

TOURISM AND SUSTAINABILITY

Tourism, Economics and Policy

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2019

5.9%

Contribution of
Tourism to GDP

BACKGROUND

- Pakistan is one of the few countries in the world which are blessed with a diverse inventory of tourism attractions.
- Tourism has always been on a relatively low priority by the government.

IMPORTANCE

Tourism can:

1. Boost the revenues of the Pakistani economy
2. Create thousands of jobs
3. Develop the infrastructures
4. Plant a sense of cultural exchange between foreigners and citizens.
5. Decrease poverty
6. Overall economic growth.

Religious

Takht e Bahi
Mohramurdou
Sirkap
Sirsuk

Shrine of Otero
Gurdaspur

Historical

Chauk Handi Tombs
hiran minar
Noor mahel
Rohtas fort
Wazir Khan Mosque
Mohen jo Daro
Tomb of Jahengir

Natural Beauty

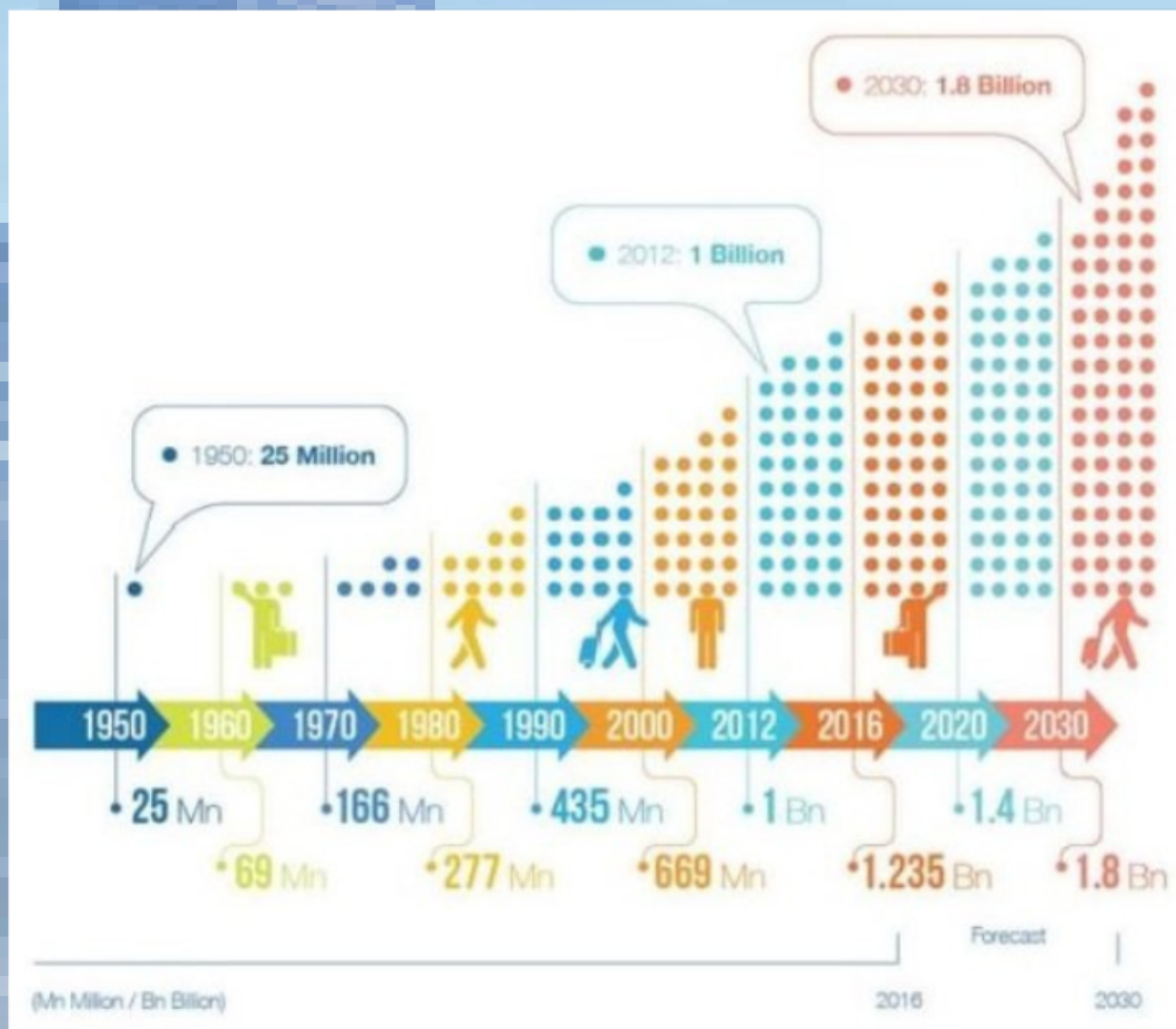
Coastal areas
Naran
Swat
Khaghan
Malam jaba
Trango tower
Deosai plain
Yarkhun Valley
Boyun Village



source: ProPakistani

CURRENT

situation of tourism in Pakistan.



source: Express Tribune

1. Pakistan's tourism industry is seeing a dip in its growth.
2. Tourism was at rest from Feb 2020 to current.
3. Reconstruction of PTDC hotel.
4. The \$ 52 billion joint venture (CPEC)
5. Hoteling industry is falling
6. \$100 million hotels building in Balochistan
7. Tourism industry contribution to Pakistan's GDP was 5.9%
8. Created 3.9 million jobs
9. \$300 million in upgradation of Balochistan.



data source: World Bank

**T&T
competitiveness
index
Rankings**

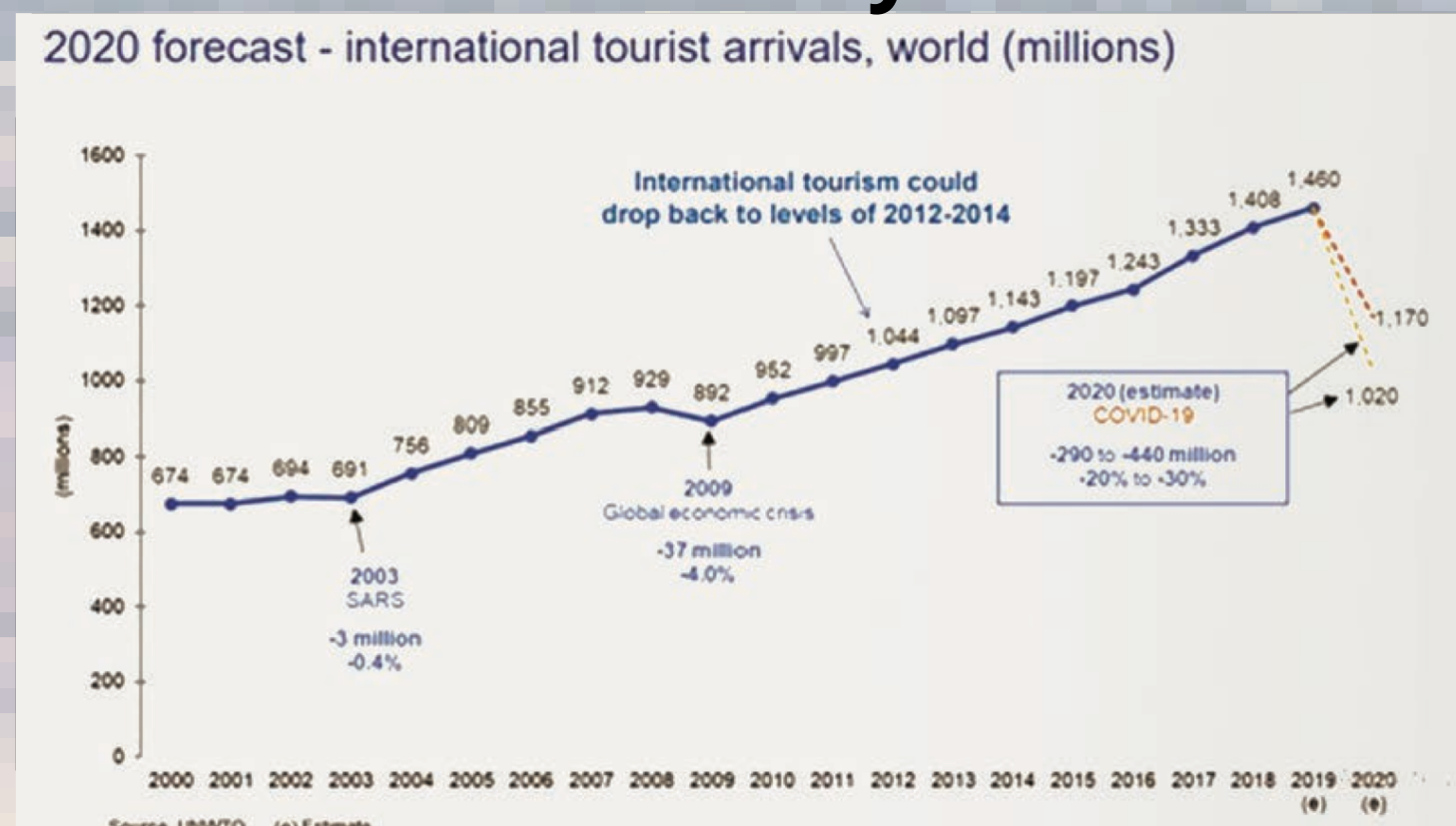
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Effects of COVID-19

Globally

On Tourism Industry of Pakistan



1. Hotel booking down to 45%
2. Hotel industry lost RS. 100 million in one month.
3. Employment levels falling.
4. CAA is said to have lost \$18 million.
5. 90% reduction in international tourism
6. PIA is on the verge of bankruptcy

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TOURISM POLICIES

of Pakistan (2018 - onwards):

- Task force on tourism (2018)
- Reconstitution of PTDC officials.
- Constitution of NTCB.
- Formation of NTCB working groups.
- PTDC improvement strategies
- Ease in visa policy.
- Promotion of religious tourism.



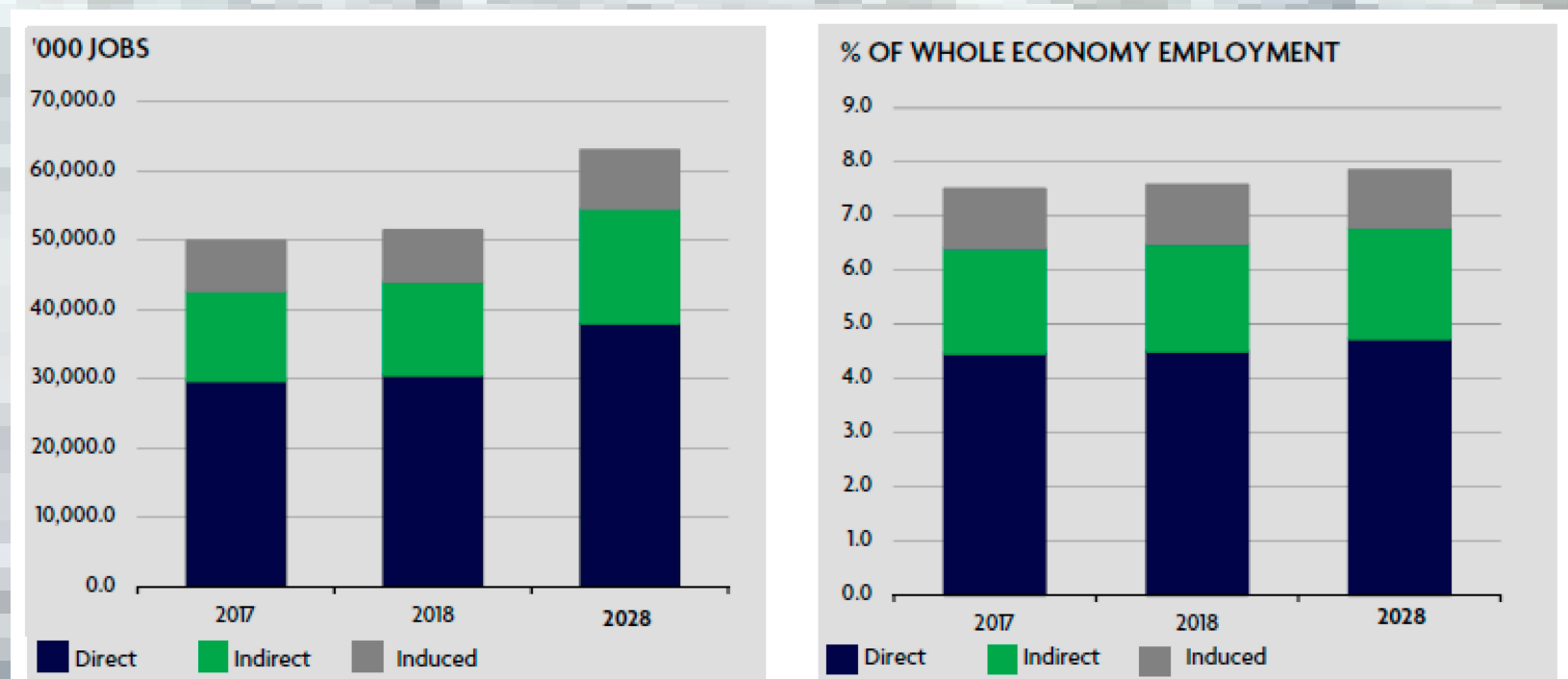
source: CEICDATA

Effect of these policies on the economy of Pakistan.

POTENTIAL

1. Infrastructure and security
2. Building and discovering new resorts in Pakistan
3. Sustainably development of tourist spots
4. Efficient work task forces
5. Governance of Tourism
6. Improvement of Pakistan's image.
7. Departmental co ordination.
8. More private sector investments
9. Enforcement of proper standards.
10. Effective participation in international tourism
11. Quarantine hotels

Employment level increase due to full potential utilisation



source: Int. J. Environ. Res. Public Health 2019

SUSTAINABILITY

Sustainable Tourism Foundation

1. Green Trekking campaign.
2. Indus River Dolphin Ecotourism.
3. Youth Environment Leadership Pakistan
4. Sustainable development goals.
5. Waste management
6. capacity building

Sustainable tourism refers to a broad range of tourism ventures that take into account ideas of sustainable development. Importantly, sustainable tourism development is supply driven rather than demand driven with consideration given to social, economic and environmental factors. It is planned within the carrying capacity of an area – both ecologically and culturally – and control of the development remains within the community as much of the economic benefits as possible.

Tourism Policies

Switzerland vs Pakistan

Switzerland

1. Coordination and cooperation
2. Productivity
3. Digital transformation
4. Investment incentives
5. Tourism friendly regulatory environment
6. Tourism labour market
7. Major events as a catalyst.

Pakistan

1. Task Forces
 2. Ease in visa policy
 3. Mandated departments
 4. Good governance.
 5. Tourism E-portal
 6. Promotional Activity
 7. National minimum standards
- Provision of transportation facility.



source: Express Tribune

Conclusion

The main purpose of this research was to examine the relationship between tourism and economic development in Pakistan. After using multiple secondary resources the conclusion to be drawn is that Tourism and Economic development are positively correlated meaning that if we work on our potential in tourism industry; Pakistan can witness huge change in its economic development and growth.