Tourism Industry

Tourism is a phenomenon whereby 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.
5. Management of tourist attractions.
6. Marketing and publicity at International level.
7. The feasibility of developing transport and communication.

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 Charted 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.
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 Mosuqe
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/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

**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
- 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.

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:

1. Tourism is one of the world’s fastest growing industries. More attractions and facilities for tourists must be built to help Pakistan develop.

2. 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 raw materials)
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:

1. **Hotels and tourist resorts need to be developed along the Sindh coast to bring foreign exchange and boost the economy.**

2. **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)