MANAGING TOURISM
IN
PAKISTAN

(A Case Study of Chitral)

By
Qadar Bakhsh Baloch
Ph.D Research Scholar

DEPARTMENT OF MANAGEMENT SCIENCES
Qurtuba University of Science & Information Technology
D.I. Khan, (PAKISTAN)
2007
MANAGING TOURISM
IN
PAKISTAN

A dissertation submitted to Qurtuba University of Science & Information Technology D.I.Khan, in partial fulfillment of the requirements for the award of degree of Doctor of Philosophy in Management Sciences.

By
Qadar Bakhsh Baloch
Ph.D Research Scholar

DEPARTMENT OF MANAGEMENT SCIENCES
Qurtuba University of Science & Information Technology
D.I. Khan, (PAKISTAN)
2007
A DISSERTATION TITLED, “MANAGING TOURISM IN PAKISTAN: A CASE STUDY OF CHITRAL VALLEY” SUBMITTED BY MR. QADAR BAKHSH BALOCH BE ACCEPTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR AWARD OF THE DEGREE OF DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCES.

Approved By

Supervisor & Internal Examiner: __________

Dr. Khair-uz-Zaman
Department of Economic
Gomal University D.I.Khan

Internal Examiner: _______________________

External Examiner: _____________________

External Examiner: _____________________
ACKNOWLEDGEMENT

This acknowledgement is to thank Allah Almighty, who has enabled me to complete this dissertation successfully. It also provides me an opportunity to acknowledge all those, whose kind guidance; voluntary assistance and good wishes helped me to make this work possible.

I am highly indebted to my supervisor Dr. Khair-uz-Zaman, whose kind attention, thought provoking ideas and scholarly supervision has contributed in enrichment and completion of this research study in time and befitting manner. I express my profound gratitude to Professor Abdul Aziz Khan Niazi, Prof Dr. Muhammad Saleem and Brig. (R) Inam-ul-Haq who have always been constant sources of inspiration and ever pushing motivational force, which kept me going.

I cannot forget expressing my profound gratitude and appreciation to my teachers, Prof Dr. Sohail Jehangir Malik, Prof Dr. Farzand Ali Jan and Prof Dr. M. Nazeer Kakakhel for their moral and intellectual support and guidance.

I must acknowledge and thank Mr. Rashid Qureshi, DCO office Chitral, who has always been volunteer and cooperative in facilitating me in my pursuit of data collection. Mr. Rashid Qureshi and my students Ms. Uzma Mehboob, Ms. Faiza Saeed and Ms. Salma Rana, all hailing from Chitral, rightly deserve a special place in my acknowledgement for all that help they rendered in this regards.

Other people, who were of invaluable help to me, include my friends and colleagues, Mr. Shafiq Alam Burki, Mr. Nasir Karim, Irfan Ali Khalil, Mr Waheed and many others. I am very grateful for their moral and physical support they provided me throughout my research.

QADAR BAKHSH BALOCH
ABSTRACT

Key Words: Managing, Tourism, Analytical Approach, Chitral Valley

This study was designed and conducted to analyze the efficacy of the existing tourism management system in Pakistan and efficiency or effectiveness of its role in the sustained development of tourism sector. However, the main purpose of this study was not to score points by criticizing or crying over past mismanagement rather the overriding purpose of this research study was to diagnose causes of crawling nature of our growth and suggest ways and means to develop Pakistan tourism through an optimum use of Pakistan’s natural, cultural and historical resources.

The research did build upon its findings and solutions by keeping Chitral Valley as a case study for the purpose of reference in national context. The study, on the whole, brings out the fact that Pakistan is a country blessed with a very rich potential for almost all types of tourism, whose potential has not been exploited to its optimum. The main findings in this respect are as follow:

Formation of independent Ministry of tourism and declaration of year 2007 as a “Year of Tourism” in Pakistan are hailed by the research as timely steps in right direction. However, the ministry has to go a long way to overhaul its organizational structure, modernize its functioning through equipping itself with new equipment, and technology, and earn respect and confidence of the private sector. Its new vision must address its deficiencies as ineffective source of tourism related data, non existence culture of research based activities/ policies, and low level state of developmental funds.

- Until 2005 the Ministry was working with outdated procedures and work methods and its efficiency is hampered by considerable impediments ranging from administrative bureaucracy, lack of modern day computer technology, lack of funds, lack of experience and professional knowledge, lack of facilities, short working hours and general lethargy.
Lack of political will, ineffective coordination between federal, provincial and local governments and lack of funding at all levels had serious implications in the effective management of the tourism sector so far.

Tourism management agencies have not been a source of effective and meaningful data, and have no worthwhile tourism surveys on its credit. The so-called referred Survey-2000, and most of the documents are not easily accessable.

As with the PTDC, staff is divided into two groups. One group employed by the Ministry and the other employed by PTDC. This has created hostility among the staff, which is adversely affecting the working environment, efficiency and standards of service at the resort.

There is an urgent need to address the lack of training and provision of qualified staff for the Malam Jabba resort, hotels / motels of PTDC at Chitral and other parts of the country and PAITHM Karachi and Sawat.

Our tourism related legal instruments have yet to confirm to international standards with regards to; construction of hotels and other facilities including hotel grades, kitchens, food preparation, health, services, public areas, sanitation, and environment etc.

The Registration of Foreigners Rules, 1996, framed under the Registration of Foreigners Act 1979, places tedious and cumbersome requirements on any foreign staying in Pakistan more than 30 days. This period is too short. Most countries allow tourists a six-month stay beyond which they must seek special resident status and permission.

The ministry needs to enhance Tourist Information Centers in quantitative and qualitative terms duly equipped with latest information, and staffed with well-trained and courteous employees.

There is a dire need to repel the existing image of Pakistan as a state of Violent and conservative people involved in human rights abuses, centaury of terrorist of and cultured with Talibanization. Efforts should be made at all levels and from all directions to present Pakistan with a soft image, a country of peace loving, who
are tolerant and accommodative and ever willing to welcome modernity without damaging own Islamic and cultural identity.

- Peace is language of tourism and tourism enriches people. South Asia, a poverty ridden region can be turned in to prosperous through tourism, provided we are able to promote, maintain and preserve peace in the region and create environment of harmony based on mutual trust and confidence.

- SAARC, ECO and OIC can serve best platforms to enhance our tourism growth by linking member countries through cultural, religious, social, regional and socio-economic and educational ties. These platforms, if used properly can yield benefits even beyond our imagination.

- Special events are important in attracting tourists and can influence the numbers of foreign and domestic tourists, both business and leisure, depending on the style of event. Trade fairs attract both local people and foreign supplier; and buyers. Sports events such as cricket matches, polo tournaments, international athletic meets and others attract supporters from the visiting country as well as domestic visitors.

Though, Pakistan in general and Chitral in particular receives limited numbers of tourists in comparison to world tourism, but international arrivals are showing substantial increase constantly for the last ten years. A worth mentioning recovery from 368700 in 1996, to 798300 in 2005, is a positive sign for promising future. If the same pace of tourism growth in Pakistan continues then the days are not far off, when tourism will count a substantial portion in Pakistan GNP.

- Market wise statistics of tourists’ arrivals in Pakistan for last four years show constant trend with Europe as a major supply region, followed by South Asia, America and South East Asia.

- Pakistan’s share in South Asian Tourism is far less then its potential and serves as an eye opener for the tourism management in Pakistan. Foreign arrivals in
Pakistan are much lesser than India, Iran, and nearly equal to Bhutan, a smaller country with much less returning ethnic traffic.

- An examination of the motivation for travel in 2005 shows that Social tourism accounts for more than half of all foreign arrivals, followed by business visits with 21% share, while holiday/ vacation visits are limited to only 14.7% of all arrivals. Pakistan’s potential for religion tourism, especially related to Sikh, Buddhism has very low base and needs added concentration of efforts.

- Amongst the foreign arrivals, male constitute 74 %, whereas 26% are the female visitors. In age based strata, over 30 years visitors are 72% and visitors having age below then 30 years constitutes 28%.

The current trend in almost all regions of the world is towards public-private sector partnerships with the government providing the legal and regulatory framework and the private sector/ NTO's administering, managing and marketing the tourism export product. The same approach is needed in Pakistan for speedy and focus growth of its tourism.

Chitral and High peaks of the Hindukush, with their unspoiled green valleys and friendly and hospitable population are tourism resource of its own kind, which can become major source of much needed revenue for the people of Chitral.

- Existing abundance of physical and social environment in Chitral constitutes the resource base for tourism and source of prime attraction for tourists. The lack of an environmentally conscious attitude by guides, cooks, kitchen helpers, porters, hotelkeepers, and local residents as a major problem and "turn-off" for tourists in Chitral.

- Neither public sector nor private sector is spending to improve the infra structure base to enhance capacity and capability to attract, hold, sustain and satisfy the international arrivals as well as domestic ones.

- There is a dire need to involve public and private stakeholders in planning, organizing and implementation of tourism plans for managing destinations.
• The most immediate constraint on tourism and conservation of the resource base of tourism is visible trash and pollution.
• Private transport is not clean and regular in timings

Pakistan is full of tourist potential and a well suited destination for all types of tourists; may that be cultural or natural tourists, having religious or adventure related aims, interest in archeology, business or supports, Pakistan can become the choice destination. Tourism is a wholesome activity, which ignites multi facets activities, generating unending opportunities for socio-economic development. There is no denying the fact that tourism enriches individuals, families, communities, countries and the entire world. Tourism facilitates economic development, increased foreign earnings; creates more jobs. It increases economic benefits to local people, which include: improved telephone access, health facilities, airports and road networks. It is also responsible for increase in prices, desire to possess more material things and change eating habits, dress etc. However, Tourism development also has some positive and negative impacts upon cultural traditions, life style, and environment of the local people, which are to be tackled at all levels.
Chapter-1

INTRODUCTION

GENERAL

Tourism is probably as old as that of mankind. However, as an organized, regular and multidimensional business activity it qualified for the status of an industry in the post second world war period. Since then it has grown to be an industry of world wide importance and one of the most important sector and the largest commodity in international trade in number of countries. Statistics of the year 2003 shows that receipts from world wide tourism has crossed the mark of $514.4 billions.\(^1\) For too long, tourism has been regarded as unworthy of serious consideration or analysis, and as providing only ‘candy floss’ jobs\(^2\). However, over the years, the tourism phenomenon has attracted almost the entire world and has become a painless procedure for transfer of real resources from industrially capital surplus developed countries to low income developing countries and vice versa. It is a very important source for maximizing scarce foreign exchange—either positively or negatively—to the balance of payments. It has become a “major employer, taxpayer, and physical and political presence in many jurisdictions.”\(^3\)

Tourism serves as an important means to increase economic growth, raise the quality of life, create employment, and improve the overall balance of payments by helping to offset deficits in other sectors. For example, the World Travel and Tourism Council estimated that in the year 2003 the world travel and tourism industry accounted for 195 million jobs, US$ 3,527 billion in GDP, US$ 1,010 billion in exports, US$ 686 billion in capital investments, US$ 224 billion of all government expenditure\(^4\).

The importance of travel and tourism to the global economy has been increasing during the past decade. It is now the world's largest industry and a major contributor to global economic development. It generates more than US$3.4 trillion in gross output and employees more than 200 million people worldwide. It invests more than US$693 billion per annum in new facilities and equipments. It contributes more than US$655 billion in
direct and indirect taxes each year\(^5\). The rapid growth of the tourism industry has been attributed to a number of factors including among others, strong economic growth, increase in disposable income and leisure time, easing of travel restrictions, successful tourist promotion, and recognition by the host governments that tourism is a powerful engine of growth and a generator of foreign exchange earnings. A glance over World Tourism statistics reveals that for several countries like; United States in American peninsula, UK, France, Spain and Italy in Europe, Nepal, Sri Lanka, Maldives and India in South Asia, tourism emerges amongst leading source of foreign exchange earning. The substantial growth of the tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The ever increasing flow of international arrivals shows an upward trend from a mere 25 million international arrivals in 1950 to 760 million in 2004\(^6\), corresponding to an average annual growth rate of 6.5 per cent. After three subdued years (2001-2003) with an accumulated growth of less than 1\%, international tourism bounced back in 2004 with 10.7 \% record increase in international tourist arrivals and international tourism receipts reached in 2004 a new record value of US 622 billion dollars as expressed in absolute figures.\(^7\) Worldwide tourism results for 2005 show a continuation of the overall positive trend of 2004, with international tourist arrivals growing on average by eight per cent in the first four months.\(^8\) Around 460 million international tourist arrivals recorded worldwide in the first seven months of 2005 represents an increase of some 25 million arrivals compared with the respective period of 2004, or 5.9\% growth, according to the preliminary data gathered for the new issue of the WTO World Tourism Barometer-January 2006. The increase is not only in line with WTO's initial forecasts, rather shows that the industry has proved how resilient it is to shocks. In terms of consumer behavior, it is quite evident that travelers have been undeterred by external threats. Events like earth quacks, tsunami, bombings, draughts, compounded by airline accidents and Hurricanes Katrina and Rita etc have failed to undermine tourist confidence.
Tourism 2020 Vision\textsuperscript{9} is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of this new millennium. An essential outcome of the Tourism 2020 Vision are quantitative forecasts covering a 25 years period, with 1995 as the base year and forecasts for 2000, 2010 and 2020. Although the evolution of tourism in the last few years has been irregular, WTO maintains its long-term forecast for the moment. The underlying structural trends of the forecast are believed not to have significantly changed. Experience shows that in the short term, periods of faster growth (1995, 1996, and 2000) alternate with periods of slow growth (2001 and 2002). While the pace of growth till 2000 actually exceeded the Tourism 2020 Vision forecast, it is generally expected that the current slowdown will be compensated in the medium to long term. WTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 0.4 billion will be long-haul travelers. The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia.
South Asia, along with East Asia and the Pacific, the Middle East and Africa has been forecasted to record growth at rates of over 5 percent per year, compared to the world average of 4.1 per cent by 2020. The forecast is proving correct till now. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 percent in 2020.\(^\text{11}\)

Source: World Trade Organization- Tourism: 2020 Vision\(^\text{10}\)
South Asia is taking off with unprecedented growth in tourism. In 2004, international arrivals in South Asia reached around eight million with an annual growth rate of as high as 20 per cent. The region achieved an impressive annual average of 6.5 per cent in tourist arrivals between 1990 and 2004. Despite Indian Ocean earth quack, Tsunami, earth quack in Pakistan, situation in Afghanistan floods and draughts in various part of the region, South Asian performance in tourism sector is on constant improvement from last few years. The South-Asian destinations by contrast look back on a rather prosperous period during 2004. Sri Lanka (+24%), Nepal (+22%), Maldives (+16%), India (+15%), and Bangladesh (+14%), all posted double-digit increases, only Pakistan and Bangladesh lagging behind. Surprisingly Pakistan’s tourism receipts declined by -.2 % from $ 185.6 mn in 2004 to 185.3 mn in 2005. Similarly, scale of mountaineering expeditions, mountaineers, trekkers and trekking parties in 2005 was also lower then 2004.

**Graph 1.1 Arrivals Trend (Millions)**

“*In South Asia, it is the season for tourism, it is the season for peace and above all, it is the season for development.*” Current circumstances in South Asia are very conducive to the development of tourism in the region. Peace initiatives are materializing between India and Pakistan with bus services already started between Lahore and Delhi and between the two sides of the Kashmir area. It has greatly facilitated family visits and travel for special purposes such as sport-related activities. "*Travel is the language of peace. Peace is the basis of tourism and tourism also helps build peace*,” De Villiers stated in his inaugural speech of the Lahore meetings of WTO.
1.1 Tourism in Pakistan

If Pakistan is known at all in the world of tourism, it is essentially because of the mountainous regions of the north; the four mountain ranges of the Hindukush, Pamir, Karakoram and the Great Himalaya form the densest concentration of high peaks in the world. Yet the most notable feature of the country’s topography is the diversity of its landscape, from the coastal regions and the deserts of the south to the lush plains of the 2500 km long Indus river which courses through the country, rising in Tibet and emptying into the Arabian Sea. Historically and culturally, too, Pakistan offers far greater diversity for the tourist than is generally assumed: although an Islamic country, the local culture is enriched with the influences and resources of over half a dozen ancient civilizations that have flourished here since the 4th Millennium BC. The historical and archaeological sites of the Gandhara and Indus Valley civilizations, Moenjodaro, the Mughal Empire; these treasures are relatively unknown outside the country and are rich resources for the development of tourism in Pakistan.

For the nature lover, Pakistan is a land of spellbinding beauty, for the adventure seeker, this is a terrain that challenges the most daring of spirits, for the historian, there are excavations, museums and artifacts aplenty. Such is the variety Pakistan offers, a country with an area of 803,950 square kilometers and a population of some 114 million. Everywhere, you'll meet friendly and hospitable people, welcoming you to their homes. The center of half a dozen ancient civilizations is evident in the sights and scenes one comes across at diverse places. The Indus Valley civilization flourished at Moenjo Daro and Harappa 5000 years ago. Evidence of the glorious Gandhara era is still to be found in the country. In the northern region of Pakistan stand eight of the ten highest peaks in the world. Here is the Karakoram Highway, popularly known as the Eighth wonder of the world. It winds its way up to a height of 16,000 feet above sea level and on to the People's Republic of China. The beaches on the shores of the Arabian Sea are perhaps few of the unspoiled ones in the world. It is in this scenario that Pakistan emerges as a favorable tourist destination. Its strategic location makes it a gateway to Central Asian States, and China by road. In short Pakistan's main attractions include adventure tourism in the Northern Areas and Chitral, cultural and archaeological tourism in Taxila, Moenjodaro, Harrappa, and early Muslim and Mughal heritage in Multan, Lahore, Thatta,
Peshawar, and Swat and Chitral. Besides this, birds watching Jeep safaris, desert safaris, trekking and mountaineering are readily available tourist specialized products. Despite possession of such an ideal tourism resource, Pakistan has failed to proportionate gains and attracts desired number of tourists. Tourism growth in Pakistan is lagging behind than the pace of growth at world level. World Tourist arrivals have moved from 599.6 millions in 1996 to 808 millions in 2005, thus achieving growth of 208 millions in 10 years at the rate of over 20 millions a year. Whereas on the other hand, Pakistan could enhance its foreign arrivals up to 648000 in 2004 from 3 69000 in 1996 thus achieving total increase of 279000 at the rate of 27900 tourists per year. The real term figures of foreign tourists are very negligible and substantial part of these tourists includes Pakistani nationals living abroad and having family visits. Under huge foreign debts and negative current account in foreign balance, Pakistan budgets are always under pressure. The situation is further deteriorates when Pakistan International Travel Account also goes negative. As per State Bank of Pakistan, in 2005 international travel account Pakistan’s payments were $1 277 millions against receipts of only $185.268 millions, thus causing negative balance of $(-) 1092.082 millions.16

Graph 1.2 Pakistan’s International Travel Account- 2005

Through out the world, the tourism is contributing positively in socio-economic development of the country, but in Pakistan it is adding up further, into the existing poverty level and eating up a big chunk of foreign reserve. The management has failed so far to meet the challenge. The manner in which it has been shifting like a rolling stock
around over the years, from Pakistan Railway to Ministry of Commerce and others, it speaks of a relatively very low priority in the government. Such a dismal picture of tourism is a matter of serious concern for our tourism management system in Pakistan. The core issue of tourism development in Pakistan is the system of management and organizational structure to run it. From the evaluation of the organizational structure of the tourism sector it will be recognized that there are serious concerns as to the management and administration and control of the sector. The study intends to bring forth that tourism industry in Pakistan has a lot of potential to grow into a major economic generator and labour intensifying industry for the under developed but tourism suited areas of Pakistan.

Our present standing as tourist destination is far below then other SAARC countries like India, Nepal, Sri Lanka, and even Maldives. Our market share is stagnated at the level of 1996. We have too rich destinations for adventure tourism but we failed to exploit the tourism potential fully. The old beaten track to Gilgit and Baltoro are traversed by the mountaineering and trekking expeditions every year. Chitral which has dozens of peaks above 6500 meters has yet to see any mountaineering expedition or trekking group. We failed to vision, develop and benefit the cultural, mountaineering, adventurous, archeological or nature oriented tourism potential of Chitral. For the last 59 years, or so, we could not arrange to maintain round the year open link of Chitral with Pakistan, our Tourism Management could not think to establish even a tourism information center, not mentioning of a better standard hotel or restaurant or fast food desk. In the present era of globalization of market and globalization of product, when a customer is treated like a king, in Chitral a foreign tourist on entry is first taken to police station for registration. Chitral, and many other similar rich tourist destinations, are looking for a management system, which could yield some dividends. They are looking for the days to come, when their existing poverty is alleviated through the well-organized use of their own rich natural resource.

Pakistan, for the first time in history, has created a separate ministry of tourism, which has sent a strong and clear signal that present Government is paying more attention to the tourism industry. But still a lot is required to be done in this direction. A dynamic and
supporting tourism structure is needed which could focus on ground at gross root level and able to move out of Islamabad. The system which could create corporate culture in the industry and forthcoming to involve private sector to develop the market. Where, red tape or slow moving bureaucratic hierarch does not take years in granting license to any hotelier or tour operator. Pakistan is endowed with all types of tourism potential and the prospects are bright to take off. Pakistan needs to work fast on the challenges faced to the industry such as more liberalization of air transportation, visa facilitation, positive image building, overall tourism policy design and diversification of tourism markets and products. From a long duration stagnating break, Pakistan tourism must start to show encouraging tends in upward direction. Leisure tourism is expected to sustain its growth, while business tourism will recover further. We have to reverse the mountaineers and trekkers flow to Pakistan by incorporating other attractive peaks and tracks in Chitral and other valleys besides, Northern Areas.

1.2 Justification of the Study

Despite, endowed with abundant tourism attractions for all types of tourists, Pakistan lags behind number of countries in capitalizing tourist resources and improve its foreign reserve. Situation in Afghanistan, on going war on terrorism all around, fragile nature of South Asian peace environment, prevailing sectarian extremism, unstable political situations, lack of social security and poor facilities/ infrastructure and devastating effects of earth quack, may be some of the obstructions in tourist arrivals in Pakistan. But there is no denying the fact that the role of government in tourism development has never been a pushing one. Management has to realize that the availability of quality products, originality of the environments, making of tourist friendly environment through well-coordinated private- public sector efforts and a stable socio-political situation, are essential prerequisites for tourism development. To ensure this all takes place in befitting manner, a well thought out efficient management system is needed on ground. The system must focus on integration of all available resources to widen the tourism base. The management culture must switch over from bureaucratic to corporate one. The tourism strategy so framed, which is flexible to meet the shifting demands of the market, without
involving much of organizational restructuring and wasting any time. Our approach towards the development of tourism should be demand oriented and not the supply based.

1.3 **Problem**

From the foregoing discussion, it is recognized that there are serious concerns as to the management and administration and control of the tourism sector in Pakistan. The low priority given to the sector has resulted in the government paying little attention to it in real terms over the last many decades, which has drifted a part the public and private sectors. This has been mainly due to the lack of support given by government in assisting the tourism private sector with any form of management, organizational or policy structure that could allow the fast moving industry to progress. On seeing the antiquated laws and regulatory licensing standards, untrained staff hampered with a bureaucratic system of administration, lack of commercial interest, it is sad indictment that its mentality can only be described as one of the collection and enforcement rather than cooperation and facilitation. Probably more telling effect has been the total omission of a supporting marketing and promotional programs that would target and mobilize the increase in tourist arrivals. So far, it has been supply driven attitude that has been characteristic of Pakistan’s approach to tourism development.

There is no doubt that the government tourism decision makers have, over the years, been making decisions based on outdated statistical information and miscalculated research findings coupled with misleading assumption. There is no worth presenting research report, no product oriented survey conducted during the last 5-6 years. As a result tourism has been badly assessed and managed over the last many years. This has led to a gradual decline in relationship between the public and private sectors.

Forgoing in view there is need of an inquiry to be fully aware of the realities that exist in the tourism sector of Pakistan and where the tourism sector stand at this moment of time. However the core issues of the research study would be formulation of policy, the structure of management and coordinating framework needed in the today’s tourism environment.

1.4 **Objectives of the Study**
The overriding purpose of this research study is to devise ways and means at strategic and functional levels in order to develop tourism through an optimum use of Pakistan’s natural, cultural and historical resources, which would also impact positively on the environment and increase employment opportunities. However the detailed breakdown of the objectives intended is appended below:

To review the existing tourism management structure in Pakistan, highlight its weaknesses and strengths and identify threats and opportunity being offered by the environment.

To diagnose causes of crawling nature of growth of Pakistan tourism sector so as to recommend measures to make its market more attractive, more encompassing and promising one.

To suggest a management structure, which is not only growth oriented but flexible enough to meet the changing requirement of the environment. The system must include following:

- To clearly delineate and pin point authority-responsibility linkages at various levels of the management.

- Possess identifiable channels of instructions, coordination, information and feedback –linking authorities at federal, provincial, district levels.

- Envisage system of accountability evolving around reward for performance based on proper appraisal system.

Identify areas to develop as a model for tourism clusters while conducting case study of Chitral Valley.

Describes strategies for the forthcoming National Tourism Policy of Pakistan that may be employed for the sustainable development of a sector whose economic potential has, as yet, not been recognized.

Make suggestions to create environment consciousness so as to ensure ecotourism so as to preserve, prolonged and enhance the natural strength of the destinations.
Suggest changes in the existing policies, rules and procedures so as to make them more tourists friendly and facilitate all stakeholders in their respective operations.

1.5 Scope of the Study

This study is designed to analyze the existing tourism management system in Pakistan and its role in the development of tourism development through effective utilization of tourism resource available in the country. However, it is not the purpose of this study to criticize past and existing approaches to tourism development in Pakistan rather to suggest improvement so as to make the system more viable and more promising. The research would build upon its findings and solutions by keeping Chitral Valley as a case study for the purpose of reference in national context.

1.6 Organization of the Study

The study is divided into six chapters, followed by 5 annexes as follow:

Chapter 1 introduces the study and its justification, describes the problem under study and identifies the objectives of the study.

Chapter 2 contains the review of literature, which serves as a basis of the study and lays down theoretical framework and different terminologies used in the later part of the study.

Chapter 3 explains methodology of the research adopted during the research process.

Chapter 4 presents overview of tourism in Pakistan with main emphasis on the managerial aspect of the industry.

Chapter 5 provides profile of the Chitral and existing state of tourism, system of the tourism resource management in the valley. SWOT analysis of the tourism environment prevailing in Chitral Valley will also be included in the chapter.

Chapter 6 presents the finding of the analyses and conclusions drawn followed by the recommendations to improve the managerial aspects of the tourism in Pakistan.
Conclusion: One of the core issues of tourism development in Pakistan is the system of management and organization structured to run it. Tourism has recently been placed under a separated ministry i.e. Ministry of Tourism from the aegis of the Ministry of Culture, Sports, Tourism, Youth and Minority Affairs. However, historically, tourism has been shuttled between various ministries in Pakistan, from its initial home in the Ministry of Railways to various periods in the Ministry of Commerce, a stint in the Ministry of Minority and Religious Affairs and Tourism (1972-76) and for very long period under Ministry of Culture, Sports, Tourism, Youth and Minority Affairs. The current Ministry is responsible for the formulation of policy, the development, marketing and promotion of both foreign and domestic tourism and the coordination and regulation of federal and provincial governments and private sector activities involved in tourism. The Tourism wing of the Ministry is over burden as it also controls five field organizations, which are responsible for the development of the tourism industry: Department of Tourism Services, PTDC, Malam Jabba Ski Resort (Swat), Pakistan Institute of Hotel and Tourism Management, Pakistan-Austria Institute of Hotel and Tourism Management. In addition to the federal Ministry and its organizations, the tourism sector is represented at the provincial level by separate bodies in each province. The Northern Areas have little local tourism promotional administration. This remains the responsibility of the federal Ministries concerned and the private sector. The Tourism wing in the Ministry is responsible for the coordination of tourism activities in Northern Areas including mountaineering expeditions. There are two main private sector bodies for tourism in Pakistan: Pakistan Hotels Association, and Travel Agents Association of Pakistan.

Tourism is a vastly under-rated industry in Pakistan. The role of government in tourism development has never been a pushing one. Over centralization and lacking coordination between center, province and local level and intra-departmental levels have been the hallmark of mismanagement of the industry. Management needs to realize that the availability of quality products, originality of the environments, making of tourist friendly environment through well coordinated private-public sector efforts and a stable socio-political situation, are essential prerequisites for tourism development. To ensure this all takes place in befitting manner, a well thought out efficient management system is
needed on ground. The system must focus on well coordinated integration of all available resources to widen the tourism base and switching over from bureaucratic culture to corporate one. It must formulate a tourism strategy, which is flexible to meet the shifting demands of the market, without involving much of organizational restructuring and wastage of time. It must encompass a radicalization of approach towards the development of tourism from supply based to demand oriented. Given due attention it can grow into a major economic generator and a labor intensifying industry.

4. Report by: Asia Pacific Economic Cooperation International Center for Sustainable Tourism (AICS), Tourism Risk Management for the Asia Pacific Region.
8. WTO, World Tourism Barometer, June 2005, Volume 3, Issue 2
9. The Tourism 2020 Vision is a set of 7 reports, including 6 regional volumes with long term forecasts for Africa, Americas, East Asia and the Pacific, Europe, Middle East and South Asia and a global report on World Forecast and profiles of market segments.
10. Available at: http://www.world-tourism.org/facts/eng/vision.htm
11. ibid
12. WTO World Tourism Barometer, vol.1. 2005
14. ibid.
15. Dr. Dawid De Villiers, WTO Deputy Secretary-General, 46th meeting of the WTO Commission for South Asia, Lahore, April 13, 2005.
CHAPTER-2

REVIEW OF THE RELATED LITERATURE

GENERAL

Tourism is widely recognized as the world's largest industry and its growth is creating rapid social, economic and environmental changes, which require detailed understanding and measures to manage it. Tourism management is becoming a major area of study among students all over the world and its development and management hold many career opportunities for students and other stakeholders. For the purpose of this research study, a thorough study of all possible academic and non-academic work in the field has been done, which includes;

- Text and reference books,
- Doctoral thesis, dissertations and reports,
- Governmental tourism plans and policies, Pakistan Tourist Development Corporation’s rules and procedures / programs,
- Articles appeared in academic/ non academic journals and news papers etc.
In the process of search of doctoral dissertation on the subject undertaken in Pakistan, the web site of HEC, which contains the list of the thesis on the subject, and other similar web sites of other universities of Pakistan were checked, but found nothing on the management aspects of the tourism. For the purpose of text books and reference books the catalogues of various libraries in Peshawar and Islamabad were consulted and a list of books, articles, journals and internet links considered to be useful for the research was made and some of the books were investigated accordingly. In the process of reviewing the literature, it was noticed that no doctoral thesis has been submitted on Pakistan’s Tourism Industry covering its management aspects. However, there was one study on “The Role of Tourism in the Economic Development of Pakistan”\(^1\) in the form of doctoral thesis with the University of Peshawar. One finds no record of work done in the field of Tourism and Travel with special reference to the emphasis on management practices. Whereas, the main aim of this dissertation is to study the viability of existing tourism management system in Pakistan so as to plan a tourism management strategy. Thus pulling together tourism management’s decisions regarding their objectives, target markets, and marketing mix programs in conjunction with the organization of resources and allocation of responsibilities in carrying out specific marketing activities and managerial tasks.\(^2\) Papadopoulos further reiterated that the corporate strategy depends on the national tourist organizations concerned and the overall role the tourist industry plays in a country’s economic development and priority given by its government with other economically significant sectors.

Among the books written so far, the majorities are from the economists, sociologists, anthropologists, and geographers. The nature and magnitude of impacts, as indicated by the authors vary from region to region, country-to-country and place-to-place. As no two places are alike and point towards different impact assessment therefore tourism management can’t depend upon one fit solution for all types and all areas of tourism. The review of these books and literature available points towards certain impacts emerge out of the tourism, which may serve as guide for the managers of tourism industry and facilitate strategy formulation in the context of this study.
Several definitions have been forwarded for tourism. The World Trade Organization states that tourism is “the activity of people who travel to places outside their customary surroundings and stay there for leisure, business or other purposes for no longer than one year without interruption”. The Mathieson and Wall offer a matching one to the WTO:

“Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater for their needs”.

Virender Kaul while referring Webster Dictionary advocates that:

“The term tourist is derived from the word tour ‘meaning’ a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned”.

International Association of Scientific Experts in Tourism (AIEST) conceptualized the definition with five main characteristics:

- Tourism arises from a movement of people to, and their stay in various destinations.

- There are two elements in tourism; the journey to the destinations and the stay, including activities at the destinations.

- The journey and the stay take place outside the normal place of residence and work, so that tourism give rise to the activities, which are distinct from those of the resident and working population of the places, through which tourists travel and in which they stay.

- The movement to destination is temporary in nature with intention to return with in a few days, weeks are months.

- Destinations are visited for purpose other than taking up permanent residence or employment with in the places visited.
The World Tourism Organization (WTO) defines the following in tourism:

**Inbound international:** Visits to a country by non-residents of that country.

**Outbound international:** Visits by the residents of a country to other countries.

**Internal:** Visits by residents of a country within their own country. It may also be explained as, involving non-residents traveling in the given country. It is often useful to classify visitors by country of residence, rather than by nationality.

**Domestic:** A domestic tourist is a person, who is residing with in a country, irrespective of nationality, traveling to a place with in this country other then his usual residence for a period of not more than 24 hours or one night for a purpose other than the exercise of a re-numerated activity in the place of visited. The motives for such travel may be leisure, business, family, meetings, sports, studies or religion.

**Tourist:** a person traveling to and staying in places outside his or her usual environment for not more than one consecutive year for leisure, business, and other purposes.

**National tourism:** comprises domestic tourism and outbound tourism.

**International visitor:** any person who travels to a country other than that in which he has his usual residence but outside his usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

**Domestic visitors:** any person who resides in a country, who travels to a place within the country, outside his usual environment for a period not exceeding 12 months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

**Overnight visitors:** visitors who stay at least one night in collective or private accommodation in the place visited. This definition includes cruise passengers who arrive in a country on a cruise ship and return to the ship each night to sleep on board, even though the ship remains in port for several days. Also included in this group are owners or passengers of yachts and passengers on a group tour accommodated in a train.6

**Same day visitors:** visitors who do not spend the night in collective or private accommodation in the place visited.

**Tourism expenditure:** the total consumption expenditure made by a visitor or on behalf of a visitor for and during his trip and stay at a destination.
Resident in a country: A person is considered to be a resident in a country if the person has lived for most of the past year (12 months) in that country, or has lived in that country for a shorter period and intends to return within 12 months to live in that country.

Person Nights (Nights): Person nights, or nights, refers to the number of nights spent away from home on an overnight trip. One person spending four nights away from home generates four person nights.

Day Visit: A day visit is defined as a place where one or more hour were spent during travel outside of the usual environment. Each day visit is presented with all destinations. All Destination data includes every place where the visitor spent one or more hours on their day trip. For example, a person who visited Kalash for an hour or more on the way to Shundur would be recorded as having one Day Visit to Kalash and one day visit to Shundur.

2.1 Types of Tourism

2.1.1 Cultural and Religious Tourism: This type of tourism covers all those aspects of travel whereby people learn about each others way of life and thoughts. Pilgrims of sacred places of a particular belief is called religious tourism.7

2.1.2 Dark Tourism or Thanotourism is tourism involving travel to sites associated with death and suffering.8 This includes sites of pilgrimage such the site of St Peter’s death in Rome; castles and battlefields such as Culloden near Inverness, Scotland; sites of disaster, either natural or man made such as Ground Zero in New York and Hurricane Katrina in New Orleans; prisons now open to the public such as Beaumaris Prison in Anglesey, Wales; and purpose built centers such as the London Dungeon. In a class of its own, one of the most notorious destinations for dark tourism is the Nazi extermination camp at Auschwitz in Poland.

2.1.3 Health Tourism

Health tourism is the travel to a different country or state for health related reasons. The main driver of health tourism is the lack of facilities in the home country, exorbitant cost of treatment in the home country, no or minimal insurance cover, anominty and possiblity of a holiday with health care. The nations that are
being benefitted from it are India, Thailand, Malaysia and Singapore. Here the cost of treatment will be 20% of what it is in the developed countries in the west and the quality of care is also at par or superior than in the developed countries.

2.1.4 **Adventure tourism** is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation. Adventure tourism typically involves travelling into remote, inaccessible and possibly hostile areas. It may include the performance of acts that require significant effort and grit and may also involve some degree of risk.

2.1.5 **Agritourism** is a style of vacation in which hospitality is offered on farms. This may include the opportunity to assist with farming tasks during the visit. Agritourism is often practiced in wine growing regions, as in Italy, France and Spain. In America, Agritourism is wide-spread and includes any farm open to the public at least part of the year. Tourists can pick fruits and vegetables, ride horses, taste honey, learn about wine, shop in gift shops and farm stands for local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable experience suitable for the entire family.

2.1.6 **Space tourism** is the recent phenomenon of space travel by individuals for the purpose of personal pleasure. As of 2005, space tourism is only affordable to exceptionally wealthy individuals and corporations, with the Russian space program providing transport. Some are beginning to favor the term "personal spaceflight" instead, as in the case of the Personal Spaceflight Federation.

2.1.7 **Other Tourisms:** Other types include: Seasonal tourism, sport tourism, religious tourism, social tourism, mass tourism, conference tourism, domestic tourism or international tourism etc.  

Tourism facilitates economic development, increased foreign earnings; creates more jobs. It increases economic benefits to local people which include: improved telephone access, health facilities, air ports and road networks. It is also responsible for
increase in prices\textsuperscript{14}, desire to possess more material things and change eating habits, dress etc.\textsuperscript{15} For example, the World Travel and Tourism Council estimated that in the year 2003 the world travel and tourism industry accounted for 195 million jobs, US$ 3,527 billion in GDP, US$ 1,010 billion in exports, US$ 686 billion in capital investments, US$ 224 billion of all government expenditure\textsuperscript{16}.

Tourism demand depends above all strongly on the economic conditions in major generating markets. When economies grow, levels of disposable income will usually also rise. A relatively large part of discretionary income will typically be spent on tourism, in particular in the case of emerging economies. A tightening of the economic situation on the other hand, will often result in a decrease or trading down of tourism spending. In general, the growth of international tourism arrivals significantly outpaces growth of economic output as measured in Gross Domestic Product (GDP). In years when world economic growth exceeds 4 per cent, the growth of tourism volume tends to be higher. When GDP growth falls below 2 per cent, tourism growth tends to be even lower. In and GDP at 3.5 per cent, i.e. tourism grew on average 1.3 times faster than GDP. The period 1975-2000 tourism increased at an average rate of 4.6 per cent a year.\textsuperscript{17}

Tourism development also has some positive and negative upon cultural traditions, life style, and environment of the local people. Quoting “The Golden Hordes” of Ash and Turner (1976), Romila Chawla argues that Tourism also causes decline in morality through unending pursuit of fun, sun and sex by the golden hordes of pleasure seekers in the vacation destinations\textsuperscript{18} thus increasing in prostitution, drug consumption etc. Degradation of natural environment in tourists receiving areas is another problem, which is directly proportionate to the tourists’ intake.\textsuperscript{19} Management enjoys central role in the process of tourism development (Milne 1990). Tourism management measures are very important to monitor visitors’ access and protect the tourist environment\textsuperscript{20}

The interaction of tourism and the environment been comprehensively researched by Hunter and Green (1995)\textsuperscript{21}, Batta (2000)\textsuperscript{22}, Pankaj Bhatta(2004)\textsuperscript{23}, and Romila Chawla (2004)\textsuperscript{24}, and highlighted the environmental implications of indiscriminate tourism development. The literature concludes that tourism interacts with environment in a two
way process. Qualitative and quantitative differences in distribution of environmental resources in various regions account for differences arrivals and development. Similarly, tourism produces a variety of unwanted by products causing changes in environments like waste, population effects etc.\textsuperscript{25}

Tourism brings together people of different cultures, and regions and fosters better understanding. For doing this effectively and durably, it demands conditions of peace. It is, therefore, rightly said that tourism is the greatest peace movement in the world. Therefore, all those who work to promote tourism are, also promoting the larger goal of peace and harmony in the world.\textsuperscript{26} “Travel is the language of peace. Peace is the basis of tourism and tourism also helps build peace”.\textsuperscript{27}

Community involvement in tourism planning and development can facilitate the implementation of sustainable development and foster the growth of more environmentally compatible forms of development.\textsuperscript{28} Involving local people in early decision making will reduce the likelihood of anger, resentment and litigation etc. in the process of tourism development.\textsuperscript{29} Murphy (1990) in his book, “Tourism Community Approach” carried a more balanced assessment of the industry and its impacts, since it involves the interests of many groups with in a given setting.\textsuperscript{30}

The travel industry produces expectations, sells dreams and provides memories. The Tourist Industry is composed of variety of trades in goods and services. Primary travel trades in the tourist industry are; hotel industry, food and beverage industry, transport industry, travel industry. Whereas, secondary travel trades include; retail shops of souvenirs, antiques and gifts etc, Banks and financial institutions, hair dressers, laundries and suppliers of goods and services for hoteliers, caterers and transport undertakings.\textsuperscript{31}

Who benefits from tourism and with what share? A study was conducted by OECD, which revealed following results:

\begin{table}[h!]
\centering
\begin{tabular}{|l|l|l|}
\hline
100\% & Travel agencies and accommodation & 30\% & Restaurants \\
\hline
80\% & Air travel & 15\% & Sea transport \\
\hline
50\% & Land transport & 10\% & Culture and entertainment \\
\hline
\end{tabular}
\caption{Beneficiaries of Tourism}
\end{table}
2.2 TOURISM IN PAKISTAN

In the process of reviewing the literature, little or no worth mentioning literature of direct interest to this study with focus on managerial aspects of tourism industry or tourism in Chitral Valley of Pakistan was found. However, there was one study on “The Role of Tourism in the Economic Development of Pakistan” in the form of doctoral thesis with the University of Peshawar. There are, however, Chitral specific some good survey reports and booklets of the tourism division and AKRSP which provide information of some interest to this study. These studies are evaluated and analyzed. A few more studies related in one way or the other to the main theme of present study is reviewed, too.

2.2.1 PhD Dissertation - The Role of Tourism in the Economic Development of Pakistan: The PhD dissertation on “The Role of Tourism in the Economic Development of Pakistan – a case study of Northern Areas” was submitted by Dr. Muhammad Bilal Malik with the Economic Department, University of Peshawar in 1998. The study was designed to ascertain tourism potential, assess its socio-economic impact so as to draw guidelines for maximization of its benefits for the people of the area. The study concluded that if tourism, if properly planned and kept with in tourism receiving areas with in the limits of tourist capacity, performs the role of catalyst of development. The study, revolved around and succeeded to prove following hypotheses in the context of Pakistan in general and Northern Areas in particular.

There is direct / positive relationship between the tourism growth and economic development. The economic impact grows deeper and wider as tourism grows. In Northern Areas tourism had proved to be one of the major catalysts of initiation and acceleration of development process. Significant rise in income level, changing consumption pattern, flow of goods and services in the area speaks of significant contribution of the tourism to the improvement in the area’s economy.
Till the time of conclusion of the study, tourist inflow had very little or no impacts on the overall social and cultural environment of the Northern Areas, as the local institutions were too strong to counter the adverse imprints. However, some adverse impacts, on negligible scale, have been observed in localities, which receive tourists in relatively large numbers, and those are mostly urban areas. However, the intensity of social, economic, environmental, and other impacts of tourism moves in sympathy with the level of tourist flow expressed as proportion of local population in tourist receiving area.

2.2.2 Coming to the surveys, field studies, government papers and reports and articles on non-academic journals, periodicals and papers as well as internet resources, one finds nothing of significant, discussing managerial issues of tourism concerning Pakistan. Most of these studies are confined to economic growth, socio-cultural impact, poverty alleviation, ecotourism, protracted areas and depicting pattern of growth of industry in different part of the world (excluding Pakistan). These studies were mostly informative and statistical in nature and give an account of trend in the arrival of tourist in Pakistan and few projections for future. Amongst all of these studies, review of the few, having some focus on Chitral, the project area of this study, is given in succeeding paragraphs.

2.2.3 Survey of Ecotourism Potential in Pakistan's Biodiversity -Chitral and Northern Areas

The survey was conducted by John Mock & Kimberley O'Neil as a consultancy under the IUCN-Pakistan project "Maintaining Biodiversity in Pakistan with Rural Community Development". The survey was focused on tourism in the high mountain regions of Chitral district of NWFP and the Northern Areas. The survey was conducted through field visits to all the valleys of these regions. Data was collected on the tourism infrastructure, and meetings were held with community representatives and with both public and private sector stakeholders in the tourism industry. Tourists were also interviewed and asked to respond to a questionnaire. The data was collected over a two-month period i.e. August and September 1995). The survey builds upon following conclusions:
The survey concludes that Ecotourism is tourism that sustains the physical and social environment. The survey recommends that all tourism should become ecotourism because ecotourism minimizes the environmental impact of tourism and also brings benefits to both local communities and the physical environment. Local participation functions as an early warning system, helping managers to avoid or plan for decisions that might otherwise cause conflict with the local population. Also, including a participation program in the design stage of a project provides the opportunity for the local community to become educated about the purpose and benefits of the project, thereby increasing support for the effort.

Tourism’s success depends on the continued well-being of the environment, which constitutes the resource base for tourism. Therefore, conserving and strengthening biodiversity holds the key to tourism's success.

The survey concludes that there is plenty of room for tourism growth in Chitral and the Northern Areas. However the Baltoro Glacier in the Northern areas Pakistan's foremost tourist attraction is suffering negative environmental impact from excessive use.

The survey identifies the following constraints, and concludes that these problems must be addressed if Pakistan wants to promote itself as an ecotourism destination.

- Trash and pollution is the most visible problem and the easiest to solve. Pick it up and dispose of it appropriately.
- Negative interaction between tourists and host communities should be resolved through formulation and adoption of Codes of Conduct by all stakeholders.
- The general level of environmental awareness of all stakeholders should be increased through education.
• Several existing policies and regulations are currently serious hindrance to ecotourism. IUCN should work closely with the Government of Pakistan to resolve these problematic issues.

• National parks, which could be major ecotourism attractions, need significant attention.

• The survey points out that currently tourists are attracted by the lack of tourists in Pakistan. Pakistan's image is that of an unspoiled, unvisited area, in contrast to other major Himalayan tourist areas. The survey concludes that the existing forms of tourism should be improved by adoption of ecotourism principles as defined in the survey. New programs to attract new categories of tourists (e.g., luxury tourists, helicopter tourists) should not be developed at present, as they are more prone to failure and are a waste of scarce marketing and promotional resources. Tourism will grow more quickly if the current 20,000 to 25,000 foreign tourists are favorably impressed by ecotourism and biodiversity conservation, so that Pakistan's reputation as an ecotourism destination is enhanced.

• The survey concludes that the key sector for ecotourism development is the private sector domestic tour operators. These businesses mediate directly between tourists, host communities, and tour operators abroad. Additionally, they respond immediately to market pressure, unlike public sector stakeholders. The responsibility for marketing ecotourism internationally should be left to these private companies.

• The survey recommends that before efforts to implement and market ecotourism begin, two key things must happen. Firstly, Codes of Conduct for all stakeholders must be formulated and adopted. Secondly, Ecotourism training programs that also include villagers and porters must be developed and implemented by tour operators.

2.2.4 Chitral: A Study in Statecraft (1320-1949): The study is authored in 2003, as a consultancy report for IUCN Pakistan- . It states that mountainous region of Chitral, is renowned for its rugged landscape and unique culture. What is perhaps less
well known is that the area possesses a rich tradition of customary law and indigenous statecraft? This heritage, spanning a period of nearly 700 years, encompasses a wide range of subjects from defence and civil administration to land tenure systems and natural resource management. This study takes one to the era of the Medhars, the legendary rulers of Chitral and their traditional systems of governance. In the process it also touches upon the history, ethnography and culture of this beautiful land. A glossary and an extensive chronology add further value to this study.

2.2.4 Chitral Conservation Strategy\(^{35}\): The Chitral Conservation Strategy (CCS)\(^ {36}\) searches for ways to foster the sustainable development of Chitral’s meager resource base. The District Government approved it unanimously in March 2003 as a part of Local Government Ordinance 2001 under which every district government had to develop a strategy.\(^ {37}\) The strategy aims to identify the capacity of the people, and to increase their income by enhancing productivity and optimizing the use of natural resources. In the light of past experience, the CSS attempts to find new institutional arrangements through which local communities, supported by the government, can become the prime engine for growth. The Chitral Conservation Strategy (CCS) endorses a bottom-up approach to development planning and expects local communities to make their contribution at every step of the process, from planning and design to operation and maintenance. To help finance such initiatives, the CCS envisions the launching of a Chitral Fund for Sustainable Development. At the same time, however, major investment will be required from the federal and provincial governments in sectors that are the state’s responsibility: providing infrastructure facilities for governance, communications, education, health, potable water, sanitation and electricity. The time frame for implementation of the CCS is 10 years. A review is to be conducted after the first five years, at which stage the strategy may be amended by the Zilla Council. The CCS will come into effect upon approval by the Zilla Council. The Zilla Nazim will lead implementation and monitor progress, with the assistance of the District Coordination Officer and the district Finance and Planning Office.
Besides, reflecting plans, resources and achievements, the documents also highlights certain constraints acting as impediments for the growth of tourism and other sectors in Chitral Valley:

Chitral remains cut off from the rest of the country for several months during the winter when the Lowari Pass (3,200 m) is blocked with snow. Winter snow and summer floods also disrupt communications within Chitral.

The area’s isolation during the winter casts a shadow on every aspect of daily life, restricting the mobility of labour, disrupting agricultural exports, and interfering with imports of grain, livestock feed and agricultural inputs. Deficiencies in the internal communications network, combined with a short working season, impair the quality and reach of health and education services, and hinder development work in general.

Chitral’s most important potential asset is human capital. Yet recent statistics show that some 24,000 men and 400000 women from 15 to 64 years of age are unemployed (GoP, 1999). Human resource development is constrained by the fact that expansion in certain key sectors has proven difficult. Primary health care, reproductive education, curative medicine, potable water supply, and quality education and training, especially among women, are areas that require urgent attention.

Reliable communications both within the district, and between Chitral and the rest of the country, are essential. Other constraining factors include lack of awareness among the population and a scarcity of material resources required to initiate remedial measures on an effective scale.

Agricultural activity in Chitral depends on irrigation. This in turn requires that measures are taken to bolster the agriculture sector: protecting farmland from soil erosion, preventing the diversion of agricultural land to non-agricultural uses, maintaining irrigation channels and leveling ground for more effective irrigation. The sector has already received consider-able attention and significant resource out-lays from the AKRSP and ADP.
Livestock rearing is a key component of Chitral’s economy, providing food and allowing local communities to supplement their income by selling wool and hides. Generation schemes aimed specifically at women can be channeled through this sector.

Matter of critical concern for the people of Chitral is reliable access to a year-round supply of potable water. According to the 1998 census, 88% of the urban population of Chitral receives piped water. But among rural inhabitants, who comprise 90% of Chitral’s total population, only 41% receive water through pipelines. The rugged terrain of the area, coupled with its severe climate, creates a major obstacle to expanding the supply of potable water. During the winter, pipelines are known to freeze and eventually burst, cutting off supply to large segments of the population.

Ecotourism is a valuable potential asset for Chitral, bringing in its wake a number of synergistic improvements in other sectors. Development issues that are important in and of themselves—facilitating access; improving health care; increasing the supply of potable water; protecting the environment; upgrading areas of ecological interest, such as forests, alpine grazing lands and biodiversity areas; and conserving cultural heritage—are also likely to make the area a more attractive tourist destination.

2.2.5 Seminars on Mountain Tourism - August 2002

As one of the activity of the International Year of Mountain-2002, the seminar was organized with the aim of providing a platform to the all stakeholders in tourism industry in Chitral to get-together, and brainstorm. The brain storm session was to identify tourism potential of Chitral, determine role of private and public sector in the tourism development, trace out problems and bottlenecks in its promotion and put up recommendations for the removal of these bottle necks. Main conclusions emerge from the seminar were:

- Efforts should be made to preserve and protect the historical and cultural monuments of the different civilizations of Chitral Valley and promote them to attract the tourist in the valley. Provision of a Museum for the purpose to preserve local culture and heritage monuments and relics.
• Trekking potential of Chitral Valley should be further strengthened through creation of camping sites, provision of toilet facilities along trekking routes, waste disposal arrangements, and availability of porter and trained guides.  

• The income generated on the name of Chitral should be spent on the improvement of tourism potential in Chitral. To this end, the ongoing practice of issuing trekking permits for Chitral from Ministry of Tourism Islamabad be dispensed forthwith and issued from either by Chitral District Government or Sarhad Tourism Corporation.

• Aggressive publicity campaign for the promotion of tourism potential of Chitral should be initiated immediately. It must include launching of international level web site, publishing of quality brochures projecting tourist potential of the valley.

• Kalash culture occupies very important place in the overall tourist attraction in Chitral valley, therefore necessary steps be made to preserve and protect this culture from the invaders. The culture must become part of the academic text and permanent feature of schooling.

• Emphasis must be enhanced to the Mountaineering in Chitral Valley and un-named peaks in the valley are named easy reference and identification. In order to increase number of mountaineers in the valley, the mountaineering may be declared royalty free.

2.2.6 The report on “Tourism Growth in Pakistan” is annual report prepared by planning Development & Research wing of Tourism Division, Islamabad. It aims at helping tourism planners, financial experts, hospitality trade and industry, researchers and other interested in tourism. It covers the following aspect: a) Volume & Receipts Trends in Foreign Tourism; b) Structural Characteristics of Foreign Tourism; c) Domestic Tourism & Features and d) Tourism & the economy. The 2004 volume of this report is reviewed below in succeeding sub paragraphs.
Volume and Receipts Trends in Foreign Tourism: The report provides information regarding the region wise arrival of foreign tourists. Arrival of 0.499 million foreign tourists during 2001 was slightly lowered as 0.498 millions, despite 9/11 and American attack in Afghanistan.45 2003 saw regain in tourist inflow and recorded as over 5 millions. It also indicated that among the various factors for negligible growth in foreign tourism, the most important ones were the situation in Afghanistan, internal situation in tribal areas of NWFP (Mehmand Agency and Wazirstan etc) and poor presentation of Pakistani tourist products in main tourist generating countries over the years.

Structural Trend of Foreign Tourism: According to the report, Europe emerges as the main tourist generating market for Pakistan. It accounted for 0.205 millions against total of 0.499 millions in 2001, 0.215 millions against 0.498 millions in 2002 and 0.193 millions against 0.5 millions in 2003 maintaining around 40% of total arrival throughout.46 When these figured were compared with the figures presented in the dissertation of Dr. Billal Malick, surprisingly found no difference as around 40 percent of European tourists visited Pakistan in 1992. That reveals stagnation in tourism market of Pakistan and no growth in actual terms since 1992. However, the data of 2002, 2003 shows that over 75% tourists have come through air. As per Dr Bilal the air tourism was over 75% thus no growth here as well.47

Table 2.1 Foreign Tourists to Pakistan and Tourism Receipts 1995 to 2004

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourists (ooo Nos)</th>
<th>Receipts (US $ Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>378.4</td>
<td>114.1</td>
</tr>
<tr>
<td>1996</td>
<td>368.7</td>
<td>145.9</td>
</tr>
<tr>
<td>1997</td>
<td>374.8</td>
<td>116.9</td>
</tr>
<tr>
<td>1998</td>
<td>428.8</td>
<td>97.9</td>
</tr>
<tr>
<td>1999</td>
<td>432.2</td>
<td>76.4</td>
</tr>
<tr>
<td>2000</td>
<td>556.8</td>
<td>84.4</td>
</tr>
<tr>
<td>2001</td>
<td>499.7</td>
<td>92.2</td>
</tr>
</tbody>
</table>
Table 2.2 Market wise Foreign Tourist Arrival in Pakistan 2004

<table>
<thead>
<tr>
<th>Markets</th>
<th>Tourist (000 Nos)</th>
<th>Percentage Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>280.9</td>
<td>43.4</td>
</tr>
<tr>
<td>America</td>
<td>103.1</td>
<td>15.9</td>
</tr>
<tr>
<td>South Asia</td>
<td>160.3</td>
<td>24.7</td>
</tr>
<tr>
<td>Pacific &amp; East Asia</td>
<td>59.5</td>
<td>9.2</td>
</tr>
<tr>
<td>Middle East</td>
<td>28.4</td>
<td>4.4</td>
</tr>
<tr>
<td>Africa</td>
<td>12.5</td>
<td>1.9</td>
</tr>
<tr>
<td>Others</td>
<td>3.3</td>
<td>0.5</td>
</tr>
<tr>
<td>Total</td>
<td>648</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism Pakistan-2005

Graph 2.1 Tourist Arrivals
**Domestic Tourism:** The report indicates that the domestic tourism continued to expand as usual growing at the rate of 3.5 per cent per annum. Being of huge size it continued to provide the sustenance base for the hospitality industry in the country. It is made dominated activity concentrated mostly among those below 40 years. Main motivation for travel was social calls, followed by religion, business and sight seeing. Main mode of travel for domestic tourists remained road, followed by rail and air.

### 2.3 Pakistan’s National Tourism Policy-2001

The tourism policy reflected the thinking which expounds that tourist destination including Northern Areas, if properly developed, can attract tourists from all over the world as it offered the world most beautiful scenic spots. The new tourism policy has unfolded certain new directions which were hitherto not given due attention, in the promotional efforts to attract foreign tourists and thereby to meaningfully develop this important source of foreign exchange inflows into the country. The policy envisages a number of initiatives, including holding of car and motorcycle rallies in the Northern Areas of the country, one-window clearance of permission and arrangements for the intending foreign mountaineers, competition in the rock climbing, construction of road leading to scenic spots and historical monuments, building of tourist resorts, hotels and motels, allowing foreign tourists use of existing rest houses and bungalows owned by federal and provincial governments and autonomous bodies, construction of washrooms at petrol stations on highways in addition to similar facilities at appropriate distances on the highways, in addition to similar facilities at appropriate distances on the highways,
promoting homecoming tours by overseas Pakistanis, encouraging greater participation of the private sector in tourist development by offering incentives for investment, improving the quality and functions of tourist guides within the framework of the Pakistan Tourism Development Corporation, in addition to larger representation of the private sector on the board of directors of this corporation, etc.

2.3.1 **Salient Features**

- Tourism shall continue to be treated as an industry, contributing more aggressively towards socio-economic growth.
- A paradigm shift from promoting seasonal tourism to year-round tourism.
- A qualitative improvement/development in environment, human resources, tourist services and the tourist product.
- Federal & Provincial Governments to bring all legislation in consonance with demands of the tourist industry.
- Stimulate private sector involvement in tourism through provision of industry support constructs.

2.3.2 **Goals and Targets**

- To increase foreign visitors arrivals from 0.42 million in year 2000 to 6.5% annually over the next five years.
- To increase foreign exchange earnings from US$ 385 million in year 2000 to US$ 500 million over the next three years. And by the year 2005 should reach $800 million annually as compared to the present estimates of about $200 million.\(^{49}\)

2.3.3 **Incentives**
• 10% customs duty on import of plant, machinery and equipment.

• Tax relief: Initial Depreciation Allowance (IDA) @50% of machinery & equipment cost.

• Tourism Projects to be allowed the status of industry.

• 50% income tax exemption be allowed to tour operators who bring in at least 500 inbound tourists in the form of group tours in that calendar year.

• Number of taxes covering the Hospitality Sector will be restricted to a maximum of six or seven taxes at the federal and provincial levels.

• On the recommendations of the Ministry of Tourism, land for hotels, motels, recreation parks, fun lands, athletic clubs, cultural centers etc., to be provided on non-commercial rates and on long lease basis by the development authorities at the Federal and Provincial levels.

2.4 Analysis of the Last Tourism Policy

However, the new policy does not mention any details of fiscal incentives that might be permissible to private investors in the tourist development process. It may be mentioned here that the previous policy had allowed industry status to tourism development activity in order to make available such fiscal incentives to investors in tourism facilities as are available to the industrial sector. It is not clear whether such a treatment will continue to be available to investors in the tourism sector. In fact, the new policy is silent on fiscal or other incentives for the intending private investors in this sector although the development of adequate infrastructure facilities would alone ensure successful progress in the promotion of tourism in the country. The policy statement has indicated heavy reliance on the private investor's participation in the development of first class transport facilities, tourist resorts, hotels and motels of different sizes for foreign tourists. At the same time all weather roads would have to be constructed in different hilly areas of the north in order to facilitate visits from foreign tourists. Investment for this purpose would have to be attracted from the private sector through necessary fiscal incentives. When investment activity in the country as a whole remains at low ebb and tourism
Development activities carry a comparatively high risk. Special incentives and reliefs in some forms would be necessary to organize an active tourist industry. Additionally, long-term loan facilities at a reasonable rate of mark-up, preferably comparable with export refinance, would have to be given due consideration. It is common knowledge that all fixed capital investment consists of equity investment to the extent of 40 percent and debt capital to the extent of 60 percent. As such, liberal loan financing for this sector can hardly be overlooked.


12. Boltvinik, Julio, Economic Impact of Tourism on Mexican Economy, Texas, (1979) 10th Annual Conference of Travel Research Association, PP.57-68


17. “Tourism and the world economy”, World Tourism Organization

18. Romila Chawla, ed. Tourism and Management, New Delhi, Sonali Publications, 2003, pp.77


27. World Tourism Organization Deputy Secretary-General Dawid De Villiers told the annual meeting of the agency’s Commission for South Asia and a subsequent international conference on sustainable tourism in Lahore, Pakistan, in February, 2006.


29. ibid


Also available at: http://www.ccs.iucnp.org/ccs.pdf


37. Organized by Sarhad Tourism Corporation, Government of NWFP(Pakistan), in collaboration with the District Coordination Officer Chitral, PTDC and Ministry of Tourism, Government of Pakistan, from August 1-2, 2002 at PTDC Motel Chitral.


42. ibid


source: Tourism Division Pakistan

ibid.

Dr Billal while quoting Annual Report of Tourism Division on Tourism growth in 1992 writes:

“78.5 per cent tourists arrived by Air, 21 per cent by Land, and 0.5 per cent by Sea during 1992.

Pakistan & Gulf Economist, ISSUE # 29, July 16 - 22, 2001. Available at:

ibid

Pakistan & Gulf Economist, ISSUE # 29, July 16 - 22, 2001. Available at:
CHAPTER - 3

RESEARCH METHODOLOGY

INTRODUCTION

Available literature so far studied, and discussed in chapter-2 above clearly indicates that much of the work has been done has its focus on ascertaining economic impact of tourism, poverty alleviation through tourism, ecotourism, sustainable tourism and development of tourists’ resorts etc. But the aspect of attracting high volume of tourists and managing those who are already here has not attracted the attention of management scientists and researchers. The question of how to manage tourism in Pakistan at public and private sector has not yet been explored. Issues like the structure of organization, coordination channel, strategies to be followed and other aspects as to how a tourism department and a travel agency (involved in inbound tourism) plan, organize, direct, motivate, and control its various activities. Although, a few selected areas of the state have always been on the tourist map of the country, yet there has been a big dichotomy and non professional approach towards development of tourism with uneven approach in preference towards any particular region, valley or area. Tourism authorities at Islamabad have been focusing on Northern Areas or some how on Galliat, and evading responsibility towards Chitral, Kalam etc and leaving these sites for province

Therefore, study is addressed to Tourism management in Pakistan with particular reference to Chitral Valley and its sub valleys constituting as tourism resource and acting as likely destinations of the tourists. It is thus a three-stage study conducted at Macro, Meso and Micro level. The Macro-level study addresses the subject in the general context of Pakistan as a whole. At meso-level, the Chitral District constitutes the study’s universe. At micro-level, sample localities of Chitral district, where the units of study are:

- Sample tourists
- Sample of local population
- Sample of Tourist operators
3.1 Methodological Approach

3.1.1 Nature of Research: Research study is exploratory as well as descriptive in nature and it aims at discovering general nature of problems in functions of management and variables related with it. The study is based on both secondary and primary data, supplemented by information secured through informal interviews, and the talk and walk around target population. Step by step methodological approach is explained as follows:

3.1.2 Research Methodology

Research methodology followed in the study is a compound one, comprising historical, descriptive, analytical, empirical, comparative as well as statistical approaches. It encompasses both types of sources of data i.e. secondary as well as primary.

Primary: Results of the survey conducted in Chitral District to ascertain the ground realities through recording the views of all stack holders of tourism in Chitral including: tourists, locals, tour operators, hoteliers, and officials of the district management Chitral.

Secondary: The study at macro and meso levels is based on secondary data. The study's scope at these two levels – Pakistan and Chitral taken in general, embraces: overview of tourism development at the respective levels; government’s stay, speeding, origin, etc. Sources of data are given in the chapters concerned. Secondary sources of the data collected include; reports of World Tourism Organization, annual reports and year hand book published from time to time from tourism department of Pakistan, Chitral Conservation strategy, and various books, journals, periodicals, newspapers and others publications referring Chitral, its tourism potential and tourism management structure, if any.

3.1.3 Research Instruments
The research employed combination of almost all of the techniques of data collection. Besides own observations, questionnaires were served, structured and semi-structured interviews were conducted with individuals of related field, who impacted the decision-making process at different levels and to varying degrees. These target individuals included government officials, representatives from tourism department/PTDC, tourists, locals, tour operators, hoteliers, experts and intellectuals, journalists and commentators and others, given the relevancy and relativity subject to their availability and access of the researcher.

3.1.4 Sample Design:

3.1.4.1 Sample Survey: This survey was based upon field visits to all sampled valleys/towns/villages of Chitral. In the target communities, we collected data on hotels, food, and transportation. We met with community representatives in most areas and discussed economic, organizational, managerial and marketing considerations with stakeholders in all sectors. We met with most of the local tour operators/trekking companies, and representatives of the Tourism Division of the Ministry of Tourism, PTDC, and PIA. We interviewed many foreign tourists and handed out questionnaires on destination management, ecotourism and quality of tourism related services to tourists’ sample. This survey is not intended to be statistically precise, but to present a general picture of tourism management so as to point out grey areas and improve our tourism response in most rewarding fashion in the Project area. Analysis of impact of tourism development on Chitral is based mainly on sample surveys. One survey each was addressed to tourists, inhabitants of Chitral district, tour operators and hoteliers. Interview from the few officials of district coordination office was also conducted to gather relevant information.

3.1.4.2 Selection of Sample:

3.1.4.3 The population: The population of this research can be defined as:

- Element: All individuals – related to management of tourist.
- Sampling unit: Individual tourist
- Extent: Chitral valley/towns
- Time: June – 2006

3.1.4.4 The sampling frame: 1000 tourists (including foreigners and domestics) who visited Chitral during 2006.

3.1.4.5 Sample design: A simple random sample was selected from 1000 tourists.

3.1.4.6 Selected areas were divided into urban and rural destinations. In rural destinations, only those destinations were included in survey where permanent population existed in substantial numbers. The destinations like fort or pass or scenic place was intentionally kept out of the survey sample because of the nonexistence of inhabitants in worth mentioning numbers. Union Councils (UC) i.e. sub valleys were chosen on the basis most likely perceived tourist destinations. The selected destinations and valleys for the purpose of sampling were following:

- Chitral Town valley
- Booni- Mastuj Valley
- Eune- Kalash Valleys
- Shishi and Madak Lasht Valleys
- Birmogh Lasht
- Nagar Fort
- Garum Chasma
- Shandur Pass
- Lowari Pass

However, owing to the absence of reliable data about the figures of urban and rural populations, certain variations were purposively made in the sampling process. The process of sample selection followed a well-defined procedure and steps as follows:
For the present study, multi stage sampling was used for sample selection and collection of relevant data. In the first stage, Chitral Town was purposively selected because of its importance from the point of view of tourism being a most developed staging place in the district/ valley for the tourists and its importance at the national level as well.

In the second stage two other nucleus sites “Boni” and Eune” were selected purposively as the sample study areas, representing focal points for Mastug Valley and Kalsh Valleys/ civilization and culture.

In the next stage, a list of adjoining tourist sites including hotels to these nucleus sites was prepared with the help of Mr. Rasid Kureshi officials of District Administration Chitral. From the list so prepared, a random sample of two sites each from nucleus areas was selected so as to form a cluster of three sites (including the nuclear area) from each selected area.

From these selected sites a list of hotels and guest houses catering to the tourists needs was prepared and an approximate 20 percent sample of hotels and guest houses was selected through random sampling technique. Similarly 20 % sample of the local tour operators was also taken for the study. In order to gauge the impact of tourism on resident of the study area, engaged directly or indirectly in tourism related activities, a random sample of 220 respondents including 100 locals and 100 tourists with sit wise distribution break down given below in table was also purposively selected to make a total sample of 320 respondents for the study. Distribution of the selected sample engaged in tourism related activities is presented in Table 3.1 below.

<table>
<thead>
<tr>
<th>Serial No.</th>
<th>Activity</th>
<th>Chitral Town</th>
<th>Boni Area</th>
<th>Eune Area</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hotels / Guest houses</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>40</td>
</tr>
</tbody>
</table>

Table 3.1: Distribution of Sample Respondents
<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Tour and Travel Agencies</td>
<td>10</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Taxi operators/ transporters</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>4.</td>
<td>Gift Shops</td>
<td>20</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>5.</td>
<td>General Public</td>
<td>40</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>6.</td>
<td>Foreign Tourists</td>
<td>30</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>7.</td>
<td>Domestic Tourists</td>
<td>30</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100</strong></td>
<td><strong>60</strong></td>
<td><strong>60</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey – 2006

3.2 Collection of Data: Data on various indicators of organizational efficiency, managerial skills, socio-economic impact, ecological contributions of tourism industry were collected from the hoteliers, restaurants, taxi drivers, transport owners, gift shops owners, and other people engages in tourism related activities. In this regard, data on number of visitors, their origin, type of tourism, duration of stay, mode of transport to the area and local transport, their observations with regards to locals attitude, ecotourism etc were collected from the tourists and tourist related agencies. For this purpose random sample of 100 tourists with the ratio of 50% foreign and 50% domestic tourists was taken. These tourists were selected in random from all three areas i.e. Chitral Town, Boni and Eun at the rate of 60, 20, and 20 respectively. Related secondary information was obtained from the District Coordination Office Chitral, travel agencies, local associations, publications and such other sources.

3.3 Analytical Frame Work: Information with regard to local people’s income, employment, hotels/ other assets etc, and socio-economic information about the tourists was analyzed mainly through the tabular method and graphical representation. Secondary information with regard to tourist arrival, both domestic as well as foreigners, number of hotels and guest houses in the valley have been analyzed by working out compound growth rates (CGR) by using the following formulae:
\[ Y = ab^t \]

Where

\[ Y = \text{Number of tourists, hotels, beds etc} \]

\[ b = \text{Regression coefficient} \]

\[ a = \text{Constant} \]

\[ t = \text{Time in year 1, 2... n} \]

Further

\[ B = (1 + r) \]

Where,

\[ r = \text{Compound growth rate} \]

Finally, therefore, \[ r = (b-1) \times 100 \]

- By calculating the average annual net income per tourism related activities, the total gross net income for district as a whole could have been estimated if needed. Similarly, the total employment in tourism related activities could have also been estimated for the district, if it has fallen in the preview of my research.

- The contingent valuation method or stated preference method was also used to elicit willingness to pay of local residents to save their natural as well as cultural environment. Personal interviews of the local residents were carried out in order to record their responses. The questionnaire was designed to elicit the true willingness-to-pay (WTP) of respondents in the following manner.

  - Interviewer introduced himself to the respondents and explained the reasons of survey.

  - In order to get the true WTP values, the respondents were exposed to the potential threats to their natural and cultural environments as a result of
deforestation, construction, increased transportation, increasing tourist inflow and continual negligence by the concerned administration authorities.

- The socio-economic aspects of respondents were asked to know what different stakeholders of the society think about the preservation of their physical as well as cultural environment.
- At the end of interview each respondent was asked to suggest the ways and means for better development of their area naturally as well as culturally.
- Multiple regression analysis was used to find out the significance variables which influenced the people’s willingness to pay to conserve their cultural heritage, for checking the environmental pollution to conserve their cultural heritage and to improve the local administration/civic amenities of the area.

3.3.1 SWOT Analysis of the environment prevailing in and around the Chitral valley was conducted in detail to ascertain tourism specific strengths and weaknesses of the valley and determine threats and identify opportunities which could be avoided and exploited respectively by the management at respective level. The SWO Analysis of the Pakistan Tourism was also used to evaluate the tourism development prospects, organization’s functional efficacy and suggest new strategies for the purpose.

3.4. Analytical Techniques: Simple average, percentages, diagrams and graphs are used to analyze and interpret the data.

3.4.1. Interviewing: Interviews and informal discussions were held with target respondents to capture their perceptions, which helped our study to a great deal.

3.4.2. Questionnaires: Three different sets of questionnaires were developed as form A, B and form C.
- **Questionnaire-A** consisted of 13 main questions which were further divided in sub-questions designed to capture information about the partial effects and peripheral effects of tourism on locality. It covered socio-economic and cultural effects of tourism on area and local nationals. Main questions were directed to know:
  
  - Literacy Level
  - Occupation
  - Employment
  - Sources of income
  - Production Activities
  - Tourism Opportunities
  - Production Opportunities
  - Business Opportunities
  - Job Opportunities
  - Tourism Activities
  - Tourism Problems
  - Migration
  - Movements
  - Price stability
  - Land speculations
  - Land use planning
  - Regional development
  - Rural environment
  - Vocational training
  - Consumption pattern
  - Social and cultural effects
  - Natural environment
  - Tourism suggestions

- **Questionnaire-B & C** consisted of thirteen main questions which were further divided in sub-questions designed to capture information required from
foreign and local tourists respectively in order to gauge about the performance of our tourist industry and potential of the area. Main questions of the questionnaire were directed to know:

- Literacy status
- Service status
- Traveling status
- Nationality
- Age and Sex
- Occupation
- Length of stay
- Accommodation use
- Tourism expenditure
- Area attraction
- Repeat visitation
- Motivation
- Tourism problems
- Tourism Suggestions

3.4.3. **Map and Charts:** Several maps and chart were also used to assist sample selection, site locations, etc.

3.4.4. **Interpreters:** Interpreters were used in various places to communicate with local people during the process of the survey.

3.4.5. **Field Operation:** The field operation in the form of field survey was started from Chitral town on 13th June 2006 and was finished at Chitral on 10th August 2006.
3.5. **Limitations:** The study suffers from some limitations, as is usually the case in managerial and organizational research of this type. Most of the difficulties cropped up in analyzing the human behavior, their guesses / personnel views upon effects of tourism. The analysis of the human behavior, and socio-economic effects was affected by factors discussed below:

- It was found difficult to talk to or about the women.
- The proportion of reliability of information given by the respondents.
- It is also very important to understand that most of the effects of tourism are not easily quantifiable, and also that many of these effects surface in the long run.
- Most of the findings of the study are based on the information obtained from the primary data and field survey. The study is interested not in the exact measurement but rather in the direction of change and its approximate magnitude. Time and resource constraint prevented a more thorough probe.

---

1. Field Survey – 2006 was conducted for the purpose of this research study.
CHAPTER 4

TOURISM PROFILE OF CHITRAL VALLEY
AND EXISTING TOURISM FACILITIES

Map 4.1: Chitral District
INTRODUCTION

4.1 General

The Chitral region of the Hindu Kush in Pakistan is one of the most isolated regions of the NWFP, physically and perhaps culturally too and draws fewer visitors than Hunza, Gojol, Baltistan and other areas accessible from the KKH. The heart of Marco Polo land, located at the western end of the Himalayas, surrounded by high mountain passes, the northwest corner of Pakistan is situated between the rugged mountains of the Hindukush and forms part of the North-West Frontier Province. The snow-peaked mountain region is a hidden Paradise with natural charm and attraction of its own. It houses deep green valleys and ageless glaciers, and through which flow the cold and crystal clear hill torrents from mountain springs and blue white glaciers. It is the valley which Alexander the Great marched in 327 B.C. leaving behind steps to Greek heritage. It is the home of the mysterious Khow tribes who fought the armies of Alexander the Great. The early history of Chitral
can be interesting to the students of history only. Otherwise, Sir George Robertson seems right when writes “it is merely a crimson stained record, a monotonous tale of murder and perfidy- the slaying of brother by brother, of son by father”. Here lives the ancient Kalash tribe in some of its remote places, practicing a culture and beliefs, and way of life that dates back beyond history.

Chitral also known as Chitrar and Qashqar, a beautiful region of Pakistan, was a former princely state of Pakistan and British India which ceased to exist in 1969. The word Chitrar is derived from two Sanskrit words “Chetr” and “ar”. Chetr means “Land” while ar means “out of” Thus it means “Out of the land”. It probably means that it is landlocked zone.

Another version commonly known among the locals is that Chetr mean” Crop land” or field and are means “from”.

There is a popular story that the local ruler gave a piece of land out of his croplands (fields) tone of his courtiers. People said that the ruler gave out of his own cropland “Chetrar”. Chitrali people mostly inhabit Chitral; however, it also has some Pushtoons in the southern areas and more importantly the Kalash people in beautiful valleys of Birir, Bomburet and Rambur of Chitral sub-division.

4.2. Geography

4.2.1. Location: It is the northern most district of the NWFP. It is situated at about 322 kilometers from Peshawar. It enjoys a unique position in the region because of its location and potential. The district is strategically located in such a way that it borders Jammu and Kashmir and China on the east and connects

<table>
<thead>
<tr>
<th>Table 4.1</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area</td>
<td>14,850 km²</td>
</tr>
<tr>
<td>Population</td>
<td>300,000</td>
</tr>
<tr>
<td>Main Language(s)</td>
<td>Farsi, Khowar</td>
</tr>
<tr>
<td>Altitude</td>
<td>1100 m or 33,00 ft</td>
</tr>
<tr>
<td>Location</td>
<td>Northings: 35° 53' Eastings: 71° 48'</td>
</tr>
<tr>
<td>Established as a independent state</td>
<td>1585</td>
</tr>
<tr>
<td>Abolished as state and became part of Pakistan</td>
<td>28th July 1969</td>
</tr>
</tbody>
</table>

Source: District government
Afghanistan and Central Asia from the north and west. Lying just south of the Hindu Kush mountain range, Chitrāl commands the main passes of these mountains and is therefore of great strategic importance as a gateway of southern Asia. Chitrāl has an area of about 12,400 sq km (about 4,500 sq mi) and is chiefly drained by the Chitrāl River, a tributary of the Kābul River. The region varies in elevation from about 1070 m (about 3500 ft) in the extreme south in Arandu to 7,690 m (25,230 ft) at the summit of Tirich Mīr in the Hindu Kush.\(^8\) The Chitral valley; 200 miles long exotic, favorite with mountaineers, anglers, hunters, hikers, naturalists and anthropologists is overlooked by the majestic Terichmir Peak, 5th highest in the world, towering over 25,000 ft.

### 4.2.2. Physical Configurations:

The valley is a bare mountainous tract except for the lower part of the district where any cultivation is to be found. Altitude of the mountain ranges from 3500 feet in the extreme south in Arandu to 25263 feet at Tirich Mir. The total area of Chitral is approximately 14850 sq km. The mountainous belt of Chitral covers 20% of the area of NWFP but it supports only 3% of NWFP population. Grazing lands and forests covers 20%, while rocks cover the remaining 76%, mountain and snow clad peaks. Agriculture is subsistence based. Livelihoods mostly depends on cash earnings and food grains and from outside on subsidized rates, by the government. The mountainous belt of Chitral covers 20% of the area of NWFP but it supports only 3% of NWFP’s population. Cull is only 4% of total area. Grazing lands and forests covers 20%, while rocks cover the remaining 76%, mountain and snow clad peaks. Agriculture is subsistence based.\(^9\) Livelihoods mostly depends on cash earnings and food grains and from outside on subsidized rates, by the government.

### 4.2.3. Language and Population:

The official language of the state was Farsi but the general population was mainly of the Kho tribe, who spoke the Khowar language (or Chitrali), which is also spoken in parts of Yasin, Gilgit and Swat. The remote human communities, which include the Kalash tribes residing in three remote narrow valleys, dominated by mountainous rivers and natural hazards, southwest of Chitral Town. A typical Chitrali household consists of a
joint family system, with parents, sons, wives, single daughters and grandchildren living under one roof, with tight family bonds.

- **The Khow** is heterogeneous tribe with an age-old class system. They came from various parts of central Asia, Afghanistan and Kashmir. These are the pre dominant ethnic group in Chitral and make about 92% of whole population of Chitral.

- **Kalash** tribe is settled in southern Chitral. Their concentration is in the valleys of Bomborate, Birir and Rumbur. The Kalash are known for their unique religion and culture. Kalash are immigrants from Afghanistan.

- **Wakhi tribe** lives in the upper areas of Chitral bordering Afghanistan. They speak wakhi language and have an agro-pastoral economy. Wakhis are immigrants from Wakhan.

- **The Tajiks** live in Madaklasht village of Shishi Kuh valley in Drosh Tehsil. They came from Tajikistan and Badakhshan in 1700 AD. They speak Persian.

- **Gujars**: The nomadic Gujars from Dir and Afghanistan are settled in the southern valleys of Chitral. They came to Chitral during Katur rule and were taxpayers (Qalang) on pastures. They were migratory herders who moved to the upper areas in spring and came back to down areas in winter season. With the passage of time Gujars are giving up their herding occupation, and becoming settled farmers and traders.

- **Dameli**: Dameli tribe lives in southern Tehsil of Drosh. They are grouped into three clans as follows.

- **Shintari**: (Sawatis, Afghanis). Their language is called Damia, which is related to Khowar and Gowarabati. They came from Afghanistan.
- **Gawari or Arandui**: Gawari live in southern valleys of Chitral. They are further divided into three sub ethnic groups; the Sniardai, Sultana, Afghans. They speak Gower Bati language. Their original homeland is in Afghanistan.

- **Sariquali**: Sariquali are immigrants from Chinese Turkistan who settled in the Baroghil valley in the north of Chitral in 1939. They speak Sariquali, a distinct Turk dialect, spoken in the Sariqu mountain area in Tashquaraghon.

- **Kirghiz**: The Kirghiz immigrants live in Baroghil valley. Their ancestors migrated from Andijan Fargana valley western in Turkistan, which is a part of the present Uzbekistan. The Kirghhiz belong to a famous Turk race of Central Asia and their language "Kirghiz" is well known in the history.

- **Pathans**: The Pathans came to Chitral from surrounding of Dir and Jandul areas in 1915. They speak Pushto and their main source of livelihood is trade and business.

- **Dangerik**: Dangerik live in Ashirat in Drosh Tehsil and speak Phalura. They are immigrants from Chilas and their language is a dialect of Shina.

- **Afghans**: The present population of Chitral also includes the Afghan refugees who were uprooted from their homeland after Soviet invasion in 1979. Some of the Afghans are Persian speaking people from Panjsher and Badakhshan. Others belong to the Pashtu speaking belt of Nangarhar, Qunduz and Kunnar.

- **Climate**: The climate of Chitral is distinctly continental. It is hot in summer, ranging from warm in the low land, cool and windy in the higher elevations such as Broghil, Sorlaspur, Gobore, Begusht, Kiyar, Arkari, Owir, Rech etc. Frequent rains and snowfall in Spring with mild and pleasant temperature in Autumn. In winter most of the valleys are in
the grip of northerly wind and blizzards. The extreme minimum temperature recorded at Chitral stations have been –0.9° C for the months of January and 36.0 in July. Dust storm also occurs during July and August, particularly in the afternoons. Monsoons become nearly exhausted over the plains of India and Pakistan before reaching these remote valleys of Chitral. Detail data on temperature and precipitation recorded at Chitral is given above in the table 4.2.

<table>
<thead>
<tr>
<th>Month</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Precipitation (mm)</th>
<th>Humidity %</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>8.82</td>
<td>-0.67</td>
<td>36.80</td>
<td>51.09</td>
</tr>
<tr>
<td>February</td>
<td>10.06</td>
<td>0.64</td>
<td>63.36</td>
<td>51.54</td>
</tr>
<tr>
<td>March</td>
<td>15.03</td>
<td>4.25</td>
<td>106.69</td>
<td>51.21</td>
</tr>
<tr>
<td>April</td>
<td>21.92</td>
<td>8.40</td>
<td>88.51</td>
<td>47.11</td>
</tr>
<tr>
<td>May</td>
<td>27.83</td>
<td>12.48</td>
<td>44.85</td>
<td>35.75</td>
</tr>
<tr>
<td>June</td>
<td>34.42</td>
<td>17.89</td>
<td>5.49</td>
<td>23.07</td>
</tr>
<tr>
<td>July</td>
<td>36.00</td>
<td>20.16</td>
<td>6.19</td>
<td>34.05</td>
</tr>
<tr>
<td>August</td>
<td>34.69</td>
<td>18.82</td>
<td>6.51</td>
<td>46.27</td>
</tr>
<tr>
<td>September</td>
<td>31.18</td>
<td>13.29</td>
<td>7.64</td>
<td>48.30</td>
</tr>
<tr>
<td>October</td>
<td>25.00</td>
<td>7.49</td>
<td>16.10</td>
<td>47.35</td>
</tr>
<tr>
<td>November</td>
<td>18.48</td>
<td>2.93</td>
<td>9.51</td>
<td>42.29</td>
</tr>
<tr>
<td>December</td>
<td>11.33</td>
<td>0.00</td>
<td>41.35</td>
<td>50.23</td>
</tr>
<tr>
<td>Annual</td>
<td>22.90</td>
<td>8.80</td>
<td>442.32</td>
<td>44.08</td>
</tr>
</tbody>
</table>

Historically the Chitral valley was one of the main arteries of the Silk Road across the Barogil pass to Yarkand and Kashgar in China. The Lowari Pass (3,118m)\(^{10}\) is the southern and the Shandur Pass (3,734m) the northern gateway to Chitral by road. These land routes are inaccessible during winter and road access is through Afghanistan. Pakistan International Airline Fokker flights to Chitral take around 45 minutes from Peshawar and are weather dependent. Access by road is as follow:
**Peshawar to Chitral:** Peshawar-Chakdara- Dir- Lowari Pass- Naghar-Drosh- Chitral. The road journey from Peshawar takes about 12 hours. The route over the dangerous Lowari Pass (3,118 m)\(^1\), 365 km. The route through Lowari Pass is generally open from late May to October, becoming blocked by snow during winter and making the daily Fokker F27 flights (mostly weather dependent) between Peshawar and Chitral the main link with the outside world. A tunnel, visible from the road near the foot of the pass, marks it an unfinished project which was originally aimed to make the route a year-round one.

**Gilgit to Chitral through Shandur Pass:** The journey along this route is one of the most beautiful and challenging trips, yet relatively few foreign visitors attempt it. The route crosses the famous Shandur Pass, scene of the most spectacular polo event in the world, follows Phandur and Kahalti lakes. The NATCO’ launched non-stop bus service along this recently metalled road has made the journey easy, to be completed in just over 14 hours. However, frequency of movement is too less. The route to Gilgit is 405 km (252 mi) over the 3,719 m (12,201 ft) Shandur Pass.

**Route through Afghanistan:** The easiest (route during summer and partially winter), and the only one which also allows the use of pack animals, leads over the Broghol Pass (3,798 m or 12,460 ft) to Mastuj and, from there, either east towards Gilgit, or southwest down the Chital/Kunar Valley towards Jalalabad. This route is not only the easiest, but the most direct one to Kabul and all points south and west. (227 mi) is most difficult and leads south to the region of Peshawar.

**By Air:** PIA operates daily Fokker flights from Peshawar. However operation of the flight is totally dependent upon weather conditions.

4.2.5. **Chitral Distance from Other Cities of Pakistan**\(^2\):

<table>
<thead>
<tr>
<th>Table 4.3</th>
<th>Chitral Distance</th>
</tr>
</thead>
</table>

59
<table>
<thead>
<tr>
<th>Serial#</th>
<th>Name of the City</th>
<th>Distance (KM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Karachi</td>
<td>2020</td>
</tr>
<tr>
<td>2</td>
<td>Quetta</td>
<td>1938</td>
</tr>
<tr>
<td>3</td>
<td>Multan</td>
<td>1071</td>
</tr>
<tr>
<td>4</td>
<td>Lahore</td>
<td>728</td>
</tr>
<tr>
<td>5</td>
<td>Rawalpindi</td>
<td>452</td>
</tr>
<tr>
<td>6</td>
<td>Nowshera</td>
<td>326</td>
</tr>
<tr>
<td>7</td>
<td>Peshawar</td>
<td>366</td>
</tr>
<tr>
<td>8</td>
<td>Chakdara</td>
<td>234</td>
</tr>
<tr>
<td>9</td>
<td>Mangora</td>
<td>270</td>
</tr>
<tr>
<td>10</td>
<td>Dir</td>
<td>122</td>
</tr>
<tr>
<td>11</td>
<td>Lowari Top</td>
<td>84</td>
</tr>
<tr>
<td>12</td>
<td>Nagar Fort</td>
<td>54</td>
</tr>
<tr>
<td>13</td>
<td>Drosh</td>
<td>43</td>
</tr>
<tr>
<td>14</td>
<td>Garm Chashma</td>
<td>43</td>
</tr>
<tr>
<td>15</td>
<td>Shandur</td>
<td>147\textsuperscript{13}</td>
</tr>
<tr>
<td>16</td>
<td>Rumbore</td>
<td>38</td>
</tr>
<tr>
<td>17</td>
<td>Booni</td>
<td>75Km\textsuperscript{14}</td>
</tr>
</tbody>
</table>

\textit{Source: Chitr\text{a}l Tourist Guide, p.16}
Source: www.khyber.com
4.3 Tourism Attractive Sites:

The district is made up of several valleys considered as most important places for tourism. Some of the most famous sites are as follows:

4.3.1 Chitral-Mastuj valley: Most important and the largest of all the valleys of Chitral, which is the stretching from Broghil in the Pamirs to Arandu on the southern tip on Afghan border. It is approximately 320 kilometers long is surrounded to the west Afghanistan by Hindu Kush range, to the east the Hindu Raj range and in between the Shandur-Karakuram. Mastuj is located in the northern part of Chitral, about 115km from Chitral town. It lies at the left bank of Mastuj River and an old fort is located amidst a broad valley. Mastuj is the center of the northern Chitral and from here via Shandur pass the road leads to Gilgit. Mastuj became a part of Chitral formally in 1895 but before that it had rather a strong relation with Yasin and Ghizr and often was at war with Chitral. Here, you can see the fort in the center. The Mastuj fort lies in the open valley where Yarhun River joins in Mastuj River. It is said that Kushwaqt, the brother of Shah Katur of Chitral, established himself in Mastuj in the 16th century and founded the Kushwaqt dynasty. Kushwaqt had a strong relation with Yasin and Ghizr territory then and often confronted with Chitral.

4.3.2 Lowari Pass: This pass is 3200 (10500 ft) meters high, situated in the famous Hindu Raj range and forms the boundary between Upper Dir and Chitral districts. It consists of 45 road curves and a glacier known as MatiKhool. The road to Chitral passes through this pass which is closed between November and May due to heavy snowfall.

4.3.3 Nagar Fort: It is situated on west bank of Chitral River and about 54 Km from proper Chitral. It is the property of Prince Salahuddin of Nagar. The fort is surrounded by beautiful green garden from which the view of Chitral River is fascinating.
4.3.4 Shishi and Madak Lasht Valleys: The Shishi Valley joins the Kunar River from the east, 40 kilometers south of Chitral town and three kilometers north of Drosh. It gets about 600 mm of rainfall a year. One can trek from the Shishi valley which takes you over the Lohigal or Dok Pass to the Golen valley, with the option of continuing over the Phargam Pass to the Laspur valley. Madak Lasht (lasht meaning ‘Flat Place’), at the head of shishi valley, is a prosperous ismaili village. The villagers who speak farsi (Persian), migrated here in the last century from Badakhshan, in Wakhan, to make guns and lead ammunition for Aman-ul-Mulk, the Mehtar of Chitral. The Distance is about 44 km from Drosh. One can trek to Madak Lasht directly from Chitral up the jughoor Valley, at the head of which there is a choice of two routes, either left across the Madak Lasht Pass to Madak Lasht, or right across the Domukh Pass which leads 15 km’s downriver from Madak Lasht.

4.3.4 Kalash Valleys: The three Kalash valleys lie to the southwest of Chitral town at about 2-hour drive. All visitors’ en routs to the Kalash valleys have to pay toll tax at Dubaj. Double storey houses are the main characteristic of the Kalash settlements.

The Kalash are known to be master architects and wood carvers of the region since time immemorial. They have joint family system from the time
when they first came here from, Siam as they put it. The older males put feather into their caps to make their identity noticeable among the Muslims. The Women folk put on black gown and gaudy headgear covered with cowries shells. The Kalash are fond of music and dance. They have a number of festivals participated by both sex with great zeal. They are always jovial, lively and agile especially in the celebration of their festivals. Simple in habits but very clever in practical matters they have high regard for their pristine culture.15

4.3.5 Garum Chasma: Also known as “Hot Springs”. The village by the same name is about 45 kilometers to the North West of Chitral. The jeep journey takes about 3 hours. These hot springs contain sulphur in their water, which is good for healing skin diseases, headache and other pains and gout. The village has a big market, where the caravans from Badakhshan bring precious stones and other products. The town gives a look of “Caravan Sarai”. It is also famous for “Patti” a typical woolen cloth.

4.3.6 Chitral Fort: The Chitral Fort is one of the famous monuments of the town. There is also a palace inside the fort and a beautiful mosque outside the fort. British officers, besieged here in 1895, were reduced to eating their own horses.16 Only Kelly’s march over Shandur Pass saved those 48 days later.17

4.3.7 Birmogh Lasht:

A good warm-up trek from Chitral town is to Birmogh lasht (meaning ‘Plant of walnut trees’), the old summer palace above the governor house, for the
panoramic views of the whole valley and the Terich Mir. Start at down as it is a hot, un-shaded two hour climb up the jeep road. From the top put a bird’s eye view down to Chitral town and Terich Mir and Hindukush peaks.

It is 15 Km by the jeep road. The jeep road dates from the 1930s when the mehtar used to drive in his model T Ford. The main jeep road continues a further three KM’s to the new VIP Wildlife Preservation Bungalow on top of a hill. It is a beautiful camping area as well. There is a small spring in the forest about 20 minutes walk to the west. In the south lies a narrow valley of chitral stream flows to the other ruined summer palace of Bronshal. The Chitral Gol was one of the royal hunting reserves of the mehtar.

Figure 4.4 Birmogh Lasht

4.3.8 Shandur Pass: The world famous Shandur Pass is about 3738 meters above sea level and lies midway between Chitral and Gilgit. The distance from both Chitral and Gilgit is about 168 kilometers. These areas remain snow covered in winter and turn into a green heaven during summer. There is a big lake in the area. One can approach the Shandur Top by jeep from either side. The traditional Polo tournament between the Gilgit and Chitral teams is held here every year in the month of July. Foreign tourists and natives come to see the festival.
4.3.9 **Booni:** It is the Headquarter of Mastuj sub-division. It is about 75 kilometers from the headquarter Chitral. A mettle road is leading to it. It is famous for its apples. It is situated on the right bank of Mastuj River.
4.4 History

Little is known of the early history of Chitral. Rock inscriptions and early traditions give very little evidence on this subject. This mountainous country, which was first referred to as Kohistan or land of the mountains was said to be inhabited by a race called "Khows" speaking a separate language Khowar, or language of the Khows. From ancient times, Chitral was an important point on the trade routes from northern Afghanistan (ancient Bactria) and the Tarim Basin to the plains of Gandhara (in northern Pakistan), and the region near Jalalabad, in eastern Afghanistan and changed hands several times between the Chinese, the Iranians, and members of the Kushāna Dynasty from Peshawar.

- In the second century CE, the area fell under the rule of the Kushans. The people converted to Islam in the eleventh century CE. Some are members of the Ismaili sect headed by the Aga Khan. Chitral was ruled by the Katur Mehtars who claimed descent from Tamerlane, through his descendant Sultan Abul Ghazi Baiqara of Herat.

- For much of the time between the 16th century and the late 19th century Chitrāl was ruled by Turkmen. From 1634 - 1712 it was under the sway of Badakhshan (in Afghanistan). Eventually Afghan expansionism led the Mehtars to build a relationship with nearby Kashmir and later directly with the British.

- Chitral remained an autonomous state throughout British rule in India and after 1947 survived until it was incorporated into Pakistan on 28th July 1969. Chitral was the largest and richest of the Dardic principalities, to the point that it was considered an independent kingdom.

- The ruling family of Chitral was the Katur dynasty, founded by Shah Katur (1585-1630), which governed Chitral until 1969 when the government of Pakistan took over. During the reign of Mehtar Aman-ul-Mulk, known as Lot (Great) Mehtar, the dynasty's sway extended from Asmar in the Kunar Valley of Afghanistan to Punyal in the Gilgit Valley.
• Tribes in Upper Swat, Dir Kohistan and Kafiristan (present day Nuristan, not to be confused with the Kalasha valleys which have always been an integral part of Chitral) paid tribute to the Mehtar of Chitral. Little is known of Chitral’s history prior to the 16th century, although a Sanskrit inscription carved on a rock found in the area affords evidence of its having been a Buddhist center of some importance before the 10th century. Legends tell of attacks on Chitrāl by Genghis Khan and the Mongols.

• The ruler's title, Mehtar, is unique; his male descendants were styled Mehtarjao, equally rare, until the higher (Persian) royal style Shahzada, originally reserved for the Crown Prince (Tsik mehtar, again unique, as Heir Persumptive, becoming Wali-Akht Sahib when heir Apparent), was extended to all princes of the Mehtar's blood since the rulers at that point.

• The scions of the Katur dynasty are still widely respected and honoured by the people of Chitral today, but the current Mehtar, H.H. Saif-ul-Mulk Nasir does not hold any royal powers.

• Converted to Islam between the 14th and 16th centuries.

• From 1891 till 1947, the United Kingdom controlled Chitral’s international affairs but not its domestic affairs.

• The state administration was taken over by the government of Pakistan in 1950, which was headed by assistant political agent up to 1966.

• From 1966, Chitral State became a full-fledged agency and a political agent was posted who was known as Wazir-e-Azam (Prime Minister). In August 1969, Chitral became a district and the first Deputy Commissioner was posted.

• On break-up of one unit in July 1970, Chitral District became a district of the newly created Malakand Division of the North West Frontier
Province. The Chitral District Police Force was raised for the first time headed by a Superintendent of Police. Also full time, the Executive Engineer of Public Works Department was posted to look after the communications and buildings.

- In April 1972, the President of Pakistan through an ordinance abolished the titles, privileges and privy purposes of all the former rulers of the states. Mehtar Saif-ul-Mulk Nasir therefore ceased to be the Mehtar of Chitral.

4.5 KALASH

Known as Kafiristan (Land of the Infidels), till late 19th century, extending to several valleys in present day Afghanistan. However, the inhabitants of the Afghan Kafir valleys were forcibly converted to Islam\(^\text{18}\), leaving only the tribes of the three valleys of Rukmu, Mumuret, Biriu (in Kalasha) (Rambur Bomboret and Berir in Khowar) to carry on their centuries-old animistic culture. The Kalash valleys- the home of the Kafir-Kalash or "Wearers of the Black Robes", only primitive pagan tribe in the area, is one of the major attractions of Chitral. Their ancestry is enveloped in mystery and is the subject of controversy; some consider them to be the descendant of the armies of Alexander the Great (B.C.327). Rshid Kureshi of District coordination Officer Office and prime mover of Khower.Com narrates that as per the legend “five soldiers of the legions of Alexander of Macedonia settled in Chitral and are the progenitors of the Kafir-Kalash. Some Greek cultural elements can partly be identified in Kafiristan. For example, the sports and games in Nuristan (wrestling and shot-put etc.) were supposedly practiced in the ancient Olympics. Secondly, their features are thought to resemble those of the South-European characteristics. Thirdly, it is believed that the Greeks had an influence on their music. They consider that these "facts" seem to point to their Ancient Greek origin. But there is no conclusive evidence.
4.5.1 Kalash Religious Festivals: Four famous and some occasional festivals are held each year in the Kalash society.

- **Chilimjusht or Joshi:** 14th and 15th of May each year. During this festival flowers are plucked, dance sessions are held and exchange of dairy products takes place.

- **Uchal:** This festival is held in mid July. Celebrated to mark harvest season with dancing, singing and feasting for two days.

- **Pool:** It is held on 20th to 25th September to celebrate the ripening of grapes and walnuts. They never touch grapes before this festival.

- **Chaumas or Chitirmus:** Held in December from 15 to 21. This festival is celebrated with great pump and show on the onset of New Year. A number of interesting events mark this festival.

**Other religious Activities are as under:**

- **Mrachiwaki Joshi (29th May):** Held ten days after the Joshi. After dividing and eating newly made cheese at the altar of Mahandeo, dances and songs continue.

- **Rat Nat (July - August):** Dancing and singing at night continue for one month.

- **Uchao (Middle of August):** Newly made cheese is brought from the pastures. Ceremony is held at the altar of Mahandeo. Dancing and singing take place until dawn.

- **Prechiaishi (November):** Goats are sacrificed to Mahandeo by each clan in thanks for the harvest and health.

- **Biramor (November):** Very rare festival held only in November in which a man wishing to gain honour in the society slaughters many
of his own goats and entertains a large majority of the Kalasha. It takes place once in several ten years.

- **Sariack (November - December):** Wedding party. She-goats are sacrificed to Jeshtak and prayers are offered for the couple. Dance and songs.

- **Pu and Budalak (October):** Festival only held in Biriu. Dancing and singing continue for three days. After Pu, grapes are allowed to be harvested. After that, a festival is held for the Budalak who returns from long stay in the pastures. He is a young goatherd who has some special sexual power and privileges.

**Figure 4.7 Shandur Polo Ground**

4.5 **Shandur**

The world famous Shandur pass is bout 3738 meter above sea level and lies midway between Chitral and Gilgit. The distance from Chitral is 147 Km and Gilgit is about 211Km. These areas remains snow covered in winter and turn into the green heaven during summer season. There is a big lake in the area. The traditional polo tournament played between Chitral and Gilgit teams in the month of hot July having motto "we play polo the game of king and king of the games".
Foreign tourist and native came to see the festival. The first recorded polo tournament played at this ground was in 1936, since then every year in July a grand polo tournament takes place at Shandur pass.

Shandur is the highest polo ground in the world, situated at 72’ 35 east longitude and 36’ 06’ north latitude. It is bordered on the west by Yarkoon valley of Chitral and on the northerners by the valley of Gilgit district. The polo ground is a bout 168 Km from the main town Chitral and accessible by jeep. The game originated in the dim and distant past in the high mountains of the Hindukush and Karakurum ranges amongst the horse loving peoples of Chitral, Gilgit and Hunza.

Polo in Khowar called “Istoorghar” and is commonly played to the music band comprising a big drum. Polo without its Chitrali music is, to borrow the Japanese phrase, “Like an egg without salt” to the crowd and spectators.

Polo in Chitral is played with five players each side. Riders do not generally wear helmets to demonstrate his tartar blood. There are no rules so there are no umpires.

4.5.1. **Natural Resources of Shandur:** There exists number of a spring and lake in the area having water suitable for drinking and bathing. The water is provided to the visitors through of piped water supply system by the public health engineering department. According to the local wild life officials, the wild life of the area consists of the very rare species like; Himalayan ibex, Snow leopard, Wolf, Choker etc. According to native of the area common reptiles are snake, some species of lizard are found in Shandur pass.

No fish species are found in Shandur Lake. However, Langar valley, on one Km from Shandur has trout and some fish species are found in the surrounding streams. Shandur Lake is full of frog and other insect species.
4.6 Tourism in Chitral

The high peaks of the Hindukush with their unspoiled green valleys and friendly and hospitable population are the ingredients of a scenario in which tourism as an industry in Chitral can thrive and become a major source of much needed revenue for the people of Chitral. Tourism is the ninth largest earner of foreign exchange in Pakistan.19 Chitral, which is one of the major destinations for most foreign tourists, tourism is probably the largest earner of foreign exchange and one of the largest components of the local economy. Villagers are quick to point out that they have no industry besides tourism, which provides widespread, though largely seasonal employment opportunities. Tourism has become so important that villagers have altered their grazing practices to better accommodate tourism. However, the related industry is not compatible to sustain the quality growth in tourist. Neither public sector nor private sector is spending to improve the infra structure base to enhance capacity and capability to attract, hold, sustain and satisfy the international arrivals as well as domestic ones. In response to one of question during the interview, one of the official from the District Coordination Office told that not a single penny has been allocated in the District Annual Budget for the improvement of tourism in the area, for the years, 2002, 2003, 2004 and 2005. However, Provincial ADP has allocated 2% for sports culture and tourism.

4.6.1 Chitral Tourism in Practice:

The interdependence between tourism and the environment is recognized worldwide. Tourism has a significant impact upon the physical and social environment, while, at the same time, tourism's success depends on the continued well-being of the environment. Existing abundance of physical and social environment in Chitral constitutes the resource base for tourism and source of prime attraction for tourists.20 Our survey’s results indicate that most tourists perceive the lack of an environmentally-conscious attitude by guides, cooks, kitchen helpers, porters, hotel-keepers, and local residents as a major problem and "turn-off" for tourists in Chitral. The tourism industry must develop
ecotourism training programs. Training programs are initially needed for two key groups: the domestic tour operators/trekking companies; and hotel operators. The formulation of Codes of Conduct for each sector is a necessary first step toward developing these training programs. Training programs need to be conducted on an annual basis, prior to the start of every tourist season.

Our research survey recognizes the potential need to involve public and private stakeholders in planning, organizing and implementation of tourism plans by managing destinations in such a way which could increase the tourism turnover / tourist arrivals manifold. This has been proved by the substantial upward trend in tourist arrival since execution of Chitral Conservation Strategy from 2003 onwards.

Graph 4.1 Foreign Arrivals

![Graph showing Foreign Arrivals]

Source: Collected from SSP office Chitral- Field Survey-2006

By making direct linkage between the tourist attractive environment and the success of tourism, both local communities and private business will realize their direct economic incentive to conserve biodiversity and natural beauty. It is biodiversity and natural beauty that attract tourists in the first place. Chitral is one of such places in the world which provides attraction for any type of tourism. Tourists visiting include; adventurers, mountaineers, trekkers,
naturalists, culture lovers, heritage explorers, religious immigrants and so on. However, presently tourism here is relatively undeveloped because of the underdevelopment of the area and has not yet reached the level to half of its real potential despite having most attractive features for tourists. Normally a tourist’s itinerary for Chitral is usually short. Tourists usually spend three days in Kalash valley and one day at Garam Chashma, while mountaineers proceed to the upper parts of the district for the Hindukush Range, Terich Mir. This usually completes the list of places of tourist interest.

Our survey of the high mountain Chitral district of NWFP indicates that there is plenty of room for tourism growth. Public and private sectors seems to have taken very less interest to properly plan and organize tourism in the area thus failing to tape its potential. The main onus of failure lies on Pakistan Tourism department. The primary concern for our research study has been, as we see it, was how to develop the tourism destination and tourism growth without damaging the environment. Or, how best to manage tourism so as to maximize the income generation from tourism and how to optimize the tourism carrying capacity in the area.

4.6.2. Handling of Tourist Arrival: In earlier times before the establishment of local government the tourists were handled through different Tourist Information centers throughout Chitral especially in the tourist spots i.e. Chitral Valley, Kalash valleys, Chitral town etc. according to District Administration these tourist information centers work under the CADP (Chitral area development Project) funded by KVDP (Kalash valley Development Project), the tourist information centers supervised by the District Administration and for the prerequisite of Tourist Registration, tourist guidance, Rent a vehicle service, Booking of Hotels etc. the revenue generated in this matter was utilized in the development of the area. The inquiry about the existing tourism practices reveals that:

- All foreigners must register at the Chitral FRO and receive a Temporary Registration Certificate.
• All foreigners’ tourists arriving by road are registered at the Dir-Chitral Border by Police chowki, then, this information is sent to the Police Headquarter for the safety and surveillance the activities of the Tourists.

• When a tourist arrives Chitral Air Port through PIA, there he finds a Tourist Information Center (Supervised by CAMAT), and representative from almost every Hotel of the District. Every tourist is provided with a questionnaire (prepared by the CAMAT) for the promotion of Tourism and to keep the tourists information updated.

• Also every entrance of the Kalash Valleys there are registration Centers supervised by the Police Department and Now Union Council Ayun, which registers the tourists for the safe transportation.

• Any foreigners visiting the Kalash valleys for more than seven days must also request permission from the Deputy Commissioner (DC) in Chitral.

• Officials in Chitral agree that at least 75% of all tourists, both foreign and domestic, visiting Chitral also visit the Kalash valleys.

• Most tourists to the Kalash valleys visit Bumboret Valley followed by Rumbur, with Birir Valley a distant third.

4.7 The Resource Base for Tourism in Chitral
The resource base for tourism is the physical and social environment. The resource base in Chitral is great, but not well-known -even to domestic tour operators/trekking companies. Wise use of this resource base holds the key to future income generation. If the resource base is lost, tourism is lost. Our survey of tourists shows that the quality of both the physical and social environment is the single most important factor for tourist likes and dislikes. In order to better understand the variety and richness of this resource base, a valley-by-valley analysis of the resource base for tourism in Chitral is presented. This analysis is
based on our field visits to each valley. The criteria we included in the analysis are:

- Outstanding natural features;
- Outstanding cultural features;
- Outstanding biological features (including botanical features);
- Activities for tourists; and
- Accessibility.

This analysis can be used to help select areas for immediate attention. Areas with outstanding features (e.g., Karambar Lakes), but difficult access, are less in need of immediate attention by the Biodiversity project than areas presently receiving significant tourist impact due to ease of access. Some areas with outstanding features and easy access (e.g., Chitral Gol National Park and Tooshi Gol in Chitral) are rarely visited by tourists.

4.8 International Arrivals- Year Wise

The listing of the local tourists (national), as compared to the international is higher, but the District Administration or District Police Department keeps no such record of domestic tourists. The national tourists are on the high point in the summer season and during the Shandur Festivals. However, year wise international arrivals for 2004, and 2005 can be compared as follow:

<table>
<thead>
<tr>
<th>Months</th>
<th>2004 Arrivals</th>
<th>2005 Arrivals</th>
<th>Net Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>3</td>
<td>6</td>
<td>+ 3</td>
</tr>
<tr>
<td>February</td>
<td>6</td>
<td>2</td>
<td>-4</td>
</tr>
<tr>
<td>March</td>
<td>11</td>
<td>7</td>
<td>-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>--------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>April</td>
<td>41</td>
<td>23</td>
<td>-18</td>
</tr>
<tr>
<td>May</td>
<td>135</td>
<td>145</td>
<td>+10</td>
</tr>
<tr>
<td>June</td>
<td>110</td>
<td>175</td>
<td>+65</td>
</tr>
<tr>
<td>July</td>
<td>226</td>
<td>290</td>
<td>+34</td>
</tr>
<tr>
<td>August</td>
<td>233</td>
<td>306</td>
<td>+73</td>
</tr>
<tr>
<td>Septem</td>
<td>148</td>
<td>259</td>
<td>+111</td>
</tr>
<tr>
<td>October</td>
<td>72</td>
<td>113</td>
<td>+41</td>
</tr>
<tr>
<td>November</td>
<td>17</td>
<td>104</td>
<td>+87</td>
</tr>
<tr>
<td>December</td>
<td>11</td>
<td>39</td>
<td>+28</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1013</td>
<td>1419</td>
<td>+406</td>
</tr>
</tbody>
</table>

Source: Collected from SSP office Chitral- Field Survey-2006

Graph: 4.2. Post Conservation Strategy – Growth Arrival Differentiation
Graph 4.3 Arrival Growth

Source: Data Collected from SSP office Chitral- Field Survey-2006
4.9 Transport Operators

Two regional routes link the cities and towns in Chitral that domestic and foreign tourists visit. These are the Gilgit-Chitral road over the Shandur Pass; and the Peshawar-Chitral route via Dir over the Lowari Pass.

- **Gilgit-Chitral & the Shandur Pass:** No private sector transport operates regularly on this route.

- **Peshawar-Chitral & the Lowari Pass:** At the time of writing only Shaheen Station/Depot, near PTDC in Chitral, goes direct to Peshawar; with other flying coaches one must transfer in Dir. Various transport operators (e.g., Herkala Rasha Flying Coach) have service direct to Chitral from Peshawar or with connections in Dir.

4.10 Hotels in Chitral

These are number of private sectors hotels operating in district Chitral. I do not attempt to mention every hotel, but to have an idea of the state of the number and type of hotels in major towns and villages, please see “Appendix-H” attach to this chapter.

4.11 Domestic Tour Operators/Trekking Companies

Pakistani tour operators/trekking companies can arrange make arrangements ahead of or upon a tourist's arrival in Pakistan. They can organize a tour or trek for as many days and people as requested and provide a range of services. Most tour operators/trekking companies have more than one office; an office in Islamabad or Rawalpindi and branches offices in Chitral, Gilgit, Karimabad, and/or Skardu. Tour operators abroad work with these companies. An alphabetized list of reputable companies follows in Appendix-L. Offices in Islamabad and Rawalpindi are listed first, followed by those in Chitral, Gilgit, Hunza, and Skardu. See Appendix-L.

4.12 Findings/Conclusion
The research focused various tourist attractions in Chitral and surrounding area and assessed their conditions. Questionnaires were served, interviews were conducted and discussions were held with tourism stakeholders including foreign\textsuperscript{22} and local tourists\textsuperscript{23}, local community representatives,\textsuperscript{24} private business men, NGOs, government and local government officials\textsuperscript{25} operating in Chitral valley, community based groups interested in developing ecotourism ventures, and finally provincial and national stakeholder organizations in Chitral including PTDC, COMAT, Sarhad Tourism Corporation and Ministry of Tourism. Research arrived on following findings / conclusions

High peaks of the Hindukush, with their unspoiled, green valleys and friendly and hospitable population are the ingredients of a scenario in which tourism as an industry in Chitral can thrive and become a major source of much needed revenue for the people of Chitral.

Neither public sector nor private sector is spending to improve the infra structure base to enhance capacity and capability to attract, hold, sustain and satisfy the international arrivals as well as domestic ones. In response to one of question during the interview, one of the official from the District Coordination Office told that not a single penny has been allocated in the District Annual Budget for the improvement of tourism in the area, for the years, 2002, 2003, 2004 and 2005.

Existing abundance of physical and social environment in Chitral constitutes the resource base for tourism and source of prime attraction for tourists. The lack of an environmentally-conscious attitude by guides, cooks, kitchen helpers, porters, hotel-keepers, and local residents as a major problem and "turn-off" for tourists in Chitral.

There is a dire need to involve public and private stakeholders in planning, organizing and implementation of tourism plans by managing destinations in such a way which could increase the tourism turnover / tourist arrivals manifold.
This has been proved by the substantial upward trend in tourist arrival since execution of Chitral Conservation Strategy from 2003 onwards.

Effective human waste disposal systems are needed. The existing cement pit toilets alongside the parks, and Indian styles shit pots are poorly designed, under utilized, and in disrepair. Effective toilets designed for high altitude, including solar toilets, should be installed in key areas especially on trekking routes for all tourists and porters to use.

For tourists visible negative environmental impact is the largest problem. Hence, the most immediate constraint on tourism and conservation of the resource base of tourism is visible trash and pollution. Fortunately, this is one of the easiest problems to solve - pick it up, and dispose of it properly. Make refuse containers readily available and establish a regular removal and disposal program. Educate stakeholders in all three sectors about how to resolve the problem.

Over 90 per cent of the foreign visitors and their destinations are handled through tour operators in Chitral and other parts of the Country. Chitral has five licensed tour operators but only two are members of COMAT, hence these control 90 per cent of the tourist traffic.

Uncooperative attitudes and negative interaction between tourists and host communities is another issue which may erode tourism. The key in addressing this problem is to develop a way to resolve conflict that will be acceptable to all stakeholders. The activity of formulating Codes of Conduct for all stakeholders will go a long way toward resolving this constraint. As long as tourists think that disputes can be expected in a certain area, they will not go there, no matter how beautiful the area. A case in point is Nagyr, one of the most beautiful areas of the Hunza River valley. Nagyr men developed a reputation as argumentative and dishonest, and tourists began to avoid it. However, when Nagyr people saw the wealth generated from tourism flowing to neighboring Hunza, they recognized their role in the problem, and are working to change their reputation.26
The general lack of environmental awareness is also a constraint on ecotourism development. Development of Codes of Conduct is one way to increase environmental awareness among stakeholders. For wider dissemination of environmental education, outreach programs through regional language broadcasts should be instituted. Environmental education for those in the tourism industry and also in schools should be started.

The Registration of Foreigners Rules, 1996, framed under the Registration of Foreigners Act 1979, places tedious and cumbersome requirements on any foreign staying in Pakistan more than 30 days. This period is too short. Most countries allow tourists a six-month stay beyond which they must seek special resident status and permission.

Certain areas within Chitral require a special restricted area permit from the Tourism Division for foreigners to visit. Currently, any tourist who wants to visit a restricted area must go to Islamabad to obtain the permit and return to Islamabad for debriefing after visiting the restricted area. This hinders and discourages tourists. Given the substantial tourist flow from China over the Khunjerab Pass and the KKH, the establishment of Tourism Division branch office in Chitralt would greatly facilitate tourism development in such areas.

Compared to rest of the country, the people of Chitral are poor. A study revealed that average per capita income stands at 6165 in 1998. Chitral’s inhabitants are predominantly young with the majority below the age of 19 years. As a result limited size of the workforce restricts the ability and capacity of local communities to generate resources. Furthermore, woman makes up half of the population. These all limitations lead to the conclusion that tourism growth in the area is answer to alleviate poverty.

Economic benefits are powerful motivators for change and development throughout Chitral. Tangible economic benefits come from; employment as porters, cooks, and guides; in hotels; and in transportation. Other source of
income are; small business ownership of transport, hotels, shops, and tour operators and travel agencies.

Tourism carries costs as well. Although everyone is happy to see more tourists, everyone is not glad to see piles of trash at camp sites, trees cut down, toilet paper strewn along trails, heaps of plastic bottles behind hotels, villagers angry with tourists for wearing indiscreet clothing, and trekkers arguing with guides and porters over wages. Tourists, local people, and tour operators/trekking companies need to be aware of these problems and learn how to deal with them. Presently tour operators and host communities meet annually to set wages for labor. Tour operators also meet with hotel operators and transport operators to set costs for each season. These existing dialogues could be widened, under prompting from NGOs, such as AKRSP, to include development of sector based Codes of Conduct and a mechanism for sharing equitably the cost of minimizing the negative impacts of tourism. This should be viewed as an investment to preserve and sustain the essential resource base for tourism.

Despite the depleted situation of law and order in Afghanistan and Pakistan’s tribal areas, damages by the earth quake 2005, and poor communication infrastructure in connecting the valley, upward trend has been observed in international arrivals in the valley since 2004. The main regions to which bulk of these arrival belong is in following order of priority are; European Union (Great Britain leading), East Asia (Japan leading), North America including Canada and Mexico, Australia and Others from South Asia, Central Asia, Middle east and Africa.

Graph 4. 4 Yearly Growth Pattern -International arrivals
The majority of foreign tourists prefer to stay in classified hotels. Chitral does not has any worthwhile classified hotels except PTDC Motel in Chitral town and remainders are devoid of many facilities which foreign tourist look for. Kalash Valley, Garm chashma, Shudur, Bambote Valley and so on are totally devoid of any good hotel, that’s the reason mostly tourist don’t spend more than one night in such locations.
By tradition most of Chitral tour operators are specialized in selling package tours of mountain safaris inclusive of “Trip Mir site and Kalash or stop over at Garm Chashma or Bambot Valley” and they are not inclined to look at new products. Each tour operator has email for direct communication with prospective clients. They, not only want to keep to the business they know best, but also believe that that "Ecotourism" and "home stays" are not practical steps in the market.

The regional routes link the cities and towns in Chitral that domestic and foreign tourists visit. These are the Gilgit-Chitral road over the Shandur Pass; and the Peshawar-Chitral route via Dir over the Lowari Pass. However the condition of both the road needs colossal amount of repair.

Private transport is not clean and regular in timings.
Appendix G

**Average Length of Trekker's Stay**

<table>
<thead>
<tr>
<th>Valley(s)/Region</th>
<th>Trek Route</th>
<th>Season</th>
<th>Length in # of days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kalash Valleys</td>
<td>Birir to Bumboret</td>
<td>May to mid October</td>
<td>1</td>
</tr>
<tr>
<td>Kalash Valleys</td>
<td>Bumboret to Rumbur</td>
<td>May to mid October</td>
<td>2</td>
</tr>
<tr>
<td>Kalash Valleys</td>
<td>Rumbur to Chimirsan An &amp; Chitral Gol</td>
<td>July to early October</td>
<td>2</td>
</tr>
<tr>
<td>Chitral Gol National Park</td>
<td>Chaghbini to Kasavir</td>
<td>April to October</td>
<td>2</td>
</tr>
<tr>
<td>Chitral Gol National Park</td>
<td>Chaghbini to Gokhshal &amp; Chimirsan An</td>
<td>July to October</td>
<td>2</td>
</tr>
<tr>
<td>Shishi &amp; Golen Valleys</td>
<td>Shishi Valley &amp; Lohigal An</td>
<td>July to mid September</td>
<td>3</td>
</tr>
<tr>
<td>Shishi &amp; Golen Valleys</td>
<td>Golen Gol &amp; Phargam An</td>
<td>mid July to mid September</td>
<td>4</td>
</tr>
<tr>
<td>Shishi &amp; Golen Valleys</td>
<td>Roghili Gol</td>
<td>mid June to September</td>
<td>1-3</td>
</tr>
<tr>
<td>Lutkho Valley</td>
<td>Agram Gol &amp; Besti Gol</td>
<td>July to mid September</td>
<td>3-4</td>
</tr>
<tr>
<td>Lutkho Valley</td>
<td>Owir An</td>
<td>mid June to mid September</td>
<td>2-3</td>
</tr>
<tr>
<td>Turikho Valley</td>
<td>Zani An</td>
<td>late April to October</td>
<td>1</td>
</tr>
<tr>
<td>Turikho Valley</td>
<td>Tirich Mir Base Camp</td>
<td>mid June to mid September</td>
<td>6</td>
</tr>
<tr>
<td>Turikho Valley</td>
<td>Shah Jinali An</td>
<td>mid June to mid September</td>
<td>4</td>
</tr>
<tr>
<td>Turikho Valley</td>
<td>Khot An</td>
<td>mid June to mid September</td>
<td>2-3</td>
</tr>
<tr>
<td>Turikho Valley</td>
<td>Hindu Raj Crest</td>
<td>July to early September</td>
<td>3-5</td>
</tr>
<tr>
<td>Upper Yarkhun Valley</td>
<td>Sholukuch to Broghil &amp; Karambar An</td>
<td>July to September</td>
<td>7</td>
</tr>
<tr>
<td>Upper Yarkhun Valley</td>
<td>Darkot An</td>
<td>June to September</td>
<td>2-3</td>
</tr>
<tr>
<td>Upper Yarkhun Valley</td>
<td>Kachakani An</td>
<td>July to September</td>
<td>7</td>
</tr>
</tbody>
</table>
## HOTELS IN CHITRAL

<table>
<thead>
<tr>
<th>SN #</th>
<th>Name of The Hotel &amp; E mail Address</th>
<th>Contact #</th>
<th>Location</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ptdc Motel</td>
<td>Ph:++92-943-413151,Fax:++92-943-412067</td>
<td>Dolmuts Chitral</td>
<td>On the top. Gives the view of the whole Chitral Valley from the Balcony of Every Room</td>
</tr>
<tr>
<td>2</td>
<td>Pamir Riverside Inn. <a href="mailto:pamirriversideinn@yahoo.com">pamirriversideinn@yahoo.com</a></td>
<td>Ph:++92-943-412525,Fax: ++92-943-413365</td>
<td>Noghor Inside Chitral Royal Fort</td>
<td>Excellent And Peaceful Surroundings With Luxury Rooms</td>
</tr>
<tr>
<td>3</td>
<td>Hotel Al-Farooq Chitral <a href="mailto:goharkhan18@hotmail.com">goharkhan18@hotmail.com</a></td>
<td>Ph:++92-943-412726</td>
<td>New Bazaar Chitral.</td>
<td>Good Service and Neat Rooms</td>
</tr>
<tr>
<td>4</td>
<td>Hotel Tourists Lodge Chitral <a href="mailto:manzoor64@hotmail.com">manzoor64@hotmail.com</a></td>
<td>Ph:++92-943-412452</td>
<td>Shahi Masjid Road New Bazaar Chitral</td>
<td>Good Service and Neat Rooms.</td>
</tr>
<tr>
<td>6</td>
<td>City Tower Hotel Chitral &amp; Restaurant</td>
<td>Ph:++92-943-412912</td>
<td>Shahi Masjid Road</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Manager Daud Jan <a href="mailto:Djan_79@Yahoo.Com">Djan_79@Yahoo.Com</a></td>
<td>Chitral.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------</td>
<td>---------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Y.Z Hotel Chitral &amp; Restaurant</td>
<td>Ph:++92-943-412690</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Governor Cottage Road Chitral.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Terichmir View Hotel</td>
<td>Shahi Masjid Road Chitral.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>New and very clean Room giving view of the Terichmir Peak</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Three Star Hotel</td>
<td>Ph:++92-943-413757</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:threestarhotel@hotmail.com">threestarhotel@hotmail.com</a></td>
<td>Airport Road New Bazaar Chitral.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Comparatively economical hotel.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Most of the charpoys are used</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mountain Inn,</td>
<td>Ph:++92-943-2370, 2800</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ataliq bazaar</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Comparatively economical hotel. Most of the charpoys are used</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Field Survey-2006
### TOURISM RESOURCE - CHITRAL VALLEY

<table>
<thead>
<tr>
<th>Valley/Region</th>
<th>Outstanding Natural Features</th>
<th>Outstanding Cultural Features</th>
<th>Outstanding Biological Features</th>
<th>Activities For Tourists</th>
<th>Accessibility</th>
</tr>
</thead>
</table>
| **Kalash Valleys** | • Typical Hindukush Valley | • Only Valleys In Which Earlier Old (Vedic) Religion Survives In World  
• Distinct Language  
• Cultural Aspect Main Tourist Attraction | • Ancient Cedar Forests  
• Natural Resources - Morel Mushrooms, Pine Nuts | • Cultural Tours  
• Seasonal Festivals  
• Limited Day Hikes | • Easy Access  
• Two Hour Drive From Chitral |
| **Chitral** | • Rugged Terrain  
• Very Attractive Mountain Panorama  
• High Rocky Mountains | • Hunting Bungalows Of Ex-Mehtar Of Chitral: Birmogh Lasht, Kasavir, And Merin | • Endangered Species - Markhor, Snow Leopard  
• Snow Leopard, Black Bear, Birds  
• Healthy Stand of Chilgoza and Chir Pine Forest  
• Edible Plants (Morel Mushrooms)  
• Wildflowers | • Hiking  
• Wildlife Viewing  
• Jeep Trips For Sunrise Or Sunset  
• Bird Watching  
• Chitral Gol National Park | • Very Easy  
• Existent Trail Network (In Disrepair) |
<table>
<thead>
<tr>
<th>Valley</th>
<th>Features</th>
<th>Activities</th>
<th>Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shish &amp; Golen Valleys</td>
<td>Many Side Valleys, Lakes, Clear Streams, High Mountains, Traditional Kho Villages, Cedar Forests, Wildlife (Ibex, Snow Leopard, Bear, Birds), Wild Mushrooms&lt;</td>
<td>Trekking</td>
<td>Open Zone; Three Hour Drive From Chitral</td>
</tr>
<tr>
<td>Lutkho Valley</td>
<td>South Side Of Tirich Mir, Hot Springs At Garam Chashma, Gazikistan Meadows, Friendly Villages</td>
<td>None</td>
<td>Open Zone; Restricted Beyond Garam Chashma</td>
</tr>
<tr>
<td>Turikho Valley</td>
<td>Tirich Mir And Istor-O-Nal; Highest Peaks In Hindukush, None, Wildlife (Large Birds, Mammals,)</td>
<td>Trekking, Mountaineering</td>
<td>Open Zone; Restricted Beyond Rich Gol</td>
</tr>
<tr>
<td>Upper Yarkhun Valley</td>
<td>Arid, High Rocky Mountains Karambar, Wakhi Communities In Broghil, Former Central Asian Trade Route, Wildlife In Side Valleys, Wildflowers In Karambar Meadows</td>
<td>Trekking, Bird Watching, Horseback</td>
<td>Open Zone; Restricted Beyond Lasht</td>
</tr>
<tr>
<td>Lake and Meadows; Largest Alpine Grassland Besides Deosai Plains</td>
<td>• Friendly Kho Communities</td>
<td>• World-Class Migratory Water Fowl Site (Karambar Lakes)</td>
<td>Riding</td>
</tr>
</tbody>
</table>

Source: Field Survey-2006
## INTERNATIONAL ARRIVALS FOR THE YEAR 2004

<table>
<thead>
<tr>
<th>Serial No</th>
<th>Country</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Japan</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>24</td>
<td>15</td>
<td>47</td>
<td>57</td>
<td>26</td>
<td>12</td>
<td>6</td>
<td>4</td>
<td>202</td>
</tr>
<tr>
<td>2</td>
<td>Australia</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>9</td>
<td>8</td>
<td>18</td>
<td>6</td>
<td>10</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>62</td>
</tr>
<tr>
<td>3</td>
<td>Belgium</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td>5</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>British</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>3</td>
<td>6</td>
<td>14</td>
<td>11</td>
<td>23</td>
<td>29</td>
<td>30</td>
<td>1</td>
<td>2</td>
<td>124</td>
</tr>
<tr>
<td>5</td>
<td>USA</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>10</td>
<td>5</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>33</td>
</tr>
<tr>
<td>6</td>
<td>CANADA</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>7</td>
<td>Greek</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>8</td>
<td>6</td>
<td>42</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>74</td>
</tr>
<tr>
<td>8</td>
<td>French</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>16</td>
<td>32</td>
<td>13</td>
<td>5</td>
<td>2</td>
<td>0</td>
<td>81</td>
</tr>
<tr>
<td>9</td>
<td>German</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>20</td>
<td>8</td>
<td>12</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>56</td>
</tr>
<tr>
<td>10</td>
<td>Holland</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>12</td>
<td>3</td>
<td>2</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>52</td>
</tr>
<tr>
<td>11</td>
<td>Singapore</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>Africa</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>13</td>
<td>Lithonia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>Spain</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>8</td>
<td>7</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>26</td>
</tr>
<tr>
<td>15</td>
<td>Swiss</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Country</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>---</td>
<td>-----------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>16</td>
<td>Tanzania</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>17</td>
<td>Tajikistan</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>18</td>
<td>Kazakhstan</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>19</td>
<td>N.Zland</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>20</td>
<td>Slovenia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>19</td>
<td>27</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>21</td>
<td>Swedish</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>22</td>
<td>Norway</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>23</td>
<td>Danish</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>24</td>
<td>Nepal</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>25</td>
<td>Korea</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td>28</td>
<td>5</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>26</td>
<td>User</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>27</td>
<td>Czech</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>28</td>
<td>Brazil</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>29</td>
<td>Finland</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>30</td>
<td>China</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>31</td>
<td>Italian</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>32</td>
<td>Finish</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>33</td>
<td>Malaysia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>34</td>
<td>Portugal</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>35</td>
<td>S.Lanka</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>36</td>
<td>Irish</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
### INTERNATIONAL ARRIVALS FOR THE YEAR 2005

<table>
<thead>
<tr>
<th>S.No</th>
<th>Country</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Japan</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>33</td>
<td>41</td>
<td>36</td>
<td>36</td>
<td>191</td>
</tr>
<tr>
<td>2</td>
<td>Australia</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>12</td>
<td>17</td>
<td>20</td>
<td>14</td>
<td>6</td>
<td>5</td>
<td>11</td>
<td>88</td>
</tr>
<tr>
<td>3</td>
<td>Belgium</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>9</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>British</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>47</td>
<td>20</td>
<td>50</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: Field Survey-2006

Appendix -K
<table>
<thead>
<tr>
<th></th>
<th>USA</th>
<th>0</th>
<th>0</th>
<th>0</th>
<th>0</th>
<th>2</th>
<th>8</th>
<th>8</th>
<th>6</th>
<th>2</th>
<th>10</th>
<th>10</th>
<th>46</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Canada</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>9</td>
<td>7</td>
<td>4</td>
<td>18</td>
<td>7</td>
<td>2</td>
<td>9</td>
<td>58</td>
</tr>
<tr>
<td>7</td>
<td>Greek</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>9</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>33</td>
</tr>
<tr>
<td>8</td>
<td>French</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>11</td>
<td>10</td>
<td>32</td>
<td>49</td>
<td>26</td>
<td>7</td>
<td>14</td>
<td>153</td>
</tr>
<tr>
<td>9</td>
<td>German</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>16</td>
<td>7</td>
<td>20</td>
<td>17</td>
<td>22</td>
<td>2</td>
<td>3</td>
<td>94</td>
</tr>
<tr>
<td>10</td>
<td>Holland</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>5</td>
<td>7</td>
<td>25</td>
<td>5</td>
<td>0</td>
<td>48</td>
</tr>
<tr>
<td>11</td>
<td>Singapore</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>17</td>
<td>1</td>
<td>0</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Africa</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>3</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>13</td>
<td>Lithonia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>14</td>
<td>Spain</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>23</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Swiss</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>6</td>
<td>11</td>
<td>13</td>
<td>5</td>
<td>8</td>
<td>1</td>
<td>0</td>
<td>48</td>
</tr>
<tr>
<td>16</td>
<td>Tanzania</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>17</td>
<td>Tajikistan</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>18</td>
<td>Kazakhstan</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>19</td>
<td>N.Z LAND</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>15</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>25</td>
</tr>
<tr>
<td>20</td>
<td>Slovenia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>26</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>37</td>
</tr>
<tr>
<td>21</td>
<td>Sweden</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>22</td>
<td>Norway</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>23</td>
<td>Danish</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>24</td>
<td>Nepal</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>25</td>
<td>Korea</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>12</td>
<td>17</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>41</td>
</tr>
<tr>
<td>26</td>
<td>User</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>28</td>
<td>Brazil</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>---</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>29</td>
<td>Finland</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>30</td>
<td>China</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>11</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>31</td>
<td>Italian</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>16</td>
<td>11</td>
<td>30</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>68</td>
</tr>
<tr>
<td>33</td>
<td>Finish</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>34</td>
<td>Malaysia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>35</td>
<td>Portugal</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>37</td>
<td>Irish</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>38</td>
<td>Polish</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>6</td>
<td>14</td>
<td>3</td>
<td>0</td>
<td>27</td>
</tr>
<tr>
<td>40</td>
<td>Mexico</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>45</td>
<td>Colombia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>46</td>
<td>Hong Kong</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>48</td>
<td>Austria</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>49</td>
<td>Jordan</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>50</td>
<td>N.D Land</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>51</td>
<td>Iran</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>52</td>
<td>Ireland</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>53</td>
<td>Iceland</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>54</td>
<td>Argentina</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>55</td>
<td>Zimbabwe</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>56</td>
<td>Vietnam</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>57</td>
<td>Bolivia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>58</td>
<td>Croatia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>---------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>6</td>
<td>2</td>
<td>7</td>
<td>23</td>
<td>145</td>
<td>175</td>
<td>290</td>
<td>306</td>
<td>259</td>
<td>113</td>
<td>104</td>
<td>1419</td>
</tr>
</tbody>
</table>

Source: Field Survey-2006
LIST OF TOURS OPERATORS/ TREKKING COMPANIES

1. **Adventure Tours Pakistan**, Ashraf Aman, P.O. Box 1780, Islamabad; G-9/1, Street 53, House 551 (tel (051) 2252759, 2260820, and 2260821; fax (051) 2252145)

2. **Adventure Travel**, S.N. Malik, P.O. Box 2062, Islamabad; 15 Wali Centre, 86 South Blue Area (tel (051) 2272490; tel/fax (051) 2822728; fax (051) 2821407)

3. **Baltistan Tours**, Mohammad Iqbal, P.O. Box 1285, Islamabad (tel (051) 220338; fax (051) 218620; telex 5811 NAIBA PK)

4. **Concordia Trekking Services**, Mohammad Abbas Kazmi, 48 Millat Colony, Committee Chowk, Rawalpindi (tel (051) 72411; fax (051) 552304)

5. **Expedition Pakistan**, Kaiser Khan, 16 Saeed Plaza, Blue Area, Islamabad (tel (051) 811457, 811301-2, 823314, and 823318; fax (051) 811457 and 824319)

6. **Himalaya Nature Tours Pakistan**, Asif Khan, F-7/1, Street 45, House 5, Islamabad (051) 811478; fax (051) 824245)

7. **Himalaya Treks & Tours (Pvt.) Ltd.** Mohammad Ali Changazi, P.O. Box 918, Rawalpindi; 112 Rahim Plaza, Murree Road (tel (051) 5515371; fax (051) 5563014)

8. **Hindukush Trails**, Maqsood ul Mulk, Mountain Inn, Chitral (tel (0933) 412800; fax (0933) 412668)

9. **Indus Guides**, 7-E Egerton Road, Lahore (tel (042) 304190-96; fax (042) 872529; telex 44344 DEENS PK)

10. **Karakorum Explorers**, Mubarak Hussain, P.O. Box 2994, Islamabad; I-10/1, Street 90, House 1295 (tel (051) 4441258; fax (051) 4442127)

11. **Karakorum Treks & Tours N.A. (Pvt.) Ltd.**, Anchan Ali Mirza, P.O. Box 2803, Islamabad; Hotel Metropole, 21-B, G-9 Markaz (tel (051) 2250317; fax (051) 2264192)

12. **Mountain Movers**, Musarat Wali Khan, P.O. Box 985, Rawalpindi (051) 5470519; fax (051) 5470518)
13. Mountain Travels Pakistan, Ghulam Ahmad, 507 Poonch House Complex, Adamjee Rd, Rawalpindi (tel (051) 5528595 and 5525795; fax 5528596)

14. Panorama Travels & Tours, P.O. Box 1064, Islamabad; F-6, 8 Safdar Mansion (near Tabaq Restaurant), Blue Area (tel (051) 815266 and 822080; fax 214548)

15. Nazir Sabir Expeditions, P.O. Box 1442, Islamabad; F-8/1, 28/B Nazimuddin Rd (tel (051) 2252580 and 2252553; fax (051) 2250293)

16. Siachen Travel & Tours, Rozi Ali and Ghulam Ali, Rawalpindi (tel (051) 4426340)

17. Sitara Travel Consultants (Pvt.) Ltd., P.O. Box 1662, Islamabad; Waheed Plaza, 3rd

18. Trans Asian Tours, Ashraf Khan, P.O. Box 1535, Islamabad (tel (051) 4414231; fax (051) 4426614)

19. Trans-Pakistan Adventure Services (Pvt.) Ltd., P.O. Box 2103, Islamabad; Muzaffar Chambers, Plot 82, Apt. 8, 2nd floor, Blue Area (tel (051) 214796, fax 213426)

20. Walji's Adventure Pakistan, Iqbal Walji, P.O. Box 1088, Islamabad; Walji's Building, 10 Khayaban-e-Suhrawardy (tel (051) 2270757/8 and 2870201/9; fax 2270753)

21. Hindukush Trails, Mountain Inn, Chitral - (0933) 412800; fax (0933) 412668)

Source: Field Survey-2006
End Notes

5. Sir Aurel Strein, *Sirindin Vol-iv
6. Rashi Kureshi, CA, District Administration Chitral and Khower.Com
7. Rashi Kureshi, personnel interview.
9. Rashid Kureshi, Official records of District Administration Chitral.
10. Dave Winter, *Foot Prints Northern Pakistan*, op cit. p.117
11. ibid.p.121
13. ibid. p.45
14. ibid, p.56
18. Islam had made some inroads in Kafiristan in the 19th century, but it was only in 1895-96that the Kafirs were forcibly converted to Islam by Abdur Rehman Khan( Amir of Afghanistan); their Islamization was completed during the rule of Amir Habib ullah han and the country was given the name of Nuristan. Varten Gregorian, *The Emergence of modern Afghanistan; Politics of reforms and Modernization*, 1969, Stanford University Press, Stanford, Clifornia, p.37. Also see, Dupree Louis, *Afghanistan*, 2004, Oxford University Press, Karachi, pp.418-419
19. Tourism Division, Ministry of Sports and Tourism Pakistan
20. A survey by the Industry and Environment Office of the United Nations Environment Programme (UNEP/IE) finds that the resource most essential for the growth of tourism is the environment (UNEP 1995:7). Tourism is an environmentally-sensitive industry whose growth is dependent upon the quality of the environment. Tourism growth will cease when negative environmental effects diminish the tourism experience.
21. Rashid Kureshi at Kohower.com and District Administration Chitral
22. See Appendices G, Chapter-4, “Questionnaire for Foreign Tourists”, Field Survey-2006
23. See Appendices H, Chapter-4, “Questionnaire for Local Tourists”, Field Survey-2006
24. See Appendices I, Chapter-4, “Questionnaire for Local of Chitral”, Field Survey-2006
CHAPTER-5

ANALYSIS
TOURISM MANAGEMENT
IN PAKISTAN

One of the core issues of tourism development in Pakistan have been the system of management and organization structured to run it. Therefore, the central theme of the dissertation is who, how and with what structure the tourism in Pakistan should be managed. In order to arrive at the recommendation for suitable management system for Pakistan Tourism, it is first necessary to look at and evaluate the present organization and management structures which have been in place in Pakistan for the past 59 years or so and which had its genesis dating back to 1949.

5.1 Evolution of the Pakistan Tourism System at a Glance:
Pakistan became a member of the International Union of Tourism Organizations (IUOTO) now the World Tourism Organization (WTO) in 1949, and the field of tourism was placed with the Ministry of Railways where it remained until 1955. It was then transferred to the Commerce Ministry. In 1960 a Tourism Bureau was conceived and became part of the Ministry of Commerce with the status of an attached Department. In 1964 it was transferred to the Office of Chief Administrator Civil Aviation and Tourism. When the Aviation Division was created in 1968, the Bureau remained as an attached Department of this Division. In 1970 the Tourism Bureau was downgraded to a Cell but continued to remain as a part of the Civil Aviation Division. However, most functions of the Bureau were assigned to the newly formed Pakistan Tourism Development Corporation.

Tourism in Pakistan was taken seriously for the first time at the policy making level in 1972 when a Ministry of Minority and Religious Affairs and Tourism was created. Though, this Ministry was disbanded in 1976 and Tourism Division became part of the Ministry of Commerce again. However, in 1977 the Ministry of Culture, Sports, Tourism and Archaeology was created. From 1977 to 1996 tourism remained in the same Ministry but was given various emphases in the administration and switched between divisions. In
1996 the Ministry became the Ministry of Culture, Sports, Tourism and Youth Affairs, which was split into three wings:

**Figure 5.1 Ministry Hierarchy I**

The Ministry of Culture, Sports, Tourism and Youth Affairs

- Youth Affairs Wing
- Culture and Administration Wing
- Tourism and Sports Wing

Source: Ministry of Tourism Pakistan-2005

From the foregoing overview one can conclude that the manner in which tourism was shifted around over the years, it had a relatively low priority in the government. In spite of the fact that a national tourism policy was introduced in 1990, the sector was still accorded a very low priority, and tourism seemed to be attached to ministries with sectors requiring more attention and priority. Certainly in the previous ministerial structure, culture, sports and youth affairs, tourism seemed more a pain in the side than a sector, which needed cultivating and nurturing. Therefore, in March 2004 with the bifurcation of the Ministry, Tourism has been given a separate status of Ministry of Tourism. The Ministry of Tourism is responsible for the policy formulation, development, marketing and promotion of both foreign and domestic tourism besides coordination and regulating of federal and provincial governments and private sector activities responsible and involved in tourism. The newly created Ministry of Tourism till now doesn’t seem to be a paradigm shift in Pakistan’s tourism affairs as it has the same old Tourism Wing which is managing tourism affairs as it used to be. Within the overall set up the tourism wing of the ministry in collaboration with its field organizations are totally responsible for the development of the tourism industry. These organizations are:
5.2 **Function of Ministry and Tourism Wing:**

Formulation of National Tourism Policy

- Promotion and development of tourism in Pakistan and coordination of Federal and Provincial tourism plans and activities,

- Pakistan National Tourism Council.

- Publicity within the country and abroad and establishment of tourism information centers for the promotion and guidance of domestic tourists and for the guidance of foreign tourists visiting Pakistan,

- Development of tourist facilities in areas with tourist potential where private sector is shy to invest.

- Over looking affairs of Pakistan Tourism Development Corporation.

- Interacting International organizations and conducting agreements relating to tourism.

- Tourism and hotel training institute.

Source: Ministry of Tourism Pakistan -2005
- Facilitation of travel in Pakistan for tourists,
- Training and research in tourism in Pakistan abroad.
- Control and regulation of tourist industries and allied services.
- Organized foreign tours for Pakistan.

5.3 Organizational Structure: The tourism wing of the ministry currently has approximately 90 officers and staff on full time employment ranging from the Joint Secretary's Office down to Assistant Chiefs and clerks. These staff is career employees of government controlled and disciplined by the Establishment Division. As with all or nearly all government employees they are termed generalists and can be moved from ministry to ministry as required. Over the year the tourism staff has been gradually reduced to its present numbers. There is very little serious tourism knowledge in the tourism wing other than one or two long time academic professionals in the Development and Research section. Within the tourism wing the work has been distributed amongst various sections, these are:

Figure 5.3 Tourism Wing

Source: Ministry of Tourism Pakistan- 2005

5.3.1. Regulation Section: The section is responsible for the administrative control of the Dept of Tourist Services, Pakistan Tourism Development Corporation, Pakistan Institute of Tourism and Hotel Management and Malam Jabba Ski Resort. In addition to administrative matters the section is also responsible for the control, licensing, standards
and improvement of hotels, restaurants, travel agents, tour operators, tourist guides and evaluation of proposals and requests for training abroad.

5.3.2. Publicity and Promotion Section: The functions of this section are:

- To propose publicity and promotion measures for the enhancement of the tourism.
- To monitor and evaluate the publicity and promotion of PTDC and providing funds for undertaking publicity, promotion and marketing of tourism within and outside Pakistan.
- Carry out liaison with national and international organizations in terms of publicity and promotions.
- To maintain a close working relationship with private sector for participation in international trade fairs, conferences and exhibitions.
- Working closely with PIA, other airlines, tour operators, hotels and other organizations involved in the promotion of Pakistan overseas.

5.3.3. International Coordination Section: The section is responsible for all activities involving WTO and other international organizations concerned with tourism development. This means matters relating to statutes, rules, procedures, contributions, elections, legal and administrative structure and obligations of Pakistan's membership as a full member. Other involvements include participation at international conferences, general assembly sessions, executive council sessions and meetings of various working parties within these parameters.

5.3.4. Facilitation and Support Section: Its main duties are to support the private sector in establishing tourism facilities and to assist them in applications and requests for concessions and incentives from government as set out in the tourism policy. It also publishes the frontier formalities booklet for the guidance of international tourists. It has to ensure the upkeep and standards of tourist facilities at airports, railway stations, bus stations, archaeological sites etc.

5.3.5. Operation Section: This section is responsible for:
• Processing applications of mountaineering expeditions and trekking parties
• Provides necessary permissions and administrative arrangements as well customs clearance, briefing/debriefing, porters, weather and a range of other facilitation.
• Formulates the rules and regulations for mountaineering expeditions and traveling parties.
• Also responsible for maintaining proper and correct statistics of all mountaineering groups in Pakistan and suggests measures for the promotion of mountaineering in Pakistan.
• It covers a wide range of other related adventure activities such as trekking, hunting, safaris, white water sports etc.

5.3.6. Research & Statistics and Planning Development: The function of this section is to collect statistical data on various aspects of tourism and publish in report form. It is also responsible for preparation of development plans, project appraisal, monitoring and evaluation of development projects. It also undertakes research studies and is required to formulate the ministry's tourism development projects. It compiles eight regular publications besides completion of some adhoc research papers and studies.

5.4 Department of Tourist Services (DTS)
This department was established in 1976 after promulgation of the three acts to ensure the standard and quality of facilities to be provided by hoteliers, tour operators and tourist guides. Currently it has a staff of 116. The main responsibility of this department is to enforce these acts in the country as a whole and to ensure that tourists are provided these facilities/services which are promised them. Specifically the functions of this department encompass the following:
• Registration of hotels, restaurants, travel agencies and tour guide services.
• Classification of One to Five star hotels.
• All matters pertaining to the issue, renewal, supervision, cancellation, transfer of licenses of hotels, restaurants, travel agencies and tourist guides.
Prescribing limits on the number of persons to be accommodated in rooms, transport, and service charges relating thereto etc.

Enforcement of apprenticeship scheme.

Study of rules of establishment of hotels, restaurants, travel agencies and ensuring their conformity to these rules.

Enforcement of the code of conduct as specified.

Fixation of rates and service charges for boarding, lodging, food & beverage and charges applicable to travel agencies and tour guides. Revision of such rates according to economic fluctuations or otherwise.

Setting up of Advisory Committees in accordance with the laws and performance of secretariat work connected with it.

Receive and investigate complaints of tourists, foreign tour operators and travel agencies.

5.5 Pakistan Tourism Development Corporation (PTDC)
The PTDC is a public limited company registered under the Companies Act in April 1970. Ostensibly it was created to be the government's arm and thrust for tourism development in Pakistan. It was given a wide brief and effectively fronted the ministry in all the activities of development and promotions. PTDC maintains 20 Tourist Information Centers (TIC'S) in different parts of the country. A model TIC has been set up at Taxila and Islamabad and a new one has now opened at Karachi airport. PTDC owns and operates 31 motels and facilities totaling some 550 rooms in areas where the private sector would not invest and currently provides a good deal of required low cost motel accommodation in the Northern Areas and to a lesser extent in parts of NWFP.
PTDC is governed by a Board of Directors. The Chairman is either appointed by the government or the position is held by the Minister of Tourism in the absence of an appointed Chairman. A maximum of 22 directors is allowed. The Chief Executive is the
Managing Director under whom the various organizations, subsidiaries and departments of PTDC operate. The Managing Director is the principal reporting officer to the Board. PTDC currently has a staff of some 240 excluding Hotels and Motels. Its stated objectives are:

- To develop tourism infrastructure on an all Pakistan basis
- To act as an agent on behalf of the Federal Government for the production of tourist literature and publicity for tourism both domestically and internationally.
- To act as a catalyst to encourage the private sector to play a more active role in tourism development.
- To undertake tour operations and provide ground handling facilities for group tours.
- The PTDC has an administrative structure which is responsible to control and operate all its involvement's in the tourism sector. These are:
  - Planning and Development Wing/Engineering Department which undertakes identification and implementation of projects dealing with tourism infrastructure such as motels, recreation units, resorts etc.
  - Publicity and Promotion/Marketing Department which undertakes the production and publication of tourist literature and foreign and domestic tourist markets.
  - PTDC Motels Ltd which undertakes the management of all hospitality units operated by PTDC in various tourist destinations in Pakistan.
  - Pakistan Tours Ltd which provides ground handling and transport facilities for international and domestic groups and also acts as an inbound tour operator.

5.6 Malam Jabba Resort Ltd

Malam Jabba Resort is a private limited company under the administrative control of the Tourism Division having its own Board of Directors with the Secretary, Ministry of Tourism as its Chairman. Formed in 1980, the Company took over from M/s Pakistan Services Ltd the construction and establishment of a Ski-cum Summer Resort at Malam
Jabba, Swat, and after obtaining administrative and financial approval from government completed the project in 1988 at a cost of Rs.90.68 million which also included the loan provided by the Austrian Government. It is designed to offer the following facilities and equipment:

- 52 Rooms
- Restaurant
- Chairlift
- Training Lift
- Skiing equipment
- Snow Clearing Machines
- Two Generators

With a view to making the resort functional for promoting tourism in the country and also to generate income to meet the increasing expenditure being incurred on salary and maintenance, the resort was put into partial operation through PTDC in July/August 1998. It was formally opened while incomplete by the then Prime Minister in November 1998 and directed that PTDC should make it fully operational at least to the first floor by June 1999.

5.7 Pakistan Institute of Tourism & Hotel Management (PITHM)

The Pakistan Institute of Tourism & Hotel Management (formerly known as Tourism and Hotel Institute, Karachi) was initially set up as a cooking school under the decision of the Cabinet in December 1960. Later, an institution called the Pakistan Hotel Training Institute was established by the former Department of Tourism in September 1967 in collaboration with the Pakistan Hotel, Restaurants and Clubs Association. Capital investment was provided by the Government of Pakistan for the establishment of the Institute and to supplement its recurring expenditure. The cost funding was covered by the UNDP/ILO as agreed in the project document and signed by the UNDP/ILO and the Government of Pakistan. This funding covered the cost of international training experts, overseas training and equipment. Interested organizations contributed training expenses of their staff and private students paid their own fees. In 1972, the institute was registered as a society under the Societies Registration Act 1860, thereby acquiring its legal status.
Since then the Institute has been functioning as an autonomous body administered by a Board of Governors including representatives of the travel trade, the hotel industry, PTDC, Airlines, shipping lines and the Ministry of Education. The Ministry Tourism functions as the coordinating, supervisory and controlling body for the Institute with the Secretary of the Ministry acting as ex-officio Chairman of the Board. The main function and activity of the Institute is to impart knowledge by training manpower for the Hospitality, Travel and Tourism Industry in Pakistan. This is done by regular courses, seminars, workshops, on the job training etc. It also arranges and coordinates training programmes with international agencies such as Western Wheat Association, World Food Organization. It cooperates with PIA’s training center in Karachi and provides courses for the Pakistan Navy. It also offers consultancy services when and where required.

5.8 Provincial Tourism -N.W.F.P

NWFP along with the Northern Areas is generally recognized as the tourism region of Pakistan, with its beautiful valleys, lakes, ski resorts, archaeological sites, historic remains, rivers, mountains and glaciers, civilization and culture and its people. Efforts of the Federal and Provincial Governments have resulted in promotion of tourism in this province but have not been able to fully explore the tourism potential of the province. There are many causes normally referred for underdevelopment of the tourism in the province, however the chief indicators are; lack of motivation and political will, low priority accorded by the federal government, negative financial resource allocations at all level including federal, provincial, and the district governments and prevailing inadequate tourism organizational structure.

NWFP Government after assessing the performance of the Tourism Development Corporation of Punjab and realizing that most tourism assets of Pakistan are located in the jurisdiction of NWFP established the Sarhad Tourism Corporation (STC). The STC was assigned the total responsibility for promotion activities necessary. The Corporation acts as a field wing of the Department of Tourism. The functions of coordination, regulation and implementation of policies of the Department of Culture, Sports, Tourism, Archaeology and it Museums are looked after by the Secretary being its head. In the
secretariat, the Secretary is assisted by Deputy Secretary, Sports, Culture, Tourism, Archeology & Museums and Four section officers’ along with their support staff. This Department was bifurcated from Information & Public Relations Department and established as “Sports, Culture, Tourism, Archaeology & Museums Department” in 2003.\(^1\) Previously was functioning under one Administrative Secretary. The Department's functions, as prescribed in the Rules of Business of the Government of NWFP, are as follows:

- Tourism;
- Sports;
- Culture;
- Archaeology & Museums

### 5.9 Organization of the Secretariat

**Figure 5.4 Organization of the Secretariat I**

![Organization of the Secretariat Diagram](image)

**Source:** Government of NWFP- 2005

The Department is carrying out its allocated business through the following attached departments:

- Directorate of Sports
- Sarhad Arts Council
- Sarhad Tourism Corporation
- Directorate of Archaeology & Museums
5.9.1 **Directorate of Sports:**  
The Sports Directorate has the following objectives:

- Control and allocate necessary grants to the sports organizations in the Province.
- Develop sports activities.
- Hunt talent by holding inter-district, inter-divisional and inter-agencies tournaments.
- Impart training through coaching camps.

5.9.2 **Sarhad Arts Council:**  
Sarhad Arts Council was established in 1985 at Peshawar with a view to achieve the following broad objectives:

- Preserve cultural heritage.
- Promote and develop culture, art and literature on indigenous and national lines keeping the regional background intact.
- Monitor the activities of cultural, arts and literary organization in the Province.
- Forge unity among different segments of society;
- Maintain a healthy balance between the institutions involved in cultural and literary activities and Government functionaries;
- Cement the bond of brotherhood between other province; through cultural exchanges, arts exhibition and literary meetings;
- Launch campaign against drug abuse/menace through cultural and literary activities.
5.9.3 Sarhad Tourism Corporation

Sarhad Tourism Corporation (STC) was incorporated as a limited company on January 14, 1991 for the development of tourism industry in the Province. The strategy of STC is to act as catalyst and encourage the private sector to come forward for the development of various aspects of tourism. The objective for the establishment of STC is to:

- Motivate the private sector to come forward and support tourism development in the shape of tour operations and accommodation facilities at potentially attractive regions;
- Provide long-term, leases to private sector for development of properties through Joint ventures with STC;
- Serve as a spring board for fruitful interaction between the Government, PTDC and the private sector for proper development of tourism industry;
- Cooperate with private sector in developing, distribution and sale of quality information and publicity materials;

5.9.4. Directorate of Archaeology and Museums: The Directorate has been established to:

- Preserve the cultural heritage.
- Operation and maintenance of the Peshawar Museum to impart knowledge and educate the youth, students, scholars and foreign visitors.

5.10 The Provincial Tourism Department

The Department is promoting the Government's increased emphasize on Sports, Cultural, Tourist and Archaeological activities. The Sports Directorate regularly holds inter-district and inter-divisional tournaments and conducts coaching camps in squash, athletic, hockey, badminton, boxing, football, table tennis, basketball, weight lifting and volleyball at Peshawar, Abbottabad and Swat where participants are coached. The accession registers of all antiquities of the museums have been maintained by the Directorate of Archeology and Museums. The museum itself comprises of three sections viz Gandhara, Muslim and Tribal sections. Sarhad Art Council is responsible in collaboration with the rest of directorates for the promotion of cultural heritage of the
province. Sarhad Tourism Corporation has been established to promote sustainable tourism in the Province.

5.10.1. The Administration Section
This section of the department is responsible for the personnel related matters, preparation of Establishment budget. It deals with general administration issues of the directorates and the department besides training. The Human Resources of the department includes the manpower of the Department itself and its directorates of Culture, Sports, Tourism, Archaeology & Museums is provided in tin table given below:

<table>
<thead>
<tr>
<th>SR. NO.</th>
<th>DEPARTMENT</th>
<th>OFFICERS 2006</th>
<th>STAFF 2006</th>
<th>TOTAL 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Secretariat</td>
<td>6</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td>2.</td>
<td>Culture</td>
<td>2</td>
<td>40</td>
<td>42</td>
</tr>
<tr>
<td>3.</td>
<td>Sports</td>
<td>4</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>4.</td>
<td>Sarhad Tourism Corporation</td>
<td>5</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>5.</td>
<td>Archeology &amp; Museum</td>
<td>4</td>
<td>94</td>
<td>98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>21</strong></td>
<td><strong>194</strong></td>
<td><strong>215</strong></td>
</tr>
</tbody>
</table>

Source: Government of NWFP 2005

5.10.2. The Planning Section
It is responsible for the preparation of project proposals in coordination with the concerned directorates. Each year proposals are sent to the Federal and provincial governments for inclusion in their development programmes. The section provides after consultation with the directorates, quarterly, six monthly and yearly progress as well as review reports. Its main function is the in and on time approvals for the projects of the directorates and their monitoring. The planning section is focused on the developmental activities. The developmental activities are aims at the promotion of sustainable tourism and preservation of cultural heritage. The dissemination of modern and traditional games,
the propagation of the living culture, the preservation of ancient civilizations and their remains are its goals to be achieved through continuous planning.

5.10.3. The Tourism & Culture Section
It is responsible for communicating the external information received to the directorate concerned and to receive reply from directorates internally for further dissemination to the department concerned. The role of this section is to coordinate and link up the directorate of Tourism & Culture to that organization of the government, international, national and local that can be a source of preservation of cultural heritage and promotion of sustainable tourism.

5.10.4. The Archaeology, Museums & Sports section
This section is responsible for linking its related directorates to the concerned agencies whether in the private or public sector for the achievement of the goal of preservation of ancient civilizations and the propagation of games in vogue and also those being forgotten.

The basic thrust of the directorate is towards preservation of ancient civilization especially the site listed on world heritage list i.e. Takht Bhai. The main attraction in ancient cultures is with reference to Gandhara, Hindu Shahi, the Muslim era and other scattered remains. The Swat Valley, Mardan & Charsadda regions provides for a number of sites where traces of the old culture are visible. The Historic Kissa Khani Bazar, Peshawar and the Khyber pass all are the custodians of old tails and trails that sometimes links to warriors and at other times recalls historians, travelers and writers. The section enables the Directorate to know about the latest techniques for preservation, display and making the knowledge of old civilization more interesting to the visitors so that they visit these treasures time and again.

5.11 ORGANIZATION

5.11.1 Directorate of Sports, NWFP
In the pre-devolution setup there was a Directorate of Sports NWFP at the Provincial level and Divisional offices of the same at the Divisional Headquarter levels in old setup. After devolution of powers to the District Government, the Sports offices at Divisional level were abolished and instead District Sports Offices established in each District Headquarter headed by a District Sports Officer. Organogram of the new setup is placed below:

**Figure 5.6 Directorates of Sports, NWFP**

After establishment of District Governments, all playing facilities such as stadiums, Gymnasiums and Squash Courts, provided by the Provincial Government have been handed over to the District Governments for their management, use and its maintenance.

### 5.11.2 Functions of the Directorate of Sports NWFP

- Promotion of Sports in the Province by providing playing facilities such as Sports Stadiums, Gymnasia, Squash Courts, indoor Games Hall, Swimming Pools, etc. at Tahsil, District and Divisional Level.
- Coordinating activities of sports organizations, providing them financial assistance and Coaching of the youth. Coordinating inter schools and inter colleges sports activities.
• Holding of inter-district, division & Provincial Tournaments. Arranging inter-provincial sports competitions and conducting international matches.
• Arranging special people sports festival.
• To impart training through coaching camps.
• Advise the Government on plans and programmes for youth welfare. Organize Youth activities at the Provincial level. Promote youth activities in the private sector.
• To coordinate with the Federal Government in the Youth Affairs Division to promote the activities of the Youth.
• To organize inter-provincial as well as international youth exchange programmes with the collaboration of Federal Government.

5.11.3 Performance

The Provincial Sports Department has provided a number of playing facilities at the Provincial, Divisional and District Headquarters in NWFP. The playing facilities provided during the period of present regime are as under:

- Hockey turf at Bannu Hockey Stadium.
- Improvement/renovation of Sportsmen Hostel at Bannu.
- Construction of Bannu Sports Stadium
- Sports complex at Kohat constructed consisting of Cricket, Football and Hockey.
- Tennis courts at Peshawar.
- Badminton Hall at Mardan.
- The Directorate of Sports NWFP is regularly organizing Inter District, Inter Division and Inter Provincial Youth competitions for boys and girls. Besides, Pakistan level tournaments and Sports Festival for Special people have been organized.
- Holding of National, Provincial and Regional level Sports tournaments/activities for Special people and the general public especially for the students’ community.
- To organize International competitions if allotted by the Federal Govt. / respective Sports Federations.
- Coaching and Training Camps for the talented Sportsmen.
- Inter Agencies Sports competitions.
- Mass participation activities like Walk, Road race, Jogging and mini Marathons.
- Efforts are being made to provide play grounds in each Tehsil of the Province. This year a sum of Rs 3.8 million has been allocated in the ADP for provision of play grounds. Moreover, the Provincial Govt. with the assistance of Federal Govt will provide Synthetic Hockey turf at places like Abbottabad, Swat, Mardan and Kohat etc. Presently 2 Synthetic Hockey Turf one each at Peshawar and Bannu are available.
- A sum of Rs 5.3 million has been allocated in the current financial year for the promotion of Sports activities. It may be mentioned here that the Govt. of Punjab and Sindh are providing more than Rs.20 million for the same Sports activities which are supposed to be organized by the Directorate of Sports NWFP.
- To organize sports properly throughout the Province and to have better coordination with the executing agencies in connection with the construction of Sports projects, it is essential that District Sports Officers in each District of the province are established with the minimum staff of the District Sports Officer., Junior Clerk, Naib Qasid and a Chowkidar. In Punjab they have established Sports offices even at the Tehsil level.
- The Millenium Spring festival was organized by the Sports Department at Army Stadium, Peshawar on 10th March, 2000. The Chief Executive of Pakistan was the Chief Guest. Besides Governor, NWFP and Corps Commander 11 Corps, a large number of high-ranking Civil/Military Officers and general public witnessed different events such as Buz Kushi Match, Tent Pegging, Horse Dances and Band display.

5.12 Sarhad Council Of The Arts
The Sarhad Council of the Arts is functioning under the Administrative control of Culture Department. No restructuring/devolution has been taken in this organization as it contains a bare minimum of staff.

Figure 5.7  SARHAD COUNCIL OF THE ARTS

Source: Government of NWFP 2005

5.12.1 Function of the Directorate of Culture

- To Preserve Culture Heritage;
- To promote and develop culture, art and literature on indigenous and national lines, keeping the regional background intact;
- To monitor the activities of cultural, arts and literary organizations in NWFP;
- To forge unity among different segments of society;

5.12.2 Performance

- The Cultural Wing has fabricated a cultural Float on 23rd March, 2000 (Pakistan Day) depicting the cultural heritage of the NWFP in particular. The Float has taken part in the national festival on Pakistan Day held at Islamabad. It was viewed by a large number of people, besides the dignitaries invited on the
occasion. It has a positive impact in preserving a developing cultural traditions and heritage.

- The Culture wing is also maintaining and running the Nishtar Hall meant for holding cultural shows, literary activities and other government functions.
- In its pursuit to the cultural development, financial assistance is provided to the needy and deserving artists/singers/sportsmen and Artisans.

5.13 Sarhad Tourism Corporation
The Sarhad Tourism Corporation NWFP was established in 1991 to promote and develop the Tourism industry of NWFP by involving both the private and public sectors.

- **Overall Goal:** To act as a catalyst for the promotion of sustainable tourism development in NWFP.

- **Short Term Objectives:**
  - To create awareness of Tourism as an Industry,
  - To build rapport with private investors for promotion of tourism in the NWFP, publicity and promotion.

- **Mid Term Objectives:** To accomplish the task of motivating the private sector to come forward and indulge in certain activities to provide the demonstrative effect by running tourism development complexes all over the Province and through acquisition of existing state land and development of new facilities and buildings.

- **Long Term Objectives:** To create adequate awareness amongst the people that tourism is an income-generating agency and that it can become a leading industry for the NWFP.

**Figure 5.8 Organogram STC**

| Secretaries to Govt of NWFP & the Board of directors of S.T.C |  |  |
5.13.1 Performance

- As per its policy of public-private partnership, the STC advertised the leasing out of the Falak Sair Hotel at Kalam for a period of 30-33 years. The process of its leasing out to the private sector is at the final stage. Likewise, privatization of Kund National Park is also under active consideration.

- The Shandur Polo Tournament is an important annual festival from the view point of Tourism development. This time it was held on July 8-10, 2000 and attracted a large number of people. The Chief Executive of Pakistan also graced the occasion.
• According to a programme, the STC is going to install a chain of logos in Peshawar City at places of historical value for the convenience of tourists particularly coming from abroad. The Peshawar Museum and Khan Klub will be the starting and terminating point of the logos respectively.

• Three rest houses at Nathiagali, one at Donga Gali and one at Behrain, Swat, were got transferred from the C&W Department to the STC for the use of tourists. These rest houses were renovated, furnished and made worth living by the STC and now are rented out to the tourists at rates little lower than the market. This has put a positive impact on Tourism activities pursued by the STC.

• The Government of Pakistan in collaboration with UNDP/WTO has engaged a team comprising national and international consultants for formulation of a Master Plan for Tourism Development in the Country. The consultants visited Peshawar on 21.8.2000 and held meetings with the Minister for Tourism, NWFP, the Acting Secretary Tourism and the Managing Director, STC and apprized themselves of the necessary information in this regard. Further meetings will be held in due course of time for feminization of the Master Plan.

• A group of 6-7 selected persons related to the field of Tourism from Sri-Lanka, are scheduled to visit Pakistan with the near future for comprehensive study of the Touristic potential once formulate its recommendations for the promotion & development of Tourism industry in the Country

5.14 Directorate of Archaeology & Museums, NWFP
Since no devolution has been under taken in the Directorate of Archaeology & Museums, therefore no such office nor subordinate offices or institutes are run or controlled by the District Governments. The Directorate has the following subordinate institutions:

• Peshawar Museum, Peshawar
• Dir Museum, Chakdara
The Provincial Government of NWFP with a view to have its own Provincial Government law to deal with matters related to moveable and immoveable antiquities, has implemented the NWFP, Antiquities Act – 1997 in letter and spirit. For the preservation of Architectural buildings located in this Province, the NWFP Premises Act is under consideration of Government for promulgation as ordinance.

- To conduct exploration in the Province for the discovery of new sites and to carry out excavations of the existing sites situated at various places.
- To conserve the ancient sites and monuments for their preservations for the present and coming generations.
- To improve and display existing Museums and to take steps for the establishment of new Museums in the Province.

### 5.14.1 Development of Hund as Archaeological & Tourist point:
The existing site of village Hund is located on the western bank of River Indus at a distance of 5/6 kilometer from the main Swabi Jehangira Road in the Swabi District. It is a well known historical place at the crossing point of River Indus. Alexander the Great, on his march to India had offered sacrifices to the gods here and crossed over to Punjab. Hund remained the Capital of Hindu Shahi dynasty during the 10th and 11th Century, when Mehmood of Gazna defeated the last ruler of this dynasty and unfurled the banner of Islam in this region. In view of its historical importance, the Provincial Government decided in 1995 to develop the place as historical and tourist point. Therefore, a PC-1 was approved with the following components.

- Purchase of land at Hund.
- Erection of Alexander Monument.
- Fencing.
- Leveling and dressing
- Archaeological excavation.

The land measuring 33 kanal and 8 marlas has been acquired and its leveling and fencing has been completed. Archaeological excavation done in second quarter of 2000. Valuable coins and some related artifacts have been recovered.

Steps are also being taken for the Conservation, rehabilitation, protection and renovation of Archaeological sites in and around Peshawar/Garden at Gor-khattree along with Development of Hund as an Archaeological and Tourist site. Improvement of the existing Museums is also on the card.

5.15. **NWFP- Tourism Profile Overview**

5.15.1. **Peshawar:** One of the oldest living cities of the sub continent, Peshawar has a history full of invasions and other historic events of great significance. Gateway to the sub continent from the west, Peshawar has always been the first to face the invaders for centuries. The provincial capital of the North West Frontier, Peshawar lies on strategic route to Afghanistan.

Cultural Heritage: The famous Khyber Pass links Peshawar Valley with Afghanistan. Many invaders including Alexander the Great, the Ghaznavis and Mughals used it as passage to conquer India. Peshawar also had been the capital of Gandhra Civilization for
many centuries. Places of attraction include the Qissa Khawani (storytellers) Bazaar and the walled city itself.

Potential Assessment: Peshawar has a great deal of capacity for expansion of tourism for all times. Being located on an important trade route extending to the newly independent Russian states, Peshawar needs upgrading and improvements to be made to its potential heritage sites.

5.15.2. **Mardan:** Mardan is an important town located strategically at the crossroads from Peshawar,Charsadda, Swabi and the Swat Valley.

Cultural Heritage: Extremely useful archaeological excavations have been carried out at a number of sites around Mardan. Most of the sites date back to the time when Gandhara Civilization flourished in the area. The rich cultural heritage of Gandhara has been found at Takht Bhai, Shahbaz Garhi, Jamal Garhi and some sites at Swabi in the east and Charsadda in the west. The first one is also declared as World Heritage Site.

Potential Assessment: Mardan lies on the only road leading north to the famous valleys of Swat, Dir and Chitral. For this and many other reasons, it is not a destination in itself but a stop over of short duration. Mardan City is the main city of this Tourism Development Center and also the provider basic urban services. A decent tourist accommodation does not exist at the moment, which should be provided with limited capacity for tourists who want to spend sufficient time at the historic sites and may not reach Swat the next destination, during safe hours of the day.

5.15.3. **Swat:** The only area rich in both Cultural as well as Environment value is the famous valley of Swat. With River Swat flowing in the middle, the valley is narrow at many places and present picturesque scenery with snow clad peaks in the background. Geographically and politically the area can be divided into four distinct parts. After scaling the Malakand Pass from Dargai in the south, Malakand Agency is an area with tribal status. Lower Swat mainly consists of Buner and the surrounding areas. Mingora is the capital city whereas Saidu Sharif Airport is located just across the River Swat. During the season, thousands of foreign as well as domestic tourists throng the place. Moving
towards north, the Shangia District provides the only link between Swat Valley and Karakuram Highway in Kohistan Valley at Bisham.

Cultural Heritage: Swat is an important link in the long chain of settlements showing significant traces of Gandhara Civilization. The historic sites belonging to this era are scattered in large numbers in the lower and central Swat valley. Churchill Picket is an interesting site belonging to the recent past and located immediately after crossing into the valley from Malakand Pass. It is followed by Buner in Lower Swat, where the Shrine of a saint known as Pir Baba, few historic sites dating back to Alexander the Great and some belonging to the Mughals are the points of interest. From Lower Swat, the stretch of the valley to north belongs to the central area and is the hub of tourist activities of the valley. Many Buddha relics, figures and Stupas are scattered all around.

Nature/Recreation: Malakand Top offers a resting and picnics spot. Buner in Lower Swat is known for its natural beauty. Two mountain tops of Karakar and Ham are located in Buner, the area which lies off the main route of the tourist movements. Infrastructure improvements may open this area for tourists. Shangia Pass is a scenically beautiful spot, which remains covered with snow during the winter. The only ski resort of Malam jaba is located almost in the middle of the valley. The Upper Swat Valley changes the character from historic to that of recreation. Many towns have tourism as the economic base. Bahrain, Madyan and Miandam are the most well known destinations. However, the biggest concentration of tourist hotel accommodation is located at Kalam. After Kalam, the valley bifurcates in two small valleys; one on the right is leading to Ushu glacier and ends at the beautiful Mahodand Lake. Whereas, the other on the left goes to Athrore, Gabral and ends at another beautiful Kandalodand Lake.

Potential Assessment: Making any assessment of the potential of the valley for future expansion is perhaps not an easy task. Existing levels of tourism movement in the valley are already extremely high, posing serious threats to the environmental quality. Kalam is already showing the signs where mushroom growth of hotel industry without comprehensive urban planning has seriously damaged the urban environment. Therefore it is required to either put restrictions on the tourist movement in the valley or open new areas as alternate destinations to relieve the pressure on the already established areas. A
comprehensive urban development plan should however be urgently prepared for Kalam and its surroundings.

5.15.4. Dir: Dir valley is sandwiched between the Valleys of Swat and Chitral. Main access to Chitral passes through Dir, which also provides access to most parts of the valley. It extends from Chakdara after crossing River Swat in the South to Lowari Pass in the North.

Nature/Recreation: Dir is one of the areas with significant tourism potential. Both historic and environmentally rich sites are located in the main valley. Kumrat is the most beautiful area of the valley, which is visited by many domestic tourists. Presently Dir town is used for temporary stay for the traffic moving on the main Chitral Road, especially during the times when Lowari Pass is closed to the traffic as a result of snowfall and all the Chitral bound traffic is blocked.

Potential Assessment: Although Dir valley has significant tourism potential in the form of natural beauty, but it requires a large-scale investment for development of basic infrastructure. This seriously restricts scope for its development as an alternate or supplement tourism facility to Swat Valley.

5.15.5. Chitral: Entering from Dir into Chitral requires crossing the Lowari Pass, which remains closed for almost six months of the year due to heavy snow fall during the winter and frequent land slides on certain sections of the road. This serious handicap on accessibility has kept the Chitral relatively isolated from its surroundings and protected the original culture of the valley. Chitral is strategically located at the meeting place of a number of countries including Pakistan, Afghanistan, Russia, Tajikistan, China and India. This gives it a unique geopolitical significance, which is also sensitive from defense point of view. For centuries, a local family has ruled Chitral, till the status of a state was abolished in mid seventies.

Cultural Heritage: Chitral has two most significant attractions. Firstly, the Kafir people of Kalash Valleys who have been living in a time capsule. Believed to be the descendents of the Greek army left behind by Alexander the Great, they have a completely distinct and primitive culture and a totally pagan religion.
Nature/Sports: Secondly, the highest polo ground of the world is located at Shandoor, the border between Chitral and Gilgit. More than 12,000 feet above the sea Shandoor Lake at Shandoor Top is located next to the Shandoor Polo Ground. Thousands attend the annual polo festival every year, including the dignitaries, celebrities and foreigners. The chief guest is normally either the President or the Prime Minister of Pakistan.

Potential Assessment: Chitral has unique tourism products to offer which is the Kafirs of Kalash, and the valley has already been established as a popular destination. However, it has a serious problem in terms of accessibility. Road journey is not possible for six months of the year and air link is as uncertain as the weather of the region. The runway in Chitral is too small to accommodate big aircraft and small aircraft can not operate in bad weather conditions. An improvement in road conditions requires construction of a tunnel across the Lowari Top, a solution that is both costly and technically difficult.

5.15.6. **Hazara:** Hazara lies along the KKH between the plains of Punjab and the mountains of Northern Areas. Abbottabad is the largest town of the region, which is also a significant military establishment.

Nature/Recreation: The tourism significance of Hazara Region lies in Karakuram Highway, which passes for most of its length from the region. The area is also a transit service point for traffic leading to the Kaghan Valley, which is a very popular tourist destination among the domestic tourists. Tourism potential of Hazara Region also includes Thandiani, an attractive hill station at high altitude and located in the vicinity of Abbottabad. The beautiful Galiyat area, which has been included in the cluster of Rawalpindi, Islamabad and Murree, actually extends up to Abbottabad in the northwest.

Potential Assessment: Abbottabad is already an established hill station with limited potential for any further expansion. Since recent past it has also been established as center of good quality educational institutions. This also has a limited potential for future expansion. However, Abbottabad will keep playing the role of a transit station for traffic on KKH and towards Kaghan Valley. Unfortunately, the section of KKH passing from Abbottabad is heavily developed by commercial area on sides, creating traffic jams and disturbing the national and international traffic of KKH. This requires imposing a strict
development control for any future commercial development on this section of the Highway. A better solution will be to built a bypass road as new section of the KKH.

5.15.7. **Kaghan:** Including Murree and Kalam, Kaghan is one of the three most popular tourist destinations in Pakistan mainly among the domestic tourists. The 61km long beautiful valley of Kaghan is accessible from Mansehra, located along KKH after Abbottabad. River Kunhar is the main artery of the valley and most settlements are located along this river.

Nature/Recreation: The large town of Balakot is situated at the mouth of the valley and provides all the tourist related facilities to the Valley. A small offshoot to the main valley is the beautiful and snow covered valley of Shogran. Naran is essentially the final destination of many tourists to Kaghan Valley. The legendary Saiful Muluk Lake is situated at a distance of about 6kms from Naran. The Valley ends at Babusar Pass, rossing which leads to Chilas in Northern Areas.

Potential Assessment: Damage done to the environment of the valley has already been visible. Lake Saiful Muluk presents appalling picture with so much of litter and solid waste left by the tourists after every summer season. The development of a large number of hotels in Naran has generally been done without following any planning. Shogran is now going to witness the onslaught of tourists. This urgently and importantly requires a comprehensive plan preparation for Shogran as well as Naran. The orderly development will also relieve Naran from present overcrowding. Balakot is an alternate accommodation, for tourists who arrive late and do not want to continue journey to Naran after the sunset. All hotel development in Balakot has also been done with proper planning. A comprehensive plan for Balakot is also urgently required.

5.16 **State Of Tourism Growth in Pakistan**

Pakistan receives limited numbers of tourists, and recent data have shown growth in real terms and substantial recovery from 368700 a low point in 1996, to 798300 in 2005, more than the double figure in less then ten years. The growing trend rocketed up in 2000, but unfortunate 9/11 damaged the pace and resulted in to negative trend for constant two years, 2001, 2002. However, the shortfall observed in 2001, 2002 and recovery thereafter is same as of the world tourism due to the negative effects of 9/11. However, the
encouraging is the unprecedented growth of Pakistan tourism in 2004-2005, which has surpassed world pace in manifolds. Using the latest figures available from 1997 through 2005 it can be seen that total visitor arrivals have progressively increased manifolds from 368700 in 1996 to 798300.\(^2\) if the same pace of tourism growth in Pakistan continues then the days are not far off, when tourism will count a substantial portion in Pakistan GNP.

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourism Arrivals Pakistan</th>
<th>World Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Arrivals Thousands(^3)</td>
<td>% Change Over</td>
</tr>
<tr>
<td>1996</td>
<td>368.7</td>
<td>(-) 2.6</td>
</tr>
<tr>
<td>1997</td>
<td>374.8</td>
<td>1.7</td>
</tr>
<tr>
<td>1998</td>
<td>428.8</td>
<td>14.4</td>
</tr>
<tr>
<td>1999</td>
<td>432.2</td>
<td>0.8</td>
</tr>
<tr>
<td>2000</td>
<td>556.7</td>
<td>28.8</td>
</tr>
<tr>
<td>2001</td>
<td>499.7</td>
<td>(-) 10.2</td>
</tr>
<tr>
<td>2002</td>
<td>498.1</td>
<td>(-) 0.3</td>
</tr>
<tr>
<td>2003</td>
<td>500.9</td>
<td>0.6</td>
</tr>
<tr>
<td>2004</td>
<td>648.0</td>
<td>29.4</td>
</tr>
<tr>
<td>2005</td>
<td>798.3</td>
<td>23.2</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism- 2006

Statistics of market wise tourists’ arrivals in Pakistan for last four years show a statuesque in trends, where Europe has continued to occupy a major share, followed by South Asia, America and South East Asia.\(^5\) The following graph represents the last five years (2001-2005) average share of each region.

**Graph 5.1 Annual Arrival Shares of Various Regions**
Pakistan’s share in South Asian Tourism is also not encouraging. Foreign arrivals in Pakistan are much lesser than India, Iran, and nearly equal to Bhutan, a smaller country with much less returning ethnic traffic. An overview of Pakistan’s average share in South Asian market serves an eye opener for the tourism management in Pakistan.

An examination of the motivation for travel in 2005 shows that returning Pakistanis and others visiting Friends and Relative account for more than half of all foreign arrivals at 56%. Business visits remain strong at 21%, while holiday/vacation visits are limited to only 14.7% of all arrivals. Pakistan has lot of potential for religion tourism, especially related to Sikh, Buddhism. In real terms, with only 8800 tourists arriving in Pakistan for...
religion purposes in 2005, is a very low base. Same situation is observed in holiday/recreation tourism. After discussion with tour operators, we believe that over 75% of long-haul leisure tourists confine their tour to major cites such as Lahore and Islamabad, and to the northern part of the Country. Trekking, and to a lesser degree mountaineering, are the highest profile activities of tourists, although there are a growing number of more general tours, while religious sites are providing a significant attraction to visitors from the Far East an Indian East Punjab. Statistical research reveals that foreign tourist can be divided in to two distinct groups on sex or age stratification. Male constitute the substantial increase over female visitors. In age based strata over 30 years visitors are – to the visitors having age less than 30 years.

\[\text{Table: 5.3 Age and Sex Distribution of Foreign Tourists -2005}\]

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>566.8</td>
<td>(71.0)</td>
</tr>
<tr>
<td>Female</td>
<td>231.5</td>
<td>(29.0)</td>
</tr>
<tr>
<td>Total</td>
<td>798.3</td>
<td>(100)</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism- 2006

**Recent Initiatives:** Government of Pakistan has taken number of initiatives to encourage tourism growth and improve the state of affairs in tourism sectors. Each step has its own weight to influence the tourism and contribute towards positive output. These initiatives being self-explanatory are listed below:

- Tourism has been declared as an industry.
- Year 2007 has been declared as a “YEAR OF TOURISM”
- Government permission is no longer required for setting up of tourism projects in the private sector.
- Equity loan ratio is 20:80 for establishment of tourism projects.
• Permission of the State Bank of Pakistan is no longer necessary for repatriation of profits of tourism projects.

• Foreigners/local and Overseas Pakistanis can now open foreign exchange accounts.

• Foreign exchange without any limit can be brought into the country.

• No questions are asked about the source of availability of the foreign exchange.

• Any citizen can purchase foreign exchange bearer certificates and bonds.

• Government has waived work permit restrictions on the employment of foreign nationals in the category of the General managers and Technical Personnel.

• Ceilings on payment of royalties have been dispensed with. Now the investors can enter into contracts for transfer of technology and use of patents rights without the approval of any government agency.

• Charter flights are allowed on point to point basis at Karachi, Lahore, Islamabad and Peshawar.

• Vehicles (15-20) seats and 4-wheels drive imported by the registered tour operators can claim payment of duty in half-yearly five equal installments.

• Central air-conditioning equipment and apparatus of general utility in the premises of Hotel and Restaurants are charged industrial tariff for electricity.

• Industrial tariff rates of Sui Gas are charged from Hoteliers.

• Private sector is allowed to run helicopter charter flight service anywhere in Pakistan.

• 30 days visa on arrival at the airports to genuine tourists.
• Landing permits/transit visa for 72 hours is govern by our immigration staff, free of charge to the genuine tourists, provided they possess return air-tickets and sufficient foreign exchange at entry points/airports.

• Pakistan Embassies are authorized to issue double entry visa to the genuine tourists.

• Genuine tourists leaving Pakistan within 30 days are not required to report to the District Registration Officer (Foreigner).

5.17 Analysis Findings/ Conclusions

Analysis of the data leads to number of findings and conclusions. Some of the worth mentioning findings are given below in succeeding paragraphs.

5.17.1. Ministry of Tourism Headquarters:

➤ The Ministry in its present form has never had the respect or confidence of the private sector and has not contributed to the development of the sector in any meaningful degree over the last twenty years. Its lack of actions in pursuing policy implementation is lamentable.

➤ The Ministry is not fully empowered to tackle the problems of tourists and tourist enterprises because of assigning of most of these responsibilities to other ministries/divisions.

➤ The Ministry was not computerized until 2005, and was working with outdated procedures and work methods. Internal sources, on the promise of confidentiality informed, that work output and accomplishments is hampered by considerable impediments ranging from administrative bureaucracy, lack of modern day computer technology, lack of funds, lack of experience and professional knowledge, lack of facilities, short working hours and general lethargy.

➤ The deficiencies in all departments and lack of funding had serious implications in the effective management of the tourism sector so far.
It has never been a source of effective and meaningful data, and has no worthwhile tourism survey on its credit. The so called referred Survey-2000, in most of the documents is not easily accessable.

5.17.2. Department of Tourist Services (DTS)

- This department is one of the most contentious mechanisms of the tourist industry in Pakistan. It functions on the disciplines of three tourism acts, which are outdated by twenty years.
- The requirements of every aspect of hotel construction and facilities including kitchens, food preparation, health, services, public areas, sanitation, environment etc now has yet to conform to international standards. Grading also now comes into the international domain, as well as taking into account quality of staff and training requirements.
- Under international law, tour operators who promote and bring visitors to a country are now legally responsible for providing what is stated in their programmes. In the case of Pakistan, a stated grade of hotel, based on the existing tourism acts does not conform to international standards, and as a result if featured and quoted in overseas tour programmes a client may sue the agent for misrepresentation.

5.17.3. Pakistan Tourism Development Corporation (PTDC)

- An unsatisfactory and worrying aspect of the day-to-day administration and management of PTDC is that not all staff are employed by the Ministry directly. There is a problem of dual management in that half the employees are generalists employed directly by the ministry and half employed as semi experienced personnel directly by PTDC. This results in dual orders and disciplines resulting in petty suspicions which affect reporting procedures and a lack of internal cooperation.
- Since its inception PTDC has had a troubled time and its relationship with the private sector has not been good. PTDC involvement in activities such as tour
operating has been seen by the private sector as the government being directly in competition with the private sector.

- Its funding from government has not been sufficient to enable it to function as originally envisioned and it is top heavy in institutional and administrative costs, so much so that it was reported that major chunk of its funding from government has in the past gone on administration and staff costs. This has been addressed in part with a reduction in employed staff.
- Its involvement in hotels has been a serious failure in terms of standards and profitability. The experienced staff is difficult to identify.

5.17.4. Malam Jabba Resort Ltd:

- A recent inspection (June 2006) of the resort showed that the resort displays five different names on signboards positioned at strategic places and three different names in the main entrance lobby. There are engineering defects in the roof resulting in leakage into rooms below, only part of the accommodation has been completed and there is the appearance of decay and general neglect. Only 22 rooms were reported functional. The main visitors to the resort are day-trippers who visit during the summer season. However, the resort has provided no facilities for day-trippers. These include:
  - Drinking Water
  - Toilets
  - Parking
  - Resting areas (in sufficient seats/benches)
  - Children's recreation facilities
  - Walking tracks
  - Shelter
  - Restaurant/Fast food outlets
  - Telephones

- As with the PTDC, staff is divided into two groups. One group employed by the Ministry and the other employed by PTDC. This has created hostility among the
staff, which adversely affects the working environment, efficiency and standards of service at the resort.

- There is an urgent need to address the lack of training and qualified staff for the resort, which adds to the fact that it is a deteriorating and will have an inevitable negative impact on tourism generation to this area.

5.17.5. Pakistan Institute of Tourism & Hotel Management (PITHM)

- Since its inception the Institute has been located in rented buildings, which could not cater for the demands of a professional education institute. This has been a major constraint on its effectiveness and its ability to train students to the standards indicated in its aims and objectives. Recently the institute has moved to a newly constructed building which is not yet complete and lacks numerous important facilities and equipment and has yet to resolve many problems to enable it to provide better training and facilities and environment for students and staff.

- It has had no official Director for the last decade and the current Acting Director has little management or training skills and is not in tune with the requirements of the hospitality industry. The existing staff is de-motivated and unqualified with instructors entrenched in outdated syllabuses and teaching methods. As a result, the image of the school throughout the industry is very negative, primarily due to lack of knowledge as to the industry needs and what the school can provide.

- The inability of the school is further compounded by government controls and establishment employment scales where it is not possible to attract national or international qualified trainers at acceptable private sector levels.

- A new PITHM school is being completed in Swat with assistance from the Austrian Government. At the time of this report it is questionable and remains to be seen, that in view of the experience of PITHM, Karachi, and if it is to be run on the same lines, if it will contribute improved training standards to the industry.

5.17.6. Types of Tourism Markets

For Pakistan we have identified a range of markets that will be attracted by selected tourism products, some of which can be developed in the short term, while
others must wait for the opening up of the whole Country to tourists or the development of improved infrastructure.

- **Business Markets:** Business, professional or official visitors come from countries that have official or trading links with Pakistan. The majority of business traffic is regional, and current statistics identify China, India and other parts of the sub-continent as the principal source markets, as well as the United Kingdom and America as markets outside the region. At the present time, business visitors account for approximately 21% of all visitors to Pakistan. Special events are important in attracting tourists and can influence the numbers of foreign and domestic tourists, both business and leisure, depending on the style of event. Trade fairs attract both local people and foreign supplier; and buyers. Sports events such as cricket matches, polo tournaments, international athletic meets and others attract supporters from the visiting country as well as domestic visitors. Festivals and national events attract all types of visitor, and are particularly important in attracting regional tourists.

- **Visiting Friends and Relatives:** Because of the Diaspora of Pakistani overseas there are important Pakistani communities in Europe, America, East Africa and the Middle East. Most of them return regularly to visit friends and relatives and in 2005 accounted for 56% of all visitors. However, because of the very structure of this market, it is a static market that is unlikely to grow unless there is a significant increase in emigration, and the decision to visit is rarely stimulated by normal tourism promotional campaigns.

- **Leisure:** Leisure tourism is the most important form of tourism for most destinations as it is a sector that can be improved from present state of disappointment by infrastructural and facility development in the Country. It is the tourism sector most influenced by promotional campaigns, and markets can be stimulated by well targeted and effective marketing programmes.

- **Adventure Tourism:** At the present time, adventure tourism is the most evident in Pakistan, and is given highest priority in existing tourism promotion. This is a very important form of tourism and includes trekking and
mountaineering. Most of the tourism of the north is based on this and it has been reported that over 50% of all foreign holiday tourists at the present time participate in these activities. However, almost all of this tourism is being directed to Northern Areas since long, and no share is provided to Chitral and other areas having peaks more than 6000 meter and above.

- **Leisure/Resort Tourism:** There are a limited number of tourist resorts in Pakistan to look after a large domestic market. There is dire demand for tourist resorts that are aimed at the needs and in a price range appropriate to domestic travelers.

- **Cultural Religious and Historical Interests:** The sub-continent's primary attraction to most international source markets is the broad range of cultural, religious and historical attractions. The many cultures, the wealth of relics from past empires and civilizations, the strong religious heritage of the region, and the diversity of the people provide an appeal that is hard to match in other parts of the world. However, statistics show that Pakistan has yet to tape its huge potential available in this type of tourism. The religious sites can attract pilgrims, while the historical sites can be linked in themed tours. In many cases, regional pilgrims from Japan, Korea and Taiwan, may combine a holiday tour with visits to Buddhist shrines. In Pakistan, Buddhist, Sikh and Muslim shrines all provide the opportunity of developing a wide range of religion-based programmes.

- **Environmental and Eco-Tourism:** Environmental tourism, whether referred to as safari, eco-tourism (although this term is suffering from excessive and incorrect use and a poor image), or nature tourism, attracts serious tourists who are keen to discover more about the natural life of Pakistan. Pakistan can offer a variety of areas that are of high environmental interest. However, this lucrative market will not be attracted if environmental degradation, in any form, is allowed to escalate or infra structure is not improved.

## 5.17.7. The Management of Tourism

Nevertheless it is generally accepted that for tourism to develop in a sustainable and orderly manner, an appropriate physical and regulatory framework is required.
Governments can only provide this. They are also responsible for the provision of the basic physical infrastructure necessary for tourism such as roads, airports, communications, power, water, sanitation and other infrastructure. They are also responsible for creating the legal framework within which the tourist industry operates. Image building can also be defined as a government responsibility as a country's image is seen as an integral part of its overall economic development.

- Tourism is an important source of foreign exchange and an important generator of employment, so many governments consider image promotion a legitimate partner in the development of export markets.
- Due to the government's slow and bureaucratic administrations, they are slower and less responsive and entrepreneurial than they should be. As a result they are looking more and more to the private sector to take a more involved role in all aspects of tourism management and promotion.
- The current trend in almost all regions of the world is towards public-private sector partnerships with the government providing the legal and regulatory framework and the private sector/ NTO's administering, managing and marketing the tourism export product.
- While it is difficult to make generalizations it would appear that the level of importance given to tourism within governments in Pakistan far from matches its importance in economic terms.
- Creation of its own ministry gave it greater influence on Cabinet decision-making, and influences decisions taken in other ministries which affect tourism. Having its own minister has advantage -a quite clear.

5.17.8. Tourist Arrivals

The latest figures available from 1997 through 2005 indicate that total tourists arrivals have progressively increased manifolds from 368700 in 1996 to 798300. If the same pace of tourism growth in Pakistan continues then the days are not far off, when tourism will count a substantial portion in Pakistan GNP.
5.17.9. **Low Share in South Asian Market**

Pakistan’s share in South Asian Tourism is also not encouraging. Foreign arrivals in Pakistan are much lesser than India, Iran, and nearly equal to Bhutan\(^{11}\), a smaller country with much less returning ethnic traffic. An overview of Pakistan’s average share in South Asian market serves an eye opener for the tourism management in Pakistan. The graph mentioned below reflects Pakistan’s standing in % share stays well behind to India and Iran and nearly equal to Maldives and Nepal.

**Graph 5.3  Annual Arrival Share of Countries- %age**

![Graph 5.3](image)

Source: Ministry of Tourism-2006

5.17.10 **Tourism generating Markets:** Statistics of market wise tourists’ arrivals in Pakistan for last four years shows that Europe is the leading region, which occupies a major share in Pakistan’s market, followed by South Asia, America and South East Asia. The following graph represents the % of last five years (2001-2005) average share of each region.

**Graph 5.4  Annual Arrival Shares of Various Regions in %age**
5.17.11 Age & Sex Based Tourists Stratification

Statistical research reveals that foreign tourist can be divided into two distinct groups on sex or age stratification. Male constitute the substantial increase over female visitors. In age based strata over 30 years visitors are – to the visitors having age less than 30 years. Therefore, it leads to inferences that our tourism facilities must cater for the needed infrastructure in proportion to age/sex ratio.

**Graph 5.5 Sex Base Division**

Source: Ministry of Tourism-2006
5.17.12. **Places of Interest to Foreign Tourists:** Analysis of the data received from Ministry of tourism Islamabad, indicates a priority of interests or places liked the most by the tourists in Pakistan. The places with their preference ratio can be judged from the graphical presentation made below. However, the conclusion drawn from the data may be misleading as the figure of Karachi may not be high because of tourist’s liking but their compulsion to use it as a international port or sea port for the purpose of their arrival or departure. Similar, their visit to Islamabad may be because of their reporting to their embassies, and so on.
5.17.13. **Foreign Tourist Arrivals by Motivation:** An examination of the motivation for travel in 2005 shows that returning Pakistanis interest to meet Friends and Relative is the leading motivation followed by business activities, cultural visits, adventure and so on. The following graft depicts the percentage of each type of motivation in proportion related number of foreign arrivals in 2005.

**Graph 5.8  Tourist Arrivals by Motivation**
5.17.14. **Type of Tourism Market:** The data with regards to type of tourism visa vie share of tourist each type holds confirms the motivation priority mentioned above.

Graph 5.9   *Tourism Markets*
5.17.15. Market Constraints

The primary constraints that have inhibited the development of robust markets for Pakistan, compromised any positive image that the destination may have tried to cultivate, and limited the impact of both airline and private sector initiatives in core markets are:

- Market perception of political instability, regional and local conflicts, and poor security and safety
- Lack of investment in correctly targeted and integrated marketing activities, including the provision of information in Pakistan and overseas.
- Erratic standards of service, facility and welcome to foreign tourists.
- Poor quality control of both tourist services and facilities
- Inadequate research, and therefore inadequate information, on core markets, their primary operators and their market needs

5.17.16 Investment in Tourism

 Pakistan's economic situation remains volatile and has yet to fully benefit from the upsurge in economic growth being enjoyed by other economies in the region. A turnaround in economic activity has been recorded in the financial year’s just
past. The country is also plagued by a chronic balance of payments deficit compounded by a decline in currency inflows on capital account and increasing prices for commodity imports (like oil) on current account.

- International aid agencies have shown declining commitment level to assist in funding Pakistan's foreign exchange deficit as the war of terror in Afghanistan is aging and the memories of devastating October 2005 earthquake are fading.
- Pakistan's currency remains under pressure with foreign currency reserves of the State Bank. Foreign debt rescheduling which occurred few years ago is now backing on the agenda as a matter of routine.
- In appealing to international funding institutions for tourism development finance loans, Pakistan has little flexibility or room to maneuver. Many mainstream investment funding institutions would not even consider the prospect. Any promotional activities to secure project funding would, in all probability have to be targeted to those agencies or individuals that are sympathetic to the cause. This could include some of the development banks such as the Islamic Development Bank, Aga Khan Trust and others having a mandate to invest in Islamic communities. Another source is high worth individuals, again in the Arab world, who have a direct ethnic or community connection to Pakistan or a particular project.

5.17.17  **SWOT ANALYSIS**

Keeping in view the above findings/conclusions in view, data available, our analysis of the market potential for Pakistani tourism identifies the following strengths, weaknesses, opportunities, and threats - prevailing in Pakistan’s tourism sector:

- **Strengths**
  - A rich historical and cultural heritage
  - World renowned natural attractions such as the Indus valley and the northern mountains
- Good access links with primary source markets
- An increasing range of hotels, tours and tourist services

**Weaknesses**
- Very limited tourism infrastructure
- Poor tourism services in many areas
- Lack of any meaningful promotion of the destination
- Inadequate national and provincial tourism organizations and services
- Negative international image of Pakistan

**Opportunities**
- To improve foreign and domestic tourism by implementation of the WTO/UNDP Strategic Development Plan for Tourism
- To create a new image for Pakistan
- To optimize existing foreign and domestic markets
- To develop new markets, and new tourism products
- To increase the national awareness of the benefits of tourism
- To increase developmental opportunities in many rural areas

**Threats**
- Lack of national support for tourism
- Failure to implement recommendations of the Strategic Development Plan for Tourism
- Failure to improve standards of service in all sectors of the industry
- Failure to improve infrastructure in all tourist areas
- Renewed political and social instability

**End Notes**

---

2. FIA, Ministry of Interior, Government of Pakistan, Islamabad. See appendix “M”
   FIA, Ministry of Interior, Government of Pakistan, Islamabad.

4. World Tourism Organization.


7. See Appendix-T, “Foreign Tourist arrivals by Motivation-2005”

8. see Appendix-U, “Age and Sex Distribution of Foreign Tourists -2005”

9. see Appendix-T, “Foreign tourists arrivals by motivation-2005”

10. ibid

CONCLUSIONS AND RECOMMENDATIONS

6.1 FINDINGS AND CONCLUSION:
This study was designed and conducted to analyze the efficacy of the existing tourism management system in Pakistan and ascertain managerial efficiency or effectiveness in the sustained development of tourism sector. The study has a two dimensional orientation while investigating the managerial practices in Pakistan’s tourism sector i.e. Chitral Valley and Federal/ provincial organizational structures. Chapter four focused on the analysis of tourism potential and practices in Chitral Valley, whereas, chapter five analyzed organizational structure and tourism management at the federal as well as provincial governments levels. The research developed its findings by keeping Chitral Valley as a case study for the purpose of reference in national context. However, the findings derived from these analyses were presented at the end of respective chapters. For the purpose of ease of understanding and facilitating logical link to the recommendations being offered in this chapter, some of the main findings/ conclusions are presented below to serve as a foundations part. The study, on the whole, brings out the fact that Pakistan is a country blessed with a very rich potential for almost all types of tourism, whose potential has not been exploited to its optimum. The main findings in this respect are as follow:

6.1.1. Ministry of Tourism: Formation of independent Ministry of tourism is hailed by the research. However, the minister has to go long way to overhaul its organizational structure, modernize its functioning through equipping itself with new equipment, and technology, and earn respect and confidence of the private sector. Its new vision must address its deficiencies as ineffective source of tourism related data, non existence culture of research based activities/ policies, and low level state of developmental funds.
As with the PTDC, staff is divided into two groups. One group employed by the Ministry and the other employed by PTDC. This has created hostility among the staff, which is adversely affecting the working environment, efficiency and standards of service at the resort.

There is an urgent need to address the lack of training and qualified staff for the Malam Jabba resort, hotels / motels of PTDC and PAITHM Karachi and Sawat.

The Registration of Foreigners Rules, 1996, framed under the Registration of Foreigners Act 1979, places tedious and cumbersome requirements on any foreign staying in Pakistan more than 30 days. This period is too short. Most countries allow tourists a six-month stay beyond which they must seek special resident status and permission.

6.1.2. Pakistan has lot of potential for religious tourism as well as holiday/ recreation tourism which, is presently under utilized.

6.1.3. Continuous planning of adventure tourism in Northern Areas is leading to monotonous for the mountaineers and trekking parties. Besides Northern Areas, there are other areas, like HinduKush Mountains / Trich Mir (Chitral) – virgin peaks / treks, waiting for expeditions and attention of our tourism management since long.

6.1.4. Pakistan railway and road transport required lot of improvement in infrastructure, equipment, and their management.

6.1.5. Roads/ tracks leading to tourist destinations need repair, and rehabilitations.

6.1.6. There is need for provision of telephone booths, bathrooms, mosques, hotels, fast foods, and rest areas to soften journey and facilitate tourists in their long traveling.

6.1.7. Tourist consumer goods are too much expensive at almost all of the tourist destinations in Pakistan.

6.1.8. None of the university or college is offering any academic programme or professional courses related to tourism. Even student of Business administration or rural development do not have any core course or optional/ elective related to tourism.
6.1.9. Tourism is multidirectional/ multi departmental activity, requiring integrated approach / response from various departments. Research points lack of coordination between tourism ministry and other related ministries/ department.

6.1.10. Local communities at destinations are mostly not consulted or involved by the government while planning, or organizing tourism development in those places.

6.1.11. Tourism growth and environmental degradation / cultural imperfection are directly related. Therefore, tourism growth should be sustainable and on ecotourism lines.

6.1.12. There is dearth of civic facilities, like hospital, washing sites, clean drinking water etc, in most of the tourism destination located in hill sites, and far flung rural areas.

6.1.13. Sport tourism, beach tourism, and culture tourism etc are mostly relegated to lowest priority in Pakistan.

6.1.14. People of Pakistan are mostly unaware to benefits of tourism and see tourism as source of invasion of foreign culture and threat to local values and tradition

6.1.15. Tourism is language of peace and peace encourages tourism. Therefore, introduction of peace initiatives in South Asia has contributed directly in increase in foreign arrivals and vice versa.

6.1.16. Tourism brings people closer and facilitates confidence building amongst both side, thus as instrument for solution of regional disputes.

6.1.17. Foreign Arrivals: Though, Pakistan in general and Chitral in particular receive limited numbers of tourists in comparison to world tourism, but showing substantial increase in international arrivals for the last. A worth mentioning recovery from 368700 in 1996, to 798300 in 2005, is a positive sign for promising future. If the same pace of tourism growth in Pakistan continues then the days are not far off, when tourism will count a substantial portion in Pakistan GNP.
Market wise statistics of tourists’ arrivals in Pakistan for last four years show constant trend with Europe as a major supply region, followed by South Asia, America and South East Asia.

The current share of tourists visiting the SAARC region is very insignificant--less than one per cent of world arrivals. Situation concerning share of tourism receipts is also similar.

Similarly Pakistan is not getting reasonable inflow of tourists from ECO the block or the OIC countries. These platforms can be used to attract tourists.

Pakistan’s share in South Asian Tourism is far less then its potential and serves as an eye opener for the tourism management in Pakistan. Foreign arrivals in Pakistan are much lesser than India, Iran, and nearly equal to Bhutan, a smaller country with much less returning ethnic traffic.

An examination of the motivation for travel in 2005 shows that Social tourism accounts for more than half of all foreign arrivals, followed by business visits with 21% share, while holiday/vacation visits are limited to only 14.7% of all arrivals.

Amongst the foreign arrivals, male constitute 74 %, whereas 26% are the female visitors. In age based strata, over 30 years visitors are 72% and visitors having age below then 30 years constitutes 28%.

6.1.18. Public – Private Partnership & New Investment: The current trend in almost all regions of the world is towards public-private sector partnerships with the government providing the legal and regulatory framework and the private sector/ NTO's administering, managing and marketing the tourism export product. The same approach is needed in Pakistan for speedy and focuses growth of its tourism.

6.1.19. Planning Flaws: The review of the tourism practices demonstrated so far reveals a dismal picture and calls for the need for better tourism planning, because the that poor planning has led to:

- Tourism in Pakistan has been at the mercy of seasonal booms and slumps leading to rapid human degeneration” and a sense of insecurity.
- Environmental degradation
- Missing out the foreign exchange benefits from tourism, with most of it going to foreign companies through special concessions, franchise and package tour arrangements and other forms of transfer pricing
- Increased income inequality
- The use of contract and seasonal labour at the expense of permanent employment
- The over selling of tourist products and cultures at the established destinations, non exploitation of new areas/products and non involvement of local communities. in other words, limited integration of local communities and previously neglected groups into tourism
- Tourism has been inadequately resourced and funded
- Inadequate tourism education, training and awareness
- Inadequate protection of the environment
- Poor service
- Lack of infrastructure, particularly in rural area;
- A ground transportation sector not geared towards tourists
- Lack of inclusive, effective national, provincial and local structures for the development, management and promotion of the tourism sector; and, Tourism security.

6.1.20. **Chitral Specific Findings:** Study of Chitral offered following findings:

- High peaks of the Hindukush, with their unspoiled, green valleys and friendly and hospitable population are tourism resource of its own kind, which can become major source of much needed revenue for the people of Chitral.

- Existing abundance of physical and social environment in Chitral constitutes the resource base for tourism and source of prime attraction for tourists. The lack of an environmentally conscious attitude by guides, cooks, kitchen helpers, porters,
hotelkeepers, and local residents as a major problem and "turn-off" for tourists in Chitral.

- Neither public sector nor private sector is spending to improve the infrastructure base to enhance capacity and capability to attract, hold, sustain and satisfy the international arrivals as well as domestic ones.

- There is a dire need to involve public and private stakeholders in planning, organizing and implementation of tourism plans for managing destinations.

- The most immediate constraint on tourism and conservation of the resource base of tourism is visible trash and pollution.

- Private transport is not clean and regular in timings

- Foreign tourist registration procedure is unsuitable and needs to be changed.

6.2 RECOMMENDATIONS:
Pakistan is full of tourist potential and a well suited destination for all types of tourists; may that be cultural or natural tourists, having religious or adventure related aims, interest in archeology, business or supports, Pakistan can become the choice destination. Tourism is an wholesome activity which ignites multi facets activities, generating unending opportunities for socio-economic development. There is no denying the fact that tourism enriches individuals, families, communities, countries and the entire world. Tourism facilitates economic development, increased foreign earnings; creates more jobs. It increases economic benefits to local people which include: improved telephone access, health facilities, airports and road networks.

It is also responsible for increase in prices, desire to possess more material things and change eating habits, dress etc. However, Tourism development also has some positive and negative impacts upon cultural traditions, life style, and environment of the local people. Romila Chawla in her famous book ‘Potential of Tourism’ argues that tourism also causes decline in morality through unending pursuit of fun, sun and sex by the golden hordes of pleasure seekers in the vacation destinations thus increasing in prostitution, drug consumption etc. Degradation of natural environment in tourists receiving areas is another problem which
is directly proportionate to the tourists’ intake.\(^8\) Therefore to tape positive gains and avoid pitfalls, tourism management occupies central role is very important to monitor visitors access and protect the tourist environment\(^9\). However, it has to be based on the realization of the fact that the intensity of social, economic, environmental, and other impacts of tourism moves in sympathy with the level of tourist flow expressed as proportion of local population in tourist receiving area.

The existing tourism policy of Pakistan reflects the thinking which expounds that tourist destination including Northern Areas, if properly developed, can attract tourists from all over the world as it offered the world most beautiful scenic spots. The policy envisages a number of initiatives, including holding of car and motorcycle rallies in the Northern Areas of the country, one-window clearance of permission and arrangements for the intending foreign mountaineers, competition in the rock climbing, construction of road leading to scenic spots and historical monuments, building of tourist resorts, hotels and motels, allowing foreign tourists use of existing rest houses and bungalows owned by federal and provincial governments and autonomous bodies. Construction of washrooms at petrol stations on highways in addition to similar facilities at appropriate distances on the highways, in addition to similar facilities at appropriate distances on the highways, encouraging greater participation of the private sector in tourist development, improving the quality and functions of tourist guides etc are daunting tasks, if successfully implemented, may result into a boost in the Pakistan tourism sector.

However, there are number of missing links, which are if attached with the knots of new tourism policy or included in to the future vision, will definitely add lot of benefits to the ongoing efforts in Pakistan tourism. While encompassing findings and conclusions emerged during the process of discussion and analyses in Chapter four and six, the research has arrived at certain recommendations, which are deliberated in succeeding paragraphs. Though the recommendations are relevant to the tourism management at level, however, for the purpose of ease in understanding and reference, these recommendations are grouped under two headings as follows:

a. Chitral Specific Recommendations
b. General- Pakistan Specific Recommendations

6.3 CHITRAL SPECIFIC RECOMMENDATIONS
Chitral Valley offers lot of tourist attraction and the tourism is probably the largest earner of foreign exchange and one of the largest components of the local economy. Mountaineering, water support, scenic beauty and archeological sites, Kalash heritage, and cultural resources have great attraction for the tourist. Despite this all potential, and one of the commonly recognized sources of earning, the tourism in Chitral is not being managed well to its optimum. Villagers are quick to point out that they have no industry besides tourism, which provides widespread, though largely seasonal employment opportunities. However, the related industry is not compatible to sustain the quality growth in tourist. Neither public sector nor private sector is investing to improve the infrastructure base to enhance capacity and capability to attract, hold, sustain and satisfy the international arrivals as well as domestic ones. There is no denying the fact that if it is properly planned and managed within tourists’ carrying capacity it is likely to perform the role of catalyst of development and raise the living standards of the people in the area. Therefore, following is recommended to bring its in built benefits to the people of Chitral and economy of Pakistan.

6.3.1. Environment Conscious Culture
The interdependence between tourism and the environment is recognized worldwide. Tourism has a significant impact upon the physical and social environment, while, at the same time, tourism's success depends on the continued well-being of the environment. Our survey’s results indicated that most tourists perceive the lack of an environmentally-conscious attitude by guides, cooks, kitchen helpers, porters, hotel-keepers, and local residents as a major problem and "turn-off" for tourists in Chitral. The same feeling persist amongst local about the tourist environment consciousness. To develop the ecotourism in Chitral and other part of the country, following is suggested:
a. **Ecotourism Training Programme:**

- The tourism industry must develop and execute ecotourism training programs, initially aimed for two key groups:
  - The domestic tour operators/trekking companies; and hotel operators.
  - The locals and officials / care takers of various tourism natural/ man made resources.

- The contents of the training program should also include Codes of Conduct besides the normal ecotourism based curriculum.

- Training programs need to be conducted on an annual basis, prior to the start of every tourist season. Principles to include in these training programs for both groups follow.

- To create environmental awareness among stakeholders, dissemination of environmental education is recommended:
  - To broadcast outreach programs in regional language ,
  - To start environmental education in schools from childhood.

b. **Public –Private Partnership:** By making direct linkage between the tourist attractive environment and the success of tourism, both local communities and private business have to realize that their economic incentives directly relate to their efforts to conserve biodiversity and natural beauty. Our research survey recognizes the potential need to involve public and private stakeholders in planning, organizing and implementation of tourism plans by managing destinations in such a way which could increase the tourism turnover / tourist arrivals manifold. This has been proved by the substantial upward trend in tourist arrival since execution of Chitral Conservation Strategy from 2003 onwards. The primary concern for the envisage public- private partnership should be:
How to develop the tourism destination and tourism growth without damaging the environment. Or,

How best to manage tourism so as to maximize the income generation from tourism by optimizing tourism carrying capacity in the area.

There is a dire need to involve public and private stakeholders in planning, organizing and implementation of tourism plans for managing destinations in such a way which could increase the tourism turnover / tourist arrivals manifold. This has been proved by the substantial upward trend in tourist arrival since execution of Chitral Conservation Strategy from 2003 onwards.

6.3.2. Handling of Tourist Arrivals

Presently District Government is handling tourists through different Tourist Information Centers established throughout Chitral especially in the tourist spots i.e. Chitral Valley, Kalash valleys, Chitral town etc. These tourist information centers are manned to facilitate tourist registration, tourist guidance; rent a vehicle service, booking of hotels etc. There is no denying the fact that institution of ‘Tourist Information Centers’ was a needed step towards right direction, however, there is still lot to improve the handling process of the tourists.

Presently registration at Chitral Foreign RO and receipt of a Temporary Registration Certificate is must for all foreigners. Also every entrance of the Kalash Valleys there are registration Centers supervised by the Police Department and Now Union Council Ayun, which registers the tourists. Without questioning the requirement of registration, there is need to revamp the procedure being followed in this regards. Almost 100 % foreign tourists conveyed their disappointment with the procedure and disliked their visiting police station and getting themselves registered. The registration may be done by involving the hotels or guest houses administration along with their normal documentation / arrival formalities and visit of tourist to police choki should not be made compulsory.
Certain areas within Chitral require a special restricted area permit from the Tourism Division for foreigners to visit. Currently, any tourist who wants to visit a restricted area must go to Islamabad to obtain the permit and return to Islamabad for debriefing after visiting the restricted area. This hinders the continuity of enjoyment and discourages tourists. Given the substantial tourist flow from China over the Khunjerab Pass and the KKH, the establishment of Tourism Division branch office at Chitral would greatly facilitate tourism development in such areas.

The Registration of Foreigners Rules, 1996, framed under the Registration of Foreigners Act 1979, places tedious and cumbersome requirements on any foreign staying in Pakistan more than 30 days. This period is too short. Most countries allow tourists a six-month stay beyond which they must seek special resident status and permission. Similarly, Pakistan should also modify registration of foreign rules and bring them in line with tourist friendly international practices.

### 6.3.3 Resource management

Appropriate resource management is very important for successful planning for tourism promotion in the area. The growth of tourism should not become the source of environmental problem. Demand for tourist accommodation services and resources should not place stress on local environments and also should not interfere with local culture and lifestyles of the people. It is also very essential that satisfaction of tourism requirements must not be prejudicial to the social and economic interest of the local people of Chitral.

### 6.3.4 Resource Base Awareness

The resource base in Chitral is great, but not well-known -even to domestic tour operators/trekking companies. Wise use of this resource base holds the key to future tourism promotion and development. Our survey of tourists shows that the quality of both the physical and social environment is the single most important factor for tourist likes and dislikes. In order to make the tourist better understand the variety and richness of this resource base, a proper strategy is to be chalked out. Necessary brochures highlighting
the attractiveness of various destinations along with their distinctions / interests, their routes, maps, dos/ don’ts etc must be provided to the each tourist as he enters the Chitral boundary. This activity must include following:

- Outstanding natural features;
- Outstanding cultural features;
- Outstanding biological features (including botanical features);
- Activities for tourists; and
- Accessibility
- Sensitivity of the locals
- Dos/ Don’ts to be practiced by the tourists.

6.3.5 Efforts to Increase International Arrivals

Tourists arrival of 2004 and 2005 show upward trends and indicate that international arrivals / tourism has regained its pace with renewed vigor after severe shocks it suffered due to 9/11, war against terror in Afghanistan, and devastating earth quack of October 2005. Further, it is also found that major tourist generating / countries for Pakistan & Chitral are Europe and East Asia. Therefore there is a need to speed up our marketing efforts with right orientation to identified target market. Following is suggested in this regard:

- Our embassies in all European and South East Asian countries should launch more concerted efforts to attract their people to Pakistan in General and Chitral in particular. Being the leading countries in generating substantial portion of foreign tourist in Pakistan, following must targeted for more focused marketing/ awareness campaign:
  - Europe: UK, France, Germany, Greece, Holland, Belgium, Spain, and Slovenia
  - South East Asia: Japan, Korea, China and Singapur
  - America: USA, Canada
- Australia

- Soften up the image of Pakistan as a peace loving, tolerant, accommodative and hospitable land endowed with spirit of co-existence, and civilization harmony.

- Bring our tribal areas under calm and peaceful environment and end the self created insurgency and enmity as soon as possible.

- Our marketing campaign, embassies and tour operator make it a point to educate our potential tourist with regards our socio-cultural values and religious norms. They be told in clear terms that respect of these values and norms shall be respected at all cost so as to tape the fruits of enjoyable tours with out confronting any problem.

- Our tourist accommodation/ hoteliers shall provide them quality service of their standard, hygienically fit food of their taste, and bathroom / washing facilities of their style- not Indian style shit pots.

- Our cell phone companies shall speed up their efforts to provide their mobile coverage in and around the Chitral valley.

- Existing health facilities should be improved and mobile hospital/ dispensaries are to be place during the season at far flung destinations so as to relieve the tourist from their health worries.

- Sufficient number of guides be trained and employed by the tour operator as ready help to their tourists. Guides must be trained to talk in Urdu and English both to serve effective / reliable guides for their guests.

- Efforts should be made to introduce quality standard transport, punctual and regular in their schedules. However, road infra structure need to be made matching to the requirements of good standard transports.
6.3.6 Adventure Tourism:

- High peaks of the Hindukush, with their unspoiled, green valleys and friendly and hospitable population have lot of potential where adventure tourism can thrive and lead other types of tourism. HinduKush has number of peaks above 6000 meters and excellent treks to become first choice to the mountaineers and trekking parties. The problem doesn’t lie in the potential of the area, rather in ignorance of the tourists and poor planning of tourism management. Our Tourism department has kept focused its attention to the Northern Areas for the adventure Tourism. The research does not intend to under emphasize the potential of Northern Areas, rather aims to draw attention of the management to include Chitral as well for adventure tourism. This reorientation in managerial approach would create lot of attractions for the mountaineer and trekking parties to unearth new areas and virgin peaks/ treks. Resultantly, provide a major source of much needed revenue for the people of Chitral to develop and alleviate their poverty.

- Improved access to certain areas, improved standard of guiding, the development of facilities for additional activities such as skiing, white water rafting, para-and hang-gliding, and canoeing, through trained and qualified adventure centers, will stimulate additional interest

- Soft adventure tourism can be developed in all parts of the Country with such examples as Camel Safaris in Sindh and Baluchistan, River Sailing on the Indus, Jeep Safaris in many parts of Pakistan, Sailing and Game Fishing off the coast of Sindh and Baluchistan, and Horse Trekking in other regions. The deserts are ideal areas in which to develop new soft adventure programmes.

6.3.7 Improving the Existing Infra Structure

Neither public sector nor private sector is spending to improve the infra structure base to enhance capacity and capability to attract, hold, sustain and satisfy the international arrivals as well as domestic ones. A look over the District Annual Budget from 2002, through 2005 reveals that not a single penny has been allocated for the improvement of
tourism in the area. Keeping in view the grey areas highlighted by almost all of the respondents of questionnaires and interviews, following is suggested:

- Construction of Lowri Pass tunnel and revamping / widening up of the main roads connecting Chitral from outer world.
- Construction of culverts over seasonal nullahs, new roads and tracks, and improving existing ones to ensure smooth traffic and all weather connectivity between different destinations located with in Chitral Valley.
- Earmarking and preparing of camping sites alongside the Chitral River and other suitable locations with in the Valley.
- Constructions of new hotels of quality standards, in Kalash area, Mastug Garm chashma, Shudur, and Bambote Valley to meet the requirements of tourists. However, lot of improvement and quality addition is also needed in Chitral City as well.
- Effective human waste disposal systems are also needed to improve existing infrastructure. The existing cement pit toilets alongside the parks, and Indian styles shit pots are poorly designed, under utilized, and in disrepair. Effective toilets designed for high altitude, including solar toilets, should be installed in key areas especially on trekking routes for all tourists and porters to use.
- Efforts at all levels should be made to preserve, protect, and promote the civilization heritage, Kalash culture, historic places, monuments, parks, wild life, and biodiversity existing in the Valley.

6.3.8 Increase in Tours Operators: Over 90 per cent of the foreign visitors and their destinations are handled through tour operators in Chitral and other parts of the Country. Chitral has five licensed tour operators but only two are members of COMAT, hence these control 90 per cent of the tourist traffic which results into monopolistic attitude and compromising quality. Therefore, there is urgent need to enhance numbers of licensed operators to make tours operators more competitive and quality conscious.
6.3.9 Code of Conduct for Tourists: Uncooperative attitudes and negative interaction between tourists and host communities is another issue which may erode tourism. Although everyone is happy to see more tourists, everyone is not glad to see piles of trash at camp sites, trees cut down, toilet paper strewn along trails, heaps of plastic bottles behind hotels, villagers angry with tourists for wearing indecent clothing, and trekkers arguing with guides and porters over wages. The key in addressing this problem is:

- To develop a way to resolve conflict that will be acceptable to all stakeholders. The activity of formulating Codes of Conduct for all stakeholders will go a long way toward resolving this constraint. As long as tourists think that disputes can be expected in a certain area, they will not go there, no matter how beautiful the area. A case in point is Nagyr, one of the most beautiful areas of the Hunza River valley. Nagyr men developed a reputation as argumentative and dishonest, and tourists began to avoid it. However, when Nagyr people saw the wealth generated from tourism flowing to neighboring Hunza, they recognized their role in the problem, and are working to change their reputation.¹⁰

- Tourists, local people, and tour operators/trekking companies need to be aware of these problems and learn how to deal with them. Presently tour operators and host communities meet annually to set wages for labor. Tour operators also meet with hotel operators and transport operators to set costs for each season. These existing dialogues could be widened, to include development of sector based Codes of Conduct and a mechanism for sharing equitably the cost of minimizing the negative impacts of tourism. This should be viewed as an investment to preserve and sustain the essential resource base for tourism.

6.3.10 Community Based Development

There is need of developing community based environmental, and wildlife management activities in Chitral. The local community should be involved in the efforts
aimed at conservation and protection of environment and wildlife in the area to ensure their sustainable use. Few steps to realize this are suggested as follow:

- The local institutions such as schools, and villagers should be given knowledge, proper training and skill for the management and rehabilitation of natural environment in the areas.

- The federal government should further co-operate with IUCN-Pakistan, World Wide Fund for Nature (WWF), Agha Khan Rural Supports Programmed (AKRSP) to ensure sustainable natural environment in Chitral valley.

- Voluntary agencies and educational institutions should be involved in making such programmes successful. Environmental protection Agency (EPA) should also take necessary measures to develop ecotourism in the region.

- The local people should be given special training and incentives to check deforestation and hunting of the wild life in the area. New plantations should be raised in the project area.

- A substantial portion of tourism revenue especially earned as expedition fees etc, should be made available for the implementation of the use of sustainable natural environment in the area.

- Local people should be encouraged to use alternative sources of energy. They should also be given incentives in the adoption of these energy alternatives.

- Without community involvement in planning tourism and exercising some degree of control over tourism resources and revenue in Northern Areas, promotion of tourism will undermine fundamental principles and objectives of community development.
➢ Tourism development should be integrated with other sectors of the local economy, rather than handled in isolation.

➢ Professional and committed guides could also facilitate the dissemination of information and education among tourists visiting Chitral.

➢ Uncontrolled and heavy tourism concentration can lead to negative resident attitude towards tourists and tourism in general. Uncontrolled tourism also cause long term social problem. To deal with such issues, a careful government planning and management of international tourism in close coordination with local community is required.

Conditions of the airport and telecommunication facilities in Chitral Valley is not keeping pace with modernization, and has become inadequate and below international standards. This problem should be looked into and solved.

Sarhad Tourism Development Corporation (STDC) Tourism development Corporation of Punjab (TDCP) similar corporations in Sind and Baluchistan could do well to concentrate more for attracting large number of tourists to Chitral by investing time and money on publicity and promotion.

6.4 General – Pakistan Specific Recommendations

Recommendations offered under “Chitral Specific” can also be applied in other part of the country as well. Similarly recommendations being made in succeeding paragraphs can not be isolated from Chitral Chapter, and can be relevant to the tourism authorities of any level operating at Chitral. However, these recommendations are more pertinent to policy making level decisions channels at federal or provincial levels.

6.4.1 Tourism Awareness Campaign – Year of Tourism

To promote tourism wide ranging awareness campaign at national level is needed. The present ministerial set up lead by Federal Minister Nelofer Bukhtiar seems to be very keen and assertive in this regards which is very much evident from the declaration of 2007 as YEAR OF TOURISM. She seems determined to launch a new campaign with
renewed vigor and vision. The campaign is likely to be aimed at informing the masses at all level about the positive impacts tourism can have on life, culture and economy. Declaring 2007 as “THE YEAR OF TOURISM” may seem very simple, but is likely to prove an upbeat idea, if handled thoughtfully will positively result in recognition of tourism as the most prospective activity, tool for environmental, cultural and social awareness, pursuit for national integration, international cooperation and peace. If it succeeds in achieving goals, then the tourism in Pakistan has lot of prospectus to alleviate poverty through the creation of small and medium sized tourism businesses and the creation of new jobs.

A central, simple but straight-forward message of the new awareness campaign shall be Tourism enriches individuals, families, communities, countries and the entire world. The campaign, in conformity with WTO campaign, shall feature some common components that can be adapted and expanded for use by the provinces, districts governments, tour operators and the rest of the tourism industry in their own tourism promotion and awareness building activities. The aim and the components of the camping may include:

a. **Aims:**

- To promote tourism as a basic human right and way of life,
- To stimulate communication about the benefits of tourism as the most prospective economic activity for the local communities and countries,
- To enhance cooperation between destinations and the tourism industry with the local, regional and international media and to link individual tourism entities to the larger community of international tourism.

b. **Components of the Campaign**

- The slogan "Tourism Enriches"
- The graphic image or logo of the campaign
A4 size flyer outlining positive impacts of tourism, such as economic benefits, rural jobs, environmental protection, etc.,

A well designed and attractive poster, highlighting slogan, logo, and the benefits tourism is likely to generate for the locals.

The success of "Tourism Enriches" also depends in part on its diffusion in the media, which should be invited to become the third member in the public-private partnership as envisaged in tourism development in Pakistan.

Few insertions daily, of public announcement via video of one or two minuet, messaging all of the above, for free use on national television channels, airlines, and satellite TV.

Interested parties shall be invited to use elements of the campaign at the local, regional and national level by:

- Using destination brochures
- Advertising in the print media,
- Arrange press familiarization trips,
- Publish campaign materials in local languages
- Add the tourism campaign in local websites.

6.4.2 Introducing New Trends in the Hotel Industry

In cooperation with the International Hotel and Restaurant Association (IH&RA), Pakistan Ministry of Tourism should convene a world conference on the latest developments in the hotel industry. The conference should invite the public and private sector representatives, hoteliers, and tour operators to contribute. Its proceedings be carried out by means of panel discussions and outcomes must be shares at all levels down to individual destination. This initiative should aim at:
To review and revitalize regulatory framework to promote investments in the sector which positively contribute to sustainable tourism development and poverty alleviation.

To examine measures enabling co-existence and partnership between destination suppliers of tourism services and the mother regional, national and international hotel companies. The conference should offer incentives for those who meet the consumer’s demand of competitiveness, provide hygienically and ethically safe and quality services at tourist destinations.

The Conference should also analyze the critical issue of provision of well trained and duly motivated human resources for the hotel industry, capable of ensuring continuous supply of quality service against the sector's seasonality and other challenges, such as safety and security, automation and recognition of qualifications.

The conference should generate a set of guidelines and recommendations to enrich ongoing tourism campaign, make the “Year of tourism” meaningful and rewarding.

### 6.4.3 National Committee of Tourism Ethics

A National Committee on Tourism Ethics should be formulated to draw Code of Ethics for Tourism in Pakistan. The Code should also be in line with our socio-cultural responsibilities towards local, regional, national and international communities. The National Code of Ethics should be addressed to all the stakeholders likely to be involved in the process of tourism development. The committee should:

- Be an independent and impartial body to formulate and assist in the implementation and monitoring of the National Code of Ethics for Tourism.
- Include representatives from the provincial and federal governments, representatives from private sectors, NGOs working on the protection and promotion of environmental laws and humanitarian bodies and host communities at tourism destinations.
Recommend measures for the application of the Code, and a functioning mechanism ready to play an effective role in interpretation and handling differences of viewpoint in the application of the Code and other ethical issues confronting tourism in Pakistan today.

Also suggest measures to enhance awareness and address following:

- Sustainable development of tourism
- Liberty of movements of visitors; ensuring effective right to tourism
- Fair trade in tourism services
- Projecting tourism as a basis for understanding among people and a contribution to peace.

6.4.4 Regulatory Framework

The study revealed that the tourism sector in Pakistan is facing legal dilemma on two fronts. Firstly, the existing tourism acts are outdated and secondly, the more serious is the fact that they are being implemented by unqualified personnel. Resultantly, the industry is not developing in terms of international standards, thus calls for new laws friendly to tourism promotion and timely in-positioning of regulatory machinery capable and committed to implementation and enforcement. The new law must ensure that all of the tourist establishments such as motels and guesthouse are licensed and registered, and meet the quality standards with regards to their service in food, accommodation, civic facilities, and hygienic environment. Furthermore, another grey area is with regards to registration of hotel for tourist accommodation under hotel act, the hotels are to be registered under 10 rooms. This regulation is abused and there are a great number of establishments making false statements as to the number of rooms on the property. It is estimated that these establishments run into hundreds. This means that considerable revenue is lost to government. The law should read that all establishments offering tourist accommodation must be registered and approved to minimum standards irrespective of the number of built rooms.
Therefore, the existing three acts encompassing hotels, restaurants, travel agents and tour guides must be re-evaluated, updated and rewritten where necessary.

6.4.5. Introduction of Environment Law

The tourist industry's survival in Pakistan is mainly dependent upon preservation and protection of heritage, culture, archaeological and historical sites, monuments, wildlife, rivers and waterfalls, lifestyle, music, art and other tourists attractions, traditions, customs, local ecology, plants and animals, forests, deserts, pastures, landscape (both mountainous and wooded rangeland) from menace of population degradations and elimination.

The emerging environmental problems in the tourist areas of Pakistan, including degradation of national and heritage resources are caused due to rampant misuse of natural resources, over development, lack of land use planning and uncontrolled tourism operations. This has resulted in highly visible forms of pollution of water bodies receiving huge quantities of untreated sewage, solid wastes from tourists’ accommodations and campsites on the slopes of hills and gullies. This has made many of the scenic areas unattractive to the visitors. This has mainly happened due to lack of a tourism law, whereas other countries have empowered their tourism management authorities to ensure that tourist attractive spots, places and areas are maintained environmentally neat and clean. Therefore, it is incumbent upon us to provide legal and authoritative powers to our Tourism Management also, so as to keep tourist’s natural resource alive and worth presentation to tourists. To this end, our tourism assets can be classified into various categories for the purpose of their legal protection, preservation and upkeep as follows:

- **Wilderness**: This includes national parks, forests, lakes, water ways, deserts, waterfalls, rivers, plants, animal pastures and landscaping. Their preservation and protection through law is prerequisite for the promotion of tourism in the country. The law must ensure their proper protection from degradation and pollution, destruction and damage.

- **Tourists Attractive Areas**: This consists of those areas which are demarcated for tourism and leisure facilities. The law must ensure proper preservation and
upkeep of these areas and recreational facilities created for the benefit of tourists, as well as maintenance of the landscape, and ensuring that there will be no haphazard growth in these areas. The law must also ensure that no other activity except tourism will be permitted in these areas such as Changa Manga, Jello Park, Patrita Murree, Nathigali, Malam Jabba, Kalam, Ziarat etc.

- **Historical and Archaeological Conservation**: There is a need to evolve a strategy for the conservation of Historical and Archaeological areas, and have an effective legal frame work to ensure their maintenance and proper preservation. In Pakistan these areas are the major attractions for tourists and lack of any legal frame work for their protection is leading to their erosion and damage by the locals and visitors. The law must encompass all the requirements for their conservation, preservation and maintenance besides making these sites presentable to tourists.

6.4.6. **Religious Tourism**: Pakistan’s potential for religion tourism, especially related to Sikh, and Buddhism has very high chance of growth and needs added concentration of efforts. “Pakistan is the hub of religious tourism, but unfortunately this potential was never exploited in the past,”11 Therefore, the federal government should plan to exploit country’s potential of religious tourism and was chalk out a strategy to conserve the religious sites and provide facilities to the tourists coming here for religious purposes. And “for attracting religious tourists, it is necessary to provide better facilities at all the sacred sites including improved residence. Proper promotion of religious tourism would also help in improving the soft image of the country abroad, besides generating revenue.”12

6.4.7. **Beaches and Other Water Sports**: Presently almost all of the beaches around Karachi including Sumiani and Maora are polluted and densely populated. If a prompt lesson is not learnt from these beaches and enforce an effective law then other newly developed beaches at Gawadar, Pasni etc will be replicated with similar type of situation. Moreover, common use of these beaches like Hoks Bay by the foreign tourists is polluting our local culture and degrading our socio- religious values as well. Therefore,
there is need to ensure the virgin cleanliness of all beaches and upgrade their quality for enjoyment by all visitors on one hand and cater independently to the needs of foreign tourists. The same principle may also be applied to other water resources, like lakes, water falls and river lakes etc. Furthermore, there is a need to introduce legal system to ensure all and keep all of the water resources clean and free from erosion and degradation.

6.4.8. Public-Private Sector Collaboration

Pakistan is amongst few countries of the world which have been witnessing twin deficits almost through out their life. Our industrial and agriculture sector don’t have worth to equalize the balance of payment through enhanced export. The only way for attaining balance of payment is promote tourism, attractive foreign tourists, make them spend on our product and services, and arrange to prolong/ repeat their visits. Meanwhile efforts should be made to protect degradation of environment due to increase in visitors. That all needs heavy investment in the tourism areas and tourist related fields. Whereas, our research anticipates that it is beyond the scope and capability of the public sector alone to develop the tourism sector up to desired level. This is only possible, once the investment is reinforced from private sector of foreign resources. Therefore, calling for public-private collaboration to develop a sustainable tourism in Pakistan. To make the public-private collaboration a meaningful activity and promising for tourism development following are recommended:

6.4.9. Aggressive Marketing: Despite all the tourist attractions Pakistan has failed to attract more tourists. A major cause for this failure is unprofessional behavior. In rest of the world mostly the embassies of the countries provide the literature about their countries and publications on their tourism attractions. Aggressive promotional campaigns should be launched to persuade foreign tourist to come to Pakistan. Special counters should be opened at Pakistan mission and PIA offices abroad to disseminate promotional literature. Display of documentation and exhibitions should also be arranged in foreign countries.
6.4.10. **Academic Value**: Tourism should also be offered as subject in the academic curriculum in college and universities in various part of Pakistan. Tourism institutes or department should be open up in various university of Pakistan. Tourism can be offered as a specialization in MBA and tourism management & marketing can be taught as a core subject of 4 credit hours in MBA and MPA programs.

6.4.11. **Provision of Safe Conditions**: Another major problem especially for the foreign tourists is un-safe conditions at airport as well as in hotels. Unnecessary and cumbersome formalities, checking by policeman play a negative role in development of tourist industry in the country. Tourist plays a major role in propagating any country’s tourism and when they face these problems they carry a negative impression back home, which discourages other potential tourists. Effort should be made to provide safe conditions for the arrival and stay of foreign tourist and avoid unnecessary checking and delays at various stages of travels.

6.4.12. **Domestic Tourism**: Domestic tourism plays an important part in the growth of tourism sector in Pakistan. Whether the tourists are domestic or international, their expenditure in local communities contributes to the economic development of the area. The greater the proportion of total tourism spending that stays in the local area, the stronger and more diverse the local economic base. The multiplier effect is greatest where the local linkages are strongest – the imperative is clear, source the inputs for all tourism enterprises as locally as possible in order to maximize local economic benefit and to assist in diversifying the local economy. Reducing economic leakages from the local area and increasing linkages will bring significant local economic development and assist in local economic diversification. Similarly the development of complementary product will strengthen the local economy and local enterprises, groups of established enterprises working together can make a significant difference.

6.4.13. **Assess environmental impacts as a prerequisite to developing tourism**

- Plan new developments only in areas where the use of water and other natural resources for tourism will not conflict with local community needs,
now or in the foreseeable future. Integrate environmental management into the project planning cycle.

- Follow best practice guidelines on the design, planning and construction of buildings and associated infrastructure to minimize environmental impacts and to reduce energy requirements for lighting, cooling and heating.
- Use local materials (where sustainable) and local architectural styles on a scale that does not create a negative aesthetic impact.
- Avoid damaging the environmental quality of the enterprise’s neighborhood by noise or light pollution.
- Design buildings with natural ventilation and actively plan to reduce resource use during the construction and operational phases. Tell visitors what has been done to make the enterprise more environmentally friendly. Quantify the resources “saved”.
- Plan new developments to have the lowest possible ecological impact, particularly in environmentally sensitive areas such as the lakes, green valleys, coastal zone, indigenous forests, and wildlife habitats. Minimise the transformation of the environment around the enterprise or destination.
- When developing plans for a new destination include elements which contribute to the maintenance of biodiversity by planting local indigenous and non-invasive species which provide habitats for birds, bees, and butterflies.
- Install and showcase appropriate technology to reduce consumption of natural resources, production of waste and incidences of pollution.
- Work with suppliers to minimize the amount of packaging purchased with supplies, and therefore reduce the amount of waste that needs to be disposed of. It may be appropriate for trade associations to conduct these discussions on behalf of members.
- Encourage the use of environmentally friendly transport.

6.4.14. Maintain and encourage natural diversity
- Encourage visitor behaviour that respects natural heritage and has a low impact upon it.
- Discourage the purchase of products that exploit wildlife unsustainably or contribute to the destruction of species or habitats (e.g. some handicrafts; bush meat)
- Look for ways in which the enterprise and its guests can assist with the conservation of natural heritage, for example through removing litter.
- Invest a percentage of profits or turnover in species conservation or habitat restoration and management. Report the investment, and try to increase this by 5% per year.
- Avoid pollution by using environmentally friendly chemicals, and by using biodegradable soaps and detergents – tell visitors and staff why the enterprise is doing this and how it benefits the environment.
- Work with conservation authorities to ensure that visitors to natural heritage areas are aware of the impacts that they may have on the ecology of the area and how they should behave in order to minimize those impacts.
- Do not market tourism resources to encourage tourists into ecologically sensitive areas which are vulnerable to irresponsible tourism practices, particular sports or recreational uses – discourage these activities e.g. irresponsible 4x4 use, hunting, diving or fishing in protracted areas etc.

6.4.15. **Use of platforms like SAARC, ECO, and OIC:** Regional platforms like SAARC, ECO, and OIC provide opportunity for Pakistan to have market access to more than 3 billion people. If we plan a proper strategy to tap these markets then the arrivals and receipts are to be promising ones. Pakistan has a variety of attractions to offer to the people of these regions. Following measure separately oriented towards each block, are suggested as follow:

- To jointly produce TV and CD-ROM documentaries, press releases, brochures, etc. to show and promote the cultural heritage and the diversity and landmarks of the ECO/ OIC Countries as a single cultural
world with common socio-religious heritage. Similarly SAARC countries should fasten their existing plan to share the tourism benefits.

- Several national and cultural festivals are being taking place in almost all the countries of all tree blocks, but they are not being promoted as tourist and cultural attractions. Hence, OIC, ECO and SAARC Member Countries could come together to adopt similar type of programmes for the promotion of cultural festivals among their member countries.

- Member countries of OIC and ECO can draw themes from traditional Islamic history and figures such as Mughals, Ottamans and Ibn Batuta, the spread of Adalusian culture and Islamic science to explore the rich material culture of the OIC / ECO regions found in archaeological ruins, built monuments, and vernacular architecture. On the same line seven sisters of the SAARC can plan and materialize.

6.5. **Guiding Principles for New Policy:** The new policy should set out the following guiding principles to manage the tourism in Pakistan efficiently and growth oriented:

6.5.1. **Developing Tourism:** The tourism shall be developed through planning and implementing following steps/measures:

- Tourism shall be private sector driven;
- Government shall provide the enabling framework for the industry to flourish;
- Effective community involvement shall form the basis of tourism growth.
- Tourism development shall be underpinned by sustainable environmental practices;
- Tourism development is dependent on the establishment of co-operation and close partnerships among key stakeholders;
• Tourism development shall take place in close co-operation with other South Asian countries; and,
• Tourism development shall support the economic, social and environmental goals and policies of the government.

• The proposed policy mix shall focused to ignite the engine of tourism growth that includes measures to ensure tourism growth, the generation of foreign exchange and the creation of sustainable employment opportunities are:
  • Safety and security;
  • Education and training;
  • Financing tourism and access to finance;
  • Investment incentives;
  • Foreign investment;
  • Environmental management;
  • Product development;
  • Cultural resource management;
  • Transportation – air and ground;
  • Infrastructure;
  • Marketing and promotion;
  • Product quality and standards;
  • Regional co-operation; and Youth development

6.6.2. **Domestic Tourism:** The World Tourism Organization classifies a domestic tourist as one who visits another part of his/her country on business, for leisure or any other reason for more than 24 hours. This sub-sector also includes day-trippers to recreational areas, which is a popular activity in Pakistan. Domestic tourism is more widespread and has more influence on the economy and the community than foreign tourism. For Pakistanis, traveling within the country helps to inspire a national identity,
and is ideally encouraged in children through family and school trips to promote a greater awareness of the country’s varied geography, society and culture.

The Domestic Tourism Survey -2000 identifies excursions to recreational areas, shopping, sports events, and festivals as the most popular activities, and districts with developed urban centers are therefore the favored locations. However, with the recent growth in car ownership, there is an increasing attraction to the rural delights of the Swat valley, the Northern Areas and the beaches of Pakistan. This significant growth has brought in its wake certain negative effects such as environmental degradation. Commercial services also need to be developed in such areas to cope with this increased influx and to reap the full economic benefits for the local community. To promote a sustainable domestic tourism following is suggested:

- Identify the unique culture, history and leisure amenities of each province, and encourage provincial exchanges.
- Publicize local festivals and sporting events through the media and the Tourist Information Centers.
- Improve access, signage and facilities at tourist sites. Develop budget-priced accommodation and camping sites.
- Develop a specific marketing campaign; for example, Visit Pakistan, exhibitions with multi-media displays of the tourist sites and the local crafts and activities available. This could be complemented with special offers for transport and accommodation.
- Marketing should incorporate raising awareness of the environment for which the celebration of the International Year of Mountains and the International Year Ecotourism in 2002 present valuable examples to follow.

6.6.3. Development of Human Resource: Human resource development in tourism and hotel management requires the following measures:

- Upgrading the faculty of all tourism training institutes and setting up new institutes in different provinces and major destination areas.
- Development of curricula, syllabi and resource materials for the institutes.
- Environmental sensitization should be incorporated into courses and training
• Providing equipment for the kitchens, bakery, restaurant, front office, and housekeeping and computer laboratories of the PITHM.
• Stocking institute libraries with updated books and audio-visual materials
• Contributing to the creation of favorable working conditions, improving the image of the industry and launching awareness programmes for increasing women’s employment in the sector.
• End Notes


3. Boltvinik, Julio, Economic Impact of Tourism on Mexican Economy, Texas, (1979) 10th Annual Conference of Travel Research Association, PP.57-68


7. Romila Chawla, ed. Tourism and Management, New Delhi, Sonali Publications, 2003, pp.77


11. Tourism Minister, Dr G.G. Jamal, “Pakistan relaxes visa policy for religious tourism”, The DAWN, Mar 2, 2006

12. ibid
BIBLIOGRAPHY


Ayuni Muhkem ul Din, *Chitral Tourist Guide*, Peshawar, Chitral Book Center, 2004


Boltvinik, Julio, *Economic Impact of Tourism on Mexican Economy*, Texas, (1979) 10th Annual Conference of Travel Research Association, PP.57-68


Chitral: An Integrated Development Vision, IUCN, 2004

Chitral Conservation Strategy, IUCN, 2004


Dave Winter, *Foot Prints Northern Pakistan*, Bath UK, Foot Prints, 2004


Dr. Inayat Ullah Faizi, “Cultural Heritage of Chitral and Potential for Tourism”, proceeding Report -Seminars on Mountain Tourism- August 2002


FIA, Ministry of Interior, Government of Pakistan, Islamabad


Government of Pakistan, Ministry of Tourism, *Year Book 2004-2005*


Ministry of Tourism , Economic Analysis Wing, GoP, Pakistan Tourism Facts & Figures 2005


Report by: Asia Pacific Economic Cooperation International Center for Sustainable, Tourism(AICS), “Tourism Risk Management for the Asia Pacific Region”


Romila Chawla, ed. Cultural Tourism and Development, New Delhi, Sonali Publications, 2004

Romila Chawla, ed. Tourism and Management, New Delhi, Sonali Publications, 2003,


253


WTO, *World Tourism Barometer*, vol.1. 2005

INFORMATION FROM LOCALS OF CHITRAL

QUESTIONNAIRE

1. Respondent’s Address:
   • Name: _________________________________________________
   • Father’s Name: __________________________________________
   • Village: ________________________________________________
   • Tehsil: _________________________________________________
   • District: ________________________________________________
   • Age: ___________________________________________________
   • Married/unmarried: _______________________________________

2. Respondent’s Literacy Level:
   • Illiterate     Yes    No
   • Literate      Yes    No
   • Education Level Secondary Higher Secondary Graduate

3. Profession / Occupation:
   • Farming
   • Business
   • Service
   • Others

4. Place of work: ________________________________
Part II
Comments

Q.1. What do you perceive as a major source of earning for the residents of Chitrals:
- Farming
- Tourism related business
- Service
- Others

2. Do you find tourist environment conscious attitude amongst locals?
   Yes  No

3. Do you find tourist environment conscious attitude amongst locals?
   Yes  No

4. Do you get any training to be a good guide or porter?
   Yes  No

5. Does Government or District Administration provide any training help/program to coach locals?
   - Federal Govt:   Yes  No
   - Provincial Govt: Yes  No
   - District Govt:   Yes  No
   - NGOs           Yes  No

6. What are the usual comments/observations of the tourists about the following:
   a. Hotel Service
      Poor  Satisfactory  Good  Very Good  Excellent
   b. Police attitude
      Poor  Satisfactory  Good  Very Good  Excellent
   c. Food
      Poor  Satisfactory  Good  Very Good  Excellent
   d. Attitude of locals
      Poor  Satisfactory  Good  Very Good  Excellent
   e. Role of information centre
      Poor  Satisfactory  Good  Very Good  Excellent
   f. Standard of transport
      Poor  Satisfactory  Good  Very Good  Excellent

2
g. Standard of infrastructure

h. Cultural events.

7. **Type of tourism mostly practiced in Chitral valley.**

a. Heritage exploration

b. Adventure (Mountaineering/Tracking)

c. Social (Meeting friends/relatives)

d. Site seeing

e. Religious

f. Sports

g. Business
Structured Interview

Interviewer __________________________  Dated: __________________________
Respondent: Foreign: ________________  Pakistani: _________________________

Q.1.

1.1 Address:
   Name: ______________________________
   Father’s Name: ______________________
   Village: ______________________________
   Tehsil: ______________________________
   District: ______________________________
   City: _________________________________
   Country: ______________________________

1.2 Literacy Status:
   Illiterate: ____________________________
   Literate: ______________________________
   If literate education level __________________________

Q.2.

2.1 Service status: ______________________
2.2 Occupation: __________________________
2.3 Average monthly income: ______________________

Q.3.

3.1 Traveling status (Please tick).
   Alone: ______________________________
   In groups: ______________________________
   With family: ______________________________
   Others: ______________________________
3.2 Traveling time money in the pocket: _______________________
3.3 Reached to Pakistan money in the pocket and name of the Bus stand or Air
   Port, where he got off?
   ________________________
   ________________________

1.4 **First stay of the tourist?**
City  ________________________
Hotel  ________________________
Date  ________________________
Time  ________________________

1.5 Money in the pocket after first stay in the hotel. ______________________

**Q.4.**

4.1 Purpose of the visit (Please tick).
Business:  ________________________
Recreation:  ________________________
Health:  ________________________
Education:  ________________________
Preaching for religion:  ________________________
Social call on friends & relatives:  ________________________
Attending meeting or conferences:  ________________________
Others:  ________________________

4.2 **Accommodation used by the respondent in the Northern area (Please state code No. on the line).**
Hotel:  ________________________
Rest House:  ________________________
Friend/Relative house:  ________________________
Rented house:  ________________________
Camping:  ________________________
Transport/Vehicle/Carwan:  ________________________
4.3 Please answer the following:

Period: ______________________________
Distance covered: ______________________________
Duration of stay: ______________________________

4.4 Days left and name of places where you are going and why give reasons?

Q.5. Tourism accommodation used in the valley.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of Hotel</th>
<th>Rs/night</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.6.

6.1 Attraction of the area (Please tick)

Scenic beauty: ______________________________
Archaeology: ______________________________
Linkages: ______________________________
Shrines & Religious sites: ______________________________
Culture: ______________________________
Adventure: ______________________________
Hospitality: ______________________________
Others: ______________________________

6.2 If yes then give answer of the following:
Average stay: ________________________
Average night spend: ________________________
Area visited: ________________________

6.3. If your visit, attempt is second time what change you have seen?

Q.7.

7.1 Information from the tourist about the locals who are residing here:

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particular items</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Co-operative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Show traditional hospitality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Adequate tourism knowledge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>More local participation in tourist activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>More cultural exchange</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Better treatment with tourist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Accommodative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Want more information about local</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Utilize local services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Utilize local commodities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Purchase of local handicraft</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.2 If the 9, 10 and 11 answer is yes then how much money spent on these commodities?

7.3 If purchase local handicrafts, what difference present in here and your country price?
Q.8.

8.1 **Respondent suggestion for the development of the surrounding areas, to attract the foreign tourists (Please tick).**

   - Infrastructural development: ___________________________
   - Development services: _______________________________
   - Improvement in medical facilities: ______________________
   - Increase recreation facilities: __________________________
   - Communication system: _______________________________
   - Increase education facilities: __________________________

8.2 **Respondent awareness about environmental related issues.**

Yes / No

8.3 **Can he/she would suggest possible conservative measures related for environment.**

Yes / No

8.4 **If yes please (write coded no on the line).**

Particulars items: _______________________________

---

8
Polluted trash around: __________________________
Water pollution: __________________________
Air pollution: __________________________
Soil pollution: __________________________
Promotion of hygienic and cleanliness: __________________________
Deforestation: __________________________
Concentration and over crowding: __________________________
Hygienic problems: __________________________
Garbage trails: __________________________

Q.9.

9.1 Tourists restriction, if any please tick.

Area restriction: __________________________
Food restriction: __________________________
Accommodation restriction: __________________________
Transport restriction: __________________________
Others: __________________________

9.2 Problems faced to tourists during tourism. Yes/ No

9.3 If yes what? (Please tick)

9.3.1 Accommodation

Lack of standard accommodation: __________________________
Lack of proper rooms: __________________________
Lack of cleanliness: __________________________
High accommodation cost: __________________________
Others: __________________________

9.3.2 Traveling

Visa: __________________________
Delayed air services: __________________________
Road insecurity: __________________________
Political instability in the area: __________________________
No proper roads: __________________________
Communication: __________________________
High transportation charges: __________________________
Lack of transport: __________________________
Others: __________________________

9.3.3 Food
Lack of hygienic food: __________________________
High prices of the food/ beverages: __________________________
Lack of variety: __________________________
Others: __________________________

9.3.4 General
Local restaurant for tourists: __________________________
Lack of clean water: __________________________
Over crowding of the area: __________________________
Others: __________________________

Q.10.

10.1 Suggestion from tourist how to attract more tourists toward tourism area?

10.2 Tourism experience from your visit.

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particular items</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Enjoyed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Not enjoyed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Others (specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10.3 Would he/she like to repeat the visit? Yes / No
10.4 If no what are the reasons, please tick.
   No attraction
   Expensive
   Bad behaviours with tourist
   For distance
   Inadequate tourism planning
   Food/ accommodation/ transport
   Others

10.5 Have you visit other countries? Yes / No

10.6 If yes, then take down name of the visited countries

10.7 What country you have found best for tourism and why?

10.8 What country you have found most unfavourable for tourism and why?

10.9 The country which you have hound best for tourism, mentioned the score number of tourists approximately.

10.10 Please give the reasons of attraction.

**Q.11.**

11.1 Have you observed foreign or Pakistan tourist in the Northern Area? Yes / No

11.2 If yes, what you have seen in them, mentioned elaborately.

11.3 What lesson you have got from them?

**Q.12. General Suggestion from the tourist (if any) pleases state in details.**
INFORMATION FROM DOMESTIC TOURIST QUESTIONNAIRES

1. **Respondent Address:**
   - Name: _________________________________________________
   - Father’s Name: __________________________________________
   - Village: ________________________________________________
   - Tehsil: ________________________________________________
   - District: ________________________________________________
   - Age: ___________________________________________________
   - Married/unmarried: ______________________________________

2. **Respondent Literacy Level:**
   - Illiterate Yes No
   - Literate Yes No
   - Education Level Yes No

3. **Profession / Occupation:**
   - Farming
   - Business
   - Service
   - Others

4. **Place of work:_____________________________**
5. **Purpose of visit:**
   - Religious
   - Scene Scening
   - Social Meeting
   - Adventure
   - Business
   - Others

6. **Duration of visit:** _________________________________________

7. **Place of Stay:**
   - PTDC
   - Other Hotel
   - Friends/relatives
   - Camping

8. **Mode of Travel to Chitral:**
   - By Air
   - By Road
   - Others

9. **Trip arranged by:**
   - Travel Agency
   - Self
   - Friend
   - Others
Part II

Comments

1. Level of hospitality of locals
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

2. Provision of Information about the plane, dissertation by the tourism department/ PTDC.
   - No

3. If yes in above question then
   - Full
   - No Interest
   - Sketchy

4. Registration Procedure:
   - Need to be Change
   - OK
   - Good
   - Excellent

5. Attitude of the officials
   - PTDC
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - Police
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - Civil Administration
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - Hotel Staff
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - PIA
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - Transporters
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - Guides
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - Porters
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - Local Residents
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - Retail Shopper
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
6. **Standard of Facilities at Hotel**
   - Food
   - Room
   - Cleanliness
   - Communication
   - Entertainment
   - Price/Charges
   - Bath room Attached Not Attached
   - Bath room English Style Indian Style
   - Support in booking of seats/passport

7. **What Problem did you face**

7.1 **Accommodation**
   1. Lack of standard accommodation
   2. Lack of proper rooms
   3. Lack of cleanliness
   4. High accommodation
   5. Hygienic
   6. Others

7.2 **Traveling**
   1. Visa
   2. Registration
   3. Delayed
   4. Insecurity
   5. Poor roads
6. Communication/Language
7. High transport charges
8. Lack of transport
9. Lack of good/
10. Other

7.3 Food
1. Lack of hygienic food
2. High prices
3. Lack of variety
4. Taste
5. Other

7.4 Guidance/Help
1. From information center
2. From PTDC
3. From Hotel Staff
4. From your traveling
5. From

7.5 General
1. Local restaurant for tourist
2. Lack of clean wash
3. Over
4. The area health facilities
5. Clarification
8. How did you overcome these problems?
   - Self help
   - Tourism Office
   - Locals
   - Friends
   - Others

9. How frequent you visit Chitral?
FOR TOURISTS

1. Did you perceive the attitude of following environment conscious or otherwise?
   a. Guide
   b. Cooks
   c. Porters
   d. Hotel keepers
   e. Local residents

2. Your purpose of visiting Chitral was which of the following?
   a. Trekking
   b. Mountaineering
   c. Scenic beauty
   d. Culture love
   e. Heritage exploration
   f. Religious
   g. All of above less __________________

3. Did you visit Kalash; if yes what was your length of stay at Kalash?
FOR LOCALS OF CHITRAL

1. What do you perceive as a widespread source of earning:
   - Farming
   - Tourism related business
   - Service
   - Others

2. Do you find tourist environment conscious?

3. Do you get any training to be a good guide or porter?

4. Does Government or Civil Administration provide any training help/program to couch locals?

5. What do tourist comment about following:
   a. Hotels, stay service
   b. Food
   c. Police behavior
   d. Attitude of locals
   e. Role of information centre
   f. Standard of transport
   g. Standard of infrastructure
   h. Cultural events.
6. What do you feel which type of tourism is more practiced in Chitral valley.
   a. Chitral Valley
   b. Adventure (Mountaineering/ Tracking)
   c. Social
   d. Beauty Scenic
   e. Religious
INFORMATION FROM DOMESTIC TOURISTS
QUESTIONNAIRE

1. **Respondent’s Address:**
   - Name: _______________________________________________________
   - Father’s Name: ________________________________________________
   - Village: _____________________________________________________
   - Tehsil: _______________________________________________________
   - District: _____________________________________________________
   - Age: _________________________________________________________
   - Married/unmarried: ___________________________________________

2. **Respondent’s Literacy Level:**
   - Illiterate Yes No
   - Literate Yes No
   - Education Level
     - Secondary
     - Higher Secondary
     - Graduate

3. **Profession / Occupation:**
   - Farming
   - Business
   - Service
   - Others

4. **Place of work:** ____________________________________________
5. **Purpose of visit:**
   - Religious
   - Site Seeing
   - Social Meeting (Visiting friends/relatives
   - Adventure
   - Business
   - Others

6. **Duration of visit:** _________________________________________

7. **Place of Stay:**
   - PTDC
   - Hotel
   - Friends/relatives
   - Camping

8. **Mode of Travel to Chitral:**
   - By Air
   - By Road/Personal Transport
   - Others/Public Transport

9. **Trip arranged by:**
   - Travel Agency
   - Self Arranged
   - Friend’s joint venture
   - Others
Part II

Comments

1. Level of hospitality of locals
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

2. Provision of Information by the tourism department/ PTDC.
   - No
   - Yes

3. If yes in above question then
   - Sketchy
   - No Interest
   - Full

4. Registration Procedure:
   - Need to be Change
   - OK
   - Good
   - Excellent

5. Attitude of the officials
   - PTDC
   - Police
   - Civil Administration
   - Hotel Staff
   - PIA
   - Transporters
   - Guides
   - Porters
   - Local Residents
   - Retail Shopper

   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
6. **Standard of Facilities at Hotel**

- **Food**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Room**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Cleanliness**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Communication**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Entertainment**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Price/Charges**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Booking Arrangements**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

  Seats/passport

- **Bath room Attached / Not Attached**
  - Yes
  - No

- **Bath room English Style / Indian Style**
  - Yes
  - No

7. **What Problem did you face?**

7.1 **Accommodation**

1. **Standard of accommodation**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

2. **Standard of cleanliness**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

3. **Hygienic conditions**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

4. **Others**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
### 7.2 Traveling

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Visa procedures</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>2.</td>
<td>Registration process</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>3.</td>
<td>Security</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>4.</td>
<td>Roads infrastructure</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>5.</td>
<td>Communicative interaction</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>6.</td>
<td>Transport charges</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>7.</td>
<td>Transport quality</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>8.</td>
<td>Tourist facilities on route</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>9.</td>
<td>Other</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
</tbody>
</table>

### 7.3 Food

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hygienic food</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>2.</td>
<td>Prices</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>3.</td>
<td>Variety</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>4.</td>
<td>Taste</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>5.</td>
<td>Availability</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>6.</td>
<td>Other</td>
<td>Poor</td>
<td>Satisfactory</td>
<td>Good</td>
<td>Very Good</td>
</tr>
</tbody>
</table>
7.4. **Guidance/Help**

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Satisfactory</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. From ‘Tourist Information Center’</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. From PTDC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. From Hotel Staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. From your traveling agents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. From locals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**7.4 General**

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Satisfactory</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Local restaurant for tourist</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Clean wash facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Communication facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. The area health facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Electrification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**8. How did you overcome these problems? (Please tick relevant option)**

- Self help
- Tourism Office
- Locals
- Friends
- Others

**10. How frequently you visit Chitral?**

<table>
<thead>
<tr>
<th></th>
<th>1st Time</th>
<th>2nd Time</th>
<th>Many Times</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
11. Did you perceive the attitude of the following as environment conscious or otherwise?

a. Guide  
   | Yes | No |

b. Cooks  
   | Yes | No |

c. Porters  
   | Yes | No |

d. Hotel management  
   | Yes | No |

e. Local residents  
   | Yes | No |

f. Other Tourists  
   | Yes | No |

12. Did you visit Kalash; if yes what was your length of stay at Kalash?

13. What are your views about the tourism environment in Chitral. Give three most important suggestions in order of priority:

1. ........................................................................................................................................

2. ........................................................................................................................................

3. ........................................................................................................................................
INFORMATION FROM FOREIGNER TOURIST QUESTIONNAIRES

1. Respondent’s Address:
   - Name: ____________________________________________________
   - Father’s Name: ____________________________________________
   - Village: __________________________________________________
   - Tehsil: ____________________________________________________
   - District: __________________________________________________
   - Age: ______________________________________________________
   - Married/unmarried: ________________________________________

2. Respondent’s Literacy Level:
   - Illiterate Yes No
   - Literate Yes No
   - Education Level Under Graduate Graduate Post Graduate

3. Profession / Occupation:
   - Farming
   - Business
   - Service
   - Others

4. Place of work: ______________________________________________
5. **Purpose of visit:**
   - Religious
   - Site Seeing
   - Social Meeting (Visiting friends/relatives)
   - Adventure
   - Business
   - Others

6. **Duration of visit:** ________________________________

7. **Place of Stay:**
   - PTDC
   - Other Hotels
   - Friends/relatives
   - Camping

8. **Mode of Travel to Chitral:**
   - By Air
   - By Road/Personal Transport
   - Others/Public Transport

9. **Trip arranged by:**
   - Travel Agency
   - Self Arranged
   - Friend’s joint venture
   - Others
## Part II

### Comments

1. **Level of hospitality of locals**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

2. **Provision of Information by the tourism department/ PTDC.**
   - No
   - Yes

3. **If yes in above question then**
   - Sketchy
   - No Interest
   - Full

4. **Registration Procedure:**
   - Need to be Change
   - OK
   - Good
   - Excellent

5. **Attitude of the officials**
   - **PTDC**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **Police**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **Civil Administration**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **Hotel Staff**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **PIA**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **Transporters**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **Guides**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **Porters**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **Local Residents**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
   - **Retail Shopper**
     - Poor
     - Satisfactory
     - Good
     - Very Good
     - Excellent
6. **Standard of Facilities at Hotel**

- **Food**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Room**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Cleanliness**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Communication**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Entertainment**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Price/Charges**
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Booking Arrangements**
  - Seats/passport
  - Poor
  - Satisfactory
  - Good
  - Very Good
  - Excellent

- **Bath room Attached /Not Attached**
  - Yes
  - No

- **Bath room English Style/ Indian Style**
  - Yes
  - No

7. **What Problem did you face?**

7.1 **Accommodation**

1. **Standard of accommodation**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

2. **Standard of cleanliness**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

3. **Hygienic conditions**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

4. **Others**
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
### 7.2 Traveling

1. Visa procedures
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
2. Registration process
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
3. Security
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
4. Roads infrastructure
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
5. Communicative interaction
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
6. Transport charges
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Expensive
7. Transport quality
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
8. Tourist facilities on route
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
9. Other
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

### 7.3 Food

1. Hygienic food
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
2. Prices
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
3. Variety
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
4. Taste
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
5. Availability
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
6. Other
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent
### 7.4 Guidance/Help

1. From Tourist Information center
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

2. From PTDC
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

3. From Hotel Staff
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

4. From your traveling agents
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

5. From locals
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

### 7.5 General

1. Local restaurant for tourist
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

2. Lack of clean wash
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

3. Communication facility
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

4. The health facilities
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

5. Electrification
   - Poor
   - Satisfactory
   - Good
   - Very Good
   - Excellent

### 8. How did you overcome these problems? (Please tick relevant option)

- Self help
- Tourism Office
- Locals
- Friends
- Others

### 10. How frequently you visit Chitral?

- 1st Time
- 2nd Time
- Many Times
11. **Did you perceive the attitude of the following as environment conscious or otherwise?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Cooks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Porters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Hotel management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Local residents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Other Tourists</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. **Did you visit Kalash; if yes, what was your length of stay at Kalash?**

13. **What are your views about the tourism environment in Chitral. Give three most important suggestions in order of priority:**

1. ................................................................................................................................

2. ................................................................................................................................

3. ................................................................................................................................
INFORMATION FROM LOCALS OF CHITRAL

QUESTIONNAIRE

1. **Respondent’s Address:**
   - Name: _________________________________________________
   - Father’s Name: __________________________________________
   - Village: ________________________________________________
   - Tehsil: _________________________________________________
   - District: ________________________________________________
   - Age: ___________________________________________________
   - Married/unmarried: _______________________________________

2. **Respondent’s Literacy Level:**
   - Illiterate Yes No
   - Literate Yes No

3. **Profession / Occupation:**
   - Farming
   - Business
   - Service
   - Others

4. **Place of work:** __________________________________________
Part II

Comments

Q.1. What do you perceive as a major source of earning for the residents of Chitrals: -
   ➢ Farming
   ➢ Tourism related business
   ➢ Service
   ➢ Others

Q.2. Do you find tourist environment conscious attitude amongst locals?  Yes  No

Q.3. Do you find tourist environment conscious attitude amongst locals?  Yes  No

Q.4. Is there any local training institute exist to train guides or porters?  Yes  No

Q.5. Does any agency provides any tourist related training help/program to coach the locals?
   • Federal Govt:  Yes  No
   • Provincial Govt:  Yes  No
   • District Govt:  Yes  No
   • NGOs  Yes  No

Q.6. What are the usual comments/observations of the tourists about the following:

   a. Hotel Service  Poor  Satisfactory  Good  Very Good  Excellent
   b. Police attitude  Poor  Satisfactory  Good  Very Good  Excellent
   c. Food  Poor  Satisfactory  Good  Very Good  Excellent
   d. Attitude of locals  Poor  Satisfactory  Good  Very Good  Excellent
   e. Role of information centre  Poor  Satisfactory  Good  Very Good  Excellent
   f. Standard of transport  Poor  Satisfactory  Good  Very Good  Excellent
Q.7. Type of tourism; mostly practiced in the Chitral valley.

a. Heritage exploration
b. Adventure (Mountaineering/ Tracking)

c. Social (Meeting friends/ relatives)
d. Site seeing
e. Religious
f. Sports
g. Business

Q.8. Does their any culture of paying guests persist in Chitral?

a. Yes
b. No.
c. Occasionally

Q.9. Does district government or any other government or NGO involve locals in tourism development planning / activities?

a. Yes
b. No.
c. Occasionally

Q.10. Do you trade daily consumption goods from other parts of the country or any good is produced locally

a. Produced locally: ------
b. Brought from different parts of the country. --------
c. Imported from China and Afghanistan. -------------
d. All of above. ------------
e. B & C above. ------------
Q.11. Is there any rebate / subsidy scheme from government side for the small producers, businesses operating locally to facilitating tourism activities?
   a. Yes. --------
   b. No. -----

Q.12. Is there any regular system of environment protection or area cleanliness?
   a. Yes. ------
   b. No. ------
   c. Partially

Q.13. If answer of question 3 12 above is ‘a or b’ then how is it performing?

   Poor    Satisfactory    Good    Very Good    Excellent

Q.14. Do you think that the accommodation facilities available at Chitral valley are sufficient to meet the tourists’ requirements?

   Poor    Satisfactory    Good    Very Good    Excellent

Q.15. Do you consider civic facilities available at Chitral are of good standard to satisfy tourists’ needs?

   Poor    Satisfactory    Good    Very Good    Excellent

Q.16. Do you feel that there is rapid progress in improving tourist related facilities?

   Poor    Satisfactory    Good    Very Good    Excellent
Q.17. **What are your views with regards to the preservation / promotion of cultural heritage at Chitral? Is Government is taking measure to preserve / promote local culture heritage.**

   Poor  Satisfactory  Good  Very Good  Excellent

Q.18. **Does there any formal code of conduct exist to regulate interaction amongst tourists and the locals?**

   a. Yes. -------
   b. No. -------
   c. Partially. -------

Q.19. **Do most of the tourist operators/ hoteliers belong to Chitral or from outside and doing seasonal business?**

   c. Most of them belong to Chitral and revenue earned is retained in Chitral. Yes ----, No. ------
   d. Most of them don’t belong to Chitral and revenue earned moves out of Chitral. Yes ----, No. ------
   e. Very few belong to Chitral. Yes ----, No. ------
   f. Very few belong to out of Chitral areas. Yes ----, No. ------

i. **What is the state of roads / tracks connecting various tourist sites/ destinations located with in the Chitral?**

   Poor  Satisfactory  Good  Very Good  Excellent

j. **What are your views about the tourism environment in chitral. Give three most important suggestions in order of priority:**

   1.

   2.  

   3.  

203
INTERVIEW WITH SELECTED REPRESENTATIVES
OF ADMINISTRATION, OPERATORS, LOCALS & TOURISTS

Structured Questions

Interviewer: ___________________________ Dated: ___________________________
Respondent: Foreign: ________________ Pakistani: ________________

Q.1. Respondent's personnel information:

1.1 Address:
Name: _______________________________
Father’s Name: ________________________
Village: ______________________________
Tehsil: ______________________________
District: ______________________________
City: ________________________________
Country: ____________________________

1.2 Literacy Status:
Illiterate: _____________________________
Literate: ______________________________
If literate education level __________________

Q.2.

2.1 Service status: _______________________
2.2 Occupation: _________________________
2.3 Average monthly income: ______________

Q.3.

3.1 Traveling status (Please tick).
Alone: _______________________________
In groups: ___________________________
With family: _________________________
Others: ______________________________
3.2 Money budgeted for the trip. ________________________

3.3 Name of the Bus stand or Air Port, where he got off?
__________________
____________________

1.4 First stay of the tourist?
City _______________________
Hotel _______________________
Date _______________________
Time _______________________

Q.4.
4.1 Purpose of the visit (Please tick).
Business: _______________________
Recreation: _______________________
Health: _______________________
Education: _______________________
Preaching for religion: ______________
Social call on friends & relatives: _______________________
Attending meeting or conferences: _______________________
Others: _______________________

4.2 Accommodation used by the respondent in Chitral valley:
Hotel: _______________________
Rest House: _______________________
Paying guest _______________________
Friend/Relative house: _______________________
Rented house: _______________________
Camping: _______________________
Transport/Vehicle/Carwan: _______________________
Others: _______________________

205
4.3. Please answer the following:
   Period of tour: ____________________________
   Distance covered: __________________________
   Duration of stay: __________________________

4.4. Days left and name of places where you are going and why give reasons?

Q.5. Tourism accommodation used in the valley.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of Hotel</th>
<th>Rs/night</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.6.

6.1 Attraction of the area (Please tick)
   Scenic beauty: ____________________________
   Archaeology: ____________________________
   Linkages: ________________________________
   Shrines & Religious sites: ______________
   Culture: ________________________________
   Adventure: _____________________________
   Hospitality: ____________________________
   Others: ________________________________

6.2 If yes then give answer of the following:
6.3. If your visit, attempt is second time what changes you have seen?

Q.7.

7.1 Information from the tourist about the locals who are residing here:

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particular items</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Co-operative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Show traditional hospitality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Adequate tourism knowledge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>More local participation in tourist activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>More cultural exchange</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Better treatment with tourist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Accommodative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Want more information about local</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Utilize local services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Utilize local commodities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Purchase of local handicraft (s)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.2 If purchase local handicrafts, what difference you found here and your country price?

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of commodities</th>
<th>Here price</th>
<th>Price of your country</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q.8.

8.1 Respondent’s suggestion for the development of the surrounding areas, to attract the foreign tourists (Please tick).

- Infrastructural development: __________________________
- Development services: __________________________
- Improvement in medical facilities: __________________________
- Increase recreation facilities: __________________________
- Communication & transportation system: __________________________
- Increase education / information facilities: __________________________

8.2 Respondent’s awareness about environmental related issues.

Yes / No

8.3 Can he/ she suggest possible conservative measures related for environment?

Yes / No

8.4 If yes please suggest action/ measure against each below:

- Polluted trash around: __________________________
- Water pollution: __________________________
- Air pollution: __________________________
- Soil pollution: __________________________
- Promotion of hygienic and cleanliness: __________________________
Q.9.

9.1 Do you suggest or find any tourists restriction? Please tick if any?
   Area restriction: _______________________
   Food restriction: _______________________
   Accommodation restriction: _______________________
   Transport restriction: _______________________
   Others: _______________________

9.2 Problems faced to tourists during tourism. Yes/ No

9.3 If yes what? (Please tick)

9.3.1 Accommodation
   Lack of standard accommodation: _______________________
   Lack of proper rooms: _______________________
   Lack of cleanliness: _______________________
   High accommodation cost: _______________________
   Others: _______________________

9.3.2 Traveling
   Visa: _______________________
   Delayed air services: _______________________
   Road insecurity: _______________________
   Political instability in the area: _______________________
   No proper roads: _______________________
   Communication: _______________________
   High transportation charges: _______________________
   Lack of transport: _______________________
   Others: _______________________

Deforestation: _______________________
Concentration and over crowding: _______________________
Hygienic problems: _______________________
Garbage trails: _______________________

Q.9.
9.3.3 **Food**

- Lack of hygienic food: __________________________
- High prices of the food/beverages: __________________________
- Lack of variety: __________________________
- Others: __________________________

9.3.4 **General**

- Local restaurant for tourists: __________________________
- Lack of clean water: __________________________
- Over crowding of the area: __________________________
- Others: __________________________

Q.10.

10.1 **Suggestion from tourist or the representatives of administration, how to attract and manage more tourists toward tourism area?**

---

10.2 **Tourism experience from your visit.**

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particular items</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Enjoyed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Not enjoyed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Others (specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10.3 **Would he/she like to repeat the visit?** Yes / No

10.4 **If no what are the reasons, please tick.**

- No attraction
- Expensive
- Bad behaviour with tourist
For distance
Inadequate tourism management
Food/ accommodation/ transport
Others

10.5 **Have you visit other countries?** Yes / No

10.6 **If yes, then take down name of the visited countries:**

10.7 **What country you have found best for tourism and why?**

10.8 **What country you have found most unfavourable for tourism and why?**

**Q.11.**

11.1 **Have you observed foreign or Pakistan tourist in the Chitral?**
Yes / No

11.2 **If yes, what you have seen in them?** Elaborate their behavior and attitude / level of interest towards local, tourism and environment:

**Q.12.** **Do most of the tourist operators/ hoteliers belong to Chitral or from outside and doing seasonal business?**

a. Most of them belong to Chitral and revenue earned is retained in Chitral. Yes ------, No. ------
b. Most of them don’t belong to Chitral and revenue earned moves out of Chitral. Yes ------, No. ------

c. Very few belong to Chitral. Yes ------, No. ------

d. Very few belong to out of Chitral areas. Yes ------, No. ------

b. What is the state of roads / tracks connecting various tourist sites/ destinations located with in the Chitral?

- Poor
- Satisfactory
- Good
- Very Good
- Excellent

Q.13. What are your views about the tourism environment in chitral. Give three most important suggestions in order of priority:

1. ------------------------------------------------------

2. ------------------------------------------------------

3. ------------------------------------------------------

Q.12. Give Suggestions to improve the tourism management in Pakistan in general and Chitral in particular.
## APPENDIX-M

### Pakistan and World Tourism

**1996 - 2005**

<table>
<thead>
<tr>
<th>Year</th>
<th><strong>Pakistan</strong></th>
<th></th>
<th></th>
<th><strong>World</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>* Arrivals (000)</td>
<td>% Change Over Previous Year</td>
<td><strong>Receipts</strong> (Million US $)</td>
<td>% Change Over Previous Year</td>
<td>Arrivals (Million)</td>
<td>% Change Over Previous Year</td>
</tr>
<tr>
<td>1996</td>
<td>368.7</td>
<td>(-) 2.6</td>
<td>145.9</td>
<td>27.9</td>
<td>599.6</td>
<td>5.47</td>
</tr>
<tr>
<td>1997</td>
<td>374.8</td>
<td>1.7</td>
<td>116.9</td>
<td>(-) 19.9</td>
<td>619.6</td>
<td>3.34</td>
</tr>
<tr>
<td>1998</td>
<td>428.8</td>
<td>14.4</td>
<td>97.9</td>
<td>(-) 16.3</td>
<td>626.5</td>
<td>2.50</td>
</tr>
<tr>
<td>1999</td>
<td>432.2</td>
<td>0.8</td>
<td>76.4</td>
<td>(-) 22.0</td>
<td>650.5</td>
<td>3.80</td>
</tr>
<tr>
<td>2000</td>
<td>556.7</td>
<td>28.8</td>
<td>84.4</td>
<td>10.5</td>
<td>689.0</td>
<td>5.9</td>
</tr>
<tr>
<td>2001</td>
<td>499.7</td>
<td>(-) 10.2</td>
<td>92.2</td>
<td>9.2</td>
<td>688.0</td>
<td>(-) 0.1</td>
</tr>
<tr>
<td>2002</td>
<td>498.1</td>
<td>(-) 0.3</td>
<td>105.4</td>
<td>14.4</td>
<td>709.0</td>
<td>3.0</td>
</tr>
<tr>
<td>2003</td>
<td>500.9</td>
<td>0.6</td>
<td>135.6</td>
<td>28.6</td>
<td>697.0</td>
<td>(-) 1.7</td>
</tr>
<tr>
<td>2004</td>
<td>648.0</td>
<td>29.4</td>
<td>185.6</td>
<td>36.9</td>
<td>766.0</td>
<td>9.9</td>
</tr>
<tr>
<td>2005</td>
<td>798.3</td>
<td>23.2</td>
<td>185.3</td>
<td>(-) 0.2</td>
<td>808.0</td>
<td>5.5</td>
</tr>
</tbody>
</table>

Source: * FIA, Ministry of Interior, Government of Pakistan, Islamabad.- 2006
** State Bank of Pakistan, Karachi.2006
*** World Tourism Organization-2006
## Appendix- M1

### Country-wise Tourist Arrivals in South Asia Region

**2001- 2005**

<table>
<thead>
<tr>
<th>Country</th>
<th>2001 (000 Nos)</th>
<th>2002 (000 Nos)</th>
<th>2003 (000 Nos)</th>
<th>2004 (000 Nos)</th>
<th>2005 (000 Nos)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>200 (2.8)</td>
<td>207 (3.6)</td>
<td>245 (3.8)</td>
<td>271 (3.6)</td>
<td>N.A.</td>
</tr>
<tr>
<td>Bhutan</td>
<td>N.A.</td>
<td>6</td>
<td>6</td>
<td>9</td>
<td>N.A.</td>
</tr>
<tr>
<td>India</td>
<td>2537 (44.5)</td>
<td>2384 (40.9)</td>
<td>2726 (42.4)</td>
<td>3371 (45.0)</td>
<td>N.A.</td>
</tr>
<tr>
<td>Iran</td>
<td>1402 (24.1)</td>
<td>1585 (27.2)</td>
<td>1546 (24.0)</td>
<td>1659 (22.1)</td>
<td>N.A.</td>
</tr>
<tr>
<td>Maldives</td>
<td>461 (8.2)</td>
<td>485 (8.3)</td>
<td>564 (8.8)</td>
<td>617 (8.2)</td>
<td>N.A.</td>
</tr>
<tr>
<td>Nepal</td>
<td>363 (5.2)</td>
<td>275 (4.7)</td>
<td>338 (5.3)</td>
<td>360 (4.8)</td>
<td>N.A.</td>
</tr>
<tr>
<td>Pakistan</td>
<td>500 (8.6)</td>
<td>498 (8.5)</td>
<td>501 (7.8)</td>
<td>648 (8.6)</td>
<td>798 (10.1)</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>337 (5.9)</td>
<td>393 (6.7)</td>
<td>501 (7.8)</td>
<td>566 (7.6)</td>
<td>N.A.</td>
</tr>
<tr>
<td><strong>Total South Asia</strong></td>
<td><strong>5800</strong></td>
<td><strong>5833</strong></td>
<td><strong>6427</strong></td>
<td><strong>7501</strong></td>
<td><strong>7900</strong></td>
</tr>
</tbody>
</table>

Source: World Tourism Organization- 2006

(Figures in the parenthesis are percentages with reference to relevant column total).
Appendix-N

Country-wise Tourism Receipts in South Asia
2001 - 2005

<table>
<thead>
<tr>
<th>Country</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A</td>
<td>N.A</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>132</td>
<td>57</td>
<td>67</td>
<td>N.A</td>
<td>N.A</td>
</tr>
<tr>
<td>Bhutan</td>
<td>N.A.</td>
<td>8</td>
<td>8.</td>
<td>12</td>
<td>N.A</td>
</tr>
<tr>
<td>India</td>
<td>2080</td>
<td>2918</td>
<td>3533</td>
<td>4769</td>
<td>N.A</td>
</tr>
<tr>
<td>Iran</td>
<td>1150</td>
<td>1357</td>
<td>1033</td>
<td>1074</td>
<td>N.A</td>
</tr>
<tr>
<td>Maldives</td>
<td>380</td>
<td>337</td>
<td>402</td>
<td>479</td>
<td>N.A</td>
</tr>
<tr>
<td>Nepal</td>
<td>244</td>
<td>103</td>
<td>199</td>
<td>N.A</td>
<td>N.A</td>
</tr>
<tr>
<td>Pakistan *</td>
<td>92</td>
<td>105</td>
<td>136</td>
<td>186</td>
<td>185</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>276</td>
<td>363</td>
<td>441</td>
<td>513</td>
<td>N.A</td>
</tr>
<tr>
<td><strong>Total South Asia.</strong></td>
<td><strong>4354</strong></td>
<td><strong>5243</strong></td>
<td><strong>5811</strong></td>
<td><strong>7332</strong></td>
<td>N.A</td>
</tr>
</tbody>
</table>

ii) * State Bank of Pakistan- 2006
## Foreign Tourist Arrivals and Foreign Exchange Earnings

### World/ South Asia/ Pakistan

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals (Nos)</th>
<th>Foreign Exchange Earnings (In US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>World (In Mn)</td>
<td>South Asia (In Mn)</td>
</tr>
<tr>
<td>1986</td>
<td>330.9</td>
<td>2.7</td>
</tr>
<tr>
<td>1987</td>
<td>356.9</td>
<td>2.7</td>
</tr>
<tr>
<td>1988</td>
<td>382.1</td>
<td>2.9</td>
</tr>
<tr>
<td>1989</td>
<td>426.0</td>
<td>3.1</td>
</tr>
<tr>
<td>1990</td>
<td>457.7</td>
<td>3.2</td>
</tr>
<tr>
<td>1991</td>
<td>463.3</td>
<td>3.3</td>
</tr>
<tr>
<td>1992</td>
<td>502.3</td>
<td>3.6</td>
</tr>
<tr>
<td>1993</td>
<td>518.1</td>
<td>3.5</td>
</tr>
<tr>
<td>1994</td>
<td>553.2</td>
<td>3.9</td>
</tr>
<tr>
<td>1995</td>
<td>551.7</td>
<td>4.2</td>
</tr>
<tr>
<td>1996</td>
<td>599.6</td>
<td>4.4</td>
</tr>
<tr>
<td>1997</td>
<td>619.6</td>
<td>4.8</td>
</tr>
<tr>
<td>1998</td>
<td>626.5</td>
<td>5.2</td>
</tr>
<tr>
<td>1999</td>
<td>650.5</td>
<td>5.8</td>
</tr>
<tr>
<td>2000</td>
<td>689.0</td>
<td>6.1</td>
</tr>
<tr>
<td>2001</td>
<td>688.0</td>
<td>5.8</td>
</tr>
<tr>
<td>2002</td>
<td>709.0</td>
<td>5.8</td>
</tr>
<tr>
<td>2003</td>
<td>697.0</td>
<td>6.4</td>
</tr>
<tr>
<td>2004</td>
<td>766.0</td>
<td>7.6</td>
</tr>
<tr>
<td>2005</td>
<td>808.0</td>
<td>7.9</td>
</tr>
</tbody>
</table>

### Sources:
1. WTO: World and South Asia-World Tourism Organization
2. Pakistan
   a. FIA, Ministry of Interior-2006
# Nationality-wise Tourist Arrivals in Pakistan
## 2001 - 2005

<table>
<thead>
<tr>
<th>Nationality/Country</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>% Change over previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>0.015</td>
<td>0.013</td>
<td>0.152</td>
<td>0.134</td>
<td>0.119</td>
<td>(-) 11.2</td>
</tr>
<tr>
<td>Andora</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.013</td>
<td>0.00</td>
</tr>
<tr>
<td>Armenia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.027</td>
<td>0.00</td>
</tr>
<tr>
<td>Austria</td>
<td>1.439</td>
<td>1.667</td>
<td>1.092</td>
<td>2.223</td>
<td>2.355</td>
<td>5.9</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>0.289</td>
<td>0.318</td>
<td>0.371</td>
<td>0.480</td>
<td>0.642</td>
<td>33.7</td>
</tr>
<tr>
<td>Belarus</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.120</td>
<td>0.00</td>
</tr>
<tr>
<td>Belgium</td>
<td>2.015</td>
<td>1.694</td>
<td>1.916</td>
<td>2.150</td>
<td>3.039</td>
<td>41.3</td>
</tr>
<tr>
<td>Bosinia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.167</td>
<td>0.00</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>0.076</td>
<td>0.069</td>
<td>0.069</td>
<td>0.094</td>
<td>0.207</td>
<td>120.2</td>
</tr>
<tr>
<td>Croatia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.147</td>
<td>0.00</td>
</tr>
<tr>
<td>Cyprus</td>
<td>0.478</td>
<td>0.247</td>
<td>0.093</td>
<td>0.099</td>
<td>0.140</td>
<td>41.4</td>
</tr>
<tr>
<td>Czech</td>
<td>0.589</td>
<td>0.199</td>
<td>0.242</td>
<td>0.404</td>
<td>0.652</td>
<td>61.4</td>
</tr>
<tr>
<td>Denmark</td>
<td>4.400</td>
<td>4.846</td>
<td>4.280</td>
<td>6.458</td>
<td>7.880</td>
<td>22.0</td>
</tr>
<tr>
<td>Estonia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.054</td>
<td>0.00</td>
</tr>
<tr>
<td>Finland</td>
<td>0.582</td>
<td>0.346</td>
<td>0.032</td>
<td>0.785</td>
<td>0.997</td>
<td>27.0</td>
</tr>
<tr>
<td>France</td>
<td>7.159</td>
<td>6.892</td>
<td>5.657</td>
<td>8.119</td>
<td>10.062</td>
<td>23.9</td>
</tr>
<tr>
<td>Georgia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.075</td>
<td>0.00</td>
</tr>
<tr>
<td>Germany</td>
<td>9.047</td>
<td>12.24</td>
<td>13.658</td>
<td>18.959</td>
<td>24.726</td>
<td>30.4</td>
</tr>
<tr>
<td>Greece</td>
<td>0.546</td>
<td>0.525</td>
<td>0.461</td>
<td>0.660</td>
<td>0.706</td>
<td>7.0</td>
</tr>
<tr>
<td>Hungary</td>
<td>0.107</td>
<td>0.116</td>
<td>0.149</td>
<td>0.201</td>
<td>0.404</td>
<td>101.0</td>
</tr>
<tr>
<td>Iceland</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.109</td>
<td>0.00</td>
</tr>
<tr>
<td>Ireland</td>
<td>1.417</td>
<td>0.927</td>
<td>1.333</td>
<td>1.871</td>
<td>2.418</td>
<td>29.2</td>
</tr>
<tr>
<td>Italy</td>
<td>3.046</td>
<td>3.036</td>
<td>3.089</td>
<td>5.060</td>
<td>4.759</td>
<td>(-) 5.9</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>0.699</td>
<td>0.414</td>
<td>0.525</td>
<td>0.644</td>
<td>0.751</td>
<td>16.6</td>
</tr>
<tr>
<td>Kyrgyzstan</td>
<td>0.107</td>
<td>0.080</td>
<td>0.096</td>
<td>0.064</td>
<td>0.242</td>
<td>278.1</td>
</tr>
<tr>
<td>Latvia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.052</td>
<td>0.00</td>
</tr>
<tr>
<td>------------------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Lithuania</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.067</td>
<td>0.00</td>
</tr>
<tr>
<td>Luxemburg</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.083</td>
<td>0.00</td>
</tr>
<tr>
<td>Malta</td>
<td>0.035</td>
<td>0.028</td>
<td>0.048</td>
<td>0.370</td>
<td>0.065</td>
<td>(-)82.4</td>
</tr>
<tr>
<td>Monaco</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.016</td>
<td>0.00</td>
</tr>
<tr>
<td>Norway</td>
<td>4.183</td>
<td>7.075</td>
<td>7.343</td>
<td>10.54</td>
<td>13.46</td>
<td>27.6</td>
</tr>
<tr>
<td>Poland</td>
<td>0.546</td>
<td>0.370</td>
<td>0.411</td>
<td>0.636</td>
<td>0.947</td>
<td>48.9</td>
</tr>
<tr>
<td>Portugal</td>
<td>0.924</td>
<td>0.444</td>
<td>0.381</td>
<td>0.543</td>
<td>0.787</td>
<td>44.9</td>
</tr>
<tr>
<td>Romania</td>
<td>0.191</td>
<td>0.174</td>
<td>0.297</td>
<td>0.294</td>
<td>0.366</td>
<td>24.5</td>
</tr>
<tr>
<td>Russia</td>
<td>1.265</td>
<td>1.080</td>
<td>1.020</td>
<td>1.523</td>
<td>2.556</td>
<td>67.8</td>
</tr>
<tr>
<td>Slovakia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.160</td>
<td>0.00</td>
</tr>
<tr>
<td>Slovenia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.158</td>
<td>0.00</td>
</tr>
<tr>
<td>Spain</td>
<td>1.526</td>
<td>1.344</td>
<td>1.286</td>
<td>1.924</td>
<td>2.980</td>
<td>54.9</td>
</tr>
<tr>
<td>Sweden</td>
<td>3.228</td>
<td>2.902</td>
<td>3.181</td>
<td>3.555</td>
<td>4.648</td>
<td>30.7</td>
</tr>
<tr>
<td>Switzerland</td>
<td>3.282</td>
<td>2.314</td>
<td>1.340</td>
<td>2.011</td>
<td>2.906</td>
<td>44.5</td>
</tr>
<tr>
<td>Tajikistan</td>
<td>0.00</td>
<td>0.167</td>
<td>0.266</td>
<td>0.259</td>
<td>0.299</td>
<td>15.4</td>
</tr>
<tr>
<td>Turkey</td>
<td>3.036</td>
<td>2.777</td>
<td>2.450</td>
<td>3.098</td>
<td>5.271</td>
<td>70.1</td>
</tr>
<tr>
<td>Turkmenistan</td>
<td>0.132</td>
<td>0.233</td>
<td>0.130</td>
<td>0.144</td>
<td>0.150</td>
<td>4.2</td>
</tr>
<tr>
<td>U.K.</td>
<td>144.4</td>
<td>151.3</td>
<td>131.12</td>
<td>196.3</td>
<td>248.63</td>
<td>26.6</td>
</tr>
<tr>
<td>Ukraine</td>
<td>0.381</td>
<td>0.595</td>
<td>0.318</td>
<td>0.491</td>
<td>1.155</td>
<td>135.2</td>
</tr>
<tr>
<td>Uzbekistan</td>
<td>0.951</td>
<td>0.281</td>
<td>0.201</td>
<td>0.360</td>
<td>0.450</td>
<td>25.0</td>
</tr>
<tr>
<td>Yugoslavia</td>
<td>0.103</td>
<td>0.074</td>
<td>0.039</td>
<td>0.057</td>
<td>0.115</td>
<td>101.7</td>
</tr>
<tr>
<td>Others</td>
<td>1.661</td>
<td>0.698</td>
<td>0.403</td>
<td>0.423</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Total Europe</strong></td>
<td><strong>205.1</strong></td>
<td><strong>215.2</strong></td>
<td><strong>192.85</strong></td>
<td><strong>280.8</strong></td>
<td><strong>356.8</strong></td>
<td><strong>27.0</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Anguilla</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.006</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Argentina</td>
<td>0.396</td>
<td>0.213</td>
<td>0.123</td>
<td>0.153</td>
<td>0.226</td>
<td>47.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bolivia</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.021</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>0.378</td>
<td>0.201</td>
<td>0.107</td>
<td>0.195</td>
<td>0.336</td>
<td>72.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>11.81</td>
<td>18.15</td>
<td>12.991</td>
<td>15.01</td>
<td>22.95</td>
<td>52.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilli</td>
<td>0.070</td>
<td>0.052</td>
<td>0.024</td>
<td>0.058</td>
<td>0.122</td>
<td>110.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td>0.029</td>
<td>0.035</td>
<td>0.024</td>
<td>0.083</td>
<td>0.091</td>
<td>9.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cuba</td>
<td>0.011</td>
<td>0.013</td>
<td>0.019</td>
<td>0.005</td>
<td>0.369</td>
<td>7280.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dominica</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.002</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>2019</td>
<td>2020</td>
<td>2021</td>
<td>2022</td>
<td>2023</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>-------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ecuador</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.046</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>El Salvador</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.003</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guyana</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.020</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Haiti</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.001</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honduras</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.015</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jamica</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.034</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>0.152</td>
<td>0.053</td>
<td>0.077</td>
<td>0.097</td>
<td>0.204</td>
<td>110.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panama</td>
<td>0.006</td>
<td>0.005</td>
<td>0.007</td>
<td>0.002</td>
<td>0.255</td>
<td>12650.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td>0.023</td>
<td>0.043</td>
<td>0.025</td>
<td>0.045</td>
<td>0.102</td>
<td>126.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suriname</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.006</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trinidad Tobago</td>
<td>0.088</td>
<td>0.028</td>
<td>0.020</td>
<td>0.024</td>
<td>0.051</td>
<td>(-8.0)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S.A.</td>
<td>69.06</td>
<td>69.03</td>
<td>72.440</td>
<td>87.31</td>
<td>121.5</td>
<td>39.2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uruguay</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.011</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Venezuela</td>
<td>0.026</td>
<td>0.032</td>
<td>0.023</td>
<td>0.026</td>
<td>0.052</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>0.139</td>
<td>0.009</td>
<td>0.007</td>
<td>0.001</td>
<td>0.00</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total America</strong></td>
<td>82.15</td>
<td>87.88</td>
<td>85.910</td>
<td>103.1</td>
<td>146.5</td>
<td>42.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afghanistan</td>
<td>47.09</td>
<td>98.49</td>
<td>119.93</td>
<td>117.5</td>
<td>77.63</td>
<td>(-33.9)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bangladesh</td>
<td>6.233</td>
<td>5.581</td>
<td>7.630</td>
<td>8.904</td>
<td>5.981</td>
<td>(-32.8)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bhutan</td>
<td>0.00</td>
<td>0.011</td>
<td>0.024</td>
<td>0.173</td>
<td>0.107</td>
<td>(-38.1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>58.37</td>
<td>2.618</td>
<td>7.096</td>
<td>19.65</td>
<td>69.56</td>
<td>253.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maldives</td>
<td>0.299</td>
<td>0.248</td>
<td>0.176</td>
<td>0.427</td>
<td>0.378</td>
<td>(-11.5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nepal</td>
<td>2.521</td>
<td>1.139</td>
<td>1.029</td>
<td>1.760</td>
<td>1.663</td>
<td>(-5.5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>3.063</td>
<td>1.960</td>
<td>2.645</td>
<td>3.708</td>
<td>4.114</td>
<td>10.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total South Asia</strong></td>
<td>123.9</td>
<td>116.4</td>
<td>146.65</td>
<td>160.3</td>
<td>158.5</td>
<td>(-1.1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>7.435</td>
<td>5.740</td>
<td>6.134</td>
<td>7.298</td>
<td>9.632</td>
<td>32.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Zealand</td>
<td>2.425</td>
<td>1.339</td>
<td>1.037</td>
<td>1.473</td>
<td>1.324</td>
<td>(-10.1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Australia</strong></td>
<td>9.860</td>
<td>7.079</td>
<td>7.171</td>
<td>8.771</td>
<td>10.95</td>
<td>24.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brunei</td>
<td>0.00</td>
<td>0.00</td>
<td>0.051</td>
<td>0.125</td>
<td>0.145</td>
<td>145.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cambodia</td>
<td>0.021</td>
<td>0.001</td>
<td>0.074</td>
<td>0.121</td>
<td>0.193</td>
<td>59.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>5.704</td>
<td>8.896</td>
<td>10.324</td>
<td>17.17</td>
<td>29.60</td>
<td>72.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>6</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>-----</td>
<td>-----</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fiji</td>
<td>0.193</td>
<td>0.041</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>0.801</td>
<td>1.180</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>1.756</td>
<td>1.692</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>7.580</td>
<td>9.975</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Korea (Republic)</td>
<td>4.487</td>
<td>4.158</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Korea (DPR)</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lao</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Macao</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mongolia</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td>5.114</td>
<td>4.095</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Myanmar</td>
<td>0.436</td>
<td>0.335</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Papua New Guinea</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philippines</td>
<td>1.679</td>
<td>2.079</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td>2.639</td>
<td>1.772</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>0.263</td>
<td>0.183</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td>2.134</td>
<td>2.363</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timor</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vietnam</td>
<td>0.043</td>
<td>0.048</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>0.001</td>
<td>0.023</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Pacific &amp; East Asia</strong></td>
<td><strong>32.85</strong></td>
<td><strong>36.84</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bahrain</td>
<td>0.618</td>
<td>0.915</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Egypt</td>
<td>1.915</td>
<td>1.589</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iraq</td>
<td>0.326</td>
<td>0.254</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jordan</td>
<td>1.899</td>
<td>1.002</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kuwait</td>
<td>1.131</td>
<td>1.008</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lebanon</td>
<td>1.151</td>
<td>0.318</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Libya</td>
<td>0.251</td>
<td>0.330</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oman</td>
<td>5.207</td>
<td>4.702</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.L.O</td>
<td>0.683</td>
<td>0.254</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qatar</td>
<td>2.012</td>
<td>1.971</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>5.831</td>
<td>4.220</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Syria</td>
<td>0.693</td>
<td>0.482</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

220
<table>
<thead>
<tr>
<th>Region</th>
<th>7.090</th>
<th>4.563</th>
<th>3.810</th>
<th>3.936</th>
<th>4.564</th>
<th>15.9</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.A.E.</td>
<td>1.640</td>
<td>0.719</td>
<td>0.400</td>
<td>0.546</td>
<td>0.809</td>
<td>48.2</td>
</tr>
<tr>
<td>Yemen</td>
<td>0.019</td>
<td>0.002</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.0</td>
</tr>
<tr>
<td>Total Middle East</td>
<td>30.46</td>
<td>22.32</td>
<td>19.593</td>
<td>28.36</td>
<td>31.92</td>
<td>12.5</td>
</tr>
<tr>
<td>Algeria</td>
<td>0.435</td>
<td>0.200</td>
<td>0.076</td>
<td>0.035</td>
<td>0.085</td>
<td>142.8</td>
</tr>
<tr>
<td>Angola</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.028</td>
<td>--</td>
</tr>
<tr>
<td>Benin</td>
<td>0.011</td>
<td>0.019</td>
<td>0.011</td>
<td>0.012</td>
<td>0.033</td>
<td>175.0</td>
</tr>
<tr>
<td>Botswana</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.008</td>
<td>--</td>
</tr>
<tr>
<td>Burkinafaso</td>
<td>0.012</td>
<td>0.007</td>
<td>0.109</td>
<td>0.040</td>
<td>0.060</td>
<td>50.0</td>
</tr>
<tr>
<td>Burundi</td>
<td>0.046</td>
<td>0.008</td>
<td>0.023</td>
<td>0.034</td>
<td>0.045</td>
<td>32.3</td>
</tr>
<tr>
<td>Cameroon</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.032</td>
<td>--</td>
</tr>
<tr>
<td>Chad</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.006</td>
<td>--</td>
</tr>
<tr>
<td>Comoros</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.046</td>
<td>--</td>
</tr>
<tr>
<td>Congo</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.118</td>
<td>--</td>
</tr>
<tr>
<td>Djibouti</td>
<td>0.010</td>
<td>0.018</td>
<td>0.007</td>
<td>0.034</td>
<td>0.066</td>
<td>94.1</td>
</tr>
<tr>
<td>Eritrea</td>
<td>0.461</td>
<td>0.258</td>
<td>0.189</td>
<td>0.265</td>
<td>0.250</td>
<td>(-)5.7</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.018</td>
<td>--</td>
</tr>
<tr>
<td>Gabon</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.026</td>
<td>--</td>
</tr>
<tr>
<td>Gabia</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.133</td>
<td>22.0</td>
</tr>
<tr>
<td>Ghana</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.044</td>
<td>--</td>
</tr>
<tr>
<td>Guinea</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.041</td>
<td>--</td>
</tr>
<tr>
<td>Kenya</td>
<td>1.588</td>
<td>1.597</td>
<td>1.296</td>
<td>1.199</td>
<td>1.656</td>
<td>38.1</td>
</tr>
<tr>
<td>Lesotho</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.063</td>
<td>--</td>
</tr>
<tr>
<td>Liberia</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.040</td>
<td>--</td>
</tr>
<tr>
<td>Madagascar</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.055</td>
<td>--</td>
</tr>
<tr>
<td>Malawi</td>
<td>0.000</td>
<td>0.000</td>
<td>0.085</td>
<td>0.039</td>
<td>0.134</td>
<td>243.6</td>
</tr>
<tr>
<td>Mali</td>
<td>0.000</td>
<td>0.000</td>
<td>0.035</td>
<td>0.018</td>
<td>0.023</td>
<td>27.8</td>
</tr>
<tr>
<td>Mauritania</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.021</td>
<td>--</td>
</tr>
<tr>
<td>Mauritius</td>
<td>0.517</td>
<td>0.072</td>
<td>0.331</td>
<td>0.710</td>
<td>0.919</td>
<td>29.4</td>
</tr>
<tr>
<td>Morocco</td>
<td>0.281</td>
<td>0.148</td>
<td>0.157</td>
<td>0.214</td>
<td>0.566</td>
<td>164.5</td>
</tr>
<tr>
<td>Mozambique</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.496</td>
<td>--</td>
</tr>
<tr>
<td>Namibia</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.142</td>
<td>--</td>
</tr>
<tr>
<td>Niger</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.038</td>
<td>--</td>
</tr>
<tr>
<td>Nigeria</td>
<td>2.684</td>
<td>1.830</td>
<td>2.728</td>
<td>2.277</td>
<td>1.259</td>
<td>(-)44.7</td>
</tr>
<tr>
<td>Reunion</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.067</td>
<td>--</td>
</tr>
<tr>
<td>Rwanda</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.050</td>
<td>--</td>
</tr>
<tr>
<td>Senegal</td>
<td>0.025</td>
<td>0.205</td>
<td>0.236</td>
<td>0.252</td>
<td>0.129</td>
<td>(-)48.8</td>
</tr>
<tr>
<td>Country</td>
<td>00</td>
<td>00</td>
<td>00</td>
<td>00</td>
<td>00</td>
<td>0.063</td>
</tr>
<tr>
<td>--------------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-------</td>
</tr>
<tr>
<td>Somalia</td>
<td>0.362</td>
<td>0.418</td>
<td>0.439</td>
<td>0.579</td>
<td>0.627</td>
<td>8.3</td>
</tr>
<tr>
<td>South Africa</td>
<td>3.694</td>
<td>3.667</td>
<td>3.179</td>
<td>3.020</td>
<td>4.864</td>
<td>61.0</td>
</tr>
<tr>
<td>Sudan</td>
<td>1.617</td>
<td>0.889</td>
<td>0.680</td>
<td>1.090</td>
<td>1.104</td>
<td>1.3</td>
</tr>
<tr>
<td>Swaziland</td>
<td>0.003</td>
<td>0.001</td>
<td>0.007</td>
<td>0.118</td>
<td>0.203</td>
<td>72.0</td>
</tr>
<tr>
<td>Tanzania</td>
<td>0.720</td>
<td>0.709</td>
<td>0.688</td>
<td>1.080</td>
<td>0.513</td>
<td>(-)52.5</td>
</tr>
<tr>
<td>Togo</td>
<td>00</td>
<td>00</td>
<td>00</td>
<td>00</td>
<td>00</td>
<td>0.007</td>
</tr>
<tr>
<td>Tunisia</td>
<td>0.564</td>
<td>0.231</td>
<td>0.145</td>
<td>0.141</td>
<td>0.212</td>
<td>50.3</td>
</tr>
<tr>
<td>Uganda</td>
<td>0.249</td>
<td>0.136</td>
<td>0.110</td>
<td>0.166</td>
<td>0.191</td>
<td>15.1</td>
</tr>
</tbody>
</table>

| Country       | 0.082 | 0.027 | 0.056 | 0.113 | 0.092 | (-)18.6 |
| Zambia        | 00    | 0.148 | 0.104 | 0.084 | 0.131 | 55.9   |
| Zimbabwe      | 1.322 | 0.924 | 0.890 | 0.892 | 0.027 | (-)97.0 |
| Total Africa  | 4.09  | 0.577 | 0.664 | 3.278 | 6.141 | 87.3   |
| U.N.O./ Others|       |       |       |       |       |        |
| Grand Total   | 499.719 | 498.059 | 500.918 | 647.993 | 798.260 | 23.2   |

Source: FIA, Ministry of Interior, Government of Pakistan, Islamabad - 2006
## Appendix-P

### Nationality & Month-wise Tourist Arrivals in Pakistan 2005

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>19</td>
<td>13</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>18</td>
<td>5</td>
<td>10</td>
<td>11</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>119</td>
</tr>
<tr>
<td>Andorra</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>Armenia</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Austria</td>
<td>201</td>
<td>135</td>
<td>138</td>
<td>100</td>
<td>137</td>
<td>196</td>
<td>412</td>
<td>251</td>
<td>160</td>
<td>226</td>
<td>187</td>
<td>212</td>
<td>2355</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>40</td>
<td>50</td>
<td>35</td>
<td>32</td>
<td>32</td>
<td>67</td>
<td>78</td>
<td>85</td>
<td>43</td>
<td>81</td>
<td>69</td>
<td>642</td>
<td></td>
</tr>
<tr>
<td>Belarus</td>
<td>16</td>
<td>6</td>
<td>22</td>
<td>0</td>
<td>13</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>11</td>
<td>16</td>
<td>10</td>
<td>5</td>
<td>120</td>
</tr>
<tr>
<td>Belgium</td>
<td>279</td>
<td>195</td>
<td>278</td>
<td>156</td>
<td>164</td>
<td>229</td>
<td>454</td>
<td>247</td>
<td>204</td>
<td>260</td>
<td>223</td>
<td>350</td>
<td>3039</td>
</tr>
<tr>
<td>Bosnia</td>
<td>5</td>
<td>24</td>
<td>14</td>
<td>4</td>
<td>11</td>
<td>8</td>
<td>13</td>
<td>20</td>
<td>9</td>
<td>13</td>
<td>22</td>
<td>24</td>
<td>167</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>13</td>
<td>16</td>
<td>15</td>
<td>11</td>
<td>18</td>
<td>15</td>
<td>26</td>
<td>9</td>
<td>18</td>
<td>28</td>
<td>23</td>
<td>15</td>
<td>207</td>
</tr>
<tr>
<td>Croatia</td>
<td>16</td>
<td>15</td>
<td>16</td>
<td>10</td>
<td>13</td>
<td>10</td>
<td>19</td>
<td>10</td>
<td>13</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>147</td>
</tr>
<tr>
<td>Cyprus</td>
<td>8</td>
<td>11</td>
<td>9</td>
<td>7</td>
<td>12</td>
<td>13</td>
<td>11</td>
<td>10</td>
<td>20</td>
<td>17</td>
<td>13</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td>Czech</td>
<td>35</td>
<td>37</td>
<td>39</td>
<td>43</td>
<td>56</td>
<td>69</td>
<td>75</td>
<td>74</td>
<td>99</td>
<td>33</td>
<td>68</td>
<td>24</td>
<td>652</td>
</tr>
<tr>
<td>Denmark</td>
<td>744</td>
<td>509</td>
<td>597</td>
<td>323</td>
<td>566</td>
<td>1286</td>
<td>996</td>
<td>464</td>
<td>466</td>
<td>523</td>
<td>641</td>
<td>765</td>
<td>7880</td>
</tr>
<tr>
<td>Estonia</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>4</td>
<td>0</td>
<td>22</td>
<td>6</td>
<td>4</td>
<td>54</td>
</tr>
<tr>
<td>Finland</td>
<td>112</td>
<td>87</td>
<td>98</td>
<td>60</td>
<td>92</td>
<td>68</td>
<td>72</td>
<td>75</td>
<td>73</td>
<td>84</td>
<td>82</td>
<td>94</td>
<td>997</td>
</tr>
<tr>
<td>France</td>
<td>716</td>
<td>686</td>
<td>678</td>
<td>542</td>
<td>625</td>
<td>1052</td>
<td>1672</td>
<td>831</td>
<td>695</td>
<td>847</td>
<td>832</td>
<td>886</td>
<td>10062</td>
</tr>
<tr>
<td>Georgia</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>22</td>
<td>7</td>
<td>1</td>
<td>14</td>
<td>75</td>
</tr>
<tr>
<td>Germany</td>
<td>2203</td>
<td>1545</td>
<td>2535</td>
<td>1377</td>
<td>1285</td>
<td>1465</td>
<td>3433</td>
<td>2376</td>
<td>1784</td>
<td>2861</td>
<td>2790</td>
<td>24726</td>
<td></td>
</tr>
<tr>
<td>Greece</td>
<td>28</td>
<td>47</td>
<td>49</td>
<td>60</td>
<td>66</td>
<td>48</td>
<td>49</td>
<td>74</td>
<td>41</td>
<td>81</td>
<td>114</td>
<td>49</td>
<td>706</td>
</tr>
<tr>
<td>Hungary</td>
<td>48</td>
<td>16</td>
<td>25</td>
<td>34</td>
<td>31</td>
<td>27</td>
<td>34</td>
<td>27</td>
<td>59</td>
<td>46</td>
<td>37</td>
<td>20</td>
<td>404</td>
</tr>
<tr>
<td>Iceland</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>85</td>
<td>109</td>
</tr>
<tr>
<td>Ireland</td>
<td>222</td>
<td>184</td>
<td>220</td>
<td>132</td>
<td>156</td>
<td>206</td>
<td>301</td>
<td>178</td>
<td>141</td>
<td>224</td>
<td>224</td>
<td>230</td>
<td>2418</td>
</tr>
<tr>
<td>Italy</td>
<td>307</td>
<td>302</td>
<td>388</td>
<td>317</td>
<td>334</td>
<td>452</td>
<td>527</td>
<td>474</td>
<td>404</td>
<td>374</td>
<td>539</td>
<td>341</td>
<td>4759</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>48</td>
<td>57</td>
<td>52</td>
<td>29</td>
<td>100</td>
<td>62</td>
<td>60</td>
<td>106</td>
<td>56</td>
<td>42</td>
<td>72</td>
<td>67</td>
<td>751</td>
</tr>
<tr>
<td>Kyrgyzstan</td>
<td>31</td>
<td>17</td>
<td>27</td>
<td>4</td>
<td>15</td>
<td>8</td>
<td>19</td>
<td>24</td>
<td>11</td>
<td>34</td>
<td>29</td>
<td>23</td>
<td>242</td>
</tr>
<tr>
<td>Latvia</td>
<td>4</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>6</td>
<td>1</td>
<td>3</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>9</td>
<td>52</td>
<td></td>
</tr>
<tr>
<td>Lithuania</td>
<td>2</td>
<td>2</td>
<td>17</td>
<td>9</td>
<td>1</td>
<td>7</td>
<td>8</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>7</td>
<td>67</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>2</td>
<td>0</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>13</td>
<td>10</td>
<td>13</td>
<td>5</td>
<td>13</td>
<td>14</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td>Malta</td>
<td>4</td>
<td>2</td>
<td>6</td>
<td>5</td>
<td>8</td>
<td>7</td>
<td>13</td>
<td>2</td>
<td>6</td>
<td>7</td>
<td>1</td>
<td>4</td>
<td>65</td>
</tr>
<tr>
<td>Monaco</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>942</td>
<td>641</td>
<td>675</td>
<td>539</td>
<td>595</td>
<td>806</td>
<td>1911</td>
<td>1018</td>
<td>739</td>
<td>841</td>
<td>876</td>
<td>1087</td>
<td>10670</td>
</tr>
<tr>
<td>Norway</td>
<td>1204</td>
<td>893</td>
<td>1047</td>
<td>418</td>
<td>737</td>
<td>2611</td>
<td>1715</td>
<td>822</td>
<td>926</td>
<td>744</td>
<td>1012</td>
<td>1332</td>
<td>13461</td>
</tr>
<tr>
<td>Poland</td>
<td>45</td>
<td>78</td>
<td>95</td>
<td>44</td>
<td>51</td>
<td>56</td>
<td>154</td>
<td>109</td>
<td>77</td>
<td>86</td>
<td>76</td>
<td>76</td>
<td>947</td>
</tr>
<tr>
<td>Portugal</td>
<td>83</td>
<td>76</td>
<td>70</td>
<td>24</td>
<td>55</td>
<td>75</td>
<td>95</td>
<td>90</td>
<td>59</td>
<td>56</td>
<td>46</td>
<td>787</td>
<td></td>
</tr>
<tr>
<td>Romania</td>
<td>45</td>
<td>19</td>
<td>20</td>
<td>16</td>
<td>35</td>
<td>22</td>
<td>21</td>
<td>30</td>
<td>44</td>
<td>40</td>
<td>26</td>
<td>48</td>
<td>366</td>
</tr>
<tr>
<td>Russia</td>
<td>407</td>
<td>151</td>
<td>178</td>
<td>124</td>
<td>178</td>
<td>154</td>
<td>149</td>
<td>230</td>
<td>212</td>
<td>307</td>
<td>219</td>
<td>247</td>
<td>2556</td>
</tr>
<tr>
<td>Serbia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Slovakia</td>
<td>8</td>
<td>4</td>
<td>15</td>
<td>11</td>
<td>10</td>
<td>12</td>
<td>23</td>
<td>13</td>
<td>16</td>
<td>17</td>
<td>22</td>
<td>9</td>
<td>160</td>
</tr>
<tr>
<td>Slovenia</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>17</td>
<td>9</td>
<td>44</td>
<td>16</td>
<td>5</td>
<td>8</td>
<td>23</td>
<td>13</td>
<td>158</td>
</tr>
<tr>
<td>Nationality</td>
<td>Jan</td>
<td>Feb</td>
<td>March</td>
<td>April</td>
<td>May</td>
<td>June</td>
<td>July</td>
<td>Aug</td>
<td>Sept</td>
<td>Oct</td>
<td>Nov</td>
<td>Dec</td>
<td>Total</td>
</tr>
<tr>
<td>--------------------</td>
<td>-----</td>
<td>-----</td>
<td>-------</td>
<td>-------</td>
<td>-----</td>
<td>------</td>
<td>------</td>
<td>-----</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-------</td>
</tr>
<tr>
<td>Spain</td>
<td>178</td>
<td>139</td>
<td>169</td>
<td>134</td>
<td>191</td>
<td>272</td>
<td>314</td>
<td>327</td>
<td>241</td>
<td>284</td>
<td>540</td>
<td>191</td>
<td>2980</td>
</tr>
<tr>
<td>Sweden</td>
<td>388</td>
<td>292</td>
<td>416</td>
<td>285</td>
<td>380</td>
<td>365</td>
<td>420</td>
<td>351</td>
<td>280</td>
<td>339</td>
<td>408</td>
<td>524</td>
<td>4648</td>
</tr>
<tr>
<td>Switzerland</td>
<td>173</td>
<td>178</td>
<td>274</td>
<td>171</td>
<td>162</td>
<td>237</td>
<td>328</td>
<td>245</td>
<td>295</td>
<td>262</td>
<td>284</td>
<td>297</td>
<td>2960</td>
</tr>
<tr>
<td>Tajikistan</td>
<td>18</td>
<td>31</td>
<td>28</td>
<td>26</td>
<td>27</td>
<td>19</td>
<td>44</td>
<td>21</td>
<td>64</td>
<td>11</td>
<td>38</td>
<td>9</td>
<td>299</td>
</tr>
<tr>
<td>Turkey</td>
<td>503</td>
<td>290</td>
<td>497</td>
<td>309</td>
<td>317</td>
<td>259</td>
<td>427</td>
<td>412</td>
<td>422</td>
<td>527</td>
<td>617</td>
<td>691</td>
<td>5271</td>
</tr>
<tr>
<td>Turkmenistan</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td>15</td>
<td>18</td>
<td>22</td>
<td>28</td>
<td>4</td>
<td>7</td>
<td>7</td>
<td>11</td>
<td>18</td>
<td>150</td>
</tr>
<tr>
<td>U.K.</td>
<td>20835</td>
<td>16997</td>
<td>29146</td>
<td>13348</td>
<td>1256</td>
<td>21032</td>
<td>37525</td>
<td>23770</td>
<td>14831</td>
<td>1364</td>
<td>7</td>
<td>20601</td>
<td>24337</td>
</tr>
<tr>
<td>Ukraine</td>
<td>122</td>
<td>61</td>
<td>100</td>
<td>67</td>
<td>68</td>
<td>98</td>
<td>121</td>
<td>66</td>
<td>92</td>
<td>118</td>
<td>123</td>
<td>119</td>
<td>1155</td>
</tr>
<tr>
<td>Uzbekistan</td>
<td>29</td>
<td>27</td>
<td>23</td>
<td>19</td>
<td>46</td>
<td>43</td>
<td>57</td>
<td>50</td>
<td>29</td>
<td>32</td>
<td>41</td>
<td>54</td>
<td>450</td>
</tr>
<tr>
<td>Yugoslavia</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>6</td>
<td>1</td>
<td>3</td>
<td>20</td>
<td>2</td>
<td>4</td>
<td>9</td>
<td>26</td>
<td>12</td>
<td>115</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Europe</td>
<td>30117</td>
<td>23861</td>
<td>38072</td>
<td>18850</td>
<td>1921</td>
<td>0</td>
<td>31612</td>
<td>51675</td>
<td>32973</td>
<td>22705</td>
<td>2218</td>
<td>5</td>
<td>30301</td>
</tr>
<tr>
<td>Anguilla</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Argentina</td>
<td>21</td>
<td>16</td>
<td>32</td>
<td>15</td>
<td>15</td>
<td>11</td>
<td>24</td>
<td>16</td>
<td>24</td>
<td>16</td>
<td>17</td>
<td>19</td>
<td>226</td>
</tr>
<tr>
<td>Bolivia</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>5</td>
<td>6</td>
<td>0</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Brazil</td>
<td>25</td>
<td>26</td>
<td>36</td>
<td>14</td>
<td>26</td>
<td>26</td>
<td>29</td>
<td>39</td>
<td>34</td>
<td>27</td>
<td>30</td>
<td>24</td>
<td>336</td>
</tr>
<tr>
<td>Canada</td>
<td>2328</td>
<td>1391</td>
<td>1747</td>
<td>1078</td>
<td>1271</td>
<td>1758</td>
<td>2555</td>
<td>1650</td>
<td>1426</td>
<td>1611</td>
<td>2612</td>
<td>3526</td>
<td>22953</td>
</tr>
<tr>
<td>Chilli</td>
<td>2</td>
<td>9</td>
<td>7</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>29</td>
<td>12</td>
<td>7</td>
<td>11</td>
<td>4</td>
<td>23</td>
<td>122</td>
</tr>
<tr>
<td>Colombia</td>
<td>11</td>
<td>8</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>12</td>
<td>8</td>
<td>91</td>
<td>84</td>
</tr>
<tr>
<td>Cuba</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>219</td>
<td>133</td>
<td>5</td>
<td>369</td>
</tr>
<tr>
<td>Dominica</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ecuador</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>8</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>4</td>
<td>46</td>
</tr>
<tr>
<td>Elsalvador</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Guyana</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>Haiti</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Honduras</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Jamaica</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td>Mexico</td>
<td>10</td>
<td>31</td>
<td>7</td>
<td>26</td>
<td>10</td>
<td>19</td>
<td>11</td>
<td>24</td>
<td>25</td>
<td>14</td>
<td>13</td>
<td>204</td>
<td>204</td>
</tr>
<tr>
<td>Panama</td>
<td>10</td>
<td>5</td>
<td>12</td>
<td>1</td>
<td>7</td>
<td>14</td>
<td>52</td>
<td>39</td>
<td>38</td>
<td>23</td>
<td>34</td>
<td>20</td>
<td>255</td>
</tr>
<tr>
<td>Paraguay</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Peru</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>11</td>
<td>15</td>
<td>7</td>
<td>13</td>
<td>14</td>
<td>102</td>
</tr>
<tr>
<td>Suriname</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Trinidad Tobago</td>
<td>4</td>
<td>2</td>
<td>14</td>
<td>12</td>
<td>7</td>
<td>12</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>16</td>
<td>8</td>
<td>14</td>
<td>104</td>
</tr>
<tr>
<td>U.S.A</td>
<td>11417</td>
<td>6197</td>
<td>8664</td>
<td>5034</td>
<td>7989</td>
<td>14401</td>
<td>17211</td>
<td>10330</td>
<td>6600</td>
<td>6606</td>
<td>10046</td>
<td>17062</td>
<td>121557</td>
</tr>
<tr>
<td>Uruguay</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Venezuela</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>3</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total America</td>
<td>13848</td>
<td>7706</td>
<td>10548</td>
<td>6202</td>
<td>9357</td>
<td>16296</td>
<td>19954</td>
<td>12145</td>
<td>8211</td>
<td>8578</td>
<td>12952</td>
<td>20751</td>
<td>146548</td>
</tr>
<tr>
<td>Nationality</td>
<td>Jan</td>
<td>Feb</td>
<td>March</td>
<td>April</td>
<td>May</td>
<td>June</td>
<td>July</td>
<td>Aug</td>
<td>Sept</td>
<td>Oct</td>
<td>Nov</td>
<td>Dec</td>
<td>Total</td>
</tr>
<tr>
<td>-------------</td>
<td>-----</td>
<td>-----</td>
<td>-------</td>
<td>-------</td>
<td>-----</td>
<td>------</td>
<td>------</td>
<td>-----</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>--------</td>
</tr>
<tr>
<td>Afghanistan</td>
<td>7004</td>
<td>6944</td>
<td>6752</td>
<td>4941</td>
<td>6874</td>
<td>6872</td>
<td>6484</td>
<td>7669</td>
<td>6852</td>
<td>6088</td>
<td>573</td>
<td>1</td>
<td>5408</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>512</td>
<td>347</td>
<td>425</td>
<td>270</td>
<td>364</td>
<td>461</td>
<td>639</td>
<td>448</td>
<td>650</td>
<td>466</td>
<td>615</td>
<td>784</td>
<td>5981</td>
</tr>
<tr>
<td>Bhutan</td>
<td>5</td>
<td>7</td>
<td>3</td>
<td>4</td>
<td>18</td>
<td>4</td>
<td>7</td>
<td>2</td>
<td>14</td>
<td>1</td>
<td>6</td>
<td>36</td>
<td>107</td>
</tr>
<tr>
<td>India</td>
<td>3515</td>
<td>3373</td>
<td>5128</td>
<td>7893</td>
<td>4959</td>
<td>6184</td>
<td>3979</td>
<td>4018</td>
<td>4273</td>
<td>1877</td>
<td>1</td>
<td>4510</td>
<td>59560</td>
</tr>
<tr>
<td>Iran</td>
<td>687</td>
<td>546</td>
<td>1206</td>
<td>356</td>
<td>489</td>
<td>530</td>
<td>600</td>
<td>707</td>
<td>620</td>
<td>570</td>
<td>0</td>
<td>666</td>
<td>9107</td>
</tr>
<tr>
<td>Maldives</td>
<td>27</td>
<td>8</td>
<td>34</td>
<td>11</td>
<td>38</td>
<td>8</td>
<td>47</td>
<td>34</td>
<td>53</td>
<td>12</td>
<td>41</td>
<td>65</td>
<td>378</td>
</tr>
<tr>
<td>Nepal</td>
<td>173</td>
<td>106</td>
<td>182</td>
<td>94</td>
<td>109</td>
<td>70</td>
<td>170</td>
<td>131</td>
<td>139</td>
<td>161</td>
<td>154</td>
<td>174</td>
<td>1663</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>356</td>
<td>257</td>
<td>338</td>
<td>224</td>
<td>306</td>
<td>287</td>
<td>646</td>
<td>385</td>
<td>379</td>
<td>214</td>
<td>324</td>
<td>398</td>
<td>4114</td>
</tr>
<tr>
<td>Total South Asia</td>
<td>12279</td>
<td>11588</td>
<td>14068</td>
<td>13793</td>
<td>1315</td>
<td>7</td>
<td>14416</td>
<td>12572</td>
<td>13394</td>
<td>12980</td>
<td>9389</td>
<td>188</td>
<td>1204</td>
</tr>
<tr>
<td>Australia</td>
<td>701</td>
<td>606</td>
<td>652</td>
<td>443</td>
<td>428</td>
<td>537</td>
<td>724</td>
<td>639</td>
<td>738</td>
<td>858</td>
<td>192</td>
<td>7</td>
<td>1379</td>
</tr>
<tr>
<td>New Zealand</td>
<td>85</td>
<td>78</td>
<td>92</td>
<td>93</td>
<td>80</td>
<td>83</td>
<td>127</td>
<td>132</td>
<td>103</td>
<td>122</td>
<td>185</td>
<td>144</td>
<td>1324</td>
</tr>
<tr>
<td>Total Australia</td>
<td>786</td>
<td>684</td>
<td>744</td>
<td>536</td>
<td>508</td>
<td>620</td>
<td>851</td>
<td>771</td>
<td>841</td>
<td>980</td>
<td>211</td>
<td>2</td>
<td>1523</td>
</tr>
<tr>
<td>Brunei</td>
<td>2</td>
<td>3</td>
<td>9</td>
<td>29</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>8</td>
<td>15</td>
<td>7</td>
<td>6</td>
<td>31</td>
<td>125</td>
</tr>
<tr>
<td>Cambodia</td>
<td>26</td>
<td>19</td>
<td>11</td>
<td>29</td>
<td>16</td>
<td>24</td>
<td>9</td>
<td>21</td>
<td>10</td>
<td>7</td>
<td>6</td>
<td>15</td>
<td>193</td>
</tr>
<tr>
<td>China</td>
<td>1428</td>
<td>3556</td>
<td>1764</td>
<td>1130</td>
<td>1576</td>
<td>1951</td>
<td>1924</td>
<td>2523</td>
<td>4815</td>
<td>2739</td>
<td>249</td>
<td>5</td>
<td>3700</td>
</tr>
<tr>
<td>Fiji</td>
<td>14</td>
<td>12</td>
<td>4</td>
<td>4</td>
<td>7</td>
<td>1</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>11</td>
<td>80</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>19</td>
<td>11</td>
<td>9</td>
<td>7</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>8</td>
<td>3</td>
<td>6</td>
<td>6</td>
<td>82</td>
</tr>
<tr>
<td>Indonesia</td>
<td>178</td>
<td>77</td>
<td>185</td>
<td>137</td>
<td>151</td>
<td>163</td>
<td>204</td>
<td>160</td>
<td>177</td>
<td>120</td>
<td>241</td>
<td>246</td>
<td>2039</td>
</tr>
<tr>
<td>Japan</td>
<td>1133</td>
<td>823</td>
<td>1391</td>
<td>1030</td>
<td>1075</td>
<td>1024</td>
<td>1560</td>
<td>1527</td>
<td>1348</td>
<td>1125</td>
<td>7</td>
<td>1013</td>
<td>14136</td>
</tr>
<tr>
<td>Korea (DPR)</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>2</td>
<td>57</td>
<td>2</td>
<td>18</td>
<td>14</td>
<td>25</td>
<td>12</td>
<td>150</td>
</tr>
<tr>
<td>Korea (Republic)</td>
<td>408</td>
<td>428</td>
<td>328</td>
<td>296</td>
<td>419</td>
<td>436</td>
<td>926</td>
<td>498</td>
<td>415</td>
<td>591</td>
<td>465</td>
<td>555</td>
<td>5765</td>
</tr>
<tr>
<td>Lao</td>
<td>13</td>
<td>17</td>
<td>23</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>67</td>
</tr>
<tr>
<td>Macao</td>
<td>10</td>
<td>16</td>
<td>14</td>
<td>18</td>
<td>10</td>
<td>15</td>
<td>7</td>
<td>2</td>
<td>8</td>
<td>15</td>
<td>11</td>
<td>11</td>
<td>137</td>
</tr>
<tr>
<td>Mongolia</td>
<td>0</td>
<td>13</td>
<td>2</td>
<td>4</td>
<td>9</td>
<td>3</td>
<td>13</td>
<td>2</td>
<td>0</td>
<td>11</td>
<td>14</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>Malaysia</td>
<td>542</td>
<td>523</td>
<td>765</td>
<td>437</td>
<td>615</td>
<td>593</td>
<td>738</td>
<td>630</td>
<td>655</td>
<td>730</td>
<td>1129</td>
<td>815</td>
<td>8172</td>
</tr>
<tr>
<td>Myanmar</td>
<td>35</td>
<td>80</td>
<td>45</td>
<td>45</td>
<td>44</td>
<td>38</td>
<td>33</td>
<td>33</td>
<td>24</td>
<td>43</td>
<td>49</td>
<td>528</td>
<td>528</td>
</tr>
<tr>
<td>Papua New Guinea</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>Philippines</td>
<td>253</td>
<td>215</td>
<td>282</td>
<td>209</td>
<td>208</td>
<td>244</td>
<td>310</td>
<td>228</td>
<td>235</td>
<td>221</td>
<td>291</td>
<td>294</td>
<td>2990</td>
</tr>
<tr>
<td>Singapore</td>
<td>260</td>
<td>193</td>
<td>361</td>
<td>251</td>
<td>291</td>
<td>223</td>
<td>405</td>
<td>296</td>
<td>368</td>
<td>254</td>
<td>443</td>
<td>466</td>
<td>3811</td>
</tr>
<tr>
<td>Taiwan</td>
<td>60</td>
<td>40</td>
<td>113</td>
<td>59</td>
<td>130</td>
<td>56</td>
<td>87</td>
<td>73</td>
<td>61</td>
<td>101</td>
<td>122</td>
<td>98</td>
<td>1001</td>
</tr>
<tr>
<td>Thailand</td>
<td>343</td>
<td>160</td>
<td>413</td>
<td>222</td>
<td>203</td>
<td>223</td>
<td>348</td>
<td>269</td>
<td>425</td>
<td>257</td>
<td>325</td>
<td>374</td>
<td>3562</td>
</tr>
<tr>
<td>Timor</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Vietnam</td>
<td>0</td>
<td>8</td>
<td>4</td>
<td>18</td>
<td>11</td>
<td>5</td>
<td>4</td>
<td>13</td>
<td>24</td>
<td>6</td>
<td>17</td>
<td>11</td>
<td>121</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>T. Pacific &amp; East Asia</td>
<td>4733</td>
<td>6198</td>
<td>5728</td>
<td>3945</td>
<td>4774</td>
<td>5024</td>
<td>6638</td>
<td>6301</td>
<td>8625</td>
<td>6224</td>
<td>6739</td>
<td>7722</td>
<td>72651</td>
</tr>
</tbody>
</table>

225
<table>
<thead>
<tr>
<th>Nationality</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>183</td>
<td>108</td>
<td>112</td>
<td>111</td>
<td>90</td>
<td>215</td>
<td>362</td>
<td>191</td>
<td>143</td>
<td>77</td>
<td>155</td>
<td>194</td>
<td>1941</td>
</tr>
<tr>
<td>Egypt</td>
<td>182</td>
<td>164</td>
<td>193</td>
<td>121</td>
<td>202</td>
<td>171</td>
<td>267</td>
<td>239</td>
<td>263</td>
<td>155</td>
<td>264</td>
<td>223</td>
<td>2444</td>
</tr>
<tr>
<td>Iraq</td>
<td>24</td>
<td>19</td>
<td>6</td>
<td>13</td>
<td>25</td>
<td>18</td>
<td>33</td>
<td>21</td>
<td>11</td>
<td>14</td>
<td>42</td>
<td>16</td>
<td>242</td>
</tr>
<tr>
<td>Jordan</td>
<td>95</td>
<td>174</td>
<td>126</td>
<td>73</td>
<td>89</td>
<td>130</td>
<td>222</td>
<td>162</td>
<td>188</td>
<td>204</td>
<td>332</td>
<td>239</td>
<td>2034</td>
</tr>
<tr>
<td>Kuwait</td>
<td>24</td>
<td>51</td>
<td>41</td>
<td>24</td>
<td>39</td>
<td>44</td>
<td>69</td>
<td>68</td>
<td>29</td>
<td>21</td>
<td>66</td>
<td>60</td>
<td>536</td>
</tr>
<tr>
<td>Lebanon</td>
<td>73</td>
<td>62</td>
<td>135</td>
<td>55</td>
<td>113</td>
<td>90</td>
<td>102</td>
<td>72</td>
<td>90</td>
<td>79</td>
<td>107</td>
<td>80</td>
<td>1058</td>
</tr>
<tr>
<td>Libya</td>
<td>29</td>
<td>21</td>
<td>26</td>
<td>40</td>
<td>27</td>
<td>12</td>
<td>44</td>
<td>58</td>
<td>33</td>
<td>28</td>
<td>31</td>
<td>31</td>
<td>380</td>
</tr>
<tr>
<td>Oman</td>
<td>530</td>
<td>367</td>
<td>537</td>
<td>306</td>
<td>569</td>
<td>1375</td>
<td>1404</td>
<td>784</td>
<td>497</td>
<td>204</td>
<td>561</td>
<td>701</td>
<td>7835</td>
</tr>
<tr>
<td>P.L.O</td>
<td>32</td>
<td>22</td>
<td>30</td>
<td>12</td>
<td>21</td>
<td>19</td>
<td>66</td>
<td>51</td>
<td>24</td>
<td>11</td>
<td>35</td>
<td>24</td>
<td>347</td>
</tr>
<tr>
<td>Qatar</td>
<td>100</td>
<td>63</td>
<td>84</td>
<td>50</td>
<td>45</td>
<td>66</td>
<td>107</td>
<td>56</td>
<td>47</td>
<td>116</td>
<td>190</td>
<td>50</td>
<td>974</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>860</td>
<td>593</td>
<td>594</td>
<td>428</td>
<td>514</td>
<td>642</td>
<td>1131</td>
<td>894</td>
<td>637</td>
<td>347</td>
<td>962</td>
<td>448</td>
<td>8505</td>
</tr>
<tr>
<td>Syria</td>
<td>68</td>
<td>46</td>
<td>57</td>
<td>23</td>
<td>54</td>
<td>58</td>
<td>71</td>
<td>67</td>
<td>59</td>
<td>50</td>
<td>69</td>
<td>84</td>
<td>706</td>
</tr>
<tr>
<td>U.A.E.</td>
<td>438</td>
<td>263</td>
<td>337</td>
<td>236</td>
<td>626</td>
<td>462</td>
<td>661</td>
<td>519</td>
<td>328</td>
<td>212</td>
<td>451</td>
<td>395</td>
<td>4564</td>
</tr>
<tr>
<td>Yemen</td>
<td>54</td>
<td>72</td>
<td>77</td>
<td>46</td>
<td>51</td>
<td>75</td>
<td>121</td>
<td>72</td>
<td>54</td>
<td>33</td>
<td>71</td>
<td>83</td>
<td>809</td>
</tr>
<tr>
<td>T.Middle East</td>
<td>2692</td>
<td>2025</td>
<td>2355</td>
<td>1538</td>
<td>2101</td>
<td>3377</td>
<td>4660</td>
<td>3254</td>
<td>2403</td>
<td>1551</td>
<td>3336</td>
<td>2628</td>
<td>31920</td>
</tr>
<tr>
<td>Algeria</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>22</td>
<td>2</td>
<td>19</td>
<td>6</td>
<td>6</td>
<td>11</td>
<td>85</td>
</tr>
<tr>
<td>Angola</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>3</td>
<td>10</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>28</td>
</tr>
<tr>
<td>Benin</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Botswana</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>6</td>
<td>33</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>1</td>
<td>5</td>
<td>3</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Burundi</td>
<td>4</td>
<td>11</td>
<td>4</td>
<td>14</td>
<td>1</td>
<td>7</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>60</td>
</tr>
<tr>
<td>Cameroon</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>5</td>
<td>6</td>
<td>45</td>
</tr>
<tr>
<td>Chad</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td>Comoros</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Congo</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>46</td>
</tr>
<tr>
<td>Djibouti</td>
<td>1</td>
<td>0</td>
<td>20</td>
<td>5</td>
<td>17</td>
<td>14</td>
<td>30</td>
<td>11</td>
<td>6</td>
<td>1</td>
<td>5</td>
<td>8</td>
<td>118</td>
</tr>
<tr>
<td>Eritrea</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>10</td>
<td>5</td>
<td>1</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td>6</td>
<td>66</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>31</td>
<td>20</td>
<td>13</td>
<td>7</td>
<td>14</td>
<td>15</td>
<td>29</td>
<td>32</td>
<td>18</td>
<td>17</td>
<td>29</td>
<td>25</td>
<td>250</td>
</tr>
<tr>
<td>Gabon</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td>Gambia</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>26</td>
</tr>
<tr>
<td>Ghana</td>
<td>11</td>
<td>5</td>
<td>18</td>
<td>17</td>
<td>14</td>
<td>8</td>
<td>18</td>
<td>10</td>
<td>12</td>
<td>7</td>
<td>10</td>
<td>3</td>
<td>133</td>
</tr>
<tr>
<td>Guinea</td>
<td>7</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>0</td>
<td>3</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>41</td>
</tr>
<tr>
<td>Kenya</td>
<td>170</td>
<td>94</td>
<td>139</td>
<td>91</td>
<td>81</td>
<td>92</td>
<td>172</td>
<td>150</td>
<td>125</td>
<td>76</td>
<td>171</td>
<td>295</td>
<td>1656</td>
</tr>
<tr>
<td>Lesotho</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>9</td>
<td>22</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>63</td>
</tr>
<tr>
<td>Liberia</td>
<td>6</td>
<td>2</td>
<td>7</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>40</td>
</tr>
<tr>
<td>Madagascar</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>55</td>
</tr>
<tr>
<td>Malawi</td>
<td>14</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td>4</td>
<td>25</td>
<td>3</td>
<td>11</td>
<td>17</td>
<td>15</td>
<td>18</td>
<td>134</td>
</tr>
<tr>
<td>Mali</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td>Mauritania</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>5</td>
<td>21</td>
</tr>
<tr>
<td>Mauritius</td>
<td>105</td>
<td>81</td>
<td>90</td>
<td>56</td>
<td>66</td>
<td>46</td>
<td>91</td>
<td>89</td>
<td>60</td>
<td>23</td>
<td>115</td>
<td>103</td>
<td>919</td>
</tr>
<tr>
<td>Morocco</td>
<td>22</td>
<td>23</td>
<td>56</td>
<td>17</td>
<td>50</td>
<td>40</td>
<td>75</td>
<td>56</td>
<td>28</td>
<td>91</td>
<td>89</td>
<td>19</td>
<td>566</td>
</tr>
<tr>
<td>Nationality</td>
<td>Jan</td>
<td>Feb</td>
<td>March</td>
<td>April</td>
<td>May</td>
<td>June</td>
<td>July</td>
<td>Aug</td>
<td>Sept</td>
<td>Oct</td>
<td>Nov</td>
<td>Dec</td>
<td>Total</td>
</tr>
<tr>
<td>--------------</td>
<td>-----</td>
<td>-----</td>
<td>-------</td>
<td>-------</td>
<td>-----</td>
<td>------</td>
<td>------</td>
<td>-----</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-------</td>
</tr>
<tr>
<td>Mozambique</td>
<td>51</td>
<td>36</td>
<td>38</td>
<td>30</td>
<td>30</td>
<td>39</td>
<td>40</td>
<td>63</td>
<td>35</td>
<td>23</td>
<td>64</td>
<td>47</td>
<td>496</td>
</tr>
<tr>
<td>Namibia</td>
<td>29</td>
<td>20</td>
<td>6</td>
<td>5</td>
<td>11</td>
<td>7</td>
<td>20</td>
<td>13</td>
<td>9</td>
<td>11</td>
<td>6</td>
<td>5</td>
<td>142</td>
</tr>
<tr>
<td>Niger</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>6</td>
<td>4</td>
<td>38</td>
</tr>
<tr>
<td>Nigeria</td>
<td>133</td>
<td>130</td>
<td>124</td>
<td>74</td>
<td>124</td>
<td>107</td>
<td>104</td>
<td>96</td>
<td>115</td>
<td>113</td>
<td>83</td>
<td>56</td>
<td>1259</td>
</tr>
<tr>
<td>Reunion</td>
<td>7</td>
<td>8</td>
<td>11</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>6</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>67</td>
</tr>
<tr>
<td>Rwanda</td>
<td>6</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>32</td>
</tr>
<tr>
<td>Senegal</td>
<td>8</td>
<td>6</td>
<td>13</td>
<td>8</td>
<td>10</td>
<td>12</td>
<td>12</td>
<td>14</td>
<td>15</td>
<td>11</td>
<td>13</td>
<td>7</td>
<td>129</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td>7</td>
<td>2</td>
<td>5</td>
<td>8</td>
<td>6</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>63</td>
</tr>
<tr>
<td>Somalia</td>
<td>64</td>
<td>35</td>
<td>60</td>
<td>42</td>
<td>29</td>
<td>41</td>
<td>74</td>
<td>80</td>
<td>52</td>
<td>19</td>
<td>48</td>
<td>83</td>
<td>627</td>
</tr>
<tr>
<td>South Africa</td>
<td>445</td>
<td>326</td>
<td>398</td>
<td>251</td>
<td>285</td>
<td>311</td>
<td>355</td>
<td>421</td>
<td>451</td>
<td>364</td>
<td>396</td>
<td>861</td>
<td>4864</td>
</tr>
<tr>
<td>Sudan</td>
<td>82</td>
<td>79</td>
<td>80</td>
<td>68</td>
<td>61</td>
<td>60</td>
<td>157</td>
<td>137</td>
<td>92</td>
<td>77</td>
<td>137</td>
<td>74</td>
<td>1104</td>
</tr>
<tr>
<td>Swaziland</td>
<td>31</td>
<td>28</td>
<td>20</td>
<td>17</td>
<td>20</td>
<td>9</td>
<td>14</td>
<td>11</td>
<td>9</td>
<td>18</td>
<td>20</td>
<td>6</td>
<td>203</td>
</tr>
<tr>
<td>Somalia</td>
<td>46</td>
<td>25</td>
<td>39</td>
<td>24</td>
<td>29</td>
<td>54</td>
<td>59</td>
<td>40</td>
<td>35</td>
<td>30</td>
<td>43</td>
<td>89</td>
<td>513</td>
</tr>
<tr>
<td>Togo</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Tunisia</td>
<td>11</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>20</td>
<td>16</td>
<td>20</td>
<td>15</td>
<td>17</td>
<td>19</td>
<td>22</td>
<td>12</td>
<td>212</td>
</tr>
<tr>
<td>Uganda</td>
<td>15</td>
<td>21</td>
<td>22</td>
<td>9</td>
<td>11</td>
<td>21</td>
<td>26</td>
<td>14</td>
<td>21</td>
<td>6</td>
<td>15</td>
<td>10</td>
<td>191</td>
</tr>
<tr>
<td>Zambia</td>
<td>3</td>
<td>12</td>
<td>8</td>
<td>3</td>
<td>13</td>
<td>8</td>
<td>2</td>
<td>3</td>
<td>9</td>
<td>6</td>
<td>16</td>
<td>9</td>
<td>92</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>11</td>
<td>9</td>
<td>20</td>
<td>8</td>
<td>7</td>
<td>1</td>
<td>15</td>
<td>12</td>
<td>6</td>
<td>6</td>
<td>12</td>
<td>24</td>
<td>131</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>27</td>
</tr>
<tr>
<td>Total Africa</td>
<td>1360</td>
<td>1037</td>
<td>1275</td>
<td>829</td>
<td>967</td>
<td>979</td>
<td>1439</td>
<td>1347</td>
<td>1247</td>
<td>980</td>
<td>1392</td>
<td>1839</td>
<td>14691</td>
</tr>
<tr>
<td>U.N.O. Others</td>
<td>464</td>
<td>381</td>
<td>458</td>
<td>392</td>
<td>534</td>
<td>468</td>
<td>580</td>
<td>537</td>
<td>562</td>
<td>571</td>
<td>682</td>
<td>512</td>
<td>6141</td>
</tr>
<tr>
<td>Grand Total</td>
<td>66279</td>
<td>53480</td>
<td>73248</td>
<td>46085</td>
<td>50608</td>
<td>72792</td>
<td>98369</td>
<td>70722</td>
<td>57574</td>
<td>50458</td>
<td>76386</td>
<td>82259</td>
<td>798260</td>
</tr>
<tr>
<td>Source: Ministry of Tourism &amp; FIA Islamabad, 2006</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Market-wise Tourist Arrivals in Pakistan
#### 2001 - 2005

<table>
<thead>
<tr>
<th>Tourists Market</th>
<th>2001 (000 Nos)</th>
<th>2002 (000 Nos)</th>
<th>2003 (000 Nos)</th>
<th>2004 (000 Nos)</th>
<th>2005 (000 Nos)</th>
<th>% Change over previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>205.1 (41.1)</td>
<td>215.3 (43.2)</td>
<td>192.8 (38.5)</td>
<td>280.9 (43.4)</td>
<td>356.8 (44.7)</td>
<td>27.0</td>
</tr>
<tr>
<td>South Asia</td>
<td>124.0 (24.8)</td>
<td>116.5 (23.4)</td>
<td>146.7 (29.3)</td>
<td>160.3 (24.7)</td>
<td>158.6 (19.9)</td>
<td>-1.1</td>
</tr>
<tr>
<td>America</td>
<td>82.1 (16.4)</td>
<td>87.9 (17.7)</td>
<td>85.9 (17.2)</td>
<td>103.1 (15.9)</td>
<td>146.5 (18.3)</td>
<td>42.1</td>
</tr>
<tr>
<td>Pacific &amp; East Asia</td>
<td>42.7 (8.5)</td>
<td>43.9 (8.8)</td>
<td>43.5 (8.7)</td>
<td>59.5 (9.2)</td>
<td>83.6 (10.5)</td>
<td>40.5</td>
</tr>
<tr>
<td>Middle East</td>
<td>30.5 (6.1)</td>
<td>22.3 (4.5)</td>
<td>19.6 (3.9)</td>
<td>28.4 (4.4)</td>
<td>31.9 (4.0)</td>
<td>12.3</td>
</tr>
<tr>
<td>Africa</td>
<td>14.9 (3.0)</td>
<td>11.6 (2.3)</td>
<td>11.7 (2.3)</td>
<td>12.5 (1.9)</td>
<td>14.7 (1.8)</td>
<td>17.6</td>
</tr>
<tr>
<td>Others</td>
<td>0.4 (0.1)</td>
<td>0.6 (0.1)</td>
<td>0.7 (0.1)</td>
<td>3.3 (0.5)</td>
<td>6.1 (0.8)</td>
<td>84.8</td>
</tr>
<tr>
<td>Grand Total</td>
<td>499.7 (100)</td>
<td>498.1 (100)</td>
<td>500.9 (100)</td>
<td>648.0 (100)</td>
<td>798.3 (100)</td>
<td>23.2</td>
</tr>
</tbody>
</table>

Source: FIA, Ministry of Interior, Government of Pakistan, Islamabad.  
(Figures in the parenthesis are percentages with reference to relevant column total).
## Appendix-R

### Indices of Seasonal Variations in Tourist Flow

**2001- 2005**  
*(1995 as Based Year = 100)*

<table>
<thead>
<tr>
<th>Months</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>144</td>
<td>88</td>
<td>111</td>
<td>143</td>
<td>190</td>
</tr>
<tr>
<td>February</td>
<td>193</td>
<td>113</td>
<td>114</td>
<td>189</td>
<td>191</td>
</tr>
<tr>
<td>March</td>
<td>208</td>
<td>138</td>
<td>124</td>
<td>214</td>
<td>270</td>
</tr>
<tr>
<td>April</td>
<td>185</td>
<td>128</td>
<td>123</td>
<td>180</td>
<td>173</td>
</tr>
<tr>
<td>May</td>
<td>156</td>
<td>119</td>
<td>106</td>
<td>156</td>
<td>178</td>
</tr>
<tr>
<td>June</td>
<td>139</td>
<td>122</td>
<td>148</td>
<td>195</td>
<td>246</td>
</tr>
<tr>
<td>July</td>
<td>134</td>
<td>157</td>
<td>204</td>
<td>225</td>
<td>306</td>
</tr>
<tr>
<td>August</td>
<td>126</td>
<td>145</td>
<td>136</td>
<td>163</td>
<td>216</td>
</tr>
<tr>
<td>September</td>
<td>114</td>
<td>167</td>
<td>170</td>
<td>157</td>
<td>194</td>
</tr>
<tr>
<td>October</td>
<td>85</td>
<td>165</td>
<td>142</td>
<td>112</td>
<td>162</td>
</tr>
<tr>
<td>November</td>
<td>74</td>
<td>114</td>
<td>120</td>
<td>154</td>
<td>215</td>
</tr>
<tr>
<td>December</td>
<td>81</td>
<td>129</td>
<td>100</td>
<td>178</td>
<td>194</td>
</tr>
</tbody>
</table>

Source: Seasonal Indices by using data of Appendix-P,  
“Nationality & Month-wise Tourist Arrivals in Pakistan 2005”
Appendix- S

Month-wise Tourist Arrivals
From Top Ten Tourists Generating Countries During 2005

(000 Nos)

<table>
<thead>
<tr>
<th>Month</th>
<th>U.K.</th>
<th>USA</th>
<th>Afghanistan</th>
<th>India</th>
<th>China</th>
<th>Germany</th>
<th>Canada</th>
<th>Japan</th>
<th>Norway</th>
<th>Netherlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>20.8</td>
<td>11.4</td>
<td>7.0</td>
<td>3.5</td>
<td>1.4</td>
<td>2.2</td>
<td>2.3</td>
<td>1.1</td>
<td>1.2</td>
<td>1.0</td>
</tr>
<tr>
<td>February</td>
<td>17.0</td>
<td>6.2</td>
<td>6.9</td>
<td>3.4</td>
<td>3.6</td>
<td>1.5</td>
<td>1.4</td>
<td>0.8</td>
<td>0.9</td>
<td>0.7</td>
</tr>
<tr>
<td>March</td>
<td>29.1</td>
<td>8.7</td>
<td>6.7</td>
<td>5.1</td>
<td>1.8</td>
<td>2.5</td>
<td>1.7</td>
<td>1.4</td>
<td>1.1</td>
<td>0.7</td>
</tr>
<tr>
<td>April</td>
<td>13.4</td>
<td>5.0</td>
<td>4.9</td>
<td>7.9</td>
<td>1.1</td>
<td>1.4</td>
<td>1.1</td>
<td>1.0</td>
<td>0.4</td>
<td>0.5</td>
</tr>
<tr>
<td>May</td>
<td>12.6</td>
<td>8.0</td>
<td>6.9</td>
<td>5.0</td>
<td>1.6</td>
<td>1.3</td>
<td>1.3</td>
<td>1.1</td>
<td>0.8</td>
<td>0.6</td>
</tr>
<tr>
<td>June</td>
<td>21.0</td>
<td>14.4</td>
<td>6.9</td>
<td>6.2</td>
<td>2.0</td>
<td>1.4</td>
<td>1.8</td>
<td>1.0</td>
<td>2.6</td>
<td>0.8</td>
</tr>
<tr>
<td>July</td>
<td>37.5</td>
<td>17.2</td>
<td>6.5</td>
<td>4.0</td>
<td>1.9</td>
<td>3.4</td>
<td>2.6</td>
<td>1.6</td>
<td>1.7</td>
<td>1.9</td>
</tr>
<tr>
<td>August</td>
<td>23.8</td>
<td>10.3</td>
<td>7.7</td>
<td>4.0</td>
<td>2.5</td>
<td>2.4</td>
<td>1.7</td>
<td>1.5</td>
<td>0.8</td>
<td>1.0</td>
</tr>
<tr>
<td>September</td>
<td>14.8</td>
<td>6.6</td>
<td>6.8</td>
<td>4.3</td>
<td>4.8</td>
<td>1.8</td>
<td>1.4</td>
<td>1.4</td>
<td>0.9</td>
<td>0.7</td>
</tr>
<tr>
<td>October</td>
<td>13.7</td>
<td>6.6</td>
<td>6.1</td>
<td>1.9</td>
<td>2.7</td>
<td>1.9</td>
<td>1.6</td>
<td>1.1</td>
<td>0.8</td>
<td>0.8</td>
</tr>
<tr>
<td>November</td>
<td>20.6</td>
<td>10.1</td>
<td>5.8</td>
<td>9.8</td>
<td>2.5</td>
<td>2.1</td>
<td>2.6</td>
<td>1.1</td>
<td>1.0</td>
<td>0.9</td>
</tr>
<tr>
<td>December</td>
<td>24.3</td>
<td>17.1</td>
<td>5.4</td>
<td>4.5</td>
<td>3.7</td>
<td>2.8</td>
<td>3.5</td>
<td>1.0</td>
<td>1.3</td>
<td>1.1</td>
</tr>
<tr>
<td>Total</td>
<td>248.6</td>
<td>121.6</td>
<td>77.6</td>
<td>59.6</td>
<td>29.6</td>
<td>24.7</td>
<td>23.0</td>
<td>14.1</td>
<td>13.5</td>
<td>10.7</td>
</tr>
</tbody>
</table>

Sources:
1. FIA, Ministry of Interior, Government of Pakistan, Islamabad-2006
2. Ministry of Tourism, Pakistan, 2006
### Appendix-S 1

#### Tourist Arrivals by Mode of Transport

1996 - 2005

<table>
<thead>
<tr>
<th>Year</th>
<th>Air</th>
<th>Land</th>
<th>Sea</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>316.8</td>
<td>51.5</td>
<td>0.4</td>
<td>368.7</td>
</tr>
<tr>
<td></td>
<td>(85.9)</td>
<td>(14.0)</td>
<td>(0.1)</td>
<td>(100)</td>
</tr>
<tr>
<td>1997</td>
<td>312.8</td>
<td>61.9</td>
<td>0.1</td>
<td>374.8</td>
</tr>
<tr>
<td></td>
<td>(83.5)</td>
<td>(16.5)</td>
<td>(0.0)</td>
<td>(100)</td>
</tr>
<tr>
<td>1998</td>
<td>354.1</td>
<td>73.3</td>
<td>1.4</td>
<td>428.8</td>
</tr>
<tr>
<td></td>
<td>(82.6)</td>
<td>(17.1)</td>
<td>(0.3)</td>
<td>(100)</td>
</tr>
<tr>
<td>1999</td>
<td>353.6</td>
<td>76.8</td>
<td>1.8</td>
<td>432.2</td>
</tr>
<tr>
<td></td>
<td>(81.8)</td>
<td>(17.8)</td>
<td>(0.4)</td>
<td>(100)</td>
</tr>
<tr>
<td>2000</td>
<td>475.0</td>
<td>79.2</td>
<td>2.5</td>
<td>556.7</td>
</tr>
<tr>
<td></td>
<td>(85.3)</td>
<td>(14.2)</td>
<td>(0.5)</td>
<td>(100)</td>
</tr>
<tr>
<td>2001</td>
<td>406.8</td>
<td>92.9</td>
<td>--</td>
<td>499.7</td>
</tr>
<tr>
<td></td>
<td>(81.4)</td>
<td>(18.6)</td>
<td>--</td>
<td>(100)</td>
</tr>
<tr>
<td>2002</td>
<td>407.8</td>
<td>90.3</td>
<td>-</td>
<td>498.1</td>
</tr>
<tr>
<td></td>
<td>(81.9)</td>
<td>(18.1)</td>
<td>-</td>
<td>(100)</td>
</tr>
<tr>
<td>2003</td>
<td>385.3</td>
<td>115.6</td>
<td>--</td>
<td>500.9</td>
</tr>
<tr>
<td></td>
<td>(76.9)</td>
<td>(23.1)</td>
<td>--</td>
<td>(100)</td>
</tr>
<tr>
<td>2004</td>
<td>536.1</td>
<td>111.9</td>
<td>--</td>
<td>648.0</td>
</tr>
<tr>
<td></td>
<td>(82.7)</td>
<td>(17.3)</td>
<td>--</td>
<td>(100)</td>
</tr>
<tr>
<td>2005</td>
<td>681.8</td>
<td>116.5</td>
<td>-</td>
<td>798.3</td>
</tr>
<tr>
<td></td>
<td>(85.4)</td>
<td>(14.6)</td>
<td>-</td>
<td>(100)</td>
</tr>
</tbody>
</table>

**Source:** FIA, Ministry of Interior, Government of Pakistan, Islamabad.
(Figures in parenthesis are percentage with respect to row totals).
### Foreign Tourist Arrivals by Motivation
#### 2005

<table>
<thead>
<tr>
<th>Motivation</th>
<th>(000 Nos)</th>
<th>Over-all</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Holiday/Recreation</td>
<td>117.3</td>
<td>(14.7)</td>
</tr>
<tr>
<td>2. Business</td>
<td>170.8</td>
<td>(21.4)</td>
</tr>
<tr>
<td>3. Family Visit</td>
<td>447.0</td>
<td>(56.0)</td>
</tr>
<tr>
<td>4. Meetings/Conventions</td>
<td>21.6</td>
<td>(2.7)</td>
</tr>
<tr>
<td>5. Archaeological/ Historical Sites</td>
<td>3.2</td>
<td>(0.4)</td>
</tr>
<tr>
<td>6. Sports</td>
<td>1.6</td>
<td>(0.2)</td>
</tr>
<tr>
<td>7. Political/Diplomatic</td>
<td>3.2</td>
<td>(0.4)</td>
</tr>
<tr>
<td>8. Study</td>
<td>7.2</td>
<td>(0.9)</td>
</tr>
<tr>
<td>9. Health</td>
<td>2.4</td>
<td>(0.3)</td>
</tr>
<tr>
<td>10. Religion</td>
<td>8.8</td>
<td>(1.1)</td>
</tr>
<tr>
<td>11. Others</td>
<td>15.2</td>
<td>(1.9)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>798.3</strong></td>
<td><strong>(100)</strong></td>
</tr>
</tbody>
</table>

Source: Based on Co-efficient worked out in "Foreign Tourism Survey 2000.
(Figures in parenthesis are percentage of column total)
### Age and Sex Distribution of Foreign Tourists -2005

(000 Nos)

<table>
<thead>
<tr>
<th>Age Group/Sex</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>0 – 15</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>23.3</td>
</tr>
<tr>
<td></td>
<td>(4.1)</td>
</tr>
<tr>
<td>Female</td>
<td>16.2</td>
</tr>
<tr>
<td></td>
<td>(7.0)</td>
</tr>
<tr>
<td>Total</td>
<td>39.1</td>
</tr>
<tr>
<td></td>
<td>(4.9)</td>
</tr>
<tr>
<td><strong>16 – 30</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>123.0</td>
</tr>
<tr>
<td></td>
<td>(21.7)</td>
</tr>
<tr>
<td>Female</td>
<td>64.6</td>
</tr>
<tr>
<td></td>
<td>(27.9)</td>
</tr>
<tr>
<td>Total</td>
<td>187.6</td>
</tr>
<tr>
<td></td>
<td>(23.5)</td>
</tr>
<tr>
<td><strong>31 – 40</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>180.8</td>
</tr>
<tr>
<td></td>
<td>(31.9)</td>
</tr>
<tr>
<td>Female</td>
<td>65.1</td>
</tr>
<tr>
<td></td>
<td>(28.1)</td>
</tr>
<tr>
<td>Total</td>
<td>246.7</td>
</tr>
<tr>
<td></td>
<td>(30.9)</td>
</tr>
<tr>
<td><strong>41 – 50</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>136.0</td>
</tr>
<tr>
<td></td>
<td>(24.0)</td>
</tr>
<tr>
<td>Female</td>
<td>44.9</td>
</tr>
<tr>
<td></td>
<td>(19.4)</td>
</tr>
<tr>
<td>Total</td>
<td>180.4</td>
</tr>
<tr>
<td></td>
<td>(22.6)</td>
</tr>
<tr>
<td><strong>51 &amp; above</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>103.7</td>
</tr>
<tr>
<td></td>
<td>(18.3)</td>
</tr>
<tr>
<td>Female</td>
<td>40.7</td>
</tr>
<tr>
<td></td>
<td>(17.6)</td>
</tr>
<tr>
<td>Total</td>
<td>144.5</td>
</tr>
<tr>
<td></td>
<td>(18.1)</td>
</tr>
<tr>
<td></td>
<td>Overall Total</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Male</td>
<td>566.8</td>
</tr>
<tr>
<td>Female</td>
<td>231.5</td>
</tr>
<tr>
<td>Total</td>
<td>798.3</td>
</tr>
</tbody>
</table>

### Below 30 Years

- Male: 26%
- Female: 74%

### Above 30 Years

- Male: 72%
- Female: 28%
Appendix-V

Places Visited by Foreign Tourists
2005

<p>| Places Visited | 2005         |         |</p>
<table>
<thead>
<tr>
<th></th>
<th>Tourists</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karachi</td>
<td>242.7</td>
<td>30.4</td>
</tr>
<tr>
<td>Islamabad</td>
<td>124.5</td>
<td>15.6</td>
</tr>
<tr>
<td>Rawalpindi</td>
<td>39.1</td>
<td>4.9</td>
</tr>
<tr>
<td>Lahore</td>
<td>158.9</td>
<td>19.9</td>
</tr>
<tr>
<td>Peshawar</td>
<td>27.9</td>
<td>3.5</td>
</tr>
<tr>
<td>Quetta</td>
<td>10.4</td>
<td>1.3</td>
</tr>
<tr>
<td>Swat</td>
<td>4.0</td>
<td>0.5</td>
</tr>
<tr>
<td>Muzaffarabad</td>
<td>3.2</td>
<td>0.4</td>
</tr>
<tr>
<td>Gilgit</td>
<td>4.0</td>
<td>0.5</td>
</tr>
<tr>
<td>Skardu</td>
<td>0.8</td>
<td>0.1</td>
</tr>
<tr>
<td>Others</td>
<td>182.8</td>
<td>22.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>798.3</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Based on Co-efficient worked out in "Foreign Tourism Survey-2000."
### Appendix-W

#### Accommodation used by Foreign Tourists

**2005**

<table>
<thead>
<tr>
<th>Accommodation used</th>
<th>2005</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/Motel</td>
<td>277.0</td>
<td>34.7</td>
</tr>
<tr>
<td>Relative/Friends</td>
<td>469.4</td>
<td>58.8</td>
</tr>
<tr>
<td>Rest House</td>
<td>9.6</td>
<td>1.2</td>
</tr>
<tr>
<td>YMCA/YWCA</td>
<td>4.8</td>
<td>0.6</td>
</tr>
<tr>
<td>Camping site</td>
<td>2.4</td>
<td>0.3</td>
</tr>
<tr>
<td>Guest House</td>
<td>16.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Others</td>
<td>19.1</td>
<td>2.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>798.3</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Based on coefficient worked out in "Foreign Tourism Survey- 2000".
### Most Liked Tourist Attractions 2005

<table>
<thead>
<tr>
<th>Tourist Attractions</th>
<th>2005 Tourists</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic Beauty</td>
<td>75.0</td>
<td>9.4</td>
</tr>
<tr>
<td>Mountain</td>
<td>32.7</td>
<td>4.1</td>
</tr>
<tr>
<td>Culture</td>
<td>56.7</td>
<td>7.1</td>
</tr>
<tr>
<td>Arch/Historical Places</td>
<td>37.5</td>
<td>4.7</td>
</tr>
<tr>
<td>Old Bazars</td>
<td>63.9</td>
<td>8.0</td>
</tr>
<tr>
<td>People</td>
<td>159.7</td>
<td>20.0</td>
</tr>
<tr>
<td>Deserts</td>
<td>12.8</td>
<td>1.6</td>
</tr>
<tr>
<td>Climate</td>
<td>73.4</td>
<td>9.2</td>
</tr>
<tr>
<td>Handicrafts</td>
<td>46.3</td>
<td>5.8</td>
</tr>
<tr>
<td>Sports</td>
<td>18.3</td>
<td>2.3</td>
</tr>
<tr>
<td>Entertainments</td>
<td>13.6</td>
<td>1.7</td>
</tr>
<tr>
<td>Wild life</td>
<td>15.2</td>
<td>1.9</td>
</tr>
<tr>
<td>Local Foods</td>
<td>80.6</td>
<td>10.1</td>
</tr>
<tr>
<td>Shopping</td>
<td>103.0</td>
<td>12.9</td>
</tr>
<tr>
<td>Others</td>
<td>9.6</td>
<td>1.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>798.3</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Based on coefficient worked out in Foreign Tourism Survey-2000.
## Appendix- W

### Tourism Receipts by Months 2001 through 2005

(Thousand US $)

<table>
<thead>
<tr>
<th>Month</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>9057</td>
<td>9993</td>
<td>14056</td>
<td>18158</td>
<td>14831</td>
<td>(-) 18.3</td>
</tr>
<tr>
<td>February</td>
<td>7180</td>
<td>9046</td>
<td>7639</td>
<td>17811</td>
<td>14699</td>
<td>(-) 17.5</td>
</tr>
<tr>
<td>March</td>
<td>6775</td>
<td>14068</td>
<td>8159</td>
<td>15596</td>
<td>16616</td>
<td>6.5</td>
</tr>
<tr>
<td>April</td>
<td>7657</td>
<td>9180</td>
<td>13514</td>
<td>15783</td>
<td>15774</td>
<td>(-) 0.1</td>
</tr>
<tr>
<td>May</td>
<td>6903</td>
<td>9390</td>
<td>7914</td>
<td>15473</td>
<td>14093</td>
<td>(-) 8.9</td>
</tr>
<tr>
<td>June</td>
<td>6183</td>
<td>6407</td>
<td>8602</td>
<td>12187</td>
<td>14682</td>
<td>20.5</td>
</tr>
<tr>
<td>July</td>
<td>5894</td>
<td>7023</td>
<td>9791</td>
<td>15009</td>
<td>14473</td>
<td>(-) 3.6</td>
</tr>
<tr>
<td>August</td>
<td>7910</td>
<td>7959</td>
<td>14095</td>
<td>16149</td>
<td>16654</td>
<td>3.1</td>
</tr>
<tr>
<td>September</td>
<td>7420</td>
<td>6622</td>
<td>12024</td>
<td>15988</td>
<td>13407</td>
<td>(-) 16.1</td>
</tr>
<tr>
<td>October</td>
<td>9112</td>
<td>7832</td>
<td>13490</td>
<td>14061</td>
<td>12547</td>
<td>(-) 10.8</td>
</tr>
<tr>
<td>November</td>
<td>9864</td>
<td>6947</td>
<td>8813</td>
<td>12712</td>
<td>13156</td>
<td>3.5</td>
</tr>
<tr>
<td>December</td>
<td>8195</td>
<td>10924</td>
<td>17461</td>
<td>16644</td>
<td>24336</td>
<td>46.2</td>
</tr>
</tbody>
</table>

**Total** | **92150** | **105391** | **135558** | **185571** | **185268** | (-) 0.2 |

Appendix-X

Balance of Payments - Travel Credits/Debits

2000-2001 through 2004-2005

(Million Rupees)

<table>
<thead>
<tr>
<th>Year</th>
<th>Credits</th>
<th>Debits</th>
<th>Net Credit (+) Debits (-)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-2001</td>
<td>5145.0</td>
<td>15779.6</td>
<td>(-) 10634.6</td>
</tr>
<tr>
<td>2001-2002</td>
<td>6519.3</td>
<td>12805.0</td>
<td>(-) 6285.7</td>
</tr>
<tr>
<td>2002-2003</td>
<td>6262.5</td>
<td>27498.8</td>
<td>(-) 21236.3</td>
</tr>
<tr>
<td>2003-2004</td>
<td>9824.7</td>
<td>68296.3</td>
<td>(-) 58471.6</td>
</tr>
<tr>
<td>2004-2005</td>
<td>10759.5</td>
<td>69763.1</td>
<td>(-) 59003.6</td>
</tr>
</tbody>
</table>

### Appendix-Y

**Tourism Receipts & G.N.P.**

**2000-2001 through 2004 - 2005**

<table>
<thead>
<tr>
<th>Year</th>
<th>G.N.P. (Million Rupees)</th>
<th>Tourism Receipts (Million Rupees)</th>
<th>Tourism Receipts as a Percentage of G.N.P.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-2001</td>
<td>3816709</td>
<td>5145</td>
<td>0.1</td>
</tr>
<tr>
<td>2001-2002</td>
<td>4010971</td>
<td>6519</td>
<td>0.2</td>
</tr>
<tr>
<td>2002-2003</td>
<td>4312874</td>
<td>6263</td>
<td>0.1</td>
</tr>
<tr>
<td>2003-2004</td>
<td>4543806 (R)</td>
<td>9825</td>
<td>0.2</td>
</tr>
<tr>
<td>2004-2005</td>
<td>4885858(P)</td>
<td>10759</td>
<td>0.2</td>
</tr>
</tbody>
</table>


R = Revised.
P = Provisional.

### Percentage of Tourism Receipts out of GNP

![Percentage of Tourism Receipts out of GNP](image)

## Appendix-Z

### Distribution of Domestic Tourists by Mode of Travel

#### 2005

<table>
<thead>
<tr>
<th>Mode of Travel</th>
<th>Tourists (000 Nos)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road</td>
<td>32021</td>
<td>75.7</td>
</tr>
<tr>
<td>Rail</td>
<td>3596</td>
<td>8.5</td>
</tr>
<tr>
<td>Air</td>
<td>761</td>
<td>1.8</td>
</tr>
<tr>
<td>Others</td>
<td>5922</td>
<td>14.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42300</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Based on Co-efficient worked out in Domestic Tourism in Pakistan Survey - 2000.