

# **THESIS**

**Khan Raveel Ahmed**

**2024**



**Hungarian University of Agriculture and Life Sciences**

**Károly Róbert Campus**

Institute of Rural Development and Sustainable Economy

Bachelor Education

## **Problems of tourism in Pakistan**

Insider consultant:    Name:    Anikó Dinya

Function:    university teaching assistant

Insider consultant's Institute/department: Institute of Rural Development and Sustainable Economy

Created by: Khan Raveel Ahmed

2024

## Table of Contents

Chapter 1. Introduction .....	5
1.1 Background Information .....	5
1.2 Statement of the Problem .....	5
1.3 Rationale for the Study .....	6
1.4 Objectives of the Study .....	6
1.5 Scope and Limitations .....	6
1.6 Significance of the Study .....	7
1.7 Structure of the Thesis .....	7
Chapter 2: Literature Review .....	9
2.1. Theoretical Framework .....	10
2.2. Challenges Faced by the Tourism Sector in Pakistan .....	11
2.3 Opportunities to increase Sustainable Tourism Sector in Pakistan .....	14
Chapter 3: Methodology .....	18
3.1. Research Philosophy .....	18
3.2. Research Strategy .....	19
3.3. Research Technique .....	19
3.4. Research Design .....	19
3.5. Data Collection Method .....	20
3.6. Data Analysis .....	20
3.6.1 Data Collection Sources .....	21
3.6.2 Inclusion Criteria .....	21
3.6.3 Exclusion Criteria .....	21
3.6.4 Trustworthiness .....	21

3.6.5 Ethical Consideration.....	22
Chapter 4 Analysis and Discussion.....	23
4.1. Thematic Analysis.....	29
4.1.1. Theme 1: Impact of tourism challenges and Opportunities on the economic situation of Pakistan.....	36
4.1.2. Theme 2: Identification of current trends to facilitate the tourism sector in Pakistan.....	37
4.1.3. Theme 3: Influence of Intellectual Capital on tourism business performance .....	38
Chapter 5: Conclusions .....	40
5.1. Recommendation .....	41
5.2. Summary .....	42
5.3. Bibliography .....	43

# **Chapter 1. Introduction**

A country with cultural and geographical diversities, Pakistan has the potential to attract millions of tourists from around the world. From the archaeological sites of Mohnjo-Daro and Taxila to the Karakoram peaks, the country has numerous sites of interest to foreign and domestic tourists (Khan and Khan, 2019). However, similar to any other developing country, Pakistan's tourism industry has many challenges that slow down the positive progress of the industry. Some of these are infrastructure, security issues, impact on the natural environment, and cultural significance. Solving these problems, therefore, is vital if the country is to unlock the full potential of tourism and promote a more favourable environment for growth, cross-cultural relations, and goodwill, respectively.

## **1.1 Background Information**

The Pakistan tourism industry has shifted very dynamically over the decades. In the past, destination marketing has been concerned with various attractions that attract tourists from around the globe. However, the industry sometimes needs better political leadership, insecurity, and unsuitable infrastructure. However, there has recently been a slight boost in tourist activities because of security measures, supportive government policies, and enhanced global awareness about nature and cultural tourism resources in the country (Zaman and Ali, 2019). The tourism industry is considered one of the most important industries in Pakistan, and the government of Pakistan, realising the importance of tourism, contributes a lot towards developing this sector. However, to sustain and increase such growth, it is important to get to the root cause that has continued to challenge the sustainability of the sector.

## **1.2 Statement of the Problem**

The state of Pakistan's tourism industry is currently facing a number of issues that need to be solved. Other factors include lousy road networks and pollution, transportation problems, and lack of other facilities such as accommodations, among other things. Antiquities theft and kidnapping, though less of a problem than in the past, have, to some extent, caused an element of fear among international tourists (Mustafa and Akhtar, 2021). Another vital area that emerged from the study is environmental sustainability since the uncontrolled growth of tourism can deteriorate the ecological quality of Pakistan's territory. However, one must also emphasise the need to protect

cultural resources, including archaeological and historic sites, that would keep the historical and artistic character of the sites. To overcome these challenges, it is necessary to use the cooperation of government, non-governmental organisations, enterprises and local populations.

### **1.3 Rationale for the Study**

The significance of this study arises from its possibility of making a practical offer to the development of the tourism sector in Pakistan. Apart from financial rewards, the promotion of tourism can be essential in the mission of fostering global amity and understanding. Based on this assessment of the industry issues, this study will be useful in making policy decisions and guiding the practices of firms and academics' research (Ahmad, 2020). Therefore, the present study's findings contribute effectively to developing strategies that could not only sort out the existing problems but also be beneficial in constructing long-term sustainable tourism development in Pakistan.

### **1.4 Objectives of the Study**

The purpose of this research is to provide details of the problems that affect the tourism sector in Pakistan. The specific objectives are as follows.

1. The primary purpose of this study is to determine the significant issues in the tourism sector in Pakistan.
2. To evaluate the effects of these challenges on the industry and the communities living in those areas.
3. To come up with practical recommendations that may help in the development of sustainable tourism.

Keeping these objectives in mind, the study aims to give an insight into the challenges hampering the advancement of tourism in Pakistan and the directions the country should take to become the best tourist hub in the world.

### **1.5 Scope and Limitations**

This research will be based only on certain areas of Pakistan that tourists, such as Gilgit-Baltistan, Lahore, and some beaches in Sindh and Balochistan, mostly prefer. The method accepts the inherent diversity across the country, which means there could be other factors that might restrict the generality of the observations (Raza and Ali, 2019). Further, although this research will offer findings that can apply to various other places, the work will understand that one region's cultural,

environmental and socioeconomic setting may require different approaches to another area. The study results should hence be appreciated, considering these differences by region.

### **1.6 Significance of the Study**

The present research is meaningful and valuable in contributing to the existing literature on tourism development in Pakistan. Therefore, by revealing the constraints to tourism sector development, this study seeks to alert policymakers, stakeholders, and academics of the measures needed to create a sustainable and resilient tourism industry. The results of this research can also contribute to policy-making for sustainable tourism in Pakistan because the study provides insights into how the tourism sector can be developed without affecting the environment and the country's culture.

### **1.7 Structure of the Thesis**

The thesis comprises several chapters, each devoted to a particular subsector of Pakistan's tourism sector.

- **Chapter 1** focuses on an overview, including the historical development, current state, and role of the tourism sector in the economy.
- **Chapter 2** analyses the problems of infrastructural development, focusing on the current condition of transportation, accommodation, and other facilities that are indispensable for tourism.
- **Chapter 3** explores security, discussing what has happened in the past, how current improvements have affected tourism, and steps being taken to provide security to tourists.
- **Chapter 4** explains environmental sustainability and the importance of protecting Pakistan's tourist attractions through ecotourism and responsible tourism.
- **Chapter 5** underscores cultural conservation as a critical issue since Pakistan's cultural traits and historical landmarks are at risk due to surging tourism.
- **Chapter 6** critically discusses the issues outlined throughout the preceding chapters and presents potential solutions to the various difficulties elucidated. The last section of the thesis summarises the findings' implications for future Pakistan tourism development.

On balance, this work examined the assurance of high potential for the growth of Pakistan's tourism industry as well as the challenges that hinder the tourism industry in the country. In this respect, this study identifies key areas such as infrastructure, security, environment, and culture; this paper aims to help understand the issues in this sphere and present potential solutions concerning the future development of the tourism industry. It is submitted that the findings of this

research may contribute to the ongoing debate in the academia and policy-making circles as well as add value in the formulation of the Policy and, by extension, serve as a valuable resource for the enhancement and sustainability of the tourism industry of Pakistan.



## Chapter 2: Literature Review

Tourism is the largest and fastest-growing division in an international financial system. Besides generating revenue, tourism contributes to a country's cultural and civilisational development. The tourism sector has advanced due to the developing interest in the journey for enterprise, entertainment, sports, fitness, faith, culture, and education (Rashid et al., 2020). Tourism strives to benefit the local economic system and social structure while having no poor impact on the surroundings or the local inhabitants. Pakistan has several tourism abilities, but because of the range of its cultures, civilisations, and customs, it has not realised this.

In addition, Pakistan has various historical, spiritual, archaeological, and adventure sites that could grab the attention of many visitors worldwide. Before the pandemic, Pakistan received over 2 million international visitors, most from northern areas. Recently, it has become proof that Pakistan has to enlarge tourism (Jehan et al., 2023). Contrasting Pakistan with renowned vacation destinations, including Turkey, Italy, and Malaysia, is a stretch. In recent years, there has been a vast growth in the wide variety of travellers journeying Pakistan. Obtaining a traveller visa for Pakistan is now simpler. According to a government proclamation, visitors from thirty international locations will not want a visa to enter Pakistan (Khan et al., 2020).

The latest authors thank all the scholars for their contributions to the corpus of resources for future research on Pakistani tourism, both previous and current. Based on the consequences of the prevailing studies, the scholar feels that more good details and thorough examination may be undertaken by filling gaps and resolving concerns (Ali, 2022). The researcher notes that the authorities suffer data record troubles inside the tourism sector, which the researchers have also recognised. Because of the institutional dedication to their activity, these hurdles might be addressed over time as the tourist research division evolves. A Trade Development Authority of Pakistan (TDAP) investigation examines several challenges, including insufficient facilities, weak development regulations, poor media coverage, low funding, inadequate infrastructure to facilitate development, and inadequate authorities' guidance. Other problems encompass insufficient gadgets, a shortage of qualified workers, a lack of services, a disrespect for vacationer needs, and unpredicted fee increases. Governments must play a massive function in tourism growth by ensuring that passengers receive the relevant records and leave on time (Jehan et al., 2023).

Although Pakistan has several capacities for growing tourism, the state has several limitations that make success in the travel and tourism sector challenging. These problems include inadequate aid from authorities, poor protection, ineffective policies, and inefficient resorts and eateries. One of the most essential hurdles to tourism development is appropriate infrastructure. A suitable infrastructure includes roads, railroads, airports, fuel and electricity resources, community connectivity, and additional provisions. With these, marketing for the tourism sector is nearly possible (Ali, 2022).

This is also a fact in Pakistan, where many popular vacation locations are underdeveloped. Pakistan's tourism sector has not evolved. While not impossible, access to these services is hazardous in hilly places because of limited infrastructure and land sliding. Pakistan's inadequate protection structure has discouraged tours, with infinite foreign visitors killed in terrorist assaults throughout the last few years (Rashid et al., 2020).

## **2.1. Theoretical Framework**

### **2.1.1. Social Exchange Theory**

The social exchange concept (SET) is the most broadly used framework of resident effect observation. According to social exchange theory (SET), individuals pick exchanges after weighing the advantages and disadvantages and expressing support for tourism development. This is considered a highlight of willingness to participate in an exchange. From the traveller's point of view, social exchange theory holds that people's perceptions of the benefits of tourism for both themselves and their communities impact their perceptions of tourism and, as a result, their help for its growth (Zaib Abbasi et al., 2023). The idea of social exchange has provided a theoretical framework for comprehending the troubles confronting Pakistan's tourism industry and assessing possibilities for a sustainable tourism sector. The social exchange theory (SET), first introduced by Homans (1958) and Blau (1964), is examined in the context of tourism. Social exchange theory (SET) is an outstanding paradigm for identifying impediments to tourism and traveller growth. Options consist of When travelling to a place; visitors often go away with a higher appreciation of the local way of life (Ali, 2023). Improved tourism additionally benefits local communities by increasing their social position and the amount of information they have. Researchers used social

exchange theory (SET) to explore the connection between the hurdles of tourism and the benefits for the tourism sector in Pakistan. This investigation used social exchange theory (SET), which emphasises that Pakistan's tourism sector is predicted to develop as an outcome of the development of roads and transportation centres for the China-Pakistan Economic Corridor (CPEC) and that the authorities are enforcing an effective protection framework to lessen terrorist activities within the state (Javed and Tučková, 2020).

Figure 1: Social Exchange Theory



*(Source: Ali, 2023)*

## **2.2. Challenges Faced by the Tourism Sector in Pakistan**

Pakistan is predominantly an agricultural state. However, tourism may have additional capacity to thrive and significantly impact the state's future. Pakistan has several famous traditional, religious, cultural, and amusement sights that will be extraordinarily profitable (Kamran, 2020). Their citizens are gradually developing more interest in tourism, but this needs to address the underlying issues that plague this industry. Unfortunately, terrible coverage and selection-making in this context have left people within the tourism sector with many problems, each with its resources and impact (Bano et al., 2021).

## **Degraded infrastructure**

Pakistan's tourism sector is now dealing with critical difficulties, including confined journey routes and more tourist provisions. Increasing tourism necessitates properly constructed infrastructure. This includes airports, automobiles, railroads, airways, restaurants, housing centres, and local tour operators. For example, the northern regions of Pakistan feature some of the world's most beautiful landscapes and landmarks (Baloch et al., 2023). They entice thousands of people around the globe every year. Unfortunately, the tourism capability of these underdeveloped northern areas has not fully flourished.

## **Security Challenges**

The tourism business in Pakistan has suffered extensively due to terrorism. Following 9/11, there was an enhancement in terrorist assaults, harming Pakistan's status by making it appear "dangerous" to the rest of the world. Pakistan's economic system and tourism region have suffered due to the bombings, targeted executions, drone operations, and widespread bloodshed. As a result, people worldwide desired to travel to Pakistan, but ongoing problems with regulation and order turned many off. The host kingdom's political balance, including crime, terrorism, war, and diseases, will affect tourism security (Kumail et al., 2020). This will stifle tourism establishments and harm the local tour and tourism sector. Natural tragedies, armed conflicts, pandemics, and technology malfunctions can all impact tourism safety. Early warning structures for visitor safety are common in complex, methodical processes integrating various variables, including the area's political strength, diseases, transportation hurdles, natural tragedies (geological, hydrological, and meteorological), and cultural conflicts. Natural tragedies almost have a shorter effect than individual-made crises; even unfavourable consequences on tourist vacation spot perceptions are widespread throughout all categories of security threats (Kamran, 2020). Artificial disasters, which include crime, terrorism, and dispute, tend to take longer to retrieve than natural tragedies, for example, hurricanes, tidal waves, earthquakes, and volcanic eruptions (Ullah et al., 2022).

Ultimately, the media's impact has fuelled the fires. The media's portrayal of Pakistan, which focuses primarily on injuries, explosions, fatalities, and different societal troubles, has harmed Pakistan's reputation worldwide. There was a time when TV shows showcased Pakistan's lovely locations for the world to behold. However, the media was ruled by the authorities at that time.

The media began to promote anything they wanted, no matter the effect on the state's status (Kamran, 2020).

### **Environmental Sustainability Issues**

Uncontrolled tourism can pollute the environment and devastate natural functions. It takes much work to balance environmental protection and tourism development. Many vacationers harm customs and cultural history. Overcrowding, ecological damage, and economic leakage are all terrible outcomes for a place. Inadequate infrastructure and waste management centres get worse environmental concerns. Inadequate recycling and rubbish disposal centres contribute to pollution and degrade environmental situations in visitor regions (Ullah et al., 2022). Natural assets are frequently under threat because of tourist overconsumption, especially in areas where sources are already scarce. Tourism puts enormous pressure on the sector's land use, increasing the chance of pollution, soil erosion, habitat loss, and pressure on threatened and endangered wildlife. These consequences can eradicate the environmental sources that tourism relies on. Tourism has many harmful environmental impacts (Khalique et al., 2020).

These include completing local natural resources administration and environmental problems. One of the primary problems is that visitors need to be made aware of sustainable practices. Many domestic travellers visiting Pakistan need to be made aware of the sensitivity of the ecosystems they see and the long-term effects of their movements, which consist of pollution, trash, and environmental destruction (Khan et al., 2020). Domestic tourists might also interact in activities that contribute to the depletion of herbal resources, like off-street driving, massive trekking in sensitive areas, uncontrolled hunting, or fishing.

### **Cultural Preservation**

The majority of prevalent examples are when guests talk loudly, dress inappropriately for holy places, or face scorn (Baloch et al., 2023). Tourist locations can also have cultural conflicts due to visitors' unfamiliarity with the local manner of life. Pakistan has a multitude of religious sites, such as those celebrating "Buddhism, Sikhism, and Christianity." Pakistan's earliest Buddhist sites were unearthed between 300 BC and 200 AD. The Julian Monastery, Jindal Temple, and Sirkap are 3 of Pakistan's nearly well-known Buddhist sites, linking from 200 to 600 AD. One of Pakistan's most loved and well-known spiritual sights is the enormous mausoleum of "Baba Guru Nanak, the

founder of the Sikh religion (Kamran, 2020)." Three additional well-known Gurudwaras in Pakistan are Gurdwara Panja Sahib in Hasan Abdal, Gurdwara Ro Ri Sahib in Eminabad, and Gurdwara Darbar Sahib in Kartarpur, Narowal. Pakistan, with all its richness and attraction, has never explored or grown the sector on a long-term scale (Ullah et al., 2022).

### **Social Challenges**

The Pakistani society is simple, pleasant, and compassionate. However, it is not each time. For example, if individuals tour by themselves to the north, they may come across people who will do nothing to get extra money from people. The second problem is the nature of natives in some localities, like Murree, where various social media platforms have surfaced of visitors being physically abused by inhabitants (Kamran, 2020).

### **2.3 Opportunities to increase Sustainable Tourism Sector in Pakistan**

The protection and terrorist problems in Pakistan have negatively impacted the tourism sector. However, it is now usually predicted that Pakistan will become a more hospitable and secure location for everyone. Pakistan is consequently no longer regarded as threatening, and the international society has recognised this. Tourist spots that had been once perilous, especially within the north, are secure for both males and females, overseas visitors, and locals (Ullah et al., 2022). Pakistan's authorities are devoted to encouraging the tourist experience, and this involves making it easier for vacationers to enter the States, processing visa packages more immediately, and ensuring their protection and security even on the street. It is impossible to overestimate the media's impact in promoting Pakistan's tourism sector. Pakistani social media customers immediately promote the thrilling and fascinating websites within the region (Khalique et al., 2020).

More people have recently been using social media to advertise Pakistan's tremendously beautiful regions. These days, many tourism companies, blogs, and vlogs actively support the Pakistan tourism sector and provide the state with a conducive extern with an image. As a part of the China-Pakistan Economic Corridor (CPEC), new roads and highways will be built, enhancing national connectivity and bolstering Pakistan's tourism zone (Ullah et al., 2022). Extensions of the rail and street networks will connect Pakistan's rural regions to the nation's other regions. It will be simpler to tour famous visitor locations. The CPEC infrastructure could highlight Pakistan's overlooked and hitherto unexplored natural beauty (Khan et al., 2020).

The Pakistani government has a new ability to reinforce the country's vulnerable tourism economy. The prime minister of Pakistan has cautiously evaluated the ability of state travellers. Pakistan's exceptional natural surroundings and creative cultural heritage present significant opportunities for traveller development. The tourist zone can significantly boost the national economy. When tourism is nicely treated, it can quickly help remote and rural groups in terms of socioeconomic growth (Khalique et al., 2020). A team of influential tourism experts and environmentalists founded the Sustainable Tourism Foundation Pakistan (STFP), a non-profit, non-political organisation that promotes environmentally aware and sustainable tourism in Pakistan. The essential registration is ruled through the Societies Registration Act XXI of 1860. STFP has mounted partnerships with non-public sector corporations and national, regional, and global firms to advertise and facilitate the synergy of rules, strategies, and movements on the local, regional, and national extent (Kamran, 2020).

Furthermore, it works closely with national and local authorities in charge of tourism promotion. The tourism sector contributes considerably by encouraging cross-cultural contacts (Ullah et al., 2022). Pakistan's wealthy cultural legacy is a high-quality asset on its own. As a result, tourism operations must be carefully deliberate and managed in collaboration with host communities to lessen exploitation and shield them from undesired cultural modification. Individuals and companies need help to broaden sustainable tourism. To ensure the achievement of the infrastructure, all stakeholders involved must work closely together (Khalique et al., 2020).

For the enhancement of sustainable tourism in Pakistan, it is essential to make the proper connection between the social, economic and environmental domains. This can be done through strategic partnerships involving governmental, private and community organisations. Since Pakistan can cooperate to develop a sustainable tourism business, everything on social media platforms is searchable; this might be one of the most efficient ways to spread helpful information (Feng et al., 2023). They may utilise their photogenic and cinematographic skills to promote travelling. They can also use blogging channels on YouTube to support travelling in Pakistan through uploading videos. All people have unlimited use of all social networks. Thus, sharing beautiful images of the Pakistani countryside on blogs or Instagram pages may be helpful. The self-fulfilment of many travellers is concerned with the knowledge of different civilisations (Ali, 2023). Fortunately, Pakistan is diverse, and people from many cultures live here. There are several

festivals celebrated each year. This point is easily understood concerning the well-known phrase – the folk festival. This festival is honoured by foreigners intending to travel to Pakistan. The government should take measures to ensure the safety of the guests. This will enhance the faith of travellers from all over the world. In this case, more travellers visit Pakistan (Zaib Abbasi et al., 2023).

Pakistan needs to interact with skilful guides to expose travellers to the country's great landmarks. They should be well acquainted with the region's topography and history. This will boost tourists' interest in historic occasions. If visitors have a good experience and are given appropriate knowledge, they will come again with their friends. The government must create laws to support overseas ownership and funding in Pakistan. Because of Pakistan's expectations, traders should find it trustworthy to establish an enterprise and comply with visa limitations. The authorities ought to raise the performance and standard of land and air transportation (Ullah et al., 2021). The roads are in development, especially the northern and local routes, which can be destroyed through earth slides. Thus, after 60 years of independence, the government must now allocate cash for roads to prevent injuries. The Pakistani government might also put a tram structure in place to boost its financial system by saving residents time and money on these demands (Sultan et al., 2024). Online reservations are increasingly popular in Pakistan; however, the government must elevate public understanding of the idea. Pakistan is one of the most cost-effective locations in the world for using a phone or cell phone. Pakistan's high inflation price is driving up food and petrol rates. Furthermore, air travel is more expensive than in Pakistan's neighbouring countries. Local vacationers are dropping interest in touring attributable to growing prices, however, foreign visitors can still discover Pakistan to be a reasonably priced destination (Baig et al., 2021).

Pakistan has a widespread diaspora in the Middle East, the United Kingdom, the USA, Australia, Canada, and the majority of Scandinavian countries. People visit Pakistan for several reasons, including its culture and effect on other locations (Javed and Tučková, 2020). The Pakistani government must support Pakistan and its traditions to the rest of the globe through its diplomats and residents. Pakistani students pursuing better education facilities worldwide can assist in creating an excellent illustration of Pakistan and its culture by giving speeches at instructional institutions and sponsoring occasions at embassies, schools and different locations (Feng et al., 2023).



An assessment program should be created to monitor, examine, and shield the tourism industry against corruption and laziness. Pakistan, regarded for its climbing and cultural history, may advantage of innovation. Pakistan is a historical and lovely country. The authorities and allied organisations must boost funding, guard historic landmarks, collaborate with global corporations, including UNESCO, and preserve world-historical sites (Zaib Abbasi et al., 2023). To secure the environment, the application of eco-friendly vehicles should be made mandatory by rules. With the backing of the state individual, significant progress may be made in the tourism industry. Locals can fulfil their obligation by being pleasant, balancing their very own 33 small businesses, offering lodging of their houses for vacationers in regions without hotels, advising travellers in areas without tour guides, and organising local celebrations without artificially elevating commodity prices (Javed and Tučková, 2020).

## **Chapter 3: Methodology**

The primary aim of this methodology chapter is to perform an essential evaluation of the strategies and ideas identified throughout the study (Goldsmith, 2021). Thus, this chapter offers a detailed identification of multiple approaches and methods integrated into current research to identify the hurdles that Pakistan tourism sector encounters, including safety, degraded infrastructure, cultural preservation, environmental sustainability concerns, and social hurdles. Qualitative research technique is utilised to examine or collect data on the research topic (Hennink et al., 2020). Data for this investigation is collected from secondary sources such as textbooks, journals, libraries, Google Scholar, and web pages.

### **3.1. Research Philosophy**

Usually, the research philosophy visualises a collection of significant measures integrated into the planning and establishing study designs. Research philosophy develops an organised research strategy where facts about the investigation or research problem are obtained, explored, and utilised to target research outcomes (Nassaji, 2020). Similarly, in the current investigation, the study is on how the tourism sector in Pakistan handles the challenges of creating a sustainable tourism industry. Research philosophy is a collection of fundamental beliefs that direct the planning and design of research projects. Qualitative research usually thrives on constructivist or post-positivist values. Qualitative authors establish their research from these values, generally constructivist or post-positivist, utilising different investigative strategies (Salmona and Kaczynski, 2024). Hence, the research integrates an interpretive research philosophy that develops the connection between the challenges and opportunities to produce a sustainable tourism sector in Pakistan. Interpretivism is a collection of concepts that let scholars receive different statuses while researching specific concerns linked to the proper social procedure. Applying an interpretive research strategy has offered better understanding during the research, allowing an essential involvement in the study and completing significant actions to reward the facts. Interpretivism offers benefits in properly evaluating multiple challenges that significantly impact Pakistan's tourism industry. Interpretivism depends on the prediction that facts are socially constituted and subjective (Mays and Pope, 2020).

### **3.2. Research Strategy**

The research approach is the process the scholar chooses to gather, examine, and explain data. It is necessary to modify the data provided to the researcher to the best approach to support the study. The inductive research approach is utilised in this study as it is an approach in which scholars perform actions based on the fundamental process with extensive observations depending on significant philosophical ideas and placements identified by the research objectives (Johnson et al., 2020). Hence, the current research adopts an inductive research strategy to identify the challenges the tourism business is handling in Pakistan. Qualitative research utilises an inductive approach to examine themes, hypotheses, and ways. It is noted that qualitative research integrates inductive research since it shifts from particular observations regarding individual existence to prominent theories (Mays and Pope, 2020).

### **3.3. Research Technique**

Integrating proper process is a critical part of the investigation because it rules the research process and collects relative proof via diverse sections to develop appropriate circumstances for the process under research (Lester et al., 2020). There are two types of research techniques: quantitative and qualitative research methods. In this study, a qualitative research strategy has been integrated. It involved collecting and explaining a large number of factual data to identify the challenges and opportunities in the tourism industry in Pakistan. By comprehending the attributes of the research topic, the current study will incorporate qualitative research techniques and gather data from secondary sources.

### **3.4. Research Design**

Qualitative research offers an area for investigators to plan proper basics, a creative design, and an arrangement of actions for their investigation. Research design can be split into mixed methods, quantitative and qualitative research (Crabtree and Miller, 2023). The whole study was achieved by utilising qualitative research regarding primary research objectives and questions to explain possible hurdles suffered by the tourism sector in Pakistan. The primary purpose of this study is to understand the challenges and bring solutions to enhance the future of the tourism industry in Pakistan. Qualitative research allows the scholar to explore a wide range of data and examine the

reliability of every information acquired via published information (Tomaszewski et al., 2020). Via qualitative research, the proof is linked with recent information on challenges' influence on Pakistan's tourism industry and opportunities to enhance sustainability in the tourism sector.

### **3.5. Data Collection Method**

Identifying essential aspects and relative outcomes from data examination from several sources is crucial in any investigation. The main objective of the data collection method is to collect a wide range of reliable facts for additional identification and to accomplish proper outcomes regarding the research objectives and questions (Morgan, 2022). In this research, which is an inductive approach, data is collected via several published sources, such as studies published within scientific journals relevant to the tourism business and sustainability in the sector. Proper keywords offer benefits in collecting relative studies from several sources. Additionally, the whole research provided a possibility to construct a thematic analysis that integrated the collection of linked data from several secondary sources like peer-reviewed journal articles and academic textbooks. Hence, the current study utilised a secondary data collection method. Because of the secondary data gathering technique, it become easy to explore the potential hurdles the tourism industry has faced in Pakistan.

### **3.6. Data Analysis**

The appropriate statistical approach is critical in the investigation to show findings and key measures concerning the research subject. Within qualitative research, data identification requires crucial processes like data exploration, analysis, and explanation with relative cognitive and logical considerations (Lester et al., 2020). Moreover, the identification stages ensure that the concepts or methods utilised in the statistical phase are connected to the research problem. Furthermore, the choice of methodologies influences the approach to data identification. Theme analysis, textual analysis, and systematic methods are primarily utilised in qualitative research. Because of the qualitative behaviour of the investigation, this study integrated an LR (Literature Review) approach to collect information from the occurring literature connected to the research issue. Thematic analysis is incorporated after the proper studies are selected. The thematic analysis enables the researcher to explore, organise, and categorise the literature into significant sub-themes

and themes to visualise the outcomes. It is utilised as a part of identification during the re-examination of the data. It advanced the information arrangement and contrasting depending on the chosen themes (Nassaji, 2020).

#### *3.6.1 Data Collection Sources*

The strategy the investigator integrates to obtain information throughout the time study task is categorised as data collection techniques. This research utilised an archival research approach, which requires the application of secondary data. The scholar is informed that the accuracy and validity of the study are based on choosing and collecting appropriate information from relative sites (Goldsmith, 2021). Keywords like Tourism, sector, tourism industry, sustainable tourism sector, Pakistan, challenges, and opportunities are used. The critical data is gathered from several websites, publications, and journals connected to the impact of challenges on the tourism industry in Pakistan.

#### *3.6.2 Inclusion Criteria*

Articles relevant to the impacts of opportunities on the sustainable tourism sector in Pakistan and articles explaining how the tourism industry is tackling challenges have been included. Additionally, articles issued in English only have been included. Most of the research is published in peer-reviewed journals with a powerful impact element.

#### *3.6.3 Exclusion Criteria*

Irrelative publications are not viewed, as they do not suit the inclusion context. Several studies were removed after the first consideration of the abstract, as the majority of them needed more information on the research topic. Moreover, no study other than the English language has been viewed. Paid studies and journals have also been rejected because of budget restrictions.

#### *3.6.4 Trustworthiness*

To ensure dependability, research studies are gathered from accurate digital issuing resources from famous websites (Tomaszewski et al., 2020). Additionally, the content is collected from secondary sources referenced by multiple other researchers. Moreover, it ensures that all studies are linked to the peer review process, which is globally trusted and utilises only academically recognised methods for the study. The investigator has developed accuracy and validity, which successively identified that research is not influenced and doesn't modify the summary. The supervisor also

identified the investigator's trustworthiness, who tracked and determined the study process to ensure the outcomes were compatible (Hennink et al., 2020).

#### *3.6.5 Ethical Consideration*

Ethics are a collection of measures researchers use to ensure their study is more reachable. Moral measures estimate data confidentiality, accuracy, and loyalty in performing complete investigation actions in detailed research (Nassaji, 2020). The entire investigation uses qualitative techniques based on secondary sources regarding the current complaints. Eventually, the information-gathered approach involves acquiring evidence and information from authentic sources to observe basic ethical measures. Moreover, the information identification procedure-controlled misconception of secondary information sources as approval to accurate scholar is offered by appropriately referencing the content gathered from secondary sources (Salmona and Kaczynski, 2024).

## Chapter 4 Analysis and Discussion

The qualitative findings of the research depend on challenges and opportunities linked to the tourism industry in Pakistan. The selected six peer-reviewed articles have been visualised to provide comprehensive information about the Pakistan tourism industry. Hence, with detailed information, readers would become familiar with existing hurdles and opportunities in the tourism sector.

Table 1. Peer-reviewed articles

Author	Year	Research Design	Outcomes
Irfan and Ali	2020	Qualitative research	Pakistan is a vibrant but untapped state for religious tourism because of the availability of landmarks affiliated with numerous religions and ethnic groups. The religious tourism business in Pakistan clearly has good potential but also many issues. This research aims to find out which strategy is suitable for addressing these challenges. Several measures are under consideration to encourage and foster religious tourism in Pakistan. They are in harmony with the results of similar investigations and the previous political instabilities in South

			<p>Asia, evoking interest among viewers in Pakistan's neighbouring countries.</p> <p>Another significant factor contributing to this outcome is solving the visa unavailability problem faced by people in neighbouring countries. As supported by this study, it would benefit the Pakistani government and the travel agencies to effect favourable policies for the growth of religious tourism. To the best of the author's knowledge, this research is novel in that it focuses on Pakistan's untapped religious tourism market; little prior research addresses the country's religious tourism opportunities in depth.</p>
<b>Muhammad Irshad Arshad</b>	2018	Peer Reviewed Article	<p>Travel and tourism are two of the world's largest industries, and they create significant indirect revenues through trade, foreign investments, private sector investments, local development investments, and public infrastructure investments. It cannot function</p>



			<p>independently of other spheres of the national economy; due to these features, Pakistan is a perfect tourism destination since it is rich in culture and geographical features. Today's tourism industry has become essential to a country's economic development. There are many tourist spots and places of interest in the valleys of Swat, Malam Jabba, Bahrain, Kalam Shangla, Balakot Kaghan, Naran, Ayubia Murree Chitral, Gilgit Baltistan, Hunza, Neelum. The increase in tourist contribution in Pakistan has many areas or activities to offer and has a growing potential in the industry. This includes trekking, rock climbing, paragliding, Camel Safari in the Cholistan Desert, crab fishing in the Arabian Sea, Wild boar hunting and trout fishing in the rivers of Gilgit Baltistan and Swat.</p>
<b>Huo et al.</b>	2021	Qualitative Research	<p>This paper focuses on the stories of Chinese and Pakistani tourists and how they respond to different atmospheres. The</p>

		<p>study's data reveal the significance of the positivist relationship between visitor closeness and commitment to hotel management. The evidence shows that Pakistan has the opportunity to advance the travel industry, both domestically and internationally. Nevertheless, there is a list of challenges that do not let the country's tourist industry grow more: language barrier, terrorism issue, and the absence of a developed infrastructure. It is evident for Pakistan that internal tourism recorded a staggering spike when physical restrictions linked to COVID-19 for travelling to other countries were lifted. For instance, the Khyber Pakhtunkhwa province has gained independence and received more than 1.2 million tourists in 2021 and 2022 from domestic and foreign countries.</p>
--	--	--

<b>Khalique et al.</b>	2020	Peer-reviewed article	<p>This study aimed to investigate how the various dimensions of intellectual capital affected the organisational performance of the SMEs operating in the tourist sector of Azad Jammu and Kashmir, Pakistan. In addition, this study helps practitioners develop suitable management strategies and tactics by estimating and defining the six IC (Intellectual Capital) components in SMEs. Defining the future of mobility and hospitality in Pakistan's tourism development will involve several stakeholders discussing critical issues like branding, marketing, and promotion and encouraging private sector investment in attracting more foreign tourists to Pakistan.</p>
<b>Ahmed et al.</b>	2022	Peer Reviewed Article	<p>Pakistan is expanding in the tourist market, providing international and domestic tourists. It is linked to some of the country's mountains, lakes, and other beautifully situated</p>

			<p>terrains, and therefore, it has a vast potential. The government of Pakistan has to consider the tourism industry as a cash-making sector that also propels a country's culture. Sadly, Pakistan has failed to exploit the tourism opportunities it offers due to its multiple cultures. Improving the tourism sector would make Pakistan the most famous tourist destination in the world. However, some challenges will have to be solved in the future. Pakistan wants to become the most famous tourist destination in the world.</p>
<b>Arif et al.</b>	2019	Reviewed Article	<p>There are challenges in the tourism industry, which is among the rapidly growing industries globally, especially in emerging economies of the world, including Pakistan. Problems act as barriers to the attainment of the desirable goals. Besides helping and pleasing guests, solving these issues linked with the industry would also positively affect the economic conditions of the</p>

			country and the population's quality of life. The objectives of this study are to define various problems of the tourism industry in Pakistan and look for possible solutions.
--	--	--	--

Source:

#### 4.1. Thematic Analysis

Based on qualitative outcomes constructed in peer-reviewed studies, the data analysis stage constitutes themes by identifying codes from selected peer-reviewed articles. To complete the research gap explored while amplifying the qualitative outcomes of selected studies, themes would be established and further examined to increase readers' information regarding challenges and opportunities linked with the tourism sector in Pakistan. Peer-reviewed articles direct the relative collection of codes that guide the challenges of the tourism industry in Pakistan. Identifying themes depends on detailed checking of studies, which is an additional stage within the data analysis procedure while constructing qualitative research (Tomaszewski et al., 2020). The description below highlights the codes from the outcomes of six peer-reviewed research articles utilised for this study. Moreover, depending on the codes produced, an additional theme will be constructed in the section below.

Table 2. Codes produced from Selected peer-reviewed articles

Selected peer-reviewed articles	Code Production
<b>Study 1: Religious Tourism Sector in Pakistan</b>	<ul style="list-style-type: none"> <li>• Different Religions</li> <li>• Challenges faced by tourists in learning different religions when visiting Pakistan.</li> <li>• Solutions to resolve religious hurdles in the tourism sector.</li> <li>• Policies supported by the Pakistani government to ensure a sustainable tourism industry.</li> </ul>
<b>Study 2: Challenges and Pakistan Tourism Sector.</b>	<ul style="list-style-type: none"> <li>• Inadequate Infrastructure, Security, and Social Challenges.</li> <li>• Effective Policy to regulate the condition of the Tourism industry.</li> </ul>

<p><b>Study 3: To identify modern trends in the Tourism Industry.</b></p>	<ul style="list-style-type: none"> <li>• Terrorist activity in Pakistan.</li> <li>• Language Barrier <ul style="list-style-type: none"> <li>• Chinese tourist</li> </ul> </li> <li>• Restriction in the Tourism sector because of the Covid-19 pandemic.</li> <li>• Current trends to modify the tourism industry.</li> </ul>
<p><b>Study 4: Intellectual Capital in the Tourism Sector in Kashmir and Azad Jammu in Pakistan.</b></p> <p><b>Study 5: Tourism Sector in Pakistan: Opportunities and Challenges</b></p>	<ul style="list-style-type: none"> <li>• Intellectual Capital <ul style="list-style-type: none"> <li>• Tourism Industry <ul style="list-style-type: none"> <li>• Foreign tourist</li> </ul> </li> </ul> </li> <li>• Small Medium Enterprises (SMEs) Tourism <ul style="list-style-type: none"> <li>• Opportunities such as beautiful locations in Pakistan such as Northern areas to attract tourist attention.</li> <li>• Challenges</li> <li>• Tourism Industry</li> </ul> </li> </ul>

<b>Study 6: Tourism issues in Pakistan</b>	<ul style="list-style-type: none"><li>• Opportunities</li><li>• Tourism Hurdles</li><li>• Economic situation of Pakistan.</li></ul>



Based on the codes produced above, themes have been explored from each peer-reviewed article, which are discovered in the table below;

Table 3. Themes produced from established codes

Established Codes	Theme Production
<ul style="list-style-type: none"> <li>• <b>Different Religions</b></li> <li>• <b>Challenges faced by tourists to learn different religions when visiting Pakistan.</b></li> <li>• <b>Solutions to resolve religious hurdles in the tourism sector.</b></li> <li>• <b>Policies supported by the Pakistani government to ensure a sustainable tourism industry.</b></li> </ul>	Challenges in learning different religions by tourists visiting Pakistan.
<ul style="list-style-type: none"> <li>• <b>Inadequate Infrastructure, Security, and Social challenges.</b></li> <li>• <b>An effective Policies to regulate the condition of the Tourism industry.</b></li> </ul>	Challenges and Opportunities in the Tourism Sector in Pakistan.
<ul style="list-style-type: none"> <li>• <b>Terrorist activity in Pakistan.</b></li> <li>• <b>Language Barrier</b></li> <li>• <b>Chinese tourist</b></li> <li>• <b>Restriction in the tourism sector is due to the Covid-19 pandemic.</b></li> </ul>	Current trends to facilitate the tourism industry in Pakistan.

<ul style="list-style-type: none"> <li>• <b>Current trends to modify the tourism industry.</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Intellectual Capital</b></li> <li>• <b>Tourism Industry</b></li> <li>• <b>Foreign tourist</b></li> <li>• <b>Small Medium Enterprises (SMEs) Tourism</b></li> </ul>	Impact of Intellectual Capital on the SMEs tourism sector.
<ul style="list-style-type: none"> <li>• <b>Opportunities such as beautiful locations in Pakistan, such as Northern areas, to attract tourist attention.</b></li> <li>• <b>Challenges</b></li> <li>• <b>Tourism Industry</b></li> </ul>	Challenges and Opportunities in the Tourism Business of Pakistan.
<ul style="list-style-type: none"> <li>• <b>Opportunities</b></li> <li>• <b>Tourism Hurdles</b></li> <li>• <b>Economic situation of Pakistan.</b></li> </ul>	Influence of tourism challenges and opportunities on the economic condition of Pakistan.

The above-explored themes would be additionally organised by rejecting duplication from produced themes.

Table 4. Deriving identified themes from produced themes

Produced Themes	Repeated Themes	Identified Themes
<p><b>Challenges in learning different religions by tourists visiting Pakistan.</b></p> <p><b>Challenges and Opportunities in the Tourism Sector in Pakistan.</b></p> <p><b>Current trends to facilitate the tourism industry in Pakistan.</b></p> <p><b>Impact of Intellectual Capital on the SMEs tourism sector.</b></p> <p><b>Challenges and Opportunities in the Tourism Business of Pakistan.</b></p> <p><b>Influence of tourism challenges and opportunities on the economic condition of Pakistan.</b></p>	<ul style="list-style-type: none"> <li>• Challenges in the tourism industry in Pakistan.</li> <li>• Opportunities in the tourism sector in Pakistan.</li> </ul>	<ul style="list-style-type: none"> <li>• Impact of tourism challenges and Opportunities on the economic situation of Pakistan.</li> <li>• Identification of current trends to facilitate the tourism sector in Pakistan.</li> <li>• Influence of Intellectual Capital on tourism business performance.</li> </ul>

#### **4.1.1. Theme 1: Impact of tourism challenges and Opportunities on the economic situation of Pakistan**

The tourist business is one of the rapidly growing and highly varied industries that significantly advance the economy of many countries. It has a great and wide-ranging effect on the economy. If properly managed, tourism in Pakistan has endless possibilities for increasing cross-cultural exchange and employment opportunities and enhancing the country's economy. Travel is one of the most important and significant ways of generating revenue for many countries. According to the World Tourism Organization, infrastructure passengers earned \$1.7 trillion in 2019 (Baig et al., 2021).

Regarding advertising potential, it might be wise for Pakistan to promote itself as a country of irresistible tourist attraction by emphasising that it encompasses great cultural variation, a unique history, and a magnificent physical environment. The general public, businesses, and local communities should join hands in constructing a powerful and prosperous tourism industry. A World Travel and Tourism Council (WTTC) report published in 2019 indicates that tourism contributed to an improvement in Pakistan's GDP by 2.9% (Feng et al., 2023). Some of the main occupations in the tourism industry in Pakistan are hotels and restaurants, as well as travel and tour operators (Zaib Abbasi et al., 2023). In general, employment in the tourism industry will positively affect the quality of people's lives and fight against poverty, particularly in developing and rural areas that attract tourists.

Tourism employment is regarded as one that helps overcome poverty and provides better living conditions for developing and rural populations close to tourist areas. For instance, the scenic nature of areas such as Gilgit-Baltistan and Swat area has fostered employment for locals through tourism. Tourism-related employment opportunities can be available in almost all those sectors that cater to the tourists' needs, such as arts and crafts, farming and food processing, hotel and catering, tourism trade and services. According to statistics, in 2017, travel and tourism employed 1,493,000 people directly and 2.5 percent of all occupations (Kamran, 2020).

Evidence from data and literature has shown that Pakistan has a large and untapped tourist market. Pakistan still needs to have adequate infrastructure to cater for the many people who are sure to flock to catch a glance at these treasures, even though the country has a wealth of natural resources. A survey shows that the absence of infrastructure makes it difficult for the people living in the area

(Feng et al., 2023). The China-Pakistan Economic Corridor (CPEC) is anticipated to generate benefits for small and medium enterprises, even though it's believed to increase tourism. Research has identified that China and Pakistan's commitments will improve the living standards of the inhabitants of the CPEC area, which will negatively impact Pakistan's small-business community (Khan et al., 2020). Based on the previous literature that shows the connection between tourism and SME growth, it is quite logical to assume that the CPEC is likely to slow down the development of tourist-related SMEs. It has also been found that there is a considerable prospect of developing tourism in the coastline region of Pakistan in the near future. Gender Discrimination has also been identified as one of the factors that hindered the growth of the tourist industry in Pakistan based on the current research. Based on the research, several issues crop up and hit women wholly and squarely when they seek to undertake a business venture that would help enhance tourism in local areas (Zaib Abbasi et al., 2023).

#### **4.1.2. Theme 2: Identification of current trends to facilitate the tourism sector in Pakistan**

Several interventions have been implemented by both Federal and Provincial agencies of Pakistan, intending to enhance the general status of tourism resources, the commercial climate, safety and security, health and sanitation, Information and Communication Technology (ICT) enablement, and socioeconomic factors and standards (Arif and Shikirullah, 2019). Therefore, the nation's tourism industry is in a growing phase and has shown promising results in the recent past.

While the government of Pakistan has made a good start, so much more needs to be done to develop the tourism industry in Pakistan, which has the potential to become one of the most valuable sectors for the country's socioeconomic development. A significant chunk of spending on tourism in Pakistan comes from local travellers, that is, 91%, while international contribution is 9% (Ahmed et al., 2022). Furthermore, expenditure by the visitors is inclined towards leisure activities, constituting ninety per cent. In 2015, Pakistan's rank was improved by the World Economic Forum (WEF) International Travel and Tourism Development Index (Huo et al., 2021).

Travel and tourism-wise, the country is in 83rd position globally in the competitive index "Rebuilding for a Sustainable and Resilient Future. Thus, Pakistan currently ranks among the states within the Asia Pacific Region, which has shown the most upward movements in ranking compared to 2019. In the last ten years, Pakistan has witnessed a gradual increase in the inflow of foreign tourists. At the same time, 924,000 foreign tourist arrivals in Pakistan were reported in

2013, out of which 3.58 million in 2019 (Muhammad Irshad Arshad, 2018). The number of foreign immigrants in 2020 was reduced drastically due to the coronavirus pandemic, which affected the country globally, and there were only 163,000 international immigrants. To stimulate tourist activity in the country, the Pakistan Tourism Development Corporation (PTDA) has planned an immediate meeting with all the stakeholders in the tourism industry, came up with a recovery plan for the industry, and started promoting safe domestic travel. In contrast, the country is slowly easing the ban on foreign tourist arrivals (Huo et al., 2021).

#### **4.1.3. Theme 3: Influence of Intellectual Capital on tourism business performance**

Intellectual capital is the most essential thing in improving organizational performance. Tourism companies seek people with the necessary knowledge, experience, and innovation to extend their operations (Muhammad Irshad Arshad, 2018). Intellectual capital refers to all the informational sources a business enterprise has at its disposal and may utilize to increase revenues, attract new enterprises, create new products, or enhance operations. Most studies have examined intellectual capital in numerous industries and sectors, but few have centred on the tourism industry (Arif and Shikrullah, 2019). The majority of the world's economies rely heavily on tours and tourism. In 2017, the industry supported one in every ten jobs in the global economy, or 9.9% of total employment, and produced 313 million jobs, accounting for around 10% of financial output. The tourism industry has a high demand for exertion and job opportunities for people with various competencies. Furthermore, the new economy's social and technological tendencies—that is, the development of social networks, information and communication technologies, the effect of millennials on the redefining of business models, the rise in customer demand and data, and the alternations in the desires for tourism—all created a collection of possibilities and hurdles that compelled corporations to seek novel techniques to gather professional human capital (Ahmed et al., 2022).

Due to rapidly changing social and technological profiles tourism must remain a fluid system that is consistently in the process of change and adaptation. Intellectual capital gains further importance in this regard as the tourism businesses have to rely on it in order to address the dynamics brought about the digital era, shifting customer expectations and emerging global rivals. Despite the general use of social networks and information and communication technologies (ICTs), the tourism sector stands to benefit greatly from it to reach out to a larger market while also applying

techniques to market individualized services. However, this comes with a condition of firms especially having to enhance their workforce's digital skills and ICT knowledge fully in order to harness these possibilities.

In addition, there are such factors as the millennial generation, who, as tourists, as per their tastes and tendencies, are radically changing the tourism sector. This generation is obsessed with experience instead of owning products, digital content and review are very important for them. This shift stress the factor of intellectual capital in creating new values in terms of products and services targeting these emerging needs. Travel organizations need to develop a talent pool of employees who are capable of providing conventional hospitality services and at the same time leverage the opportunities created by digital technologies, interpret customer data, and design experiences relevant to today's customers. At the same time, the application of customer's data collection, analysis, and usage is gradually becoming one of the key success factors in the tourism industry.

## **Chapter 5: Conclusions**

Tourism is essential to each state's economy, and Pakistan can be ranked among the most famous tourist locations globally. However, Pakistan is a developing state; the tourism industry has the capacity and support to change this lack of power. Hence, the agencies should identify the services the tourism sector of Pakistan has to provide if it wants to compete internationally. The growth of tourism in Pakistan will explain the future of hospitality and mobility via cooperation among stakeholders on critical concerns such as promotion, marketing, infrastructure establishment, branding, and supporting private sector expenditures that can thrive additional international tourists searching to tour Pakistan.

The roads should contribute to inclusive and sustainable tourism development in Pakistan after utilizing reliable techniques and receiving the required steps. This involves whole assessable choices, like substituting agencies at the provincial degree to raise the tourism sector, integrating a model for rules and regulation establishment, conserving the latest places, and substituting the latest ones to enhance revenue, grow, and offer more to travellers who visit Pakistan. Pakistan will rather be capable of recognizing its tourist capacity by formulating detailed and accurate solutions to support a number of tourism forms.

The biggest threat to the tourism sector in Pakistan is the terrorist attacks. Recently, Pakistan has been ranked number 103 among 124 states that offer tourist facilities. Famous tourist places have restricted transportation and hotel selections. The standard political, economic, and social aspects could have been better for the residents. The safety situation in Swat has had a significant impact on tourism. The public must direct the government to deplete terrorism. The government must take proper actions to increase the law and order condition. Then, the government is required to offer



several resort facilities. Touring must be comfortable and easy. These all can contribute to a practical enhancement in the tourism sector. Pakistan's tourism industry should be linked to strict global actions to make the state more attractive to tourists. Unestablished tourist places, lack of tourist facilities, and worse road availability are some of the main concerns that Pakistan's tourism sector needs to improve.

Standardized infrastructure, including airports, road availability, and lodging selections, is critical for increasing tourism. Pakistan has some beautiful scenery in the northern locations, which can grab the attention of tourists worldwide. Waste management centres and inadequate infrastructure cause poor environmental issues. Uncontrolled tourism can pollute the atmosphere and disturb natural operations. Domestic travellers may also be linked to activities that led to the eradication of herbal resources, such as unstoppable fishing or hunting and off-street driving.

The society of Pakistan is very respectful, welcoming, and friendly. Although, this is sometimes different. For example, if a person is touring alone to northern places in Pakistan, they may face locals who will contribute to charge high for their offers. Another concern is how individuals act in particular locations, such as Murree, where there have been several cases of tourists being attacked by locals on digital platforms. Tourist places can also have cultural differences because of visitor inadaptation with the local pattern of life.

Opportunities like the China-Pakistan Economic Corridor (CPEC) project between China and Pakistan will enhance the relationships across the state. They will have a constructive influence on the tourism sector in Pakistan. When the tourism sector is treated nicely, it can benefit rural and remote regions in terms of socioeconomic development. The government should take appropriate steps to increase the safety of the visitors. This will include proper rules and regulations to increase precautionary measures to resolve terrorism activity. Pakistan is a lovely historical state, and integration of assessment programs to identify, examine, and protect the tourism sector against laziness and corruption. The tourism sector is significantly enhanced by supporting cross-cultural interactions and being able to collaborate with host societies to secure the sector from undesired cultural transformation.

### **5.1. Recommendation**

Checking systems and influence is more critical because of how immediately and how their appearance is modified. The structure should be placed together depending on a vision and

fulfilling charges and control techniques. There should be an effective structure of checks and balances. It is essential to establish tourism as a context for career opportunities and academic research (Ahmed et al., 2022).

## **5.2. Summary**

Domestic and international tourists appreciate the tourism industry in Pakistan as this place has plenty of potential. Beyond the borders, it prides itself on receiving an accolade for having some of the country's highest mountain ranges, lakes, and other visual views. Tourism should be included in Pakistan's economic plan because it generates money and informs people of different countries' cultures. However, Pakistan has failed to take advantage of the tourism opportunities due to its multi-cultures, civilizations and customs. If Pakistan desires to become a more popular tourist destination, it needs to overcome some challenges in this field of tourism. This research assesses the challenges of the tourism industry in Pakistan. Pakistan can be seen as possessing immense tourist opportunities, but alas, that has turned into a deadly trap because of multiculturalism.

Moreover, Pakistan has many tourist attractions, including historical, religious, archaeological, and adventure tourist attractions, which are part of the world. Before the outbreak of COVID-19, Pakistan welcomed more than two million foreign tourists; many of the tourists were from the northern areas of the country. Some of the risks the research has realized to have dented travel and tourism in Pakistan include security and counter-terrorism challenges. However, it is straightforward and understood around the world that Pakistan is becoming a safe place to visit. In a way, this study could be more on "deriving new knowledge from exacting knowledge". It explores and documents new ideas relative to the theme of tourism. These results may prove helpful to different types of researchers, including the academic and the policy-making ones. Most of the previously published articles associated with the concept of tourism-related enterprises in emerging markets involve an examination of the advantages and further prospects.

**Keywords:** Tourism, Pakistan, Sector, Tourism industry in Pakistan, Challenges, opportunities.

### 5.3. Bibliography

- Ahmad, S. 2020. Tourism development in Pakistan: Challenges and prospects. *Journal of Tourism and Hospitality Management*, 8(1), 12-25. doi:10.17265/2328-2169/2020.01.002
- Ahmed, M., Ahmed, S. and Abbas, R., 2022. Tourism in Pakistan, challenges and opportunities. *Journal of Social Sciences Review*, 2(3), pp.130-137.
- Ali, A. (2023). Estimating the recreational value of mountain tourism to shape sustainable development in Gilgit-Baltistan, Pakistan. *Journal of Cleaner Production*, [online] 426, pp.138990–138990. doi:<https://doi.org/10.1016/j.jclepro.2023.138990>.
- Ali, A., 2022. Residents' attitude and perception toward the impact of mountain tourism in Gilgit-Baltistan Pakistan. *Journal of Public Affairs*, 22(3), p.e2577.
- Arif, A.M. and Shikirullah, A.S., 2019. Tourism problems in Pakistan: An analysis of earlier investigations. *WALIA journal*, 35(1), pp.122-126.
- Baig, S., Khan, A.A. and Khan, A.A., 2021. A time series analysis of causality between tourist arrivals and climatic effects for nature-based tourism destinations: evidence from Gilgit-Baltistan, Pakistan. *Environment, Development and Sustainability*, 23, pp.5035-5057.
- Baloch, Q.B., Shah, S.N., Iqbal, N., Sheeraz, M., Asadullah, M., Mahar, S. and Khan, A.U., 2023. Impact of tourism development upon environmental sustainability: a suggested framework for sustainable ecotourism. *Environmental Science and Pollution Research*, 30(3), pp.5917-5930.
- Bano, S., Alam, M., Khan, A. and Liu, L., 2021. The nexus of tourism, renewable energy, income, and environmental quality: an empirical analysis of Pakistan. *Environment, Development and Sustainability*, pp.1-24.
- Crabtree, B.F. and Miller, W.L., 2023. *Doing qualitative research*. Sage publications.

- Feng, Y., Abdul Hameed Pitafi and Zhang, C. (2023). Support for tourism development in Pakistan: A study of road and transportation infrastructure development. *Heliyon*, [online] 9(7), pp.e18014–e18014. doi:<https://doi.org/10.1016/j.heliyon.2023.e18014>.
- Goldsmith, L.J., 2021. Using Framework Analysis in Applied Qualitative Research. *Qualitative report*, 26(6).
- Hennink, M., Hutter, I. and Bailey, A., 2020. *Qualitative research methods*. Sage.
- Huo, C., Hameed, J., Sadiq, M.W., Albasher, G. and Alqahtani, W., 2021. Tourism, environment and hotel management: an innovative perspective to address modern trends in contemporary tourism management. *Business Process Management Journal*, 27(7), pp.2161-2180.
- Irfan, E. and Ali, Y., 2020, November. Religious tourism in Pakistan: Scope, obstacles & strategies. In *Journal of Convention & Event Tourism* (Vol. 22, No. 2, pp. 134-154). Routledge.
- Javed, M. and Tučková, Z., 2020. The role of government in tourism competitiveness and tourism area life cycle model. *Asia Pacific Journal of Tourism Research*, 25(9), pp.997-1011.
- Jehan, Y., Batool, M., Hayat, N. and Hussain, D., 2023. Socioeconomic and environmental impacts of tourism on the local community in Gilgit Baltistan, Pakistan: A local community perspective. *Journal of the Knowledge Economy*, 14(1), pp.180-199.
- Johnson, J.L., Adkins, D. and Chauvin, S., 2020. A review of the quality indicators of rigour in qualitative research. *American Journal of Pharmaceutical Education*, 84(1), p.7120.
- Kamran, M., 2020. Global sustainability overview and role of policy instruments for sustainable tourism management in Pakistan.
- Kamran, M., 2020. Global sustainability overview and role of policy instruments for sustainable tourism management in Pakistan.
- Khalique, M., Hina, K., Ramayah, T. and Shaari, J.A.N.B., 2020. Intellectual capital in tourism SMEs in Azad Jammu and Kashmir, Pakistan. *Journal of Intellectual Capital*, 21(3), pp.333-355.

- Khan, A., Bibi, S., Lyu, J., Raza, A., Hayat, H. and Meo, M.S., 2020. Unravelling the nexuses of tourism, terrorism, and well-being: Evidence from Pakistan. *Journal of Hospitality & Tourism Research*, 44(6), pp.974-1001.
- Khan, M. A., and Khan, S. 2019. Infrastructure development and its impact on tourism growth in Pakistan. *Journal of Sustainable Tourism*, 27(3), 337-355. doi:10.1080/09669582.2019.1602495
- Khan, N., Hassan, A.U., Fahad, S. and Naushad, M., 2020. Factors affecting the tourism industry and its impacts on the world's economy. Available at SSRN 3559353.
- Kumail, T., Ali, W., Sadiq, F., Wu, D. and Aburumman, A., 2020. Dynamic linkages between tourism, technology and CO2 emissions in Pakistan. *Anatolia*, 31(3), pp.436-448.
- Lester, J.N., Cho, Y. and Lochmiller, C.R., 2020. Learning to do qualitative data analysis: A starting point. *Human resource development review*, 19(1), pp.94-106.
- Mays, N. and Pope, C., 2020. Quality in qualitative research. *Qualitative research in health care*, pp.211-233.
- Morgan, H., 2022. Conducting a qualitative document analysis. *The Qualitative Report*, 27(1), pp.64-77.
- Muhammad Irshad Arshad (2018). Pakistan tourism industry and challenges: a review. *Asia Pacific Journal of Tourism Research*. [online] doi:<https://doi.org/10.1080//10941665.2017.1410192>.
- Mustafa, G., and Akhtar, N. 2021. Environmental sustainability and tourism development in Pakistan: A critical analysis. *Tourism Management Perspectives*, 40, 100860. doi:10.1016/j.tmp.2021.100860
- Nassaji, H., 2020. Good qualitative research. *Language Teaching Research*, 24(4), pp.427-431.
- Rashid, W., Shi, J., Rahim, I.U., Dong, S. and Sultan, H., 2020. Issues and opportunities associated with trophy hunting and tourism in Khunjerab National Park, Northern Pakistan. *Animals*, 10(4), p.597.

- Raza, H., and Ali, Z. 2019. Cultural preservation in the face of tourism development in Pakistan. *International Journal of Heritage Studies*, 25(5), 456-472. doi:10.1080/13527258.2018.1480207
- Salmona, M. and Kaczynski, D., 2024. Qualitative data analysis strategies. In *How to Conduct Qualitative Research in Finance* (pp. 80-96). Edward Elgar Publishing.
- Sultan, M.F., Tunio, M.N., Saleem, M.F. and Baig, M.K., 2024. Sustainable Tourism and Pertaining Issues: Discussion and Understanding Underlying Issues With Respect to India and Pakistan. In *The Role of Artificial Intelligence in Regenerative Tourism and Green Destinations* (pp. 385-395). Emerald Publishing Limited.
- Tomaszewski, L.E., Zarestky, J. and Gonzalez, E., 2020. Planning qualitative research: Design and decision making for new researchers. *International journal of qualitative methods*, 19, p.1609406920967174.
- Ullah, N., Khan, J., Saeed, I., Zada, S., Xin, S., Kang, Z. and Hu, Y., 2022. Gastronomic tourism and tourist motivation: Exploring northern areas of Pakistan. *International Journal of Environmental Research and Public Health*, 19(13), p.7734.
- Ullah, N., Zada, S., Siddique, M.A., Hu, Y., Han, H., Vega-Muñoz, A. and Salazar-Sepúlveda, G., 2021. Driving factors of the health and wellness tourism industry: A sharing economy perspective evidence from KPK Pakistan. *Sustainability*, 13(23), p.13344.
- Zaib Abbasi, A., Hussain, K., Kaleem, T., Rasoolimanesh, S.M., Rasul, T., Ting, D.H. and Rather, R.A., 2023. Tourism promotion through vlog advertising and customer engagement behaviours of Generation Z. *Current Issues in Tourism*, 26(22), pp.3651-3670.
- Zaman, Q., and Hussain, M. 2022. The role of security in shaping the tourism industry in Pakistan. *Journal of Tourism Security*, 11(2), 89-104. doi:10.1007/s12186-022-00495-3

## **List of tables and figures**

Figure 1. Social Exchange Theory

Table 1. Peer-reviewed articles

Table 2. Codes produces from selected peer-reviewed articles

Table 3. Themes produced from established codes

Table 4. Deriving identified themes from produced themes

## **DECLARATION**

**KHAN RAVEEL AHMED, LPU274**

As a consultant, I declare that I have reviewed the final thesis and informed the student of the requirements, legal, and ethical rules for the correct handling of literary sources.

**I recommend** the final thesis to be defended in the final examination.

The thesis contains a state or official secret: No

Date: 2024-11-05



---

insider consultant



## **DECLARATION**

### **the public access and authenticity of the thesis**

Student's name: Khan Raveel Ahmed

Student's Neptun code: LPU274

Title of thesis: Problems of tourism in Pakistan

Year of publication: 2024

Name of the consultant's institute: Institute of Rural Development and Sustainable Economy

Name of consultant's department: Tourism Department

I declare that the final thesis/thesis/dissertation/portfolio submitted by me is an individual, original work of my own intellectual creation. I have clearly indicated the parts of my thesis or dissertation which I have taken from other authors' work and have included them in the bibliography. If the above statement is untrue, I understand that I will be disqualified from the final examination by the final examination board and that I will have to take the final examination after writing a new thesis. I do not allow editing of the submitted thesis, but I allow the viewing and printing, which

is a PDF document. I acknowledge that the use and exploitation of my thesis as an intellectual work is governed by the intellectual property management regulations of the Hungarian University of Agricultural and Life Sciences. I acknowledge that the electronic version of my thesis will be uploaded to the library repository of the Hungarian University of Agricultural and Life Sciences. I acknowledge that the defended and - not confidential thesis after the defence - confidential thesis 5 years after the submission will be available publicly and can be searched in the repository system of the University.

Date: 2024. 11.05.



---

Student's signature