Tourism and Sustainability: Tourism, Economics and Policy

Eshal Arooj  
Institute of Business Administration

Hijab Bano  
Institute of Business Administration

Follow this and additional works at: https://ir.iba.edu.pk/esdcber

Part of the Environmental Studies Commons, Sustainability Commons, and the Tourism and Travel Commons

iRepository Citation

This document is brought to you by iRepository. For more information, please contact irepository@iba.edu.pk.
TOURISM AND SUSTAINABILITY

Tourism, Economics and Policy

Eshal Arooj 23111, Hijab Bano 22597

2019

5.9%

Contribution of Tourism to GDP

Pakistan is one of the few countries in the world which are blessed with a diverse inventory of tourism attractions.

Tourism has always been on a relatively low priority by the government.

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

Background

Importance

• Natural Beauty
  - Coastal areas
    - Naran
    - Swat
    - Khaghan
    - Malam jaba
    - Trango tower
    - Deosai plain
    - Yarkhun Valley
    - Boyun Village

• Historical
  - Takht e Bahi
  - Mohramurdou
  - Sirkap
  - Sirsuk
  - Shrine of Odero
  - Gurdaspur

• Religious
  - Takht e Bahi
  - Mohramurdou
  - Sirkap
  - Sirsuk
  - Shrine of Odero

source: ProPakistani

Tourism, Economics and Policy

Eshal Arooj 23111, Hijab Bano 22597

2019

5.9%

Contribution of Tourism to GDP

Pakistan is one of the few countries in the world which are blessed with a diverse inventory of tourism attractions.

Tourism has always been on a relatively low priority by the government.

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

Background

Importance

• Natural Beauty
  - Coastal areas
    - Naran
    - Swat
    - Khaghan
    - Malam jaba
    - Trango tower
    - Deosai plain
    - Yarkhun Valley
    - Boyun Village

• Historical
  - Takht e Bahi
  - Mohramurdou
  - Sirkap
  - Sirsuk
  - Shrine of Odero
  - Gurdaspur

• Religious
  - Takht e Bahi
  - Mohramurdou
  - Sirkap
  - Sirsuk
  - Shrine of Odero

source: ProPakistani
Pakistan's tourism industry is seeing a dip in its growth. Tourism was at rest from Feb 2020 to current.

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

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

Effects of COVID-19

Globally

On Tourism Industry of Pakistan

1. Hotel booking down to 45%
2. Hotel industry lost RS. 100 million in one month.
3. Employment levels falling.
4. CAA is said to have lost $18 million.
5. 90% reduction in international tourism
6. PIA is on the verge of bankrupcy
TOURISM POLICIES of Pakistan (2018 - onwards):

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

Effect of these policies on the economy of Pakistan.

source: CEICDATA

POTENTIAL

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

Employment level increase due to full potential utilisation

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

Tourism Policies
Switzerland vs Pakistan

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

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

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