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THE POTENTIAL OF TOURISM IN PAKISTAN

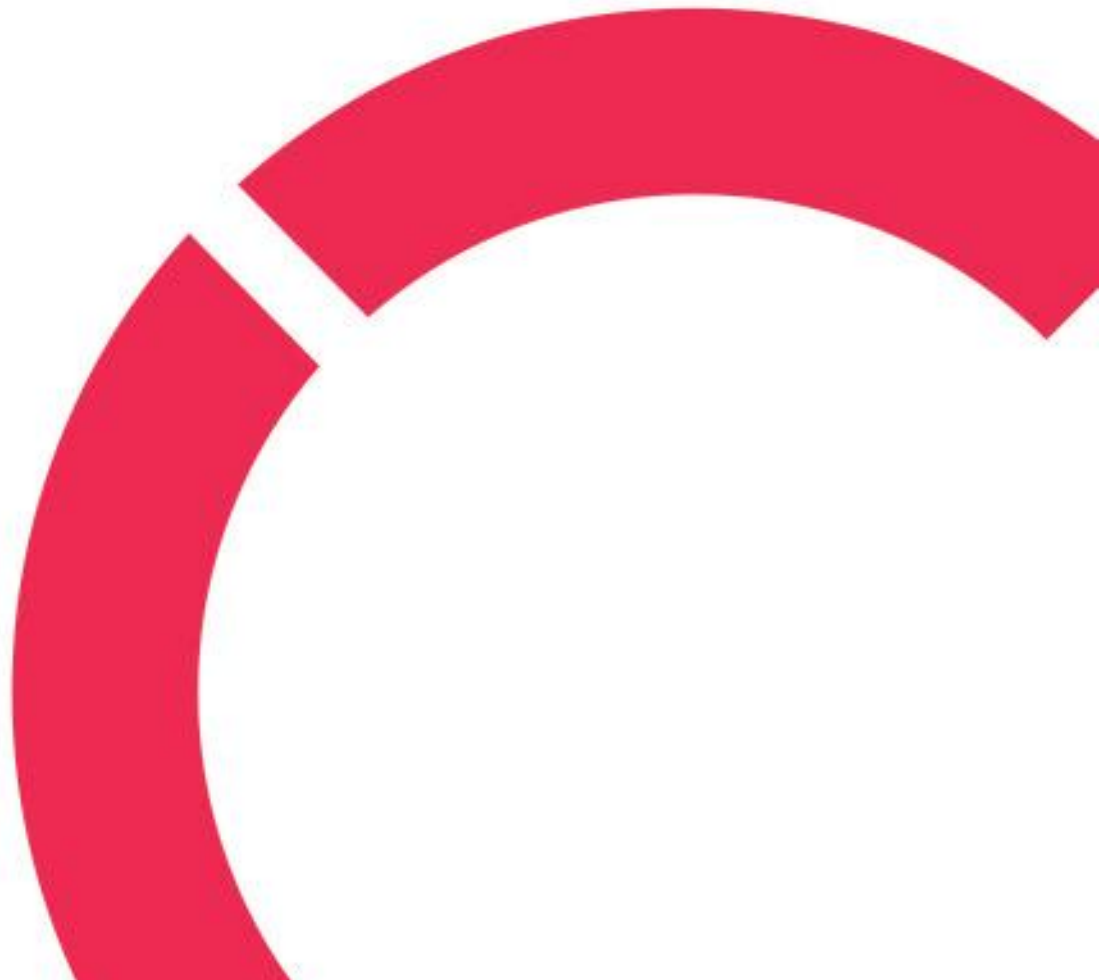
Barriers and Opportunities to Growth

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ABSTRACT

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<p>The thesis focused on analysis the tourism potential in Pakistan for foreign tourists. Three objectives have been set for analysing the tourism market of Pakistan. Firstly, to understand the awareness among foreigners about Pakistan tourism potential. Secondly, to identify the factors, which can be used as an opportunity to promote international tourism in Pakistan. Thirdly, to identify the factors which are acting as the barrier to the growth of international tourism in Pakistan.</p> <p>To analyse the tourism market of Pakistan, two approaches were adopted the theoretical approach which consist of a literature review of tourism market and also the potential of Pakistan tourism market for international travellers. The second approach was based on primary source of data in which fifteen questions had been finalised for asking European people. To attain a reasonable sample for analysing the data, 105 participants responded the questionnaire</p> <p>Finally, the results show that digital marketing can help the country to increase its digital presence and also acquire a positive response from the global tourists. Efforts are required to be made on the national level. It will require years of planning, but the existing resources can be exploited in a manner that will promote tourism within the country.</p>		

Key words

Tourism Industry, Barriers to tourism, Opportunities to tourism, Pakistan Tourism Industry

CONCEPT DEFINITIONS

CPEC

China-Pakistan Economic Corridor

GDP

Gross Domestic Product

SME

Small-Medium Enterprises

WTTC

World Travel and Tourism Council

ABSTRACT
CONCEPT DEFINITIONS
CONTENTS

1 INTRODUCTION	1
2 TOURISM: DEFINITION, CONCEPT, ROLE IN THE COUNTRY’S PROGRESS AND GROWTH	3
2.1 Concept of Tourism	3
2.2 Types of Tourism	4
2.3 Effects of Tourism in the Country	5
2.4 The Role of Tourism in the Country	6
3 TOURISM POTENTIAL IN PAKISTAN: OPPORTUNITIES AND BARRIERS TO GROWTH	8
3.1 Tourism Potential in Pakistan	8
3.1.1 Economic Contribution of Tourism in Pakistan	9
3.1.2 Tourism and Role of Natural Reservoirs	10
3.2 Opportunities to Grow Tourism in Pakistan	11
3.3 Challenges and Barriers to Growth of Tourism in Pakistan	12
4 COMMISSIONER: TRAVEL MAKERS (PVT.) LTD. PAKISTAN	14
5 RESEARCH METHODOLOGY	16
5.1 Research Strategy	16
5.2 Data Collection Duration, Tool, and Analysis	17
5.3 Sampling	17
5.4 Reliability and Validity	18
6 DATA FINDINGS AND ANALYSIS	19
6.1 Demographic Profile of Respondents	19
6.2 Questions Related to Tourism	22
6.3 Analysis of Findings	32
7 RECOMMENDATION TO COMMISSIONER	34
7.1 Factors Existing as the Barrier to Company’s Growth	34
7.2 Recommendation to Exploit the Opportunities	35
8 CONCLUSION	37
REFERENCES	39
APPENDIX: QUESTIONNAIRE	43

1 INTRODUCTION

Pakistan has four seasons in a year and different landscapes including mountains, rivers, and deserts. Along with it, it has the cultural, historical, religious sites, and numerous other aspects, which express the potential of tourism in the country. Despite having numerous attractions for the visitors, the country has remained unexplored. It is because of different macro-factors such as terrorism, political instability, lack of infrastructure, and unawareness among foreign tourists about Pakistan's attractions. However, significant changes have been seen in the last couple of years, where the government has taken an initiative to promote local as well as international tourism. In this thesis, I learn about the awareness of Pakistan's attractions by identifying the opportunities and barriers existing in the promotion of tourism in Pakistan.

The research aim of the thesis is to identify the factors existing as opportunities and threats to the growth of tourism within the country. Based on the aim, the following are the objectives of the thesis. Firstly, to understand the awareness among tourists about Pakistan's tourism potential. Secondly, to identify the factors, which can be used as an opportunity to promote international tourism in Pakistan. Thirdly, to identify the factors, which are acting as the barrier to the growth of international tourism in Pakistan.

The thesis is based on the context of the Pakistani tourism industry from international tourists' perspectives. The thesis will be based on the findings from the two sources of data. One is the literature, which presents the theoretical part of the thesis. The second is the primary source, which presents the research part of the thesis. To develop the theoretical part of the thesis, I studied many research articles, books and journals that have been published in the context of Pakistan's Tourism. From the literature, different factors were identified that are related to the tourism potential of Pakistan. Followed by it, the opportunities and challenges in Pakistan's tourism growth have been identified. The evidence presented will highlight the major concerns that hinder the growth of tourism. It will be related to internal and external environmental problems. However, the opportunities will be discussed from the perspective of the resources of the country that could increase the inflow of tourism within the country.

Furthermore, to collect the primary data for the research, data will be collected from European citizens. Also, the data collection will be from the sample group extracted from the population by using the

probability sampling method and random sampling technique. To collect the data, the survey strategy is considered, where the quantitative data will be collected through questionnaires. An online survey questionnaire will be shared by using digital platforms to reach 100 respondents to get a reasonable number of responses.

The commissioner of the study is the Travel Makers (Pvt.) Ltd. Pakistan which is engaged in attracting domestic as well as international tourists by identifying the opportunities for tourism within the country. Also, the company offers an outbound travelling facility for local tourists. The company is engaged in promoting tourism in Pakistan on an international level by offering two-way travelling opportunities. The management of the company was approached for seeking permission and also an understanding of the problems encountered by them for promoting Pakistan's tourism at the international level. It helped in identifying the questions and queries to ponder on and collecting the data related to it.

The thesis will be composed of eight chapters. The first chapter presents the background, problem, aim, objectives, and methodology of the thesis. The second chapter presents the definition, concept, and its role in the country. The third chapter will present a detailed analysis of the potential of tourism in Pakistan along with identifying the opportunities and barriers to the growth of tourism within Pakistan. The fourth chapter will showcase the background of the commissioner of the thesis. The fifth chapter presented the research methodology of the thesis, which will highlight the methods and techniques of the thesis. The sixth chapter presents the analysis of data collected from the respondents. The seventh chapter will present the recommendations to the commissioner based on their concerns. The eighth chapter presents the conclusion of the thesis. Furthermore, it will present the overall process of researching to achieve the aim and address the objectives of the thesis along with revealing strategies for developing the theoretical part of the thesis and a nutshell of finding from it.

2 TOURISM: DEFINITION, CONCEPT, ROLE IN THE COUNTRY'S PROGRESS AND GROWTH

This chapter presents the past research work conducted in the context of the tourism sector. The overall agenda of this chapter is to reveal the definition and concept of tourism. Moreover, the discussion is made on the role of tourism within the country by understanding the impact this sector creates on the country.

2.1 Concept of Tourism

Different authors have contributed their efforts to define the term tourism. Among different authors, one of the commonly referred and well-explained definitions presented by Henniker and Kraft back in 1942, is presented in the latest version of the book by Henniker and Kraft (2008, 57). They stated that “Tourism is the totality of the relationship and phenomenon arising from travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with activity remunerated”.

Furthermore, the concept of tourism was also well explained by Lickorish and Jenkins (2007, 31) that tourism is about travelling from one place to another for leisure, recreational, or business purposes. Over years, the concept of tourism evolved, which resulted in bringing numerous types of tourism such as cultural, religious, food, leisure, landscape, and many other varying forms of tourism were introduced (Kirilenko & Stepchenkova, 2018).

Moreover, Godovykh and Tasci (2020) discussed the concept of tourism by stating that it is found to be a process of spending time by moving away from routine life and travelling to another destination. However, this process is expected to last for a few weeks or a month. Something that becomes a part of one's life and is not tourism, such as people travelling to do work in another country for more than a year is not tourism. However, if a person is travelling for a business meeting and planning to come back as a tourist. Such people who travel from one place to another contribute to the other destination in different ways. However, to manage the outsiders, numerous resources are also required to be developed by the country to manage the tourists (Jerving, 2017).

2.2 Types of Tourism

Rasul (2019) added in the context of tourism that the purpose of tourism is found to vary. For instance, the people from Muslim countries are found to go to the Kingdom of Saudi Arabia as a pilgrim every year to perform their religious obligation of Hajj. Also, people from other religions travel to visit their holy sites such as Buddhists travel to Bangkok or Sikhs travel to Lahore, Pakistan. Also, people could travel for leisure such as to Dubai or people could travel visit historical landscapes such as Scotland; adventurers could travel to places like high mountains such as Nepal and Pakistan. Rasul (2019) added that the varying reason for travelling also results in offering the required infrastructure to support and accommodate the people. It is observed that during international sports events across the world, the host country is engaged in developing the roads, ensuring the availability of accommodation options. Mills (2021) revealed that Qatar started its preparation for hosting Football World Cup to ensure that they manage to accommodate the people visiting during the special event.

Mirčetić, Vukotić, and Cvijanović (2019) added in the context of tourism improvement that over the years, different businesses have found to develop. The purpose of adding these new businesses is to facilitate the people who travel from other places to specific places. There is a wide range of reasons for which people could travel to any location other than personal or professional reasons. Despite the reason, tourism helps in bringing foreign investment to the country, which helps the economy and growth of different sectors (Chen & Petrick 2016). Therefore, all types of tourism are resulting in benefiting the country, but the government is required to ensure that they have the resources to accommodate those (Chen & Petrick, 2016). Paresashvili (2014) presented the analysis of the different types of tourism and their potential by using published facts, which provided the outcomes shown in figure 1. It reveals that different types of tourism activities are existing and people prefer based on their interest. Figure 1 shows cultural tourism has the highest potential with 55% of the respondents prefer it over the other types of tourism. Followed by it, 18% tourism is because of adventure tourism; 9% of religious tourism, eco-tourism, and ethno-tourism (Paresashvili, 2014).

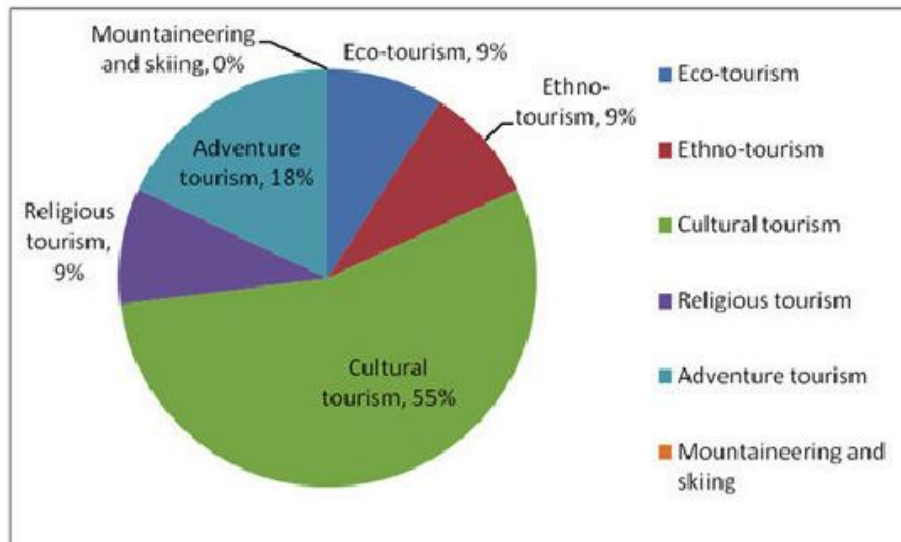


FIGURE 1. Different Types of Tourism in the World (Adopted from: Paresashvili, 2014)

2.3 Effects of Tourism in the Country

The tourism industry is a promising industries in every economy, whose contribution to the economy is found to grow with every passing year. The developed, as well as the developing countries, are observed to take necessary steps to promote the growth and expansion of tourism within the country. Research conducted by Streimikiene, Svagzdiene, Jasinskas, and Simanavicius (2021) argued that there are certain challenges, which exist in each country that hinder the growth of tourism. They added that due to the reliance of the tourism industry on numerous other sectors, the countries dependent on tourism observed the growth of other sectors as well. However, some researchers have also criticized tourism revealing its negative impact on the local lives (Higgins-Desbiolles, Carnicelli, Krolikowski, Wijesinghe, & Boluk, 2019).

Moreover, Higgins- Desbiolles et al. (2019) also added that when people from different cultures frequently move into the country, it impacts the mind-sets of the local people. Also, an increase in tourism results in increasing infrastructure development, which moves toward the rapid urbanization of the country. These activities resulted in a negative impact on the local lives. Also, the increased impact of tourism on the environment has been criticized by Ren, Can, Paramati, Fang, and Wu (2019). They stated that the tourism inflow results in increasing the footprints within the country, which impacts the environment stability. Also, the increase in transportation and infrastructure development leads to

increased environmental issues. This shows that where tourism helps in the promotion and growth of the country, it is also harming its environment (Ren, et al. 2019).

2.4 The Role of Tourism in the Country

Tourism is found across the world, with different types of tourism within the country depending on the resources and potential (Streimikiene, et al., 2021). The role and importance of tourism resulted in directing the academicians and practitioners to look into the different angles of tourism's role within the country. There are several countries worldwide whose economies are flourishing due to tourism as it is the highest contributor to their economy (Fletcher, 2011). Also, the academicians have revealed that tourism growth and stability within the country do not restrict the growth to itself, but also helps in the growth and expansion of numerous other industries (Hampton, Jeyacheya, & Long, 2018). The association between tourism and economic growth is the reflection of the reason behind the reliance of the global economies on tourism for economic growth and expansion (Hampton, et al., 2018).

The tourism sector was studied by the researchers mostly from the perspective of its role in economic growth (Khalil, Kakar & Malik, 2007; Suhel & Bashir, 2018). However, Suhel and Bashir (2018) concluded from the research that tourism is a wide industry. It is not directly linked with the production and management of the resources for other industries but is found to facilitate them indirectly. The inflow of foreigners and increased demand for accommodation, transportation, food, apparel, and religious places help in developing the infrastructure to accommodate the people (Zeng, Wen, & Feiok, 2021). Furthermore, Santos and Khan (2018) revealed that tourism within the country helps in job creation. It is concluded by the researchers that the countries that are facing a decline in employment opportunities are found to promote tourism within the country.

In another article by Chang (2011), he argued that tourism helps in promoting and developing the small-medium enterprises (SMEs) within the country. He added that tourism helps in involving the people at the local level to come forward and play their role by developing the small-scale businesses that could facilitate the tourism industry such as street food, transportation services, and similar nature businesses are found to establish due to tourism growth. Fahimi, Akadiri, Seraj, and Akadiri (2018) conducted the research in the context of tourism's role in the human capital development; they revealed that tourism along with the development of the different sectors, and its contribution to the GDP, is also observed to have a significant impact on the human capital development. It helps by bringing new

sectors, new skills, and languages, reducing cultural barriers, and promoting the cultural exchange between people from different backgrounds. This helps in the growth of human capital by adding to their skills, abilities, and competencies within the country (Suhel & Bashir, 2018; Fahimi, et al., 2018).

One of the studies was conducted by Seppälä-Esser, Airey, and Szivas (2009) in the context of Finland, where the researchers revealed that tourism-related SMEs depend on the allocation of the resources by the Finish Tourism Board to a moderate level. They revealed that usually the development is carried out by the SMEs on their own. However, the incentives and benefits such as tax exemptions or tax rebates help in the progressive tourism industry, which motivates the investors to invest in it (Seppala-Esser, et al. 2009). However, a recent article published by Tervo-Kankare (2019) revealed that in growing environmental changes and their impact on the country's environment, the tourism industry witnessed a transformation in its activities. He added that in Finland, the tourism sector is directed toward promoting sustainable tourism, which also helps in establishing new sectors for promoting such activities. This reveals that within the country, the sectors enjoy the privilege to adapt to the global changes due to tourism. For instance, the trend of green products has directed local businesses to produce environmentally safe products. This shows that with the global demands, the tourism industry directs the economies to adopt the changes.

From the critical analysis conducted on tourism, it is observed to be a promising sector for any country. The countries suffering from economic failures or lagging in the global competition are observed to take the advantage of tourism and become a global icon in tourism such as Dubai. Each country is observed to use different resources as their potential to develop tourism within the country. In the next chapter, a critical analysis is conducted on the tourism potential in Pakistan based on the theoretical evidence gathered from past studies.

3 TOURISM POTENTIAL IN PAKISTAN: OPPORTUNITIES AND BARRIERS TO GROWTH

The purpose of this chapter is to present the findings from the past research articles related to the tourism industry of Pakistan. The chapter is distributed into three main sections. The past research articles are published for different purposes, but the findings are considered for understanding the opportunities and challenges being revealed in the past.

3.1 Tourism Potential in Pakistan

The tourism industry is a cultural phenomenon, which is found to have a significant impact on the economy (Curry, Dustdar, Sheng, and Sheth, 2016). Each country based on its economic growth and potential is found to provide a different level of impact on economic activities. However, due to the difference in government planning, the tourism sector is not exploited equally by all countries. One such country is Pakistan, which has cultural and natural resources and has a strong potential of bringing tourism to the country (Khan, 2013, p.68). Based on its resources, Pakistan has the potential to promote domestic as well as international tourism. However, there are certain factors, which hinder the growth of tourism within the country due to lack of developed infrastructure, language barrier, terrorism, and numerous other factors. The lack of tourism within the country is resulting in wasting the numerous resources of the country, which could contribute significantly to the country's economy and Gross Domestic Product (GDP). Meo, Chowdhury, Shaikh, Ali, and Masood (2018) revealed that the geographical location of Pakistan gives it an advantage in increasing the inflow of tourism within the country. Furthermore, the sites and nature can attract tourists from around the world to Pakistan. However, they did conclude that there is a lack of initiatives taken at different levels to promote these places and increase tourism within the country.

Arshad, Iqbal, and Shahbaz (2018) stated in the context of tourism and revealed that where Pakistan enjoys the privilege of various tourism-attractive opportunities, on the other hand, terrorism has hindered the opportunity for the country. They added that the growing rate of terrorism within the country has negatively impacted the inflow of tourism within the country. Arshad et al. (2018) added that in Pakistan 80% of the landscape is enriched with natural resources, cultural heritage, and wonders.

However, Haq (2009) added that in Pakistan differences prevailing within the growth of health, education, social, and economic development is also one of the factors negatively affecting the tourism growth within the country.

Pakistan is not a fully developed country from a tourism perspective the locals are involved in developing the infrastructure at regional levels to support tourism activities. Pakistan is enriched with a wide range of landscapes. In 2019, the tourism industry reported contributing USD 9170 billion, which was reduced to USD 4671 billion in 2020 due to COVID-19 and changes in global activities (WTTC, 2021). Even though this decline is the closure of the travelling activities in the world, Pakistan's major concern is the lack of awareness among the tourists related to the opportunities available to visit. The problem is that there is a need to understand the factors hindering the growth of international tourism in the country (WTTC, 2021).

In the past researchers have highlighted the negative impact of terrorism on tourism development in Pakistan. The continuous war against terrorism in the last two decades has escalated the socio-economic and environmental crises in Pakistan (Michael, 2007). Also, Rehman, Ma, and Irfan et al. (2020) revealed that previously, Pakistani governments did not have tourism as their priority, which resulted in a lack of tourism development within the country. This is the reason that despite having the scope and opportunity to witness economic growth, Pakistani governments did not enjoy an equal level of privilege. Shahbaz, Kumar, Ivanvo, and Loganathan (2017, 180) argued that there are great issues in tourism promotion in Pakistan due to a lack of appropriate planning. This is the reason that the industry is not playing the role it should in the country.

3.1.1 Economic Contribution of Tourism in Pakistan

From a statistical perspective, the receipts from tourism have been found to increase in Pakistan. Raza and Jawaid (2013) argued that back in 1980 tourism industry contributed 41 million rupees, which increased to 46 million by 1990 and kept on inclining till the war on terrorism started. In 2019, despite the COVID-19 pandemic, the growth was 5.7% (Xinhua, 2021). This shows that despite having different problems at the national level, tourism activities kept on growing in Pakistan. Also, the statistics from 2019 by World Travel and Tourism Council (WTTC) presented by Mohsin (2021) are shown in figure 2. It reveals that the Travel and Tourism industry contributed 5.9% of GDP of Pakistan. Also, the industry produced 3, 8819,000 jobs followed by PKR 116.2 billion spending by the

international visitors. It shows the significant contribution of the industry and how it affected the economy in a certain way.

Pakistan Travel & Tourism 2019 key data points



FIGURE 2: Pakistan Tourism Key Data Points (Adapted from Mohsin, 2021)

Zulfiqar (2020) added that the contribution of tourism to the economy of Pakistan is attractive. However, the problem lies with the issues of political instability. He added that the ongoing political crises and different strikes at the national level create chaos in the country, which also affects tourism in the country. Moreover, Raza and Jawaid (2013) argued that due to ongoing political instability within the country and protests create fear among the people to visit the country. This results in reducing the inflow of tourism within the country.

It is observed that the tourism industry of Pakistan is directed toward a positive impact on the economy by increasing the footprint and return being produced to the country. According to the WTTC in 2018, the total employment created by tourism was 1493,000, which reported 2.5% in the employment opportunities within the country. The report also revealed that over time the economic contribution of the tourism industry in Pakistan is growing. From natural tourism to cultural tourism, a significant escalation has been observed.

3.1.2 Tourism and Role of Natural Reservoirs

It is observed that the tourism industry is found to play an enormous role in enhancing economic growth, production, and employment growth. However, Kocak, Ulucak, and Ulucak (2020) added that despite the tourism potential for any country, the impact of tourism on the environment could not be ignored. For instance, the consumptions of fossil fuel for transportation and hoteling create a negative impact on the environment of the country. Bano et al. (2021) added in this context that the countries that are already facing challenges and issues related to economic stability cannot look toward the ways through which they could face challenges from the environmental perspective.

Tsai, Lin, Hwang, and Huang (2014) added that from the environmental perspective that the increase in environmental issues can impact the health and well-being of the people. Therefore, for the growth of tourism within the country, there is a need of identifying secure and renewable or less harmful sources of energy to meet the growing demand of people. In such a situation, Pakistan has the advantage of having an abundant range of natural resources, which could be considered by the people to extract and create a renewable source of energy (Khan & Arshad, 2014). In this way, the growth and expansion of tourism in Pakistan will not lead to creating any harmful impact on its environment. In Pakistan, there are different types of natural resources, which could be considered to meet the growing demand for tourism within the country (Khan & Arshad, 2014).

3.2 Opportunities to Grow Tourism in Pakistan

Tourism is a sector, which does not require heavy investment from the government at the initial level. Countries are welcoming domestic as well as international tourists by maintaining their natural and cultural heritage. Similarly, Pakistan also has numerous opportunities, where the country can enjoy the growth of tourism without investing a high amount of financial reserves (Manzoor, Wei, Asif, 2019). One of the studies by Bano, Alam, Khan, and Liu (2021) added that tourism is considered an indicator that could enhance economic growth, increase the efficient utilization of energy, and address environmental concerns. Manzor et al. (2019) also argued that the growing trend of sustainable tourism is also beneficial for Pakistan as by preserving the natural resources, the country can enjoy the privilege of international tourists and offer a life that is different from the traditional city life to the people.

In the last couple of years, the growth of tourism has been studied by academics from the projects being carried out. One such research was conducted by Baig, Qasim, Xuemei, and Alam (2020), they

looked into the potential of tourism from the China-Pakistan Economic Corridor (CPEC) and observed that based on the projects expected to be developed through CPEC will help in increasing the tourism inflow within the country. Similar to it, Manzoor and Wei (2018) conducted research and revealed that CPEC is observed to bring significant tourism to Pakistan. They added the expected infrastructure development within Pakistan will help in easing the access of tourists to different far-flung areas of Pakistan that are expected to attract the tourists such as Azad Jammu Kashmir, Gilgit-Baltistan, and numerous other projects. Furthermore, the increase in the trading activities and cross-border interaction through the CPEC roads will help in promoting the development of hotels and other such infrastructure in the regions.

Rehman, Ma, Irfan, Ahmed, and Trarore (2020) argued that if Pakistan has tourism it can also bring significant economic growth. They revealed that by welcoming international tourists to Pakistan, Pakistan can also showcase the natural resources and hence the investors by investing in such an industry could earn a lot of revenue. One of such resources is the natural mineral of Pakistan and antique stones. Similar to it, numerous other resources are existing in Pakistan that could be shown to the world and a significant volume of economic activities could be created by promoting tourism in Pakistan (Rehma et al., 2020).

3.3 Challenges and Barriers to Growth of Tourism in Pakistan

No doubt, the literature as well as the existing evidence about Pakistan reveal that Pakistan has a huge potential to grow tourism within the country. However, no matter, how beautiful the country is, without having the facilities to accommodate the people, it is impossible to welcome international tourists. Arshad et al. (2018) argued that Pakistan despite having the natural resources does not have the resources that could help them to accommodate the tourists expected to visit the natural resources. They added that the lack of infrastructure creates a lot of problems for the local people. Also, Baig et al. (2020) argued that where CPEC is believed to create numerous opportunities for the growth of tourism, it is also expected that it will harm the SMEs. They stated that the set agreements between two governments will result in increasing the cost of activities in CPEC areas for the local people, which will harm the local or small-scale industry of Pakistan. Hence, as revealed in the past studies that tourism help in growing SMEs, it is also expected that the CPEC will hinder the growth of tourism SMEs.

One of the possible future tourism potentials is expected from the coastal belt of Pakistan. Askari, Tahir, and Shaheen (2020) revealed that Pakistan's southern side has the potential to promote marine tourism. However, the problem is that the area of Balochistan is already witnessing violence at the local level. The government has taken drastic measures to promote the well-being of people in the region. However, due to the political conflicts, numerous issues and incidents are reported in the region to date. Hence, the lack of peace and stability in some regions of Pakistan is one of the biggest hurdles to the growth and promotion of tourism within the country (Askari, et al. 2020).

Also, another research article was presented by Sayira, Andrews, and Ayesha (2021), who revealed that in Pakistan one of the factors affecting the growth of tourism is gender discrimination. Women are found to face a lot of challenges when they are directed toward establishing an enterprise to promote and play their role in tourism development within the region. However, another research by Saad, Ijaz, Asghar, and Yamin (2020) revealed that the under developed regions of Hunza will be facilitated through CPEC by creating opportunities for the women in the region to play their role in the economic activities. The research added that due to a lack of opportunities for women in the region, they could not contribute effectively. However, this reflects that in Pakistan, different regions have different problems and barriers. These barriers are also believed to hinder the growth of tourism within the region.

4 COMMISSIONER: TRAVEL MAKERS (PVT.) LTD. PAKISTAN

This thesis is based on the analysis of the tourism potential of Pakistan by selecting Travel Makers (Pvt.) Ltd. Pakistan as the commissioner. Travel Makers Ltd. Pakistan is a small travel and tour agency located in Lahore, Pakistan. It has been operating for more than ten years and has managed to serve above two millions customers to date. The aim of the company is “your destination is our ambition”. The company is focused on offering travel services and assistance to customers related to travelling to different countries. However, the most profitable destination for the company is Saudi Arabia where the company offered different packages for pilgrimage to Makkah (Annual report 2018). It includes domestic and international hotel bookings, offers foreign currency exchange, travel insurance, domestic, international tours, and business travel packages, visa services, and services to Pilgrims (Travelmakers, 2022).

Currently, the company employs 20 employees, who are working under the centralized organization system. The company has the majority of the staff as the sales executives who are engaged in handling the customers of the company from all over the world. Based on its services and years of experience, the company managed to develop a strong image within the market. The feedback and responses are available on the social media page of the company to showcase the activities going on within the company and efforts made to ensure the satisfaction of the company (Facebook, 2022).

The financial position of the company showcases the strong return. In 2021, the company managed to generate 126,000 euros in revenues while 18,000 euros was the net profit by the company. Furthermore, the representative revealed that they are almost serving 1200 customers each year. These customers are mostly the local tourists that are travelling to foreign countries for different purposes. The company’s representative revealed that the company is looking forward to expanding its operations by increasing its presence in the international market. Also, they revealed that they are looking forward to developing business deals with foreign travel agencies to promote the tourism potential of Pakistan (Annual report 2021).

Based on the agenda of the company, the representative revealed that they are interested in understanding the factors, which are acting as a barrier to international tourists in Pakistan. The representative also revealed that the changing political environment and reduction in the terror threat, and the bloggers’ presence in Pakistan have helped to develop a positive image of Pakistan in the

international tourism industry. However, efforts are required to protect the company's image. This thesis's findings will help in revealing the areas in which the commissioner can work and achieve their aim or goals related to the international tourists.

5 RESEARCH METHODOLOGY

Research methodology refers to the discussion related to the different methods and techniques available for conducting the research study. It is followed by the justification of the selection of specific methods to carry out the research (Devi, 2017). In this thesis, the focus is to identify different factors, which exist as threats and opportunities for the Tourism Industry of Pakistan. For the collection of the data, which could provide the evidence related to the research problem, the research design is developed by keeping the exploratory research design in consideration. The further selection of the methods and techniques is followed according to the nature of the research.

5.1 Research Strategy

There are two methods of research. One is the quantitative method, where the researcher gathers numerical data to interpret it. Other is the qualitative method, where the data is collected in form of narratives. It includes the statements, which are gathered, observed, and analysed for presenting the findings. Each of these methods has its benefits and drawbacks (Oflazoglu, 2017). Based on the nature of the study and the objectives to be addressed, this thesis is based on the quantitative method.

For producing the quantitative data, this thesis is based on the data collected from the primary source. This is because the reports and articles have been published, which looked into different factors that are acting as barriers or opportunities to the growth of tourism in Pakistan. Therefore, the primary source is considered to acquire the information from the field, which presents the opinions of the individuals who could be the potential target market of Pakistan's tourism industry (Snyder, 2019).

The purpose of considering the quantitative data from the primary source is that it can be collected in large numbers, which can be easily interpreted. The data produced in quantitative form have limited variation and are also easy to interpret. It is for this reason the researcher is interested in collecting the data from a large group of respondents. Therefore, the data is produced, which is similar in nature and it will be easy to process, compare, and analyse by the researcher (Oflazoglu, 2017).

5.2 Data Collection Duration, Tool, and Analysis

There is a duration in which the data is collected, which is known as the time horizon in the research (Saunders, 2011). One type of data set is known as longitudinal. In this, the researcher gathers the data from the years of observation such as annual reports for certain years, experiments in the field, etc. For this, the researcher has to predict the behaviour or pattern of data by collecting data for years. On the other hand, another type is cross-sectional data. In it, the researcher collects the data in a specific duration such as gathering data through a questionnaire in a week or month; it varies according to sample size (Ketchen & Bergh, 2006). There are different reasons for considering each type of data. It mainly depends on the satisfaction level of the extraction of findings from each of the time horizons. In this thesis, a cross-sectional time horizon is selected. The reason is that research has a limited time duration in which the study is required to be conducted. Further, the data required to identify the barriers and opportunities for the Pakistani tourism industry could be identified through the one-time data collection.

For the collection of the data, there are different tools such as interviews, and structured questionnaires. These tools are used for gathering the data from the respondents. The structured questionnaire is developed for the respondents to provide information by developing different statements related to tourism and specifically about Pakistan's tourism industry. The purpose was to understand the level of awareness regarding Pakistan's tourism potential and the reasons behind visiting or not visiting the country. (See questionnaire in the appendix). The questionnaire was distributed among the respondents through the Google Survey Form and a link was shared through social media to relevant groups of respondents.

For the analysis, data is extracted from a Google Survey Form in the form of an excel sheet. The data was further directed toward the analysis by using the frequency distribution tests in a Pivot Table. It will produce the overall findings related to the opinions of the majority and others.

5.3 Sampling

For the collection of the data, there is a need of developing the sampling framework. There are two methods through which the sample is extracted. One is probability while the other is non-probability. As reflected in its names, the probability method shows the possibility of selecting a specific group of

respondents from the population while non-probability means there are no specific criteria for selecting the respondent (Snyder, 2019). In this study, the probability sampling method was used. It was preferred to select the individuals who travel to other countries due to different purposes. It helped in better understanding their perception and opinions related to tourism in Pakistan.

There are numerous techniques of selecting the sample group of the study. These techniques are based on the ways through which the respondents are being identified and approached by the researcher. One of the most effective technique is the random sampling technique. This is considered as the researcher after inquiring the respondents about their interests of travel can randomly select them to fill out the questionnaire (Saunders, 2011). Moreover, the sample size of the study is selected as 100 to gather the maximum responses for understanding the perception of people. It is believed to provide the adequate evidence that are used for interpreting the findings and addressing the objectives of the study.

5.4 Reliability and Validity

Lastly, the important elements of the research data are to ensure the reliability and validity of the data. Reliability refers to the quality of the information that is reliable. On the other hand, validity refers to valid information. These elements are addressed by adopting the recommended methods and techniques in the literature and justifying each of the selected approaches. It helps in presenting the facts, which ensure reliable and valid information (Tsang, 2016).

The reliability of the instrument is developed by adapting statements from the past studies' findings. Therefore, the instrument produced reliable facts as these were already tested statements being referred to in the past. The validity of the study is based on the methods selected for collecting the data. In this study, validity is ensured by adopting the methods that have been used previously. Tsang (2016) revealed that selecting the methods related to the research problem produces valid findings.

6 DATA FINDINGS AND ANALYSIS

This chapter presents the findings derived through processing the data collected during April and May 2022 from the respondents. Questionnaires were shared through social media to receive at least 100 responses. In total 105 responses were collected, out of which 5 responses were incomplete and were omitted. The remaining 100 responses are processed and analysed to understand the perception of the people residing in Finland about tourism and tourism in Pakistan. The chapter includes two main sections. First, the demographic analysis of the respondents is conducted while the second section includes the analysis of the responses provided by the respondents through the Google Survey Form.

6.1 Demographic Profile of Respondents

The demographic profile of the respondents include questions for understanding the respondents who have shared their valuable opinion. First, the gender and the age of the respondents were compared with each other by using the Pivot Table in an Excel sheet. The results are shown in table 1 below.

TABLE 1: Gender in Comparison to Age of Respondents

Row Labels	Count of Age
Female	44
21 to 30 years	17
31 to 40 years	7
41 to 50 years	12
older than 50 years	3
Younger than 20 years	5
Male	55
21 to 30 years	19
31 to 40 years	16
41 to 50 years	10
older than 50 years	5
Younger than 20 years	5
Other	1
older than 50 years	1
Grand Total	100

The findings revealed that 44 of the respondents were females while 55 of the respondents were male and one with another gender type. In total 100 of the respondents provided their opinions. In the case of female, the majority of the respondents were aged between 21 to 30 years while male respondents were mostly from 21 to 40 years of age. The other type of gender was only one respondent aged more than 50 years. Overall, almost every age group representation was observed, which will provide the opinions over years of life experiences.

Next, respondents were inquired about their marital status, and the findings are shown in table 2 below.

TABLE 2: Marital Status of Respondents

Row Labels	Count of Marital Status
Female	43
Married	19
Relationship	7
Single	18
Male	55
Married	23
Single	32
Other	1
Single	1
Grand Total	100

From the findings, it is revealed that respondents with different marital statuses have shared their opinions. It is important as married people have more responsibility, which also impacts their travelling frequency and purpose.

Respondents were further asked whether they had any children, if yes, how many. The respondents' responses provided the following results shown in figure 5 and table 3.

TABLE 3: Respondents with Children

Row Labels	Number of Children
Female	44
No	31

		21
Yes		13
Male		55
No		38
Yes		17
Other		1
No		1
Grand Total		100

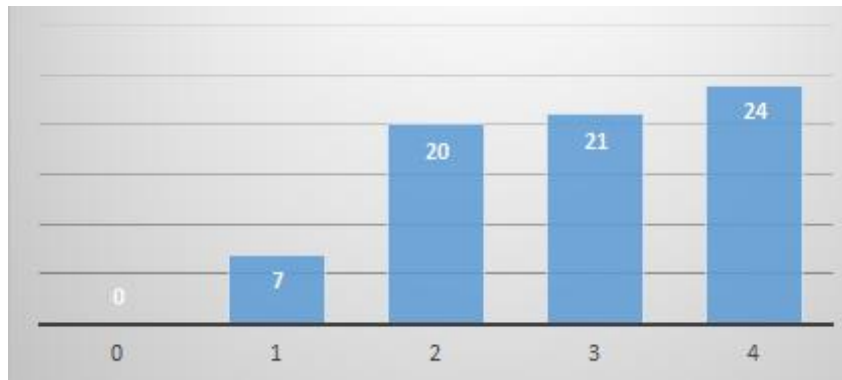


FIGURE 5: Numbers of Children

This question showed that 13 females while 17 males had children and the question on the numbers of children revealed that 7 of the respondents have 1, 20 respondents have 2, 21 respondents have 3, and 24 respondents have 4 children. It reveals that respondents have different levels of responsibilities with them.

Next, the respondents were asked about their qualifications. The results are shown in figure 6. It is observed that respondents are from diversified educational backgrounds.

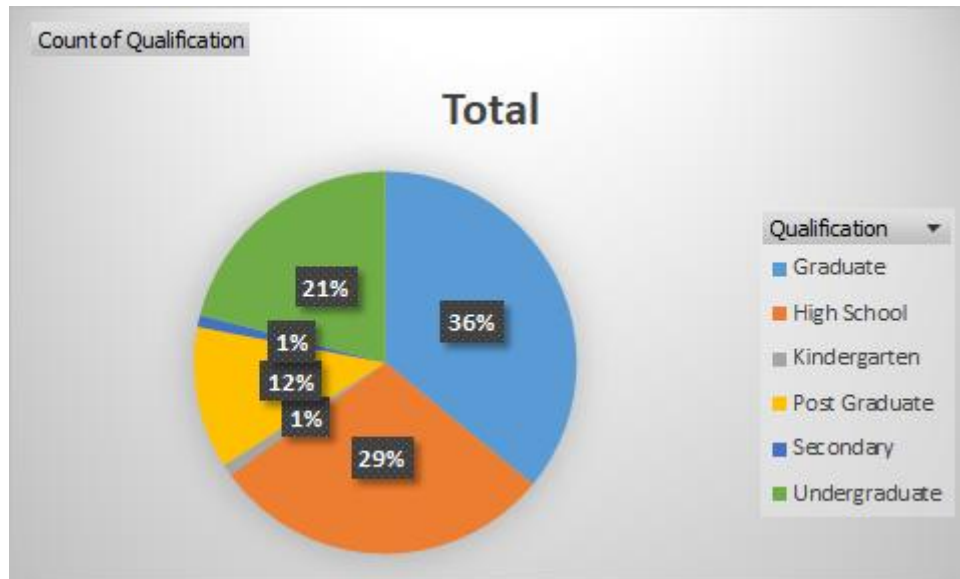


FIGURE 6: Respondent's Qualification

6.2 Questions Related to Tourism

The respondents were asked 15 questions related to tourism by developing different questions related to tourism. The first question was, “Do you travel outside Europe for tourism purposes? If yes, can you please specify the county?” The responses gathered were processed and shown in in figure 7 below.

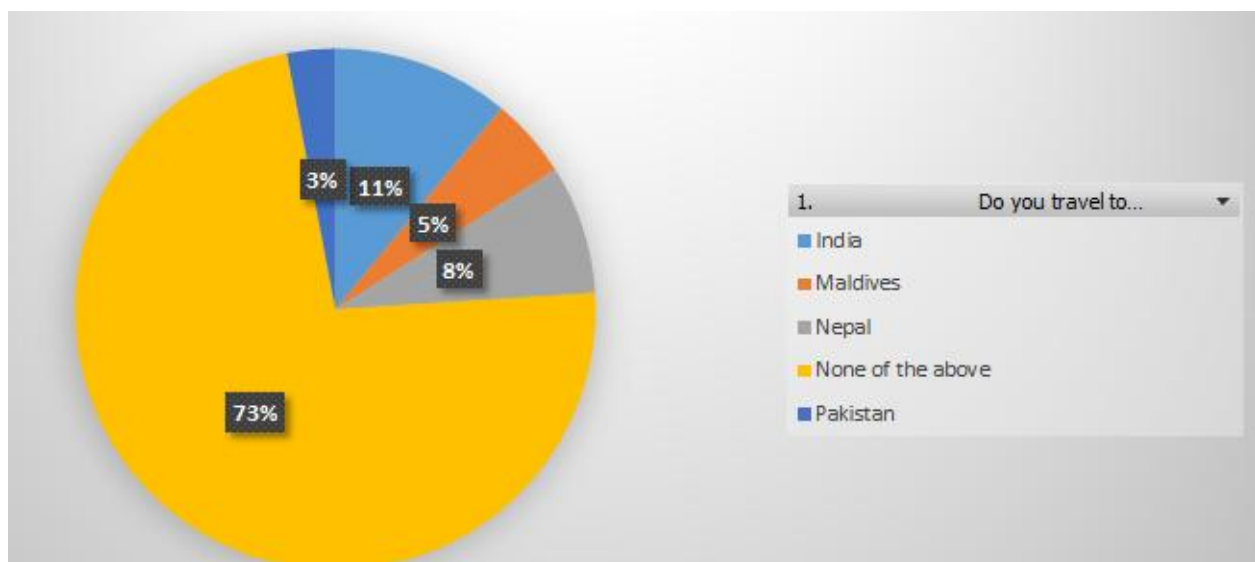


FIGURE 7: Countries Visited

The options were related to the South Asian country as in this thesis the focus is Pakistan, which is a South Asian country. Majority of the respondents, which is 73 respondents have not travelled to any of the countries given as options. Furthermore, 11 respondents had visited India, 5 visited the Maldives, and 8 visited Nepal, while only 3 respondents had visited Pakistan. This shows Pakistan is not considered by many people to visit.

Next, respondents were asked to provide information regarding the factor they consider while considering to travel or visit the country. The question was, “What is important to you as a tourist?” The feedback of the respondents is presented in figure 8.

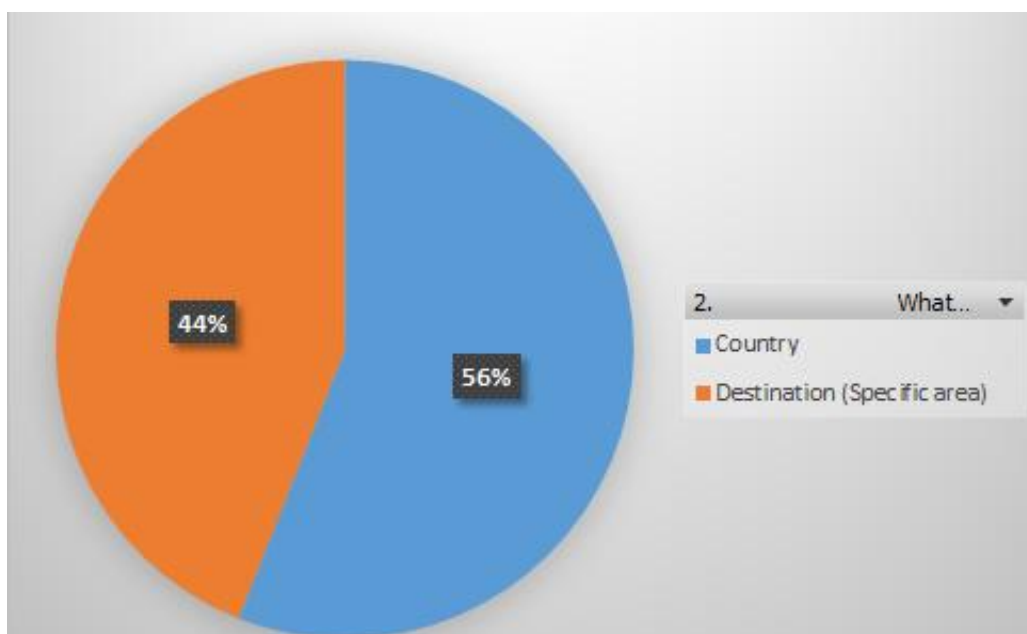


FIGURE 8: Preference as a Tourist

Respondents were asked to choose between country and destination. From the above figure, it is revealed that 56 respondents consider the country instead of any specific area to travel to. While 44 consider the destination to travel to.

Furthermore, respondents were asked, “What are your reasons for travelling to foreign countries? (Select all correct options)”. The responses of the respondents are analysed and presented in the figure 9 below.

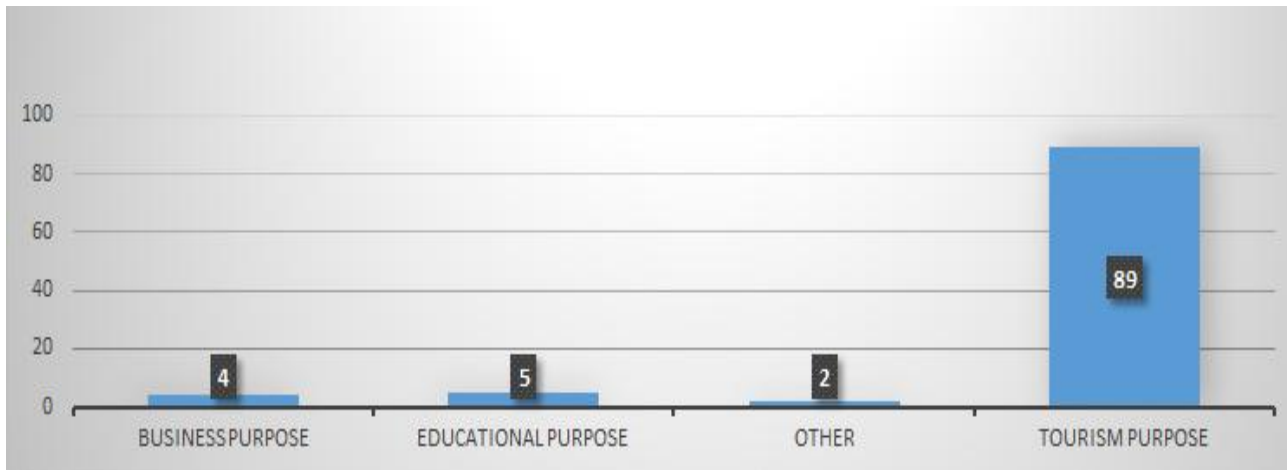


FIGURE 9: Purpose of Travelling

From the analysis, it is observed that 89 respondents travelled to other countries for tourism purposes. This presents the potential of reaching out to a diversified target market. Furthermore, 4 travelled for business purposes, 5 for educational purposes, while 2 travelled for other reasons. Overall, it is observed that the majority of the respondents prefer to travel for tourism reasons.

Furthermore, respondents were asked, “If your purpose is tourism, which of the following factor affect your decision for choosing the destination or country?” The purpose of asking this question was to identify the factors that could be considered by Pakistan’s tourism industry to develop and promote to increase the inflow of tourism. The findings are shown in figure 10 below.

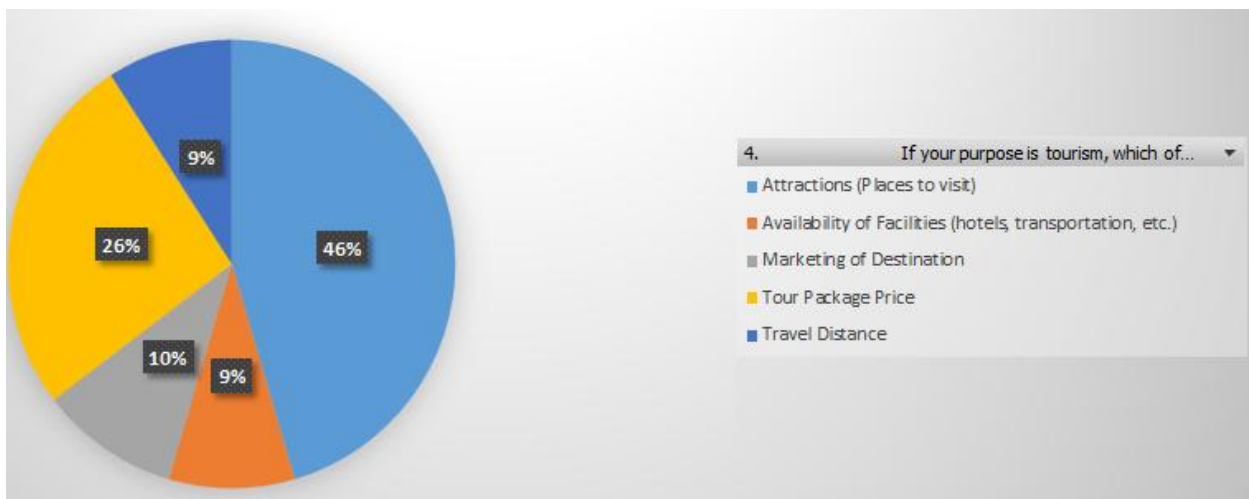


FIGURE 10: Factors Affecting Travel Decision

The majority of the respondents revealed that their decision to travel or visit is affected by the attractions available within the area. Secondly, 26% of respondents revealed that they look into the tour package price to decide whether they want to visit the particular destination or not. Moreover, marketing destination affects 10% of respondents, and availability of facilities and travel distance affects 9% of respondents. This provides different factors that are existing as the opportunity and can be considered by the Pakistan tourism industry for developing the tourism of the country.

The next question was, “Which category of tourism do you like the most?” The reason for this question was to understand the interest of the tourists and whether Pakistan has such opportunities that could be promoted among the travellers. The responses received are shown in figure 11 below.

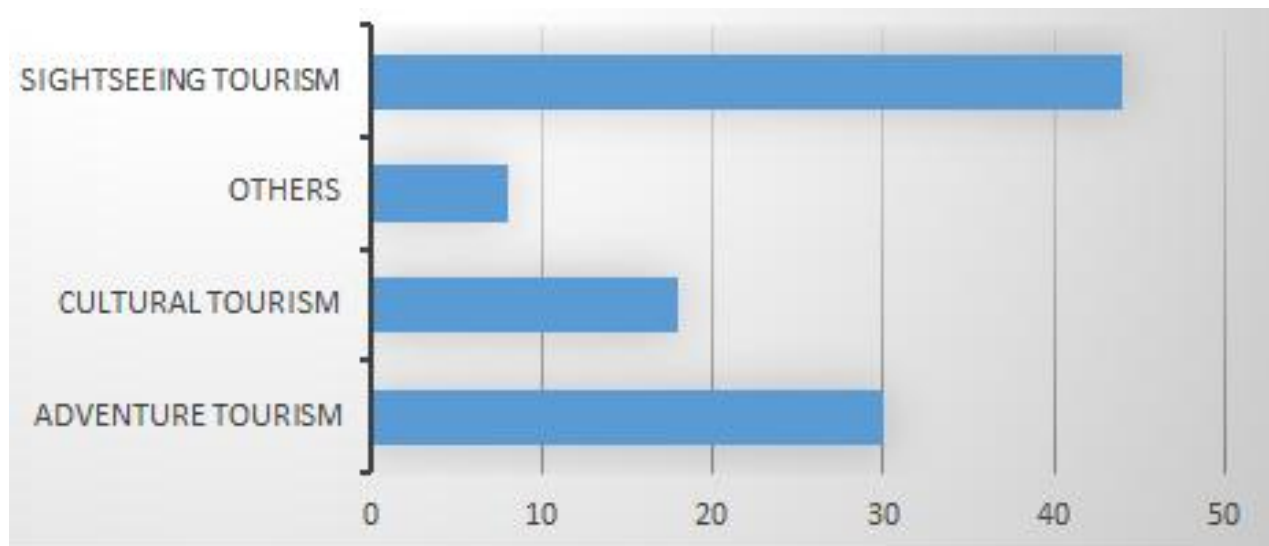


FIGURE 11: Likeness to Tourism's Type

It was observed that 44% of the respondents look for sightseeing tours. It means that they like to visit different places that have some attractions and places to see. 30% of the respondents look for adventure tourism to travel to different places. Moreover, 18% of the respondents selected cultural tourism as their preference while travelling to different places while 8% of respondents referred to other tourism kinds to be considered while travelling to different areas.

Related to it, the next question was, “Would you like to visit a country, which has diversified attractions such as cultural diversity, historical attractions, beautiful landscapes, etc.?” The reason to consider such a question was to see the potential of tourism for Pakistan as literature revealed that it has such areas and opportunities for tourism. The findings are shown in figure 12 below.

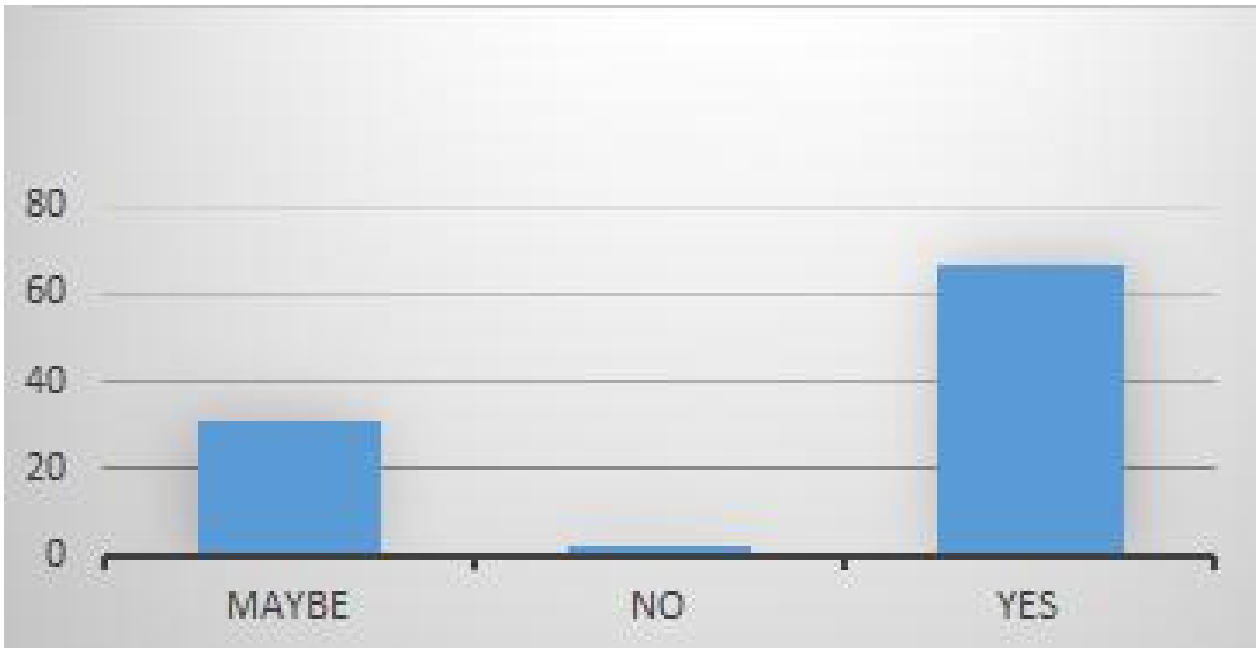


FIGURE 12: Preference to Visit a Place with Certain Features

The analysis revealed that 67% of the respondents were willing to visit such places. 31% stated maybe while 2% refused to visit such places. Overall, the majority of respondents were willing to consider visiting such places.

Next, respondents were asked, “Tourism marketing affects your decision for choosing the destination.” Respondents were asked to provide their opinion by showing agreeableness with the statement. The results produced through the analysis are shown in figure 13 below.

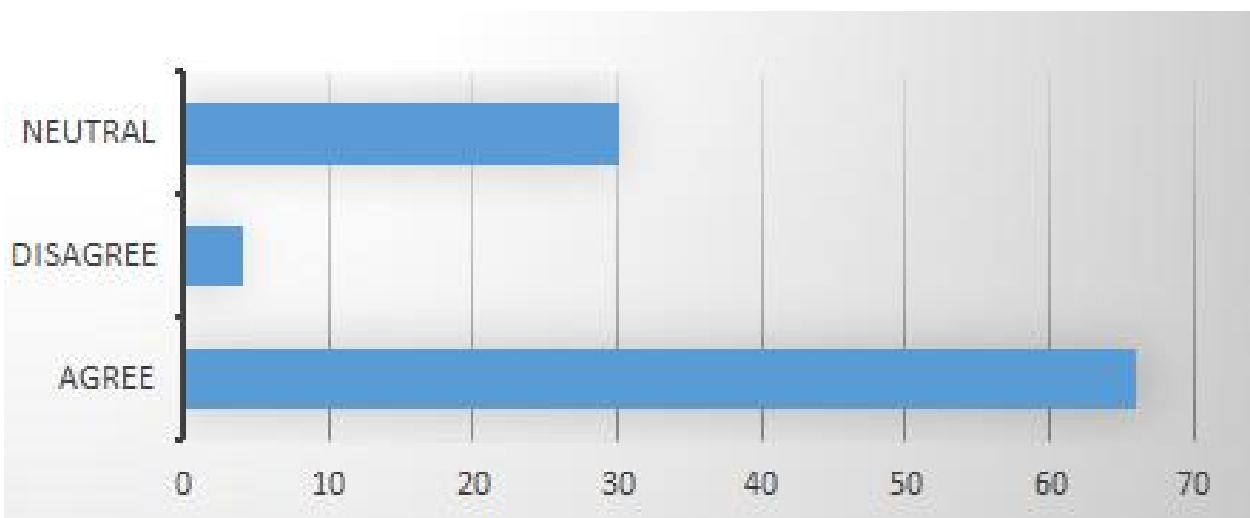


FIGURE 13: Impact of Marketing on Travel Decision

66% of the respondents state that they agree that the marketing of the destination creates an impact on their decision to visit the place. 30% remained neutral to the statement while 4% disagreed with the role of marketing in the tourism promotion of the country or destination.

Another related question was asked, “Do you think that social media affect your decision in selecting a tourism destination?” It was inquired to understand whether the respondents were being affected by the social media platform or not. The responses were analysed and the results are shown in figure 14 below.

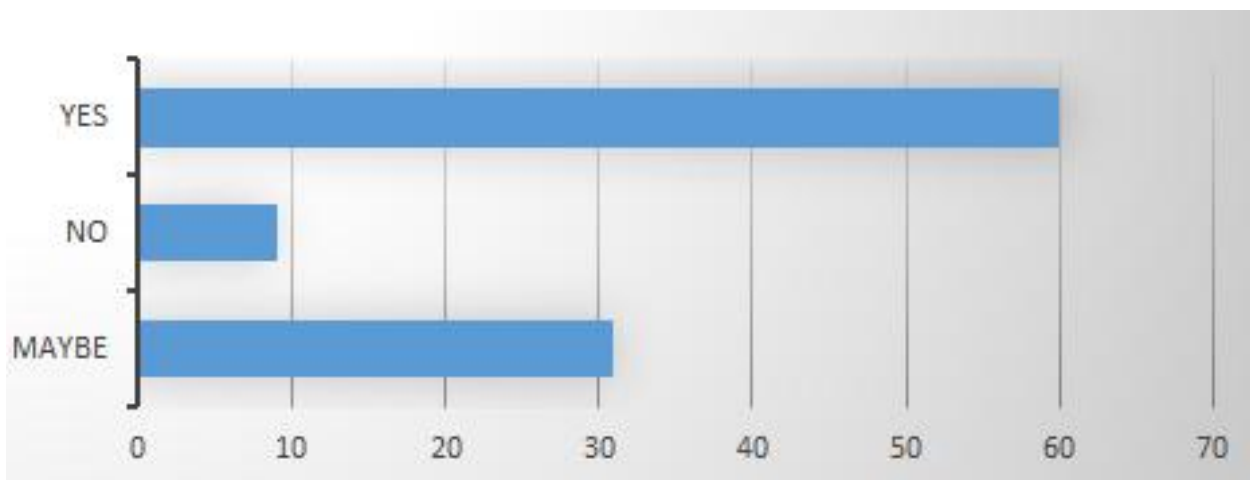


FIGURE 14: Impact of Social Media on Travel Decision

60% of respondents stated yes social media impact their decision of selecting the destination to travel to. 31% stated that maybe social impact affects their decision while 9% selected no as an option. It revealed that only 9% were not being influenced by social media while travelling to any place. There could be different reasons for not getting affected, but the majority of the respondents are being affected.

Next respondents were asked, “Do you agree that countries with a strong infrastructure can accommodate and attract more tourists?” The purpose of asking such a question was to understand the potential of tourism in Pakistan based on it. Figure 15 below presents the result after analysis.

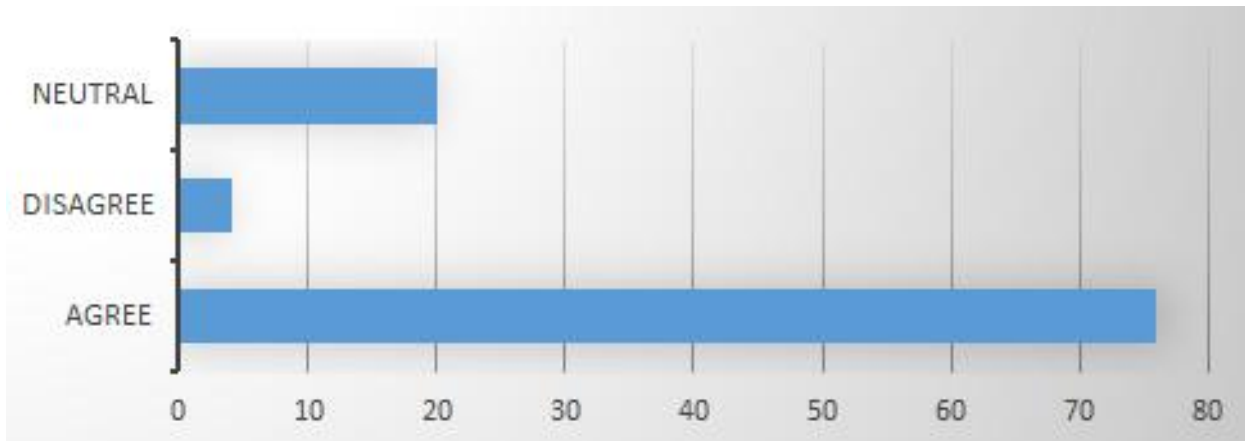


FIGURE 15: Role of Infrastructure in Tourism

76% of respondents agreed that strong infrastructure plays an important role in attracting tourists while 20% of respondents remained neutral about it. Only 4% disagreed with the statement as they believed that infrastructure cannot attract tourists.

The next question was the most important question asked by the respondents. It was, “Where do you seek information regarding the travel destination?” The reason was to analyse the platforms that could be explored for creating word of mouth for promoting tourism and consider it as an opportunity. The results are shown in figure 16 below

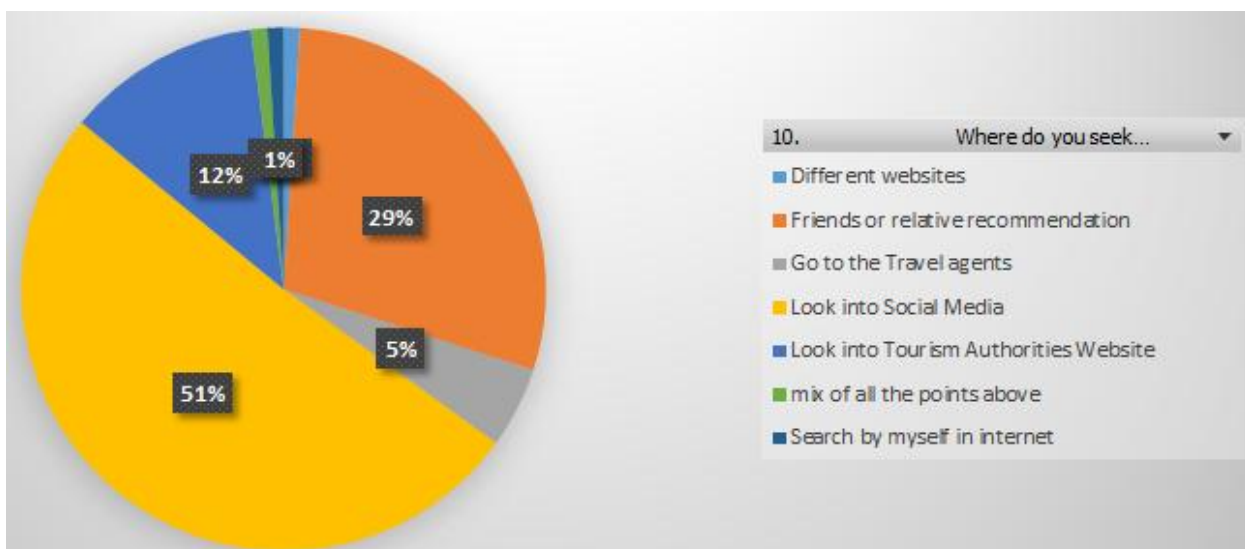


FIGURE 16: Source of Gathering Information

51% of the respondents added that they are into social media for gaining information regarding their destination. 29% of respondents referred to friends and relative recommendations. 12% revealed that

they look into different websites developed by the tourism authorities. 5% revealed they prefer to go to the travel agent. 1% of respondents referred to personal search and 1% to different websites for identifying the destination to visit. 1% of respondents referred to all of these points as they collectively impact the travel decision.

Next respondents were asked, “Have you visited any South Asian country?” The results acquired are presented in figure 17.

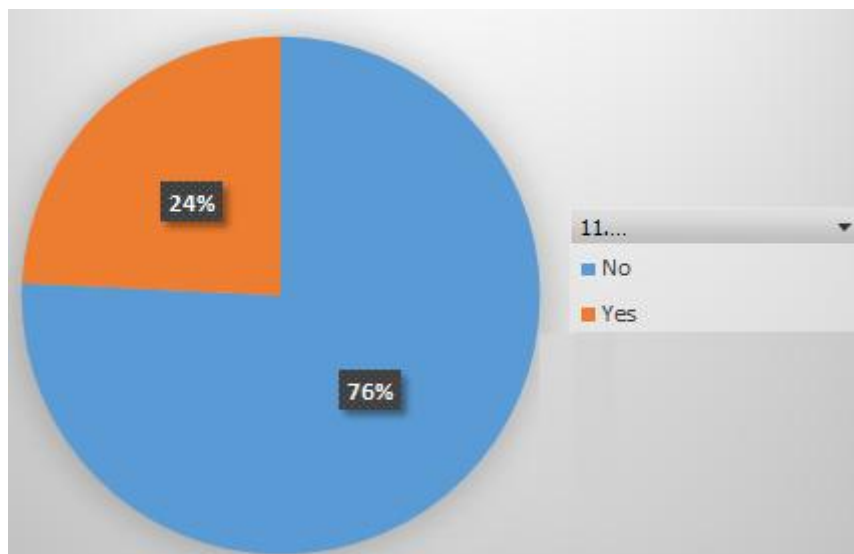


FIGURE 17: Visit to South Asian Country

It was revealed that 76% of respondents have visited the South Asian countries while 24% have not visited any of the South Asian countries. Related to this question, respondents were asked, “If not, which country would you like to travel to for tourism purposes?” The reason for asking this question was to understand the willingness of the respondents to visit different countries. The results are shown in figure 18.

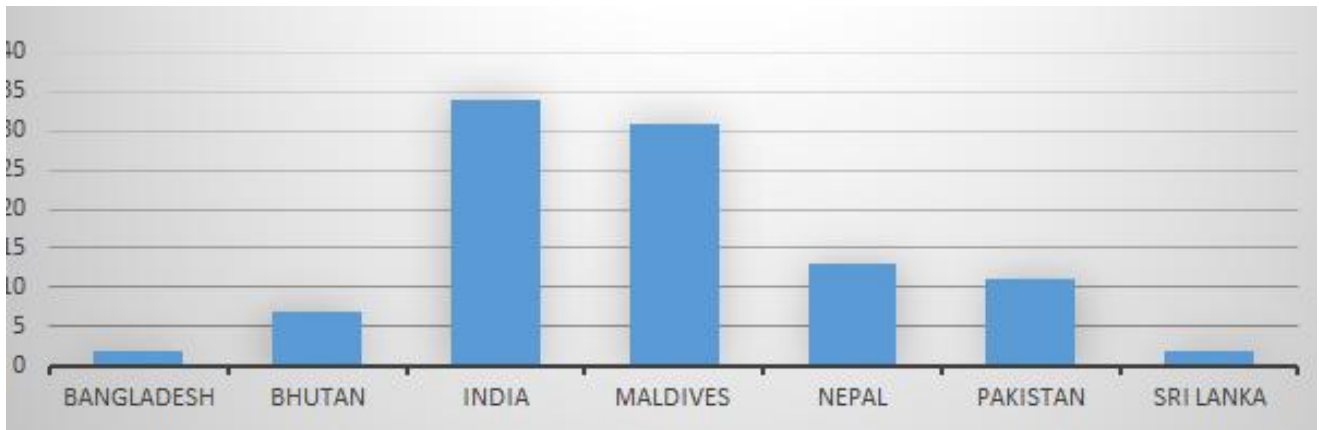


FIGURE 18: Preference to Visit

34% of respondents revealed they wanted to visit India, 31% selected the Maldives, 13% selected Nepal, 11% selected Pakistan, 2% selected Sri Lanka, 2% selected Bangladesh, and 7% selected Bhutan. It reveals that people have different interests and they are considering visiting these countries. It also includes Pakistan, which provides an opportunity to increase the foreign tourism trend within the country.

The next question was, “What is your most important reason for selecting the country?” This question was asked to understand the factors that could be improved to increase the tourism inflow within the country. The results are shown in figure 19.

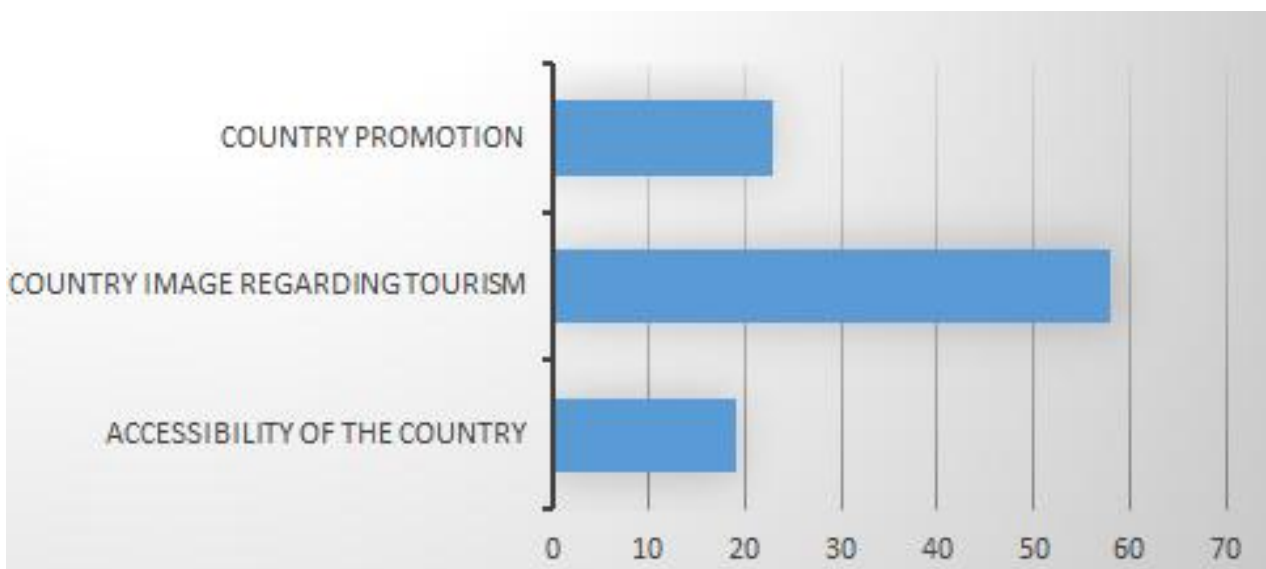


FIGURE 19: Factor Impacting Country's Selection to Travel

58% of respondents referred to the country's image regarding tourism. This is important and observed in the literature that Pakistan faced a decline in tourism due to terror activities. Hence, it is important to improve the tourism image of the country. 19% referred to the accessibility of the country while 23% referred to the country's promotion as a tourism country.

The next question was, "If you are offered an affordable tourism package for Pakistan, would you consider it?" The purpose of asking this question was to analyse whether Pakistan can be a tourist destination for the respondents or not. The findings are shown in figure 20.

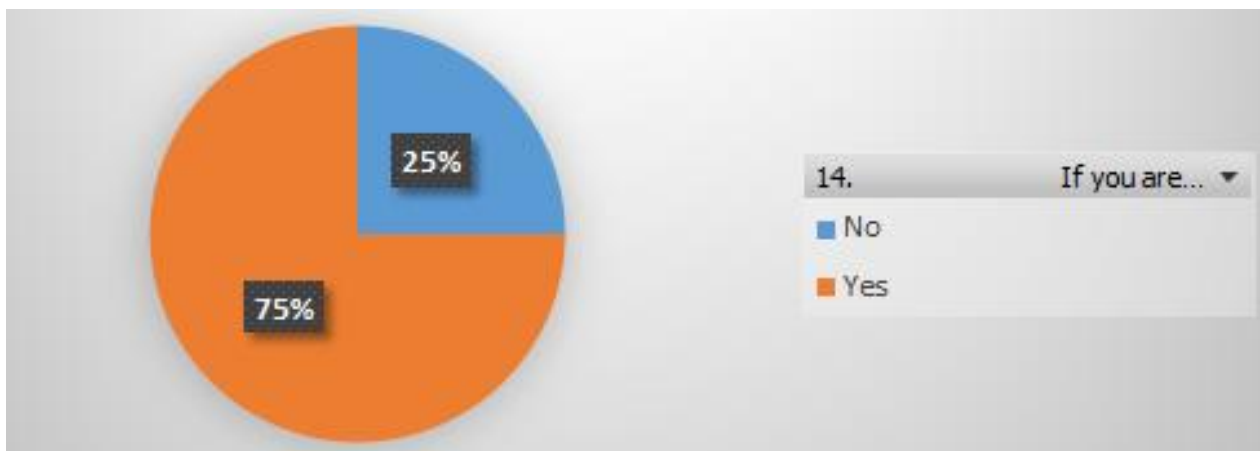


FIGURE 20: Pakistan's Visit

It was observed that 75% of respondents agree to visit Pakistan while 25% refused to do it. This shows the majority of the respondents are willing to visit and travel to Pakistan. Another related question was asked, "If not, what is the reason for not considering Pakistan?" It was asked to understand the reasons that result in a declination of the tourism within the country. The findings are shown in figure 21.



FIGURE 21: Reasons for Not Visiting Pakistan

It was observed that 56% of respondents do not have enough information about the country. The lack of information results in declining tourism within the country. 21% of respondents referred to the negative image of the country. However, 21% also added due to the lack of facilities for travelling within the country. Moreover, only 1% of respondents referred that Pakistan is not attractive to be visited. Overall, it is observed that people want more information while travelling to any country, which is an important part of travelling.

Based on the analysis conducted, it is revealed that different factors identified in the literature review, which have been existing as a threat to the tourism in Pakistan are also found proved through the findings based on the data collected from the respondents. It provides strong practical implications to be advised to the commissioner, which is discussed in detail in the next chapter.

6.3 Analysis of Findings

The research aim was to identify the factors that could be used as the opportunity or barriers to tourism growth in Pakistan. The observations made provided important facts, which are discussed here.

The first objective of the thesis was, “To understand the awareness among tourists about tourism potential”. Overall, tourism statistics disclosed in the literature review provided evidence that over the last couple of years; the flow of tourism has increased within the country. Followed by it, different

types of tourism have emerged and people are looking for different countries and destinations to visit to fulfil their desire for specific tourism. The adventure, cultural, religious, and many other kinds of tourism have been discussed in the literature. The data collected from the respondents have also shown that the respondents are considering different reasons or types of tourism while travelling. It revealed that respondents want to go for adventure, look for cultural values, and numerous other factors when they travel. It reveals that people are becoming aware of different kinds of tourism. Also, they are willing to visit different countries for recreational purposes. This also reflects the level of awareness of the people toward tourism.

The next objective of the study was, “To identify the factors, which can be used as an opportunity to promote international tourism in Pakistan”. Looking into the literature, the natural beauty of Pakistan, its cultural diversity, historical aspects, and numerous other factors of the country have been highlighted. It is revealed that these factors of the country can create the tourism flow within the country. Moreover, the data collected by the respondents revealed that the country by promoting its image through marketing and social media can create opportunities for travellers to visit the country. Furthermore, respondents also showed a willingness to visit the country with the attractions like one Pakistan got. Moreover, the country is developing infrastructure and creating facilities to accommodate the people. These factors are opportunities that could increase tourism within the country.

The third objective of the study was, “To identify the factors, which are acting as the barrier to the growth of international tourism in Pakistan.” In the literature, the terror activities were revealed as one of the most negative factors impacting Pakistan’s tourism potential. Though the terror activities have almost ended, they still left a negative image in the mind of people. Different other factors are also found in the respondents as they do not have the required or enough information about the country. Also, Pakistan’s authorities are required to promote tourism activities at the international level to increase the flow of tourists within the country.

7 RECOMMENDATION TO COMMISSIONER

In the previous chapter, important facts have been drawn related to the tourism trend and awareness among foreigners related to Pakistan. The questionnaire was designed in a way, which helped in identifying the overall willingness of people to travel to South Asian countries to understand their willingness to travel across different countries. The data collected from the respondents is observed to showcase that the overall tourism trend in Pakistan is relatively low. However, there are different aspects, which have been highlighted by working on which, the country can enjoy the higher tourism turnover within the country. Furthermore, based on the analysis made and findings drawn, some important recommendations can be made to the commissioner based on the opportunities and barriers to tourism in Pakistan.

7.1 Factors Existing as the Barrier to Company's Growth

One of the major concerns for the company was the lack of foreign tourists within the country. The company is directed toward offering different services, which are available by the local tourists. It is observed from the data collected that Pakistan is not being promoted or people do not have the awareness regarding the tourism potential of Pakistan. This is critical as Pakistan has different natural landscapes, which are considered the potential source of pulling tourists to the country in case like Scotland, Switzerland, and many other countries. Hence, the lack of information and awareness of the country among people is one of the major barriers to tourism growth within the country.

Another major factor as the barrier to tourism growth within the country is the image of the country. Pakistan has for decades remained under the threat of terrorism, which not only affected the foreign tourism activities within the country but also created hurdles for the economic stability of the country itself. There is an immense need to promote the positive aspects of the country and reveal how the country has become stable and control all negative activities within the country. This is important to develop the trust of the tourists in the country.

Despite the government's immense efforts, there is a lack of facilities within the country that could accommodate a large number of tourists. During the seasonal activities, the local tourists moving to different areas result in chaos. This is because of the lack of required facilities to manage the tourists

within the country (Geo, 2022). This is very important to understand that for increasing tourism within the country, there is a need to develop enough infrastructure so that the locals, as well as the international tourists, could be accommodated. Pakistan is still facing the problem of high prices during seasons, which creates a lot of problems for tourists. There is a need for government intervention for the positive promotion of tourism within the country.

7.2 Recommendation to Exploit the Opportunities

The majority of the respondents have revealed that they are interested in visiting the country based on its unique attributes. In Pakistan, a literature review revealed that researchers have identified the potential of tourism based on the geographical features, cultural heritage, and historical places to attract tourists. These places exist as an opportunity that could be marketed by the company among their target market through different platforms. It will help the company to get the attention of the people interested to travel.

Followed by it, respondents have revealed that their decision to select or travel to any particular destination is affected by the marketing campaigns and also through social media. It reveals that through the development of an effective and appropriate marketing plan and by using the digital platforms, Travel Makers (Pvt.) Ltd. Pakistan can reach out to a large group of tourists. In doing this, they will be required to develop a plan that will highlight the positive side or image of the country. This is important because, in the findings, some of the respondents revealed that they did not consider travelling to Pakistan due to its negative image. Therefore, it is important that during developing the marketing campaign for promoting the tourist sight in the country, the company also focuses on promoting the positive image of the country.

Also, recently government efforts were made by Pakistan's authorities to develop the infrastructure for accommodating the tourists. It includes different programs such as the development of Campaign pods in different regions of Khyber Pakhtunkhwa, Gwadar seaport, Attabad Lake in District Gilgit, and many others (BOI, 2022). It is important to understand that the government is taking measures for developing the tourism flow in different regions or parts of the country. Travel Makers (Pvt.) Ltd. Pakistan can consider these sights and develop a marketing plan that could provide the maximum information to the tourists related to the attractions of these different developed regions. This is

considered because within the analysis conducted, it is observed that the majority of the respondents did not travel to Pakistan due to a lack of information and lack of facilities to accommodate the tourists.

Overall, different important factors have been identified. By working on these factors, not only the company but also the country can improve its image as a tourist destination. They can direct their resources for achieving higher numbers of foreign tourists that could help the company to increase their sales and revenues and also the reach of the business into different markets.

8 CONCLUSION

This thesis study has provided some important insightful findings related to tourism in the country. The findings and recommendations of the study are based on the findings derived from an observation made in the literature review and the first-hand information collected from the respondents. Overall, the objectives of the thesis have been achieved. For this, data is collected by adopting the appropriate methodology followed by specific methods and techniques to achieve the research objectives. It is concluded from the conducted research that Pakistan has huge tourism potential. It is required by the authorities to bring changes in the way of promoting the country to acquire a positive response from the foreign tourists.

The theoretical part of the study provided evidence regarding the potential of tourism within the country. Followed by the potential of tourism, it also explicitly different types of tourism creates opportunity within the country. Each country is observed to have a different type of tourism, which solely creates revenues and contributes to the economy of the country. Furthermore, the economic facts have revealed that the economies are relying on the significant contribution of the tourism industry. Pakistan's tourism industry is witnessing significant growth in the revenues generated by the industry.

The research is carried out by collecting the data from the individuals who travel to different countries for different purposes. The questionnaire was developed by using simple and understandable statements for the respondents. The statements were developed that helped in revealing the perception of the respondents related to tourism and its potential in South Asian countries. Moreover, the analysis process was simple by using Microsoft Excel. It helped in producing significant evidence by using the comparison analysis against different responses.

The study has provided the important facts from the analysis related to different factors that are existing as barriers to the growth of tourism within the country. These factors have been highlighted in the literature in different contexts. However, findings from the current study have further supported the impact of the different negative factors on the growth of tourism within the country. Moreover, the factors existing as opportunities are also being identified. It is observed that the use of technology and the latest ways of communication and interaction can produce favourable outcomes for tourism growth in the country.

In the end, the commissioner was provided with different aspects for considering to increase the tourists for the business. The focus on digital marketing can help the company to increase its digital presence and also acquire a positive response from the global tourists. However, efforts are required to be made at the national level by the company as well as the government authorities to develop such infrastructure that can accommodate the foreign tourists within the country. It will require years of planning, but the existing resources can be exploited in a manner that will promote tourism within the country.

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APPENDIX: QUESTIONNAIRE

This questionnaire is designed to fulfilling the academic degree requirement of my university. I'm working on my thesis and focused on understanding the Tourism Industry Potential of Pakistan. It is a request from you to provide your valuable and honest opinion on the inquired questions related to the research purpose. It is preferred that you are a frequent traveller and like to go to other countries for different purposes.

Also, by filling out this questionnaire, it will be believed that you have participated in this research voluntarily.

Regards,

Hafiz Ehsan

Respondent's Profile

Please select the most suitable option:

- Gender Male Female Other
- Age Less than 20 years 20 to 30 years 31 to 40 years 41 to 50 years above than 50 years
- Marital Status Single Married Other
- Qualification High School Undergraduate Graduate Post Graduate Other

Questions

Select the right option.

1. Do you travel to outside Europe for tourism purpose? If yes, can you please specify the county?

- Pakistan
 India
 Afghanistan
 Sri Lanka
 Nepal
 Bhutan
 Maldives
 Bangladesh
 None of the above

2. What is important to you as a tourist?

- Country
 Destination (Specific Area)

3. What are your reasons for travelling to foreign countries? (Select all correct options)

- religious purpose
 educational purpose
 business purpose
 tourism purpose
 Other

4. If your purpose is tourism, which of the following thing affect your decision for choosing the destination or country?

- Travel Distance
- Availability of Facilities (hotels, transportation, etc.)
- Tour Package Prices
- Attractions (Places to visit)
- Marketing Destination

5. Which category of tourism do you like the most?

- Cultural Tourism
- Sightseeing Tourism
- Religious Tourism
- Adventure Tourism
- Others

6. Would you like to visit a country, which has diversified attractions such as cultural diversity, historical attractions and beautiful landscape, etc.?

- Yes
- No
- Maybe

7. Tourism marketing affects your decision for choosing the destination?

- Agree
- Neutral
- Disagree

8. Do you think that social media affect your decision for selecting the tourism destination?

- Yes
- No
- Maybe

9. Do you agree that countries with a strong infrastructure can accommodate and attract more tourists?

- Agree
- Neutral
- Disagree

10. Where do you seek information regarding the travel destination?

- Friends or relative recommendation
- Look into Tourism Authorities Website
- Go to the Travel agents

Look into Social Media

Other _____

11. Have you visited any South Asian country?

Yes

No

12. If not, which country would you like to travel for tourism purpose?

Pakistan

India

Afghanistan

Sri Lanka

Nepal

Bhutan

Maldives

Bangladesh

Other

13. What is your most important reason for selecting the country?

Country Image regarding tourism

Country Promotion

Accessibility of the country

14. If you are offered an affordable tourism package for Pakistan, would you consider it?

Yes

No

15. If not, what is the reason for not considering Pakistan?

You do not believe there is any attractive place to visit in Pakistan.

Due to negative image of Pakistan.

Due to lack of facilities to travel.

Not enough information about Pakistan

Not interested to travel