

Tourism Industry

Tourism is a phenomenon where by people move temporarily to places away from home, primarily for relaxation and tourism is a tertiary industry.

Why do people travel to Pakistan?

1. For physical reasons such as to improve their health or participate in a sporting event.
2. For cultural reasons such as being curious about foreign places, people or cultures.
3. For personal reasons such as to visit friends and relatives.
4. People also travel for prestige and status reasons.
5. For educational or professional goals.
6. For recreational purpose.

Factors (Affect the tourism industry in Pakistan)

1. Presence of tourist attractions.
2. Level of security for the tourist.
3. Availability of capital.
4. Provision of infrastructure facilities.
5. Management of tourist attractions.
6. Marketing and publicity at International level.
7. The feasibility of developing transport and communication.
8. Government priorities.

International Tourists / Visitors

There are **three** main groups of International tourists / visitors.

- a. **For business**
- b. **Visiting families**
- c. **For recreation**

- (a) The international business visitors mainly come to Pakistan from the European countries for a number of reasons, which include:
 - i. To attend trade delegations.
 - ii. For educational activities e.g. some educational institutions have hired foreign staff e.g. Principal and teachers.
 - iii. As staff of multinational companies such as oil companies, Foreign Banks e.g. Citibank, Standard Chartered Bank.
 - iv. As UNO officials who are working in a number of projects in Pakistan e.g. WHO (World Health Organization).
- (b) Many Pakistani's work abroad mainly in K.S.A, Kuwait, U.A.E, UK and U.S.A. They are not tourist but when on holidays, they come to visit their families, friends in Pakistan almost every year. They stay with family members and not in hotels.

(c) Foreign tourists who visit Pakistan only for:

- Recreational purposes
- Historic Interests (Places)
- Museum
- Religious Faith
- Different culture to their own
- Festivals (Basant)
- Visiting Northern areas and beautiful lakes and gullies.

Main Sources of Visitors:

The UK has remained the main source of visitors. Other sources were India, Germany, Japan, Russia, China, Canada, Netherland, France, Sri Lanka, Australia, Saudi Arab, UAE, Italy, Norway, Denmark, Malaysia and Turkey.

Most of the visitors from overseas visited main cities like Karachi, Rawalpindi, Islamabad and Lahore. This is mainly due to the nature of these visits, which are dominated by Pakistani's returning to visit friends and relatives.

Cultural Attractions in Pakistan:

Pakistan is famous for its cultural heritage, which may attract a number of domestic and foreign tourists, the ones who are interested in History, culture and Archaeological research. Cultural attractions which exist in Pakistan and which either have been or could be made available to tourists include:

Archaeological Sites:

Moen-Jo-Daro
Harappa
Taxila.

Historic and Religious Sites:

Forts (Baltit), Lahore
Mosques (Badshahi Lahore, Mahabat in Peshawar)
Tombs (Chaukandi near Karachi, Makli near Thatta, Allam Iqbal and Ranjit Sings in Lahore)
Sharines (Uch sharif)
Khyber Pass
Shalimar Garden
Kalash Valley
Swat Valley.

Modern Buildings:

Faisal Mosque,
Parliament Building,
President House
Minar-e-Pakistan
Jinnah Mausoleum.

Natural Attractions (In Northern Areas)

The northern areas of our country have many attractions which are the following.

Mountains,

Snowcapped peaks,

Fauna and Flora,

Natural vegetations,

Photography,

Hiking,

Snow falling,

Steep slopes,

Polo matches,

River, Lakes and Glaciers,

Beautiful valleys like Hunza, Skardu, Swat and Kaghan.

Kaghan Valley

It is one of the most splendid tourist area in Pakistan and located in Himalaya, north east of Hazara District KPK. The valley is full of natural attractions which are as follows.

Mountain and Mountains peaks

Snow capped peaks,

Snow falling,

Shogran,

Fishing in River Kunhar, e.g. Trout Fish,

Lake Saiful Maluk,

Jeep riding,

Glaciers,

Waterfalls,

Forests / Orchards.

Other Attractions in Cities (Historical Places and Monuments)

As such, there are many historical places and monuments exist in different cities, which attract the tourists, these are as follows:

Islamabad

Pakistan's capital, planned city and located at the base of the Margalla Hills.

President House, Parliament and Faisal Mosque

Rawal Lake and Dam

Shakar Parrian

Daman-e-Koh

Pakistan Monument

Lok Varsa

Jasmine Garden

Chattar Park

Karachi

Provincial Capital (Sindh)
Sea Port
International Air Port
Clifton Beach
Hawkes Bay and Paradise point
The National Museum
The Mausoleum of the Quaid-e-Azam
Children Park.

Lahore

Provincial Capital (Punjab)
Lahore Fort and Badshahi Mosque
Data Darbar
Jehangir's Tomb and Allama Iqbal Tomb
Minar-e-Pakistan,
Museum
Shalimar Garden and other parks
Governor House
Wapda House
Punjab University old and new campus
Hotels (Pearl Continental, Services, Holiday Inn, Avary Hotel).

Peshawar

Provincial Capital (KPK)
Khyber Pass
Bala Hissar Fort
Mahabat Khan Mosque
Peshawar Museum.

Quetta

Provincial Capital (Balochistan)
Bolan and Khojak Pass
Hill resort of Ziarat
Museum.

Q.1. Explain how local people can gain income from tourism in mountain areas.

Ans. Opening shops in village
Making / sale of crafts
Guides (on tracks / trails)
Named services e.g. hotels / restaurants
Named transport services
Offering accommodation in own home
Construction of tourist facilities.

Q.2. To what extent is it possible to increase tourism in Pakistan in the 21st century?

Ans. Possibilities

By providing good infrastructure, security and improved living conditions

Advertising

Training for staff in tourism industry / education about accepting tourists

Maintenance / cleanliness of tourist attractions

Tourist attractions i.e. natural, modern and archeological sites

Strategies for increasing tourism e.g. preventing deforestation in tourist areas, removing littering / rubbish.

Problems

Unstable political situation

Corruption

Lack of security or fear of terrorism

Accommodation below western standards

Poor named infrastructure

High cost of developing tourist areas / facilities

Lack of government support / attention / interest.

Q.3. Choose a province and name two tourist attractions within it.

Ans. Punjab

Ancient history/archaeology – Taxila/ Harappa

Hillstations – Murree/Nathia Gali

Tombs/shrines -Allama Iqbal/Ranjit Singh/ Jahangir

Culture – Mughal architecture/ Shalimar Gardens/ Badshahi mosque,

Lahore Fort/Rohtas Fort

buildings – Minar-e-Pakistan/Presidential palace/Parliament building/Faisal mosque

Other – Khewra salt mines.

Sindh

Ancient history/archaeology – Mohenjo-Daro/ Bhambore/ Kot Deji

Tombs/shrines – Shahbaz Qalander (sufi)/ Muhammad Ali Jinnah/Mazar-e-Quaid./

Chaukundi/ Makli

Culture – Mughal architecture/Jamia Masjid/ Ranikot Fort/ Kafir-Qila Fort

Hillstations – Gorakh, Lakes – Keenjhar, Manchar.

KPK

Valleys – Kaghan/Kumrat/Swat/Kalam/Naran

Lakes – Saiful Muluk

Q.4. Suggest two problems the tourist industry in Pakistan must overcome in order for

it to be more developed.

Ans. Poor security/terrorism/political instability

Bad management/planning of tourist developments/corruption

Poor transport infrastructure/poor road network/unpredictable railways/ infrequent air access in north

Lack of government funding/priority

Little tourism infrastructure / few tour agencies / hotels not international standard

Lack of maintenance/cleanliness of tourist areas.

Q.5. Tourism is a service industry. Name two other service industries.

Ans. Any two from:

public administration/government
transport
retailing/shops
banking/banks/finance
doctors/healthcare/medical
teaching/education
legal/lawyers
entertainment/media
social care/home helps/family helpers/domestics, insurance
hospitality/hotels
telecommunications
etc.

Study **Figs 10 and 11** which give information about visitors into Pakistan in 1999.

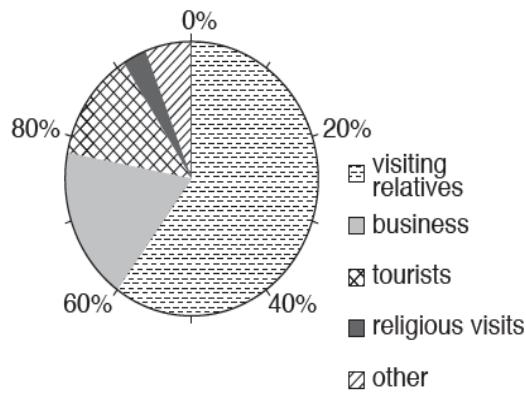


Fig.10

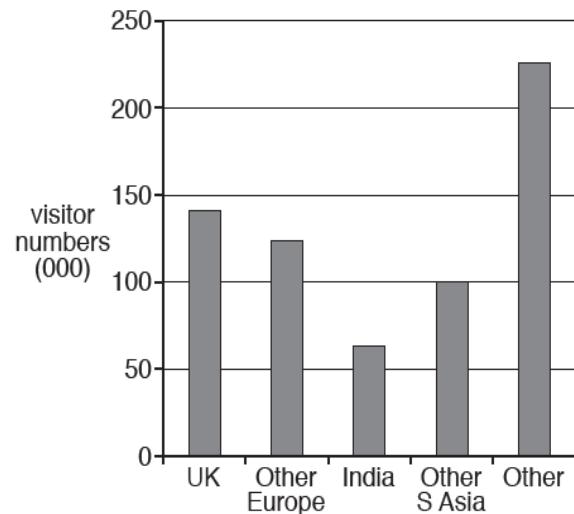


Fig.11

Q.6. A What percentage of visitors into Pakistan was classed as tourists?

Ans. 13% (accept 12–14%)

B What was the total number of visitors into Pakistan?

655 000 (accept 640 000–670 000)

Q.7. Suggest one reason why more people visited relatives compared to visiting Pakistan as tourists.

Ans. Lower cost

Large/extended families spread out in different countries

Work abroad

Few tourist attractions

Terrorism/lack of security/political instability

Poor transport infrastructure.

Q.7. Read the following **two** views:

- Tourism is one of the world's fastest growing industries. More attractions and facilities for tourists must be built to help Pakistan develop.**
- Tourist facilities must be restricted. The increasing number of tourists will damage our culture and cause environmental degradation.**

Which view do you agree with more? Give reasons to support your answer.

Ans.7. Tourism increased

Tourist income likely to be high (and greater than from other sources, e.g. from exporting rawmaterials)
Creates employment
Boosts cottage craft industries (leading to financial stability/preservation of culture/heritage)
Locals can use tourist facilities (which increases their quality of life)
Increases cultural linkages with foreign countries
Source of foreign exchange/improves economy (which will enable Pakistan to clear debts)

2. Tourism restricted

Only seasonal employment (May–Oct in northern areas)
Money could be spent on other important sectors (such as minerals, power, manufacturing, mechanising agriculture, alleviation of poverty)
Displacement of local people to make way for development, e.g. hotels
Named social problems e.g. crime, alcohol/drugs
Lack of respect for local customs/beliefs
Increases prices of local goods/food
Clearing of natural habitat to make way for tourist developments (e.g. deforestation in Swat Valley)
Unsightly hotel construction
Air/noise pollution from more vehicles
Water pollution in rivers from overloaded sewerage system
Litter.

Q.8. Read the following **two** views about the possibilities for tourism in Sindh province:

- Hotels and tourist resorts need to be developed along the Sindh coast to bring foreign exchange and boost the economy.**
- The coastal area of Sindh cannot support large numbers of tourists. There could be negative effects from tourism.**

Ans.8. For tourism

Sindh has many tourist attractions
Beaches (Clifton Beach / Sand spit / Hawkes Bay / Paradise Point)
Historical buildings (Quaid-i-Azam Mausoleum / National Museum / Mohatta Palace)
Tourism industry undeveloped / has scope for development / investment
Creates employment (such as drivers / guides / hotel staff)

Against tourism

Sensitive environment (threats to mangrove forests / fishing grounds)
Tourists bring culturally unacceptable behaviour / dress code
Tourists can pollute the environment with noise / litter / oil from jet skis, etc. (which disturbs
local residents / looks unsightly / is a danger to wildlife)
Indus delta / most of Sindh coast unsuitable for development (swamps / marshes / creeks / forests)
Karachi needs tourist industry infrastructure (e.g. no passenger ferry terminal)
Declining / lack of tourist numbers
Employment only seasonal
Loss of livelihood due to construction of resorts (e.g. fishermen)