

## TOURISM COMMERCE IN PAKISTAN ITS CHALLENGE'S AND ROLE OF LOCAL GOVERNMENT

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### **Abstract**

*Travel and tourism has great association with other industries in the national economy making major indirect earns and also enhances foreign investment, opportunities of trade, investments in private, local development, and public infrastructure. Pakistan has rich potential of tourism due to its rich culture, geographical and biological diversity, and history. Tourism has developed as an instrument for creating considerable economic gains. The country has various tourist destinations at Swat, Malam Jabba, Behrain, Kalam, Shangla, Balakot, Kaghan, Naran, Ayoubia, Murree, Chitral, Gilgit Baltistan, Hunza, and Neelam valleys, other mountainous ranges, and historical and archaeological sites. Pakistan has great potential and offers diverse opportunities for tourists, such as trout fishing in the glacial water of Gilgit Baltistan and Swat rivers, Shandur Polo traditional tournament, paragliding, rock climbing, and trekking in northern areas, Jeep and camel safari in the Cholistan desert, Wild Boar hunting, and crabbing in the Arabian Sea.*

### **Introduction**

Tourism is a societal, cultural, and monetary factor that involves the movement of persons to countries or sites outside their homes for individual or business/professional aims. It is multidimensional commercial activity which has great job generation capacity through its labour-intensive nature, revenue creation via tax collection generally from the hotel sectors, earnings of massive foreign exchange and prelation of cross-cultural apprehension and cooperation, business opportunities for entrepreneurs, and economic development of the country (Adnan Hye & Khan, 2013; Baloch, 2007; Goleldner, Ritchie, & Mcintosh, 2000; Khalil, Kakar, & Malik, 2007; Rana, 2015; Sinclair, 1998).

This sector functions as a creator of fast and extensive fiscal activity, and helps in poverty alleviation and also in maintaining peace. It is also known as the largest voluntary transfer of money from rich to poor nations (Mitchell & Ashley, 2009). Over the last few decades, global tourism has gained prominence in several economies worldwide. Tourism may also be a source of income to students, parents, retirees, and many other people by providing part-time jobs (Jucan & Jucan, 2013).

The function of global tourism is significant in encouraging global peace by inducing intermediation and forming a channel among cultures. Global tourism also helps destination countries at the micro level to increase the degree of family earnings by the following two means. Firstly, it promotes efficacy through enhanced competition among companies associated with tourism and, secondly, it assists the utilization of thriftiness of scale in native companies.

The development of tourism increases family income and jobs in the formal and informal fields of the destination country. It may be a sector that assists in mitigating extreme family poverty and also increases economic development (Oh, 2005; Zortuk, 2009).

Tourism growth can contribute to economic development of middle- and low-income economies; however, the same is not noticeable for developed countries (Eugenio-Martin, Morales, & Scarpa, 2004). The countries that have a higher outward-bound business travel market are inclined to benefit from higher exports and trade growth (WTTC, 2011).

This growing industry becomes a principal economic sector because this industry imparted US\$7.6 trillion to the world economy (10.2% of the world's GDP) due to travelling of 1.2 billion tourists to global destinations and also generated 292 million jobs (1 in 10 jobs in the globe) in 2016. There is a substantial reciprocatory association between global trading and worldwide travelling (Kulendran & Wilson, 2000; Shan & Wilson, 2001; Tureac & Turtureanu, 2010) and also between GDP and tourism receipts. This industry is an export industry and its contribution to international trade is about 7% (WEF, 2017) and about 30% to the world's services exports (UNWTO, 2013). This sector has a great capacity for providing employment with about 90 employments produced for 1 million (Indian rupees) of investment which helps in alleviation of poverty and assisting in sustaining people. The UNWTO estimates that the tourism sector will provide 296 million jobs in the global economy in 2019. Tourist expenses signify an insertion of new cash into the economic system of the country (Archer & Cooper, 1998; Fletcher, 1994; Frechtling, 1987).

Various researches have sought to detect the causative association between global trade, particularly exports development and economic growth (Bahmani-Oskooee & Alse, 1993; Chow, 1987; Marin, 1992). The World Travel & Tourism Council (WTTC) has predicted that the travel and tourism sector has been growing continuously at the rate of 4% yearly which is faster than other financial services such as manufacturing and transport (WEF, 2015).

Tourism has a diversity of monetary influences. It also enhances the activities of other multiple sectors including hotels, restaurants, wholesale trade, retail trade, road transport, air transport, communications, and labour such as tourist guides, porters, cooks, etc. (Rana, 2015). It is an immense means of support for infrastructure development and cultural concordance and peace (Bahuguna, 2005; Dixit, 1997). Travel and tourism account for about 5% of all carbon emissions (UNWTO, 2008) and tourism can be appreciated as an important factor to achieve green economy objectives. Travel has been a characteristic of every human society during the early stages of civilization, but from the middle of the current century mass tourism has manifested as a primary world industry (Ayres, 2000).

A tourist is a person who travels and stays in places outside their normal environment for not more than one successive year for leisure, business, and other aims. He generally travels to visit diverse sites, views different festivals and events, observes different climates, natural areas, cultures, customs, arts, foods, languages, and ancient historical buildings and monuments, etc. Pakistan has great potential in the tourism sector, diverse heritages and cultures, rugged mountains, gorgeous lakes, rivers, deserts, seashores, and social and hospitable people.

Pakistan has very good prospects for tourism, having a variety of cultures, fascinating landscapes, gorgeous beaches, and has a lot of attractions and sites that satisfy the needs of the domestic tourists as well as international tourists. The main types of tourism available in Pakistan can be classified into four categories. Religious tourism Religious tourism involves travelling to visit a sacred place, a shrine, or a building of worship, and related sightseeing for gratification (Yeoman, 2009).

This nature of travelling is about travelling as per one's own belief or exchanging religious knowledge with others (Kasim, 2011; Yeoman, 2009). Pakistan has followers of three great religions, i.e. Islam, Hinduism, and Buddhism, and is also the birthplace of Sikhism. The country

is not only of great worth in Islamic heritage but is also rich in the heritage of other religions. Guru Nanak's, founder of Sikh religion, worship places such as Gurdwaras at Nankana Sahib and Hasanabdal have a remarkable attraction for those of the Sikh community all over the world. There are various shrines of Sufis and saints, which attract many pilgrims from the country and also from other regions of the world. These are shrines of Data Ganj Bakhsh Ali Hujwairi, Hazrat Baba Fariduddin Ganj-e-Shakar, Mian Mir, Shah Hussain, Bahauddin Zakaria in Punjab, Shah Abdul Latif Bhattai, and Lal Shahbaz Qalandarin Sindh (Rasul, Fatima, & Sohail, 2016). Some religions, like, Kalash, who in principles are animist and they believe that places, objects and creatures all have a separate spiritual essence.

Kalash culture is very old which believe to be the Albanian roots of the European culture and their fetes are quiet noticeable for their colouring, singing, and dancing in the globe. Archaeological and historical tourism Pakistan is the home of ancient archaeological places of different old civilizations like the Gandhara civilization of Buddhists such as Takht Bhai and Pushkalavati, Indus Valley civilizations such as Mohenjo-Daro and Harapa (5,000-year-old cities), and the Mughal Empire (Fakhar, 2010). The name of Gandhara belongs to an ancient kingdom (Mahajanapada) which existed in north Pakistan towards east Afghanistan. According to Zend Avesta, Gandhara was the sixth most beautiful place on the earth. The major cities of this kingdom were Purushapura (present Peshawar also known as city of men), Varmayana (present Bamyana), and Takshashila (present Taxila). The period of this Kingdom was from the early 1st millennium BC to the 11th century AD.

The collections of the Gandhara Civilization are present in various museums of Pakistan. The Indus Valley Civilization belonged to the era of Bronze, occupied an area of about 1.2 million km<sup>2</sup>, and its population was nearly more than 5 million as per historians' estimation. The peak period of this civilization was from the 3rd until the middle of the 2nd millennium BC and it is recognized as the Harrappan Civilization. Harappa was a main city and enclosed by a great brick wall. This culturally diverse country provides several traditions, customs, and festivals for the enjoyment of the visitors. The historical sites of the Mughal Empire and colonial era monuments also are great attractions.

Ecotourism Ecotourism is considered as a means of reducing poverty that will increase the satisfaction of the UN's Millennium Developing objectives. Ecotourism frequently associate with cultural and natural resources as one commodity. The main cultural resources in ecotourism are festivals, events, museums, handicrafts, arts and crafts, and local cooking. Ecotourism tourism involves responsible travel to fragile, unspoiled, and generally protected areas and it endeavours to have little effect on the environment. Its aim is to educate the tourist regarding conservation, provision of funds for the economic development of local communities, and respect the cultures and human rights.

Pakistan offers some of the best destinations for ecotourism in the world. These are high mountains (Himalayas, Karakoram, and the Hindu Kush ranges), glaciers, rugged cliffs, alpine meadows, coniferous forests, sub-mountain scrub forest, diverse flora and fauna (endemic and migratory), deserts, beaches, coast line, and wetlands. Out of 18 mammal orders in the world, Pakistan has 10 orders including the Mediterranean Pigmy Shrew (world's smallest mammal) and the Blue Whale (largest mammal) (Israr et al., 2009).

Pakistan is a country of great adventure and nature that offers many activities to attract the eco-tourists/tourists, such as trekking, mountaineering, mountain biking, white water rafting, mountain

and desert jeep safaris, wild boar hunting, trout fishing, bird watching, camel and yak safaris, and Indus dolphin watching. The culture festivals include the Shandur Polo Festival, Silk Rout festivals, Kalash festivals, Khanpur water sports festival, cuisines, costumes and hospitality of the host community. Shandur Polo is a traditional tournament which is organized each year on the Shandur Pass at the world highest Polo ground having a height about 3700 m from sea level. In this festival, a camping village is established and also folk music and dancing programmes are arranged. Adventure tourism There are few localities in the world that have the magnificence and majesty that exist in the northern areas of the country. These places are Swat, Kalam, Malam Jaba, Shangla, Balakot, Ayubia, Murree, Chitral, Gilgit Baltistan, Hunza, Kaghan, Naran, and Neelum valleys. This area has a land of distinctions, inimitable in its bequest of blocked-incivilization.

The region has amazing destinations, most lovely valleys, lakes, rivers, glaciers, and peaks and also connection of four highest mountains ranges i.e. Himalayas, Hindu Kush, Pamir, and Karakoram, which have inimitable views and provide attractions to mountaineers, climbers, trekkers, and hikers of the world (Khalil et al., 2007). The Deosai Highland is recognized as the highest plateau in the globe which is situated at the border of the Karakoram and the western Himalayas. It has pleasant weather and greenery during summer.

Many species of plants and animals are present in this region and this plateau is also a place of habitation of the critically endangered Himalayan Brown Bear (*Ursus arctos isabellinus*). Pakistan has five of the highest peaks among the 14 peaks of the world like K-2 (8 611 m; 2nd highest peak in the world), Nanga Parbat (8125 m), Gasherbrum I (8068 m), Broad Peak (8047 m), and Gasherbrum II (8035 m). All peaks are located in the Karakoram range except Nanga Parbat, which is present in the Himalayan range. Ranking of Pakistan The Travel and Tourism Competitiveness Index (TTCI) evaluates “the set of issues and policies that permit the sustainable development of the Travel & Tourism sector, which, in turn, imparts to the growth and competitiveness of a country.” The TTCI has 14 pillars which depend on several elements. About 90 factors are applied for formulating the TTCI.

The ranks in TTCI offer a fast assessment on the strengths, opportunities, weaknesses, and threats to travel and tourism of the country. The current general position of Pakistan is 124 out of 136 countries as per the Report TTCI, 2017, which is very low. Pakistan’s overall low rank indicates that the existing execution of the tourism sector is below average due to many reasons. Some most obvious elements in this concern are the Business environment (119 out of 136 countries), Safety and Security (133 out of 136 countries), health and hygiene (101 out of 136 countries), Human Resource and Labour Market (134 out of 136 countries), Prioritization of Travel and Tourism (122 out of 136 countries), and ICT readiness (126 out of 136 countries). There is also low ranking in environmental sustainability (133 out of 136 countries) and tourism services infrastructure (125 out of 136 countries), air transport infrastructure (99 out of 136 countries), ground and port infrastructure (80 out of 136 countries), and natural resources (120 out of 136 countries).

A helpful feature for tourists includes Pakistan being considered to be an inexpensive republic in the globe, categorized 29 out of 136 countries in the Price Competitiveness. In Cultural Resources and Business Travel, the rank was 59 out of 136 countries. Unluckily, the low position of Pakistan indicates a clear divergence from the norms with regard to tourism attractiveness. In the earlier six decades, the tourism executives have not been efficiently exploiting the strengths of tourism to establish Pakistan as a favoured tourist destination worldwide. Contribution of tourism in GDP and jobs in Pakistan The direct contribution of travel and tourism in 2016 was USD 7.6 bn (2.7%

of GDP) and it is predicted to increase by 5.1% (PKR 833.8 bn) in 2017 and expected to grow by 5.6% pa to PKR 1, 432.1bns of GDP by 2027. The share of travel and tourism to GDP was 6.9% (USD 19.4 billion) and it is estimated to be raised by 6.0% in 2017 and in 2027 increase to 5.8% pa (USD 36.1 billion), 7.2% of GDP (WTTC, 2017). The direct contribution of travel and tourism in 2016 was 1.337 million jobs (2.3% of total employment), predicted to increase by 2.3% in 2017 to 1.368 million jobs and in 2027 increase by 2.5% pa to 1.757 million jobs (2.3% of total employment).

However, the total share of employment was about 6.0% and the indirect contribution of the industry to total employment was about 3.550 million jobs. This is probable to arise by 3.0% to 3.657 million jobs in 2017 and increase by 2.7% pa in 2027 to 4.783 million jobs (6.3% of total) (WTTC, 2017). In the travel and tourism sector, visitor exports are a vital element of direct involvement. In 2016, visitor exports contributed about USD 893.8 million (3.6% of total exports), and were expected to grow in 2017 by 3.1% and predicted to attract international tourist arrivals of about 1.179 million, and about 2.173 million international tourist arrivals are forecast to grow by 7.7% pa to USD 1942.8 million in 2027 (2.8% of total), whereas the total investment in 2016 was USD 3.6 billion (9.3% of total investment), which increased in 2027 by 8.0% pa to USD 8.3 billion (11.4% of total) (WTTC, 2017). International tourist arrival The World Development Indicators of the World Bank emphasise that the international tourist arrivals and receipts depend on security concerns. In 1995–2000, the total tourist arrivals increased by 8% p.a. but the 9/11 terrorist attacks in the USA and security operations followed in the country had a negative influence on global tourist arrivals in 2001–2003 (–11%). Global tourists' comings then resumed to progress and contemplated to backsets in 2007–2008. The increased annual growth rate of global tourist arrivals was 11% in 2003–2011, with a highest of 1.161 million tourists arriving at the end of that era. Tourist arrivals fell in 2012 by 17% as a consequence of a succession of inland terrorist attacks. The improvement in the national security situation in 2015–2016 is encouraging, which may be considered a reason for the subsequent rise in tourist arrivals (World Bank, 2017).

Snags of the tourism industry Absence of a tourism body at the federal level After the 18th amendment in the Constitution of Pakistan, the Federal Ministry of Tourism was abolished in June 2011. This has generated a vacuum for watching the affairs of tourism sector at national level. There are various tourism-linked matters which can be resolved only by the federal government, like establishing the country's image abroad, solving difficultness in issuing visas to tourists, handling the security situation in the country, and maintaining the standard of quality and service in the tourism sector. Low precedence to tourism sector The tourism sector has not been given its due consideration at federal and provincial levels as it has tremendous importance for the economy and people of Pakistan. This reality is also validated by the travel and tourism competitiveness report in 2015; Pakistan's score was 120 as regards prioritization of the travel and tourism industry (WEF, 2015), which further dropped to 122 in 2017 (WEF, 2017) and in relation to travel and tourism facilitating situations, Pakistanis' score was 123 (WEF, 2015). Safeguard of tourists Pakistan is confronting a serious terrorism problem that is badly impacting global tourism. After the 9/ 11 occurrence in the USA, Pakistan joined the war against terrorism. The country faced great human and financial loss due to the fight against terrorism. The tourism sector was seriously impacted by terrorism, which damaged the infrastructure. Due to terrorism and a dilapidated infrastructure, Pakistan is facing decline in tourism activities.

The terrorist attacks have critical influence on tourism activities (Henderson, Foo, Lim, & Yip, 2010). Foreign tourists do not prefer to visit those countries which have a fearful environment due to terrorism. In many countries, empirical research indicates the negative association between tourism activities and terrorism (Chen & Noriega, 2004; Seddighi, Nuttall, & Theocharous, 2001). The tourists' safety and security are prime essentials for tourism development and the national image. One of the biggest hinderances in the growth of the tourism industry in the country is the law and order condition. The awe of terrorism is increasing in our everyday life. Terrorism has not merely made the lives of the people worthless, but has also created a negative image of the country in the world. There is a substantial adverse influence of terrorism on tourism in the short run as well as in the long run in Pakistan (Raza & Jawaid, 2013). The scarce amity and safety condition is one of the leading issues for the promotion of tourism in the country. The tourists feel unsafe and do not want to watch the sites where security forces are positioned on roads and in urban areas. In several circumstances, the officials of the security forces reside in the same hotels as the tourists and they feel to be in danger. Due to these reasons, the tourists become frustrated.

**Difficulties in acquiring visas** Because of an uncertain safety and geopolitical unstable condition, tourists could not easily acquire visas for Pakistan. This matter becomes most critical when tourists enter from India into Pakistan. Poor coordination among departments Many departments are linked with the tourism sector such as forestry, environment, wild life, highways, etc. All of them are working in loneliness, deprived of any type of the interactions that may be established with Tourism. The consequence is a loss of various chances for tourism growth and opportunities to obtain economic gains. **Want of private sector investment** Tourism infrastructures need huge amounts of capital for their development and provision of these funds is difficult for the Government. The best choice would be to carry on with the activities to induce the private sector to take part in tourism development projects. For this to happen, a supervisory structure is essential which can describe the functions and duties of both partners, i.e. public and private sectors. Currently, no policy exists which can attract private sector investment in the tourism industry. **Impotence of tourism institutions** The management of tourism is a responsibility of the provincial governments/federal territory. Each province/federal territory has its own tourism department or cell, such as the Tourism Development Corporation of Punjab (TDCP), Tourism Corporation of Khyber Pakhtunkhwa (TCKP), Sind Tourism Development Corporation (STDC), Culture, Tourism and Archives Department Balochistan,

Tourism Department Gilgit Baltistan, AJ&K Tourism, and Archaeology Department. These organizations lack the capability for and expertise in the promotion, research, innovative growth, archaeology, and local culture/traditions. attracted in visiting to newly constructed sites. There are no appropriate plans for the development of new visiting sites. The unintentional development in and nearby tourist places is detrimental to the natural environment. The roads and railways have much-needed upgradation in their infrastructure. Tourist destinations tracks/roads are needed to repair and renewals (Baloch, 2007). **Lack of human resource development** The importance of human resource development and capacity building is recognizable in the tourism sector because it is a service-orientated industry which requires skilful manpower. Shortage of skilled workforce, fall-outs in low quality of services presented to the tourists as well as difficulty in maintenance of standards, discourage the tourists.

There is lack of a unified impend for assuring the provision of skilled human resource in the country tourism sector. At present, prominent universities in public sector are not offering degree-

level courses in tourism and hotel management. However, some private universities and colleges are offering degree and postgraduate level courses but having very low standards. Two institutions such as College of Tourism and Hotel Management at Lahore and Pakistan Institute of Tourism and Hotel Management at Karachi are offering short courses in travel management and hospitality, but these are ineffective to cope with global quality standards (Rana, 2015). Suggestions for improvement of tourism in Pakistan Improvement of law and order situation One of the key factors of tourism growth is peace and safety of the people in the destination economy. Global tourism is greatly reliant on peace and security (Pizam & Fleischer, 2002). The socio-economic fairness and the rules of law is a product of political economic system in the destination economy that insures safety and captivates foreign tourists that ultimately affects economic activities in the country.

The government should ensure a safe environment to the tourists during travelling and at tourist spots, so they can relish their holidays without any anxiety and concern. Unnecessary constraints for foreign tourists' movement may be eliminated and an institutionalized mechanism may be developed to ensure quick issuance of permits for trekking, mountaineering, and travel allied no objection certificates. The Federal and provincial governments should play a vital role to diminish terrorism activities for boosting the tourism activities in the country which in turn contribute to enhance income from tourism. The law and order situation in the country will be improved due to launching the Zarb-e-Azb and Radd-ul-Fasaad operations against terrorists. Health facilities The healthcare facilities offered in a country have a very significant effect on the health of people because a healthy local populace is more likely to be able to develop new businesses and upkeep the resources properly (ATDI, 2010).

The current health services are required to be enhanced and mobile hospitals/dispensaries should be retained in the tourists' hotspots and would be a source of relief for the tourists about their health uncertainties. Capacity building of tourism-related personnel Training programmes should be launched to train the guides and porters. Tour operators must employ trained guides and porters to provide ready assistance to the tourists. They must be proficient in conversation in Urdu and English languages, to assist the visitors as trustworthy guides. Capacity building training programmes for quality assurance should be carried out to improve the capacity of the staff of the department of tourism, tour and hotel operators, trekking companies' official, guides, and porters (Baloch, 2007). A Customer Relations Training programme is also arranged for officials of the Department of FIA, Customs, and Air Force Security Force to enhance the facilities delivered by these departments to the tourists. The NGO conservation institutions like the WWF and the IUCN may also work in association with the businesses' stakeholders and arrange short-term awareness training programmes on current issues of conservation to guides, porters, etc. (Ahmed, 2003). Establishment of code of ethics Even though everybody is glad to look at many visitors, no one is happy to look at heaps of rubbish at camp locations and also plastic bottles backside of hotels, trees cutting, latrine issue, paper dispersed beside tracks, inhabitants irritated with visitors for ped to ensure quick issuance of permits for trekking, mountaineering, and travel allied no objection certificates. The Federal and provincial governments should play a vital role to diminish terrorism activities for boosting the tourism activities in the country which in turn contribute to enhance income from tourism. The law and order situation in the country will be improved due to launching the Zarb-e-Azb and Radd-ul-Fasaad operations against terrorists. Health facilities The healthcare facilities offered in a country have a very significant effect on the health of people because a healthy local populace is more likely to be able to develop new businesses and upkeep the



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criteria. It should be noted that tourism is not an ordinary sector that can be developed contentedly, it is as vital as other industrial sectors. Further research is required regarding tourist demands and promotion to market the destinations. Pakistan has great potential for religious tourism; so the federal government and provincial governments should develop strategies to promote religious tourism in the world and establish plans to protect the religious sites and also offer hospitality and services to the tourists for seeing the sacred places. This will help to develop a positive image of the country. Professional education and destination development A tourist destination is a combination of diverse products in which benefits of various stakeholders are involved. Therefore, tourism professionals' involvement to a great extent is required, who have the capacity to run and manage the destinations. The destination is not simply a geographic area but it should be developed as a perceptual concept, which can be done by several factors including tourist education (Buhalis, 2000). Thus, education is equally vital for the destination managers and the tourists. There is a lack of tourism-specialized education facilities in the country. Only a few universities are offering master-level degree programmes pertaining to tourism management. It is very essential that the government should develop more educational institutions which provide education relating to tourism management. The training programmes should be launched regularly for capacity building of the officials working in tourism departments to obtain latest knowledge and enhance their skills. Trainings abroad may also be arranged to share the experience of the tourism industry's trends and management with other countries. At the university level, new courses should be introduced to educate the young generation on the significance of tourism. Tour operators play a role as front-line guides for the tourists; so they can be trained and are able to serve the tourists in the best possible ways (Arshad, 2015). Tourism infrastructure development Tourism has two types of infrastructure, i.e. hard and soft. Hard infrastructure consists of roads, airports, and lodging facilities, while soft infrastructure comprises accessible information on heritage and culture, trail maps, outfitters, ground operators, and training programmes for tourism manpower such as tourist guides, commentators, etc. Hard infrastructure may require huge investment for development that occurs over several years, while soft infrastructure needs only a little capital expenditure for development (ATDI, 2010). Khan and Rasheed (2016) reported that infrastructure is one of the vital elements for the tourists and tourism is tremendously linked with infrastructure; 1% rise in infrastructure adds 1.76% upturn in tourism. Better infrastructure is a very attractive factor for visitors to travel to different sites in the country's destination. Comfortable access to different places and remote areas enhances the trust of the tourists to travel to that country. Infrastructure is a vital component of a tourism package, e.g. road and airport infrastructures enhance the approachability of various destinations to visitors. A desirable communication infrastructure is pertinent, and it permits speedy and economical communication between the tourist and the destination country. It also offers maximum information about the tourist sites, thus decreasing doubt, fear, and wrong information. Energy infrastructure is also conceived as a most trustworthy element that enhances destination attraction. Due to the political disturbances, infrastructure has been affected badly in Pakistan. The political decision-makers should give priority to ameliorating the infrastructure and establish a better image of the country in the world. Another vital factor of tourism involves accessing the varied tourist sites with ease and safety. For this aim, the infrastructure of the host country requires to be finely planned. It should contain good transport services in the form of railway lines, airports, roads, seaports, communication facilities, shipping facilities, and lodging services. In 2005, there was great damage of infrastructure in many tourist

sites due to the earthquake. The government encountered several difficulties in the development of infrastructure and tourist places due to shortage of resources for restoration of the areas that suffered due to the earthquake. Furthermore, the war against terrorism is also utilizing a significant portion of the budget of the country. Energy catastrophes like load shedding of electricity, inadequate natural gas provision to vehicles and homes, and non-supply of basic tourism services are considered as elements of bad tourism infrastructure. The overall rank of air transport infrastructure of Pakistan is 99 out of 136 countries in the world. The quality of air transport infrastructure is 90/136, which is also not so good. Due to the China– Pakistan Economic Corridor (CPEC), most of the existing infrastructure of roads is going to be improved and new roads will be constructed and energy infrastructure is also expected to be improved. This will enhance the tourism activities in the country. Policy formulation and implementation The significance of policy development for any sector is obvious. Deprived of a precise policy and distinctly specified aims, the entire growth operation could become chaotic and aimless. In the 18th amendment in the Constitution of Pakistan, affairs of the tourism sector have been shifted to provincial governments. These have been imparting low priority to this sector. Presently, all provincial tourism organizations are incapacitated due to paucity of funds, shortage of expertise, and lack of concern by the government. Most provinces except Khyber Pakhtunkhwa (KPK) have not taken any serious steps to develop a provincial tourism policy. The current government of KPK has given much importance to its tourism sector. The government considered it the major cause of economic development and as a result KPK is now a favourite tourism destination for domestic and foreign tourists. For achieving this goal, in March 2015, the government of KPK publicized its first policy for tourism. This policy was written after consulting the main public and private sectors' stakeholders. The major goal of this policy was to launch KPK as a favourite tourist destination for national and international tourists and increasing the tourist rate at least by 10% in the following five years. Furthermore, the government had a goal to enhance the investment of the private sector, advance the quality of manpower, and develop a system for ensuring the quality of tourism facilities provided by the suppliers. An agenda for public– private partnership was set forth by the government to attract investments from the private sector in the hotel and tourism industry (Rana, 2015) For a systemic development of the tourism sector, the governments should develop broad tourism policies comprising socio-economic aims for tourism growth, promoting the involvement of public and private sectors, investment policies and rules and regulations regarding tourists and tourism. The main objective of tourism development should be to increase its contribution to the economy and society. It requires proper management of the tourism industry as one of the important sectors of the economy. Mismanaged or unmanaged development of tourism results in undesirable consequences rather than benefits. Therefore, proper tourism policies and their effective implementation are highly desirable to develop the tourism industry. Every government includes tourism in its development agenda because of its potential for earning foreign exchange, creating employment opportunities, and generating revenues. The capital requirement for tourism development is such that foreign investment will frequently be vital. The government should provide incentives to facilitate foreign investors in their investment in the tourism sector. There is also a necessity to develop a criterion for promoting local investments in tourism (ESCAP, 1991). Pakistan has a low ranking in the world regarding tourism facilities and safety; so the federal government should take necessary steps to re-establish the trust. In order to boost up tourism in the country, the government should establish proper policies by empowering provincial tourism

departments. This sector provides prospects of earning to the local people and will help to uplift the living standards. The movement of tourists will support the other commercial sectors for a progressive trade. Upgradation of standards of the hotel industry Hotels' structure could be upgraded with the cooperation of the International Hotel and Restaurant Association (IH and RA) according to the latest developments in this industry in the world. The federal government may also arrange conferences in collaboration with the IH and RA to share new ideas with international hoteliers of the world. Protection of beaches Currently, beaches near Karachi, like Sumiani and Manora, are heavily polluted and densely populated. The government should take necessary steps to control pollution by enforcement of law. If immediate action is not taken to save these beaches, newly established beaches at Gawadar and Pasni will encounter the same dire condition in the future.

Encouragement of public–private collaboration Tourism development requires huge finance which the public sector alone cannot provide; so public–private collaboration is necessary for the development of sustainable tourism in Pakistan. Private stakeholders should be involved in planning, establishing, and executing tourism plans for the management of destinations. The government should also give incentives to the private sector in the form of interest-free loans. Conclusion The tourism industry is considered as the backbone of the economy of any nation. It is turning into a great revenue-generating industry at the global level.

Pakistan is recognized as a country of adventure with natural amazing beauty, glamorous landscapes, lush green valleys and mountains, mysterious blue seas, and massive deserts. Pakistan offers all types of attractions with magnificent destinations to facilitate tourists but has been unsuccessful in developing its tourism industry. The substantial influence of tourism on the country's economy warrants the need for populace involvement. The economic growth of the country impacts the tourism growth which is revealed by the establishment of infrastructure such as tourism resorts. The government should take steps to create opportunities of employment, revenue, and income generation through economic activities for the local people by means of tourism development. The government should encourage the tourism industry for the development of fundamental infrastructure such as roads, air ports, a good transport system, and provision of tax inducements to the hoteliers and other industries related to tourism.

The government should also assure the safety and security of tourists (foreign and domestic) and establish sustainable tourism policies for stable tourism in the country (Khalil et al., 2007). Pakistan has very good prospects for tourism due to its history, variety of cultures, geo-strategic location, and beautiful lands. Pakistan offers four categories of potential tourism, i.e. religious tourism, archaeological tourism, adventure tourism, and ecotourism. However, the country has not yet achieved its incredible tourism potential. This can be realized from the number of tourist arrivals as compared to other countries of the world, especially South Asia. The share of arrivals and receipts is less than 1% of global tourists, while in South Asia the tourist arrival share is about 9% (Hussain, 2004). The meagre tourism performance can be principally recognized due to the persisting law and order condition in the country. During the 130 M. I. ARSHAD ET AL. Downloaded by [Muhammad Anwar Iqbal] at 04:05 10 January 2018 last two decades, the country has been subjected to several violent happenings which severely affected the tourism industry. In this competitive global atmosphere, it is absolutely necessary to exploit totally the various touristic wonders that Pakistan has to offer. Products and amenities should be provided, which are worthy, genuine, and distinctive.

Our aims for the tourism industry could simply be recognized if we can assure sustained profitableness for those people who are involved and secure their investment essential to proceed with the promotion of our products. The tourism sector has to adopt a principal part in conserving and improving the situation in order to safeguard tourism's largest commodity, and assure the on-going success of the industry. Communities and tour operators must form a powerful association and acknowledge each other's crucial involvement. To attain the required objectives, strong collaboration among the federal, provincial, and local governments, private sectors, and other concerned organizations is compulsory. It is concluded that in the current situation, Pakistan is losing the advantages of the tourism industry. The positive steps required by the government of Pakistan to promote tourism and develop the confidence of local investors, and domestic and international tourists are:

- (1) Government must ensure safety of the visitors/ tourists by eradicating terrorism. The amended law and order situation will surely change the image of Pakistan and encourage visitors to come.
- (2) Government should improve the infrastructure for transportation: roads, airports, and railways including visiting spots.
- (3) Government should publicize all visiting spots using social media to attract visitors.
- (4) Private–public collaboration may also be adopted to trap more investors. This appears to be the main approach to protect this industry from more worsening and achieving utmost advantages in terms of financial earnings and generating job prospects. The tourism industry can emerge as one of the key drivers of monetary retrieval and growth, and Pakistan give priority to its policy for establishing this into account. Disclosure statement No potential conflict of interest was reported by the authors.

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