1.1.13 The Three Pillars of Sustainability**

There are three main pillars of stability that should be considered for the development of tourism. The concept of three pillars of stability is accepted all over the world. Tourism associations need to look at the three pillars of sustainable tourism. These are social, environmental and economic stability. These three areas should also take into account communities, companies and individuals. The primary goal of sustainable development is to ensure an understanding and lasting balance between these three dimensions.

Sustainable tourism is to be commended because it requires the informed participation of all relevant stakeholders as well as strong political leadership to ensure wide participation. Achieving sustainable tourism is an ongoing process and seeks to see the impact on a regular basis, Whenever required, establishing the essential precautions and remedial procedures. Sustainable tourism also requires a high level of tourist satisfaction and confirmation of a meaningful experience for visitors, as well as raising awareness of

sustainability concerns and promoting sustainable tourism practices. (World Tourism Organization-2016)

From the definition of sustainable tourism, it can be said that sustainable tourism is an industry that has really little impact on the environment and local culture and helps create jobs for the local people in the future. It can reduce negative social, economic and environmental impacts and bring better economic gains to local people and promote the well-being of the host communities as well as the working conditions. The host community can be involved in decision-making which affects their lives and has a positive impact on the preservation of natural and cultural heritage.

The goal of sustainable tourism is to plan first and then develop. That is why this type of development is often more appropriate because it is a slow, controlled and long-term development that creates jobs, foreign exchange earnings, new infrastructure while preserving cultural heritage and residential culture and reducing environmental and social impacts. Less than It's quality, local control, and quiet. It maintains environmental processes and ensures biodiversity conservation and viable, long-term economic processes. Local developers develop the area by bringing in local employees with the right scale and some mental preparation. (Swarbrook, 2002, 15-20).

Unsustainable tourism that erodes the environment and cultural identity and does not make good sense in business. This often puts a lot of pressure on local resources such as energy, food, land and water that may already be available. It's like developing a region without proper planning, initiating rapid development that destroys the forest, wildlife and disturbs the local people by wasting so much noise, alcohol, air pollution and waste. It is always uncontrolled development, short term, quantitative and remote control. Poor project schemes, outside developers, imported labor do not have a high cost and it starts without mental preparation. (Swarbrook, 2002, 15.) Nations must reduce and eliminate volatile patterns of production and consumption, and demographic policies must be appropriately developed to meet the needs of current and future generations and the environment. Sustainable development usually requires a better scientific understanding of the issues so that the nation can share its data and cutting-edge technologies to

achieve the goal of stability. Nations must also work together to protect, preserve and restore the Earth's ecosystem. (Saarbrooke, 2002, 20-28.)

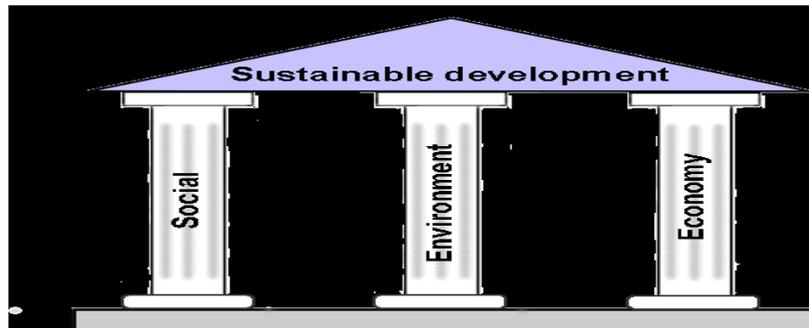


Figure 3 Principles of sustainability (adapted from thwink.org, 2014)

- **Environmental Sustainability**
- **Economic Sustainability**
- **Social Sustainability**

### **Environmental Sustainability**

**a)** Ensuring the performance and competitiveness of the region and business enterprises in order to gain long-term knowledge.

**b)** Local prosperity Maximize economic benefits to the local community, including the cost of tourism in the tourism area.

**c)** Quality of employment Increase the quantity and quality of tourism-related jobs in the local community, including wages, work environment and employment opportunities without discrimination.

**d)** Social equality Ensuring equitable and equitable distribution of social and economic benefits from tourism.(Penasiuk, A 2011)

### **Economic Sustainability**

**a)** Physical integrity Maintaining and constructing landscape standards in urban and rural areas and preventing environmental and visual pollution.

**b) Biodiversity** Promoting the environment, natural habitats, and wildlife, as well as reducing the impact of tourism on the environment;

**C) Efficient waste management** Minimize the use of rare and renewable resources in tourism development.

**d) Clean environment** Minimize water, air, soil pollution and reduce waste generation by tourists and tourist operators.(Penasiuk,A 2011)

### **Social Sustainability**

**a) Community well-being**, which includes social infrastructure, resource access, environmental standards, and the avoidance of social corruption and resource exploitation.

**b) Cultural riches** Preserving and developing the host class's cultural history, local culture, customs, and uniqueness.

**C) Fulfilling the tourists' expectations** Providing a safe and pleasurable tourism experience that meets the demands of visitors and is accessible to everyone?

**d) Control at the local level** Local communities have planning and decision-making authority in tourist management (Penasiuk, A 2011)

#### **1.1.14 Word of Mouth (WOM) and Tourism**

According to Zarrad and Debabi (2015), irrespective of commercial influence, word of mouth happens between a certain service, product, and/or company. Word of mouth has significantly more power and effect than a formal advertisement since it produces strong negative and/or positive opinions among customers. Word of mouth is a testimony to the quality of goods and services related by consumers through an organization that they have personally eaten. In the past, word of mouth has been strong in that it allows other users to hear from the mouths of horses, real-life users who have had the opportunity to use the organization's services.

Hennig-Thurau (2004) argues that the electronic WOM is a negative or positive statement that tells a large population of consumers about a company's product on the Internet, potential, past or present. Electronic WOM if negative consequences can be devastating to a company. Datta et al, 2005 published that the electronic WOM posted on the Internet has been made visible to a large audience for a long time, unlike the traditional WOM. Electronic WOM, according to Cheung et al (2008), allows consumers to obtain knowledge from a range of product-related persons all over the world.

## **CHAPTER 2**

### **2.1 Methodology**

The methodology chapter shall be a chapter that explains the numerous scientific methodologies described in this master thesis. It starts with a summary of the study concept, then moves on to a brief description of the respondents, a scientific methodology, a research technique, and data collecting. Each of these sections will follow the methodology used in this research project to collect qualified data. The method I choose to collect data was through email or online interviews and questionnaires. A survey was carried out questionnaires with 25 participant and collecting tourist data of people from different nationalities visited in Pakistan. as well as 10 tour agencies of Pakistan. We also collecting data from 15 social media tourist groups and there are 5k to 10k followers in each groups. As a consequence, two types of questionnaires were constructed for this study, the first of which was used to survey visitors, and the second of which would be used to survey 10 tour operators in Pakistan.

### **2.2 Reserch Design and Sampling**

Research design is usually a combination of three methods that involve data collection, which means how and on what basis data will be collected. Second, the development of data collection mechanisms means what methods will be used to collect the data and finally what sampling means from where the data will be collected (Bhattacharjee,2012)

The purpose of this research project is to identify positive and negative factors potential tourist attractions in Pakistan. As well as what challenges the tourism industry in Pakistan is facing and how these challenges should be tackled to make Pakistan a better tourist

destination. Since this research work was investigative in nature, a supplement was prepared to collect experimental data with research questionnaires. (Appendixes A, B)

## **2.3 Data Collection Method**

The technique of data collection is an important aspect of the study design, and the researcher must be very careful and creative in collecting data. Data may be gathered in a variety of methods and from a variety of sources. Interviews, questionnaires, and observations are the most popular data collecting methods (Sekaran, 2002). Data can be categorized as primary and secondary.

### **2.3.1 Primary Data**

As discussed earlier, a lot of research has been done on marketing or employment opportunities in the tourism sector but so far no research has been done as to why the arrival rate of tourism in Pakistan is rapidly decline. I created an e-mail questionnaire for this purpose, as well as social media groups to meet local and foreign visitors in Pakistan. and also surveyed 25 tourists and tour agencies abroad who have different nationalities. Collects tourist data from people who have visited Pakistan in particular In the northern part i also collect data from 15 social media tourist groups and each group has 5k to 10k followers. I was able to locate and interview overseas travelers. The majority of Tourists want to stay here since it is a modern city with modern hotels, public transportation, restaurant chains, and retail outlets. Late-night markets and eateries are still operating., and I'm able to evaluate the good and bad elements impacting Pakistan's tourist sector by looking for and interviewing information gathered via surveys and interviews. I was also able to create a design based on this analysis for the tourism industry. A plus point of my research is that my visit to Pakistan in 2020 also collects data when I was in Pakistan in January 2020.

### **2.3.2 Secondary Data**

According to data, the best way for me to validate the reduction in visitor arrivals was to visit the websites of the Ministry of Tourism and the Pakistan Tourism Development

Corporation (PTDC). From 2005 to 2019, the statistics offered combines the number of visitor arrivals with the money earned. This has aided me in analyzing and comparing the success of Pakistan's tourist business over time, as well as comparing it to those of its neighbors such as China and India. Infrastructure, human, cultural, and natural resources, among other things, are compared.

### 2.3.3 Reliability of Data

I picked different samples for the similar data to test the data's stability and discovered that the average data is dependable. Secondly, it was the most dependable method and methods of collecting data for my thesis since they are actual people who can describe their problems and challenges while they travel. The information collected from travelers is not based on assumptions, but rather represents tourists own feelings and thoughts. The goal was to learn about their perceptions of Pakistan and its tourist business. As a result, I used surveys and interviews to acquire information on the positive and negative variables impacting Pakistan.

### 2.3.4 Limitation of the Methodology

Due to the present conflict in Pakistan, the back draw of data collection via e-mail online interviews / questionnaires with foreign and domestic visitors is difficult to locate and interview. For security reasons, people do not travel much and covid-19 epidemics will not be allowed, so possible alternative solutions can be done through online interviews or by submitting information forms on social sites to get information.

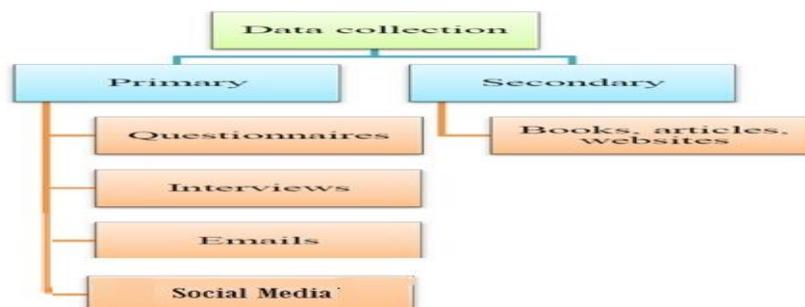


Figure 4 Summary of data collection methods used in this Thesis

## CHAPTER 3

### 3.Emperical Analysis & Findings

In this part, I will present my experimental findings as well as give a critical analysis of my study findings.

#### 3.1 Swot Analysis

Many nations and areas, particularly developing ones, rely on tourism to create jobs, build infrastructure, grow economies, and protect the environment. The objective of this study is to use a SWOT analysis to analyze Pakistan's tourist potential and variables impacting tourism. The strengths, weaknesses, possibilities, and analysis of Pakistan's tourist potential (economy and human resources, level of life, environment, transportation, technological infrastructure, and so on) will be determined, as well as the required needs to grow tourism in Pakistan. Secondly, the following SWOT analysis represent the perspectives and experiences of visitors to Pakistan. In the form of a SWOT analysis of the Pakistan Tourism Industry, I have collated and blended their perspectives.



Figure.5 Swot Analysis

### **3.1.2 Strengths of Pakistan Tourism Sector**

- Archeological sites such as the Indus Valley Civilization (taxila, mohanjadaro, ghandara etc).
- Himaliyan and Glaciers Mountain ranges
- Swat Valley.
- celbrations (basant, horse cattle show, dances, concerts)
- Museums visit.
- Mughal virsa and architecture (parks, mosques, buildings)
- opening of kartarpur border.
- The gwadar port.
- different types of shopping things like dresses, handmade rugs, jewelry etc
- Mountain K-2 (world second top mountain)
- Most attractive place Kaghan valley.
- Pakistan attractive 4 season.
- khewra mines of salt in Pakistan.
- Pakistani spicy traditional food & food streets in Pakistan.
- Pakistani attractive culture.
- Lok virsa Festival Pakistan.
- low-cost motel & hotel booking.
- full of natural resources.

### **3.1.3 Weaknesses of Pakistan Tourism Sector**

- shortage of basic facilities.
- lowest publicity of policies and implementation.
- Inadequate services of tourist and facilities.
- Lack of initiative on the part of concerned government departments.
- no guide and training institute
- Lack of development infrastructure in the mountain area.
- Failure to portray a positive picture of the country to the outside world through the media.
- The state law and order policy situation, particularly in tourist hotspots area (mountain areas)
- Not enough ATM machines and visa card not everywhere accepted.
- Low allocation of yearly tourist budget.
- lowest financial resources.
- English language problem.
- dependent on foreign aid.
- no understanding to the demand of tourist needs.
- High inflation rate.
- Under developed roads.

### **3.1.4 Opportunities for Pakistan Tourism Sector**

- Effectively publicity our heritage virsa sector
- Gawadar port is the main area of tourism attrition.
- opening of Pakistan and india border
- New hotel chain projects launching by foreign investors.
- Use of knowledge and experience Developing countries and foreign institutions like UNESCO.
- Gwadar visitor area.
- Stability in the country (law and order)
- Partnerships with international investors.
- Positive portray of Pakistan through media and social media.
- well established tourism marketing efforts.
- Environmental improvement and development.
- Upgradation of transport facilities (new Islamabad airports) Facilities, motorways and Metro buses introduction.

### **3.1.5 Threats to Pakistan Tourism Sector**

- economic downfall
- Terrorism and insecurity in Pakistan.
- Training and educational centers not available.
- Shortage of administration.
- Afghan conflict.
- Very low knowledge of understand English by local people, low education rate.
- Budgetary insecurity by replacement of governments.
- Low well qualified & trained administration.
- There is scarcity of water.
- The cost of living is rising.
- Smog and Pollution problem.
- Electricity availability.
- Ban on alcohol for tourists.
- Lack of awareness of Pakistan tourism potential
- growing day by day competition with nearby country.

By the SWOT analysis and the opinion of the individual I interviewed and surveyed the questionnaire, in the table above there are many strengths and abilities in Pakistan's tourism industry, for example, it owns nature, high hills. - Archaeological site and architectural sites. Discover fantastic culture, delicious food, all-season festivals, crafts, abundant natural resources, and 4 seasons. Pakistan is still cheap for foreigners because 1\$ is equal to 180 PKR Pakistani rupees. Pakistan has hotels and restaurants ranging from minimal accommodation to high level and affordable hotels like pearl continental hotel, Marriott, The Mark, Luxus grand hotel, Royal Swiss, Centaurs Islamabad, the world's second 7-star hotel, etc. International Heights For foreigners, leather goods, local handy carpets, decorative items, pashmina chadar, embroidered shirts / shoes, jewelry, etc. are very cheap to buy in Pakistan.

According to international tourists and even domestic tourists, the biggest negative factor affecting Pakistan is that they never feel secure to visit Pakistan. Before 2008 it was good for tourists to come but after 2008 it became no possible for tourists to come and go because most of the public places / hotels in Pakistan have suicide bombings due to riots and especially in the northern parts of Pakistan, such as the Swat Valley, The kidnapping of foreigners, once known as the Swiss of Asia. But now it is decreasing day by day our army and security forces have been more strict about that but The media is projecting this bad portrait of Pakistan all over the globe as a result of which the number of tourists visiting Pakistan is decreasing. Other issues facing local and foreigner tourists, especially the shortage of facilities in the north parts of Pakistan, Shortage of facilities includes lack of high-quality hotels and restaurants. Many motels are provided by PTDC which never meet the high expectations of foreign tourist's desire. For the most part, the unavailability of internet and mobile service is a major problem for tourists. Also, shortage of good banking facilities like ATM points, credit or debit Visa card acceptance is also a problem for tourists. If we compare it with the transportation system in Europe or the United States, the transportation facilities do not meet the standards of foreign tourists. Usually, tourists have to travel by taxi or bus. Therefore, saving time in Pakistan is not so easy. Landslides are common in mountainous areas and roads are not of the good quality and in the end, they are not safe and secure.

Local and foreign visitors believe that the growth of Pakistan's tourism sector provides a chance for the government to take significant and quick actions to ensure the country's internal peace and security. The media should also play a beneficial role in portraying Pakistan in a favorable light. The government should also provide training to the locals. The local community should also contribute to the sector's growth by keeping the country neat clean and offering key amenities such as internet and safe meals to guest homes. People in most parts of the country are backward in their thinking and refuse to accept women dressed in European clothing. As a result, every Pakistani citizen should be treated with respect and play a constructive role in promoting tourism and welcome visitors in every way possible.

### 3.2 Effects of Tourism on the Economy

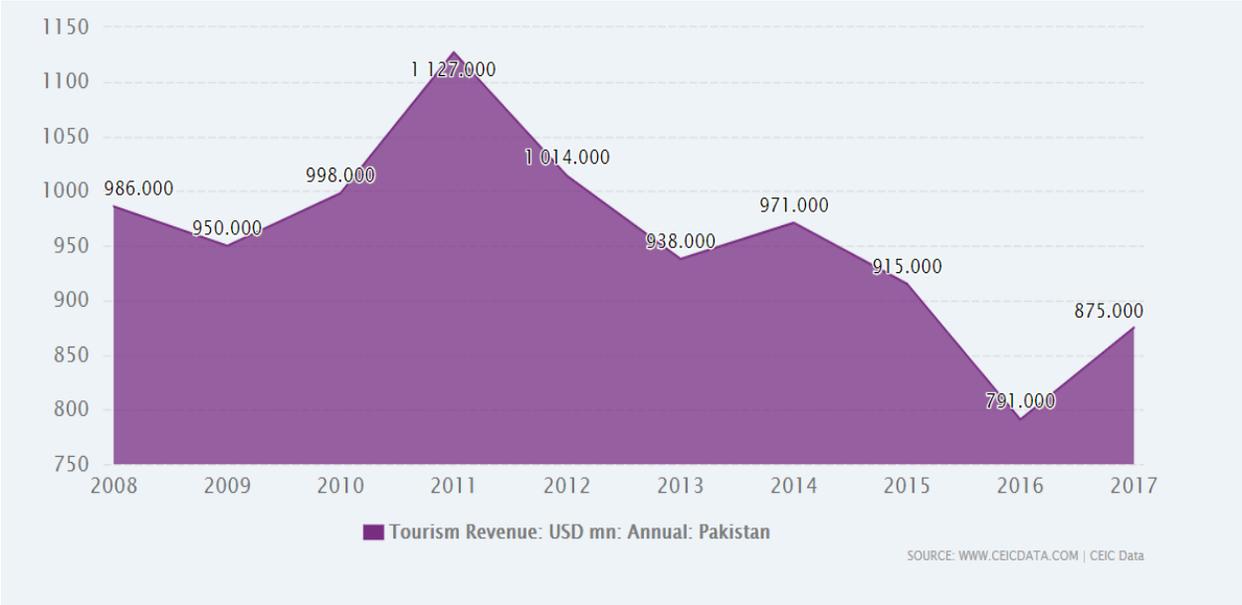


Figure 6: Annually Tourism Revenue 2008-2017

To confirm the results of my questionnaire, if the tourist arrivals are really declining, I check the website of different tourist site and also PTDC website it was declining every year from 2008 to 2017. tourism industry have badly affected and also decline GDP as mention in chart. But when Pakistan has a new Govt of Mr. Imran Khan he will promote our tourism

industry and within 2 years it would be increase from 2018 to 2019.as I mention in below  
**Figure 7**

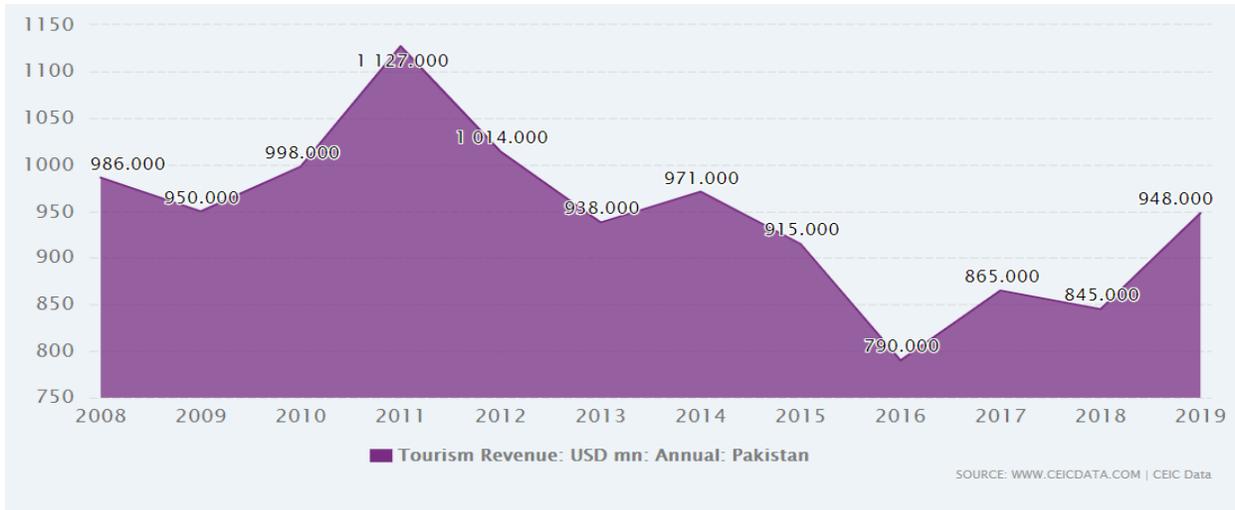


Figure 7: Annually Tourism Revenue 2017-2019

It was evident that Pakistan's tourist business had enormous potential. We can see from the numbers that Pakistan's tourist business fluctuates from year to year. Tourists have seen less technological and infrastructure advancement. Tourist arrivals surged in 2010-2011 as this sector developed, but by the end of the period, the number of tourists had dramatically decreased. Due of concerns about security. However, Pakistan's tourist sector has managed to survived.

### 3.3 Tourist Arrival in Pakistan

Tourist traffic to the museum sites has increased by about 50pc , bringing the number of visits from 1.7 million in 2014 to 2.7 million in 2018. The number of visits to museum sites in Sindh has been fluctuating in recent years. But overall, the provinces made the most visits in 2018. The total number of foreign visits to both cultural and museum sites in Pakistan has more than doubled. In the last five years, the number of foreign visitors to museums has increased by about 130pc, while the number of foreign visitors to cultural sites has increased by 100%. The museum remained popular with foreign visitors, receiving an average of 50pc more visits than cultural sites. There was a gradual increase

in the trend between the four provinces for total foreign visits, with the highest increase being in KP where the number of museum visits increased to 250pc in 2018.



Table 1: Total number of arrivals

I gathered some information from the Travel and Tourism Competition Result 2019. From these figures, I compared Pakistan tourist business to those of its neighbors, such as China & India, to assess the performance of Pakistan's tourism sector and its impact on the economic effect. I attempted to compare Pakistan with my neighbors because it has never happened before and secondly Pakistan have the only way for survive the tourism industry to see where it is lacking and Which areas / departments should be worked on to grow competitive advantage from other nearby countries. According to statistics in the world ranking in 2008 was 111 out of 133 countries, which is now 121 out of 140 in 2019. The decline in the tourism industry has also affected the employment ratio. There were 2809 jobs in Pakistan while India and China have 30492 and 74499 jobs availability. If we see other aspects like regulatory framework, transport facilities, healthcare, safety and security, Pakistan very far from its neighbors.

COUNTRY	WORLD RANKING TOTAL 140		REGIONAL RANKING/ASIA TOTAL 25	EMPLOYMENT THOUSANDS	SCORE TOTAL 7
	2009	2019			
CHINA	47	13	2	74,498	3.2
INDIA	62	34	6	30,491	5.7
Pakistan	111	121	7	2,809	7.1

Table 2: Travel and Tourism Ranking: Source. <http://reports.weforum.org/>

### 3.4 Results & Findings

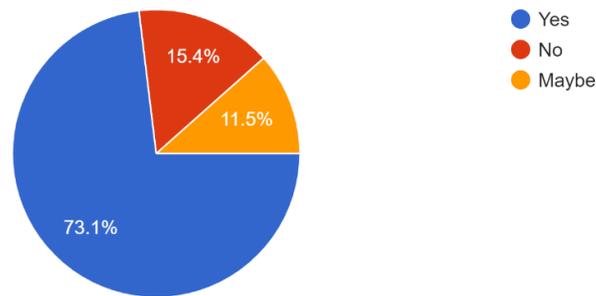
This part was created to collect qualitative data from potential tourists included inside and outside the country. The research study gathered from the surveys (Appendix A,B) was used to determine the positive and negative elements impacting the tourist sector, as well as to develop new strategies to help Pakistan's tourism business grow.

### 3.5 Results from Tourist

In this study there was 26 respondents. According to international tourist, such as information, gender, nationality, purpose of visit. complaints, likes, expenses, fear or encounter of terror etc. Pakistan is a fantastic place to see full of beauty of nature and culture with delicious food. 72% of people wants to go Pakistan who never visit before compare to that other 30%.in table 3.5.1 below. The Participant among the respondent belongs to the age groups where 44% are male and 56% are female mention in table 3.5.2 below. Respondent age was 18 to 59 where as 32% between 18-30 years 48% are in between 30-44 years and 24% belongs to the groups of 45-59 years of age.

Have you ever visited Pakistan? Do you intend to visit Pakistan in future?

26 responses



Gender

26 responses

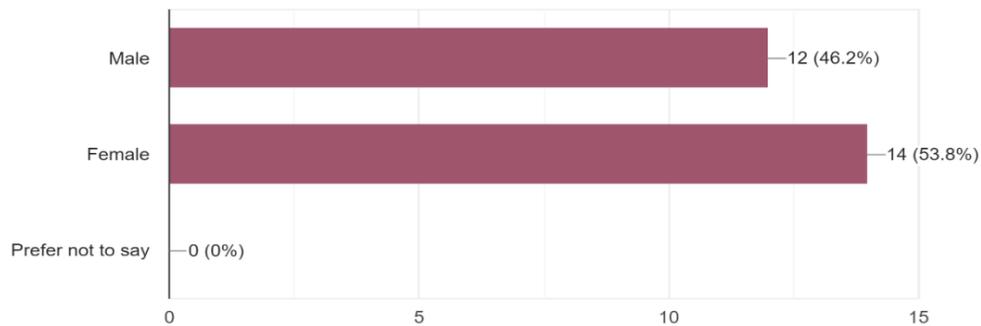


Figure:8 Tourists Questionary

The study shows most visitor comes from Turkey 11.5% and 7.7% from south asia and 7.7% are locals whose visit mostly northern parts of the country.

73.1% of tourist ever visit in Pakistan and 15.4% never wants to plan visit Pakistan in future 11,5% may be visit in the future.

38.5%getting the idea to visit Pakistan via social media advertisement and meet their friends and family 19.2%% through internet 34.6% are others.

30.8% booked their tour at travel organization 19.2% through internet and travel agency and 7.7% from Pakistan tour agency.

In this study 50% travelers often visit Pakistan before 19.2% second times 3.8% visit 5 times.

The main purpose of holiday of people 26.9% was spiritual 19.2% was round trip 11.5% was culture holiday 15.4% was family visit.

30.8% visitor plan their holiday 7 day or less 3 weeks was 11.5% and 3.8% never wants to go Pakistan.3,8% just visit 12 hours.

26.9% stay in average hotels 26.9% stay in private home, villa and 11.5% lives in 5star hotel.

65.4% hire taxi for their trip inside the country 15.4% use local buses 7.7% train 3.8% any available convaince.7.7% uses typical local transport like rikshaw motor bike.

26.9% spend travel and lodging expenses are 500euros 11.5% spend 750euros 34.65 spend 1000euros 3,8% don't know.

The study shows 11.5% spend per day 10euro expenditure 19.2% spend 20euro 34.6% 30euro and 11.5% spend 50euros.

Study about any encounter or fear facing in Pakistan 30.8% fear of terrorism 26.9% facing problem of pollution electricity and inflation was 3.8%.7.7% facing problem about accommodation and finding tour guides.11.7% facing language problem. People facing internet problem in public place.

38.5% have good image of Pakistan with all facilities 23.1% says lack of with some facilities. instabilities were 19.2% and 3.85 have no idea.

The overall valuation of people was excellent rate was 38.5% and 34.6% was good and not bad. Other hand valuation of the many aspects of the tourism product in the country 30.4% for nature. 17.4% for culture 17.4% for historical attractions.8.75 for tracking.

The expectation of the tourist visits in Pakistan 40.9% completely satisfied 22.7% was most part 27.3% go for partially and 9.1% was absolutely not.

The age category of tourist 18-29 years was 15.4% 30-34 years was 19.2% 40-44 years was 15.4% 50-59 years was 7.7%.

The facilities which want to improvements in Pakistan was 36% required improve tourist industry for better tourism.12% was better quality café and restaurant development open air environment.8% was complaint of ATM in northern parts of Pakistan.8% complaining lack of tourist guides.

### **3.6 Results from Tourist Agency**

In this study there was 10 respondents. According to local tour operator and guide, such as information, gender, establishment of business. complaints, tour packages, govt support, fear or encounter of terror etc. These all-local tour operators. In this study the respondent is 90% of male and 10% of female. Most of tourist contact with them via online rate was 70% direct customers was 20% and via phone was 10%.

The study for which area and attraction spot most tourist likes 40% like mountain area northern parts was 30% and 10% was attract historical visits. Study about which month in Pakistan most tourist attraction was 50% in June & July 10% April and august. Highest cost of the tour packages was 90euro 30% and lower cost was 60euro of 10%.

The question about is tourism industry development in Pakistan was 50% strongly disagree and 10% was agree.

Study about as a tourism agency have you face any problems 80% answer was no 10% was yes and similar about maybe.

The promotion of tourism sector by the govt of Pakistan 60% answer was no 20% yes and 20% was maybe.

About the increase of decrease tourism in Pakistan past year was 60% of decrease and 40% answer was increase. Answers from many tour agencies to different qualitative questions are following.

NO	QUESTION	ANSWER	NUMBER	FREQUENCY 100%
1	How can Tourist Contact with You?	Online	7	70%
		Via phone	1	10%
		Direct	2	20%
2	Which area most of tourist like?	Historical	2	20%
		Mountain	4	40%
		Northern area	4	40%
3	which month in Pakistan most tourism attraction?	June	5	50%
		July	3	30%
		Aug-april	1-1	20%
4	what is the highest cost of your tourist package?	90 euro	3	30%
		100,50,60,70,80	1-1-1-2-1	60%
		Depend	1	10%
5	is tourism industry developing in Pakistan?	Strongly disagree	5	50%
		Strongly agree	1	10%
		Agree/disagree	2-2	40%
6	have you face any problem as a tourist agent?	Yes	1	10%
		No	8	80%
		Maybe	1	10%
7	does govt promote tourism sector?	Yes	2	20%
		No	6	60%
		Maybe	2	20%
8	what do feel tourism increase or decrease in recent year?	Increase	4	40%
		Decrease	6	60%

9	most of the tourist international or local	International	2	20%
		Local	8	80%
10	are you satisfied with tourism industry in Pakistan?	Yes	3	30%
		No	6	60%
		Maybe	1	10%
11	Does terrorism effect on tourism industry in Pakistan	Yes	6	60%
		No	1	10%
		Maybe	2	20%
		Blank	1	0%

Table 3. Answers from many tour agencies to different qualitative questions

Most of tourist comes from local was 80% and 20% was international. so local tourism higher than international tourism in Pakistan. The satisfactory rate of tourism industry in Pakistan was 60% was no and 10% answer was yes and 20% was don't know. Question about does terrorism and fear of terrorism effect of Pakistan tourism industry was 66.7% yes 11.1% say no and 22.2% answer was don't know.

To acquire a better knowledge author chose a Qualitative study to gain a deeper understanding of the trend of sustainable tourism in Pakistan. The Qualitative study is Quite Important because it is more repetitive than other research methods. There are many realities associated with a particular event in this world and they can be understood through qualitative approach. Everybody has a different way of understanding,

interpreting and reacting based on their education and experience. For this reason, Characteristic of the qualitative approach the authors decided to choose this approach so that an in-depth understanding of this trend is at hand. Registered tour providers operating in Pakistan were contacted for data collection. Eleven tour operators, 3 in Islamabad, 2 in northern area of Pakistan, 1 in Rawalpindi, 2 in Kashmir, 1 in Peshawar, 1 in Baluchistan / Karachi, and 1 in Lahore. A survey was used to gather data, and a semi-structured interview was created to note the results. in the spread of the COVID-19 epidemics and geography Remotely, all tour operators were interviewed via video calls, questionnaires via email, and using social media tourist groups.

## **CHAPTER 4**

### **RECOMMENDATIONS**

In this part I have discussed some solutions that resolving the challenges that the Pakistan tourism sector is facing.

#### **4.1 Strategies for Development Tourism in Pakistan**

The recommended solutions aim to increase tourism contribution to Pakistan good image, environmental protection and economic well being.in term of tourist marketing, administration and growth. Pakistan is both active and complicated.so inside the country should generate the jobs possibilities to build the confidence inbound investment and these types of strategies should be considered by the state ministries and the tourism sector to encourage leisure possibilities for domestic and foreign tourists. Based on the survey results and the T&t competition report 2015, I believe relevant ministries should develop realistic tourist policies and strategies. These methods and plan for contacting tourism administration should be balanced. Positive performance in the coming years losses (2017 and 2018 there are 2 primary categories of strategies.

These are listed below:

- 1) Promoting long-term Growth
- 2) Infrastructure & Business environment in Tourism

#### 4.1.1 Promoting long-term Growth

The declining status and image of Pakistan's tourism industry can be maintained by supporting and promoting the long-term growth of the industry. For sustainable development, tourism authorities should follow the following steps in the plan.

- **Tourism industry Priority:** The state should make tourism a priority by devoting a substantial yearly budget for the sector, financing new projects, encouraging private investment and increasing participation in international tourism fairs around the world.
- **Environmental Sustainability:** Pakistan is a beautiful country with a rich history background. The government and relevant authorities should allocate maximum funds to preserve their natural beauty and old historical sites as well as collaborate with UNESCO and other international organizations to preserve the world legacy. The government should promote environmentally friendly automobiles.
- **Safety and Security Problems:** Today the largest difficulties for Pakistan tourism industry are ensuring the safety and security of both tourists and Pakistani's state administration intends to take a tough step to ensure peace and order. The scenario remain unchanged from prior years Pakistan was one of the safest countries till 2005, so the government should review the same security and safety measures to get the same image.
- **Health and Hygiene Concern:** The majority of Pakistan's population lacks access to safe drinking water. So that visitors do not become ill, the government should pay attention and enhance drinking, sanitation, rubbish collection, and hospital facilities.

- **Host Community Involvement:** Significant success can be achieved in the tourism sector help the people of the country. Local residents can contribute to hospitality through their small businesses, providing rooms in areas where they do not have their own hotels and tourist guides are not available, organize local festivals without raising the price of non-essential items.
- **Facility Accessibility:** The government should play a bigger role in this area providing facilities to tourists as the private sector is still operating. banking facilities such as ATM and Visa card acceptance are a matter of time, more world-class hotel and restaurant chains should be opened in rural and mountainous areas and internet services should be upgraded, which are mostly visited by tourists.
- **Increasing Competitiveness:** To attract visitors and obtain competitive edge in the tourism industry in Pakistan should needs to focus on skilled people Manpower, innovative marketing plans and management systems.
- **Human Resources:** The government should build specific tourism training programs in schools and universities around the country to produce a guide for skilled tourists as there are no such training programs in the country.
- **Natural Resources:** Pakistan possesses 6 World Heritage Sites, but unfortunately the outside world still does not know about any of Pakistan's ancient civilizations, so the authorities have to maintain these cultural heritages for tourism and must be promoted.

- **Cultural Resources:** According to statistics collected both inside and outside the country, visitors like Pakistani culture, which includes food, fair, dance, sports, and music, among other things. Tourism administration must promote Pakistan's native culture by holding fairs in other nations. Pakistani embassies across the world. Pakistan's culture should also be promoted in the media through good documentaries shown on international networks.
- **Assurance of Quality:** Tourists expect high-quality items when they spend a lot of money to travel. The government should enhance the facilities of hotels, guesthouses, and fast-food franchises to assure quality for traveller's. The administration should pay attention to the country's cleanliness, electricity shortages, and inflation.
- **Interviews and Questionnaires:** The Pakistani government should implement a new strategy to collect feedback from domestic and international tourists via interviews and questionnaires and using the power of social media by stationing concerned employees at locations such as airports, hotels, and shopping malls.

#### **4.1.2 Infrastructure & Business Environment in Tourism**

- **Policy Rules and Regulations:** The state should develop friendly policies that encourage foreign investment and ownership. Visa Requirement Policies for international and national Investors Cost and Time to Start Business Should be easy as Pakistan demands Improving finances for such investments.

- **Development of Transport Infrastructure:** The government should increase the production and quality of land and air transport. The road situation is still developing, especially in the northern areas where local roads and roads are permanently destroyed by landslides. Therefore, after 74 years of independence, the government should devote more resources to roads in order to prevent accidents. In Pakistan, the government could also construct a tram system that will save people time and money.
- **ICT Infrastructure:** information and communications technology (ICT) while the concept of online booking is gaining popularity in Pakistan. But government still needs to encourage each other Pakistan is one of the cheapest countries in the world in terms of price for telephone / mobile use.
- **Competitive Price:** Inflation in Pakistan has a very high rate, which increases the price of gasoline and food items. In comparison to Pakistan's neighbours, air travel is similarly costly. Inflation makes travel to Pakistan more expensive for local tourists, but it is still affordable for international visitors. Air travel is also expensive compared to Pakistan's neighbours. Inflation for domestic tourists reduces travel, but it is still economical for international tourists to travel to Pakistan.
- **Marketing Strategies:** Marketing is the primary source of tourist growth. Pakistan media is free and its coverage is in all parts of Pakistan but unfortunately, like 80% media, Pakistani media has also failed to present a positive image of Pakistan. If the government or tourism authorities pay attention to the region, the media can become a positive image and an important means of projecting Pakistan's hidden beauty and legacy to the outside world. National Geographic is the most popular and watched television channel, which could be a marketing tool for the Pakistani tourism industry.

- **Immigrants and Embassies Abroad:** There are large numbers of Pakistani diaspora in the United Kingdom, the United States, Australia, Canada, the Middle East and most Scandinavian countries. Pakistan's impact and culture can also be observed in these nations, which is one of the reasons why visitors visit Pakistan. Pakistan's government should use its people and embassies to promote Pakistan and its culture to the rest of the globe. Pakistan's culture is fascinating.
- **Performance Appraisal:** In tourism, an assessment procedure should be created. Maintaining this sector and assessing its current situation To avoid corruption and indifference in this industry.
- **Pakistani Students Studying Overseas:** By giving talks in educational establishments, organizing activities in embassies and universities, and so on, Pakistani students studying abroad may play an important role in projecting a favourable picture of Pakistan and its culture. The photographs below show some of the techniques that students have utilized to promote Pakistan and its culture.



Figure 9. Pakistani students culture nights at Near East University. Cyprus

### **4.1.3 The Government Role in the Growth of the Tourist Industry**

Participation of Pakistan in international tourism conferences, seminars, and meetings in other nations may serve as a beneficial connection and promote the tourist business. The information below was gathered from the Internet and a newspaper article. •In 2017, Pakistan took part in a variety of traditional and non-traditional sports such as cricket, hockey, squash, and World Cup Polo games hosted in various nations.

- Several franchised restaurants and retail establishments launched in Pakistan in 2017, raising awareness about the nation.

- Members of the United Nations and the International Coalition lauded Pakistan's crucial contribution in the battle against global terrorism, praising its image as a vibrant, progressive, moderate, and democratic Islamic country in the international community. • During 2017, several satellite TV channels such as National Geographic Television's special programs about Pakistan, such as Shandor Pass Polo Tournament 38 documentaries were broadcast more than once in which National Geographic Channel visited Pakistan. Had created interest.

- During 2018-19, the Prime minister of Pakistan visited the, Qatar, uae, Malaysia, Saudi Arabia, United Kingdom, United States, Germany, , China, and Turkey. For various high-level events. The Prime Minister also visited five GCC countries, China, Saudi Arabia, the United States, Iran, France, Switzerland, Afghanistan, Cambodia and Thailand to attend various events. The program was televised all over the world by electronic media to improve Pakistan's global image.

During 2016, Pakistan hosted the 19th SAARC Summit and several other important international conferences, which received high coverage in the international media. Similarly, during 2016, several heads of state and government, and the United States, the United Kingdom, Russia, China, Japan, France, the United Arab Emirates, Italy, Romania, Iran, Ireland, Turkey, Vietnam, Bangladesh, Tajikistan, Mauritius, Cuba, Afghanistan, Bosnia, Kyrgyzstan, Brunei, Cambodia, and the Philippines visited abroad to generate great interest for Pakistan.

## CONCLUSION AND FUTURE WORK

In today's world, travel has become one of the most effective remedies for stress and anxiety. People desire to change throughout the holidays in order to relax and have a typical unforgettable experience. As a result, tourism has evolved into a popular worldwide leisure activity as well as the world's most dynamic and rapidly increasing sector. Tourism is vital because it is the most efficient way of learning about other countries, their peoples, and their traditions, and visitors assist to build bridges between nations through love, mutual understanding, and knowledge, bringing people from many cultures together. Natural and historical beauty have a lot of tourist potential. The sector is harmed by a lack of infrastructure and political instability in the nation. All of these variables may be turned around if the government takes genuine measures to support the business and the country, as well as follows the approaches and procedures adopted by the most successful tourism destinations. Although the methods utilized in this study enabled me to obtain the opinions of 25 domestic and foreign visitors as well as tour operators, it does not appear to have been implemented to the majority. Due to a shortage of time and money, as well as covid-19 limits, the population has increased. The fact that people's interviews are heavily impacted by their mood and degree of calm is one of the downsides of the study approach I utilized. However, academics continue to use interviews as their primary source of data. The suggested approach assists the government in identifying flaws in the tourist industry and developing methods to improve it. Future scholars can work in a similar subject by focusing on one kind, according to my dissertation. Pakistan's tourist industry and the challenges it faces. My thesis generally includes all sorts of wildlife tourism since it gives a sampling space for more in-depth investigation areas like wildlife, sports, and eco-tourism.

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## APPENDIX A

### Questionnaire for Domestic & International Tourists

#### Re: Research Questionnaire

Hello people. I would be very glad if you could take 5-10 min of your precious time to answer these questions and send it back to [20123275@std.neu.edu.tr](mailto:20123275@std.neu.edu.tr). I need these answers to support my thesis work. I would appreciate your opinion about your tourism destination choice and your view about Pakistan tourism industry. This questionnaire is to be filled by persons who have already or who want to visit Pakistan.

\* Required

1. Email address \*

---

2. Nationality \*

---

3. Gender \*

*Check all that apply.*

- Male  
 Female  
 Prefer not to say

4. Age \*

---

5. To which country outside of Europe have you been on holiday? \*

---

6. Have you ever visited Pakistan? Do you intend to visit Pakistan in future? \*

*Mark only one oval.*

- Yes
- No
- Maybe

7. How did you get the idea to go to Pakistan? (More than 1 answers possible) \*

*Mark only one oval.*

- Travel agency Internet
- Family/Friends Newspapers/ magazines
- Travel brochures Travel guides (e.g. Lonely Planet)TV
- Radio
- Tourism Board Fairs (e.g. WTM / ITB)
- Other:

8. Where did you book your transport? Was it an easy procedure for you? \*

- In person at a travel organization in country of residenceBy
- Telephone (through call center)
- Through the internet at a travel organization in country of residence
- Through the internet at a travel organization in destination country Through
- the internet (other)
- In destination country through an intermediary (travel agency)
  
- Yes, I did so before
- Yes, I'm willing to do so, but I have never done this so far
- Yes, but only lodging
- I use internet as an information source and make my bookings at the destinationNo,
- I prefer to book at a travel agency in my own country
- Other:  \_\_\_\_\_

10. How often have you visited Pakistan before? \*

*Check all that apply.*

- Not yet
- 1 time
- 2 times
- 3 times
- 4 times
- 5 times or more

Other:  \_\_\_\_\_

11. What was the main purpose of your holiday to (the country of your choice)?

- Round trip
- Beach holiday
- Diving holiday
- Golf holiday
- Honeymoon
- Cultural holiday
- Festivals
- Nightlife
- Spiritual holiday
- Eco-tourism holiday
- Active holiday
- Wintering
- Nature holiday
- Winter sports
- Family visit
- Spa / wellness
- Business/ Study / internship / volunteer work

Other:  \_\_\_\_\_

12. How long did your holiday in Pakistan last? \*

*Check all that apply.*

7 days or less

8 - 14 days

15 - 21 days

22 - 30 days

1 to 2 months

2 months or more

Other:  \_\_\_\_\_

13. At what kind of accommodation did you stay in Pakistan? (More than 1 answers is possible) \*

*Check all that apply.*

Average class hotel (up to and including 3 stars) \*\*\*

Luxury hotel (4 and 5 stars) \*\*\*\*(\*)

Guesthouse Apartment

bungalow

Private home / villa Friends / relatives / familyCamper

/caravan / tent

Other:  \_\_\_\_\_

14. What means of transport did you use mostly in (the country of your choice)?

*Check all that apply.*

- Car (hire) Taxi
- Motorcycle (hire)
- Airplane/helicopter
- Bus (public transport)
- Bus (excursion)
- Train Boat
- Boat (excursion)
- Typical local transport (e.g.rickshaw/horseride)
- Camper Bike

Other:  \_\_\_\_\_

15. What were the travel and lodging expenses of this trip to (the country of your choice) per person? \*

*Check all that apply.*

- about €500
- about €750
- about €1.000
- about €1.250
- about €1.500
- about €1.750
- about €2.000
- about €2.250 or more

Other:  \_\_\_\_\_

16. How much did you spend per person per day in (the country of your choice) exclusive lodging expenses? \*

*Check all that apply.*

- about €10
- about €20
- about €30
- about €40
- about €50
- about €60 or more

Other:  \_\_\_\_\_

17. Did you encounter or fear any of the following problems? (More than 1 answers is possible) \*

*Check all that apply.*

- Inflation
- Electricity
- Pollution
- Terrorism
- Transport
- Tour guide
- Accommodation
- Language problem

Other:  \_\_\_\_\_

18. What is your image of Pakistan as a tourist spot? \*

*Check all that apply.*

- Beautiful with all facilities available
- Beautiful with some facilities lacking
- Personal view/experience
- instability

Other:  \_\_\_\_\_

19. What is your overall valuation of your stay? \*

*Check all that apply.*

- Excellent
- Good
- Not Bad
- Very Bad

20. Could you give a valuation of the several aspects of the tourism product in the country? If the question is not applicable, you can leave the item without tik mark.

*Mark only one oval.*

- Nature (general)
- Jungle
- Beach
- Culture
- Museums
- Historical attractions
- Golf
- Mountain biking
- Climbing
- Trekk jungle tours
- Diving
- Sailing
- Surfing
- Fishing
- Accommodation
- Food & Beverages /FacilitiesNightlife
- Shops
- Hospitality / kind people
- Tourism information supply
- Feeling of safety
- Quality of the medical care
- Customs and immigration
- Possibility collect money (e.g. ATM)
- Price/quality in general
- Other: \_\_\_\_\_

21. Has your trip to (Pakistan) conform your expectations?

*Check all that apply.*

- Completely
- For most part(s)
- Partially
- Barely
- Absolutely not

22. To what age-category do you belong?

*Check all that apply.*

- Until 18 years
- 18 - 24 years
- 25 - 29 years
- 12
- 30 - 34 years
- 35 - 39 years
- 40 - 44 years
- 45 - 49 years
- 50 - 54 years
- 50 - 54 years
- 55 - 59 years
- 60 - 64 years
- 65 years and older

23. What would you like to improve to tourist facilities and activities?

*Mark only one oval.*

- Better quality café and restaurants
- Improve tourist industry
- Develop open-air environment: cafes etc Theatre
- and cultural Arts Centre
- Wide range of music concerts
- More arts and cultural events
- League of Friends/tourists guides
- Facilities in northern areas like ATM/banks
- Personal view \_\_\_\_\_

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## APPENDIX B

### Questionnaire for Tourism Agency

RE: RESEARCH QUESTIONNAIRE

Dear Respondent

I am a Master Student at the School of Tourism and Hotel Management, NearEast University, North Cyprus. I am conducting research entitled

“SUSTAINABLE TOURISM POTENTIAL AND STRATEGIES FOR DEVELOPMENT AS AN INDUSTRY IN PAKISTAN. FACTORS EFFECTING TOURISM”. May you please answer all the questions carefully? All information you provide will be strictly confidential and used for academic purposes only.

1. Name of tour agency?

\_\_\_\_\_

2. Gender

*Mark only one oval.*

Male

Female

3. when you start your trousim agency?

\_\_\_\_\_  
*Example: January 7, 2019*

4. how can tourist contact with you

*Mark only one oval.*

via online

via telephone

Other: \_\_\_\_\_

5. Which area most of tourist like?

---

6. which month in Pakistan most tourism attraction?

*Mark only one oval.*

January

February

March

April

May

June

July

August

September

October

November

December

7. what is the highest cost of your tourist package?

---

8. is tourism industry developing in Pakistan?

*Mark only one oval.*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

9. have you face any problem as a tourist agent?

*Mark only one oval.*

Yes

No

Maybe

10. Does Govt promote tourism sector?

*Mark only one oval.*

- Yes
- No
- Maybe

11. What do feel tourism increase or decrease in recent year?

*Mark only one oval.*

- yes
- No

12. Most of the tourist international or local?

*Mark only one oval.*

- international
- local

13. Are you satisfied with tourism industry in Pakistan?

*Mark only one oval.*

- Yes
- No
- Maybe

---

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**BİLİMSEL ARAŞTIRMALAR ETİK KURULU**

22.12.2021

Dear Choudhry Umer Sultan

Your application titled “**Development Strategies in The Tourism Sector in Pakistan According To The Sustainable Tourism Potential And Factors Affecting Tourism**” with the application number YDÜ/SS/2021/925 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee



**Note:** If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.