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Tourism in Pakistan: Policies, Potential and Challenges

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ABSTRACT

The current study explores the state of tourism in Pakistan as well as policies of federal and provincial governments in the regard. The potential of tourism in the country and challenges for this sector is also discussed in this study. It elucidates the Pakistan's position in international tourism index and policies launched for the promotion of tourism sector in the country. The study answers the question that what was the state of tourism in Pakistan as well as what were the policies, potential and challenges for tourism sector. The study was done by using the analytical analysis technique and concluded as that Pakistan is homeland of oldest civilizations of the world, numerous locations with picturesque beauty, uppermost foothills, distinctive art and craft, gorgeous culture, stunning heritage and voluminous religious places which had plentiful attraction for tourists around the world but its tourism sector could not be flourished due to lack of proper promotional measures, security and safety issues and various other factors.

Keywords: Tourism, Policies, Potential, Challenges, Promotion, Oldest Civilizations, Art and Craft, Heritage

Introduction of the Topic

The current study was the analytical analysis of the state of tourism in the country as well as policies adopted by the authorities for the promotion of the tourism sector. It was launched to explore the situation of the tourism in Pakistan as well as to evaluate the policies, potential and challenges in the promotion of the tourism. It presented a view that tourism sector was ignored by the authorities for decades and first ever tourism policy was launched by the first minister of Tourism, Yousaf Raza Gillani, in 1989 but he could not get chance to implement it due to political instability and regime change. The sector was again ignored for a decade and some measures were taken by the Musharraf government but it was damaged due to post 9/11 situations. After assuming the charge of the Prime Minister, Yousaf Raza Gillani once again focused the tourism and took measures for its promotion. A comprehensive tourism policy was launched in 2010 but it could not be implemented due to 18th amendment and transfer of tourism to the provinces.

Tourism in Pakistan

Tourism referred as socio-cultural, recreational and economic phenomena which associated with travel for leisure and leaving the routine environment. The tourist activity may be within region/country or outside the region/country. Tourism sector had become leading industry globally and various countries using their socio-cultural and archeological heritage as well as leisure, recreational and adventures points for enhancing their tourism. Although, tourism industry had to bear some occasional shocks but not for long and it was in developing mode since decades.

The volume of international tourist arrival was just 25 million US\$ in 1950. It was increased with the continuous efforts for developing the tourism destinations to 278 million US\$ till 1980. The struggle for tourism promotion was continued and international tourist arrival volume reached up to 0.52 Billion US\$ in 1995 and 1.2 Billion in 2014. As the international tourist arrival increased the volume of international tourism receipts was also

enlarged. It was two Billion US\$ in 1950 and gradually enhanced 105 Billion US\$ in 1980, 416 Billion US\$ in 1995 and 1250 Billion US\$ in 2014 (UNWTO, 2015).

The tourism industry was developed gradually in Pakistan during last two decades and arose as the foremost income-driving sector of the country like various other countries of the world (Rana, 2017). Different kinds of the tourism activities had been observed around the country and currently one billion US\$ were being contributed in GDP by tourism annually (CDPR, 2017). Although the volume of the tourism industry was increased during last two decades but it was lesser than other countries of the region. Pakistan was at 125th in ranking of tourism attractiveness among 141 countries of the world indexed in 2015 by World Economic Forum (WEF, 2015).

The ranking was not only measured due to tourism activities but the other factors effecting the tourism in the territory also measured and compared for having real time position. The tourism was indexed by manifest factors which reduce tourism activities at all, except price competitiveness. Pakistan was indexed 138th in safety & security, 138th too in labor market, 130th in environment, 123rd in tourism policy and travel conditions, 120th in prioritizing Tourism by authorities, 102nd in hygiene and health, 107th in tourist infrastructure development and at the bottom of all in sustainability (WEF, 2015). All the factors affected the tourism industry and its overall growth in the country. A gradual efforts to overcome these areas was observed in the country after 2009 which resulted into betterment of tourism industry progressively.

Pakistan's efforts for enhancing tourism in the country remained successful and country jumped up gradually for better position in international ranking. Not only infrastructure was developed but environmental issues resolved, safety & security concerns were addressed, labor market and hygienic foods were enhanced. All the measures resulted into 124th position in 2017 and with gradual betterment 89th position in 2019. Pakistan scored best ranking in 2021 with 83rd position as well as third best in South Asia after India and Sri Lanka. India was ranked on 54th and Sri Lanka at 74th position. Following Pakistan

Bangladesh fourth in South Asia and at hundred in the world, as well as Nepal fifth in South Asia and 102nd in the world (PTDC, 2022).

Due to host of factors, the state of tourism in Pakistan was lesser than prospects and potential as compared to analogous countries (Manzo, 2016). The direct share of tourism in country's GDP was 1250 Billion rupees in 2010, 1500 Billion in 2015 and 1550 Billion (just 2.7 percent of total GDP) in 2016. The goal was set 2750 Billion for 2016 but could not reach due to numerous reasons (CDPR, 2017). The official and unofficial figures of year 2019 and 2020 differentiate with each other but both showed decrease from previous years.

According to unofficial sources, in 2019 the tourism industry contributed 2438 Billion (5.7 percent of GDP) but it was decreased in 2020 to 1874 Billion (4.4 percent of GDP) due to various internal and external factors (Khan et al., 2022). The official report of Pakistani authorities differentiated with unofficial data. According report issued by Pakistan Tourism Development Corporation, in 2019 3051 Billion Pakistani Rupees equal to 18727 Million US\$ (5.8 percent of GDP) was contributed by tourism industry. In 2020 the share of tourism industry decrease rapidly and it was 2020 Billion Pakistani Rupees equal to 12400 Million US\$ (just 3.9 percent of GDP). A slight increase in 2021 of tourism share was observed in terms of figures as it was 2080 Pakistani Rupees equal to 12769 Million US\$ but in real it was continuity of decrease as shown by share in GDP as 3.7 percent of totally economy (PTDC, 2022).

The employment share of tourism industry was also decreased in 2020 as compared to previous years. It was 2737 thousand in 2015 (CDPR, 2017), and increased to 3930 thousand in 2018. The employment share was continuously decreased in 2019 and 2020 too but a slight difference was observed in official and unofficial data. According to unofficial sources it was 3446 thousand in 2019 and 3063 thousand in 2020 (Khan et al., 2022). But official data showed that the employment share of tourism was 3890 thousand in 2019, a slight decrease to 2018 while 3360 thousand in 2020 and 3340 thousand in 2021 (PTDC, 2022). In 2016, Pakistan set the target to double the tourism share in GDP and employment in ten years but it could not be met due to certain reasons. The target of continues increasing

the tourism share in GDP and employment remained intact only for two years 2017 and 2018, after that it was a huge decrease was observed.

Foreign Share in Tourism of Pakistan

Pakistan's enthralling tourist destinations had attractions not only for local tourists but also for foreigner too. The foreigner came to Pakistan for visiting the engrossing sights of the country while domestic tourist paid recognizable share in GDP and human capital of the country. The foreign tourists played significant role for developing the region especially in regard to travel and tourism growth. The foreign tourism also played significant role to enhance the GDP, strengthen the country's economy and foreign exchange. There were 1081 million foreigners visited tourist points around the world in 2014 but less than one million (just 965317) tourists visited Pakistan among them (CDPR, 2017). It was increasing figure as compared to 557000 foreign visitors of year 2000 but not according to its potential.

South Asia was considered second largest tourism attraction region for international tourists which were 21 percent share of the global foreigner tourists in 2014. During the year 17500 thousand foreigners visited South Asian countries and only 5.5 percent visited Pakistan. International tourism indexing organizations considered it much lesser than country's tourism potential. Pakistan's share of foreign tourism was lesser than all the tourist attraction countries of the region including India which had 44 percent, Iran 28 percent and Maldives seven percent (Rehman, 2015). Pakistan decided to improve its conditions for tourists after that and too various initiatives in this regard.

The figures of foreigners' visits to Pakistan were increased to 1247 thousand in the year 2015 and they added 1500 Billion rupees share in GDP of Pakistan (CDPR, 2017). The share was gradually increased till 2019. During the year 2016 total 1686 thousand foreigners visited Pakistan, 2457 thousand in 2017, while 3376 thousand in 2018 and 3583 thousand in the year 2019. After that a decline was observed in foreigners' visits and just 163 foreign tourists traveled to Pakistan in the year 2020. A slight increase was observed in 2021 than previous year and 1859 tourists travelled to visit the historical and adventures places of

Pakistan (PTDC, 2022). The figure of foreign tourists was slightly increased in the year 2022 to 1918 but could not reach to the figure of year 2018. The experts particularized the reasons behind this decline that international economic decline as well as COVID-19 pandemic situation affected the tourism around the world as well as discouraged the tourists for traveling to Pakistan (Khan et al., 2022).

The figures of foreigners showed that Pakistan got gradual increase in attention of the international tourists from 2015 to 2018. A slight increase was also seemed in the year 2019 but after that decline had to face in 2020. The tourism industry was suffered with COVID conditions in 2020 but some other factors also hit the situation too. The Afghan conditions also affected the Pakistani tourism position; especially foreign tourists avoid taking risks and did not travel to Pakistan. Measures for making Pakistan safest tourist place were resulted into response of tourists as well as international tourism agencies and magazines. Conde-Nast Traveler's declaration for Pakistan as "Best Holiday Destination" (PTDC, 2022a) and award of "Friendliest country on Earth" (Jamal, 2017) by Backpacker Society Britannia were two big examples of it.

Domestic Share in Tourism of Pakistan

Pakistan adopted the policy to encourage the domestic tourists for traveling and visiting the tourism destinations within country. The domestic tourists travelled towards tourism points at large and put their share in promotion of tourism industry of the country. The domestic tourism had been considered more distinct activity as compared to foreign tourism globally. There were more than 46 million domestic tourists visited heritage, religious, ecological, socio-cultural, adventurist and other tourist sites within country in 2009. After that Pakistan planned for making conditions of tourism better and took initiatives in this regard.

Pakistan recognized the importance of domestic tourists for promotion of tourism industry and focused to develop the tourist destinations accordingly as well as promote the heritage, ecological and adventurous points in local potential market. The exact data of domestic tourists may not be available because large number of people traveled by their own

conveyance. The tourism authorities developed the data by entries of cultural points, museums, heritage places and travel agencies' reports.

A gradual increase in visits of socio-cultural as well as heritage sites and museums was observed from 2010 to 2021. More than 1594 thousand domestic tourists visited cultural sites in 2014. The figures were increased steadily and reached 6636 thousand in 2018. A slight decrease was observed in 2019 and 5583 thousand people visited these sites. The figures were counted as 2363 thousand in 2020 and 4082 thousand in 2021. The same trend observed in visiting the museums as 1774 thousand people visited different museums in 2014 and figures reached gradually to 2712 thousand till 2019. The year 2020 observed a slight decrease as 1206 thousand people visited museums and 2007 thousand visited in 2021 (PTDC, 2022).

The domestic share in tourism was also increased gradually during the last half a century. The real boom in domestic tourism was observed after the 20th century, especially from 2010 as the 18th amendment passed and tourism management was transferred from federal to provincial governments and heritage development to provincial as well as local bodies. From 2010 to 2019 a continuous increase in numbers of domestic tourists was counted but a huge decline hit the tourism industry. The basic reason was COVID-19 but some other issues were also experienced in the last months of the year. From the year 2021 a slight increase in number from the last year was reckoned but very low from the previous decade.

Tourism Potential in Pakistan

There were huge potential and assorted strengths in Pakistani tourism industry. The region had various tourist catching points like, architectural and archaeological sites, highest mountains, possesses nature, astonishing culture, amazing handicrafts, appealing festivals, gratifying fauna and flora for all seasons, opulent natural possessions along flavors of different weather conditions and four seasons to explore the areas. Fascinating religious,

archeological, architectural and socio-cultural heritage was also another plus point of the region which enhanced tourism potential especial for heritage-lovers around the world.

Pakistan was enriched in regard to religious, socio-cultural, adventures, archeological, sports, and echo tourism destinations and domestic as well as foreigner tourists visited the sites. It was homeland of oldest civilizations, numerous locations with picturesque beauty, uppermost foothills, distinctive art and craft, gorgeous culture, stunning heritage and voluminous religious places which had plentiful attraction for tourists around the world (Punjab Government, 2017). Pakistan was declared as “best holiday destination” by Conde-Nast Traveller, an international travel magazine (PTDC, 2022a). The country was endowed for enormous topographical and environmental beauty as well as for amusing and assorted tapestry of socio-cultural and religious heritage, especially in Punjab, KPK and Gilgit-Baltistan (Rana, 2017).

Pakistan tourism was seemed cheapest for foreigner tourists as US\$ had value of more than 250 Pakistani rupees in 2021. There were various chains of restaurants, hotels and motels around the country, especially at tourist points with high quality and lowest prices as compared to advanced countries. Holiday Inn, Marriott, Serena, Sheraton, Centurus were some of the examples of hotel chains in the region. The international food chains like McDonald, KFC, Burger King, Pizza Hut, etc. as well as local delicious food flavors were also available around the country for fascinating the tourists with cheapest rates than famous tourism points of developed countries (Personal Communication, Tariq Mahmood (Former Director Lahore Museum) on 12th September 2022). The low value of Pakistani rupees as compare to foreign currency, especially US Dollar, British Pound, Euro, Franc, Leu, Krone, Koruna, Lats, Lira, Denar, Dirham, etc., had made shopping quiet cheap for foreigners. Pakistani Leather goods, handicrafts, decoration items, carpets, embroidered shoes/shirts, Pashmina shawls, jewelry and gems had especial attraction for foreigners (Punjab Government, 2016).

International Attraction in Heritage Sites of Pakistan

Pakistani heritage sites had eminent attraction of domestic and international tourists visiting and observing the structure of ancient and medieval societies. The archeological and architecture heritage in Pakistan was beguiling for tourists around the world and they travel to visit them. The ruins of Mohenjodaro, Mehargarh, Harrapa and Taxila attracted the nature lovers, researchers and scholars for studying the earliest settlements on earth and civilization development in ancient times (Baloch, 2007). The people from around the world arrived in Pakistan for visiting the ancient as well as medieval heritage sites.

The international tourists visited the heritage sites of Pakistan including Taxila ruins, Swat Stupas, Monasteries of Dir and Buner, Buddhist religious heritage of Peshawar. Mohenjodaro, Harappa and architectural sites were also been visited by the local and foreigner tourists. The authorities were also promoting the archeological, archaeological, epics, sculptural and architectural heritage of the region for tourism perspective which gradually enhanced the tourist activities in Pakistan (Rehman, 2015). Recently discovered Buddhist Stupas in Swat had great attraction for aficionados of Buddha and their clasp would be caught sooner. These Stupas had great importance for Buddhist people as well as ancient heritage lovers (Sardar, 2016).

The data clearly showed that not only local but also foreigner tourists visited the heritage and cultural sites as well as museums of Pakistan at large. A gradual increase was observed since 2019 but the year 2020 seemed a decline in this regard. COVID-19 and some other reasons hit the tourism in 2020. Due to COVID the numbers of tourists coming in Pakistan were decreased at large in the year 2020. In the year 2021 a slight increase was observed than 2020 but was very low than 2018 and 2019. There were number of reasons for lower number of tourist but aftershocks of COVID, visa policy of Pakistan, lower grade hospitality facilities were key problems which hurdle for increasing the tourism in the country.

Tourism Policies in Pakistan

The tourism was dealt in Pakistan by central government since its independence in 1947. The heritage division was also managed by the federal authorities but some heritage sites were under the control of provincial governments as well as local bodies. The first ever serious step for tourism in the country was taken after 25 years of independence as the tourism division was established at ministerial level by President of Pakistan Zulfikar Ali Bhutto in 1972 (Rehman, 2015). It was part of Ministry of Minorities and Religious Affairs at that time and Raja Tridiv Roy was its first ever minister (GOP, 2010). It was run under the said ministry only for four years and disbanded due to various reasons.

The tourism division was separated from Ministry of Minorities and Religious Affairs in 1976 and made the part of Commerce Ministry (Rehman, 2015). Mir Afzal Khan was its first ever minister (GOP, 2010a). The Ministry of Culture, Archeology, Sports and Tourism was formed in 1977 by the Bhutto government and Noor Hayat Noon was appointed its minister (GOP, 2010a). In 1987, the ministry was reshaped as “Ministry of Culture & Tourism” and Aslam Khan Khattak was appointed its minister (GOP, 2010b). Ministry was reshaped in 1989 and Ministry of Tourism Division was established on 21st March 1989. Yousaf Raza Gillani was appointed fist minister of Tourism Division (GOP, 2010c). The tourism ministry was jointed with Sports in 1993 and again reshaped as Ministry of Culture, Sports, Tourism and Youth Affairs in 1997. In the year 2004, Prime Minister Shaukat Aziz decided to establish Ministry of Tourism (GOP, 2010d), and various steps for the promotion of tourism promotion were taken.

At federal level, the ministry of tourism was remained till February 2011 and dissolved after that. By passing of 18th amendment in the Constitution, the tourism and related matters became provincial subjects. The federal tourism ministry was dissolved on 11th February 2011 with the dissolution of government of Prime Minister Yousaf Raza Gillani. The later Prime Minister Raja Pervaz Ashraf, Mian Nawaz Sharif and Shahid Khaqan Abbasi did not establish ministry of tourism as well. Prime Minister Imran Khan also did not form tourism ministry and tourism was dealt as provincial subject in his early three

years but he appointed a Special Assistant on Tourism on 31st December 2021 (GOP, 2022). The next government under premiership of Shahbaz Sharif also continued the appointment of Special Assistant on Tourism (GOP, 2022a).

The tourism became provincial subject by passing of 18th amendment in 2010 and federal Ministry of Tourism was dissolved on 11th February 2011. After that the tourism departments were established in all four provinces as well as Gilgit-Baltistan. Pakistan Tourism Development Corporation (PTDC) was established in 1970 and it was in working yet (Rehman, 2015). The Tourism Development Corporation Punjab (TDCP), Sindh Tourism Development Corporation (STDC), Tourism Corporation Khyber-Pakhtunkhwa (TCKP), Khyber-Pakhtunkhwa Culture and Tourism Authority (KPCTA), and Directorate of Tourism Baluchistan were established after the 18th amendment.

The first Tourism Policy of Pakistan was articulated after the 43 years of its independence in 1990 by Benazir Bhutto government (Elahi & Khan, 2021). The policy was formed with the especial attention of Yousaf Raza Gillani, Minister of Tourism at that time (GOP, 2010c), and various steps for tourism promotion as well as development of infrastructure, road network and tourist sites were suggested. But the change in political administration hurdled for implementation on it. The future government just focused on one part of the policy, environment protection of heritage and tourist sites (GOP, 1990). The policy bound the authorities for ensuring the preventive measures to save the heritage and tourist sites from ecological and environmental issues and just point of the policy was implemented by authorities. The policy especially suggested launching of awareness programs and courses at different level for promotion of tourism (Elahi & Khan, 2021), but it could not be implemented (Rehman, 2015).

The itemized objectives of policy could not be achieved due to various political and administrative steepchases and economic growth planned by promotion of tourism in policy could also not be attained. The proposed plan for including the courses in text books was also failed because of changing in implementing authorities and overall loss had to bear the tourism sector. The policy also emphasized for infrastructure and road network

development of tourist sites but this task was also not achieved in the upcoming political and administrative circumstances of 1990s (GOP, 1990).

After the ten years of first tourism policy, “Tourism Master Plan” was prepared with the collaboration of United Nations Development Program (UNDP) and World Tourism Organization (WTO) in the year 2000. The ministry consulted experts of different fields and stock holders in the tourism for having information and suggestions in this regard. Services of a highly qualified consultant were also hired for preparation of the master plan but it was just remained a draft and no practical work was observed (Rehman, 2015). Government also included the subject of tourism development and heritage preservation in 10 year Development Plan initiated in 2001 and enunciated strategy to promote and preserve heritage and culture in the country (Akbar et al., 2020).

In the year 2010, the second tourism policy was drafted by tourism ministry during the government of Prime Minister Yousaf Raza Gillani (Elahi & Khan, 2021). The policy gave a comprehensive plan for the promotion of heritage as well as tourism around the world. The measures for the preservation of heritage and tourist sites were also suggested and complete plan for branding Pakistan as world tourist site was drafted. The policy also categorized the prospects, challenges, limits and risks of Pakistani tourism industry. The development strategies and marketing plan were also discussed with the economic linkage of tourism industry with fiscal position of the country. The PPP model was especially suggested for development of tourist sites (GOP, 2010e). The tourism policy 2010 gave a comprehensive plan for development of tourist industry in the country (Rehman, 2015). It had comprehensive strategies but could not be implemented due to dissolution of federal tourism ministry as well as transfer of power regarding tourism and heritage preservation from central government to provinces after 18th amendment. Mr. Atta ur Rehman was the last federal minister of tourism, he served in this position till 11th February 2011, after that the ministry was dissolved and powers were transferred to provinces (GOP, 2013).

The tourism became totally provincial subject after the 18th amendment and federal tourism ministry was dissolved in early days of 2011. The National Tourism Policy passed in

2010 could not be implemented and federal government instructed the provincial administration for actions in this regard. As for provincial concerns, tourism sector was not established in provinces and provincial administrations were not bothering this sector as beneficial for economy. There was not a single tourism policy from any province till 2011. Tourism ministries were also not developed in provinces at that time. Tourism corporations or departments like that were working but working at very low level.

The Khyber Pakhtunkhwa (KPK) was the first province of Pakistan who launched its tourism policy. It was launched for implementation in 2015 and have comprehensive plan for promotion of tourism sector in the province (Government of KP, 2015). The government took various initiatives for development of tourism sectors and related fields as well as offers several facilities for private sector investing tourism industry. Implementing the policy, the KP Culture & Tourism Authority was also formed and all relevant sectors were kept under it.

In Punjab, the tourism development corporation Punjab (TDCP) was formally established in 1987 but it was not working at larger scale and just looking after the affairs of few heritage sites, like Lahore Fort, Lahore Museum, Harappa Site, Taxila Museum, etc. The TDCP was suffering with lack of finances but it was ignored by the government for decades. The tourism sector got special attention of provincial government in 2016 and Chief Minister issued special funds for its promotion and development. TDCP took initiatives for developing the various tourist sites including Soon Valley, Patriata, Khewra, Changa Manga, Koh-i-Salman, Darawar Fort, etc.

Punjab government planned for comprehensive tourism policy in last week of 2017. It was drafted but meanwhile the political setup was changed and work could not be completed. The first ever tourism policy of Punjab was prepared in August 2019 and launched for implementation (Government of Punjab, 2019). The different stakeholders were consulted for the policy and relevant departments were instructed for measures to implement that but change in political setup again hurdled in it.

The Sindh has not yet launched tourism policy (Tunio, 2022, January 02); the same situation is in Baluchistan. The Sindh Tourism Development Corporation (STDC) was launched in 1991. Its working was held for couple of years in late 1990s and early years of 21st century but again kept on way in 2008. The STDC took various initiatives for promotion of tourism and development of heritage sites including Mohenjo-Daro but lack of comprehensive tourism policy hurdling the promotional activities there.

Challenges for Tourism in Pakistan

Although Pakistan has huge potential of tourism but it was not flourished due to immense challenges. The central as well as provincial administrations could not take actions to meet these challenges and there is core need for immediate measures to deal with these issues.

The international tourism could not be flourished in Pakistan due to security threats and safety issues for foreigners, especially in the Northern sides of the country. There is need for permanent policy for meeting the security issues in the country. The tourism, especially international tourism, has direct link with federal government and its policies but there is no any authority for dealing with the tourists' affairs and tourism sector at central level. The coordination unit between provinces was also lacked.

The tourism dealing agencies and departments of different provinces were not centrally linked. There is no any mechanism for inter-department dexterity. The tourism sector in Pakistan has huge potential for flourishing and tapping. Due to various fiscal policies the business community hesitates for investing in tourism sector which is core need for flourishing the tourism industry in Pakistan.

Pakistan has different policies for dealing with tourists belongs to different countries. Getting the Pakistani visa was also difficult for people of different countries. The non-cooperative behavior of the Pakistani diplomats was also shocking for Western people and they avoid traveling Pakistan in their leisure times. The tourism was needed proper promotion and

marketing efforts and strategies but it was lacked in Pakistan. There must be complete policy and setup to promote the tourist sites by using the traditional as well as digital media forums.

The infrastructure at the tourist sites was not according to the international standards. There is need to maintain the tourists sites as required to catch the attention of international community. Pakistan is lacking unskilled human resource for tourism and hospitality and promotion of tourism industry required proper trained human capital. Pakistan ignored the international tourism expos and festivals and did not participate in most of them. The international tourism fairs would be helpful for promote and elevate the tourism sector of Pakistan and Pakistani tourist agencies must not ignore them.

Conclusion

The study presented a view that Pakistan has huge potential of tourism. It is the homeland of oldest civilizations of the world, numerous locations with picturesque beauty, uppermost foothills, distinctive art and craft, gorgeous culture, stunning heritage and voluminous religious places which had plentiful attraction for tourists around the world but the country's position in tourism index is very low then its potential and heritage value. The country gain attention of limited number of foreigner tourists and limited economic share which is the questionable and thinkable point for the authorities. The study also explored that Pakistan made its first ever tourism policy after 42 years of the independence and could not focus on promotion of heritage and tourism at large before that. The first tourism policy, made under the supervision of Tourism Minister Yousaf Raza Gillani, could not be implemented and considered for two decades due to political instability. The second tourism policy was finalized under the supervision of Prime Minister Yousaf Raza Gillani in 2010 but could also not be implemented due to devolution of powers under 18th constitutional amendment as tourism sector became provincial chapter after that. The study also reconnoitered that tourism industry in Pakistan could not be flourished due to lack of proper promotional measures, security and safety issues and various other factors.

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