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TOURISM'S CONTRIBUTION TO PAKISTAN'S SOCIOECONOMIC GROWTH

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Abstract- An essential industry for economic stability around the globe is travel and tourism. History, culture, and geography contribute to Pakistan's worldwide tourist attractiveness. Money, employment, and foreign currency are all generated by international tourism, which ultimately leads to economic growth. Pakistan's foreign tourism has not seen a significant increase in recent years. This research looked at how the tourist sector contributes to the country's social and economic growth, the problems it confronts in doing so, and the Government's contributions to the tourism industry to assure social and economic development.

Keywords- Tourism, Tourism in Pakistan, Challenges faced by Tourism, Growth in GDP by Tourism,

I. INTRODUCTION

1.1. Background

The subcontinent was called Pakistan on August 14, before it gained independence from British India. With its rich cultural heritage, stunning natural landscapes, abundant freshwater resources, arid landscapes, towering mountains, shimmering deserts, friendly locals, and welcoming locals in the countryside, Pakistan offers a diverse range of travel options for its four provinces [1]. These options include tribes, tranquil lakes, picturesque towns, and charming cities. Pakistan has an advantage over India, Karakoram, and the Great Himalaya in the overall number of mountain peaks because of the Hindukush's position in Pakistan's Northern Areas. Swat, a Pakistani area, is sometimes referred to as Asia's Switzerland because of its neutrality, stability, cleanliness, and safety. In Pakistan's Hunza and Chitral regions, a group is known as the Kalashas, who claim descended from Alexander the Great Army, utilized their religion to defend their hamlet during the Mogul Empire. [1] British archaeologists have discovered ancient settlements in what is now modern-day

Ancient towns from the Gandhara and Indus Valley civilizations, such as Mohenjo-Daro in Pakistan, maybe Found nearby. There are many varied cultures, rituals, traditions, and festivals that may be explored and savored by tourists to the nation, in addition to the country's mix of ethnicities, racial groupings, and demographics.

The many components of tourism must be studied to discover their influence on economic growth. Explore the tourist industry's untapped potential. These researchers expect that their research will shed light on how the economic effect of tourism may be compared across nations near our own and those that are far away. To acquire a worldwide perspective on people's opinions and impressions of tourist places beyond Pakistan, the survey was done in two additional locations, one of which was Pakistan. The following divisions are expected to use the following departments to use the survey findings and outcomes.

The PTDC's role in enhancing and supporting the country's overall tourism and meeting the demands of tourists and the country's public image abroad.

- An office of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) works to conserve and preserve World Heritage sites in Pakistan. They will make financial contributions and tourism donations to allow the board to check programs. They can sell Pakistan's tourism to the rest of the world.
- It will also provide the data to the media to raise the various viewpoints of Pakistan to the country has to the general public to enhance its tourism. Additionally, it will provide individuals outside of Pakistan the opportunity to learn about Pakistan and see the country's other notable locations and showcase them to international travelers [2].

Other possible sources of information that could be used during the processing of primary and secondary data collection, including but not at the time of gathering, include selective tourism data-sharing People refuse to disseminate information for several reasons, including concerns about personal and/law enforcement privacy problems. And it is much more troubling since the data was not maintained adequately in the years before that period. I had to pull together the previous fourteen years of tourism data and link it to the current state of the various reports and blogs and see what trends I might identify. Secondly, getting tourists to Pakistan was a difficult proposition due to the current chaos in the country[3].

1.2. Literature review

In Pakistan's tourism history, there have already been more self-aggrandizement on the side of the country's



business. Switching from one militant doctrine to another is what this [represented by other communist radicals] means. As a result of the lengthy, this is the outcome of our leadership's focus on external solutions to our issues, which has led to an externally produced malaise in every aspect of our life. To put it another way, a country that chases after others can only ever catch up. Specific sources say that most victims, or political/victims as they're known in some circles, have a mental illness when they want social and economic reform as a method of conformity or compliance. Too many individuals were excluded from the industry due to the boycott, which led to the liquidation of the company and the establishment of widespread segregation in residential and industrial housing. Due to today's hectic pace of daily life, many of us have come to recognize and reevaluate our lifestyles [5]. Government improvement chances once again question governments and their people whether their priorities are on enhancing citizens' quality of life are aligned.

1.2.1. Role of current Government in reviving tourism in Pakistan

We can see that the Tehreek-e-Insaf (PTI) is putting a lot of effort into promoting tourism now that the new Government has taken office. It is mentioned in the PTI's platform that the party would bring unique commercial and social advantages to Pakistan that have never been witnessed before. As soon as the new administration took power, the opposition party began spreading its message through social media platforms. According to recent sources, following the launch of Covid 19 manufacturing, the Government intends for this choice to have no negative impact on Pakistan. How much money do you think it'll take for the travel business to go bankrupt? The country's image will be improved, and its GDP will benefit financially and in terms of employment due to more international visitors visiting Pakistan. There's no denying that Pakistan's tourist industry benefits significantly from the country's rich culture, traditions, and natural resources. Despite this, the American people have not yet had a chance to take action because of the cost-sharing between the public and private sectors, limited advertising, inadequate infrastructure, and poor infrastructure. In 2018, the Government made a significant statement that the most growing industry around the competitive globe has now become the sector of travel and tourism over the last twenty years. According to historical records, a program on international politics that focuses on global economic development and growth in the 1950s, the business was still in its infancy. It will help the city's economy grow faster if it attracts more than 25 million tourists a year—one billion people who just passed and are expected to quadruple in the next 30 years. To be more competitive on a global stage, countries need to expand this industry inside their boundaries to a greater extent. The

newly revamped website of the Pakistan Tourism and Development Corporation was recently enabled to urge investors and employers to establish a base in the place. It acknowledges Pakistan's capabilities to expand the number of appealing travel assets from the northern to southern areas.

For this reason, it is also essential to compete in global and international markets for a broad range of goods. Pakistan has an incredibly diversified habitat for both plants and animals. The Hindu Kush and the Indus Basin have vast expanses of semi-decidual wetlands, substantial semi-arid coasts, semi-desert coniferous areas, and continuously snow-covered regions semi-subtropical highlands and inland semi-deserts. Indigenous species and those migrating through the site are all part of this study's focus. The administration has always taken advantage of this chance because of long-standing political rhetoric. The short-term implications of the country's objectives and strategies are critical, while the long-term consequences are less critical. Furthermore, it is vital to lead future wealth creation to avoid escalating generational disparities. These acts have become so ingrained in Pakistani culture and geography that it's hard to imagine them occurring anywhere else.

1.2.2. Tourism generates economic stability.

In 2020, when the council of travel along with tourism all over the globe reports that the industry increased by 3.5% in 2019 and now accounts for 10% of global GDP for the last nine years, it may have greater relevance in terms of travel and tourism. It is one of the top three foreign trade industries, alongside chemical and energy products, whose total exports in 2016 amounted to approximately \$1.6 billion. Over the last five years, the industry has generated 25 percent of global economic output. It employs 25 percent of the world's workforce, thus generating \$8.9 trillion (10.4 percent of global GDP). The World Tourism Organization (WTO) reports that in 2018, inbound tourism was the fastest-growing industry in the Asia-Pacific[6]. This can contribute an estimated \$435 billion to the country's tourism economy, depending on how traveler spending increases over the next few years. Just next to Europe, this region is known for its growth rate in tourism, and it contributes significantly to the country's overall economy. The revenue generated by international travel to Pakistan represents only one-over-one-hundred-and-thirty-and-two-fifty-two million dollars and some change for each one percent of the U.S. dollar spent on tourism (2017). it does not sound very promising, but on the contrary, an examination of tourism shows the complicated nature. This also reveals that this is just a smaller picture of a much larger project[7]. The overall spending on global tourism only accounts for 28.7% of the amount spent on all foreign travelers. Domestic spending constitutes most expenses, but 72.3% of the overall budget. International tourism refers to people



visiting other countries. The term 'international visitors' is equivalent to 'tourists' traveling outside of their country. I think this is the perfect moment for Pakistan to get started. Since it is so crowded, Pakistanis choose to fly, but the middle class wants to get more access to foreign destinations; it is difficult to penetrate. As of 2005, Pakistan's population was roughly 212 million. Up to two and a third of the world's demographic increase by 2050, the "expanded middle class" is expected to account for about one-half of the world's population by that time[5].

1.2.3. Risks in Pakistan Tourism Industry

Also, full consideration must be given to the numerous possible risks associated with unsupervised tourism growth in this promising market to utilize its full potential completely. Recent studies by the travel agencies indicate that the population segments most easily affected by increased tourism growth are those with an increasingly growing middle class. All these countries are classified as high-risk based on the threat of climate change, tourism, and poorly functioning Government and previous problems contribute to it. There are things in place in Pakistan that meet most of these specifications, but it is critical to establish prevention plans before you can gain protection from damage to tourism. After the launch of the tourism sector, on the one hand, though, the repair of misinformation and harm to the infrastructure and, on the other hand, the adjustment of operating plans and programs have proved to be considerably more costly. Recent surveys, which promise that attractive destinations can generate large quantities of tourism revenue, have discovered that the intangible (or hidden) cost of dealing with tourists, especially expenses related to tourism infrastructure, could be among the final destinations to price-conferring fees. Another result is the impacts on the climate, changes in local ways of living, and a burden on traditional resources. In the present context, it is not unreasonable to see Murree as a tiny industry segment that may damage the place and the longer it lasts. They've also been struggling with their new numbers of visitors' heavy garbage flow due to the old city's waste-handling capacity having failed to keep up with their load, and their old systems (not yet able to accommodate too many users) have begun to crumble. A construction activity, solid waste production, and wastewater generation could do severe or irreversible damage to the local ecology. It could also serve as a significant and lasting benefit to the ecological services [8]. Most emerging countries are highly susceptible to these issues, such as poor or non-existent facilities in the area of solid waste management, electricity production, as well as, solid waste collection, water supply, and sanitation. Besides, tourism would lead to rising prices, increased population, and reduced private privacy, the influx of visitors, would put the city under strain. As developed

countries introduce tourism management, they only focus on the factors affecting tourism, including the costs of adding tourists. Still, they don't give much consideration to external operational factors. The phrase "managing and expanding the current network" usually describes what an airport and transportation authority does for vacationers, companies, or similar travelers. The Pakistani Government frequently goes astray by excluding these four principles from a new tourism strategy. It should also pay more attention to environmental services such as the maintenance of natural resources, wildlife, raising the health of human communities, conservation of the environment, and dealing with air and water resources[9]. While many people have great hopes for the increasing tourism population's influence on society, experts see it as particularly fragile, which leads to preservation and conservation of culture in most instances. There would be tangible, social, environmental, and/historic properties, as well as natural ones, on the Government's list of proposals for discussion. Let us hope they are not; no action can be taken if they are killed, and who knows what good this terrible legacy could do to future generations of Pakistanis.

1.3. Risk Management

A strategic approach is required to ascertain the terrain's authenticity and prepare and execute a strategy to ensure Pakistan's tourism industry thrives while maximizing gains and mitigating risks. The UNEP and WTO recommend the following approach when considering destination sustainability plans.

- A thorough examination
- Follow-up actions involving a diverse group of stakeholders
- A critical long-term strategy
- Appropriate labeling has global and local ramifications
- Encourage environmentally friendly consumption
- Sustainable development and quality equality

The tourism industry's wide variety of challenges is also addressed in the United Nations Sustainable Development Goals (UNSDG). Not only is the Government of Pakistan taking up a foreign engagement, but it will also resolve the problems of the world due to poverty, hunger deprivation, and equal opportunities among women and men. There were a lot of issues [10]. It will establish concrete recommendations for sustainable development for Pakistan through the realization and focusing on indigenous concerns such as the Sustainable Development Goals of the United Nations (SDG) and the United Nations Environment Programme (UNEP). It then implemented and manufactured best practices and solutions to minimize harmful risks and tourist costs. Some local legislation, social and cultural aspects, climatic conditions, and availability of resources



should be considered when constructing this enforcement course. The final approvals model would need to strike a strong balance between legislation and market development [9].

1.3.1. Post Covid-19 effect on Pakistan Tourism and Regional stability

The rest of the world is now addressing Covid-19's impact on the tourism sector. What we are aware of, though, is the closure of borders, the cancellation of flights, and the great destruction of the whole tourism industry. Pakistan National Airline (PIA), one of the most bankrupt airlines in terms of risk of bankruptcy, has lost 25 billion Pakistani rupees, which the Civil-Aviation Authority considers to be a loss (only within two weeks after the shutdown). Highly closed, stressed, unable to pay salaries, and even face bankruptcy are the world's hotels, resorts, and small and medium-sized businesses. Covid-19 already has over 100,000 cases and over 2,000 deaths. In hospital patients, enrolled patients run out of beds. The Prime Minister said that most worryingly, in August 2020, these cases had not peaked[11].

1.3.2. World Tourism Organization

The Organization for Tourism in the World predicts that the world tourist population will be reduced by 20-30 percent by 2020, which can lead to a significant blow for the developing tourism sector in Pakistan, seeking to promote GDP. According to Covid-19, it is forecast that Pakistan's GDP would fall by 13.6 percent in the 20th fiscal year and that the lack of temporary work will be 11.5 million people in distress. Around 50 percent of the population may fall into poverty under high-impact conditions—sustainable poverty. The roles of international organizations, including the World Tourism Organisation and the World Health Organization, are apparent after reviewing its far-ranging economic and company effect and say that the public's well-being should be prioritized as the tourist industry is reopened. The openness of the tourism industry is one of the goals of our crisis management working group, which establishes standard operating procedures. However, we do not have to wait till the conclusion of Covid-19. Under Premier Imran Khan's leadership, we want to present the next budget so that various equipment exempt from customs taxes may be used in hotel kitchens and across the hotel industry. Our goal is to increase tourism's share of the country's GDP from 2.9 percent to 7-8 percent. In the subsequences of this fatal pandemic, new approaches for stabilizing the economy are required. And be sucked into ever more appealing building designs. The Government must recognize these capabilities, and military authorities may develop creative solutions [13]. The measures taken will now be included and measured in the performance sheet.

1.4. Research methodology

The study has been divided into five sections:

- Introduction and literature review
- Methods selected for the study
- Providing results and findings
- Detailed discussion and analysis
- Policy implications and Conclusive remarks

1.4.1. Research framework



Figure 1: Research Framework

II. PAKISTAN TOURISM INDUSTRY AND CHALLENGES

2.1 Summary

Major fields that depict the country's financial statement are linked to this ever-growing industry, which generates considerable indirect income and encourages foreign investment in trade and infrastructure developments. Pakistan's wide cultural, geographical, and biological variety and long history make it an ideal tourist destination. Tourism has become a significant source of revenue for many countries. Several tourist attractions in Pakistan include Swat and Malam Jabba Valleys, Bahrain, Kalam, Shangla Valleys, and other geographical ranges and historical/archaeological sites such as Gilgit-Baltistan Hunza Valley and the Neelum Valley. For example, the Gilgit Baltistan and Swat Rivers offer excellent trout fishing. At the same time, traditional Shandur Polo tournaments, paragliding, rock climbing, Jeep safaris through the Cholistan Desert, and crabbing in the Arabian Sea round out Pakistan's diverse list of tourist attractions [14].

Pakistan's tourism industry was the subject of a Round Table debate at the Adventure Complex Islamabad on



February 16, 2017. This roundtable discussion was organized by the Pakistan Tourism Forum (PTF), a think tank dedicated to Pakistani tourism. Diverse stakeholders, including travel agencies, tour operators, hotel and transportation companies, academic institutions, and non-governmental groups, met at this meeting to discuss how Pakistani tourism may be reenergized [15]. The main topics of the conference are summarized in this report.

In the post-18th Amendment age, the tourist industry in Pakistan faces several challenges. Pakistan's tourist sector has been elevated to a priority industry, converting it into a driver of economic development and employment creation [9].

International tourism has become a significant source of income for many developing and disadvantaged nations. Many instances of how a flourishing tourist industry may help a country's economic growth and development. Pakistan's natural beauty, cultural variety, and rich history make it a fascinating place to visit. Focusing again on this high-potential business and adopting worldwide best practices to make it an economic development engine and job creation are long overdue.

Due to internal turmoil, an external danger posed by India's bordering states, and terrorism, Pakistan made significant investments in the growth of its tourism sector, which is then effectively exploited to become a sought-after travel destination.

Because of its magnificent natural beauty, cultural riches, and unsurpassed hospitality, Pakistan has been ranked a top 2020 travel destination by publications such as Forbes and Condé Nast Traveler.

WTTC's Pakistan 2020 Annual Report states that Pakistan's tourism sector contributes more than 5.9 percent of GDP, or Rs2.285 trillion.

Travel and tourism support a total of 3,881.9 (6.2%) jobs in the economy, with significantly more opportunities and potential undiscovered [16].

The WTTC reported that international tourism generated Rs116.2 billion in economic impact.

The rebounding tourism industry also aided in the reintroduction of 'British Airways' to Pakistan more than a decade after they ceased operations.

Fifty countries currently have visa-on-arrival options, while 175 nations have online visa applications. Travel visas and tourism have been increased due to this policy reform. Several countries have determined to establish themselves as favored tourism destinations.

Pakistan's Prime Minister Imran Khan has approved for Zulfiqar Bukhari to lead the National Tourism Coordination Board (NTCB) and some organizations like Pakistan Tourism Development Corporation (PTDC). In Pakistan, the eye-catching aspects of tourism are majorly focused on archaeology and history, nature, adventure, and religion. Certain obstacles continue to impede Pakistan's tourist industry's expansion [17].

Apart from the numerous obstacles confronting Pakistan's tourist sector, this document focuses on the central issue of weak tourism governance and other significant problems facing the country's tourism industry. As long as there are unanswered questions about tourist management, the industry will not maintain itself long-term. Consequently, a comprehensive national tourist strategy and plan must be developed to encourage cooperation between the federal and provincial governments. An organization must have a common purpose and vision to use its tremendous latent potential effectively.

Immediately after Pakistan's 18th constitutional amendment was passed, a significant hole was left behind due to poor preparation. Establish an agency that includes representatives from provincial tourism departments, the AJK Tourism Department, private sector trade associations, and key federal government departments such as the Planning Commission and Pakistan Railways to close this gap.

2.2. Challenges encountered by Pakistan's tourism industry

Apart from the central issue of tourism sector governance in Pakistan, members of the Pakistan Tourism Forum (PTF) identified the following key challenges confronting the country's tourism industry during a round table discussion on February 16, 2017, and made recommendations for sustainable tourism development and promotion in Pakistan. Pakistan meets all of the criteria for developing an autonomous tourist industry, with a growing workforce and a culture renowned for its hospitality [17].

Despite its enormous potential, tourism has never been fully prioritized in Pakistan, both federal and provincial levels.

Numerous potential roadblocks must be overcome before the sector can fully realize its potential in this lucrative yet complicated market.

2.2.1 The negative perception of Pakistan as a tourist destination

Security concerns have harmed Pakistan's worldwide reputation as a tourism destination. While in a few areas of the country, judiciary concerns still present, actually far outweighs perception, and domestic and international media fabricate unnecessary sensationalism to increase viewership. Diplomats issued travel advisories based solely on media reports and have no firsthand knowledge of ground realities. This negative reputation serves as a significant deterrent to international tourists visiting Pakistan and domestic tourists [19].

2.2.2 Low Priority to Tourism Sector

Governments at all levels, including the federal and provincial, have never focused on promoting Pakistan's tourism sector. By the World Travel and Tourism

Competitiveness Report, Pakistan is ranked 120th in government priority for tourism (T&T). Pakistan's T&T prospects were ranked as the world's 123rd best.

2.2.3 Security and Safety of Tourists

The primary impediment to tourism promotion in the country is insufficient peace and security. With security officers stationed on major thoroughfares and in strategic locations throughout towns and suburbs, tourists become fearful and avoid certain regions. It is customary to provide security escorting to foreign tourists who do not request it. This strategy endangers and discourages tourists. Additionally, even if their visas are valid, foreign tourists must obtain NOCs from Provincial Home Departments to visit most tourist destinations. Obtaining a NOC is inconvenient and time-consuming, deterring visitors from traveling within the country [21].

2.2.4 Depleted infrastructure

Limited road access, an undeveloped hotel sector, and route network, and a lack of essential tourist services are among Pakistan's most urgent problems at present.

Infrastructure such as airports, road access, road transportation, railway lines, planes, and service providers like restaurants and hotels and motels and local tour guides and agencies are crucial to the expansion of tourism [22].

Government agencies and laws aimed at boosting the image of Pakistan's infrastructure industry have been lacking. There are a variety of tourist attractions planned by the present administration and parking, boarding, and housing facilities that will be built in the future.

Due to recent natural catastrophes, the tourist sector has experienced significant losses in several regions, especially in mountainous areas, including physical damage to buildings and equipment and the company's closure. This has negatively impacted the country's tourist infrastructure. Damage to access roads, unreliable electricity, inadequate sanitation at tourist locations, and a lack of effective solid waste management have all contributed to the problem. It's been over two decades since the nation has done anything to build new tourism attractions. Travelers inside the country are always looking for new areas to visit; thus, a shortage of exciting new tourist sites hurts the industry's bottom line. Lack of sufficient tourism destination expansion planning plays havoc on the natural environment and cultural legacy of countless tourist locations, and uncontrolled development occurs inside and around these areas.

2.2.5 Underdeveloped hospitality sector

A lack of government regulation and security concerns have kept the hotel industry from developing as much as it might. Several hotels and restaurants in the nation do not presently comply with appropriate certification criteria that assure the quality of services.

To guarantee that the hotel sector's standards are maintained, the implementation rules ensure that state-of-the-art services are provided, representing the tourist industry's change.

2.2.6 Lack of Promotion and Marketing

Pakistan possesses the necessary characteristics, such as natural beauty, to be considered a valuable tourist attraction; however, one significant impediment to Pakistan's growth as a tourist destination is a shortage of promotion and marketing. There has been a failure to plan meticulously for promotion through foreign and domestic media. Tourism professionals have expressed concern that tourism publicity has remained disorganized and ineffective and that the entire marketing effort has been subpar due to a lack of experience and funding.

The inability of Pakistan to market itself as a viable destination

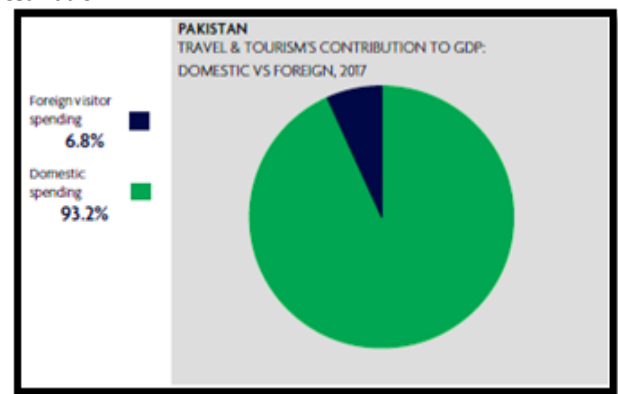


Figure 2: GDP contribution for Domestic vs. Foreigner

Pakistan has been unable to successfully charm tourists despite being rich in enchanting and mind-blowing historical God-gifted beauty with an archaeological and cultural heritage for the previous six decades. These tourist locations may prove to be a catalyst for the rapid creation of a Pakistan tourism brand. We have struggled with an identity crisis and have been unable to articulate who we are and how we differ from India, the land we have been a part of for millennia. For example, Dubai and Egypt exemplify authentic Arab culture, but China is the Middle Kingdom. Regrettably, we have been unable to develop and market our differentiated offering. When a traveler considers a particular country, an image forms in his mind [24]. For instance, Malaysia's marketing strategy is centered on the brand name 'really Asia' and has yielded positive and inspirational results over the last few years. Social media engagement may be crucial in promoting Pakistan tourism's brand name via a collaborative marketing strategy that uses available resources. The attached pie chart compares foreign

tourist spending (6.8%) to domestic tourist spending (93.2%).

2.2.7 Lack of Human Resource Development

Deficiency in the growth of human resources is one of the most pressing issues affecting Pakistan's tourist sector. Tourists are turning their backs on the country because of a lack of skilled workers and infrastructure, as well as a subpar level of service.

2.2.8 Difficulty in getting a Pakistani Visa

Travelers have difficulties acquiring a visa to Pakistan because of the country's tumultuous geopolitical situation. The issue becomes much more acute when Pakistan is only accessible via India and Afghanistan, preventing thousands of tourists from getting to Pakistan via road. However, to entice visitors from outside, most nations have adopted an E-Visa scheme. The number of international tourists visiting India has surged dramatically since the country's recent implementation of an E-Visa program for citizens of more than 120 nations [25].

2.2.9 Ineffective participation in international tourism events

Regrettably, Pakistan has been inefficient in its participation in international tourism exhibitions. Pakistan was ranked approximately 125/136 in the 2017 Tourism Competitiveness Report for its efficacy in branding and marketing to attract tourists. These figures are dismal and demonstrate that little effort has been made to capitalize on Pakistan's unique natural landscape. Additionally, the individuals who represent tourism at such fairs are unrelated to the tourism industry. Pakistan must drive itself to attend such fairs and exhibitions by looking to India, its neighbor. The graph, which depicts international tourist receipts as a percentage of GDP, also demonstrates that, even in comparison to other South Asian countries (1.7 percent – 1.8 percent of GDP), Pakistan (0.4 percent – 0.7 percent of GDP) has struggled to attract and impact international tourists.

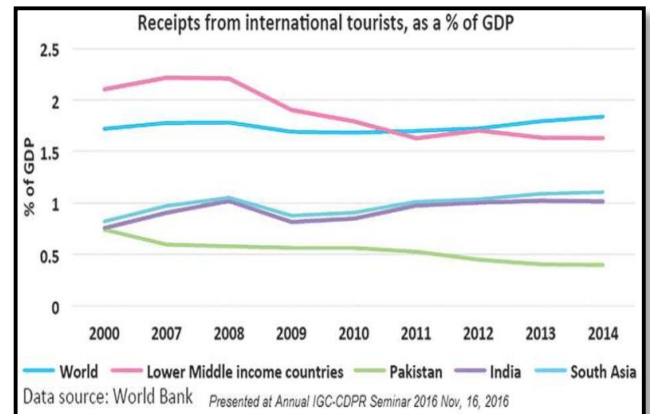


Figure 3: Global GFP Contribution for Tourism

2.2.10 Unexplored religious tourist sites

Many other faiths are represented in Pakistan's population of around 211.2 million, including Buddhism, Sikhism, and Christianity.

Several well-known Buddhist constructions in Pakistan, such as Bhir Mound, Sirkap, Jandial Temple, and Julian Monastery. The Dharmaraja Stupa and Monastery is one of the most well-known.

Pakistan's most cherished and essential religious sites are those of the Sikh faith, including the burial of Baba Guru Nanak, who laid the establishment of the Sikh religion. There are also three of The most well-known Gurdwaras in Pakistan: the Gurdwara Darbar Sahib in Kartarpur, Narowal; the Panja Sahib Gurdwara in Hasan Abdal; and the Rori Sahib Gurdwara in Eminabad, Gujranwala.

In contrast, favorite tourist and local landmarks are Lahore's St Andrew Church-Stained Glass and Sacred Heart Cathedral, Karachi's Holy Trinity Cathedral, and Multan's Night View of St Mary's Cathedral & Bishop's House.

Pakistan has never used any of these options since so many [27].

2.2.11 Lack of inter-departmental Coordination

There are numerous departments and ministries affected by tourism, including the home department, the foreign office, planning and development, commerce, the natural environment, wildlife and forests, civil aviation, railroads and local governments, and highways and roads. Tourism is a cross-cutting issue that touches on these areas and more. These organizations and ministries continue to work in isolation, unaware of the possible synergies with Tourism. There is countless potential for low-cost tourist growth that is wasted due to this.

2.2.12 Insufficient private sector investment

This industry's infrastructure and amenities require a significant amount of capital to construct. As a 'developing

country,' the Government has struggled to devote sufficient financial resources to overcome this impediment.

Unless the business sector participates in tourist development projects, this obstacle cannot be addressed. The Government usually struggles to provide enough financing for tourism infrastructure development. This problem may be solved by directing private sector funds into large-scale public-benefit projects. Establishing clear lines of authority between public and private organizations is essential in this situation. Currently, no such strategy exists to encourage private sector tourist investment.

Policy to stimulate private sector investment in the tourist industry does not yet exist.

2.2.13 The inability of Governments to work as a facilitator

The TDCP, Punjab's primary tourism management organization, on which our discussion will concentrate, is primarily concerned with operating its commercial enterprises. It is responsible for a sizable number of motels. They run Murree, Lahore, Rawalpindi, Multan, and Bahawalpur tours. The point to emphasize here is that the Government is acting as a competitor rather than assisting and regulating the private sector [29].

Similarly, the Pakistan Tourism Development Center (PTDC) has strayed from its primary mission of promoting tourism and assisting private sector investment to generate revenue. It is sure that when a provincial government or the public sector begins providing tourism services, private investment will be squeezed out. While the federal and local governments have attempted to establish public-private partnerships (PPPs) in recent years, they have been unable to secure significant investment. No significant joint venture in the tourism sector has been observed. This graphic demonstrates the lack of investment, as it shows that investment in tourism increased by only 5.2 percent in Pakistan in 2018, compared to a South Asian average of 6.6 percent in the same year.

TRAVEL & TOURISM INVESTMENT		2018 % growth
15	Bangladesh	8.0
20	Nepal	7.6
34	India	6.7
35	Indonesia	6.6
	South Asia	6.6
53	China	6.2
78	Thailand	5.2
80	Pakistan	5.2
	World	4.8
88	Myanmar	4.6
102	Sri Lanka	4.3
113	Malaysia	3.9

Figure 4: Travel and Tourism investment Growth in 2018

III. IMPACT OF TOURISM ON PAKISTAN'S SOCIOECONOMIC GROWTH

3.1 Introduction

[1] Pakistan's socio-economic growth has been heavily influenced by tourism. Touring locations that do not harm the local people or environment and positively affect the climatic, cultural, and economic circumstances of an area or nation is considered tourism. General travel, local transportation, housing, entertainment, shopping, and food can involve tourism. It may include leisure, business, and family travel [4, 5]. The sustainability of tourism development has now been universally agreed upon, but there remains debate on how this might be done [6].

Summary: As follows: this traveling industry has a place in leading business and expanding industries around the globe, which can give a lot to everyone. This area plays a significant part in enhancing a nation's economy. Increased tourism flows can increase and favor the economic benefits for countries, particularly in GDP and jobs. In many South Asian countries, tourism is trendy, and tourism is the driving force for socioeconomic expansion and GDP growth. The study took place from 1990 to 2015. Dickey's and Phillips's additional tests (Perronroot tests) were performed to determine if the analyzed variables had been stationary. The data analyses were based on Johansen's regression and cointegration methods.

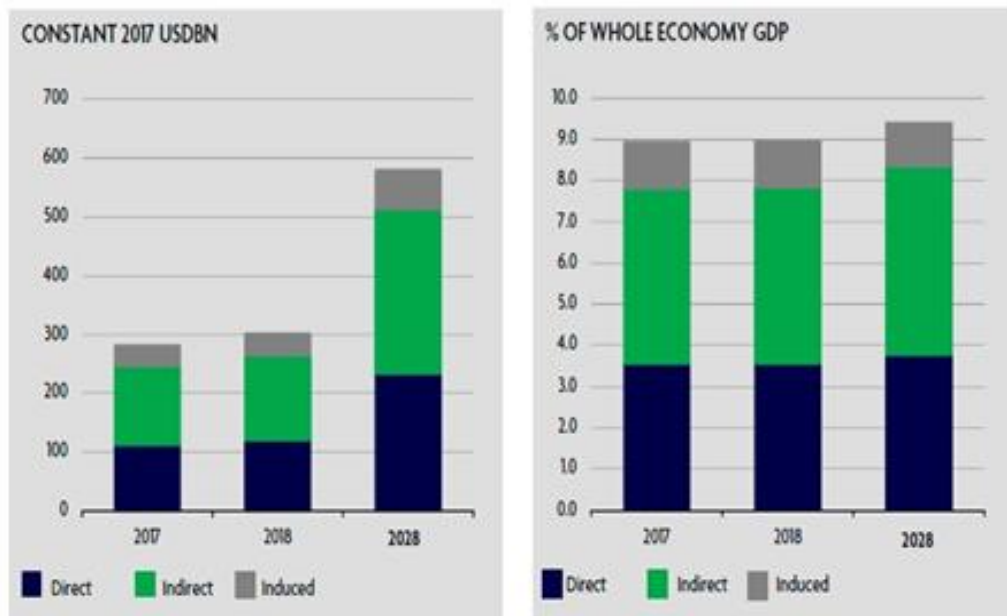


Figure 5: Source: World travel and tourism council, 2018. SOUTH ASIA: Total contribution of travel and tourism to GDP

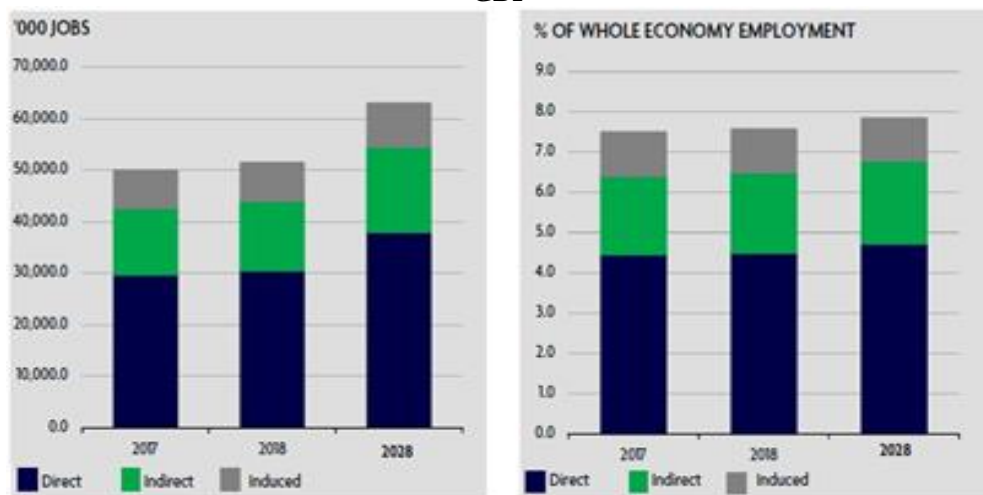


Figure 6: Source: World Council of Travel and Tourism, 2018. SOUTH ASIA: Total contribution to the economics of travel and tourism

The significant findings from this study reveal that both the economic growth and the employment sector have shown promising, positive, and significant growth in tourism and that the variables under consideration have a long-term link. This study shows that policymakers should focus on strategy. Due to its vast potential, it promotes tourism across the region. This new report also covers policy and achievable research goals.

3.2 Pakistan Tourism

Pakistan is renowned for tourism in the South Asian region. Pakistan is a lovely country with an ever-growing tourism sector [7]. Pakistan is genuinely enthusiastic about the developing globe. This ancient city's cultural and historical legacy is evident. Ayubia, Gilgit, Chitral, Lulusar, Dudupatsar, Shogran, Kaghan Valleys, Paras, Sharan, Shinu, SaifulMuluk, Parbat-e-Kaghan, Supat and the rest of ancient mountains in the country, the Jaba, Kalam, Swat, Balakot, Malam[10]. In northern Pakistan, there are many places of splendor and magnificence. The remnants of these



regions are an unbelievable assortment of gorgeous rivers, mountains, seas, and valleys [9]. This area's heritage is excellent. Karakoram, Hindukush, Himalayas, and Pamir are mountains in the Nordic regions. Trekking, biking, riding, and walking. There are also several miracle rocks and streams that attract plenty of tourists over the year. It is sporadic to observe the combination of outstanding natural attractions, rich socioeconomic systems, and the recorded history of the Himalayas and the Hindu areas [6].

Pakistan has announced record growth in international tourism. All tourist markets have a total of 808,000 visitors. The above graph is up 24.4 percent from the past couple of years. In 2017, there were 1.75 million tourists to Pakistan, according to the data. According to the Pakistan Tourism Development Company, 30 percent of tourists on highways are domestic (from Pakistan), while nearly 90 percent only go 8,5 percent and 1,8%, respectively. In 2017, the World Tourist

Variables	Mean	Standard deviation	Minimum	Maximum
EMP	6.538	0.938	4.5	7.67
GDP	9.749	3.701	2.5	13.9
Tourism Growth	11.78	0.999	10	13.8

Table 1: Growth data

The organization projected that tourism revenue in Pakistan was \$19.4 billion, or 6.9% of GDP. WTTC estimates that by 2030, this will rise to thirty-six point one billion. This is predicted to rise in 2018. Pakistan's tourism growth is intended to help the country's poor people. The impacts of tourism on the country's economic development are positive and are expected to continue to do so [11].

According to the findings, tourism in South Asia has boosted the local economy and created new jobs. Eight nations make up South Asia: However, we've decided to research Pakistan. Various specialists in different countries carried performed further research [13]. However, tourism and economic development are no longer the focus of studies in South Asia.

3.3 Hypothesis

Adnan et al. [9] investigated the long-term link between Pakistan's tourist revenue and economic development. The authors of this study examined yearly data spanning 1971 to 2008. According to studies, despite the importance of tourism to Pakistan's economic growth, it barely increased between 2006 and 2008.

1st Hypothesis (H1). In tourism, there is a clear correlation between annual and socioeconomic growth.

2nd Hypothesis (H2). More the tourists visit, more are the employment opportunities.

3.4 Methods

3.4.1 Data and variables

Observational research on the influence of sustainable tourism on Pakistan's socio-financial progress and employment was conducted from 1990 to 2015. The current study used annual tourism growth as an independent variable, with jobs and GDP as dependent variables. Because of the impact of the time series, some stationary or non-stationary variables may also be included in this study. In this study, before the entire series was determined to be merged, a root test was conducted, i.e., ADF.

The first strategy was to use a quantitative assessment of the model for bivariate regression to find out the empirical relation between two variables and the hypothesis test [17]. Second, a cointegration analysis established a durable association between these variables. E-view 9 was employed for statistical review and economic framework estimates.

3.4.2 Outcomes

Descriptive statistics/ data and matrix for correlation



Variables	Mean	Standard deviation	Minimum	Maximum
EMP	6.538	0.938	4.5	7.67
GDP	9.749	3.701	2.5	13.9
Tourism Growth	11.78	0.999	10	13.8

Table 1: Variable Descriptive Statics and Correlation Matrix

Table 1 below provides the variable descriptive statistics and correlation matrix. The table illustrates mechanisms, deviations from default, and relationships. These matrix results agree with the initial analysis [18, 19]. Multi-linearity was generally relatively weak and not severely affected [20].

3.4.3 Unit Root Test Results

In contemplation to exclude the probability of results being non-stationary, it was required to test the unit root of the variables. The widely agreed unit root test of GDP, jobs, and yearly tourism growth sequence (Tour g) was adopted by

ADF and Dickey and Fuller. The test was based on the following regression estimate:

$$\Delta y_t = \alpha_i + \delta y_{t-1} + \lambda \beta \Delta y_{t-1} + e_t \quad \text{Equation 1}$$

When α is the initial variation, Y is the series, t is a time pattern, α is a constant, n is the number of lags of the expected variables, and e is the error term.

Table 2 illustrates results that represent that the value of levels was unstable. Exploring it furthermore shows that first-order differences were in GDP, EMP, and Tour g. Over three series, this first-order difference was produced to minimize data fluctuations. Three new sequences, the root test results of units, were provided in table 3, GDP unit, EMP unit, and _Tour g unit.

Variable	ADF Level	P.P. Level
Root Test Results of Sequence Level Values		
GDP	2.210278	2.450704
EMP	4.871852	4.922699
Tourism Growth	3.740363	3.793420
Root Test Results of Sequence First Order Difference		
Δ GDP	5.826917 (0.0004)	5.903267 (0.0004)
Δ EMP	10.34191 (0.000)	14.01308 (0.000)
Tourism Growth	9.125041 (0.0000)	9.842097 (0.000)

Table 2: Root Test Results

Results from Table 2 of the ADF and P.P. showed that GDP, jobs, and tourism growth were stationary, not at their level but on the first level. Thus, the same order was used in both test variables (1).

3.4.4 Regression Analysis Technique

A methodology for regression analysis and the same technique as in [21] is utilized to inspect the outcomes of tourism on socioeconomic growth and Pakistan's employment.

The model is defined below:

$$Y_i = \beta_0 + \beta_i x_i + \varepsilon \quad \text{Equation 2}$$

Where Y_i = dependent variable, X_i = independent variable, β_0 = intercept, β_i = coefficient to be estimated. The suggested modified regression model is shown by the equation represented below:

$$\Delta GDP = \beta_0 + \beta_i \Delta Toug + \varepsilon \quad \text{Equation 3}$$

$$\Delta EMP = \beta_0 + \beta_i \Delta Toug + \varepsilon \quad \text{Equation 4}$$

Model Specification, where = initial difference, GDP = domestic gross product, Tou g = yearly tourism growth, β_0 = intercept, β_s = coefficient estimates and ε = the word error.

The table below demonstrates that p-values are 0.000 and under 0.05 ($p < 0.05$), which suggests a notable contribution to the yearly increase of tourism and GDP. Furthermore, the t-statistics values were near the 1.96 cut-offs [22, 23]. The yearly increase in tourism prompted the R-squared value to fluctuate GDP by 5%. The explanatory variables were likewise associated with the predicted variables considerably and positively [16].



Dependent Variable: ΔGDP				
Variable	Coefficient	Standard Error	t-Statistic	Probability
C	21.95028	6.134822	3.577981	0.0015
$\Delta Tour$	2.690465	0.51887	5.185067	0.000
R-Squared	0.528348	Durbin Watson		1.330163
F-Statistic	26.88492	Prob. (F-Statistic)		0.000026

Table 3: Regression Analysis of Tourism Growth and GDP.

The employee variable was the employment rate and an increase in independent yearly tourism, as demonstrated in Table 4. The p-value (0.04), according to the analysis, was below 0.05. The results reveal that every year the growth in tourism in Pakistan has made a significant contribution and has caused an increase in the rate of employment. The R²

number suggests that 15% of jobs are attributed to tourism growth. The beta was positive, and the association between annual tourism growth and employment was excellent and favorable, and we thus accept the alternative hypothesis and reject it. Richardson [24] observed the same tendencies in his study.

Dependent Variable: ΔEMP				
Dependent variable	Coefficient	Standard Error	t-Statistic	Probability
C	2.206832	2.083572	1.059158	0.3001
$\Delta Tour$	0.367638	0.17623	2.08613	0.0478
R-Squared	0.153497	Durbin Watson		0.40489
F-Statistic	4.351938	Prob. (F-Statistic)		0.047768

Table 4: Regression Analysis of Tourism Growth and Employment

3.4.5 Findings of Co integration Test

Johansen's co integration test incorporated several other accessible methodologies for time series findings to explore a solid long-term association between yearly GDP, jobs, and annual tourism growth. The primary aim of the analyzed

variables was to approximate the linear combination stationarily.

The criterion for the Johansen cointegration test was that the variables were not specified at the stage but that our three variables were in an identical sequence.



Unrestricted Co Integration Rank Test (Trace)				
# of C.E. (s)	Eigenvalue	Statistic	Critical Value	Probability
None	0.974991	94.64275	29.79707	0.0000
At most 1	0.456825	17.18381	15.49471	0.0276
At most 2	0.187754	4.366994	3.841466	0.0366
Unrestricted Co Integration Rank Test (Maximum Eigenvalue)				
# of C.E. (s)	Eigenvalue	Statistic	Critical Value	Probability
None	0.974991	77.45894	21.13162	0.0000
At most 1	0.456825	12.81681	14.26460	0.0836

Table 5: Calculation Results from Co Integration Equation

The above table represents a high cointegration of the variables with the trace test findings. The importance was below 5%, and the null hypothesis could not be rejected to co-integrate the variables. These factors have long-term and long-term relationships and moved jointly. The highest value test showed that all variables and long-range correlation are integrated.

The same was shown by test trace and maximum values: the variables are coupled. They had a historical partnership and had a long time to work together.

3.5 Discussion

This study was conducted to find a relation between tourism, socioeconomic growth of Pakistan, and the employment rate. We also looked at the practical and constructive relationship between tourism occurring every year, increasing jobs and employment, and economic development. Tourism would increase both employment and GDP. However, studies in Pakistan in this area are insufficient. Consequently, we explored this void and concluded that tourism had beneficial and remarkable employment and financial development outcomes. Our research has shown that increased tourism is good for employment and GDP. The Khalil and Pavlic study [27] are consistent with our conclusions. The preliminary results of this study quite relate to previous findings [25]. The results of the cointegration analysis demonstrate that annual tourism growth is connected with GDP, which is in line with Peak's [28] study. The findings of the cointegration study also show a long-term link between annual increases in tourism and employment. These results are likewise to Dimoska's preceding analysis [29]. These figures illustrate that tourism is critical to economic growth and job development. The findings corroborated the premise. The influence of empirical and theoretical studies on tourism employment has been positive. Its direct impact on travel and tourism will also result in creating more jobs by enhancing its influence across a variety of tourism industries. When tourism is encouraged to local services and products, the economic impact is increased [30].

3.6 Conclusion

The study's primary goal is to look into the connections between tourism, the social economy, and economic growth in Pakistan. We compile data from 1990 to 2015 for this research. Tourism growth was used as an explanatory factor, and the results were used to calculate employment and GDP—Johansen's methodology to researching bivariate regression and cointegration. Annual tourism growth, job creation, and economic expansion have positively linked. According to studies, tourism development is critical to the country's economic prosperity.

IV. STRATEGIES FOR DEVELOPMENT OF FUTURE OF PAKISTAN TOURISM INDUSTRY

4.1 Introduction

Pakistan's tourism industry has been a history of twin self-extension ideas that have transformed from extremist ideology to extreme ideology. Our leadership tried to identify external answers that have delayed every part of our existence (from science to economics to politics). That may be understood since other nations can only catch up [31]. People think that these external systems of social and economic progress are another means to attain disobedience and live with our objectives that most people suffer from mental health.

The blockage prompted the firm to shutter and separate too many business individuals from visiting their houses since the globe has suffered from a terrible blockade. Thanks to the stagnation of daily routines, many of us can comprehend our way of life and analyze it again. This again provides governments with a chance to assess if their efforts are the best way to enhance the lives of residents. It is thus a modest effort to comprehend our requirements now. How via this text to get a thorough local answer to these issues? We identify our inherent capabilities through our fundamental approaches and point out the organic aims. Instead, build a self-oriented goal that you can achieve without the traditional self-centered leadership qualities of the Government. We choose to research and analyze tourism in detail [31].

4.2 Policy decision made by Government

4.2.1 Tourism task force

In September 2018, the Prime Minister organized the Task Force for Tourists to propose a set of principles that might strongly influence the nation's socio-economic growth to enhance the tourism sector. The task force advocated the development of synergies between provinces and the Federal Government in the fields of regulatory, policy and promotion, marketing, and promoting tourism in a manner that would be suitable at both national and domestic level and international and coordinated with domestic and international tourism.

4.2.2 PTDC

PTDC became a public company limited by shares in 1970 according to the repealed Companies Act 1913. The company is owned by the Pakistani Government and administered by its 16 member boards [32]. The PTDC Board of Directors is chaired by Syed Zulfiqar abba s Bukhari, Prime Minster special assistant in Pakistan and Hu1nan Resource Development. The Secretary (Cabinet Division) is ex-office Vice-Chairperson, whereas PTDC is the company's Managing Director. PTDC has three affiliates: PTDC Motels North (Pvt.) Ltd., Pakistan Associated Hotels (AHP), and Pakistan Tours (Pvt.) Ltd.

4.2.3 NTCB construction

The national coordination board (NTCB), comprising members of all provincial, regional tourist departments, relevant federal government ministries, organizations relating to tourism and hospitality, representatives of well-known companies, and tourism specialists, were established in line with the recommendations of the task force to promote synergies among all parties concerned. The NTCB Secretariat and Enforcement Body were allocated to PTDC.

4.2.4 Ease of visa policies

The visa policy has been liberalized by allowing nationals of over 170 countries to apply for e-visas and citizens of 50 countries to apply for visas on arrival. Residents of 96 countries, as well as IATA-accredited tour operators, are eligible for business visas. The PTDC is also a member of the Interior Ministry's E-Visa Facilitation Committee, which enhances the e-visa system to make it more convenient for international visitors and tourists [32].

4.2.5 Promoting religious tourism

The Kartarpur Corridor was built to foster religious unity and make it easier for Sikh pilgrims from all over the globe to visit their sacred places [33]. There are also plans to construct a Buddhist trail since sacred Buddhist sites like Taxila, Rawalpindi, Takht-Bhai, Swat, and Peshawar are scattered over Punjab, K.P., AJK, and G.B.

Similarly, the renovation and inauguration of a 1,000-year-old Hindu temple in Sialkot has attracted worldwide media attention, which would help the country attract more religious visitors.

4.3 Major Achievements

4.3.1 National tourism strategy (2020, 2030)

Pakistan has unrivaled natural beauty, a rich cultural legacy, a rich history, and a diversified ethnic community, making it a potential world-class tourism destination. On the other hand, the tourist sector has been unable to grow and reach its full potential due to a lack of planning and well-directed policy orientations [34]. To close this gap and make the tourist business more accessible, strengthen the trust of potential investors and entrepreneurs, and boost tourism. National Tourism Strategy 2020-2030 was developed to address this gap and assist the tourism sector, as well as to strengthen the trust of potential investors and entrepreneurs, enhance tourism awareness among the general public, enhance the quality of tourist services, build capabilities, and establish the direction of tourism in Pakistan [35].

A scheme of effective growth from 2020 to 2025 has also been established as part of the National Tourism Strategy, which offers a roadmap for successfully executing the strategic objectives to enhance tourism.

The NTS used a cluster strategy to target and assist all sectors linked with tourism. Interventions have been discovered under each cluster's actions and sub-actions.

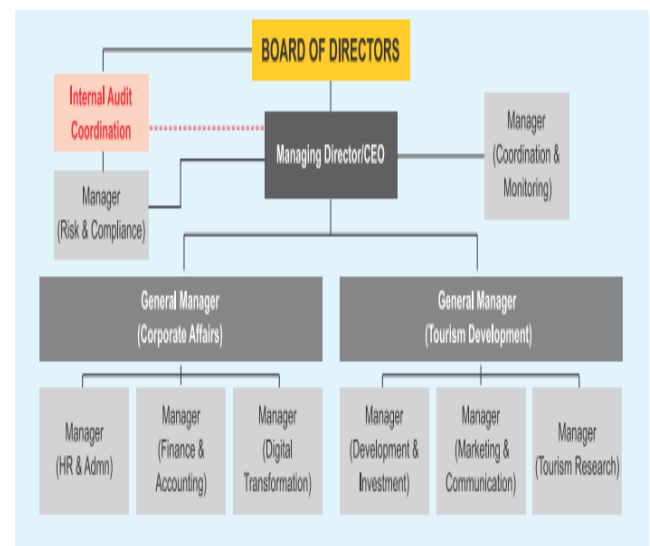


Figure 7: Hierarchy of Board of Directors, source:
<https://tourism.gov.pk/>

4.3.2 Development of brand Pakistan

For the first time in history, the process of building 'Brand Pakistan' has been completed to protect and promote Pakistan's unique tourist character in national and

international markets via a comprehensive marketing and promotional plan [36].

An intensive media and marketing campaign will be launched to promote Pakistan's tourism potential to both local and international visitors. To showcase Pakistan's actual picture and colors, relevant mediums such as broadcast travel and lifestyle channels, radio stations, airlines, travel websites, digital media forums (YouTube, Facebook, Twitter, Instagram, Snapchat), and travel bloggers influencers will be used in a coordinated way.

Because of the outbreak of Covid-19 and the consequent shutdown, the launch of Brand Pakistan has been temporarily postponed. As the situation improves, a similar campaign will be launched.

4.3.3 Tourism E-portal

After a lengthy period of inactivity, the PTDC has launched a new website with updated information. The website is being improved regularly to ensure that visitors have access to all of the information they want.

Additionally, a one-of-a-kind c-portal will be built to give a global display of Pakistan's captivating tourism with little effort. The portal will have a human-favorable platform to communicate with potential visitors and provide internet connections to explore Pakistan's tourist destinations via virtual galleries, movies, and documentaries and use the different services offered.

4.3.4 Tourism development endowment fund

The availability of finances is critical for a tourist destination's marketing and projection [36]. Recognizing the importance of implementing the reform program, Prime Minister Narendra Modi was happy to create an endowment fund with a starting capital of Rs 1 billion. PDF has developed a governing board of specialists from the public and business sectors.

The fund will be utilized to:

- Increase Pakistan's tourist potential.
- Assist the tourism industry with concerns such as hospitality services, standards and certifications, research and analysis, and establishing a centralized visitor database.
- Encourage the development of new ideas and start-ups.

4.3.5 Promotion through social media

Through its Facebook page, PTDC is connecting effectively with a community of 185,981 travel enthusiasts, while its Instagram account has a community of 2,507 followers that are actively involved. Apart from delivering crucial tourism-related information to its followers, the PTDC's social media channels promote local attractions, cuisines, culture, people, and events.

Lack of collaboration between significant public and private sector partners has been a key stumbling block in the tourist industry's growth. The PTDC has enhanced horizontal and vertical coordination in the last year, including tight collaboration with provincial governments and federal ministries such as the MIO Interior, Commerce and Finance, BOI, and NADRA. Tourism groups such as PATO, PHA, TAAP, tourism specialists, NGOs, and academics have been kept in close contact.

4.3.6 Increase in tourist arrival

A steady rise in the flow of visitors has been noted to improve security conditions and deliberate efforts to market the country's tourism attractions [37]. This number is likely to rise significantly in the future, thanks to improvements in the COVID-19 situation, the introduction of Brand Pakistan, and planned marketing and promotion initiatives. Provision of promotional material, like brochures, maps, posters, and DVDs/C.D.s, is also provided to Pakistani embassies and missions overseas, which helps to promote tourism.

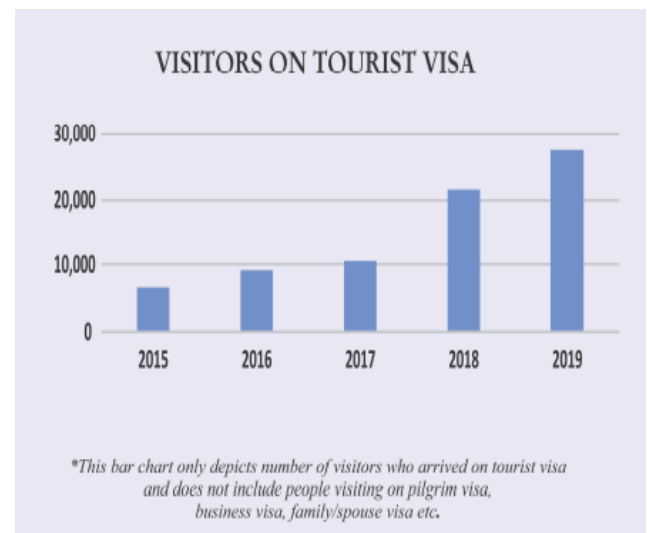


Figure 8: Tourists Visitors Data,
source: <https://tourism.gov.pk/>

4.3.7 Tourist's facilitation through information centers

Through its Tourist Information Centers (TTCs) located throughout Pakistan, the PTDC provides tourist information to domestic and international visitors [38].

These information centers' goals include providing tourists with up-to-date information and help, distributing promotional materials for tourist attractions, and enabling motel/hotel reservations, among other things.

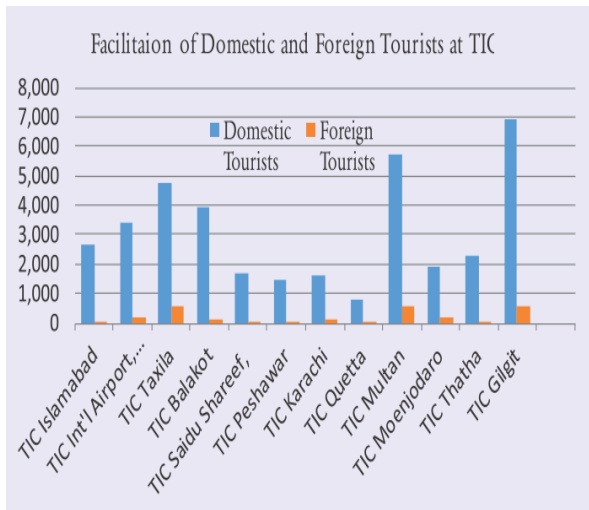


Figure 9: Facilitation of Domestic and Foreign Tourists, source: <https://tourism.gov.pk/>

4.3.8 Participation in International Tourism Exhibition

After a long hiatus, participation in international tourism trade shows has been restored [39]. Pakistan's provinces and regions were assisted in establishing a pavilion at the World Travel Market in London on November 1, 2019. In collaboration with private sector players, preparations for active participation in ITB Berlin 2020 have been made. However, because of the spread of Covid-19, the event was canceled.

4.4 Activities and Events

4.4.1 World Tourism Day (WTD) Celebration

To commemorate WTD, PTDC hosted a seminar on tourism and employment in Islamabad and a variety of other recreational activities, including a cycling rally and walk, a rock-climbing competition, and a Tourism Gala for Families.

4.4.2 Pakistan to Host World Tourism Forum 2021

The World Tourism Forum delegation headed by its chairman visited Pakistan and met with the Prime Minister to discuss promoting prospects for tourism in Pakistan. Pakistan was chosen to hold the Leaders' meeting of the World Tourism Forum in Islamabad in 2021. More than 1,000 visitors from abroad, including investors, tourists, holidaymakers, etc., are anticipated to attend the event.

4.4.3 Facilitation to American Videographers

Invited by the NTCB president, a 6-member team of American production companies visited Pakistan from 2 to October 16, 2019, for their next television show, Travel with Love – American Documentary Series, filming diverse

places and natural beauties in Pakistan. The captured footage is currently being edited and transmitted to the global public via Netflix [40].

4.5 Steps Related to COVID 19

The National Tourist Coordinating Board (NTCB), the TRAC, announced its Task Force on Evaluating Rapidly Changing Situation and made recommendations on the economic effects of the crisis, immediate tourism support measures, and the strategic regeneration of the Travel and Tourism sector [41]. TRAC has talked with all interested parties and developed the following three strategic strategies to fight Covid-19's socio-economic impact on Pakistan's tourist sector

- The tourism industry's survival and reducing the impact of COVID 19
- The phase of restoration and fast recovery
- I was substituting for the future revitalization of tourism in the post-COVID era.

V. SOPS FOR THE TOURISM INDUSTRY

The situation has improved easily, businesses reopen, and tourism is gaining confidence in potential travelers longer than other industries. Help marks for the reactivation of tourism are health, sanitary and preventative pleasures [41]. As a result, the TRAC developed standard operating procedures to mitigate harmful health risks and impacts on all travel and tourism industries. The following services are based on standard operating procedures and generally concern social differentiation, cleanliness, trust, safety, and protocol coordination.

VI. CONCLUSION

Overall, it can be seen that a steady rise in tourist visitors is observed over the year from 2017 to 2018. Still, a dramatic increase is expected in tourists visiting Asia, especially Pakistan. Although, many challenges were to overcome, like the safety and protection of tourists while visiting enchanting places. This study has proposed strategies to tackle the difficulties that hinder tourism in the country. However, a positive change is expected in the next decade towards the growing tourism industry to boost up the financial statement of the country. It will bring economic balance in the country and over entire Asia. Moreover, the job market is likely to grow with advancements in strategies towards tourism. This study proposed implementing systems like the development of task forces, tourism companies, organizations, and ways to explore tourism through digital platforms that will surely attract tourists worldwide. It will also spread an image to the world that will destine the economic stability, popularity, and a message of love to the whole world.



Declarations

Except where expressly stated otherwise, I declare that the work included in this paper is my own. This research received no specific funding from Government, commercial, or not-for-profit sources.

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