BRIEFING FOR

HON’BLE PARTICIPANTS

of UNWTO Executive Training Session

25-28 June 2012, Bhutan

TOURISM DEVELOPMENT CORPORATION OF PUNJAB
Session 1:

PAKISTAN

Strategic Tourism Planning at the National Level
In your country what key determinants are currently influencing and shaping strategic tourism planning at the national level?

Have these determinants changed in the last five years – and, if so, what and how have things changed, and why?

In your country, to what extent have the national objectives of previous strategic plans been achieved – what key factors assisted or undermined these achievements? Have strategic objectives changed as a result?

What role, if any, do benchmarks and indicators for sustainable tourism play in assessing and evaluating tourism performance in your country?

What approaches are you adopting at the national level to strengthen strategic tourism planning in your country?

To what extent is your country working with the GSTC to adopt and role out its criteria?
Pakistan is the second largest country in South Asia / SAARC region after India, both area and population-wise.

Population 180 million (approximately)

Area 7,96,096 sq km

Capital: Islamabad

Administrative Units

Four Provinces (Punjab, Sind, Khyber-Pakhtunkhwa & Balochistan)

State of Kashmir, Tribal Areas and GB
Tourism Attractions (1): Archeology

- Archeology and Historical places
  - Ancient Indus valley civilization at Meonjo daro and Harappa
  - Forts, Gardens and other structures of Mogul era and other imperial dynasties of the Middle Ages
  - Architectural heritage of the British colonial period
Tourism Attractions (2): Religious Tourism

- Islamic religious places such as Mosques, mausoleums and shrines
- Hindu heritage at Katas Raj (Lord Shiva’s tears), Multan and interior Sind
- Buddhist heritage at Taxila and incarnation of second Buddha at Swat
- Sikh holiest places at Nankana, Kartarpura and Hasanabdal
- Christian churches
- Sects such as Qadianis and Zikris
Tourism Attractions (3): Nature

- Nine out of twenty highest mountain peaks of the world including K-2, Rakaposhi etc.
- Deserts at Thar, Thal and Cholistan.
- Natural forests in Kashmir, Gilgit and other Northern areas of Pakistan.
- Beautiful coastline at the South of the country.
Tourism Attractions (4): Culture

- A land of four major and twenty five minor ethnic and linguistic traditions
- Folk dresses, cuisine and dances
- Festivals and religious celebrations
- Carnivals and cultural diversity
- Museums and crafts bazaars
Tourism Sector
STRUCTURE
&
SERVICES
Introduction: Constitution’s 18th Amendment

PAKISTAN used to have a Ministry of Tourism as well as a Tourism promotion agency at the Federal level but the same have been dissolved (or devolved?) to the provinces. Three Provinces, namely, Punjab (which is 56% of Pakistan), Sind and Khyber Pakhtunkhwa had their own Tourism Corporations.

TDCP is an autonomous body incorporated under the Companies Ordinances, 1984 on the 10th December 1986 under the administrative control of the Govt of Punjab.

- Major decisions are taken by the Board of the Directors (BOD) under the Chairmanship of the Chief Minister Punjab.
- This year the TDCP is observing Silver Jubilee celebrations throughout the whole of 2012.
“To develop and promote Tourism in Pakistan to attract tourists to our historical and cultural heritage, provide entertainment and recreation facilities to the people, and to spread benefits of tourism among the public for employment creation and poverty reduction with ultimate aim of contributing to our national economic growth”
Objectives

- Effective promotion of tourism sector for achieving sustainable development by enhancing public participation thus contributing to poverty alleviation.

- To arrange and provide facilities, incentives, services, concessions, recreation and amusement to Tourists.

- To identify and develop new tourist sites in view to diversify tourism market.

- To promote Cultural and Religious Tourism;

- To project and publicize country’s history, culture, art, literature, archaeological monuments and other features of interest through Tourist Information Centers (TIC’s) and via electronic and print media.
Objectives...

- To organize Domestic Tourism exhibitions and events.
- Improving existing tourism products and expanding these to meet new market requirements.
- Provision of hospitality education;
- Inter-provincial coordination with tourism related stakeholders on policy matters.
- To develop environment friendly Eco-Tourism.
- Devising strategy to portray soft image of Pakistan.
Services / Operations

Tourism Information
- Tourist Information Centers (TIC’s)

Tourism Promotion
- Sales & Tour Promotions
- School Tourism
- Events Management

Tourism Publicity
- Print & Electronic Media
Tourism & Hospitality Education

- TDCP Institute of Tourism & Hotel Management (TITHM)

Hospitality & Recreational Facilities

- Resorts
- Stopovers
- Recreational Facilities
TDCP

ACTIVITIES
TDCP Activities

7th Cholistan Jeep Rally 2012
TDCP Activities ...

Vintage Car Show Lahore
Lahore Festival of Marching Bands
Punjab Bagghi Festival
Existing New Initiatives

- 7th Cholistan Jeep Rally, Dec ~ Feb 2012
- Lahore Festival of Marching Bands, Feb 2012.
- Vintage Car Show in Lahore, March 2012
- Punjab Bagghi Festival, April 2012
- Documentary on archaeological sites is underway in collaboration with Saamin Productions
- Tour d’ Pakistan is underway in collaboration with Ali Raza & Veera Group
- Arrival of first group of Sikh tourists from North America – expected in Sep 2012
Existing New Initiatives ...

- Kickboxing competition, Wapda Sports Complex Lahore, Feb 2012
- Participation in Body Building Championship Punjab, Jan 2012
- Participation in 32nd Bolan Academy Awards – Jan 2012
- Painting competition and photography exhibition at Shahi Hamam – Dec 2011
- Participation in Karachi Expo – Oct 2011
Existing New Initiatives...

- Photography tour of Pakistan in collaboration with NCA (Lens Journey) – Oct 2011
- Fish Catching Competition at Hiran Minar Sheikupura – Sep 2011
- World Tourism Day 2011 celebration – Sep 2011
- Participation in Sargodha Festival – Aug 2011
- Water scooter Flag March at Mangla – Aug 2011
- Water Sports competition in collaboration with Marina Boat Club at Head Balloki – Jul 2011
- Family Music Gala in Murree – Jul 2011
PRESENT PLANS
FOREIGN TOURISM

- Launching publicity campaign and coordination with tourism related international agencies, institutions and Ad campaign in journals.

- Representation of Pakistan in international tourist events
DOMESTIC TOURISM

- Punjab Tourism Week
- 1000 Tourist sites identification
- Giving franchise to 36 Roadside/Highway side existing private Motels (one in each district of Punjab) to operate as TDCP Motels.
Revival of TDCP Transport (Land) ...

Road Transport Wing having Luxury Vans & Minibuses for tourist Facilitation.
Revival of TDCP Transport (Water) ...


Two ferries of 1500 Passengers capacity each, Presently grounded in Indus River at Mithankot (G-Steamer and Indus Queen) shall be restored and made operational.
Aviation Wing of TDCP with facility of helicopter for rescue operations, monitoring & VIP movements
CHALLENGES
AND
ISSUES
Major Challenges

- Staff Regularization (Daily Wages & Contract)

- Last year 50% salary enhancement and this year’s revision for TDCP staff. Need for Grant in Aid on annual basis for our establishment expenses

- Lack of Technical & Professional Staff

- Multiple inquiries and litigations
Major Issues

- Devolution of Federal Assets
- Devolution of Federal Projects
- Indo-Pak Dosti Bus Service
- Patriata Chairlift & Cable Car up gradation issues
- Operational Control of Department of Tourist Services (DTS)
STRATEGIC TOURISM PLANNING IN PAKISTAN
Government Focus

- Investment in infrastructure in places of tourist interest
- Tourist Information Centers (TIC’s) and Tourist Facilitation Centers (TFC’s)
- Tourism and Hospitality related education
- Printing and Publicity
- Representation in Int’l fairs
- Regulation of Tourism Sector
Major challenges

- Devolution of Ministry of Tourism
- Political instability
- Lack of funding (Tourism slipping from the priority-radar of policy makers)
- Focusing on profit making by tourism corporations
- Terrorism and the insurgency in North West of Pakistan
Probable Solutions

- National level Tourism strategy
- Reservation of 1% of GNP for five years for Tourism sector
- Coordination with regional tourism organizations
- Focusing on domestic tourism to avoid capacity shrinkage issues
THANK YOU