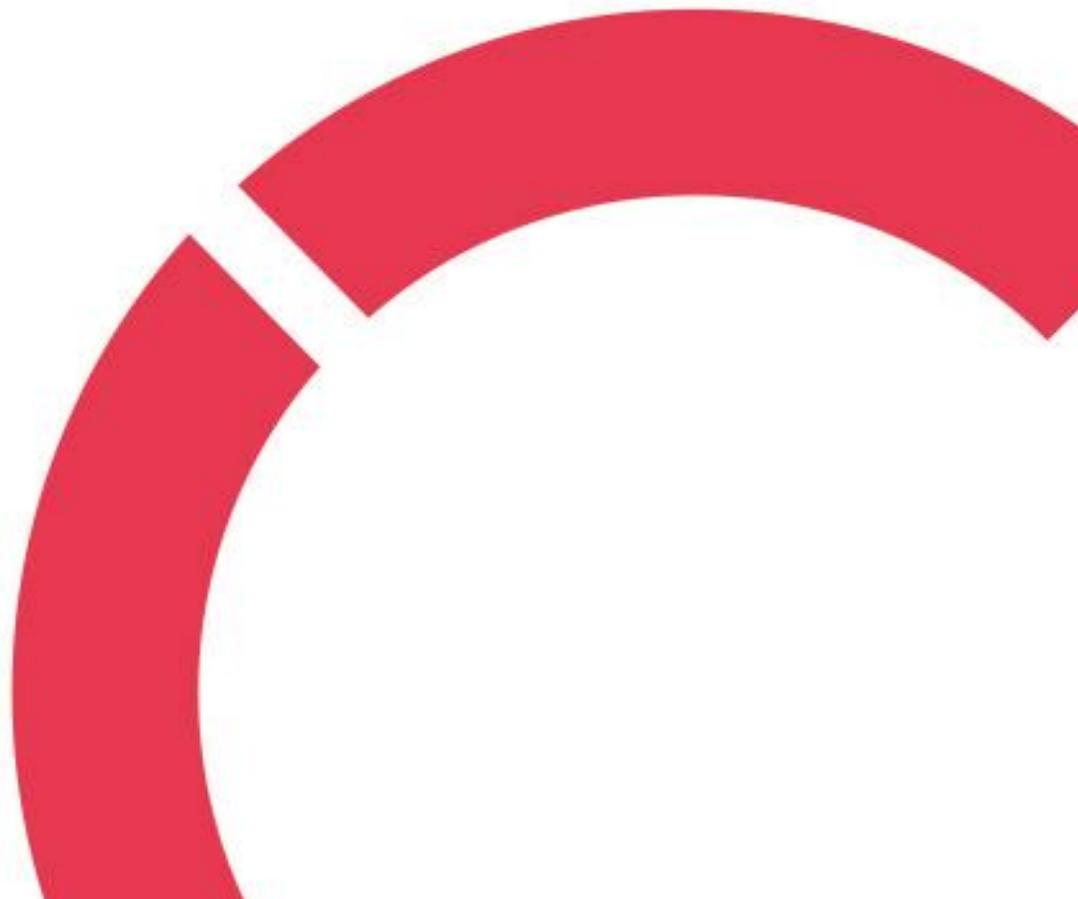


Muhammad Bilal

**THE TOURISM BUSINESS IN NORTHERN PART OF PAKISTAN:
SWOT ANALYSIS**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES
Bachelor of Business Administration, International Business
April 2024**



ABSTRACT

Centria University of Applied Sciences	Date April 2024	Author Muhammad Bilal
Degree programme International Business-BBA		
Name of thesis The Tourism Business in Northern Part of Pakistan: Swot Analysis		
Centria supervisor Katja Viiliäinen-Tyni	Pages 34+ 5	
Instructor representing commissioning institution or company Al Badar 313 Travels & Tours		
<p>This thesis evaluated the industry's potential, threats, weaknesses, and strengths by conducting a thorough SWOT analysis of the tourism business in Pakistan's northern region. The research findings indicate that Northern Pakistan, owing to its remarkable natural scenery, rich cultural legacy, and important historical locations, presents significant opportunities for the growth of a thriving tourism sector. Despite these advantages, the region's tourism industry has not grown as much as it should due to issues including poor infrastructure, unstable political environments, and a dearth of efficient marketing techniques.</p> <p>Using both primary and secondary data sources, the research used a mixed-methods approach to obtain a comprehensive picture of the industry dynamics. Business owners, government representatives, and travellers were among the stakeholders in the tourism sector surveyed, and the results yielded insightful information about the present and potential futures of tourism in Northern Pakistan. The results indicated that the region might become much more appealing to domestic and foreign tourists by investing in digital marketing, upgrading infrastructure, and strengthening security protocols. The report also emphasised how crucial sustainable tourism methods are to maintaining Northern Pakistan's natural beauty and cultural authenticity.</p> <p>The thesis ends by providing stakeholders with strategic advice on how to take advantage of the opportunities and overcome the obstacles in order to support the tourism industry's sustainable growth and development in Northern Pakistan.</p>		

<p>Key words Cultural impact, Environmental impact, Economic impact, Market analysis, Northern Pakistan, Stakeholder perspectives, Sustainable tourism, SWOT analysis, Tourism business, Tourism development</p>

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1 INTRODUCTION

The tourism sector has developed into an essential component of the world economy, not only as a source of money but also as a medium for the interchange of cultural ideas and as a tool for the conduct of international diplomacy. Although many nations have successfully promoted tourism by capitalizing on their distinctive selling characteristics, such as their natural beauty, historical landmarks, or unusual food, others have not yet reached their full potential in this regard. Northern Pakistan is one such unexplored territory; it is a jewel that can be found nestled away during some of the world's most awe-inspiring mountain ranges, such as the Himalayas and the Karakoram. This region is one of the few in the world that has not yet been developed. Despite its natural beauty, the region is undeveloped in tourist promotion. Thus, understanding the main tourism determinants in this region is crucial. Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis organises these categories. Stakeholders can use this thesis's extensive SWOT analysis of northern Pakistan's tourism industry for sustainable growth.

The northern region of Pakistan is characterised by awe-inspiring mountain ranges, lush valleys, and pristine rivers, which collectively present an impressive exhibition of natural magnificence. K2, the second-highest mountain on Earth, is the most impressive of many mountains above 7,000 metres in the region. The resort also provides hiking, white-water rafting, mountaineering, and paragliding. These activities may appeal to adventurous tourists seeking a unique experience. In recent years, northern Pakistani tourism has grown. (Planners, 2024.) Local attractions have been promoted via social media and travel documentaries, raising awareness among domestic and foreign travellers. Despite this, the numbers are still lower than they could be. This is mostly the result of a wide variety of obstacles that the region must contend with, such as inadequate infrastructure and political problems.

Tourism is not only a means by which natural beauty can be displayed but also a powerful economic force. According to estimates by the World Bank, tourism was directly responsible for approximately 3.3% of Pakistan's GDP in 2019. This number is considerable; however, it has the potential to be significantly increased if the tourism industry in the northern region is improved via careful planning and implementation. The development of the region could generate more job opportunities and significantly contribute to the local economies, primarily sustained by agriculture and retail trade on a smaller scale. The region's notable features include several mountains, towering over 7,000 meters, with K2 being the tallest and the world's second-highest peak.

The culture and history of Pakistan may be found in abundance in the country's northern region. This region is home to many indigenous communities, each of which maintains its own distinct history, folklore, and arts and crafts. This region's cultural wealth adds an additional layer that makes it more appealing to travellers who are interested in experiential travel, which goes beyond the typical tourist destinations. (Ahmed, Ahmed, & Abbas, 2022.)

The importance of doing a SWOT analysis cannot be overstated when one takes into consideration the many factors—geographic, economic, and sociocultural—that define the tourism environment in northern Pakistan. It would provide a methodical way to investigate each component in depth, offering an overall balanced picture of the strengths that should be harnessed, the weaknesses that should be rectified, the opportunities that should be embraced, and the risks that should be minimized. Any efforts to encourage tourism could end up being haphazard and unsustainable if such a broad understanding is not present. By reading this thesis, many people, including business owners and policymakers, would be able to obtain useful insights into the subject of maximizing the potential of tourism in northern Pakistan.

1.1 Commissioner

Al Badar 313 Travels & Tours is an esteemed firm founded 15 years ago and has developed into an essential component in travel and tourism industry, with a particular emphasis on Northern Pakistan. They have a reputation for methodically designing customised travel packages and giving advisory services catering to local and international clientele. They operate with a determined team of 5 specialists. This reputation has helped them generate a lot of business. The company has been in business for many years, during which time it has spent that time delving deeply into the complexities of the tourism industry in Northern Pakistan. The entire workforce provides invaluable on-the-ground experience. Their services cover the full range, from individualized travel plans to informative travel advice, and their overarching goal is to guarantee that every traveller can have a genuine and enlightening experience of the diverse attractions that Northern Pakistan has to offer. Due to the substantial experience possessed by Al Badar 313 Travels & Tours, the company is not only a service provider but also a torchbearer for the tourism industry in the region. As a result, the company is a suitable commissioner for a thesis that focuses on a SWOT analysis of the tourism industry. Their real-world observations, large clientele, and substantial industry ties are all expected to contribute significantly to research's depth and breadth. Their comments will serve as a compass, helping to make certain that the research

is grounded in the reality of the industry. The goal is to cast broad light on the challenges and potential of Northern Pakistan's tourism industry by combining their practical experiences and industry know-how with the academic rigor of the thesis. In doing so, the intention is to steer the industry toward a brighter and more sustainable future.

1.2 Research Problem

Tourism, as an industry, has enormous potential to reshape economies, particularly in areas endowed with natural beauty and cultural value. The northern region of Pakistan exhibits captivating landscapes, significant historical landmarks, and a distinctive cultural heritage, aligning with the observation. Although there has been an increase in tourism activities in this region throughout the last decade, there remains a lack of comprehensive knowledge on its complete potential and the obstacles it encounters.

The primary research problem this thesis aims to address is strengths, weaknesses, opportunities, and threats (SWOT) associated with the tourism industry in the northern region of Pakistan? The study's objective is to offer a thorough examination that can function as a guide for many stakeholders, such as local enterprises, politicians, and possible investors, to make well-informed choices and develop successful approaches to advance sustainable tourism.

1.3 Objective Details

This thesis analyses the Northern Pakistani tourism industry using SWOT analysis and primary research. This report identifies the region's tourism industry's unrealized potential and difficulties. This will help local companies, legislators, and investors make educated decisions. Additionally, the study aims to explore the particular elements that make up the benefits and drawbacks of the tourism industry in Northern Pakistan. The research aims to direct stakeholders in utilising the industry's innate strengths and possibilities while addressing its flaws and dangers by identifying these crucial components. The main objective is to encourage the creation of practical plans and initiatives to promote sustainable tourism in the area, so guaranteeing that the travel and tourism sector can fulfil its potential as a major driver of the economy and a forum for cross-cultural interaction.

Secondly, the study will use a thorough questionnaire survey to collect empirical data, and it will target a wide range of tourism sector stakeholders, such as business owners, travelers, locals, and government

representatives. Four main areas will be covered in this questionnaire: environmental sustainability, local community and cultural impact, market dynamics and trends, and economic impact and investment opportunities.

The study intends to offer practical understandings and strategic suggestions for the lucrative and sustainable growth of tourism in Northern Pakistan. It will provide a thorough grasp of the sector from the viewpoints of various stakeholders, adding to a more complete picture of the region's tourist environment. The study's commissioner, who is probably eager to grow or improve Northern Pakistan's tourist industry, would gain from the information provided about market potential, sustainable tourism practices, community effect, and investment opportunities. The purpose of the questionnaire is to gather information that will help with policy development, strategic decision-making, and the identification of sustainable development paths in the tourism sector. This will guarantee that the SWOT analysis is grounded in concrete, real-world data, which will strengthen and apply the study's conclusions and recommendations.

2 TOURISM BUSINESS IN NORTHERN PAKISTAN

Tourism research, particularly in developing countries, has received increased academic interest in recent years. This chapter gives a foundational understanding of tourism in Pakistan, particularly in the country's northern regions by reviewing the available literature that does so. This chapter aims to provide context regarding the current study, highlight gaps in previous research, and argue for the necessity of conducting a SWOT analysis on the tourism industry in northern Pakistan.

2.1 History of Tourism in Pakistan

Pakistani tourism has a long, complex history shaped by geopolitical and economic forces. This South Asian country's tourist history is a fascinating tale of squandered chances, growth spurts, and a changing terrain impacted by internal and foreign factors. According to Brida, Cortes-Jimenez, & Pulina (2016), tourism is often part of a nation's economic growth strategy. Travelers used old trade routes like the Silk Road in Pakistan. Trade was the main goal, but cultural and social exchanges were inevitable. These historical connections established Pakistan as a tourist destination, comparable to how Brida & Risso (2009) highlight tourism's long-term impact on economic growth.

Pakistani tourism was enhanced by colonialism. British colonial authority-built railways and hill stations that impacted tourism. According to Brida et al. (2016), tourist-led growth hypotheses supported an early increase in Buddhist and Hindu religious tourism after independence. Due to political instability and other priorities, tourism was overlooked as an economic engine, reflecting Sequeira and Maçãs Nunes (2008) results on tourism and economic growth.

International tourism demand affects small economies, according to Schubert, Brida, & Risso (2011). International tourism in Pakistan, especially in the north, is promising but turbulent. Like Tang & Tan's (2013, 54) focus on Malaysia's tourism-led expansion, the region has encountered political instability, security difficulties, and inadequate infrastructure. However, domestic tourism, especially in the north, suggests sustainable economic development, supporting Ohlan's (2017, 15) findings in India.

Pakistan has grown in adventure and eco-tourism in recent years. Memorable experiences affect destination satisfaction and behavior. Pakistan's northern regions' natural beauty is becoming more unforgettable for domestic and international tourists. The research by Isik et al. (2018, 42) looked at the connection between economic growth, the use of renewable energy, and the desire for tourists. They found that sustainability is very important. (Gohary et al. 2020.)

2.2 The current state of tourism in Northern Pakistan

The northern region of Pakistan is renowned for its amazing vistas, encompassing a collection of the tallest peaks found in the Himalayas and Karakoram Mountain ranges. As stated on the official tourism website of the Pakistani government, there has been a notable increase in the number of domestic and foreign tourists visiting the region with a specific interest in engaging in activities such as trekking, mountaineering, and adventure tourism. Nevertheless, despite the inherent attractiveness of the northern regions, the complete exploitation of their tourism potential remains unrealized. In the study conducted by Chon (2013, 562), the author examines the many tourist orientations in Southeast Asia and presents an argument for the successful utilization of landscapes resembling those found in Northern Pakistan for the purpose of sustainable tourism. This observation indicates that the region possesses advantages that are not being completely utilized and may be effectively leveraged for the purpose of tourism development.

The Northern parts of Pakistan hold major value in relation to the concept of 'vacation niches,' as expounded upon by Papathanassis (2011, 245). Adventure tourism, cultural tourism, and eco-tourism have arisen as noteworthy, specialized segments within the tourism industry. These niches are not only appealing to a distinct subgroup of travellers, but they are also generating positive spill over effects that are advantageous for the broader tourism industry. The implementation of diversification strategies is of utmost importance in ensuring long-term sustainability and mitigating the adverse effects of fluctuating tourism patterns throughout the year.

Travel advisories, such as those issued by the U.S. State Department, frequently highlight safety problems associated with Pakistan, with a particular emphasis on political instability and security challenges. Although there is a decrease in the number of international tourists due to this factor, it is important to acknowledge that most of the northern regions have maintained a relatively quiet environment and are regarded as secure destinations for tourists. These cautions affect the popular perception of the place, influencing American travellers and the worldwide perspective.

To present a hospitable image to the international community, the Pakistani government has focused its attention recently on highlighting its tourism policies and promotional initiatives. A few steps done in the direction of accomplishing this goal include the development of aggressive marketing techniques and the deployment of online visa systems. However, in order to avoid any negative effects on the tourist experience as a result of the increase in interest, it is essential to solve the current infrastructure barriers, such as insufficient housing and transportation options. (Tourism Department Government of Pakistan, n.d.)

2.3 Challenges and Opportunities in Northern Pakistan's Tourism

In Northern Pakistan, the tourism industry is confronted with a wide variety of opportunities and challenges. Some of the most significant challenges include worries around security, political instability, and inadequate infrastructure. Access to potential tourist destinations is hampered, for example, by issues in transportation, such as aeroplane schedules that are not reliable and the absence of adequate roads. Moreover, the Gilgit and Skardu airports, which are extremely important for the region, are confronted with challenges like as small runways and fleets that are getting on in years.

On the economic front, tourism in Pakistan makes a substantial contribution to the country's gross domestic product (GDP) and employment, and it is anticipated that tourism earnings will increase to \$36.1 billion by the year 2030. The government has not properly harnessed its tourism assets due to operational inefficiencies and policy-level neglect, despite the fact that these potential economic benefits may be realised. As an illustration, the Pakistan Tourism Development Corporation's hotels and restaurants were threatened with closure, which is an indication that there is a requirement for improved management and involvement from the private sector.

2.4 Future Prospects of Tourism in Northern Pakistan

When looking to the future, the tourist business in Northern Pakistan has a tremendous amount of potential, which is supported by the region's natural beauty and cultural wealth. The future possibilities of tourism in this region are dependent on its ability to overcome the issues that are currently being faced and capitalise on the opportunities that are emerging. The improvement of infrastructure, the maintenance of political stability, and the enhancement of safety measures should be the primary areas of

concentration in order to instil confidence in prospective tourists. In addition, providing cultural activities and ecotourism can attract a wide variety of tourists to a destination. Establishing tourist practices that are environmentally responsible is absolutely necessary in order to protect the natural and cultural legacy of the region while also supporting economic prosperity. The government, corporate sector, and local people must collaborate to maximise Northern Pakistan's tourism economy. This forward-thinking initiative could make the region a global tourism destination, boosting Pakistan's economy and reputation. (Khan et al., 2022.)

3 OPPORTUNITIES AND CHALLENGES IN NORTHERN PAKISTAN'S TOURISM

Let us examine the barriers and issues that may prohibit Pakistan from becoming a top tourist destination.

3.1 The Impact of Security Concerns on Tourism

Security difficulties in locations where economic differences between tourists and residents can cause animosity can hinder tourism. This is worse for a host country economically dependent on tourism (Apleni et al. 2020, 56; Baker 2020, 21). Tourism in Northern Pakistan has been affected by national security. Following the terrorist attacks in the United States on September 11, 2001, commonly referred to as 9/11, global opinions categorized Pakistan as a "high-risk" destination due to increased security dangers, like incidents, like as bombings, targeted violence, drone strikes, and the unrest, hampered tourism's potential expansion. During these turbulent times, potential visitors were hesitant to consider Northern Pakistan as a travel destination. Nonetheless, with improved security conditions, the region's tourism economy has seen an optimistic revival, while further efforts are needed to fully realize its potential.

3.2 Role of Government in Tourism Development

The government of Pakistan has not displayed the slightest bit of interest in developing the tourist sector of the country (Arif & Shikirullah, 2019, 76). Previous governments did not put much effort into building hotels or tourist spots that would be fun for both locals and tourists. When travelling, tourists often don't have much choice but to camp or cook their own food, which is an experience that not everyone looks forward to. According to Sadiq (2021, 93) and Khan et al. (2021, 36), the presence of hotels and resorts is therefore crucial for the transformation of visually appealing areas into well-visited tourist destinations. One such example is the town of Tolipir, which is in Pakistani Kashmir and is a renowned tourist destination. The administration is not interested in this location. In addition to the poor road conditions and the waste that can be seen in the area (Akbar et al., 2017, 101; Ajaib et al. 2021, 135) there is a shortage of hotels or other types of accommodation for tourists. Also, the Neelum Valley in Kashmir is famous for being so beautiful that it looks like heaven, exemplifies the nation's infrastructure. Because of this, both tourists from other countries and those who live in these areas are restricted from drawing attention to the natural beauty of these regions among the general population.

3.3 Navigating Social Challenges in Tourism

Borden et al. (2017, 141), Aquino et al. (2018, 91), and Paresashvili and Chitaladze (2019, 14) have identified many aspects that have been shown to positively influence levels of tourist satisfaction. These factors include the quality of customer service, the display of joyful attitudes, and the generosity exhibited by residents. According to Prabhu et al. (2019, 67), one additional concern is the way native residents interact with tourists from other countries. In general, people from Pakistan are known for their politeness, kindness, and compassion. In every city and town in Pakistan, "Welcome to the land of hospitality" is the phrase that is used to welcome foreign visitors.



FIGURE 1. Welcome Sign at the Entrance to Khyber Pakhtunkhwa, Pakistan

Nevertheless, there exist circumstances in which this assertion does not hold true. Self-centeredness is a pervasive attribute associated with achieving financial prosperity. Individuals residing in numerous renowned tourist destinations exhibit a comparable mindset. Without a guide, a journey to the north would be hazardous, you should be prepared for people who will try to get as much money out of you as possible for their services. The sky-high prices that have been created for goods and services are

something that tourists are forced to contend with for the most part. The conduct of the locals is the second issue that needs to be addressed in locations such as Murree. Furthermore, there have been documented instances of tourists encountering physical altercations with residents, a phenomenon that has gained significant popularity on various online platforms. In what ways do Pakistan and its people stand out in the eyes of the rest of the world? The way that this situation is handled may either encourage or discourage travellers from visiting Pakistan.

3.4 Enhancing Infrastructure for Better Connectivity

Naude and Saayman (2005, 45) have identified infrastructure as a potential catalyst for generating tourist demand. The tourist attractions of an entire country need infrastructure. Many variables influence the demand for international travel, some connected to infrastructure (Mandi et al., 2018, 51). Roads, trains, airports, and seaports are essential parts of any country's infrastructure. It is summarized as follows: "Good Road infrastructure makes it easier for visitors to travel about the target country, while good airport infrastructure makes it easier for tourists to go from the aircraft into the country's borders or vice versa." The development of Mauritius' tourist industry depends on its transportation infrastructure (Khadaroo & Seetanah, 2007, 12). Additional research has been conducted by Naude and Saayman (2005, 118) as well as Adeola et al. (2005, 89), demonstrate the importance of infrastructure to the tourist industry. The lack of adequate transportation infrastructure on the island has been observed to make tourists originating from the continents of Asia, Europe, and America uncomfortable. The absence of transportation infrastructure on the island has dissatisfied tourists from Europe and the United States (Ali et al., 2018, 113). As a consequence of these infrastructure challenges, in addition to distance, cost, and the economic status of tourists, it was discovered that the equation describing the demand for tourism was complicated. The transportation infrastructure of a nation is intrinsically linked to its ability to draw visitors. Roads and communications infrastructure in Pakistan have declined as a result of corruption and insufficient investment. The administration disregarded the country's rural areas. There are still a lot of inaccessible places where tourists might go. Although possessing the capacity to attract numerous tourists from various parts of the world, Pakistan's northern regions still need to be developed and have yet to reach their full tourism potential. Kashmir, called "heaven on Earth," is another option, but poor road conditions and a lack of connectivity have made it difficult for tourists to go there. Tourists weren't impressed with Sindh and Baluchistan's breathtaking arid landscapes.

3.5 Exploring Religious Tourism Opportunities

Religious tourism is becoming increasingly popular in numerous countries across the world, particularly in Asia (Albayrak et al., 2018, 68; Kim et al., 2020, 89; Durán-Sánchez et al., 2018, 161). According to Collins-Kreiner (2020, 224), throughout history, travel and religion have had a strong connection, and pilgrimage to sacred sites has always been highly sought after. According to Patwardhan et al.'s 2020 research, the modern tourism industry has made it possible for an increasing number of people who are not pilgrims to visit holy sites, even if those sites aren't obviously related with their religious beliefs. Around 207.8 million people lived in Pakistan as per the census that completed in 2017. According to projections from Macrotrends for 2021, this figure will surpass 207.8 million as well. Pakistan is home to many religious sites, including those associated with Christianity, Sikhism, and Buddhism. Pakistan is home to several prominent Buddhist sites, including the Dhamarajika Stupa and Monastery, constructed during the period spanning 300 BC to 200 AD. Another notable site is the Bhir Mound, built between 600 and 200 BC. Sirkap is a 200-600 AD archaeological site. The 250 BC Jandial Temple is equally significant. Finally, Pakistan's 200–600 AD Jaulian Monastery is a notable Buddhist site. The Sikh religion is responsible for the construction of several of the most revered and holy religious structures in Pakistan, the most prominent of which is the mausoleum that houses the remains of Baba Guru Nanak, the esteemed founder of the religion, in addition, Gurdwara Darbar Sahib can be found at Kartarpur, Narowal; Gurdwara Panja Sahib is well-known for being found in Hasan Abdal; and Gurdwara Sahib can be found in Eminabad, Gujranwala. These three Gurudwaras are widely recognised as prominent religious sites inside the country of Pakistan. The present text discusses the night-time scenery of several prominent religious buildings in Pakistan, including St. Mary's Cathedral and St. Andrew Church-Stained Glass in Karachi, the Holy Trinity Cathedral in Karachi, Bishop's House in Multan, and Sacred Heart Cathedral in Lahore, on the other hand, attract the most tourists from both within and outside of Pakistan. Despite having such a varied range of attractions, Pakistan has yet to comprehensively examine and cultivate the sector in a manner that ensures long-term viability.

3.6 Analyzing Tourism and Travel Trends in Pakistan

The World Travel and Tourism Council (WTTC) says that Pakistan's economy is in bad shape.

1. Travel and tourism's overall contribution to Pakistan's GDP fell from 5.7% (PKR 3,059BN) in 2019 to 3.7% (PKR 2,080BN).

2. The overall employment contribution of travel and tourism in Pakistan has fallen from 5.5% (3,446 jobs-000s) in 2019 to 3.34% (2,089 jobs-000s) in 2021.
3. They spent PKR 138.8 BN (2.9%) of all exports (USD 852.1 MN) in 2021, up from PKR 178.5 BN (3.6%) of all exports (USD 1,095.2 MN) in 2019.
4. In 2021, domestic tourists will spend PKR 1,396.2 billion, compared to PKR 2,134.5 billion in 2019.
5. The variety of overseas visitors is shown in Table 1. According to the statistics, Pakistan's tourism sector has the potential to grow, but it still needs substantial work to flourish.

Table 1. Pakistan Tourism Development Corporation, 2020

S/No	Nationality	2019	2020	2021
1.	United States	211,338	106,847	108,744
2.	Islamic Republic of Iran	62,686	37,693	44,270
3.	United Kingdom	484,744	244,612	149,986
4.	China	108,608	33,820	25,655
5.	Afghanistan	2,138,784	748,493	719,387
6.	Malaysia	8,679	2,232	495
7.	Canada	98,159	48,232	34,315
8.	Germany	33,087	15,096	14,366
9.	Australia	33,504	9,949	2,857
10.	Thailand	4,880	1,192	1,609
11.	South Korea	7,770	2,998	2,257
12.	Spain	14,365	9,016	8,732
13.	Turkey	10,680	7,005	5,899
14.	France	17,808	8,489	8,424
15.	Italy	20,565	10,116	10,955
16.	Sri Lanka	5,471	2,844	2,069
17.	Saudi Arabia	8,840	2,847	2,449
18.	South Africa	8,774	3,854	2,468
19.	Singapore	3,584	730	286

20.	Russian Federation	4,242	2,973	2,892
21.	Netherlands	13,231	6,416	5,964
22.	Mauritius	1,023	377	86
23.	India	75,315	45,176	13,243
24.	Philippines	29,176	27,382	20,749
25.	Poland	2,501	1,371	1,323

4 ANALYSIS OF TOURISM BUSINESS IN NORTHERN PAKISTAN

4.1 Research Design for Tourism Business

The research makes use of a mixed-methodologies strategy, which combines qualitative and quantitative methods, to achieve the goal of acquiring an in-depth comprehension of Pakistan's tourism business in the north. The purpose of this study is to determine the SWOT (strengths, weaknesses, opportunities, and threats) that exist within the tourism industry through the conduct of an exploratory research project.

4.2 Strategies for Data Collection

This research will be supported by a method of data collection involving questionnaire, which is aimed to get the most accurate and comprehensive information possible to carry out a SWOT analysis of the tourism industry in the Northern portion of Pakistan. Questionnaires are used because they are a good way to get a lot of information straight from people. This tool will help people in the area understand its strengths, weaknesses, opportunities, and threats from different points of view. In this section, the methods that were utilized to acquire main and secondary data are broken down in detail, with an emphasis on the planning, execution, and trustworthiness of the sources.

4.2.1 Primary Data

The primary data for this study was gathered primarily using structured questionnaire. Survey was made available online in addition to being handed out in-person at significant tourist destinations. Questions based on a Likert scale and those with multiple choice answers included in the survey, and their purpose is to conduct a quantitative analysis of the responses provided by tourists regarding their experiences and perceptions.

4.2.2 Secondary Data

The primary information will be supplemented with secondary data, which will provide a more comprehensive viewpoint. Google Scholar will primarily be used as a source for scholarly publications that are pertinent to tourism, economic growth, and SWOT analyses. This will ensure that the articles are

reliable from an academic standpoint. These will serve to contextualize the core data and give theoretical frameworks for analysis. In addition, studies and publications produced by the government that are connected to tourism will be investigated. These papers will provide a more official viewpoint on a variety of topics pertaining to the state of tourism in Northern Pakistan, including policy implementations and growth figures.

4.3 Data Collection and analysis Methods

To gain significant insights pertaining to the SWOT analysis of tourism in Northern Pakistan, it is vital to have a solid understanding of how to assess the data that has been acquired. Methods for analyzing both qualitative and quantitative data will be used in conjunction with one another.

4.3.1 Survey Design and Implementation

The "The Tourism Business in Northern Pakistan: SWOT Analysis" thesis study collects quantitative data from tourism stakeholders. Starting with the survey questionnaire is crucial to gathering data on the sector's external and internal influences. The questionnaire begins with demographic questions on respondents' years of experience, role in the tourism business, and employer. Segmenting the data for analysis will help find patterns and trends among groupings.

Likert-scale and open-ended questions will capture varied experiences and perspectives in the survey. Data quantification will be easier using Likert-scale questions, which range from "strongly agree" to "strongly disagree." Open-ended questions allow respondents to share their experiences and opinions in more detail. The survey will be distributed electronically, using easily available and user-friendly online survey platforms. This method simplifies data collecting and processing and expands regional reach. To increase response rates, clear instructions, an estimate of how long the survey would take, and follow-up notifications are used. Survey responses will be kept immediately in a secure database for easy analysis. Prior to the survey's widespread distribution, a pilot test will be carried out with a small sample of participants to get input and make any necessary changes to the questionnaire.

5 FINDINGS AND ANALYSIS

This study focused on Al Badar 313 Travels & Tours in particular and performed a thorough SWOT analysis of the tourist industry in the northern region of Pakistan. A survey was conducted, and 72 replies were obtained from different tourism industry stakeholders, such as local business owners, tour operators, and government officials.

5.1 Survey results

A study into the dynamics and features of the tourism industry was carried out for the thesis "The Tourism Business in Northern Part of Pakistan: SWOT Analysis," with a specific focus on Al Badar 313 Travels & Tours. The survey collected 72 answers on numerous tourism sector factors in this location.

Survey findings revealed several details. The natural beauty and cultural richness of Northern Pakistan, a tourism destination, were highlighted. Many tourism professionals stressed the need of good communication and customer service skills, which they learned through formal training and practical experience.

Tourism issues in Northern Pakistan were also noted. These included logistical issues, tourist numbers, and the need for better marketing to increase the region's profile internationally. It's interesting to note that the study revealed an important preference for in-person, face-to-face contacts over internet communication when it comes to managing tourist relations, suggesting a more conventional approach in the local tourism sector.

The survey also looked at the personal effects of those in the tourism industry, and many participants believed that they had a significant influence on the satisfaction and experiences of visitors. This element underscored the personal nature of the tourism sector in this region, where individual efforts are greatly recognised. The varied answers provide a thorough picture of the tourist sector's current situation in Northern Pakistan, which serves as a strong basis for the SWOT analysis in the thesis.

How long have you been involved in the tourism industry in Northern Pakistan?

70 responses

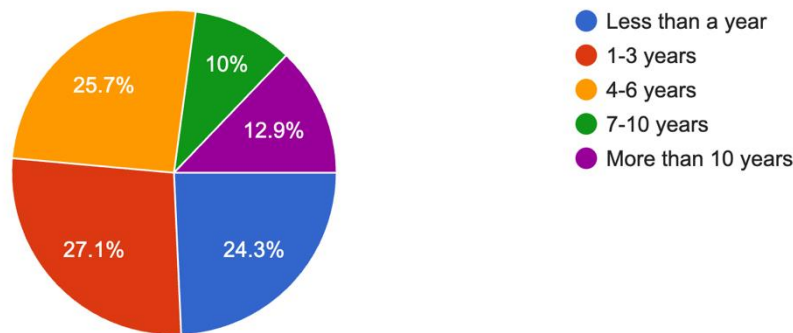


FIGURE 2. Tourism Tenure in Northern Pakistan (n=70)

The data in Figure 2 depicts the tenure of individuals in Northern Pakistan's tourism business. 27.1% of respondents, or the majority, had been in the industry for one to three years, suggesting a recent upsurge in interest. The percentage of those with 4-6 years of experience is slightly lower, at 25.7%, indicating consistent participation over the previous several years. 24.3% of the total are experienced stakeholders, or those who have worked in the sector for more than ten years. This is a sizable percentage that suggests a solid foundation of knowledge. Twelve percent of respondents had seven to ten years of experience, while 10% have been involved for less than a year. This may be due to new arrivals or recent interest in tourism in the area.

What is your role in the tourism sector?

70 responses

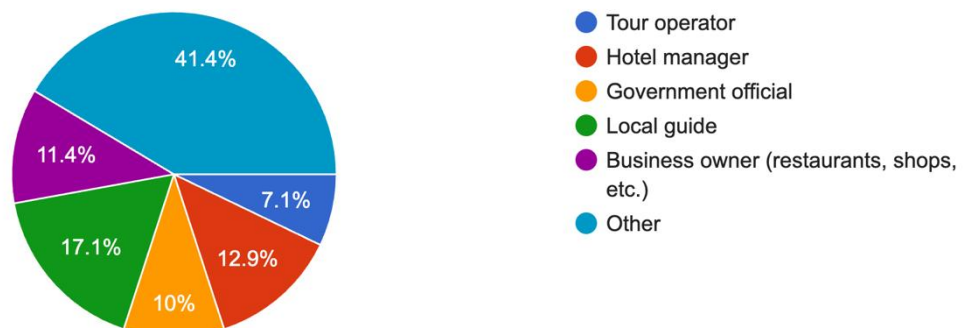


FIGURE 3. Tourism Sector Roles (n=70)

In the tourism sector, Figure 3 shows the roles of seventy respondents. At 41.4%, tour operators make up the largest group, indicating their dominance in the sector. Hotel managers play a big role, accounting for 17.1% of the total, which highlights the significance of lodging services in the tourism industry. 12.9% of the participants are government officials, suggesting a significant level of public sector oversight or support for the tourism industry. 11.4% of the respondents are business owners, including those of stores and restaurants, which highlights the entrepreneurial side of the travel industry. 10% of tours include local guides, demonstrating their vital role in interacting with visitors. Lastly, 7.1% of respondents chose "Other," which could refer to a range of jobs not included in the survey's alternatives.

What unique experience in Northern Pakistan left a lasting impression on you?

60 responses



FIGURE 4. Diverse Tourist Impressions (n=60)

Figure 4 presents a range of personal perspectives regarding experiences in Northern Pakistan. The responses are mixed, with some users expressing disappointment through remarks like "Not good" and "My last impression is not good." There are, nevertheless, a lot of good comments as well, emphasizing the "beauty," "very clean and green atmosphere," and the region's cultural and natural offers, which include friendliness, picturesque scenery, and regional cuisine. Some travelers mention places, such

Swat, the Karakoram Highway, Hunza Valley, and Islamabad, frequently connecting their visits with pleasure, leisure, and beauty. Positive replies emphasize the distinctive and unforgettable features of the natural and cultural surroundings in Northern Pakistan, although indifferent or unimpressed responses are more common.

To what extent do you agree that Northern Pakistan's natural beauty is a strong draw for tourists?

68 responses

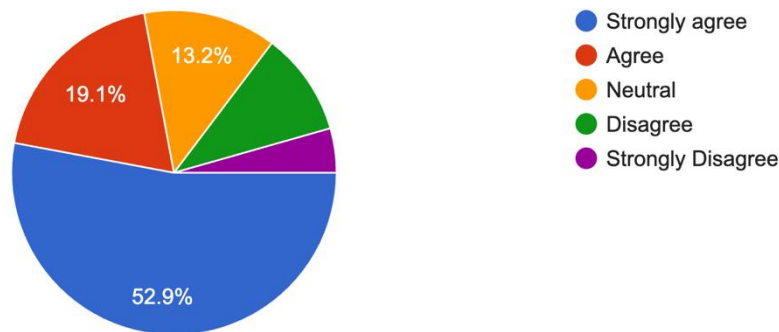


FIGURE 5. Nature's Tourist Appeal (n=68)

The survey results about how appealing Northern Pakistan's natural beauty is to tourists are shown in Figure 5. There is broad agreement on the significance of natural beauty in attracting tourists, as indicated by most respondents (52.9%) who strongly agree with this statement. A further 19.1% concur, adding credence to the idea that tourists are drawn to the area by its natural beauty. Less frequently, neutral responses make up 13.2% of the total, suggesting that most respondents have a strong view on the subject. There is a slight minority of respondents who disagree (13.2%) or strongly disagree (1.5%), indicating that there is less doubt regarding the allure of Northern Pakistan's natural scenery. All this evidence points to a strong conviction in the region's landscapes' attraction value to tourists.

How significant is the impact of cultural heritage on attracting tourists to Northern Pakistan?

68 responses

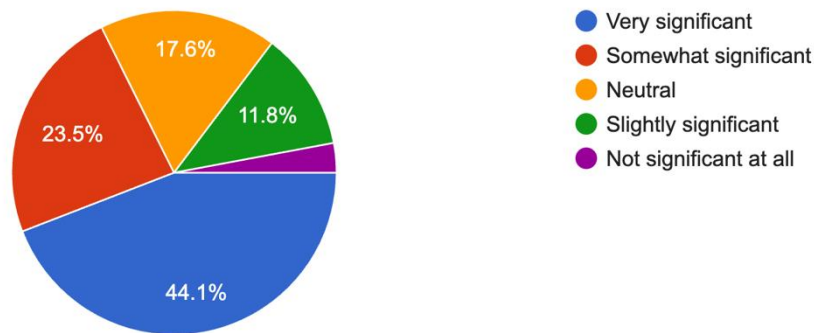


FIGURE 6. Heritage's Tourist Impact (n=68)

Figure 6 illustrates how tourists in Northern Pakistan assess the influence of cultural heritage. The majority of respondents, or 44.1%, think the influence is extremely considerable, indicating that a major contributing aspect to tourism is cultural heritage. The next large group, at 23.5%, views the impact as somewhat significant, reflecting a more moderately positive view of the importance of cultural heritage. 17.6% of replies are neutral, which may indicate hesitation or a lack of conviction. Eleven percent of respondents consider the impact to be somewhat important, indicating that although they recognize some influence, they do not consider cultural heritage to be the main attraction. A small percentage (2.9%), who see little to no correlation between cultural heritage and tourism attractiveness in Northern Pakistan, believe the impact is not substantial at all. In general, the majority of respondents agree that the region's cultural heritage plays a significant role in drawing tourists.

What are the biggest challenges you face in the tourism industry in this region?

68 responses

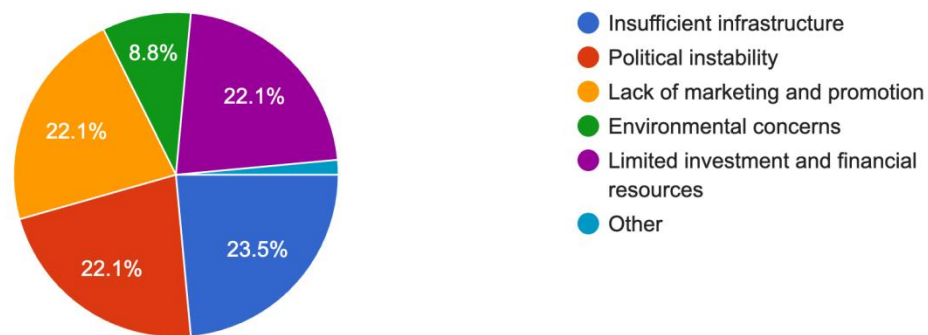


FIGURE 7. Tourism Challenges Analysis (n=68)

Figure 7 illustrates the range of difficulties that people in a specific region's tourism business encounter. There is a nearly equal distribution of obstacles among the four main issues. The largest challenges, according to 22.1% of respondents, are inadequate infrastructure and political instability. These findings underscore the importance of structural and socio-political barriers to the industry's expansion. A comparable percentage of respondents also mention a lack of marketing and promotion, indicating that raising people's knowledge and interest in the area is a difficult task. A proportion of 23.5% of participants expressed concerns about the environment, suggesting that there is a need to strike a balance between tourism and environmental sustainability. Economic obstacles are reflected in the lesser portion (8.8%) that names insufficient investment and financial resources as the primary problem. Finally, 22.1% of respondents chose the 'Other' category, which could encompass a variety of vague obstacles, indicating that there may be more particular difficulties that are not covered by the pre-selected answers.

How would you suggest improving accessibility to remote areas in Northern Pakistan?

59 responses

Transportation Infrastructure:

Roads and Bridges: Invest in the construction and maintenance of roads, especially in challenging terrains. Build bridges and tunnels where necessary to connect remote areas.

Upgrading Existing Routes: Upgrade existing routes like the Karakoram Highway to improve connectivity and facilitate smoother transportation.

Improving accessibility to remote areas in Northern Pakistan involves a multi-faceted approach that addresses both infrastructure and socio-economic factors. Here are several suggestions to enhance accessibility:

Transportation Infrastructure:

Roads and Highways: Invest in the development and maintenance of road networks, ensuring that they are well-constructed and properly maintained, especially in challenging terrains. This includes the improvement of the Karakoram Highway and the creation of alternative routes.

Bridges and Tunnels: Construct bridges and tunnels where necessary to overcome geographical obstacles such as rivers and mountains, facilitating smoother transportation.

Public Transportation:

FIGURE 8. Accessibility Solutions (n=59)

Figure 8 seems to be an assortment of comments regarding ways to make Northern Pakistan's isolated areas more accessible. The suggestions can be categorized into several themes: improving transportation infrastructure by investing in the construction and maintenance of roads and bridges, especially in challenging terrains; upgrading existing routes such as the Karakoram Highway; expanding public transport services and integrating technology for better efficiency; improving air connectivity by upgrading air-ports; involving community in infrastructure projects; providing training and employment opportunities in the transportation sector; utilizing drones and telemedicine; developing supportive government policies; promoting education on the benefits of infrastructure; and ensuring environmental sustainability in development projects. The answers point to a holistic approach to development, stressing the role that infrastructural and socioeconomic variables play in improving accessibility. The agreement indicates an understanding that better infrastructure is essential to both the expansion of tourism and the welfare of regional populations.

How would you rate the level of government support for tourism development in Northern Pakistan?
68 responses

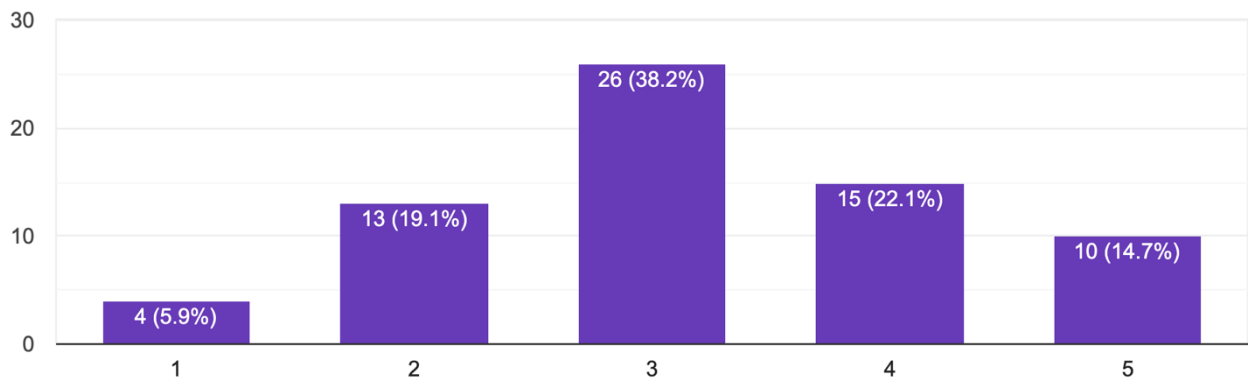


FIGURE 9. Government Support Rating (n=68)

Figure 9 is a bar graph of the extent of government support for tourism development in Northern Pakistan, as reported by 68 respondents. With 38.2% of replies, the most prevalent ranking is a 3 out of 5, indicating that a sizable portion of respondents think the government support is moderate. With a grade of 4, which is the next highest category, 22.1% of respondents thought the help was good. 19.1% of participants gave the government a rating of 2, meaning they felt it was insufficient, and 14.7% gave it the highest rating of 5, meaning they thought it was very high. Just 5.9% of respondents gave the government's assistance the lowest possible grade of 1, indicating that very few people thought it was very subpar. Although there is some optimism about government support for tourism in Northern Pakistan, there is still room for development, as evidenced by the distribution of responses, which leans toward average satisfaction.

In your opinion, what are the most promising emerging markets for tourism in Northern Pakistan?
69 responses

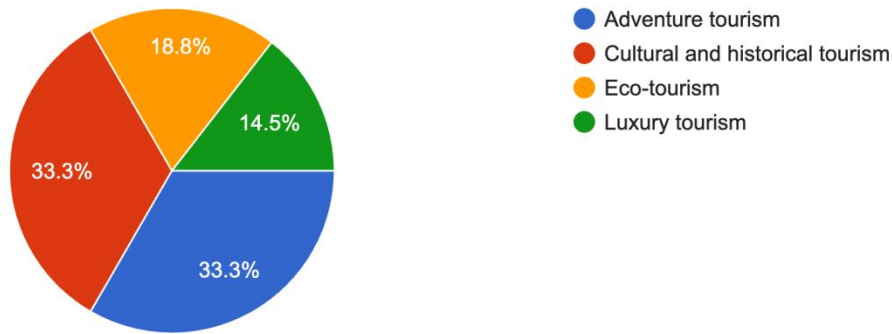


FIGURE 10. Tourism Market Potential (n=69)

Figure 10 depicts a pie chart of replies to a survey question about the most promising rising tourism markets in Northern Pakistan. The graph indicates that, with 33.3% of comments going to each category—adventure tourism and eco-tourism—opinions are evenly divided. This implies a strong notion that Northern Pakistan's promise resides in attractions that cater to outdoor activities and environmental sustainability. The next big market is thought to be cultural and historical tourism, with 18.8% of responders showing a strong interest in the area's rich history. With only 14.5% of replies, luxury tourism is regarded as the least promising, which could reflect the early stages of the development of up-scale amenities or services. The table, taken as a whole, shows that respondents had a balanced point of view, with a focus on the natural and exciting experiences that Northern Pakistan has to offer.

How does political stability in the region affect tourism business?
68 responses

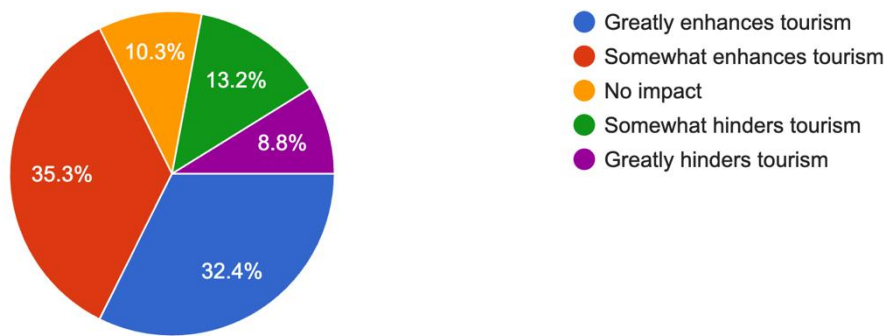


FIGURE 11. Stability's Impact on Tourism (n=68)

An illustration of respondents' opinions regarding the impact of political stability on the travel and tourist industry in a particular area can be found in Figure 11. With 35.3% saying it substantially enhances tourism and another 32.4% saying it slightly enhances, most people agree that political stability has a good impact on tourism. This shows that the majority of respondents believe that political stability is good for business. However, a lower percentage of respondents—13.2%—state that political stability has no bearing on travel. 10.3% of respondents believe that political unrest slightly inhibits travel, compared to just 8.8% who believe that it substantially hinders travel. According to the statistics, there is a broad understanding that political stability benefits the tourism industry, even though it is acknowledged that this is not the only element influencing the growth of the industry.

Are there sufficient training and development opportunities for those working in tourism here?

69 responses

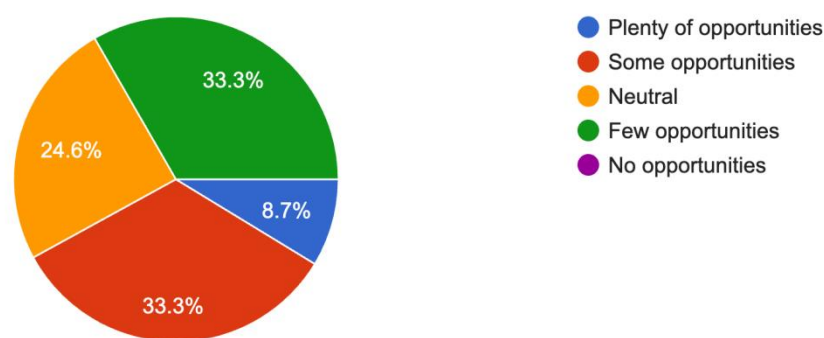


FIGURE 12. Tourism Training Opportunities (n=69)

An overview of survey responses on training and development opportunities in the tourism industry is shown by the Figure 12. The graph shows that respondents' perceptions of "plenty of opportunities" and "some opportunities," both with 33.3%, are equally divided. This suggests that most people think there are at least some opportunities, and a sizable percentage think there are plenty of them. A lesser percentage, 24.6%, expresses neutrality toward the opportunities that are available, indicating that they may not see the current circumstances as either good or negative or that they may not know enough to make an informed decision. Merely 8.7% of participants express their belief that there are limited opportunities, while 0% of respondents feel that there are no options all for training and growth in the tourism industry. According to the data, there is potential for improvement in training and development programs even though there is some optimism for professional growth in the tourism business.

What impact has the growth of social media had on tourism in your area?

68 responses

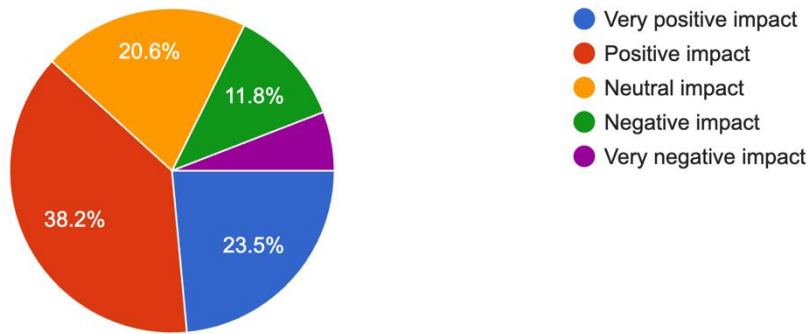


FIGURE 13. Social Media's Tourism Impact (n=68)

Figure 13 analyzes the perceived influence of social media on tourism in a particular area. With 38.2% citing a very favorable impact and 23.5% identifying a positive impact, the majority of respondents admit a good influence. This implies that social media is often regarded as an advantageous instrument for advancing travel. A lesser percentage (20.6%) think social media has had no effect at all, suggesting that they may not have noticed any notable changes in tourism because of social media or may not be sure how much of an impact it has had. 11.8% of respondents said they thought social media had a bad impact on travel, compared to 0% who thought it had a very negative impact. The responses demonstrate the tremendous influence social media has on the tourism industry, with a strong bias in favor of good outcomes.

How do you view the competition within the tourism sector in Northern Pakistan?

69 responses

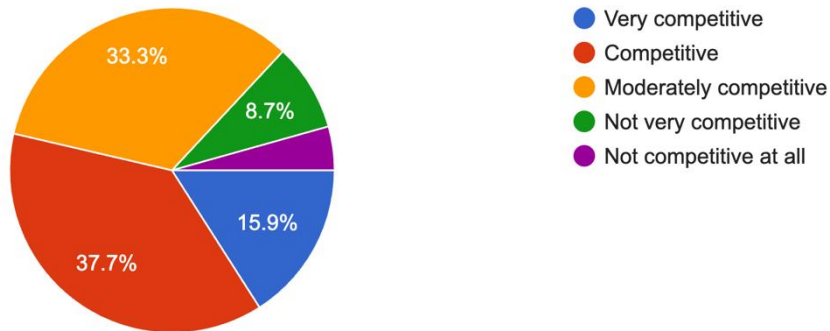


FIGURE 14. Tourism Competition View (n=69)

Figure 14 sheds light on how the tourism industry in Northern Pakistan perceives competition. A significant proportion of participants, including 37.7%, perceive the industry as highly competitive, signifying intense competition among enterprises in the area. This is closely followed by 33.3% who believe there is competition, which supports the idea that the market is dynamic. A balanced competitive climate is suggested by the 15.9% of respondents who view the competition as moderately competitive. A smaller percentage, 8.7%, believes there is little market rivalry, and that the competition is not that fierce. Finally, a very tiny percentage (0%), thinks there is absolutely no competition. These results are consistent with the widespread belief that there is competition, albeit to differing degrees, in the Northern Pakistani tourism sector.

What changes would you like to see to improve the tourism industry in Northern Pakistan?

68 responses



FIGURE 15. Tourism Improvement Wishes (n=14)

Figure 15 shows what changes people wanted to see in the Northern Pakistan tourism business to make it better. Improved infrastructure is advocated for by most respondents (30.9%), suggesting that this is the area that needs growth the most. With 25% of comments, better government policies and support are the next most popular reform, indicating a strong demand for more efficient governance and support. 17.6% of the comments mention enhanced marketing and promotion tactics, indicating a need for increased outreach and exposure. 14.7% of respondents said they would want to see more money invested in ecologically friendly tourist activities, indicating an increasing concern for eco-friendly travel. 10.3% of tourism professionals selected training and development, showing a need for skill improvement in the industry. Finally, a smaller portion of 0% mentions problems with air, land, and water quality, indicating worries about environmental health as a factor in tourism.

In what ways can tourism more positively impact local communities in Northern Pakistan?

55 responses

Tourism can bring prosperity in the lives of local community.

It can create multiple jobs in various sectors of tourism.

By making the areas more clean, offering the tourists security and good services

Different place is not good in Pakistan so the people should make a good

Funds

Infrastructure Development:

Invest in Local Infrastructure: Use revenue generated from tourism to invest in local infrastructure projects, including roads, sanitation facilities, and healthcare centers. This can benefit both residents and visitors.

Tourism has the potential to bring various benefits to local communities in Northern Pakistan when managed responsibly. Here are several ways in which tourism can have a positive impact:

Economic Onnortunities:

FIGURE 16. Tourism's Local Impact (n=55)

As for how tourists might help the people who live in Northern Pakistan, Figure 16 shows a variety of answers. There are many signs that tourism could help the economy grow, create jobs, and open business opportunities. A lot of money is being put into infrastructure like roads, sewage systems, and hospital facilities. This is good for both locals and tourists. People also think that tourism helps people from different cultures understand each other and saves regional traditions and cultures. People are encouraged to have authentic culture experiences, infrastructure improvements should be paid for, environmentally friendly habits should be pushed, and programs to teach people about conservation should be set up. It is also stressed that crisis management training, community-based tourism models for income sharing, and skill development through training programs can help boost the benefits of tourism in the area. Respondents said that standards, responsible tourist practices, and teaching visitors how to be sensitive to other cultures are very important. Some people say that ecotourism projects should be created to help protect nature areas and give people a chance to travel. According to the answers, the best way to use tourism to improve Northern Pakistani communities is through a multimodal approach that focuses on the economic, cultural, environmental, and infrastructure aspects.

5.2 Survey Results Analysis

The survey data from the tourist sector in Northern Pakistan paints a complex picture of the industry's present situation as well as its future growth prospects. The workforce's relatively recent involvement in tourism, as well as the variety of jobs they have, are shown in Figures 2 and 3, with tour operators and hotel managers being particularly prevalent. This shows a developing market with prospects across numerous segments, from management to mentoring.

Tourist impressions and market potential are shown in Figures 4 and 10, respectively. Positive comments highlight the natural beauty and rich culture of Northern Pakistan, while some express unhappiness with their tourist experiences. According to the research, adventure and eco-tourism have a lot of promise and are in line with worldwide trends that support experience and sustainable travel. A major theme that shows up in Figures 5, 8, and 15 is infrastructure. The necessity for foundational upgrades to support and sustain the expansion of tourism is highlighted by the request for improved transportation and environmentally friendly developments. This is also shown in Figure 15, where the most requested improvement is better infrastructure.

Figures 9 and 15 illustrate government assistance and policy, which are considered reasonable but might be improved. For the sector to grow, effective administration and supportive policies are considered necessary, with an emphasis on improved marketing, promotion, and environmental policies. Figures 6 and 16 show how the human element of tourism is represented. It is acknowledged that cultural heritage is a major draw, highlighting the importance of maintaining and presenting regional customs and history. Tourism has a multifaceted impact on local communities that includes factors related to the economy, culture, ecology, and infrastructure. As a result, development must be approached holistically.

Challenges and the effect of stability are discussed in Figures 7 and 11, respectively. Respondents list a variety of problems, illustrating the complexity of the difficulties encountered, from economic obstacles to environmental worries. The perception that political stability is advantageous for the tourism industry indicates that socio-political issues play a major role in the growth of this sector. Opportunities for training and development, as shown in Figure 12, are frequently seen favorably, indicating that

the industry recognizes the need for skill improvement. This is essential for upholding quality standards and adjusting to the shifting needs of the market.

Figure 13 illustrates how social media is primarily seen in a positive light, which is in line with its significance in modern marketing and customer engagement tactics. This is consistent with worldwide tourism trends, which emphasize the importance of digital presence and involvement in drawing travelers. Lastly, Figure 14's depiction of the industry's view of competition points to a vibrant and possibly congested market. This suggests that in order for tourism-related enterprises to stand out, they must differentiate themselves and offer special value propositions.

Overall, the data from the tourism industry in Northern Pakistan points to a region that is at a crossroads, one that has significant potential but also faces a variety of difficulties. Future success will depend on striking a balance between the development of infrastructure, environmental sustainability, cultural preservation, and efficient governance, all the while developing a workforce with the necessary skills to satisfy the changing needs of the world's tourism industry.

6 SUMMARY AND CONCLUSION

The tourism industry in Northern Pakistan shows considerable potential owing to the region's awe-inspiring natural vistas, historical significance, and cultural legacy. The origins of tourism in the region may be traced back to the historical Silk Road and the period of British colonial control. However, contemporary obstacles such as inadequate infrastructure, political issues, and safety perceptions pose significant barriers to its complete execution. The prevailing emphasis on tourism in Northern Pakistan is oriented towards adventure, cultural, and eco-tourism. The study technique described herein is to offer a thorough SWOT analysis of the tourism industry in the region through the utilization of qualitative and quantitative methodologies. The data gathering process involved the utilization of structured questionnaire, which was administered to a diverse range of stakeholders and tourists.

The tourism business in Northern Pakistan possesses significant untapped potential since it boasts plenty of natural beauty and a diverse cultural heritage that serve as prominent attractions. However, there are other problems, both historical and modern, that hinder the complete achievement of this goal. Examining the emphasised advantages, disadvantages, possibilities, and risks could help Northern Pakistan become a popular worldwide travel destination.

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APPENDIX 1**A Survey study of A Comprehensive Survey on the Tourism Business in Northern Pakistan: A SWOT Analysis**

This comprehensive survey is a crucial part of the thesis "The Tourism Business in Northern Part of Pakistan: SWOT Analysis." The purpose of this survey is to collect opinions and insights regarding the SWOT—strengths, weaknesses, opportunities, and threats—related to the tourism sector in Northern Pakistan.

Understanding the distinctive features that make Northern Pakistan a desirable travel destination as well as the difficulties it faces depends on your participation in this poll. Regarding a range of topics, including local attractions, infrastructure, environmental sustainability, cultural legacy, and political and economic aspects influencing tourism, we are interested in hearing about your thoughts and experiences.

The efficiency of marketing tactics and the effects of tourism on the environment and local communities are just two of the many subjects that will be covered in this survey. Your answers will be very helpful in creating a thorough study of this region's tourism industry.

We guarantee that your answers will be kept private and used only for scholarly study. It should take you about 15 to 20 minutes to finish the survey. Your valuable ideas and comments will significantly contribute to the enrichment of this significant research project.

I appreciate your precious time and participation.

1. How long have you been involved in the tourism industry in Northern Pakistan?

- a) Less than a year
- b) 1-3 years
- c) 4-6 years
- d) 7-10 years
- e) More than 10 years

2. What is your role in the tourism sector?

- a) Tour operator
- b) Hotel manager
- c) Government official
- d) Local guide
- e) Business owner (restaurants, shops, etc.)
- f) Other

3. What unique experience in Northern Pakistan left a lasting impression on you?

Your answer...

4. To what extent do you agree that Northern Pakistan's natural beauty is a strong draw for tourists?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

5. How significant is the impact of cultural heritage on attracting tourists to Northern Pakistan?

- a) Very significant
- b) Somewhat significant
- c) Neutral
- d) Slightly significant
- e) Not significant at all

6. What are the biggest challenges you face in the tourism industry in this region?

- a) Insufficient infrastructure
- b) Political instability

- c) Lack of marketing and promotion
- d) Environmental concerns
- e) Limited investment and financial resources
- f) Other

7. How would you suggest improving accessibility to remote areas in Northern Pakistan?

your answer...

8. How would you rate the level of government support for tourism development in Northern Pakistan?

- a) Very supportive
- b) Fairly supportive
- c) Mixed
- d) Fairly unsupportive
- e) Very unsupportive

9. In your opinion, what are the most promising emerging markets for tourism in Northern Pakistan?

- a) Adventure tourism
- b) Cultural and historical tourism
- c) Eco-tourism
- d) Luxury tourism
- e) Other:

10. How does political stability in the region affect tourism business?

- a) Greatly enhances tourism
- b) Somewhat enhances tourism
- c) No impact
- d) Somewhat hinders tourism
- e) Greatly hinders tourism

11. Are there sufficient training and development opportunities for those working in tourism here?

- a) Plenty of opportunities
- b) Some opportunities
- c) Neutral
- d) Few opportunities
- e) No opportunities

12. What impact has the growth of social media had on tourism in your area?

- a) Very positive impact
- b) Positive impact
- c) Neutral impact
- d) Negative impact
- e) Very negative impact

13. How do you view the competition within the tourism sector in Northern Pakistan?

- a) Very competitive
- b) Competitive
- c) Moderately competitive
- d) Not very competitive
- e) Not competitive at all

14. What changes would you like to see to improve the tourism industry in Northern Pakistan?

- a) Improved infrastructure
- b) Better government policies and support
- c) Enhanced marketing and promotion strategies
- d) More investment in sustainable tourism practices
- e) Training and development for tourism professionals
- f) Other:

15. In what ways can tourism more positively impact local communities in Northern Pakistan?

Your answer...