ARCHAEOLOGICAL TOURISM IN KHYBER PAKHTUNKHWA:
A CASE STUDY OF DISTRICT MARDAN

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Abstract

In recent past, tourism has developed one of the leading business industries of the world. Whereas heritage and archaeological tourism is one of the fastest emergent sectors in tourism industry. The tourist attractions especially heritage attractions play an important role in heritage destination development. Mardan Takhat-i-Bhai is the cultural hub of Khyber Pakhtunkhwa. It is an important archaeological heritage and tourist destination in Pakistan, because of the quantity and quality of heritage attractions. Despite having a great heritage tourism potential in Mardan Takhat-I-Bhai the tourism industry has never flourished as it should be, because of various challenges. This thesis is aimed to identify the potential heritage attractions of Mardan Takhat-I- Bhai for marketing of destination. Furthermore, the challenges being faced by Archaeological tourism in Mardan Takhat-I-Bhai and on the basis of empirical data and theoretical discussion to suggest some measures to cope with these challenges to make Mardan Takhat-I-Bhai a better heritage tourist destination and boost the economy of Pakistan.

To accomplish the objectives of this thesis, various theoretical perspectives regarding tourist destination development are discussed in this thesis including, destination marketing and distribution, pricing of destination, terrorism effects on destination, image and authenticity of destination. The empirical data is collected and analyze on the basis of these theories. Finally the suggestions are made to make Mardan Takhat-I-Bhai a better heritage tourist destination.

Key words: Archaeological tourism, tourist destination, tourist attractions, destination marketing, terrorism, destination image, Takhat-I-Bhai Ruins

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LIST OF ABBREVIATION

NTCB- National Tourism Coordination Board

WHS - World Heritage Site

WTTC- World Travel and Tourism Council

WTO - World Tourism Organization

IUTO - International Union of Tourism Organization

TDCKP- Tourism Development Corporation of Khyber Pakhtunkhwa

DMO- Destination Management Organizations

CSF- Critical Success Factors

UNESCO- United Nation's Educational, Scientific and Cultural Organization

GDP- Gross Domestic Product

CACAT- Chief Administrator Civil Aviation and Tourism

PTDC - Pakistan Tourism Development Corporation

MOMRAT - Ministry of Minority and

Religious Affairs and Tourism**MOCSTA** -

Ministry of Culture, Sports, Tourism and

Archaeology **MOCSTYA**- Ministry of

Culture, Sports, Tourism and Youth Affairs

UNWTO - United Nations World Tourism

Organization

CANDIDATE DECLARATION FORM

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Candidate of M.Phil Pakistan Studies at the National University of Modern Languages do hereby declare that the thesis (Title) ARCHAEOLOGICAL TOURISM IN KHYBER PAKHTUNKHWA: A CASE STUDY OF DISTRICT MARDAN. Submitted by me in Partial fulfilment of MPhil/ PhD degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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CHAPTER I

INTRODUCTION

In this section, relative information is given about Pakistan and particularly about the details of district Mardan, Khyber Pakhtunkhwa, its archaeological tourism potential, analysis by problematic declaration, derivative from literature assessment focused to the research objectives and problems of the exploration study. This study is an overview of Mardan and its archaeological tourism. The travelling prospective of Mardan with respect to potential archaeological and heritage tourist charms include sites such as Takht Bhai, Seri Bahlol, Mardan Museum, Jamal Ghari, Kashmir Smast, Sawal Dher, Chanaka Dherai, Tareli, Safiabad, Husai Dherai, Chichar Dherai, Chargul, Shahbaz Ghari and some other historical sites of district which are not enlisted in the official documentation of the government.

1.1 BACKGROUND

Tourism industry plays a key role internationally to boost the economy of a country. It seems that tourism is a catalyst for sociocultural and economic growth of a nation. Tourism is now amongst the vibrant businesses of various states throughout the world and has reached enormous progress in the previous two periods. Arshad et al[1] describe in his *Journal of Tourism*, that tourism can be divided into four different groups in Pakistan namely: archaeological, historical, religious tourism, adventurous and ecotourism.

Both historical tourism and Archaeological tourism arise internationally as productive business. A large number of visitors, now a days, visit historical and archaeological sites every year. People often remain involved in visiting historical and ancient remains. Pakistan also attracts substantial movements of visitors due to heritage and cultural tourism. In the field of tourism division, Pakistan has infinite potential but our country rests the smallest competitive nation in South Asia after it arises to tourism and travel[2]. In Historical and Archaeological tourism, tourists experience the ancient things and places and share the pleasure of findings. Archaeological tourism and historical travelling tourism are also a learning and exploration based tourism. Sometimes, unreachable natural sites and antiquity of archaeological spots frequently increases the wisdom of knowledge and adventure. Archaeological

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[1] Arshad, Muhammad Irshad, Muhammad Anwar Iqbal, and Muhammad Shahbaz. "Pakistan tourism industry and challenges: a review." *Asia Pacific Journal of Tourism Research* 23, no. 2 (2018): 121-132.

[2] Calderwood, Lauren Uppink, and Maksim Soshkin. "The travel and tourism competitiveness report 2019." World Economic Forum, 2019.

tourism and traveling are essential to the trade of a state as the archaeological and cultural heritage are not only the great assets but also boost international repute and cultural argument[3]. These archaeological places also attract inheritance tourists to adopt a link with their ancestral roots and ancestors[4].

Pakistan has a promising opportunity to improve historical and archaeological tourism. World Travel and Tourism Council describes in its annual 2017 report[5], that the tourism industry had an imposing control on economy of the world. In 2018, tourism created approximately 292 million jobs opportunities and improved the world Gross Domestic Product GDP by 10.3%. It is estimated that the important effect of this industry on world Gross Domestic Product GDP will rise and tourism will create approximately 370 million jobs opportunities by 2027. Cultural and heritage traveling is a workout of Archaeological tourism with purpose to endorse public attention in conservation of historical as well as archaeological sites. Historical and archaeological visiting places and ancient sites are great assets for any country.

Archaeological tourism means to visit the forts, the monuments, the gardens, the museums or to participate in some historical and cultural important activities[6]. Pakistan has rich archaeological and cultural sites for answerable tourism. These sites are essential for the growth in relations of socio-economic development and racial protection. In Khyber Pakhtunkhwa Museums, the transportation of visitors has perceived a steady rise from 2014 to 2017. However, in 2018, the amount of overseas appointments rose by a wonderful figure of round about 250%. Their total number reach 1,243 approximately. Archaeological and cultural locations have been changing over the years from foreign to visits at Khyber Pakhtunkhwa. It was first increased between 2014 and 2015 and formerly increased in 2016 and the figure was reduced in 2017. But in 2018, the foreign visits rose up to the peak figure of 1685. In Pakistan, the Mughal era Royal Fort of Lahore is considered as the most standard cultural site in 2017 with approximately 3 million visits. The 2 nd most prevalent site, in 2017, was Hiran Minar and Tank at Sheikhupura. Archaeological and historical sites of Takht Bhai, in district Mardan, was the 3rd best prevalent heritage site with approximately 176,507 appointments of visits.

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[3] Adeniji, P. O., and E. A. Ekanem. "The role of museums in sustainable tourism development-the Black Heritage Museum, Badagry." *African Journal of Hospitality, Tourism and Leisure* 2, no. 4 (2013): 1-13.

[4] McCain, Gary, and Nina M. Ray. "Legacy tourism: The search for personal meaning in heritage travel." *Tourism Management* 24, no. 6 (2003): 713-717.

[5] World Travel and Tourism Council (2017). Travel & tourism global economic impact & issues. London: WTTC.

[6] McKercher, Bob, and Hilary Du Cros. *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge, 2002.

In 2018, Rawalpindi Taxila, persisted the most popular historical and cultural site in our country Pakistan amongst foreigner visitors with near 7396 individual visits, monitored by Royal Fort with about 4561 appointments.

Tourism is considered the backbone and major source of economic development in several countries. In the pitch of tourism, our country Pakistan deals in the emerging world countless charms. According to tourism competitiveness and world economic forum travel report, Pakistan positioned at the upper 25% of world destination for world heritage sites. Foreigner visits increased 130% to museum and cultural sites in Pakistan in which 30% visits increased to museum sites while 100% visits increased toward cultural sites. In Khyber Pakhtunkhwa Province, the foreigner visits increased 250% to museum sites in 2018.

Pakistan is the home-grown of antique historical and archaeological old sites of various civilizations and cultures such as Takht Bhai, Gandhara civilization of Buddhists, Mohenjo -Daro, Harappa (it is 5,000-year-old city), and Pushkalavati and Indus Valley civilizations. The historical and cultural heritage of The Mughal Kingdom is a proof for prettiness to this primeval land. The past of archaeology has generally ignored the networking between archaeology and tourism, but in real meaning, these are deeply relative with each other. The ground of tourism studies was developed in Central Europe (Switzerland, Austria and Germany) in German-speaking countries. Josef Stradner an economist has printed one of the first journals analysing the tourism in 1905. The title was *Tourism: anEconomic Study*[7]. Here is a consequence of variance among encouraging an area of cultural heritage over historical and archaeological sites. The threat of charming crafty tourism initiated more destructionto them. It may include places of archaeological and historical consequence of visits to museums, archaeologically intensive parks, festivals and historically some other events.

The opportunity of archaeological and historical tourism has grown up intensely in the recent years. It is frequently merged into the arena of environmental tourism, heritage tourism and geo-tourism. Next para the past some eras, the traveller and tourism zone has developed and differentiated the world of tourism and made it a dynamic part of socio-financial growth globally. In 1960, a small department started function to promote tourism in the Pakistan. It was created in 1960 as a chamber in the Railway Ministry. Later this Sector was shifted from one to another ministry. In Pakistan, this tourism sector has developed as the vigorous department of tourism below the Organisation of Tourism. The government took the key major step of making a National Tourism Coordination Board (NTCB) to take coordination amongst the

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[7] Stradner, Josef. *Der Fremdenverkehr: Eine volkswirtschaftliche Studie.* Leykam, 1905.

provinces, territories, and regions in November 2018.[8] The NTCB at its beginning, operated towards the agenda, opportunities and policies to recuperate the trade through directing on international anddomestic tourism. It also created a nationwide brand to attract investment to develop the zone by promoting medical, religious, heritage and adventure tourism in Pakistan. In 2019, NTCB broadcasted the reforms of Pakistan Tourist Development Corporation with a strength to regions as well asprovinces and enabled them to practice their specific tourism policies about their resources. Some countries have less resources than Pakistan but have advancements made in the field of tourism. The credit goes to their policy makers. The cultural and archaeological remains of the state present a proof for good looks of this antique property. Such sites includes archaeological ruins at Mohenjo-Daro, arological and historical ruinsat Taxila, Buddhist heritage at Takht Bhai and nearby town at Sehr-Behlol Mardan, Shalimar garden Lahore, Lahore Fort and Rohtas Fort Jehlum and historical monuments at Makli Thatta. The country also receives abundant visitor charms at Kalam, Swat, Shangla, Murree, Malam Jaba, Ayubia, Naran, Gilgit, Chitral, Balakot and Kaghan valleys with some further mountains series. There are many archaeological sites in Mardan some of them are the Takht Bahi Buddhist ruins, Buddhist ruins Jamal garhi, Chanaka Dheri shabaz garhi, Tereli Buddhist remains Sawal Dher, Kasmir Samast Rustam, Ruined fort wall Hund, Maida Dheri Shabaz Ghara, Hussai Dheri and Chichar Dheri . Pakistan's heritage is among the country's best kept secrets. In Pakistan, each administrationof government do several struggles in the directives to support national tourism and travellers, However, these sites represent Pakistan as a historical, archaeological and cultural passageway[9].

1.2 PROBLEM STATEMENT

Mardan having an enormous archaeological tourism potential, the tourism industry in Mardan has not flourished as it should be. There are countless challenges behind this such as lack of marketing, infrastructures, inflations, planning and security. Over marketing, definite features of a specific tourist desirability or terminus can be emphasized to motivate local and international visitors. Whereas, in Mardan there are many archaeological sites for attraction, and have potential to promote especially in international market. That is a hindrance in development of heritage tourism industry in Mardan and some archaeological sites are not enlist at international and national level. Poor economic conditions are

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[8] Abdul Jalil Khan,, Shaista Syed, Khalid Zaman, and Faheem Ahmad. "Students' perception toward social, economic and environmental impacts of tourism in Chitral-Pakistan." *Journal of International Academic Research* 11, no. 1 (2011).

[9] Shroff, Sara. "Valuefacturing Life: Capital Encounters and Trans/Feminist Becomings in Pakistan and Beyond." PhD diss.The New School, 2019.

another challenge in promotion of tourism in Mardan. The economic and sociocultural impacts of the increasing number of mainland tourists, found that the negatively affected sociocultural aspects included culture, transportation, shopping, and dining, Presently Pakistan is facing severe crisis. People are not getting jobs particularly from private sector; resultantly they do not have enough money to spend on leisure activities. Poor infrastructure become a barrier in the way of archaeological tourism. In Mardan terrorism is also a challenge due to certain local factor faced by archaeological tourism in Mardan. Terrorism in Pakistan causes a barrier in tourism industry since long, and every angle of the state has met terrorist activities. These types of activities create distress in minds of national and international tourists. Beside this, negative media reporting about these incidents badly damage the image of Mardan as risk-free tourist destination, especially in the eyes of international tourists. This research also anticipated to find the impact of tourism on the sociocultural and economic growth of Pakistan. It also signifies the role of the government towards the development of this industry and suggests some strategies that can improve this sector especially archaeological sites of district Mardan. Takht Bahi historical site is enlisted in World Heritage Site (WHS) and has potential to boost Pakistan economy in the field of tourism as compare to other archaeological sites at national and international level.

1.3 SIGNIFICANCE OF THE STUDY

All sectors of the economy play an important role in making a stable and long running development. Archaeological tourism is one of the sectors which generates foreign revenues and also plays an important role in development. This area is peaceful and reflects the nature and beauty of the country. This research is intended to identify the role of cultural heritage in tourism industry of Pakistan and their impacts on sociocultural. It also signifies the role of the government towards the development of this industry and suggests some strategies that can improve this sector. This research would be to highlight the potential heritage attractions of Mardan. Most importantly the challenges faced by heritage tourism in Mardan. These challenges are construed from the opinion of the officials, tourists interviewed in Mardan and literature review. Beside this to suggest some measures on the basis of this research results to make Mardan a better heritage tourist destination. Fieldwork is conducted in district Mardan five different archaeological areas of such as Takhat Bhai, Seri Bahlol, Jamal Ghari, Sangao cave, Shabaz Garhi and Mardan museum. We spent most of time in this research at Mardan city so that enabled us to do fieldwork in five different areas. There are we could also interview respondents who have an understanding and interest in cultural heritage and tourism of archaeological sites at district Mardan

area. It is not my intention to ignore other areas in Mardan that have been developing cultural tourism to attract international tourists. We believe that the other regencies have more potential in terms of cultural and natural assets than the local governments are now promoting. This field works expect that the locations of my fieldwork are representative of the condition of archaeological tourism in Mardan and might represent other areas in Pakistan that have similar characteristics when considering the establishment of cultural tourism. It enables the local and indigenous people to earn more money by being active in tourism activities. For instance, if tourism activities provide jobs and infrastructure forthe local and indigenous population, these people should be empowered to improve their economic well-being by obtaining the chance to run businesses in tourism rather than just working forever at lower level jobs. If the local and indigenous people have not participated or benefitted from tourism, they can be encouraged to get involved in tourism. In this sense, government policy should help them participate in tourism. Sustainable cultural heritage tourism as the focus of this research brings several issues to be investigated such as local and indigenous community participation, protection and/or preservation of cultural heritage, challenges and opportunities and the impacts of tourism on the cultural heritage andthe communities. Literature on cultural tourism and sustainability in general and heritage or cultural heritage tourism specifically has been written by many scholars.

Nevertheless, This research contributes to the practical and academic advancement of archaeological tourism focusing on policies and planning by government. Archaeological tourism in Mardan hasreceived less scholarly attention for few sites than in any other part of Pakistan. This thesis provides a new perspective on archaeological tourism because it combines the need to preserve cultural resources and to improve economic wellbeing of communities, my research is derived from the idea that cultural heritage should not only be the pride of its community, but it must be a tool to alleviate poverty.

1.4   FORMULATING RESEARCH QUESTIONS, GOALS AND OBJECTIVE

The main purpose of this research is to explore archaeological tourism development and its consequences on the local and indigenous peoples and on preservation of cultural heritage in district Mardan. Before formulating research questions, the following points need to be considered. First, it is necessary to investigate the current condition of the archaeological sites at district Mardan. The state of the archaeological sites provides the basis for stakeholders about what to do next. This observation leadsto whether or not archaeological sites has any connection with tourism. The government might include tourism as one of the incentives for archaeological sites preservation. This leads to the following questions: what extent are the indigenous people supported to participate in tourism and the preservation of cultural heritage? One also needs to consider in what ways cultural heritage can be used to develop

tourism or in what ways tourism might encourage the preservation of cultural heritage. Second, sustainable development requires balanced efforts between economic development and the protection of the cultural heritage. If seen from the communities' point of view, the government has been mandated to manage the cultural heritage and to help communities achieve their economic welfare through its policies and planning. Existing policies should be investigated in order to obtain an understanding so that recommendations can be proposed. Questions can arise including what is the government's tourism development policy and how does the government implement it, but mostly does/can cultural heritage tourism bring improved well-being to local and indigenous people of Mardan? This needs to be examined as Pakistan is currently struggling to eliminate poverty as well as to maintain its cultural identity through its cultural heritage. Since tourism impacts both positively and negatively the local and indigenous people of the host destination the question arises about how the people of Mardan feel about archaeological sites do and what do they think of its commodification as tourist attraction? It also raises these questions: If archaeology has been sold as tourism attractions, why does poor management occur? What are the government's and the communities' roles in managing the archaeological and cultural heritage? All these issues are investigated in the major research question.

1.5 RESEARCH QUESTIONS

1. How can archaeological tourism in Mardan contribute to the economic growth of Pakistan?
2. How is protection of archaeological sites through local people far better than ordinary policies of concern government department?
3. What is the sociocultural impact of archaeological tourism particularly on the people of Mardan and generally on the peoples of Khyber Pakhtunkhwa and Pakistan?

1.6 OBJECTIVES OF THE STUDY

1. To highlight the importance of archaeological tourism in the development of economic growth of Pakistan.
2. To examine the protection of archaeological sites through local people far better than ordinary policies of concern government department in Mardan.
3. To find out the sociocultural impact of archaeological tourism particularly on the people of Mardanand generally on the people of Khyber Pakhtunkhwa and Pakistan.

1.7 RESEARCH METHODOLOGY

In this study mix method of both qualitative and quantitative will be used. The research is based on both primary and secondary data, added by information received through informal interviews, questionnaires, the talk and walk around mark population. Primary data will contain on the results of survey which were conducted in Mardan to determine the ground realities from locals, hoteliers, tour operators and officials, Secondary sources contain on reports of World Tourism Organization, journals, Mardan Conservation Strategy, newspapers, various books, periodicals, and other publications referring to Mardan archaeological sides and tourism. Data for analysis and description will be obtained from primary resource such as interview, questionnaire, survey and reports etc. and some secondary sources consisting of newspapers, journals and books.

1.8 CHAPTERIZATION OF THE THESIS

The purpose of study and questions above highlight the importance of empowering local and indigenous people as well as benefitting them from tourism in general and archaeological tourism specifically. This study argues that these aspects are essential if sustainability is to be achieved. In this thesis, the necessity to create equitable benefits of archaeological tourism is emphasised rather than making the poor become poorer because of limited access to tourism enterprises and the rich to become wealthier because they have capital to invest and skills and knowledge to get involved in tourism. Moreover, cultural heritage as the source for tourism should include local and indigenous people in decision and policy making and planning because they own the cultural heritage. These issues can only be achieved if the government makes policies and planning on the basis of the local and indigenous communities' voice. These issues in the introduction chapter as well as providing details about key issues to be investigated in this research has been presented. In chapter two, the tourist potential of Khyber Pakhtunkhwa has been described in detail. An overview of particularly the kinds of archaeological sites which have or have not been utilised and promoted as tourism attractions. Overall, this chapter deals with two major themes in this research, cultural heritage and tourism. Chapter three highlight archaeological tourism in district Mardan their potential preservation and enlist all hide sides. Chapter four focuses on methodology of the research. This research explain the methodological choice and details of the methods for data collection and for analysis has been explained in this chapter. A qualitative approach is predominantly utilised to help answer research questions. Quantitative data has also been used to support the qualitative findings. Chapter five is about the empirical data and analyses of the socio-economic condition of the local and indigenous communities in relation to archaeological tourism development in Mardan. It has been used

the phrase "socio-economy" to describe the condition in which peoples of Mardan encounter social and economic problems. This is reflected in the communities' perception about culture as "having been degraded" which links to the conduct of sustainable archaeological tourism. It is also related to the economic issues faced by the local and indigenous communities. In general, the local and indigenous peoples believe that cultural heritage, archaeological sites and tourism are important to generate economic development and to preserve cultural heritage. The issues confirm that sustainable efforts are essential because people expect to overcome economic problems as well as to safeguard identity of the past. This chapter elaborates these issues and then explains how tourism can tackle such problems. Chapter six concludes this thesis. The conclusion is derived from the results of the analysis and key findings presented in the previous chapters. It is assume that the conclusions can deliver valuable information about sustainable archaeological tourism development in Mardan as well as to answer the main research question. Inevitably, there are limitations on this research. Hence, recommendations on further research are presented.

1.9 LITERATURE REVIEW

Tourism is considered backbone and major source of economic development. Crotti & Misrahi (2017) in a conference titled "World Economic Forum" structured in Switzerland[10], recommended that the tourism division is growing and is reflected to be one of the world's major productions industries contributing 10% of the world's Gross Domestic Product (GDP). According to The World Travel and Tourism Council (WTTC) (2017) [11] this industry has an impressive impact on the world economy. It created 292 million jobs and increased the global GDP by 10.2% in 2018. It is forecasted that the contribution of tourism industry on global GDP will increase and it will create380 million jobs by 2027. It means 11% of the jobs in the world tourism has been developed throughout the world as an important segment for the tourism industry in the field of tourism Pakistan offers in the developing world many charms. The historical and cultural heritage data is available of the ancient land, attractions of numerous tourist in Pakistan inherits at Swat, Kalam , Shangla ,   Malam Jaba ,   Ayubia, Chitral , Gilgit , Balakot, Murri, Naran   and Kaghan and valleys, and with mountains ranges, archaeological, and historical places in the country.[12]Pakistan is the place

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[10] Crotti, Roberto, and Tiffany Misrahi. "The travel & tourism competitiveness report 2017. Paving the way for a more sustainable and inclusive future." In *World Economic Forum: Geneva, Switzerland*, vol. 3. 2017.

[11] Travel, W. T. T. C. "Tourism: Global Economic Impact & Issue 2018." *WTTC: London, UK* (2017).

[12] Khalil, Samina, Mehmood Khan Kakar, and Afia Malik. "Role of tourism in economic growth: Empirical evidence from Pakistan economy [with comments]." *The Pakistan Development Review* (2007): 985-995.

of ancient archaeological old sites of different civilizations such as Gandhara civilization of Buddhists, Pushkalavati and Takht Bhai and Indus Valley civilizations such as Mohenjo-Daro, Harappa (5,000-year-old cities), and the Mughal Empire.[13] Non-market valuations have taken a vital function in valuing websites for which markets normally no longer exist. It is vital to region a price on a site leisure or archaeological for making policies regarding renovation and others referring to it.[14] Tourism contains two types of infrastructure hard and soft. Airports, roads and lodging facilities include in hard infrastructure while soft infrastructure contains culture, outfitters, trail maps, training programmes for tourism, ground operators, and manpower such as commentators, tourist guides, accessible information on heritage etc. A huge investment is required for hard infrastructure development and a large amount of time for their completion while a little capital expenditure for soft infrastructure development is required[15]. Through over the globe tourism industry is considered a backbone of economy and have great revenue-generating industry at the international level. In worldwide Pakistan is known as a place of exploit with glamorous, natural amazing beauty, lush green valleys, landscapes, and mountains, massive deserts and mysterious blue seas. Pakistan have potential to offers all types of attractions with outstanding destinations to make easy tourists but its tourism industry has been ineffective in developing. Pakistan becomes a member of International Union of Tourism Organisation (IUTO) in 1949 nowadays known as the World Tourism Organisation (WTO). From 1949 to 1955 tourism was a partof the Ministry of Railways but in 1960 a Bureau was created for Tourism and combined with Ministryof Commerce. Tourism Bureau transferred to Chief Administrator Civil Aviation and Tourism (CACAT) in 1964. Until 1970 the Tourism Bureau was under the CACAT, and then Pakistan Tourism Development Corporation (PTDC). Later on in 1972 the Ministry of Minority and Religious Affairs and Tourism (MOMRAT) created for the first time to make policy for tourism. In 1976 Tourism become a part of Ministry of Commerce once again. From 1977 to 1996 tourism merges into the Ministry of Culture, Sports, Tourism and Archaeology (MOCSTA). The MOCSTA became the Ministry of Culture, Sports, Tourism and Youth Affairs (MOCSTYA) the Archaeology replaced with youth affairs wing in 1996. This instability show that the tourism industry has less important and low

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[13] Fakhar, Anwarul Haque. *Factors affecting tourism, tourism potential and strategies for development as an Industry in Pakistan.* 2010.

[14] Iqbal, Javed, Younas Khan, Zahoorul Haq, and Hayley Hesseln. "Estimation of Economic Value of an Archaeological Site: A Case Study of Takht-i Bahi." *Ancient Pakistan* 28 (2017): 85-95.

[15] Arshad, Muhammad Irshad, Muhammad Anwar Iqbal, and Muhammad Shahbaz. "Pakistan tourism industry and challenges: a review." *Asia Pacific Journal of Tourism Research* 23, no. 2 (2018): 121-132.

growth rate in Pakistan.[16] Due to its variety of cultures, history, beautiful lands and geo-strategic location Pakistan have good potential for tourism their potential tourism categorised into four parts, i.e. archaeological tourism, religious tourism, ecotourism and adventure tourism. However, the Pakistan has not attained its unbelievable tourism potential.[17]Pakistan's tourism industry came down by 2% from $ 185.6 million in 2004 to 185.3 million in 2005.[18]

  Kashmir Cave (Smast) is one of the impressive and unique creations of nature located in the Babuzai mountain range and considers as Gandhara heart land at district Mardan Pakistan. The cave height from sea level is 1100m the entrance point of cave is 20 m wide and 20 m height. 180 m is the whole length of the cave. The distance between the main road Mardan and cave is 25km. There are no proper ways to lead the entrance of the great cave extending for about 100m. The local people have been repaired the access way to preserve cultural heritage.[19]Today Pakistan presents an array of cultural traditions, with the remains of Buddhist, Hindu and Islamic structures dotting a green and vibrant landscape". Natural heritage and Cultural attract the mainstream of the biosphere tourists. This natural and cultural tourism can be a source of development for non-industrialized countries. It can bea good source to eradicate poverty and improving the living conditions of the people. Pakistan with theworld's oldest Indus valley civilization, exotic mountain beauty and wonderful seasonal variety, has gigantic tourist potential. Pakistan have potentials in the field of tourism among the developing world. The natural, historical, and cultural heritage of the nation demonstrate for the grandeur of this ancient land Most of the facilities of natural tourism areas are under the management of the private sector in collaboration with government regulatory agencies. All archaeological and historical sites are managed by government departments [20]. Pakistan became the member of United Nations World Tourism Organization (UNWTO) in 1975 (UNWTO, 2017). In Pakistan during 2018, 6,636,623 international arrivals of tourists were recorded which is 300% increase from the last fiveyear and the total receipts from tourism were (US $ 813 Millions). Pakistan's share in the region has increased from 8.6 per cent in 2004 to10.1 per cent in 2005. In the world tourist arrivals, Pakistan's share is 0.10 per cent compared to the southern region share of 10.1 per cent in 2005. Tourism in Pakistan has an annual 10.2 % growth rate. Pakistan got US$ 185.2 M in 2005 over worldwide tourism

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[16] Sayira, Tazayian. *Tourism Development and Women in Under Crises Destinations: A Case Study of Chilas, Pakistan.* Liverpool John Moores University (United Kingdom), 2015.

[17] Arshad, Muhammad Irshad, Muhammad Anwar Iqbal, and Muhammad Shahbaz. "Pakistan tourism industry and challenges: a review." *Asia Pacific Journal of Tourism Research* 23, no. 2 (2018): 121-132.

[18] Baloch, Qadar Bakhsh. "Managing tourism in Pakistan: A case study of Chitral valley." *Journal of Managerial Sciences* 2, no. 2 (2007): 169-190.

[19] Nasim Khan, M. "Lajjā Gaurī Seals and Related Antiquities from Kashmir Smast, Gandhāra." *South Asian Studies* 18, no. 1 (2002): 83-90.

[20]Zain, Muhammad., & Badar, Muhammad *A study on factors promoting tourism in Pakistan*. Retrieved from Karachi (2009).

(WTO, 2009) in 2014 986 million US $ Total Overseas visits to archaeological and Cultural sites have oscillated between 2014 and 2017, with the quantity of visits hammering a 5-year short in 2017 at 7,028 visits. However the number rose by almost 160% in 2018 to reach 18,041 foreign visits. Pakistan has also a lot of potential for domestic tourism. About 42 million domestic visitors travelled towards natural and cultural heritage sites in 2005 and 66 million in 2018. Total Foreign visits highest rise taking place between 2017 and 2018 to museums visits rose by almost 60% to reach 27,378 visits. The tourism industry has played a vital role in the socio-economic development of the country. Archaeological sites of Gandhara and Indus civilizations are deteriorating day by day due to flawed policies of the government. Local Resident of these spots have no interests to defend their archaeological and cultural heritage as they have no social or financial profits of the ruins of olden civilizations. They are provided with low salaried employment, so the more ingenious is misusing economic capitals while the marginalized and poor are unable to get any advantage[21].

It has already been mentioned that Pakistan inherited the time-tested British Indian procedures of conservation, and followed the guidelines given in the Conservation Manual and ArchaeologicalWorks Code by Sir John Marshall. It should have been updated in response to changes that have taken place in the philosophy and methodology of conservation since 1947 in Pakistan. Disregard of the principles of conservation, lack of understanding of historical, aesthetic and cultural values of heritage sites has caused considerable damage to the cultural properties. Until recent years, full documentation of all interventions done in course of conservation of monuments was not done or maintained on permanent basis for future reference except for notes relating to cost estimates and quantities of materials used. In contrast to Pakistan, the current state of conservation in Sri Lanka, China, Thailand and India[22]Urbanization and agglomeration of economic activity have created situations in which historic heritage assets including monuments, places of worship, or natural heritage find themselves surrounded by new construction activity in which the work is done poorly and without an authorizing legal framework that takes proximity to heritage sites into account. In the event of an emergency, thesenew structures may represent an additional risk factor to cultural heritage, in part because they may limit access to affected historic areas, which in dense urban areas are sometimes used as informal sheltering places after a disaster.

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[21] Chew, Matthew Ming-tak. "Cultural sustainability and heritage tourism development: problems in developing bun festival tourism in Hong Kong." *Journal of Sustainable Development* 2, no. 3 (2009): 34-42.

Further factors that increase the vulnerability of cultural heritage include a lack of awareness of the need to reduce risks, the low priority given to cultural heritage protection, weak capacity to implement protective measures, limited coordination among stakeholders, and limited risk management of cultural assets[23]. This elite unit, which works in partnership with the Italian Ministry of Culture, is the most comprehensive and capable force in the world dedicated to protection of archaeological sites, artifacts and works of art. The force offers education for improving security for public, private and ecclesiastical collections; an international database for tracking stolen art and artifacts; and comprehensive investigation expertise that results in recovery of thousands of objects worth millionsof euros on an annual basis.[24] This type of collaborative research results in archaeological discovery while providing military planners with the tools they need to avoid archaeological sites, especially during the process of selecting locations for new bases, bed-down sites, humanitarian aid projects or facility expansions. If projects like the prototype research currently underway at the University of Kansas were to be multiplied at a global level, the opportunities for archaeological discovery would be nearly limitless[25].

As Professor Sehrai describes, Spooner, the Curator of the Peshawar Museum, was the first to excavate the monastery scientifically in January 1907 and continued this work during 1908-10. Later his successor, H. Hargreaves, resumed excavations during 1910-11 and 1912-13'. However, the excavators were not able to construct a chronological for the site. Professor Sehrai himself attempted the following chronology on the basis of the structures and their inter-relationship[26]. Piuchan et al. (2018), who investigated the economic and sociocultural impacts of the increasing number of mainland Chinese tourists on Hong Kong residents, found that the negatively affected sociocultural aspects included culture, transportation, shopping, and dining, but also that conversely tourism had a positive effect on education and infrastructure construction[27]. Tourists and local residents share many heritage sites in different ways and for different purposes[28]. For example, the improvement of infrastructure brought by the development of tourism has substantially reduced traffic congestion and enhanced the

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[23] Jigyasu, Rohit. "Reducing disaster risks to urban cultural heritage: global challenges and opportunities." *Journal of Heritage Management* 1, no. 1 (2016): 59-67.

[24] Brodie, Neil, Jennifer Doole, and Colin Renfrew. *Trade in illicit antiquities: The destruction of the world's archaeological heritage*. McDonald Institute for Archaeological Research, 2001.

[25] Parcak, S. "Satellite remote sensing guidance for archaeological site identification (and avoidance) in the DoD." In *Cultural Heritage by AIA-Military Panel, AIA annual meeting, San Antonio, TX.* 2011.

[26] Khattak, MH Khan. "Fresh research on the Buddhist monastic complex of Takht-i-Bāhī." In *The Geography of Gandhāran Art: Proceedings of the Second International Workshop of the Gandhāra Connections Project, University of Oxford, 22nd-23rd March, 2018*, p. 81. Archaeopress Publishing Ltd, 2019.

[27] Piuchan, Manisa, Chi Wa Chan, and Jack Kaale. "Economic and socio-cultural impacts of Mainland Chinese tourists on Hong Kong residents." *Kasetsart Journal of Social Sciences* 39, no. 1 (2018): 9-14.

[28] Su, Ming Ming, and Geoffrey Wall. "Exploring the shared use of world heritage sites: Residents and domestic tourists' use and perceptions of the summer palace in Beijing." *International Journal of Tourism Research* 17, no. 6 (2015): 591-601.

quality of the urban environment in some African countries[29]. It also helps local people better understand and inherit the traditional culture and thus raise their sense of national and local pride[30]. Itis widely recognized that WHSs constitute a major impetus for tourist arrivals[31]. One of which is negative social cultural impacts. Rasoolimanesh (2017) revealed that local people worried about the negative impacts while they were happy about the positive ones[32].

The Travel and Tourism Competitiveness Index (TTCI) evaluates "the issues and policies that licence the supportable expansion of the Travel & Tourism sector, The TTCI contain on 14 pillars and its depend on several elements. For the formulating TTCI about 90 factors are functional. The positions in TTCI deal a fast valuation on the strengths, weaknesses, opportunities and threats to tourism and travel of the country. The present position of Pakistan in tourism rank is 121 out of 136 countries but it was 124/136 in 2017 as per Report TTCI which is very low. Pakistan has strength and potential of tourism to a favoured tourist destination worldwide. But history show that every government of Pakistan ignore tourism sector. Some country has less resource but it's so forward from Pakistan in the field of tourism credit goes to policy makers.[33]

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[29] Okech, R.N. Socio-cultural impacts of tourism on World Heritage sites: communities' perspective of Lamu (Kenya) and Zanzibar Islands. *Asia Pac. J. Tour. Res.* **2010**, *15*, 339–351.

[30] Woosnam, K.M.; Aleshinloye, K.D.; Ribeiro, M.A.; Stylidis, D.; Jiang, J.; Erul, E. Social determinants of place attachment at a World Heritage Site. *Tour. Manag.* **2018**, *67*, 139–146.

[31] Yang, C.H.; Lin, H.L.; Han, C.C. Analysis of international tourist arrivals in China: The role of World Heritage Sites. *Tour. Manag.* **2010**, *31*, 827–837.

[32] Rasoolimanesh, S.M.; Jaafar, M. Sustainable tourism development and residents' perceptions in World Heritage Site destinations. *Asia Pac. J. Tour. Res.* **2017**, *22*, 34–48.

[33] Arshad, Muhammad Irshad, Muhammad Anwar Iqbal, and Muhammad Shahbaz. "Pakistan tourism industry and challenges: a review." *Asia Pacific Journal of Tourism Research* 23, no. 2 (2018): 121-132.

Figure 1: Travel & Tourism Competitiveness Index 2019

Travel & Tourism Competitiveness Index 2019

1. Enabling Environment	2. T&T Policy and Enabling Conditions	3. Infrastructure	4. Natural and Cultural Resources
I. Safety and Security	I. International Openness	I. Ground and Port Infrastructure	I. Cultural Resources
II. Health and Hygiene	II. Price Competitiveness	ii. Tourist Service Infrastructure	ii. Natural Resources
III.Human Resources and Labour Market	III. Environmental Sustainability	iii. Air Transport Infrastructure	
IV.ICT Readiness	IV. Prioritization of Travel & Tourism		
V. Business Environment			

Source: *The Travel and Tourism Competitiveness Report 2019*

This figure delivers distinctive vision hooked on the fortes and capacities for improvement of Pakistan tourism industry and boards for many shareholder discussions at the state level to frame applicable strategies and activities. It is comprised on 14 pillars as mentioned in figure 1.

Table 1: Pakistan Tourism Ranking Comparison with Some south Asia countries and top four countries of the world.

Ranking indicator	Top four countries of the world				South Asia countries			
	Spain	France	Germany	Japan	PAK	India	Bang	Sri Lanka
Over all Rank	1	2	3	4	121	34	120	77
Enabling Environment	33	28	6	10	119	98	108	79
Travel & Tourism Policy and Enabling Conditions	10	23	19	25	122	59	123	84
Infrastructure	4	11	7	8	99	55	109	78
Natural and Cultural Resources	3	2	8	7	87	9	1 105	52
Business Environment	64	47	14	15	93	39	94	79
Safety and Security	16	51	41	13	134	122	105	78
Health and Hygiene	32	9	2	16	101	105	103	72
Human Resources and Labour Market	41	25	3	23	135	76	120	84
ICT Readiness	27	20	19	10	123	105	111	103
Prioritization of Travel & Tourism	8	34	46	23	119	94	121	30
International Openness	43	22	18	6	122	51	114	100
Price Competitiveness	101	128	124	113	37	13	85	74
Environmental Sustainability	25	10	9	56	129	128	116	102
Air Transport Infrastructure	10	17	16	19	96	33	111	69
Ground and Port Infrastructure	12	7	6	5	73	28	60	52
Tourist Service Infrastructure	3	20	13	19	112	109	133	92
Natural Resources	9	6	30	25	110	14	109	43
Cultural Resources and Business Travel	3	2	6	5	56	8	75	66

[Source: *The Travel and Tourism Competitiveness Report 2019*]

In 2018, the travel & tourism (T&T) industry helped and generate 10.4% of world GDP. The 2019 Travel & Tourism Competitiveness Index (TTCI) assesses 140 economies for T&T competitiveness in four sub-indexes Enabling Environment, T&T Policy and Enabling Conditions, Infrastructure, and Natural and Cultural Resources. All of the 140 countries distributed in four part called quartile each part contain 35 countries with respect to their rank, our neighbour country India lie in 1st quartile due to their rich natural and cultural resources and strong price competitiveness while Pakistan is in 4th quartile . Current rank of Pakistan is 121 and rank of India is 34 in TTCI 2019. The following table shows the countries ranks pillar wise.

Table 2: Total visits in Pakistan to Cultural and Archaeology Sites

Years	Visitors
2014	1,594,769
2015	2,003,782
2016	3,195,965
2017	4,204,958
2018	6,636,623

[**Source:** *Department of Archaeology and Museum, Government of Pakistan*]

In the previous five (5) years the quantity of appointments to historical cultural and archaeological remains has risen by approximately 300%, it was the greatest growth captivating abode between 2017-18.These archaeological and cultural heritage sites mostly consist of ruins of several historical civilizations.

Table 3: Total Appointments to Cultural and archaeological Sites in Khyber Pakhtunkhwa

Province	Years	Visitors
Khyber Pakhtunkhwa	2014	130,035
	2015	176,460
	2016	138,448
	2017	182,368
	2018	112,731

[**Source:** *Department of Archaeology and Museum, Government of Pakistan*]

Khyber Pakhtunkhwa is home-based ancient ruins such as Takht Bhai in district Mardan, Museum of Butkara Saidu Sharif, Julian remains in Haripur and Swat. The visitor transportation in Khyber Pakhtunkhwa has been changing in excess of annually. In 2018 approximately 112,630 official visitor per year while the maximum quantity of appointments documented in the previous year, 2017 was about 182,401 appointments.

Table 4: **Total Visits to Museum Sites in all Pakistan**

Years	Visitors
2014	1,774,298
2015	1,973,144
2016	2,239,129
2017	2,356,441
2018	2,691,182

[Source: *Department of Archaeology & Museum, Government of Pakistan*]

this reading stays to twenty one (21) Museum Places were enlist into description, crosswise the all four (04) provinces of Pakistan with capital Territory. All These locations involved Lok Virsa Heritage Museum, Mardan Museum, Pakistan Museum of Natural History Pakistan Monument Museum, Khewra Mines, Taxila Museum, and Takht-i-Bhai. The total visits to the enlisted museum locations over the last past 5 years encountered regular rise in 2018 and reach to around 2.7 million.

Table 5: **Total Visits to museum Sites Khyber Pakhtunkhwa**

Province	Years	Visitors
Khyber Pakhtunkhwa	2014	18,136
	2015	26,872
	2016	34,628
	2017	40,276
	2018	54,815

[Source: *Department of Archaeology & Museum, Government of Pakistan*]

In a tourism report out of 21 site 3, sites are deliberated in this reading with several museum such as, Dir Museum in Chekdara and Peshawar Museum, Museum Saidu Sharif in Swat. The number of tourists increase 200% in 2018 if we compare to 2014 in Khyber Pakhtunkhwa especially to cultural and historical sites.[34]

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[34] World Travel and Tourism Council (2019). Travel & tourism global economic impact & issues. London: WTTC.

Table 6: Total Foreign tourists to Museums Sites in all Pakistan

Years	Visitor
2014	11,658
2015	15,469
2016	16,650
2017	16,710
2018	27,378

[Source: *Department of Archaeology & Museum, Government of Pakistan]*

Total number of appointments to Museums locations and archaeological sites is steady increase over the existences, uppermost rising charming place among 2017-18 the quantity of tourists nearly reach 60%.

Table 7: Total Foreign Visits to Cultural and archaeological Sites in Pakistan

Years	Visitor
2014	8,803
2015	8,317
2016	8,524
2017	7,028
2018	18,041

[Source: *Department of Archaeology & Museum, Government of Pakistan]*

In 2018 Whole Overseas appointments to historical and cultural places rose by nearly 160% to reach 18,041 overseas visit. [35]

Table 8: Total Foreign Visits to Museum and archaeological Sites in Khyber Pakhtunkhwa

years	Museum visitor	Cultural visitor
2014	121	1,154
2015	163	1,277
2016	358	807
2017	352	831
2018	1,243	1,686

[Source: *Department of Archaeology & Museum, Government of Pakistan]*

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[35] Arshad, Muhammad Irshad, Muhammad Anwar Iqbal, and Muhammad Shahbaz. "Pakistan tourism industry and challenges: a review." *Asia Pacific Journal of Tourism Research* 23, no. 2 (2018): 121-132.

The tourist transportation in Khyber Pakhtunkhwa to museum and archaeological remains are increase between 2014-2017 still in 2018 the amount of overseas visits sprinkler by approximately 250% and reach 1,243 stays. The above mention table show their comparison to previous years.

Table 9: **Ranking of south Asia countries and top four countries of the world in touristic industry with respect to basic pillar.**

Countries Name	Overall Rank	Assisting Environment	T and T Strategy and Qualifying Situations	Substructure	Cultural and Natural Assets
Spain	1	33	10	4	3
France	2	28	23	11	2
Germany	3	6	19	7	8
Japan	4	10	25	8	7
India	34	98	69	55	9
Sri Lanka	77	79	84	78	52
BANG	120	108	123	109	105
PAK	121	119	122	99	87

[Source: *The Travel & Tourism Competitiveness Report 2019*]

Table 10: **Pakistan Tourism Revenue from 2010-2019**

Years	2010	2011	2012	2013	2014	2015	2016	2017	2018
Pakistan Tourism receipts (US $ In Millions)	998	1127	1014	938	971	915	791	866	813
India Tourism receipts (US $ In Millions)	14490	17710	17970	18400	19700	21010	22430	27300	2860

[Source: *www.CEICDATA.com*]

Table 11: **Total number of visits to cultural and archaeological sites in Pakistan from 2014-2019**

Years	2014	2015	2016	2017	2018	2019
Number of visitor in million to cultural sites in Pakistan	1.5 million	2.0 million	3.2 million	4.2 million	6.64 million	Due to Cod-19 no data available

[Source: *Department of Archaeology site & Museum, Government of Pakistan*]

Foreigner's stays increased 130% to different museum and cultural spots in Pakistan in which 30% visits increased to museum side while 100% foreigner's visits increased toward cultural sites. In KP Province the foreigner's visits increase 250% to museum and archaeological sites in 2018.due to covid-19 the new report of 2019 not publish in 2020.[36]

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[36] Naeem, Nida, and Irfan Ahmad Rana. "Tourism and Disasters: A Systematic Review from 2010-2019." *Journal of Extreme Events* 7, no. 01n02 (2020): 2030001.

CHAPTER II

ARCHAEOLOGICAL TOURISM IN KHYBER PAKHTUNKHWA

2.1 INTRODUCTION

Pakistan is the home-base of ancient archaeological and historical sites of many old civilizations like the Gandhara Civilization of Buddhist era such as Takht Bhai, Pushkalavati and Indus Valley civilization the Mughal Empire, Mohenjo-Daro and Harappa (5,000-year-old cities) [37]. The title of Gandhara goes to an ancient empire (Mahajanapada) which existed in east Afghanistan towards north Pakistan. Gandhara was the 6th most beautiful location on the globe. The major cities of this kingdom were Purushapura (present Peshawar also known as city of flowers), Varmayana (present Bamyan), and Takshashila (present Taxila). The era of this Empire was from the 1st millennium BC to the 11th century AD. The gatherings of the Gandhara Civilization are currently in many museums of Pakistan. Harappa was enclosed by a great brick wall and it was a developed city. This traditionally varied country offers many customs, festivals and traditions for the pleasure of the tourists. The colonial era monuments and Mughal Empire are historical sites that are also a great attraction[38]. Generally, archaeological tourism is defined by visitors and events taking place at celebrated sites (e.g. historic landmarks, monuments and excavation sites) and partaking in the experience their physicality engenders[39]. For example, recover interferences assumed an environmentally effect valuation not only an appraisal of the physical harm of the unique archaeological site, however also disclose the historical value inherent and socio-cultural there in [40]. In last century, the tourism industry was deeply affected by Persian Gulf war and the everlasting international conflicts. Tourism is a multidimensional business activity, employing more than 200 million people and contributing around US$600 billion in shape of taxes each year into the world economy. The important growth of tourism industry now a days clearly marks tourism as one of the greatest amazing financial and social phenomena of current times[41]. The size and growth of worldwide tourism flows and the potential economic benefits of

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[37] Fakhar, Anwarul Haque. *Factors affecting tourism, tourism potential and strategies for development as an Industry in Pakistan.* 2010.

[38] Arshad, Muhammad Irshad, Muhammad Anwar Iqbal, and Muhammad Shahbaz. "Pakistan tourism industry and challenges: a review." *Asia Pacific Journal of Tourism Research* 23, no. 2 (2018): 121-132.

[39] Willems, Annemarie, and Cynthia Dunning. "Solving the Puzzle-the characteristics of archaeological tourism." In *Fernweh: Crossing borders and connecting people in archaeological heritage management*, p. 68. Sidestone Press, 2015.

[40] Holtorf, Cornelius. "Averting loss aversion in cultural heritage." *International Journal of Heritage Studies* 21, no. 4 (2015): 405-421.

[41] Baloch, Qadar Bakhsh. "Managing tourism in Pakistan: A case study of Chitral valley." *Journal of Managerial Sciences* 2, no. 2 (2007): 169-190.

tourism activities for destinations are indisputable. 'World tourism rises faster than trade for forth year', headlines BBC, based on the latest UNWTO figures (BBC, 2016)[42]. International tourism grew by 4% in 2015 generating $ 1,4trn (UNWTO 2016). In comparison, global trade increased by just 2, 8%[43].

According to World Tourism Organization (WTO) report for the year of 2014, the international visitors reached too approximately with a growth of 4.4 percent from previous years. Additionally, the international tourism receipts reached 1245 US$ billion in 2014 with an increase of 3.7 percent. Whereas, the total exports from international tourism were 1.5 US$ trillion in 2014. The last two decades witnessed a huge number of tourists in every corner of the world. The tourist traffic in Khyber Pakhtunkhwa Museums has seen a gradual increase from 2014-2017, however in 2018 the number of foreign visits rose by a tremendous 250% to reach 1,243 visits. The Foreign tourist traffic at Khyber Pakhtunkhwa Cultural sites has been fluctuating over the years, it initially increased from 2014 to 2015 and then decreased in 2016 and barely rose in 2017. However in 2018 it reached the highest number of visits at 1,686. In 2017, Royal Fort Lahore remained the most popular cultural site in Pakistan with around 3 million visits, which were 1140% more than the 246,721 visits at the second most popular site Hiran Minar & Tank in Sheikhupura. Remains of Takht-i-Bhai, Mardan were the third most popular cultural site with 176,508 visits In 2018, Taxila, Rawalpindi remained the most popular cultural site in Pakistan among Foreigners with 7,396 visits, followed by Royal Fort with 4,562 visits. Shalimar Garden, Lahore replaced Jahangir's Tomb, Lahore as the third most popular Cultural site with 1,691 visits. Tourism is considered backbone and major sources of economic development. In the field of tourism, Pakistan offers many charms in the developing world. According to world economic forum's travel and tourism competitiveness report that Pakistan placed in the top 25% of world global destination for its world heritage sites. Foreigner's visits increased 130% to museum and cultural sites in Pakistan in which 30% visits increased to museum side while 100% visits increased toward cultural sites. In Khyber Pakhtun khwa the foreigner's visits increase 250% to museum sites in 2018. The historical and cultural heritage data is available of the ancient land.

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[42]BBC. (2016).'World tourism rises faster than trade for fourth year'. http://www.bbc.com/news/election-us-2016-36420693. Retrieved on: 5 Jun. 2016.

[43] UNWTO, January. "World Tourism Barometer. Vol. 14." (2016).

Table 12: **Total Appointments to Cultural and archaeological Sites in Khyber Pakhtunkhwa**

Province	Years	Visitors
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	2015	176,460
	2016	138,448
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	2018	112,731

[Source: *Department of Archaeology and Museum, Government of Pakistan*]

Khyber Pakhtunkhwa is home-base ancient ruins such as Takht Bhai in district Mardan, Museum of Butkara Saidu Sharif, Julian remains in Haripur and Swat. The visitor transportation in Khyber Pakhtunkhwa has been changing in excess of annually. In 2018 approximately 112,630 official visits per year while the maximum quantity of appointments documented in the previous year, 2017 was about 182,401 appointments.[44]

Figure- 2.1 top view of saidu stupa swat
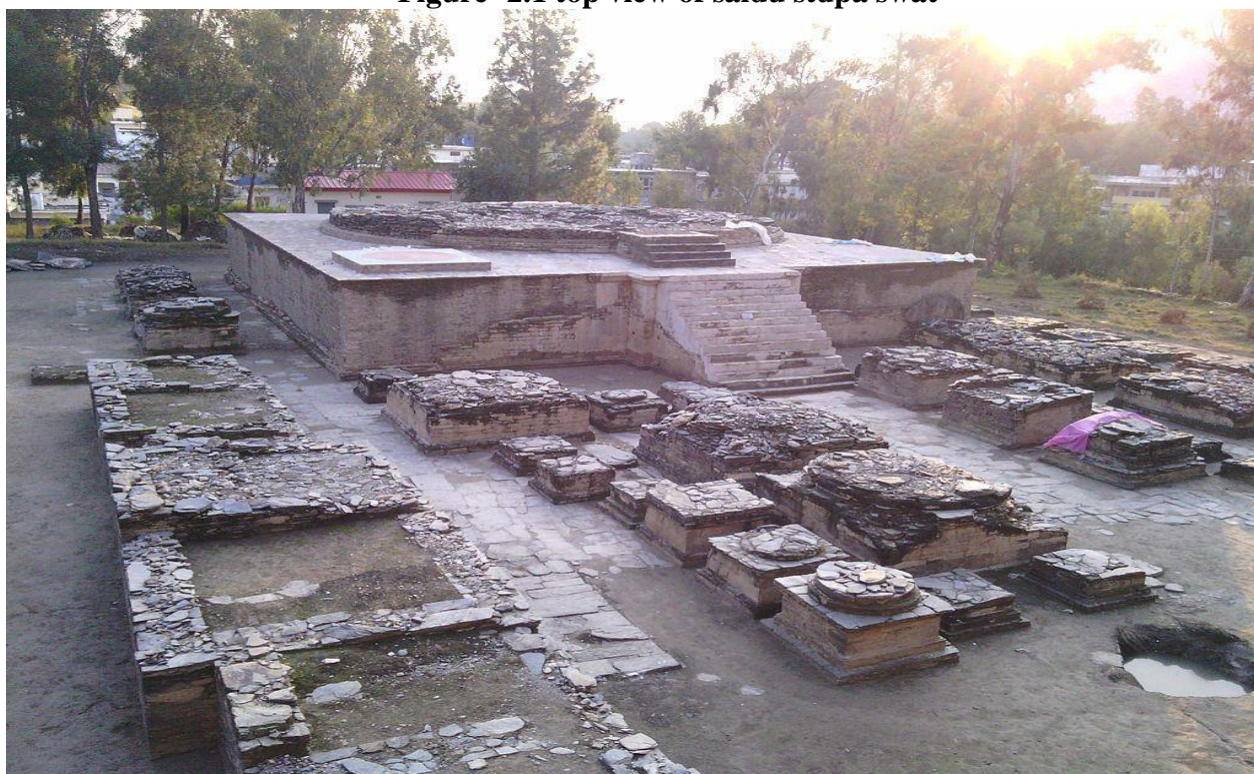
(**Source:** *photography by the scholar 2020*)

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[44] Department of Archaeology and Museum, Government of Pakistan a report by gallup Pakistan big data analysis team 2019

Figure- 2.2 Top view of panr site swat

(**Source:** *photography by the scholar 2020*)

Figure- 2.3 Front view of panr site swat

(**Source:** *photography by the scholar 2020*)

This reading stays to twenty one (21) Museum Places were enlist into description, crosswise the all four provinces of Pakistan with capital Territory. All These locations involved Lok Virsa Heritage Museum, Mardan Museum, Pakistan Museum of Natural History Pakistan Monument Museum, Khewra Mines, Taxila Museum, and Takht-i-Bhai. The total visits to the enlist museum locations over the last past 5 years regular rise in 2018 and reach to around 2.7 million.

Table 13: **Total Visits to museum sites in Khyber Pakhtunkhwa**

province	years	visitors
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	2016	34,628
	2017	40,276
	2018	54,815

[Source: *Department of Archaeology & Museum, Government of Pakistan*]

In a tourism report out of 21 site 3 sites are deliberated in this reading with several museum such as, Dir Museum in Chekdara and Peshawar Museum, Museum Saidu Sharif in Swat. The number of tourists increase 200% in 2018 if we compare to 2014 in Khyber Pakhtunkhwa especially to cultural and historical sites.

Figure- 2.4 Front view tomb and mosque of Sheikh Immamuddin at Peshawar
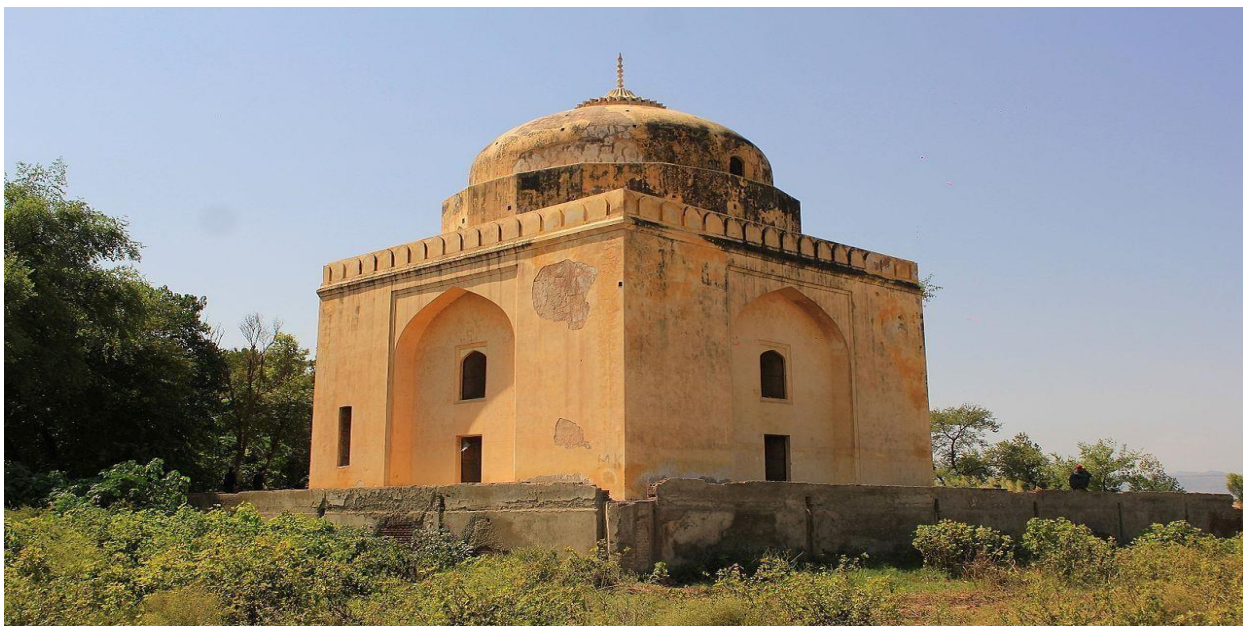
Source: *photography by Gohar Ali 2020*)

Figure- 2.5 Front view tomb built by one Shah Qutb during the reign of mughal emperor Akbar at Peshawar

Source: *photography by Gohar Ali 2020*)

2.2 HISTORY OF TOURISM IN PAKISTAN

Pakistan became a member of International Union of Tourism Organisation (IUTO) in 1949 which is known as the World Tourism Organisation (WTO). Now adays from 1949 to 1955, tourism was a part of the Ministry of Railways but in 1960 a Bureau was created for Tourism and combined with Ministry of Commerce. Tourism Bureau transferred to Chief Administrator Civil Aviation and Tourism [CACAT] in 1964. Until 1970 the Tourism Bureau was under the CACAT, and then Pakistan Tourism Development Corporation (PTDC). Later on in 1972 the Ministry of Minority and Religious Affairs and Tourism (MOMRAT) was first time created to make policy for tourism. In 1976 Tourism becomea part of Ministry of Commerce once again. From 1977 to 1996 tourism merges into the Ministry of Culture, Sports, Tourism and Archaeology (MOCSTA). The MOCSTA became the Ministry of Culture, Sports, Tourism and Youth Affairs (MOCSTYA) the Archaeology replaced with youth affairswing in 1996. This instability shows that the tourism industry has less importance and low growth rate

in Pakistan.[45] Due to its variety of cultures, history, beautiful lands and geo-strategic location Pakistan have good view for tourism their potential tourism categorised into four parts, i.e. archaeological tourism, religious tourism, ecotourism and adventure tourism. However, Pakistan has not yet attained its unbelievable tourism potential.[46]

2.3 ARCHAEOLOGICAL TOURISM

Archaeological tourism is one of the fastest growing sectors of tourism which needs to be handled and marketed differently. It is because the subject matter is of escalating interest from different disciplines. It is also professed a constructive tool for understanding the social conduct of individuals and society [47]. Over the last two decades, the popularity of archaeological tourism has increased tremendously in the eyes of travellers and the people who are trying to build tourists attractions. For instance in U.S.A, the number of archaeological tourists increased 13% from 1996 to 2002, which is twice the number of overall U.S.A tourists. World Tourism Organization defines archaeological tourism as an "immersion in the natural history, human archaeology, arts, philosophy and institutions of another region or country"[48]. Archaeological tourism and cultural tourism generally overlap with each other. Different authors have highlighted the association between culture and archaeology. According to[49] the link is palpable that archaeology is a part of cultural settings of the past and present, whereas, several scholars have shown interest in the management of tourism development at archaeological sites[50].

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[45] Sayira, Tazayian. *Tourism Development and Women in Under Crises Destinations: A Case Study of Chilas, Pakistan*. Liverpool John Moores University (United Kingdom), 2015.

[46] Nadeem, Basit, Abdul Sattar Khan, and Mian Habib Haider Hashmi. "WILLINGNESS TO PAY OF INDIGENOUS PEOPLE FOR CONSERVATION OF TOURISM SITES IN MULTAN."

[47] Poria, Yaniv, Richard Butler, and David Airey. "The core of heritage tourism." *Annals of tourism research* 30, no. 1 (2003): 238-254.

[48] Graham, Brian, Greg Ashworth, and John Tunbridge. *A geography of heritage*. Routledge, 2016.

[49] Zeppel, Heather, and C. Michael Hall. "Arts and heritage tourism." *Arts and heritage tourism.* (1992): 47-68

[50] Jaafar, Mastura, Shuhaida Md Noor, and S. Mostafa Rasoolimanesh. "Perception of young local residents toward sustainable conservation programmes: A case study of the Lenggong World Cultural Heritage Site." *Tourism Management* 48 (2015): 154-163.

Table 14: Khyber Pakhtunkhwa Archaeological Sites

S.No	Arch site name	District	S.No	Arch site name	District
1	Ahin Posh	Orakzai fata	17	Kashmir Smast	**Mardan**
2	Akra, Bannu	Bannu	18	Kotla Mohsin Khan	Peshawar
3	Bab-E-Khyber	Peshawar	19	Lower Swat Valley	Lower dir and swat
4	Bala Hissar, Peshawar	Peshawar	20	Mansehra Rock Edicts	Mansehra
5	Barikot	Swat	21	Panj Tirath	Peshawar
6	Bhamala Stupa	Haripur	22	Pushkalavati	Charsada
7	Buddhist Rock Carving In Manglawar	Manglawar	23	Ranigat	Buner
8	Butkara Stupa	Swat	24	Rehman Dheri	D.i.khan
9	Chakdara		25	Sanghao Cave	**Mardan**
10	Gorkhatri	Peshawar	26	Seri Bahlol	**Mardan**
11	Handyside Fort	Kohat	27	Shahbaz Garhi	**Mardan**
12	House of Dilip Kumar, Peshawar	Peshawar	28	Sheri Khan Tarakai	Banu
13	Hund (Village)	Swabi	29	Sirsukh	Taxila
14	Jaulian	Haripur	30	Sphola Stupa	Khyber pass fata
15	Jinnan Wali Dheri	Taxila	31	Takht-I-Bahi	**Mardan**
16	Kafir Kot	D.i.khan			

[Source: *Department of Archaeology site & Museum, Government of Pakistan*]

However, tourists' perceptions of visits to archaeological sites remain under-researched. In particular, this study aims to increase the existing conservation, and followed the guidelines given in the Conservation Manual and Archaeological Works Code by Sir John Marshall. It should have been updated in response to changes that have taken place in the philosophy and methodology of conservation since 1947 in Pakistan. Disregard of the principles of conservation, lack of understanding of historical, aesthetic and cultural values of heritage sites has caused considerable damage to the cultural properties. Until recent years, full documentation of all interventions done in course of conservation of monuments was not done or maintained on permanent basis for future reference except for notes relating to cost estimates and quantities of materials used. In contrast to Pakistan, the current state of conservation in Sri Lanka, China, Thailand and India. As Professor Sehrai observes, 'Hiuen Tsang mentions that there were about one thousand monasteries in Gandhāra'. He also refers to the popular view that 'the barbaric Huns from Central Asia destroyed it. Their king Mihiragula the Hun is charged with the destruction of sixteen hundred stūpas and

monasteries of Gandhāra and slaying two third of its inhabitants' . We shall now turn to the ancient name of Takht-i-Bāhī, attempting to identify possibilities from Chinese pilgrims' accounts, particularly Xuanzang, and epigraphic evidence from the site. Controversy about the name of the site General Court, a French officer of Maharaja Ranjit Singh, mentioned in 1836 the mountain of Behhi (Takht-I-Bahi) and the ruins of an ancient castle close to it which is attributed to Raja Vara an ancient sovereign of this country. 'The name of Bahi or Bahai, which means a reservoir or baori, has been applied to the hill on account of its possession of two small artificial tanks'. Both these tanks were mentioned by Sir Alexander Cunningham and Dr Henry Walter Bellew in their reports more than a hundred years ago. Stupa was seen from inner and outer side owing to which some scholars, visitors were in the opinion that this is either a round well or water reservoir. This types of stupa is sited nearby Jamal Garhi called Torabaz Banda stupa which was partly excavated in British period. It is a very rare type stupa, in Gandhara. The area where the excavations were conducted is located at the end of the old route from Sahri Bahlol to Takht-i-Bahi. The above discussion clearly shows that there is a strong relationship among, history, culture and archaeology. For that matter the term archealogical tourism has been used in this research study.

2.4 TOURIST ATTRACTIONS

Tourism and visitor magnetisms are interconnected with each other as stated by Lew that"without visitor charms and tourism, there would be no visitor attractions". This Barney clearly shows the significance of visitor attractions in tourism industry of tourism. Visitor attractions are the elementary roots which develop the tourism industry. An attraction is not only restricted to historical buildings, amusement parks and sceneries but also includes services which satisfy to the visitor to meet their ordinary needs[51]. Heritage resources have been defined as custom-built products to satisfy the cultural needs of contemporary consumers[52], but archaeological sites were originally constructed to meet other requirements. Since this master thesis is about archaeological tourist destination development, hence, it is very important to define archaeological tourist attractions.

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[51] Saunders, Mark, Philip Lewis, and Adrian Thornhill. "Research methods forbusiness students." *Essex: Prentice Hall: Financial Times* (2003).

[52] Kempiak, Joanna, Lynsey Hollywood, Peter Bolan, and Una McMahon-Beattie. "The heritage tourist: An understanding of the visitor experience at heritage attractions." *International Journal of Heritage Studies* 23, no. 4 (2017): 375-392.

Swarbrooke describe in his book that archaeological attractions include.

➢ "Historic buildings and monuments

➢ Sites of important past events like battles

➢ Traditional landscape and indigenous wildlife

➢ Language, literature. Music and art

➢ Traditional events and folklore practices

➢ Traditional lifestyle including food, drink and sport" [53]

Attractions instigate people to travel around whereas; the quality and quantity of attractions are always affecting the tourist decisions. According to[54] "attractions play one of three roles in tourism: they can be an intrinsic part of the trip, in which the demand for the attraction is recognised before the trip originates; they can be a main instigator for selecting a destination for a trip or they can be an optional, discretionary activity engaged in a destination".

2.5 TOURIST DESTINATION

Places are indispensable in tourism, which are entrenched with economies, cultures and social lives of societies. In tourism industry the ingestion production, empirical characteristics, and transportation organised at a precise place[55]. The grouping of individual tourist lures at specific abode becomes visitor destination. Tourist purpose is a certain abode which attracts the tourists for a long tenure stay or temporary. It includes village, city, regions, country, or a precise purpose constructed resort. It might be a minor community, region, city, or a republic .Tourist destinations are amalgamations of tourism products, which give assimilated experience to visitors. Usually, destinations are measured with respect to geographic areas, like country, city, and region. Nevertheless, in contemporary times, it is acknowledged that destination could also be a perceptual notion, which can be construed personally by the visitors subject to their education level, purpose of visit, cultural background and past experience. Beside this, for some tourists the cruise ship may be a destination and for some travellers who travel through same cruise may recognize the ports as destination where the cruise is heading. Recent research has verified that fulfilment is a motorist of tourists to archaeological locations and variables such as attachment, trust, unpleasantness, love and positive surprise[56]. According to Jachna

[53] Swarbrooke, John. "The future of the past: Heritage tourism into the 21st century." *Tourism: The state of the art* (1994): 222-229.

[54] McKercher, Bob. "Attitudes to a non-viable community-owned heritage tourist attraction." *Journal of sustainable tourism* 9, no. 1 (2001): 29-43.

[55] Saraniemi, Saila, and Mika Kylänen. "Problematizing the concept of tourism destination: An analysis of different theoretical approaches." *Journal of travel research* 50, no. 2 (2011): 133-143.

[56] Chen, Ching-Fu, and Sambath Phou. "A closer look at destination: Image, personality, relationship and loyalty." *Tourism management* 36 (2013): 269-278.

and Suntikul, co-creation can inspire a feeling of individual participation, which is revolving out to be a solid factor of seeming worth for current tourists. [57]

2.6 ROLE OF ARCHAEOLOGICAL ATTRACTIONS IN TOURIST DESTINATION DEVELOPMENT

Tourists who visit an archaeological site do not merely pursue the service per se, but they seek to achieve a higher educational level (knowledge value), create emotional connections (relational value), and observe a satisfactory level of the customer deal existing during the stay. The role of cultural and archaeological attractions in tourism mix at particular destination is well documented. Cultural and archaeological attractions are not only satisfying the tourist desires but also serve the community by creating awareness, understanding and appreciation of cultural identities. A wide range of archaeological attractions exist in contemporary tourism[58]. Due to the singularity of archaeological sites, these places raise 'an emotional uniqueness that makes it appealing to specific visitors' which is highly appreciated in the current 'experience economy'[59]. It includes cultural tours, museums, historic monuments, art galleries, historical sites and theme parks. In tourism the archaeological resources are acknowledged as imperative tourism attractions. In global competitive environment before developing strategies and plan of actions for destination development, it is equally important to understand their own strengths and flaws. The fundamental of the triumph of this progression is the awareness of those factors that can impact upon it. The above mentioned critical success factors for destination development will be explained in detail as under.

2.7 DESTINATION MARKETING

Destination marketing has acknowledged enormous consideration and has developed a common phenomenon in the industry of tourism nowadays. This reading was planned to evaluate the role of new service bonds, service experience and apparent value in tourists' revisit intention generation practice. The key role of the study is that observed value is, for the first time, conceptualised as a measurement that relational value, realizes information value and perceived relationship investment. Destination marketing can be defined as "destination marketing covers all the activities and processes to bring buyers and sellers together; focuses on responding to consumer demands and competitive positioning is a non-stop synchronised set of events associated with well-organized distribution of products to great potential markets and contains making decisions almost the product, market

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[57] Suntikul, Wantanee, and Timothy Jachna. "The co-creation/place attachment nexus." *Tourism Management* 52 (2016): 276-286.

[58] McKercher, Bob. "Attitudes to a non-viable community-owned heritage tourist attraction." *Journal of sustainable tourism* 9, no. 1 (2001): 29-43.

[59] Castellanos-Verdugo, Mario, M. Ángeles Oviedo-García, and David Martín-Ruiz. "Tourist assessment of archaeological sites: The case of the archaeological complex of Itálica (Seville, Spain)." *Visitor Studies* 14, no. 1 (2011): 100-112.

segmentation, branding, price, distribution and promotion"[60]. Destination marketing is a tool to achieve tourism policy which is synchronized with the strategic plan of regional development. Nevertheless, destination is the most challenging entity to manage and market because of the complexity of relationships among stakeholders.

2.8 TOURISM MANAGEMENT AT DESTINATION

The resources, facilities and services are not owned by a single individual at a particular destination, "instead they represent a collection of both professional and personal interests of all the individuals who work and live in the zone". Beside this, the purpose of destination marketing is to accomplish various strategic objectives for destination as shown in table 2.1. The success of execution andexpansion of strategic objectives at destination totally depends on the relationship among stakeholders. Every stakeholder has its own interests and agendas which may conflict with other stakeholderinterests. This conflict of interests may risk the accomplishment of entire destination strategic objectives. It is inevitable than, for DMOs to use their legislative power and management tactics to avoid such conflict of interests and safeguard the benefits of other stakeholders.

Table- 15 Strategic management and marketing objective for destinations

1. To increase success of local community in future.
2. To maximize visitors satisfaction.
3. To increase profits of local businesses and to capitalize the multiplier effects.
4. To develop the effect of tourism by protection in geographical equilibrium among socio-cultural, environmental costs and financial benefits.

Source: *(Buhalis, 2000)*

2.9 MARKETING MIX AND PRODUCT DEVELOPMENT FOR DESTINATION

The heritage and archaeological tourism market is varying, as administrators are now attentive that fulfilling tourist requirements is the only technique to pledge the long-term existence of the archaeological heritage in their precaution[61]The marketing mix will enable destination managers to reach their target market with full array of offerings. It will also enable them to propose a product to their customers according to

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[60] Baker, Michael J., and Emma Cameron. "Critical success factors in destination marketing." *Tourism and hospitality research* 8, no. 2 (2008): 79-97.

[61] Poria, Yaniv, Arie Reichel, and Raviv Cohen. "World Heritage Site: an effective brand for an archeological site?." *Journal of heritage tourism* 6, no. 3 (2011): 197-208.

their needs and desires. As noted by[62] the DMOs are not only protecting the right of all the stakeholders at destination, beside this, they provide leadership to the stakeholders to develop unique product which differentiate their destination from others. Similarly Greece is all about archaeology and history so it should promote this uniqueness to visitors, whereas, Italy should promote art, design, culture, fashion and cuisine. It is very important to use appropriate tools for promotion of destination and its product.

2.10 DISTRIBUTION / MARKETING CHANNELS FOR DESTINATION

Distribution or marketing channels are set of symbiotic organizations which bring tourism demand and supply at a particular destination. The distribution channel members perform various functions i.e. collection and analysis of information, managing inventories, generation of demand through promotion, payments and financial arrangements, negotiations between channel members and consumers and after sale service. The aim of distribution channels can be concise as "delivering the right quality and quantity of a product, in the right place, at the right time, at the right cost, to the right customer". Repeat tourists are the supreme appealing sector of the market for every tourism group, however even further for archaeological sites that are paired their preservation objectives and commercial within a precise target market. They tend to spend more and can positively contribute by positive word of-mouth recommendations[63]. Findings of recent research have proved that satisfaction is a driver of visitors' loyalty to archaeological sites as well as other elements such as attachment trust, unpleasantness, positive surprise and love. To attract business tourists, a destination DMOs should develop linkages with business associations, chambers of commerce & industry and academia. This will facilitate the DMOs in understanding the needs of business travellers. Beside this, they can get help in arranging business meetings, conferences and exhibitions. This is how they can offer adequate products to business travellers accordingly. In case of vacation travellers, the local tourists mostly manage their activities by themselves. Therefore, the destination managers should provide promotional material to the travel agencies along-with incentives to the staff so they can endorse destination in befitting manners.[64]

2.11 PRICING FOR DESTINATION

It denotes that when provider's experiences based or improve products on tangible historical and archaeological heritage, they are willing to pay a high price because the risk of failure is small. Further

[62] Tarawneh, Mohammad B., and Meredith Wray. "Incorporating Neolithic villages at Petra, Jordan: An integrated approach to sustainable tourism." *Journal of Heritage Tourism* 12, no. 2 (2017): 155-171.

[63] Boukas, Nikolaos. ""Young faces in old places": perceptions of young cultural visitors for the archaeological site of Delphi." *Journal of Cultural Heritage Management and Sustainable Development* (2012).

[64] Buhalis, Dimitrios. "Marketing the competitive destination of the future." *Tourism management* 21, no. 1 (2000): 97-116.

investing in undervalued or disliked, intangible historical and archaeological resource does not seem in the 1st instance to be the best operative path of tourists attracting. To fix appropriate price of a destination is a challenging task, because destination resources are owned by different individual organizations. There are many other factors that need to be considered before setting destination price. For example country economic policy and conditions, employment rate, cost of living, inflation and exchange rates, hotels and transportation cost, competition in market, destination image and above all the economic conditions in international market. These all contribute in pricing equation. It is time to make some infrastructural developments in Mardan to fulfil the needs of the domestic and international tourists. Market archaeological treasure of Mardan; develop pricing strategies and distribution channels to promote the salient features of Mardan as archaeological tourist destination.

2.12 TERRORISM

According to Campbell the travellers have choice to evade destinations with allied risk, whereas, the significances of devastating events such as terrorism attacks on tourist destinations are inevitable and deep. Terrorism bouts which target the leisure industry can cause tourism crisis at specific destination[65]. According to Akbar ravel crisis means undesired actions that effect the self-reliance of the tourists about a destination and affects the abilities of organization or countries to operate normally, furthermore it damages the destination image for safety and attractiveness. There are many factor which effect tourism industry, terrorism is one of them[66]. In defining terrorism referred US department of State that terrorism is a "pre-meditated, politically motivated violence perpetrated against civilians and unarmed military personnel by subnational groups, usually intended to influence an audience and international terrorism mean involving citizens or the territory of more than one country".

2.13 CRISIS MANAGEMENT AND CRISIS MANAGEMENT TASKFORCE

It is very significant to integrate crisis management design into destination "generally travel marketing, management and planning approaches". This will provide a plan of action for destination to knob with terrorism impacts. Developing a destination crisis management taskforce is very important because this taskforce will ensure the timely recovery of destination from terrorism. The taskforce should comprise of government officials, community and business leaders and tourism industry professionals. This taskforce should work under the supervision of executive committee who have the legislative

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[65] Campbell, Jennifer L. "World Heritage and sites of conflict: how the war on terror is affecting heritage in Peshawar, Pakistan." In *Identity and Heritage,* pp. 65-71. Springer, Cham, 2015.

[66] Islam, Saiful, and Muqarrab Akbar. "Taliban's Activities in Pakistan: Impact on the Society." *Journal of the Research Society of Pakistan* 53, no. 1 (2016).

power and can oversee the performance. The taskforce will be further divided into four groups and each group will be led by a professional. For example 1) media management team, the role of this team would be to represent the destination in print and electronic media positively and foil the exaggeration of the events; 2) marketing team, the task would be image building, identify opportunities and make liaison with competitive destination; 3)"information coordination team to coordinate damage assessment activities and gather disaster related information for accurate dissemination, to estimate the approximate period of recovery, and to convey recovery efforts to constituents". 4) Finance and fund raising team, the task would bet to manage the expenditure and also create to raise fund for futureuse[67]. Beside this, it is very important for destination managers to develop strong liaison with law enforcement agencies. In recent times, the world has become very vulnerable due to deteriorating law and order situation in many parts of the world. The number of terrorist attacks, in different part of the world have increased in last three decades. Since tourism is service oriented industry, that is why it is very easy to disrupt the supply chain of tourism industry with terrorist activities. Many tourist destinations in the world have been affected with terrorist attacks and bore huge economic losses. Pakistan is facing severe law and order situation since 9/11 terrorist attacks. In Pakistan terrorist attacks happen quite often in markets, religious places, schools, police stations, military schools and airports. In 2013 more than 10 mountain climbers (including international climbers) were killed in Northern areas of Pakistan in terrorist activity, such incidents have strong impacts on tourism industry. All the above adverse media reporting causes damage to the image of Mardan KP as visitor destinationsuch as Takht-i-Bahi Buddhist ruin, Buddhist ruins Jamal garhi, Chanaka Dheri shabaz garhi, Tereli Buddhist remains.

2.14 AUTHENTICITY

The concrete and significant aspect of the tourism phenomenon is the built milieu, which can be defined as the anthology of individual attractions experienced by the tourists. As a tourist attraction developer, if historic building is promised than it should be indisputably available upon arrival at destination site. To keep validity of important monuments is required a countless amount of coordination and communication between policy makers mostly government officials promoters, tour operators and designer[68].The aging and environment can affect the historical monuments at anyarchaeological tourist destination; hence the conservation of monument has to be done in most authentic way. Therefore, the issue of authenticity is very important and sensitive in archaeological

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[67] Kuto, B., and J. Groves. "The effects of terrorism: evaluating Kenyas tourism crisis." *E-review of tourism Research* 2, no. 4 (2004): 88-95.

[68] Murphy, Peter. *Tourism: A community approach (RLE Tourism)*. Routledge, 2013.

tourism. The authenticity of historical monuments can also be affected with illegal constructions and encroachments around the historical monuments.[69].

In Pakistan[70]The Tourism production has gone through era of strong growth and smashed, from its peak in 1970s when Pakistan received unique amounts of international tourists. In 2016, the foreign visitor's number to Pakistan was 965,498. Approximately 50 million local tourists make squat trip to different locations of Pakistan between May to August. Maximum international tourists from USA, china, India and UK also backed in tourismarrival (Bush 2010). There are six (06) main cultural places in Pakistan categorized by UNESCO as World Heritage sites which are given below in table:

Table 16: Pakistan World Heritage sites list

S.No	World Heritage sites	Province
1	Archaeological Ruins of Mohenjo-Daro	Sindh
2	The ruins of Taxila	Punjab
3	The ancient fort of Rohtas The Kabule Gate	Punjab
4	The Lahore Fort and Shalimar Gardens in Lahore	Punjab
5	1st Century Buddhist Ruins at Takht-i-Bahi and Neighboring City Remains at Sahr-i-Bahlol	Khyber Pakhtunkhwa
6	Historic Monuments of the ancient city of Thatta	Sindh

Source: UNESCO World Heritage sites list

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[69] Rehman, Abdul. "Conservation of historic monuments in Lahore: Lessons from successes and failures." *Pakistan Journal of Engineering and Applied Sciences* (2016).

[70] Ali, Syed Ahtsham, Jahanzaib Haider, Muhammad Ali, Syed Irfan Ali, and Xu Ming. "Emerging tourism between Pakistan and China: tourism opportunities via China-Pakistan economic corridor." *International Business Research* 10, no. 8 (2017): 204.

CHAPTER III

ARCHAEOLOGICAL TOURISM IN MARDAN KHYBER PAKHTUNKHWA

This chapter will describe the analytical vision of empirical data of tourism in Mardan. In this chapter we explore different expects of the fastest growing sector of archaeological tourism industry the main topics of tourism industry are such as tourist attractions and destination development, destination marketing and distribution channels, pricing/poor economy and destination development, terrorism effects on tourist destination development, image, authenticity and education, archaeological sites protection and destination development generally in Khyber Pakhtunkhwa and specific in district Mardan.

3.1 AREA PROFILE AND HISTORY OF DISTRICT MARDAN

The region comprised of Mardan district is a part of the Peshawar valley, which first emerged in the ancient time as division of the Gandhara Empire. Subsequent to incursion of Alexander the Great, the smog of gloominess started to settle. The militia of Alexander arrived at the Indus Valley by two detached directions, one straight all the way through the Khyber Pass and the other directly by Alexander himself through Kunar, Bajaur, Swat and Buner in 326 BC. After Alexander's exit, the valley came under the decree of Chandragupta who ruled the valley from 297 to 321 BC. During the control of the Buddhist emperor Asoka, the grand-son of Chandragupta, Buddhism was the faith and belief of most of the people of Peshawar Valley. The valley saw the resurgence of Brahmanism following the Greeks who took over the valley in the time of king Mehanda. The Seythians and Indianstrailed by and maintained the control of the valley till the 7th century AD (Khyber Pakhtunkhwa, Official Gateway to Government). Ranjit Singh captured Attock in 1814 and Peshawar in 1818. He made Hari Singh Nalwa as commandant and departed to Lahore. This valley stayed under the powersof the Sikhs up to 1849. They were conquered by the British in the Second Sikh War and Major Lawrence was chosen as the first Deputy Commissioner of Peshawar. From that time Peshawar turned into an executive district under the rule of Punjab Government. At that moment the current Mardan district was a division of Peshawar district. In 1909 Frontier Province was made up and in 1937 Peshawar district was divided into Peshawar and Mardan districts.

3.1.2 GEOGRAPHY OF MARDAN

In the start, the name Mardan was specified to a diminutive vicinity following the name of Pir Mardan Shah, a famous spiritual personality. Steadily, a hefty adjacent region came to be identified as Mardan. The area comprising Mardan district was a part of Peshawar valley, which first emerged in history as a

component of Gandhara Kingdom. Until 1937, Mardan district was a part of Peshawar district. In 1937, Mardan was put up as an autonomous district.[71]

3.1.3 LOCATION, BOUNDARY AND AREA OF MARDAN

The district lies from 34° 50 to 34° 32 north latitudes and 71° 48 to 72° 25 east longitudes. It is bordered on the north by Buner district and Malakand secluded area, on the east by Swabi and Buner districts, on the south by Nowshera district and on the west by Charsadda district and Malakand secluded area. The whole region of the district is of 1632 square kilometres (Khyber Pakhtunkhwa, Official Gateway to Government).[72]

3.1.4 PHYSICAL FEATURES, TOPOGRAPHY AND WEATHER

Mardan district may generally be divided into two divisions, north eastern hilly area and south western plain. The whole northern side of the district is surrounded by the hills. In the district, the utmost points in these hills are *Pajja* or *Sakra* which is 2056 meters high and *Garo* or *Pato* which is 1816 meters high. The south western half of the district is generally composed of luxuriant plains with stumpy hills spotted across it. It is commonly established that this plain formerly formed the bed of a lake which was slowly but surely crammed up by the load of the river flowing into from the adjacent hills. From the base of the hills the plain runs down at first with a sharp undulation which carried the rain water to the lower levels and eventually to the Kabul river. The summer time is awfully hot. A sudden increase of hotness is witnessed from May to June, even July, August and September testify pretty high temperatures. The weather is extreme cold from October to March.[73]

3.1.5 FOOD, FLOWERS AND VEGETATION

The majority of the people's general food is bread which is prepared of wheat or maize flour. The inhabitants of the region like mostly meat particularly different types of beef cooked in the form of *chapli kabab, seekh tikkas* and a hot drink called *qahwa* (green tea) which is very much admired and is appreciated by nearly every one of the area. The current flowers, plants and vegetation of the irrigated areas are striking. The general trees are mes-quite, ber, different variety of acacia and jand. The most frequent vegetation's are tarmariax articulata, spands, *akk*, small red poppy, spera, pueghambrigul,

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[71] Ibrar, Muhammad. "problems and prospects of primary health care services in district Mardan (khyber pakhtunkhwa)." phd diss., univeristy of peshawar, 2006.

[72] Yar, Pukhtoon, and Jamal Nasir. "GIS Based Spatial and Temporal Analysis of Crimes, a Case Study of Mardan City, Pakistan." *international Journal of Geosciences* 7, no. 03 (2016): 325.

[73] KHAN, FAHEEM. "Role of extension services on production of sugarcane in district Mardan and Charsadda: Khyber Pakhtunkhwa-Pakistan." PhD diss., THE UNIVERSITY OF AGRICULTURE PESHAWAR-PAKISTAN, 2015.

drab grass, spera, eamelthorl and pohli chaulai etc. (Khyber Pakhtunkhwa, Official Gateway to Government).[74]

3.2 ARCHAEOLOGICAL TOURISM

According to the researcher archaeological tourism is one of the fastest growing sectors of tourism industry Broadly, archaeological tourism is defined by tourist visits and activities taking place at celebrated places (e.g. historic landmarks, monuments and excavation sites) and partaking in the experience their physicality engenders[75]. Strategies of constructivist heritage interpretation also come to the fore here. Tour guides often resort to storytelling and problem-solving using landmarks in the surrounding landscape to illustrate episodes of local human occupation in the past[76]. This research is quite relevant to the data collected from tourists in Mardan. According to the data (section 4.2.2.4 of this thesis) 25 out of 29 respondents completely agreed with this opinion that archaeological tourism is the fastest growing sector in tourism. The Mardan archaeological tourism needs no portrayal; because the sites exist in Mardan represent the history of the past as said by TDCKP official A. Thus, Mardan Takht Bhai as archaeological tourism tourist destination is very popular in Pakistan. It is also evident from the data collected from tourists. Section (4.2.2.1) of the thesis represents that 94% of therespondents agreed that Mardan is the most important archaeological tourism destination of Khyber Pakhtunkhwa. However, it is difficult to generalize this opinion with limited number of respondents. One might say that tourists are interviewed in Mardan different archaeological sites that is why they were having this opinion.[77]

3.3 GEOGRAPHIC INFORMATION SYSTEM AND REMOTE-SENSING APPLICATION FOR ARCHAEOLOGICAL SITES MAPPING

Modern technologies, mainly GIS (geographic information system) and remote sensing, are gaining attention as tools for prediction at archaeological sites. [78] This model constitutes a solution for archaeological heritage management by identifying the areas with high potential for hosting archaeological remains. Remote sensing in the form of aerial photography as well as ground-based techniques such as ground penetrating radar, soil resistance and magnetic prospection, are well

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[74] Bahadur, Ali. "Ethno-Medicinal study of Merbazghaz Jahangir abad, Mardan, Khyber Pukhtoonkhwa, Pakistan." *Int J Pharma Res Development* 4, no. 1 (2012): 129-31.

[75] Pacifico, David, and Melissa Vogel. "Archaeological sites, modern communities, and tourism." *Annals of tourism research* 39, no. 3 (2012): 1588-1611.

[76] Hansen, Ann Heidi, and Lena Mossberg. "Tour guides' performance and tourists' immersion: Facilitating consumer immersion by performing a guide plus role." *Scandinavian Journal of Hospitality and Tourism* 17, no. 3 (2017): 259-278.

[77] Ahmed, Bakhtiar. "NASSD Background Paper: Sustainable Tourism and Cultural Heritage." *IUCN Northern Areas Programme: Gilgit, Pakistan* (2003).

[78] Nsanziyera, Ange Felix, Hassan Rhinane, Aicha Oujaa, and Kenneth Mubea. "GIS and remote-sensing application in archaeological site mapping in the Awsard Area (Morocco)." *Geosciences* 8, no. 6 (2018): 207.ID

established and widely practiced within archaeological research[79]. Remote sensing has opened up new horizons and possibilities for archaeology. Satellite application in archaeology is an emerging field that uses high-resolution satellites with thermal and infrared capabilities to pinpoint potential sites of interest on the Earth around a meter or so in depth. Satellite remote-sensed data have become a common tool of investigation, mapping, prediction, and forecast of archaeological sites locations through the development of GIS-based predictive models. Directorate of archaeological and museum update the GIS and remote sensing application in archaeological sites mapping in Khyber Pakhtunkhwa for local as well as for foreign tourist. There for tourist able to accesses easily to all archaeological sites specific in district Mardan generally in Khyber Pakhtunkhwa.[80]

3.4 TOURIST ATTRACTIONS AND DESTINATION DEVELOPMENT

Tourism and tourist attractions are interconnected with each other. The role of attractions is pivotal in tourist destination development, particularly the archaeological tourism attractions. Archaeological tourism attractions are not only satisfying the tourist desires but also serve the community by creating awareness, understanding and appreciation of cultural identities. Walker and Carr have also recently published a book with some chapters seeking to address the history of archaeological tourism. In the context of archaeological tourism, a co-creation perspective entails the active participation of tourists, providers and archaeologists in the process of interpretation and making sense of the past[81].The data collected from Mardan, shows that archaeological tourism attractions are playing an important role in promotion of archaeological tourism in Mardan. According to the data collected from TDCKP officials, important archaeological tourism attractions of Mardan are (section 4.2.1 of this thesis), Mardan museum, Takht Bhai archaeological sites, Jamal Ghari archaeological sites, seri bholol, shehbaz Ghari and many others sites.Moreover, the data collected from tourists (section 4.2.2.5 of this thesis) is also supporting the argument of TDCP officials about potential of archaeological tourism attractions of Mardan. [82]

According to Baker the combination of individual tourist attractions at particular place becomes tourist destination and every destination has some important and less important attractions. In case of Mardan,

[79] Tapete, Deodato, and Francesca Cigna. "Trends and perspectives of space-borne SAR remote sensing for archaeological landscape and cultural heritage applications." *Journal of Archaeological Science: Reports* 14 (2017): 716-726 Tapete, Deodato, and Francesca Cigna. "Trends and perspectives of space-borne SAR remote sensing for archaeological landscape and cultural heritage applications." *Journal of Archaeological Science: Reports* 14 (2017): 716-726

[80] Jahjah, Munzer, Carlo Ulivieri, Antonio Invernizzi, and Roberto Parapetti. "Archaeological remote sensing application pre-post war situation of Babylon archaeological site–Iraq." *Acta Astronautica* 61, no. 1-6 (2007): 121-130.

[81] Ross, David, Gunjan Saxena, Fernando Correia, and Pauline Deutz. "Archaeological tourism: A creative approach." *Annals of Tourism Research* 67 (2017): 37-47.

[82] Sher, Shaista, and Abdul Hameed. "Comparative Analysis of the Gandhāran Floral Motifs from Butkara (I and III) and Takht-i-Bahi." *PATRON-IN-CHIEF*: 128.

there are some very important archaeological tourism attractions where tourists always like to go. It is found in empirical data collected from tourists that the most important tourist attractions of Mardan includes Mardan museum, Takhat Bhai ,sawal Dher and Ashoka rocks (section 4.2.2.6). The empirical data collected form TDCKP and local visited places officials (section 4.4.1) also shows that these five attractions are the top visited monuments in Mardan. These archaeological tourism attractions are playing an important role in providing jobs and recreation opportunities to the locals of Mardan. According to the data collected from tourists (section 4.4.2.2), 83% respondents agreed that due to these archaeological tourism attractions, the local people of Mardan are getting more jobs. The section (4.4.2.3) shows that 66% respondents agreed that these archaeological tourism attractions provide recreation opportunities. These findings demonstrate that people in Mardan consider archaeological tourism as an important economic and recreational field. This might not be the same in other archaeological tourism tourist destinations.

3.5 MAJOR ARCHAEOLOGICAL SITES IN MARDAN DISTRICT

3.5.1 TAKHT-I-BHAI

The Takht-i-Bahi Buddhist Ruins and nearest city relics at Sahr-i-Bahlol are the best imposing ruins of Buddhism in the region of Gandhara in Pakistan. The adorned property in collected of two diverse constituents both seeing from the same period. Takhi-i-Bahi are a monastic multipart ruins of Buddhist, it was founded in the first era A.D, is enormously located on hill tops reaching from approximately 37 meters to 153 meters in altitude, classic for Buddhist positions. Their total area of around 33 ha.Currently Takhat Bhai ruins contain on a main votive Stupas court, Stupa court, a group of three Stupas, conference halls, the monastic quadrangle with meditation cells, enclosed stepped passages and other irreligious buildings.

Figure- 3.1 Inside Buddhist temple at Takht Bhai

Figure- 3.2 Entrance of Buddhist temple at Takht Bhai

Figure- 3.1 Entrance of Buddhist temple at Takht Bhai

(Source*: Photograph By Gohar Ali 2020***)**

The Maryann Buddhist Ruler Asoka (299-237 BC) governed about 40 years on Northern Pakistan through Takht Bahi zone within his control. Top view of Takht Bhai archaeological site are shown below Various Buddhist visitors from Nepal, Srilanka, Korea and Bhutan visit the site.

Figure- 3.3 Top view of Takht-i-Bhai archaeological remains

(Source: *photograph by the scholar 2020)*

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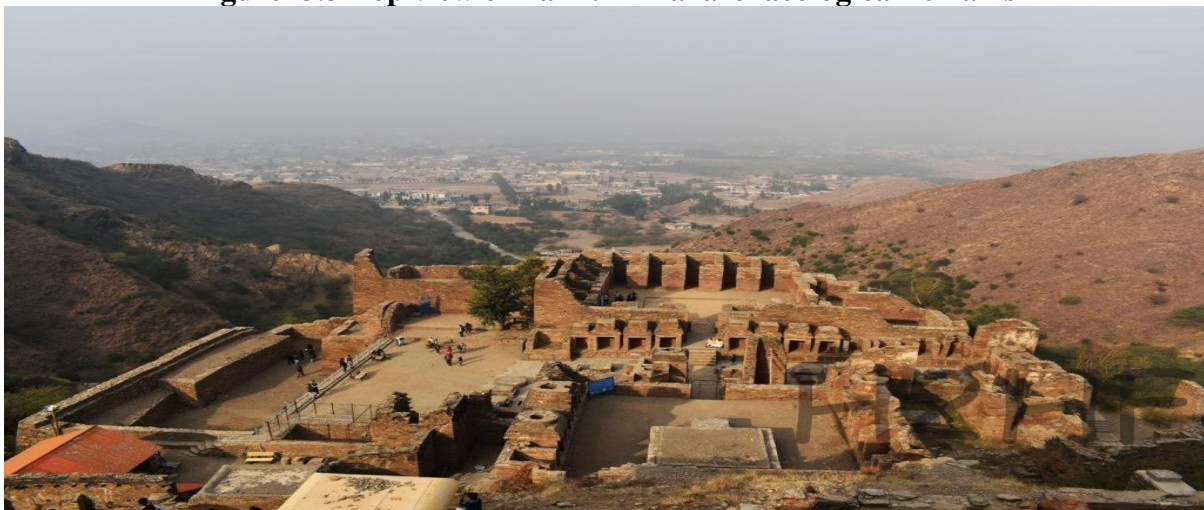
This attractive Buddhist monastery has vital square halls for meditation chambers, Buddha statues, assembly halls, and double storey lecture halls, isolated domestic complexes for the professors and students and rain water harvesting tanks.

Figure- 3.4 side view of Takht-i-Bhai archaeological remains

(Source: *photograph by the scholar 2020)*

3.5.2 SHAHBAZ GARHI

Shahbaz Garhi is located on Mardan-Swabi road at an expanse of 12 kilometre from Mardan city. The Mughal king Zahir-ud-Din Babar has mentioned in his book *Tuzk-e-Babri* about this monastery. It has also been acknowledged that this rural community has been named with the name of a renowned pious person (Khyber Pakhtunkhwa, Official Gateway to Government).

This area have more potential and offers for exploration from an archaeological point of view. The area to which skirts the hills flanking the Peshawar vale on its northern side, from the point where the Kabul River debouches into the plain over Mardan, Charsadda Shabkadar, and Swabi to Shahbaz garhi, Ohind and the Indus opposed Taxila. This we know to have been in olden days the most thickly populated part of the country, and through it ran the great Royal Road which, starting at Charsadda, ended far south at the Mauryan capital of Pataliputra, near the modern Patna. In those period the state over which the current grand trunk way passes from Taxila to Peshawar have been marsh sporadic with jungle crossed by several nullahs, in which as late as 1526 Baber and Humayun hunted the rhinoceros Moreover, it seems that it was not until about the first century A.D, when the great Kushan ruler Kanishka made it his provincial capital, that Peshawar became a place of any importance. On the other hand, we know that the fertile tract along the base of the hills, watered by the Swat and Kabul

rivers, contained many places of note. Some of them at Shahbaz Garhi Asoka famous edicts rocks by the edge of road side about the mid of the 3rd century B.C., and still see them to-day. We know of this place also from the Chinese pilgrims who visited it later and have left delightful accounts of its attractions.[83]

Tosali near Bhubaneswar and Samapa in the Ganjam district respectively became the provincial capital and subsidiary headquarters of Kalinga province under Ashoka. At Jaugada like Dhauli we find a Major rock edict of emperor Ashoka. The olden name of Shahbaz Garhi, Forgotten in The fog of history, has been traced in The account of The Chinese travellers SUNG-YUG, Who visited this regionin 520 A.D mentioned it as Fo-Shahfu, while Hiun-Tsang came here in about 630 A.D, called it Po- Lou-Shah. Apparently, the site in ancient times was the meeting place of the important routes used by the travellers from all walks of life. Therefore, among the numerous villages on the right Bank of RiverIndus, it was Shahbaz Garhi which was graced with The Royal Edicts of Asoka. He was a well-known Mauryan Emperor of South Asia, who succeeded to the throne in about 274 B.C. Asoka, who was a great Patron of Buddhism, who was the first ruler to issue such edicts, which are found in many places in South Asia. The set of fourteen edicts at Shahbaz Garhi is written in local Kharoshti script and inscribed on two rocks. The name of the language used in these inscriptions is known as Gandhara Prakrit. The Asoka edicts dated to about 257 B.C, are a unique proclamation of moral principles and religious toleration.

Figure- 3.5 side view of Ahoka rock edicts
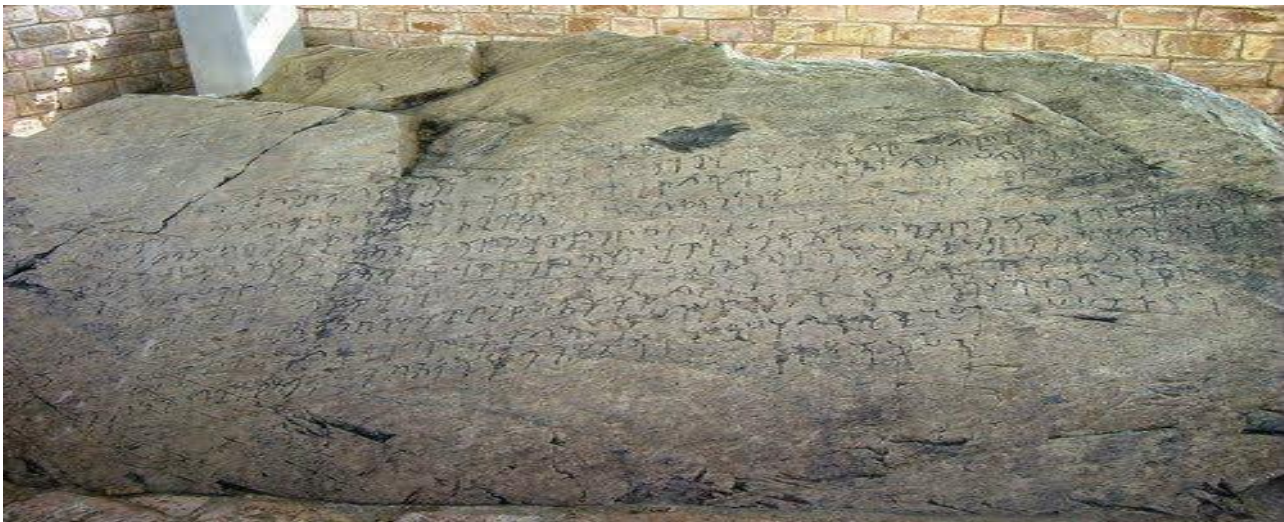
Source: *photo taken by the scholar*

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[83] Haughton, H. L. "Some archaeological gleanings from Gandhara on the north-west frontier of India." *Journal of the Royal Central Asian Society* 32, no. 3-4 (1945): 299-307.

Figure- 3.6 Entrance point of Ashoka rock edicts

Source: *photo taken by the scholar*

Figure- 3.7 side view of Ashoka rock edicts
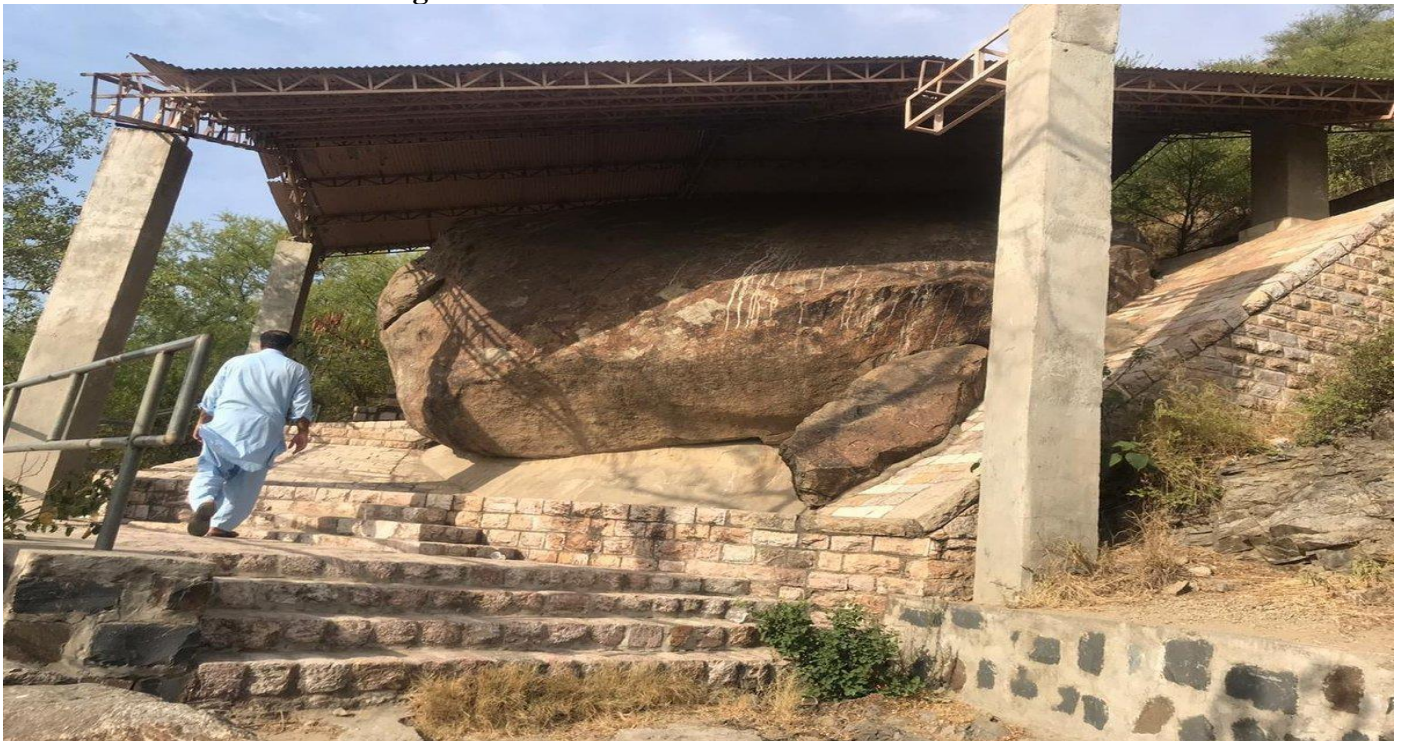
Source: *photo taken by the scholar*

Figure- 3.8top view of Ashoka rock edicts

Source: *photo taken by the scholar*

3.5.3 KASHMIR SMAST

Kashmir Cave (Smast) is one of impressive and unique creations of nature located in the Babuzai mountain range and considers as Gandhara heart-land at district Mardan Pakistan. The cave height from sea level is 1100m the entrance point of cave is 20 m wide and 20 m height. 180 m is the whole length of the cave. The distance between the main road Mardan and cave is 25km there are no proper way to lead the entrance of the great cave extending for about 100m.

Figure- 3.9 Front view of Kashmir Smast

Source: *photo taken by the scholar*

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The local people have been repaired the access way to preserve cultural heritage Kashmir cave is located east of Katlang near the rural community of Babozai. Close to the ramparts of this monastery little wrecked monuments are accessible. It means that Hindu Pandit once worshipped here. There is also a swimming pool which appears to be used for religious bathings called *ashnon* in Hindi.[84]Analysis of settlement system during the Maurya and kushana periods Jamal Garhi, Thakt-i- Bhai, Thareli and Khashmir Smast cannot be considered as isolated elements when it's obvious thatthe entire valley from the beginning of the history until the present day has seen a dense and rich variety of human occupants. From the many remain still visible, it is clear that the valley has lived through several well-defined periods of great wealth. This more recent history has yet to be studied and analysed. Moreover the research on the well-known sites such as far from being completed. During our survey of Kashmir Smast, along with many rock-craving that could be dated back to thepre or pre historic period.[85] The remains of Kashmir Smast are situated in the Sakra mountain range, which separates the main Peshawar valley from that of Buner. The most significant of these remainsare the monuments of Bakhai and the great cave an isolated cave located some 1175m above sea level and about 50km northeast of Mardan, one of the main towns in the area1. Keeping in view the historical and religious significance of the site several different field campaigns have so far been led to the area to study different aspects of the history of the site II. The 2010/2011 years campaign was for main aim to study the topography of the monastic complex in front of the Cave and the Great cave itself. For this purpose some modern equipment, such as total station, were used. The other objectiveof this campaign was to conduct excavation inside the Great Cave. The main purpose of excavation inside the Cave was to understand its cultural profile to know about the present internal landscape of the Great cave and how it used to be before its occupation. The Cave can be approached by more than one hundred steps varying in size: height, width and length. The last step in the entrance of the cave is situated at an altitude of 1175m above sea level. The length of these steps reaches approximately to 80m. The general layout of the steps gives a zigzag shape and can be divided in to four main parts based on sharp turns at the end of each part or on the basis of visibility to eye sight. The topographic study inside the Great Cave has showed mainly three main chambers which are separated from each other due to two turns. The internal total length of the Cave reaches to about 185m (Fig.1) while the

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[84] Nasim Khan, M. "Lajjā Gaurī Seals and Related Antiquities from Kashmir Smast, Gandhāra." *South Asian Studies* 18, no. 1 (2002): 83-90.

[85] Faccenna, Domenico, Umberto Scerrato, Anna Filigenzi, and Giorgio Stacul. "PAKISTAN-1: The Italian Archaeological Mission in Pakistan." *East and West* 35, no. 4 (1985): 430-450.

landscape inside the Cave ascends from the entrance to the end of the Cave for about 48.76m.[86]

3.5.4 SAWAL DHER

This location is situated at a distance of 5 KM in the South West of Jamal Garhi. Maximum of the sculptures of this monastery are preserved in the Museum of Lahore. It is the primeval town where a rural community of Sawal Dher is now located.

Figure- 3.10 Front view of sawal Dher ruins

Source: *photo taken by the scholar*

3.5.5 JAMAL GARHI

Jamal Garhi is situated at 13 KM from Mardan and is connected by a metal path. It is located in the heart of Takht Bhai and Shahbaz Garhi at equivalent distance of 12 kilometres from both sides (Khyber Pakhtunkhwa, Official Gateway to Government).

Takht Bhai Takht Bhai is positioned on Mardan Malakand road at a distance of 15 kilometres from Mardan. The primeval Buddhist monastery is located at the altitude of 5500 feet from the neighboring territory. This monastery has a great number of buildings inside it. The Jamal Garhi's archaeological site is located in the central of Shahbaz Garhi and Takht Bhai both important Buddhist sides 12 kilometres apart from each side. The site is 8KM away from Therrelli (Sawal Dher) a historical place

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[86] Khan, M. Nasim, and Ghayyur Shahab. "Exploration and Excavation at Kashmir Smast Excavation inside the Great Cave (Campaign 2010/2011)."

which is located in east and contain many archaeological remains. The sawal Dher (Theralli) was excavated by Pakistani and Japanese experts in three periods in 1964, 1966 and 1967. This is many surrounding votive stupas, large complex comprising main stupa, domestic rooms and other sections. Illegal excavators destroyed several remains in this locations. (Khyber Pakhtunkhwa, Official Gateway to Government).

Figure- 3.11 Top view of Jamal Ghari archaeological remains

Source: photo taken by the scholar

Figure- 3.12 side view of workship place at Jamal Ghari archaeological remains

Source: *photo taken by Muhammad Usman*

Figure- 3.13 Top view of stupa Jamal Ghari archaeological remains

Source: *photo taken by Muhammad Usman*

Figure- 3.14 Back view of stupas Jamal Ghari archaeological remains

Source: Photo Taken By Muhammad Usman

Figure- 3.15 Site view of court Jamal Ghari archaeological remains

Source: *Photo Taken By scholar*

Figure- 3.16 Front view of stupas Jamal Ghari archaeological remains

Source: Photo Taken By Muhammad Usman

3.5.6 SERI BEHLOL

This monastery is located at Mardan Malakand road at a distance of about 10 kilometres from Mardan. It is located at a rise. As per the proclamation of Dr. Spooner & Dr. Arl Strain, it is a great asset of Gandahara art. The two third statues of Peshawar Museum have been taken from Sari Behlol location. In the views of archaeologists owing to unexpected blazing at Sari Behlol the sculptures did not stay put together. Some valuable coins were also discovered from this place but now a days it's occupied by local people.

Figure 3.17 Front view of Seri Behlol

Source: *photograph by the scholar 2020*

Figure 3.18 Front view of Seri Behlol Archaeological Remains

Source: Photograph by Muhammad Usman

3.5.7 MARDAN MUSEUM

Mardan Museum was first recognised in 1990 under the command of the Commissioner Mardan Division, Sahibzada Riaz Noor in the Town Hall. It's consisted of a single one hall which exhibited few Gandhara statues and sculptures. In 2006 the District Government had provided a portion of plot on the request of Provincial Government for the construction of a new building of Mardan Museum. The building has been completed consisted of three (3) Galleries and was inaugrated by Chief Minister Ameer Haider Khan Hoti, in 2009. Gandhara Gallery of Mardan Museum has the beautiful collection of Gandhara statues and sculptures. Maximum of these statues and sculptures come from the sites of Jamal Garhi, Sahri Bahlol and Takht-i-Bahi.

Figure- 3.19 Front view of Mardan museum

Source: Photograph by The Scholar 2020

Some side in district Mardan are not listed in government document only few site found and listed in a survey which conduct by Taj Ali at district Mardan in 2001.all those historical sites which conduct a survey by Taj Ali in Mardan Its verify and found some more sites in this survey at Mardan.

Table 17: Historical sites in Mardan district verify and recorded during 1ˢᵗ survey

S.No	Name Of Place	Approach	Size In Hectares	Location	Owner	Period	Condition	Remarks
01	Salak Ghundai	Lund Khwar	1 H	1.5 Km From Sadad Baba	Communal Property	Histroic Settlement	Modern Bulding	Potsherds And Stone-Block Are Scattered On The Surface
02	Salak Dehri	Lund Khwar	5 H	Azam Khan Kili	Communal Property	Histroic Settlement	Modern Bulding And Cultivation	Potsherds Found On The Site
03	Aku Dherai	Lund Khwar	35H	Gul Maira	Umar Sayed	Historic Settlement	Modern Building And Cultivation	Potsherds And Stone-Block Are Scattered On The Surface
04	Chail Dherai	Lund Khwar	2H	Bank Of Chail Canal	Communal Property	Buddhist	Modern Building	Nothing Visible On The Surface
05	Dagai Main Isa	Lund Khwar	2H	Near Dagai	Pahlawan	Historic Settlement	Convert To Agriculture Field	Potsherds And Stone-Block Are Spread On The Surface
06	Dherai Kili	Shahdand Lund Khwar	5H	Near Ghaodheri Kili	Communal Property	Historic Settlement	Primary School On One Of Its Side	Convert To Potsherds And Stone-Blocks
07	Dherai Muhammad Khan	Lund Khwar	3H	2 Km From Shahdand	Muhammad Khan	Historic Settlement	Excavated And Looted By Robbers	Strewn With Potsherds And Stone-Blocks
08	Dheraka Bagh-E-Iram	Lund Khwar	1.4H	Near Bagh-E-Iram	Sardar Ali	Historic Settlement	Levelled For Cultivation and Houses	Completely Finished Mound
09	Dherakai Kuruna	Lundkhwar	1.3H	2 Km From Moti Banda	Shafiullah	Historic Settlement	Under Cultivation and Modern Houses	Potsherds Found On The Site

Table 18: Historical sites in Mardan district verify and recorded during 2nd Survey

S.No	Name Of Place	Approach	Size In Hectare	Location	Owner	Period	Condition	Remarks
1	Dundia Dherai	Lund Khwar	75 H	Near Dundia Village	Zarnab Gul	Buddhist	Looted And Under Cultivation	Potsherds And Stone-Block Are Spread On The Surface
2	Ghano Dherai	Lund Khwar	15 H	Near Ghano Dherai Village	Lal Fazal	Historic Settlement	Under Cultivation And Graveyard	Pottery Present On The Surface
3	Haji Itbar Khan Dherai	Near Lund Khwar	1.4H	Janga	Itar Khan	Historic Settlement	Houses And Cultivation	Surface Cover With Pottery
4	Hathian Dherai	Lund Khwar	8H	Near Hathain	Bhader Khan	Buddhist	Robbed And Levelled To The Ground	Potsherd And Broken Stone-Blocks Cover The Site Copper Coin Also Reported
5	Janga Kandari	Lund Khwar	1.2H	Janga	Commu nal Propert y	Historic Settlement	Distured	Potsherds and Stone On The Surface
6	Janga Rock Shelters	Lund Khwar	3H	Janga Hill Side	Commu nal Propert y	Historic Settlement	Rock Shelter	Used By Shephereds In Bad Weather
7	Jogi Gat Rock	Lund Khwar	0.5H	Road Site	Khan Rehman	Historic Settlement	Massive Rock Of Kanjur Stone	Situated On Clay Mound
8	Salak Dherai	Lundkhwar	5H	Azam Khan Kili Moti Banda	Shafiul l ah	Historic Settlement	Under Cultivation And Modern Houses	Coins Found On The Site

Table 19: **Historical sites in Mardan district verify and recorded during 3ʳᵈ Survey**

S.No	Name Of Place	Approach	Size In Hectares	Location	Owner	Period	Condition	Remarks
1	Salarai Kili Dherai	Lund Khwar	3H	Near Salarai Kili	Communal Property	Buddhist	Occupied By Govt Primary School	Sculpture And Inscribed Stone Slabs Reported
2	Shero Dherai	Lund Khwar	6.2 H	Near Shero Kili	Fazali Akram	Historic Settlement	Covered With Modern Buildings	Existing Height More Than 2m Coins And Storage Jars Reported
3	Shingrai Dherai	Near Lund Khwar	2.7H	On Bank Of Stream	Communal Property	Historic	Disturb	Thick Fabric Potsherds Scatter On The Surface
4	Hathian Dherai	Lund Khwar	8H	Near Hathain	Bhader Khan	Buddhist	Robbed And Levelled To The Ground	Potsherd And Broken Stone-Blocks Cover The Site Copper Coin Also Reported
5	Janga Kandari	Lund Khwar	1.2H	Janga	Communal Property	Historic Settlement	Distured	Potsherds And Stone-Block Are Spread On The Surface
6	Janga Rock Shelters	Lund Khwar	3H	Janga Hill Side	Communal Property	Historic Settlement	Rock Shelter	Used By Shephereds In Bad Weather
7	Jogi Gat Rock	Lund Khwar	0.5H	Road Site	Khan Rehman	Historic Settlement	Massive Rock Of Kanjur Stone	Situated On Clay Mound
8	Khazano Dherai	Lund Khwar	3H	Near Ghano Dherai	Abdul Rasheed	Buddhist	Robbed Covered With Grave	Potsherds And Stone Bloc
9	Salak Dherai	Lund khwar	5H	Azam Khan Kili Moti Banda	Shafiullah	Historic Settlement Settlement	Under Cultivation And Modern Houses	Coins Found On The Site

Table 20: Historical sites in Mardan district verify and recorded during 4th Survey

S. No	Name	Location	Period	References	Year	Remarks
1	Chanaka Dherai	10 km east of Mardan	Buddhist	ASIR, NO. V, p.13;Hargreaves 1915,pp.26-7;	1959 Excavated koyo to University	
2	Chargul	Rustam nawe kili	Buddhist	ASIAR 1915-16, P.34;M.E &Gordon	Excavated 1882	Copper coins,precious stone, stone sculptures and toilet trays reported
3	Chichar Dherai	Near katlang	Buddhist	ASIAR, 1915-16, P.34; ASIR, 1922-23, P. 101.		BEADS AND SOME JARS are found full with ashes
4	Husai Dherai	Near Takht-I-Bhai	Buddhist	ASIAR, 1915-16,P.34		Jars filled with ashes and bones scuptures,coins and jars reported
5	Kasmir Smast	NEAR BABOZO	Buddhist	ASIRII,PP.91-92, 102;		
6	Safiabad	2 km from takh-i-bhai	Buddhist		Excavated By Mardan museum	Revealed a clay stupa plastered with lime
7	Sahri Bahlol	10KM	Buddhist	ASAIR 1911-12, PP. 12-14	Excavated by A.Stein	Jars filled with ashes and bones sculptures, coins and jars reported
8	Sanghao Cave	8 KM from katlang	Buddhist		1962-63 Excavated by Prof. A.H. Dani	
9	Sawal Dher	5 KM from Mardan	Buddhist	Gazette of India, 10No./65-G, Dated 11-1-1911		Jars filled with ashes and bones sculptures, coins and jars reported
10	Shahbaz Garhi	12 KM from Mardan city	Buddhist	ASIAR 1922-23, PP. 16-18, 101-02; 1926-27, P.197		
11	Takh-I-Bhai	11 km from Mardan	Buddhist	ASIAR, VOl. V, pp. 23-36	1878 Excavated by Sergeant Wilcher	Jars filled with ashes and bones sculptures, coins and jars reported Copper coins, precious stone, stone sculptures and toilet trays reported.
			Buddhist	ASIAR 1907-08, PP 4-5 ASIAR 1910-11, PP. 3-39	Excavated by D.B Spooner	
					Excavated by H. Hargreaves	
12	Tareli	12KM	Buddhist	ASIAR 1915-16, PP. 36-37	Excavated by S. MIZUNO	

3.6 DESTINATION MARKETING AND DISTRIBUTION CHANNELS

Tourist destination is a complex phenomenon where resources, facilities and services are not owned by single individuals. In this situation, the destination marketing plays an important role and can be used as an apparatus to take care the interests of all the stakeholders involved at a particular touristdestination. As noted by Buhalis[87], destination marketing leads the optimization of tourism impact and the intensification of benefits for the whole destination region. This study is quite relevant with the data collected from Mardan. Section (4.3.1.1) of this thesis, where Tourism Official A said that when tourism business starts flourishing as a result of marketing, the benefit goes to all the stakeholders including government, private investors and the local communities. Destination marketing helps in achieving tourism policy of particular destination said by Official B. This argument of tourism official is completely supported by the research of that the purpose of destination marketing is to accomplish various strategic objectives of destination.

Marketing is used to promote destination features to attract tourists from all over the world. For example, Italy is being promoted as destination for art, culture and fashion lovers. Whereas, many destinations are promoted to attract the sun and sea lover tourists like Mediterranean destinations. Itis very important for Destination Management Organizations (DMOs) to identify the appropriate tools to market the unique features of their destination. According to the research of the promotional toolsfor destination are TV, radio, print media, brochures, website, exhibitions, conferences and public relation through opening of marketing offices at potential customer destinations.

In the case of Mardan, the TDCKP is responsible to manage and run the tourism industry in KP province of Pakistan. It is found from empirical data collected from TDCKP officials (section 4.3.1.2) that TDCKP has its own website which contains information about all the important tourist destinations of KP including Mardan. TDCKP is also promoting archaeological tourism of Mardanwith the help of educational institutions of Pakistan. Beside this, TDCKP is also in liaison with different business associations of Mardan to promote and market archaeological tourism attractions of Mardan and to attract business tourists as well. However, it is evident from the empirical data that TDCKP is not using TV, radio and print media to market and promote archaeological tourism attractions of Mardan.

The above discussion shows that TDCKP is not using enough promotional tools to market

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[87]   Buhalis, Dimitrios. "Marketing the competitive destination of the future." *Tourism management* 21, no. 1 (2000): 97-116.

Archaeological tourism attractions of Mardan, which is a big challenge in making Mardan a better archaeological tourism tourist destination. This argument is also supported by the empirical data collected from tourists in Mardan (section 4.3.2.2) where 83% of tourists said that they are completely dissatisfied with the marketing of archaeological tourism attractions of Mardan, whereas rest of the 17% tourists were partially satisfied. It is also found in empirical data that tourists said that they never watch any add on TV or radio promoting archaeological tourism attractions of Mardan. It might be because the overall economy of Pakistan is not good. The concerned government department responsible to manage the tourism industry in Mardan is facing reduction in funds from provincial and federal government. Similarly the department cannot make money from tourists because they also don't have enough money to spend on leisure activities as shown in section (4.5.1.5). As a result, they might not have enough financial means to spend on marketing of these archaeological tourism attractions of Mardan.

3.7 PRICING/POOR ECONOMY AND TOURIST DESTINATION DEVELOPMENT

To fix an appropriate price is a challenging task for any destination because the destination resources belong to different stakeholders and every organization has its own interests and objectives. Furthermore, there are many other factors including country economic conditions, employment rate, cost of living, exchange inflation and rates, hotels and transportation cost, competition in market, destination image and above all the economic conditions in international market contribute in pricing equation of a destination[88]. This theory is fairly relevant with the empirical data collected from government officials in Mardan (section 4.31.3) where the official said despite the fact that Mardan has very unique archaeological tourism attractions but they cannot sell Mardan as archaeological tourism destination on high price. According to them poor economic conditions in Pakistan is a challenge for them to sell Mardan as archaeological tourism tourist destination. Though the entry tickets at all the monuments are very cheap and affordable for a common man but still the domestic tourists have not enough saving to spend on tourism activities. This argument is further strengthened by the data collected from tourists (section 4.3.2.3) where 100% respondents said that poor economy is a challenge to promote archaeological tourism in Mardan. A respondent agreed that entry tickets are affordable but the travelling and accommodation cost is unbearable, particularly for domestic tourists.

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[88] Buhalis, Dimitrios. "Marketing the competitive destination of the future." *Tourism management* 21, no. 1 (2000): 97-116.

3.8 TERRORISM EFFECTS ON DESTINATION DEVELOPMENT

The research Sönmez [89] says that the effects of terrorism activities on tourist destinations are inevitable and continued terrorist attacks at particular destination can create tourism crisis. According to [90] tourism crisis means undesired events that influence the confidence of tourists about a destination and affect the ability of organization or countries to operate normally. According to the empirical data collected from government officials in Mardan, it is found that Mardan is also in tourism crisis phase. According to one official (section 4.3.1.5), terrorism is the biggest challenge facing by tourism industry in Mardan. Furthermore this argument is also supported by the data collected from tourists in Mardan (section 4.3.2.4) of this thesis where 100% respondents said that terrorism activities has affected tourism industry in Mardan very badly. It is evident from empirical data that tourists avoid going to tourist places because they think they could be an easy victim of terrorist attacks. Terrorists attack tourists because they can get instant media coverage which helps them in achieving their strategic objectives. This theory is also relevant with the empirical data (section 4.3.1.5) where the government official said that terrorist attacks in Mardan instantly get media coverage which damages the image of Mardan as risk free tourist destination.

It is very important for tourist destinations that are affected with terrorism to formulate crisis management taskforce to handle its impacts. The crisis management taskforce will provide a road map to the stakeholders to deal with terrorism. It will also ensure the timely recovery of destination from terrorism. The crisis management taskforce should comprise of government officials community and business leaders and tourism industry professionals. it is found from empirical data collected from Mardan (section 4.3.1.6) that there is no crisis management taskforce available in Mardan to handle the situation created by terrorism.

3.9 IMAGE AND DESTINATION DEVELOPMENT

According to Sonmez et al that [91] destination image is very important, because of impalpable nature of tourist experience that is why the tourism activities at particular destination strongly depend on positive image of a destination. This research is supported by the empirical data collected from government officials in Mardan (section 4.3.1.5) that the law and order situation is not satisfactory in

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[89] Sönmez, Sevil F., Yiorgos Apostolopoulos, and Peter Tarlow. "Tourism in crisis: Managing the effects of terrorism." *Journal of travel research* 38, no. 1 (1999): 13-18.

[90] Hai¹, Md Abdul, and Abdul Razak Chik. "Political stability: Country Image for tourism industry in Bangladesh." (2011).

[91] Sönmez, Sevil F., and Alan R. Graefe. "Influence of terrorism risk on foreign tourism decisions." *Annals of tourism research* 25, no. 1 (1998): 112-144.

Mardan. The terrorist attacks are happening everywhere including government offices, private buildings, religious places etc.

In addition to that the print and electronic media is giving full coverage to these incidents. Consequently, the image of Mardan as safe and secure tourist destination is shattering. The empirically data collected from tourists (4.3.2.5), also reinforced the opinion of government officials. 100% respondents were having an opinion that positive image is a key in tourist destination development. According to them no one likes to visit a destination which carries a negative image what so ever.

1 respondent said that in late 90's, hundreds of foreign tourists were visiting different places in Mardan but now, there are few foreigners who come to visit archaeological tourism monuments in Mardan. It is just because Pakistan as a tourist destination is not having a positive image in the eyes of international tourists. This argument is purely relevant with the theory of Buhalis.[92] That positive image of a destination plays a key role in mind of tourists to choose tourist destination.

3.10 AUTHENTICITY AND DESTINATION DEVELOPMENT

The concept of authenticity in attraction development is very important. As a tourist attraction developer, if historic building is promised than it should be indisputably available upon arrival at destination site. The empirical data collected also shows that authenticity plays an important role in bringing tourists to a particular tourist site or destination. According to a TDCKP official (section 4.3.1.4), authenticity plays a very important role in tourist destination development because history is reflected through archaeological tourism in the form of monuments, culture, traditions, food, and language. The aging and environment can affect the historical monuments at any archaeological tourism tourist destination; resultantly the conservation of monument has to be done in most authentic way. The authenticity of historical monuments can also be affected with illegal constructions and encroachments around the historical monuments[93]. It is found in empirical data (section 4.3.1.4) that most of the monuments in Mardan are affected with aging, especially Mardan Takht Bhai and Jamal Ghari. The concerned departments are trying to conserve these sites with the help of UNESCO. Whereas, the data collected from tourists shows that (section 4.3.2.7) most of the sites in Mardan are affected with aging and the tourists are not satisfied with the conservation of different monuments. It is also found in empirical data that illegal construction and encroachments around different monuments are also destroying the aesthetics of monuments. In this scenario,

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[92] Buhalis, Dimitrios. "Marketing the competitive destination of the future." *Tourism management* 21, no. 1 (2000): 97-116.

[93] Rehman, Abdul. "Conservation of historic monuments in Lahore: Lessons from successes and failures." *Pakistan Journal of Engineering and Applied Sciences* (2016).

the role of DMO's become very important because they have legislative power and enforcement agencies to control the encroachments and illegal constructions .

3.11 EDUCATION AND DESTINATION DEVELOPMENT

It is very important for tourist destinations that are facing tourism crisis to manage the situation professionally. The tourism industry professionals can recover from the impact of tourism crisis quickly then non-professional managers. Secondly, destination resources belong to different stakeholders and to manage the interest of all the stakeholders is a difficult task (Buhalis, 2000)[94]. Therefore, professional educational facilities related to tourism management must be available for destination managers. The analysis of empirical data shows that there are no proper educational facilities available for destination managers in Mardan. There is only private institution, which is offering master level education regarding tourism management. Another institution working under TDCP management only offers certificate level courses related to tourism education.

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[94] Buhalis, Dimitrios. "Marketing the competitive destination of the future." *Tourism management* 21, no. 1 (2000): 97-116.

CHAPTER IV

METHODOLOGY

The methodology chapter comprises and defines the different scientific approaches espoused in this thesis. It starts with the brief explanation of research design, followed by fleeting detail of respondents, scientific approach, research method, data collection and scientific credibility, each of these sections will be followed the method which is being used in this research thesis for empirical data collection.

4.1 RESEARCH DESIGN

Bryman describes in his book that the research design offers adhesiveness in any research thesis, which provides strength and clutches the bits and pieces of whole thesis together[95]. In empirical research work the research design is basically an inclusive plan to gather the desired data. It is also called a "blueprint" which guides a researcher to design his methods to collect and analyse data to answer a specific research question. Generally a research design is a combination of three procedures which includes data collection process which means how and on which basis the data will be collected. Secondly, development of mechanism for data collection means what methods will be used to collect data and finally the sampling means from which the data will be collected[96].The objectives of this research thesis are to identify the potential archaeological attractions, sociocultural impact and archaeological sites preservation of " district Mardan Khyber Pakhtunkhwa" Pakistan an area of research study, alongside what sort of opportunities and challenges are being faced by the tourism industry in Mardan and how to cope with these challenges to make Mardan a better archaeological tourist destination. Since this research work was investigative in nature, that is why to collect empiricaldata two different research questionnaires (Appendix-A & Appendix-B) were developed. The first research questionnaire was developed to interview the Tourism Development Corporation of Khyber Pakhtunkhwa (TDCKP) officials in Mardan and Peshawar, a government institution responsible for managing the overall tourism industry in Khyber Pakhtunkhwa province of Pakistan. To get counter narrative, second research questionnaire was developed to interview the tourists visiting different archaeological *sites* attractions in Mardan. Another reason to interview both government officials and tourists was to get difference and similarities of opinions, which eventually lead the researcher toward

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[95] Bryman, Alan. *Social research methods*. Oxford university press, 2016.

[96] Bhattacherjee, Anol. "Social science research: Principles, methods, and practices." (2012)

a constructive discussion and conclusion in later chapters of this research report. On the whole, three (3) TDCKP officials and 29 tourists were interviewed. The majority of the interviews were conducted face to face in Mardan Khyber Pakhtunkhwa Pakistan, whereas, an electronic mail system has also been used to send questionnaire to respondents. As noted by[97] Thompson et al that the email is most cost-effective and time saving method to conduct survey or interviews. It gives both interviewer and interviewee an ease and freedom to send questionnaire and get precise and fast response from respondents.

The respondent's ages were between 15 to 65 years with different educational background. However the age groups were divided into five categories. In first category i.e. 15-25 years 5 respondents were interviewed, in second category 26-35 years, 6 respondents were interviewed, in third group 36-45 years 8 participants were interviewed, in fourth group 46-55 years, 9 respondents and in last category i.e. 56-65, 1 respondent was interviewed. Out of 29 respondents 23 were male and 6 were females. Nevertheless, in this thesis, to maintain the secrecy of government officials, the researcher will use their name as Official A, Official B and Official C instead their original names. Nevertheless, the names given to the tourist respondents are pseudonyms to maintain their anonymity. A detaileddescription of data collected from TDCKP officials and tourists will be elaborated in empirical data chapter.

4.2 SCIENTIFIC APPROACH

Scientific approach is a method in which formerly discussed information is interpreted[98] (Ethridge, 2004). In literature, two types of scientific approaches exist which includes deductive and inductive approach. A new knowledge is acquired through these two general methodologies to reasoning[99].

4.2.1 DEDUCTION

Deductive approach is also known as "top-down" approach in which the theory and hypothesis are developed by the researcher related to the research topic, while, the researcher also develops strategies to test the hypothesis[100] (Saunders et al, 2007). Whereas, according to (Hyde, 2000 p83) "deductive reasoning is a theory testing process which commences with an established theory or generalization, and seeks to see if the theory applies to specific instances". The theory or hypotheses are normally

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[97] Analysing, Whose Training Needs Are We, Warren CK Chiu, David Thompson, W. M. Mak, and K. L. Lo. "Whose Training Needs Are We Analysing? A proposed Framework for Literature Review." (2016).

[98] Ethridge, Don. *Research methodology in applied economics: organizing, planning, and conducting economic research*. No. BOOK. Blackwell publishing, 2004.

[99] Babbie, Earl R. *The practice of social research*. Cengage learning, 2020.

[100] Saunders, Mark, Philip Lewis, and Adrian Thornhill. *Research methods for business students*. Pearson education, 2009.

taken from literature and furthermore its usefulness is tested by the researcher[101].Figure 3.1 shows process of deductive reasoning.

Figure- 4.1 Process of deductive and inductive reasoning
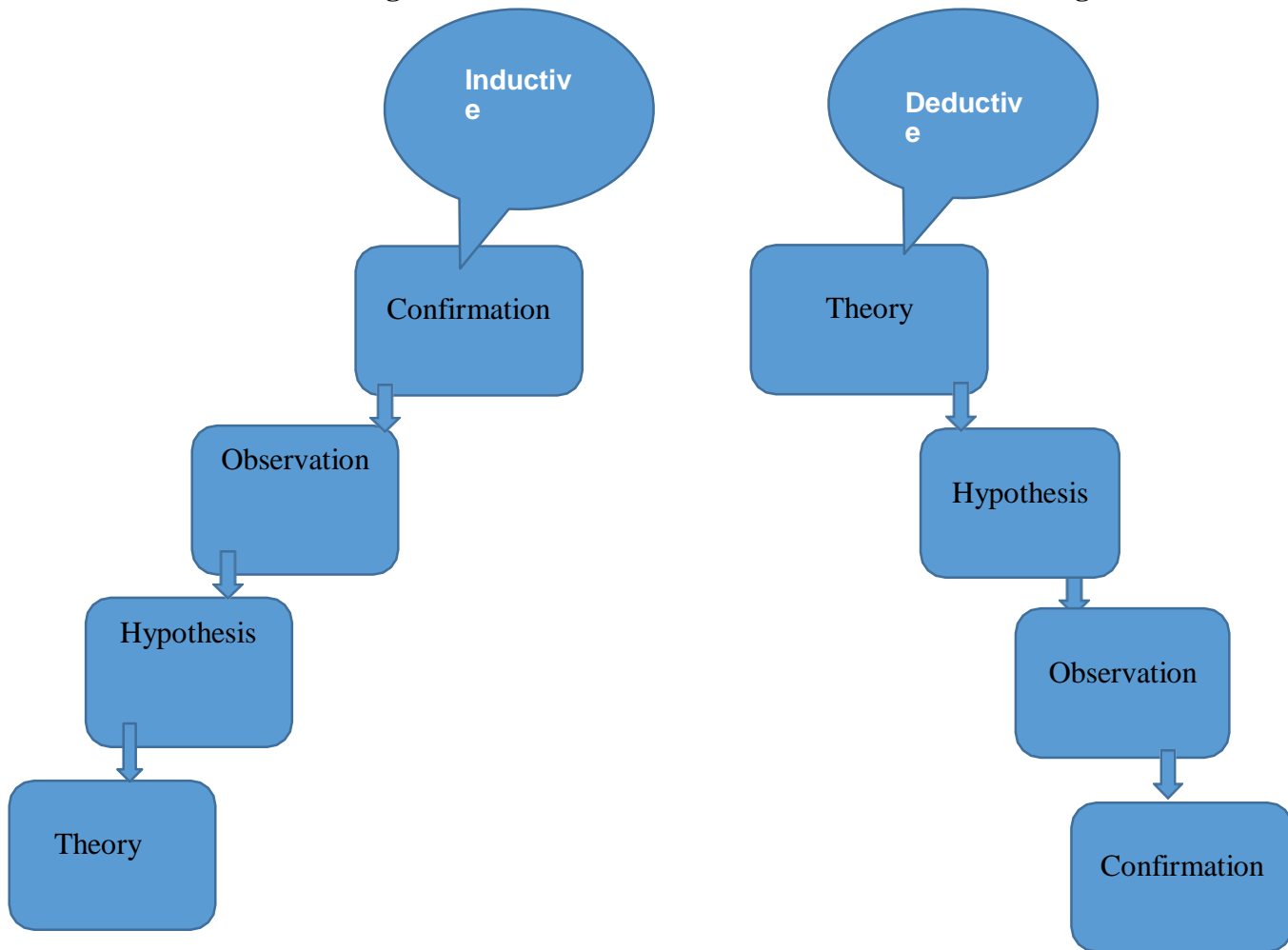
Source: - Research Methods Knowledge base

4.2.2 INDUCTIVE

"Inductive reasoning is a theory building process, starting with observations of specific instances, and seeking to establish generalizations about the phenomenon under investigation[102]".Inductive approach is also known as "bottom-up" approach and works opposite to deductive approach which goes from particular observations to the extensive generalization and theories. On the basis of empirical observations, results are extracted in this approach. According to[103] inductive approach is a process of

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[101] Kilipiris, Fotis, and Stella Zardava. "Developing sustainable tourism in a changing environment: issues for the tourism enterprises (travel agencies and hospitality enterprises)." *Procedia-Social and Behavioral Sciences* 44 (2012): 44-52.

[102] Bell, Emma, Alan Bryman, and Bill Harley. *Business research methods*. Oxford university press, 2018.

[103] Ghauri, Pervez, Kjell Grønhaug, and Roger Strange. *Research methods in business studies.* Cambridge University Press, 2020.

observation, conclusion and theory developing and using process, theories can be improved. Figure 3.1shows process of deductive reasoning.

4.2.3 SCIENTIFIC PERSPECTIVE OF THIS THESIS

In this thesis, the deductive approach has been followed because the empirical data collection is based on questionnaire and the researcher has set his objectives to explore the potential archaeological attractions of Mardan, what sort of challenges are being faced by the tourism industry and also how to make Mardan a better archaeological tourist destination. Therefore, the questionnaire was developed on the basis of different theories related to tourist destination development like archaeological tourism, tourist attractions and more precisely focusing on the theories of destination marketing and distribution, terrorism effects and crisis management, destination image, authenticity, pricing andpreservations etc. it will be discussed in analyse chapter, to analysis the data acquired from questionnaires.

4.3 RESEARCH METHOD

Research method means a systematic, focused and orderly collection of information to solve a particular problem or question. Quantitative and qualitative research methods are commonly used in social science research. The question of which research method is used depends upon the objective of research study[104].

4.3.1 QUANTITATIVE METHOD

"The quantitative research uses numbers and statistical methods. It is based on numerical measurements of specific aspects of phenomena. It seeks explanations and predictions

that will generalize to other persons and places"[105]. The main advantage of quantitative research method is that the accumulated numbers or data can be analysed through computer where, the information can be counted and wrought easily and cost effectively[106],[107].

4.3.2 QUALITATIVE METHOD

According to Hennink Qualitative research means a method which allows researcher to scrutinize people is experiences in detail, by using different approaches including interviews, observation,

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[104] Creswell, John W., and J. David Creswell. *Research design: Qualitative, quantitative, and mixed methods approaches.* Sage publications, 2017.

[105] Tahir M. U., Tabassum H., Arshad M., & Ahmad S., (2009), "*Logistics outsourcing-3PL & 4PL: A Survey on Pakistani manufacturing and exporting companies*"

[106] Bangcawayan, Jerry Moting. "A Cultural Sociological Analysis of the Symbolic Being of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)." PhD diss., Masarykova univerzita, Fakulta sociálních studií, 2015.

[107] Jacobs, Jennifer K., Takako Kawanaka, and James W. Stigler. "Integrating qualitative and quantitative approaches to the analysis of video data on classroom teaching." *International Journal of Educational Research* 31, no. 8 (1999): 717-724.

content analysis, focus group discussions and life histories[108]. The advantage of qualitative research method is that the investigator can capture delicacies of senses and clarification which statistics cannot express.

4.3.3 RESEARCH METHOD OF THESIS

In this thesis the researcher intends to collect empirical data through questionnaire which contain both open and close ended questions. The same questionnaire was presented to the tourists and government officials to record their responses about archaeological tourism in Mardan Khyber Pakhtunkhwa. Therefore, the research method for this thesis would be both quantitative and qualitative. In other words mixed method will be used. The mixed method will help the researcher to get profoundinformation about research topic and to answer the research questions in the best possible way. It isalso noted by[109] (Bhattacherjee, 2012 p35) that "joint use of qualitative and quantitative data may help generate unique insight into a complex social phenomenon that are not available from either types of data alone, an hence, mixed-mode designs that combine qualitative and quantitative data are often highly desirable.

4.4 DATA COLLECTION METHOD

The data collection method is indispensable part of research design and to collect data the researcher need to be very careful and creative. Data can be congregated in different ways and from diverse sources. Most common data collection techniques are interview, questionnaire and observation[110]. Smith et al states in his book that Email and fax can also be used for collection of data as discussed by Sittisom [111].The data can be categorized as primary and secondary data.

4.4.1 PRIMARY DATA

Primary data denotes to the data directly collected by researcher to address a precise problem at hand[112]. The most prominent techniques to collect primary data are personal interviews, surveys, questionnaire, observations and experiments. The question regarding what sort of data a researcher should look for depends upon research problem and research design. The key advantage of collecting primary data is that, the acquired data is exclusively germane to the specific problem in hand, thus it is

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[108] Hennink, M., I. Hutter, and A. Bailey. "Ethical issues in qualitative research." *Qualitative research methods. London: Sage* (2010): 61-80.

[109] Bhattacherjee, Anol. "Social science research: Principles, methods, and practices." (2012).

[110]Sittisom, Waleerak, and Witthaya Mekhum. "Potential Development of Cultural Tourism in the Eastern Region of Thailand: Case of Canal Tourism." *Journal of Talent Development and Excellence* 12, no. 2s (2020): 3801-3811.

[111] Smith, Scott M., and Gerald S. Albaum. *Fundamentals of marketing research.* Sage, 2005.

[112] Hossain, Md Mosharraf. "Influential factors of tourists' satisfaction in Bangladesh: evidence from selected tourism destinations at Cumilla region." *Can. J. Bus. Inf. Stud* 2, no. 4 (2020): 75-86.

consistent with the research question and research objectives. Nevertheless, the collection of primary data is costly and time consuming.

4.4.1.1 INTERVIEW

An interview is a mechanism through which the researcher directly contacts with respondent. Interview can be categorized into structured and unstructured and is executed either face to face or by telephone, email or online. The benefit of structured interview is that it offers unvarying information which could be comparable at any time. In semi-structured interview, the interviewer follows an interview guide with a predetermined set of questions and topics that needs to be covered. Whereas, according to Harrell, 2009 the third type of interview is semi-structured interview. In structured interview, the interviewer asks the premeditated questions and they could be open-ended or closed- ended. This sort of interview is conducted in rather conversational way. The main advantage of semi- structured interview is that it provides a chance to interviewer to collect detailed information about his research topic[113]. In unstructured interview the interviewer does not ask precise questions to the interviewee and he can also vary the sequence of questions. The advantage of this sort of interview is that it gives a liberty to the interviewer to explain his questions in detail to get the best possible answer from interviewee[114].

4.4.1.2 QUESTIONNAIRE

Another way of collecting primary data is questionnaire. Questionnaire is very handy in a situation where the investigator precisely sees the requirements and techniques to measure the

variable of interest. The questionnaire may contain open-ended or close-ended questions depending on the nature of research Koren-Lawrence [115].

4.4.2 SECONDARY DATA

Secondary data denotes to the data gathered by persons for certain purpose other than

solving current problem (Aaker et al., 2004)[116]. The prime sources for collection of secondary data are books, journals, articles, company flyers (Ghauri, 2005)[117]. Sometimes, the collection of

relevant secondary data becomes time consuming because the researcher has to study and review

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[113] Harrell, Margaret C., and Melissa A. Bradley. *Data collection methods. Semi-structured interviews and focus groups*. Rand National Defense Research Inst santa monica ca, 2009.

[114] Shammika, D. L. A. H. "Significance and Issues of Developing Heritage Tourism at Godawaya for Peace in Sri Lanka." *Journal of Social Sciences and Humanities Review* 4, no. 4 (2019).

[115] Koren-Lawrence, Nirit, Noga Collins-Kreiner, and Yechezkel Hezi Israeli. "The future of the past: Sustainable management of archaeological tourist sites-The case study of Israel." *Tourism Management Perspectives* 35 (2020): 100700.

[116] Wiid, Jan, and Colin Diggines. *Marketing research*. Juta and Company ltd, 2010.

[117] Pervez, Ghauri. *Research methods in business studies: A practical guide, 3/E*. Pearson Education India, 2005.

lots of material and reports. Therefore, the researcher needs to be very careful while selecting sources for collection of secondary data (Kothari, 2004 & Hox, 2005).

4.4.3 DATA COLLECTION METHODS FOR THESIS

In this thesis the empirical data collection was based on questionnaires as already mentioned in section 3.2.3 in previous chapter. The questionnaires were containing open-ended and close ended questions which led the researcher to quantitative and qualitative facts. Furthermore the researcher collected data from both the primary and secondary sources. To collect primary data semi-structured interviews of tourists and government officials were conducted. The semi structured interview provides a great deal of liberty to the interviewer, to get detailed information about a specific topic, because semi-structured interview is done in conversational way (Harrell, 2009)[118]. Nevertheless, the theoretical chapter of this thesis is based on theory collected from books, articles and websites etc. In other words the mixed-method (primary and secondary) for data collection is used because according to [119] mixed-method is very useful in sampling, collection of data and analysis of data.

Data collection

Figure: 4.2 Summary of data collection methods used in this Thesis

Primary	secondary data
• Questionnaires	• Books
• Interviews	• websites
• survey	• articles

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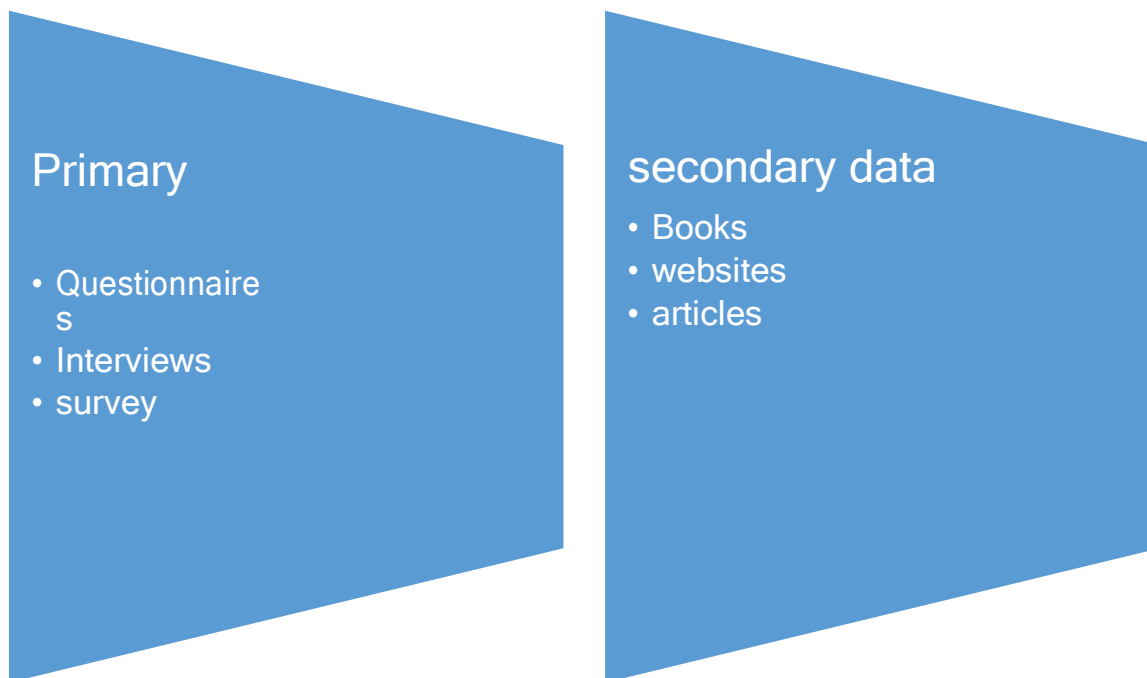
[118] Harrell, Margaret C., and Melissa A. Bradley. *Data collection methods. Semi-structured interviews and focus groups*. Rand National Defense Research Inst santa monica ca, 2009.

[119] Dans, Eva Parga, and Pablo Alonso González. "Sustainable tourism and social value at World Heritage Sites: Towards a conservation plan for Altamira, Spain." *Annals of Tourism Research* 74 (2019): 68-80.

4.5 SAMPLING

In social science research one cannot study the entire population because of the time and cost restrictions. That is why the researcher has to choose a "representative sample from the population of interest for observation and analysis". Sampling is a method of choosing units that could be people or organizations from a population of concern.

This is because by studying the sample, the researcher may generalize the consequences to the population from which the sample was selected. According to[120] "Sampling is the statistical process of selecting a subset (called a sample) of a population of interest for purposes of making observations and statistical inferences about that population". In simple words we can say that sampling is subset of the total population in which the researcher is interested in. There are various types of sampling methods which include probability sampling, random sampling, systematic sampling, stratified sampling, cluster sampling, matched-pairs sampling, multi-stage sampling, quota sampling, expert sampling and snowball sampling. Each method has its own advantages and disadvantages[121].

4.5.1 SAMPLING FOR THIS THESIS

For this thesis, a random sampling technique is used because the respondents were selected randomly at different archaeological attractions in Mardan to interview. In this case, the subset is the tourists visiting archaeological places in Mardan. Each and every tourist visiting archaeological sites and museum in Mardan on those particular days when the researcher was conducting interviews had equal chance to be selected for an interview. As noted by in random sampling technique, all possible subgroups (sampling frame) of population have an equal probability of being selected[122].

4.6 RESEARCH CREDIBILITY

In any research thesis, irrespective of the data collection methods and analysis, the credibility (validity and reliability) of research process should always be a prime concern Soo yeon[123].

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[120] Bhattacherjee, A., (2012), "*Social science research: principles, methods, and practices*"

[121] Creswell, John W., and J. David Creswell. *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications, 2017.

[122] Hayat, Derya Timucin. "Archaeological Heritage Management in Turkish Republic and Northern Cyprus: Implication for Sustainable Tourism." *Journal of Tourism and Hospitality Management* 7, no. 1 (2019): 127-134.

[123] Soo, Yeon. "The Study on the Social Science Methodology: Focusing on change in the behavior of Policymakers." *Technium Soc. Sci. J.* 6 (2020): 1.

4.6.1 VALIDITY

"Validity refers to the extent to which a measure adequately represents the underlying construct that it is supposed to measure. Validity pacts with the legitimacy of the research which expresses that how well the research questions, data collection and the results are consistent with reality[124].

4.6.2 RELIABILITY

"Reliability is the degree to which the measure of a construct is consistent or dependable". In other words the reliability is very important in selecting the data collection methods and techniques so that the research results remained dependable and cannot be altered[125].

4.6.3 VALIDITY AND RELIABILITY FOR THIS THESIS

To ensure the validity of the data collected for this thesis, the researcher constantly keeps in touch with the supervisor, government officials and tourists. The questionnaires were used for collection of primary data. In order to avoid irrelevant questions, two different questionnaires were designed based on theories used in theory chapter of this paper and the same got approved by the supervisor. The researcher avoids his personal biasness during the interviews and tried to remain objective. Since the empirical data belongs to a particular place Mardan, the external validity of this paper can be found and the results can also be generalized. To maintain the reliability of this research thesis the researcher tried his level best to collect the theories from reliable sources like books, articles, journals and authentic web sources. To collect primary data, the government officials and tourists were interviewed through predetermined interview guide. To avoid any misunderstanding the interview questions were also explained to the respondents whenever they asked during interview process.

4.7 SUMMARY OF METHODOLOGY

In this thesis deduction reasoning is used as scientific approach. As a research method both qualitative and quantitative methods are used. The empirical data is collected by using primary

and secondary data sources. For primary data the government officials and tourists are interviewed and to collect secondary data, books, article and web sources are used. Nevertheless,

random sampling method is used in this thesis.

4.8 WORKING IN THE FIELD: THE RESEARCH PROCESS

This research occurred in two stages. First, investigated secondary data in the form of a review of published documents such as academic research papers and articles, government documents regarding

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[124] Bhattacherjee, Anol. "Social science research: Principles, methods, and practices." (2012).

[125] Wu, Chao, Guolong Wang, Simon Hu, Yue Liu, Hong Mi, Ye Zhou, Yi-ke Guo, and Tongtong Song. "A data driven methodology for social science research with left-behind children as a case study." *Plos one* 15, no. 11 (2020): e0242483.

cultural heritage and tourism, books, websites and media materials. This investigation provided information or a description of assets of cultural heritage and tourism activities in Mardan Khyber Pakhtunkhwa then collected primary data from direct and participant observation, semi-structured interviews, in-depth interviews of key informants and focus groups. Quantitative data was obtained through distributing questionnaire surveys in the five areas of research. This research began with distributing an introductory letter to the local people to inform them about my role as the researcher, to describe the objective of my research and to invite them to participate in the research particularly in semi-structured interviews, in-depth interviews and/or focus groups. Government documents, journals, articles and brochures were collected there as useful information tools for this research. Seven key participants were involved in in-depth interviews who were all government officials. These respondents had varied positions in the Ministry of Culture and Tourism and had an important role and understanding about the establishment of culture and tourism development in Pakistan. Fieldwork was conducted over two to three weeks in archaeological sites. The choice of the five areas in Mardan was based on two main reasons. First, these five areas have potential to boost the economy for local as well as national in terms of geographical area and cultural heritage assets. Second, Mardan city is where these archaeological are present and are most active cultural heritage assets which are expected to attract visitors where the government has developed cultural tourism using their cultural assets. Fieldwork in Khyber Pakhtunkhwa was begun in Mardan city where initially dealt with the provincial (regional) government to obtain research consent. Once we obtained the consent, an introductory letter was distributed to respondents that might be interested to participate in this research. Only three interviews were carried out during the first week in month. It has been considered that this week was a struggle to contact my network and for approaching respondents. At last, distributed my research information to potential participants while waiting for their response and also used this time to distribute questionnaires to some local people.

His field trip in Takht Bhai and other archaeological site in district Mardan was conducted in two periods. The first fieldwork was started on 14 August until 02 September 2020 whereas the second period occurred between 05 and 20 December 2020.So I decided to continue my research in December in order to see more about tourism in district Mardan. This enabled me to compare tourism activities as well as to observe archaeological and cultural activities in Mardan without or with formal events organised by the regional and local governments. At different archaeological sites at Mardan, various tourists from Srilanka, Bhutan, and some domestic tourist who also planned to visit different archaeological sites in Mardan. We utilised this chance to talk to them informally. I know that this was

their first visit to Mardan. At least, their response gave me a brief understanding about how they felt about Pakistan in general and would ask about Khyber Pakhtunkhwa, specifically Mardan, later when they had enjoyed their visit in Takht Bhai and Jamal Ghari at Mardan. Then, it's expected to interview more tourists during my field trip in Mardan. Furthermore, the first thing that we had to do in Mardan was to contact the local government or the authorising government institution to obtain research consent. This was essential because my research concerned the culture of Mardan. The government emphasised that contacting local people for my research was to be solely for the purpose of research rather than for political reasons. Then, with the help of my guide, not only did interviews of focus groups but of local people as well as. During this visit, the research concentrated on finding information about archaeological tourism in Mardan from the directorate of archaeology and museum. We obtained much information about archaeology tourism, in particular heritage tourism, after having interviewed. He provided me valuable information about key issues concerning archaeological tourism in KP Mardan such as challenges for its development, the condition of the cultural heritage and how government works for cultural tourism development in Mardan Khyber Pakhtunkhwa. This research also had the opportunity to interview cultural observers and people who work for cultural preservation. We also thanked respondents who gave me the chance to visit traditional houses and cultural studios as a way to preserve the archaeological sites in my city Mardan. This also helped me to carry out observation on cultural sites or tourism objects in both areas.

CHAPTER V

EMPIRICAL DATA AND ANALYSIS

This chapter presents the empirical data collected from government officials and tourists in order to answer the research questions: what are the potential archaeological attractions of Mardan for marketing of the destination? What are the challenges being faced by tourism industry in Mardan, and how to cope with these challenges to make Mardan a better archaeological tourist destination? As explained in section 3.1 of chapter 3, two different questionnaires were designed to collect the empirical data. The first section of this chapter shows the inter linkage of thesis research questions with each of the question in questionnaires.

5.1 RESEARCH QUESTIONS VS QUESTIONNAIRE QUESTIONS

As already mentioned in (section 3.1 of this thesis) that two separate questionnaires (Appendix-A and Appendix-B) were designed to interview government officials and tourists. On the whole, both questionnaires contain 20 different questions to gather empirical data and answer the research questions of this thesis. The table 4.1 shows interlink age of thesis research questions with every question of questionnaires. These 24 questions will be further explained in different sections of this chapter, as shown in below table.

Table 21: Interlink age of research questions vs questionnaires

Research Question 1			Research Question 2			Research Question 3
Appendix – A (questions)	Appendix –B (questions)		Appendix –A (questions)		Appendix-B (questions)	
(Section-1)			(Section-2)			
4.2.1	4.2.2.1 4.2.2.2 4.2.2.3 4.2.2.4	4.2.2.5 4.2.2.6	4.3.1.1 4.3.1.2 4.3.1.3 4.3.1.4 4.3.1.5 4.3.1.6	4.3.1.7 4.3.1.8 4.3.1.9 4.3.1.1	4.3.2.1 4.3.2.2 4.3.2.3 4.3.2.4 4.3.2.5	4.3.2.6 4.3.2.7	The results and conclusion of research question 2

5.2 ARCHAEOLOGICAL ATTRACTIONS POTENTIAL OF MARDAN

The role of attractions in tourist destination development is well documented, as noted by Marczak [126] "Without tourist attractions there would be no tourism". Attractions instigate people to travel around, whereas the quality and quantity of attractions are always affecting the tourist decisions.

5.3 TDCKP OFFICIALS INTERVIEW

To know the potential archaeological attractions of Mardan, a question (appendix-A, section-1 question-1) was asked from TDCKP officials. In response to this question, TDCKP Official A said thatthere are many archaeological attraction sites in Mardan, like Mardan Museum, Takhat Bhai archaeological ruins, Jamal Ghari archaeological sites, Seri Bahlol, Sawal Dher, Kashmir Smast ,Sangao cave and Ashoka edicts rocks etc. He further added that Mardan has an edge over other local archaeological destinations of Pakistan, because the attractions of Mardan represent the history and edifice aesthetics of Mughal, Sikh and British dynasties. He said that historical monuments of Mardan are playing very important role in promotion of archaeological tourism in Mardan. Another TDCKP Official B, added to this question, that there are many other local archaeological attractions in Mardan. He further said that every year, thousands of domestic and international tourists come to Mardan to visit different archaeological sites. He said that according to the statistics Takht Bhai archaeological sites is on top of the list in KP (Khyber Pakhtunkhwa) province. In the past five years the numberof visits to cultural sites has seen more than a 300% rise, with the greatest increase taking place between 2017 and 2018, when the number of visits rose from 4.20 million to 6.63 million per annum.These cultural and heritage sites largely consist of remains of historical civilizations, religious sites, Mughal and colonial monuments attracting both local and foreign tourists as shown below.

Table 22: **Total Visits to Cultural and archaeological Sites in Khyber Pakhtunkhwa**

Province	Years	No of Visitors
Khyber Pakhtunkhwa	2014	130,035
	2015	176,460
	2016	138,448
	2017	182,368
	2018	112,731

Source: *Department of Archaeology & Museum, Government of Pakistan*

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[126] Marczak, Mirosław, and Jacek Borzyszkowski. "Are natural resources important elements in the national tourism policy? Examples of European Countries." *Journal of Environmental Management & Tourism* 11, no. 5 (2020): 1200-1214.

Khyber Pakhtunkhwa is home to the remains of Takht-I-Bhai in Mardan, Butkara Site Museum in Saidu Sharif, Swat, and Julian Site in Haripur. The tourist traffic in Khyber Pakhtunkhwa has been fluctuating over the years, hitting the lowest 5-year mark in 2018 with 112,731 visits per annum while the highest number of visits recorded in the prior year, 2017, at 182,368 visits. But due to COVID-19, no data available in 2019 and 2020.

Table 23: **Total Visits to Museum Sites in all Pakistan**

years	visitors
2014	1,774,298
2015	1,973,144
2016	2,239,129
2017	2,356,441
2018	2,691,182

Source: *Department of Archaeology & Museum, Government of Pakistan*

In this study, visits to 21 Museum Sites were taken into account, which spread across the four provinces and the Islamabad Capital Territory. These sites included Pakistan Museum of Natural History, Lok Virsa Heritage Museum, Pakistan Monument Museum, Lahore Museum, Taxila Museum, Khewra Mines and more. The total number of visits to these museum sites over the past 5 years has seen a gradual increase with the number reaching around 2.7 million in 2018. But due to COVID-19, no data available in 2019 and 2020.

Table 24: Total Visits to museum Sites Khyber Pakhtunkhwa

Province	Years	No of visitors
Khyber Pakhtunkhwa	2014	18,136
	2015	26,872
	2016	34,628
	2017	40,276
	2018	54,815

[Source: Department of Archaeology & Museum, Government of Pakistan]

Khyber Pakhtunkhwa accounted for 3 of the 21 Museum sites considered in this study including Peshawar Museum, Museum Saidu Sharif in Swat, and Dir Museum in Chekdara. The tourist traffic in

KPK Museums has seen a gradual increase over the years with the highest number of visits observed in 2018 at 54,815, a 200% increase since 2014.

Table 25: **Total Foreign visitors to Museums Sites in Pakistan**

Years	No of visitor
2014	11,658
2015	15,469
2016	16,650
2017	16,710
2018	27,378

Source: *Department of Archaeology & Museum, Government of Pakistan*

Total Foreign visits to Museums have seen a gradual rise over the years, with the highest increase taking place between 2017 and 2018 when the number of visits rose by almost 60% to reach 27,378 visits. But due to cCOVID-19, no data available in 2019 and 2020.

Table 26: **Total Foreign Visits to Cultural and archaeological Sites in Pakistan**

Years	No of Visitor
2014	8,803
2015	8,317
2016	8,524
2017	7,028
2018	18,041

Source: *Department of Archaeology & Museum, Government of Pakistan*

Total Foreign visits to Cultural sites have fluctuated between 2014 and 2017, with the number of visits hitting a 5-year low in 2017 at 7,028 visits. However the number rose by almost 160% in 2018 to reach 18,041 foreign visits. But due to COVID-19, no data available in 2019 and 2020.

5.4. TOURISTS INTERVIEW

To know the counter narrative, few questions were asked from tourists about archaeological attractions potential of Mardan.

5.4.1 MARDAN IS THE MOST IMPORTANT ARCHAEOLOGICAL TOURIST DESTINATION OF PAKISTAN

A general question (appendix-B, section-1, question-1), was asked from tourists with the intention to know what they think about Mardan, as archaeological tourist destination. When this question was asked from respondents, the interesting facts were recorded. 8 out of 29 respondents agreed with this statement that Mardan is the most important archaeological place in Pakistan and 19 respondents strongly agreed. Only 1 respondent was disagreed, nevertheless, 1 respondent did not give any opinion. The chart below shows the percentage of respondents' answers.

Table27: Mardan is the best archaeological tourist destination of Khyber Pakhtunkhwa

Response	Percentage (%)
Strongly agree	27
Disagree	65
Strongly disagree	3
No-opinion	5

Source: *Data collect during survey*

5.4.2.2 ARCHAEOLOGICAL TOURISM CREATES MORE JOBS AND BUSINESS OPPORTUNITIES

A general question (appendix-B, section-1, question-2) was asked regarding the benefits people are getting from archaeological tourism in Mardan. In response of this question, 21 respondents were agree and 3 were strongly agree, whereas 2 respondents were disagree and 3 were having no opinions on this question.

5.4.2.3 ARCHAEOLOGICAL TOURISM PROVIDES MORE RECREATIONAL OPPORTUNITIES

Another general question (appendix-B, section-1, and question-3) was asked to know, what other benefits provided by archaeological tourism to the locals of Mardan. As a response, 13 respondents were agreed, 6 respondents were strongly agreed and 7 were disagreed. However, 3 respondents said no-opinion.

5.4.2.4 ARCHAEOLOGICAL TOURISM IS THE FASTEST GROWING SECTORS OF TOURISM INDUSTRY

As noted by Kar et al[127] that archaeological tourism is one of the fastest growing sectors of tourism industry. This question (appendix-B, section-1 question-4) was asked with the intention to know, that what tourists in Mardan think about this pertinent sector of tourism. Interesting facts were logged while asking this question to the respondents at different archaeological attractions in Mardan. 4 out of 29 respondents were agreed, 21 respondents were strongly agreed and only 2 respondents said they are not agreed with the fact that archaeological tourism is the fast growing sector. On the other hand, 2 respondents were not having any opinion. The chart below shows the percentage of respondents' answers.

Table28: Archaeological tourism is the fastest growing sector of tourism industry

Response	Percentage
Strongly agree	14
Disagree	72
Strongly disagree	7
No-opinion	7

Source: *Data collect during survey*

5.4.2.5 THE POTENTIAL ARCHAEOLOGICAL ATTRACTIONS OF MARDAN

This question (appendix-B, section 1, and question-5) was asked from tourists to counter-check the official's opinion. When this question was asked, all 29 respondents had named The Mardan Museum, Takhat Bhai archaeological ruins, Kashmir Smast, sawal dehr and Jamal Ghari archaeological sites. Whereas, 7 out of 29 respondents also added Seri Bahlol 4 respondents added the name of sawal dehr and Asoka rocks, and 1 respondent also added the name of local historical sites to the list.

5.4.2.6 THE ARCHAEOLOGICAL ATTRACTIONS, TOURISTS LIKE TO VISIT THE MOST

The reason to ask this question (appendix-B, section-1, and question-6) from tourists was to get precise figures about the archaeological attractions in Mardan they like to visit the most. In response 10 out of 29 respondents said they would like to visit Takhat Bhai archaeological ruins, and 7 respondents said

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[127] Kar, Nabendu Sekhar, Anindya Basu, Moumita Kundu, and Arpan Giri. "Urban heritage tourism in Chandernagore, India: revival of shared Indo-French Legacy." *GeoJournal* (2020): 1-17..

Asoka rocks. Whereas, 5 respondents said they like Mardan Museum the most and 4 respondents had named Jamal Ghari archaeological sites, and three respondents said sawal dehr. The following table shows the percentage of tourists, who liked to visit different archaeological attractions in Mardan.

TABLE 29: Tourist response about various archaeological sites in Mardan

S.no	Site name	Respondents %
1	Takhat Bhai archaeological sites	35 %
2	Jamal Ghari archaeological Ruins	20 %
3	Mardan Museum	15%
4	Asoka Edict Rocks	12 %
5	Seri Bahlol Archaeological sites	9 %
6	Kashmir Cave	5%
7	Sawal Dher Archaeological Remains	4%

Source: *Data collect during survey*

5.5 THE CHALLENGES FACED BY TOURISM INDUSTRY IN MARDAN

According to (Baker, 2008)[128], in this era of globalization it is very important for tourist destination managers to identify the critical success factors, which could impact destination on either way. They could easily develop and simultaneously destroy the destination. These factors could be a challenge or opportunities in development of tourist destination. As discussed in problem statement of this thesis, in Mardan the tourism industry is facing many challenges. To know the main challenges faced by tourism industry in Mardan, different questions were asked from TDCKP officials and tourists.

5.5.1 TDCKP OFFICIALS INTERVIEW

The data collected from TDCKP officials, regarding challenges being faced by tourism industry in Mardan is presented below.

5.5.1.1 THE ROLE OF MARKETING IN DESTINATION DEVELOPMENT, AND HOW MARKETING OPTIMIZE THE STAKEHOLDERS BENEFIT

In response of this question (appendix-A, section-2, question-2) TDCKP Official B, said that marketing plays a vital role in destination development. In tourism industry, marketing is being used as a tool to promote and highlight the unique features of tourist destination, and its attractions to attract

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[128] Baker, Michael J., and Emma Cameron. "Critical success factors in destination marketing." *Tourism and hospitality research* 8, no. 2 (2008): 79-97.

domestic and international tourists. He further added that marketing helps in achieving a tourism policy of particular destination. It means that the strategic objectives of tourism policy, which includes tourists satisfaction, profit maximization of stakeholders and improvement in the life style of locals can be achieved through marketing of destination. TDCKP Official A also added to this question that resources at a particular destination belong to different stakeholders. When tourism business starts flourishing as a result of marketing, the benefit goes to all the stakeholders, including government, private investors and the local communities.

5.5.1.2 THE DISTRIBUTION CHANNELS USE FOR MARKETING IN MARDAN

On this question (appendix-A, section-2, question-3) Official B, said that TDCKP has its own official website which contains information about all the important tourist destinations of KhyberPakhtunkhwa province, along-with information about tour packages and media gallery. He further added that TDCKP is also in contact with different educational institutions to create awareness and promote/market Mardan archaeological attractions. Whereas, the Official A said that TDCKP is already involved with different business associations in Mardan to attract local and international archaeological and business tourists. He said that though the motive of business tourists is to meet withtheir business partners, but they would also like to visit different historical archaeological and historical sites in Mardan. He further said that TDCKP is also promoting Mardan's archaeological through private tour operators. TDCKP flyers are always available in most of the tour operator's offices.

5.5.1.3 THE PRICE OF MARDAN AS ARCHAEOLOGICAL TOURIST DESTINATION

Official B responded to this question (appendix-A, section-2, question, 4) that though Mardan has very unique archaeological attractions, but unfortunately we cannot promote Mardan as archaeological tourist destination. The main reason behind this is the poor economic conditions in Pakistan. Due to ongoing crisis, people are getting unemployed and the domestic tourists are not having enough savings to spend on recreational activities. The international tourists are also reluctant to visit because of the negative image of Pakistan. He further said to encourage tourists to visit different archaeological sites in Mardan that the entry tickets at all the historical and archaeological sites are very cheap. Beside this, the government is also working to improve the infrastructural facilities in Mardan city, like Khyber Pakhtunkhwa government introduced metro bus service in Peshawar recently. He said Peshawar is the first city in KP, in which metro bus service facility is available for travellers. He also added that the law and order situation is also getting better due to recent military operations against terrorists.

5.5.1.4 THE IMPORTANCE OF AUTHENTICITY AND CONSERVATION OF MONUMENTS IN ARCHAEOLOGICAL TOURISM

The TDCKP Official C responded to this question (appendix-A, section-2, question-5) and said that in archaeological tourism, authenticity plays a very important role; because history is reflected through archaeological in the form of monuments, ruins, stupas, statues, culture, traditions, food, and language. Authenticity of monuments attract tourists to visit them, but if they don't find it as it is supposed to be, then they feel dissatisfied and it could be a big setback for a particular tourist destination. He further said that we cannot ignore the effects of aging, which cause the deterioration of archaeological sites. To overcome the effects of aging, the sites need proper conservation. In case of Mardan, the Government is taking vital steps in order to carry out the proper conservation of different archaeological sites by allocating funds, hiring services of experts, and training of employees. He further added that Mardan Takhat Bhai on the list of UNESCO endanger sites. Therefore, we are also getting financial support and expertise from UNESCO to conserve these sites in proper way.

5.5.1.5 THE OTHER CHALLENGES AND THEIR EFFECTS ON ARCHAEOLOGICAL TOURISM

On this question (appendix-A, section-2, question6) Official A replied that the biggest challenge faced by the tourism industry in Mardan is terrorism and inflation. Terrorist activities create panic in mind of tourists especially the international tourists because they take all the impression from the media. In addition to this, the electronic media in Pakistan is adding fire to these incidents through theirimmature reporting. As a result, the image of Mardan as tourist destination is shattering as safe tourist destination. He further added that we are also lacking infrastructural facilities. We should improve transportation system and build more hotels and improve the basic civic facilities to attract more tourists. The Official C added to this question that poor economy is also a big challenge, because people are trying to fulfil their basic needs and they don't want to spend money on leisure. Official A also added on this point that lack of funds is also a challenge. He said that, presently, economy of Pakistan is not going well, thus the allocation of funds from federal and provincial governments to all the departments are reducing and so with tourism.

5.5.1.6 THE IMPORTANCE OF CRISIS MANAGEMENT TASKFORCE IN TOURIST DESTINATION DEVELOPMENT

Official A replied on this question (appendix-A, section-2, question-7) that crisis management taskforce could play a very important role in tourist destination development, especially, the destination like Pakistan, which is facing severe law and order situation. He said that in Pakistan, the

suicide bombings and terrorist attacks are happening in every part of country since 2000. Consequently the tourists, especially the foreign tourists don't feel safe and they avoid visiting Pakistan. He said that it is quite unfortunate that we don't have any crisis management taskforce in Mardan.

5.5.1.7 THE ROLE OF TOUR OPERATORS IN DESTINATION DEVELOPMENT

This question (appendix-A, section-2, question-8) was answered by TDCKP Official B. According to him, the role of tour operators is pivotal in destination development. The government make policies for the development of destination and use private sector particularly

tour operators to implement their policies. The tour operators also support destination managers

in marketing of a destination because they are in direct contact with tourists, provide them services and motivate them to revisit the destination. They also help in image building of a destination by providing satisfactory services and word-of-mouth-marketing.

5.5.1.8 THE EDUCATION FACILITIES AVAILABLE FOR GOVERNMENT OFFICIALS AND TOUR OPERATORS

TDCKP Official A replied on this question (appendix-A, section-2, question-9) that education facilities provided by the government are not sufficient. There is not even a single government university in Pakistan that offers any degree program related to tourism studies/management. There is only one private institution, College of Tourism and Hotel management (COTHM), which offers a degree level program in tourism studies. Furthermore, another institution is offering only certificate level of education regarding tourism.

5.5.1.9 THE IMPORTANCE OF TOURISTS EDUCATION IN DESTINATION DEVELOPMENT

Official C responded to this question (appendix-A, section-2, question-10) that archaeological is all about history, and tourists need to be educated to praise history. If the tourists don't have education, perhaps they might not appreciate the value of archaeological places. Resultantly, the potential archaeological tourist destination may not be developed.

5.5.1.10 FUTURE OF ARCHAEOLOGICAL TOURISM IN MARDAN

On this question (appendix-A, section-2, question-11) all three officials were agreed that future of archaeological tourism in Mardan is very bright. The public and private sectors are trying their level best to improve the current situation. They said Mardan has a basic element of an archaeological tourist destination, but just need to address few issues.

5.5.2 TOURISTS INTERVIEW

As written in section 3.1 of this thesis, the tourists were also interviewed to get counter narrative. Thus, the data collected from tourists about the challenges being faced by tourism industry in Mardan is presented below.

5.5.2.1 HOW DO YOU COME TO KNOW ABOUT THE ARCHAEOLOGICAL SITES IN MARDAN

On this question (appendix-B, section-2, question-7) 9 respondents said that they come to know about these **archaeological sites** from their friends who have already visited, and 7 respondents said they read about these monuments in their text books in school and now they got chance to visit these places. 5 respondents said that their relatives told them, 3 respondents said that they checked the official website of Tourism Development Corporation of Khyber Pakhtunkhwa (TDCKP). Whereas, 3 respondents said that they got information from Newspaper, and only 2 respondents said they got to know from other sources.

5.5.2.2 SATISFACTION WITH THE MARKETING OF ARCHAEOLOGICAL TOURISM IN MARDAN

When this question (appendix-B, section-2, and question-8) was asked, 24 out of 29 respondents said that they are not satisfied with the marketing of archaeological tourism in Mardan from concerned government departments. A respondent Mr. M. Akber said he is from UAE and came to Pakistan to meet his family. While coming to Pakistan, he made a plan to visit Mardan Museum, when he tried to get some information about the museum history and other features from the official website of Mardan Museum, he was surprised to know that there are only pictures of different artifacts exhibited in Mardan Museum. It was such that he could not find the contact numbers of the Mardan Museum authorities. Another respondent Mr. Imran Zafar said that he never saw any advertisement on TV or radio about any archaeological attraction of Mardan. 5 respondents said that they are not fully satisfied with the efforts of concerned government department, but they got information from their relatives and friends about these monuments, so this is enough for them. A respondent Mrs. Zafar had a different opinion and she said, if a tourist really wants to visit archaeological sites in Mardan he/she can get information any way. The most important think is "self-motivation" and awareness about the importance of archaeological sites.

5.5.2.3 COST OF VISITS AFFECT TOURISM ACTIVITIES IN MARDAN

On this question (appendix-B, section-2, question-9) all 29 respondents were agreed that travelling and accommodation cost affects the tourism activities in Mardan. A couple Mr. and Mrs. Ali said that though the entry ticket cost at different archaeological Sites in Mardan is not very highly, but the prices of traveling are unaffordable for a common man. This is because the economy of Pakistan is not going well. The people are facing job cuts, especially in private sector. A respondent Mr. Khalid said the ongoing crisis has affected the overall economy of Pakistan, resulting in unemployment, and they don't have enough savings to spend on recreational activities.

5.5.2.4 IMPACT OF TERRORISM ON ARCHAEOLOGICAL TOURISM IN MARDAN

All 29 respondents on this question (appendix-B, section-2, and question-10) said that ongoing terrorism activities have affected every sector of the economy, and tourism is no exception in this. A respondent Mr. Usman, said that terrorist activities create fear in mind of people, especially the tourists, because they have to come to visit a particular public attraction. Resultantly, they could be an easy victim of terrorists that is why the tourists avoid visiting archaeological attractions in Mardan. Another respondent Mr. Naseem said, that in Mardan the terrorists had attacked many places especially the offices of policy and other law and enforcements agencies, which means that the common man especially a tourist has no security and they can be an easy target of terrorists. Another respondent Mr. Nouman Ali said that since 2000, Pakistan is facing terrorism, but now situation is getting better because of military operation against terrorists in many parts of Pakistan.

5.5.2.5 TOURISM ACTIVATES STRONGLY DEPEND ON POSITIVE IMAGE OF DESTINATION

While responding to this question (appendix-B, section-2, and question-11) 100% respondents were strongly agreed to the fact that tourism activities at a particular destination depend on positive image. A respondent Mr. Naseer said that tourists always get attracted to the destination, which has positive image. Another respondent Mr. Aslam said that no one like to visit a tourist place which carries a negative image what so ever. He said that in late 90's, I have experienced many foreign tourists were visiting different places in Mardan but now, there are few foreigners who come to visit archaeological monuments in Mardan. It is just because Pakistan as a tourist destination is not having a positive image in the eyes of international tourists.

5.5.2.6 SATISFACTION WITH THE FACILITIES PROVIDED BY THE GOVERNMENT

On responding to this question (appendix-B, section-2, question-12) 23 respondents were completely dissatisfied with the facilities provided at different monuments in Mardan. A respondent, Mr. Adbul

Hadi said that there are lack of some basic facilities at Takhat Bhai archaeological site in Mardan; beside this the sanitation system is not good enough. Another respondent Mr. Taqueer Ahmad said thatthere are no proper sign boards available, whereas the sign boards are very important for the guidance of tourists. Now KP government has install sign boards at different historical and archaeological sites, it's a better step of government in Khyber Pakhtunkhwa. A respondent Mr. Sajjad said that there is no direct public transport facility available to reach most of the archaeological places in Mardan. The onlyoption for tourists is private transport which is very expensive for common tourists. Another respondent, Mr. Ahmad said that most of the guides available at different monuments are not trained and well qualified. They cannot satisfy the tourists, especially the foreign tourists because they are not good with foreign languages.

5.5.2.7 OTHER CHALLENGES FACING BY ARCHAEOLOGICAL TOURISM IN MARDAN

On this question (appendix-B, section-2, question-13) a respondent, Mr. Waqas khan said that I have visited all archaeological sites in Mardan and I observed that most of the archaeological sites are affected with aging and deterioration. He further added that concerned government departments trying their level best to maintain their authenticity through conservation but, it is not up to the mark. Another respondent, Mr. Saif Ahmad said that lack of infrastructure is also a challenge for archaeological tourism development in Mardan. He said the number of hotels and restaurant should increase and the prices of accommodation should be controlled. Another respondent, Mr. M. Nadeem said that most of the archaeological and historical sites in Mardan are covered with illegal construction and encroachments. He further added that these encroachments destroying the aesthetics of archaeological sites and historical also creating problem for transportation in Mardan.

CHAPTER VI

FINDING AND CONCLUSION

The chapter describes the results of analysis and followed by the suggestions based on research which will be the answer of the research question of this thesis.

The first objective of this research work was to identify the potential archaeological sites attractions of Mardan, which can be used for marketing of Mardan as archaeological sites tourists' destination. The discussion of this thesis shows, that over the last two decades the popularity of archaeological sites has increased tremendously in the eyes of travellers and the people, who trying to build tourist attractions. Mardan as case study is very popular archaeological sites tourist destination in Pakistan because of its historical places. The historical and archaeological sites in Mardan were constructed by the rulers of five different dynasties including Buddhist, Mughals, Sikh, British and Hindu. The empirical data also shows that Mardan is the most important archaeological sites tourist destination in Khyber Pakhtunkhwa Pakistan where archaeological sites tourism is the fastest growing sectors of tourism industry in Mardan. The tourism activities at a particular archaeological sites destination depend on the quality and the quantity of tourist attractions. Tourism and tourist attractions are interrelated with each other. The role of tourist attractions is significant in destination development, especially the archaeological sites attractions. Archaeological sites attractions not only fulfil the tourist desires but they also serve communities by creating awareness, understanding and appreciation of cultural identities and diversities. The empirical data also shows that there are many archaeological sites attractions in Mardan which attracts the domestic and international tourists to visit them. According to the empirical data, the general archaeological sites attractions of Mardan are Mardan Museum, Takhat Bhai Archaeological Ruins, Jamal Ghari Archaeological Sites, Seri Bahlol, sawal Dher, Kashmir Cave, Sangao Cave and Asoka Rocks etc. The combination of individual tourist attractions at a particular place becomes tourist destination and every destination has some important and less important attractions. As written above, In the case of Mardan, there are many individual archaeological sites attractions. Which make Mardan an archaeological sites tourist destination. Whereas, the empiricaldata collected from tourist shows that the most important archaeological sites attractions of Mardan areMardan Museum, Takhat Bhai archaeological ruins, Jamal Ghari archaeological sites,sehri

bhlolo,sawal dehr, Kashmir cave ,Sangao cave and Asoka rocks etc. Hundred percent (100%) respondents like to visit one of these archaeological sites attractions of Mardan.

The analysis and above discussion clearly shows that these five archaeological sites attractions are playing an important role in the development of archaeological sites tourism in Mardan. Without these attractions, it seems difficult to market Mardan an archaeological sites tourist destination. These archaeological sites attractions should be used to market Mardan as archaeological sites tourist destination. The analysis of empirical data also shows, that marketing of potential archaeological sites attractions of Mardan is also important because due to these attractions, the local residents of Mardan getting more jobs.

Additionally these archaeological sites attractions are also providing recreational opportunities to the local's people of Mardan.

6.1.1   MARKETING AND TOURISM DEVELOPMENT

Tourist destination is a complex phenomenon where resources, facilities and services are not owned by single individuals. In this situation, the destination marketing plays an important role and can be used as an apparatus to take care the interests of all the stakeholders involved at a particular touristdestination. As noted by Bornhorst et al[129], destination marketing leads the optimization of tourism impact and the intensification of benefits for the whole destination region. This study is quite relevant with the data collected from Mardan. Section (4.3.1.1) of this thesis, where Tourism Official A saidthat when tourism business starts flourishing as a result of marketing, the benefit goes to all the stakeholders including government, private investors and the local communities. Destination marketing helps in achieving tourism policy of particular destination said by Official B. This argument of tourism official is completely supported by the research of that the purpose of destination marketing is to accomplish various strategic objectives of destination.

Marketing is used to promote destination features to attract tourists from all over the world. For example, Italy is being promoted as destination for art, culture and fashion lovers. Whereas, many destinations are promoted to attract the sun and sea lover tourists like Mediterranean destinations. Itis very important for Destination Management Organizations (DMOs) to identify the appropriate tools to market the unique features of their destination.

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[129] Bornhorst, Tom, JR Brent Ritchie, and Lorn Sheehan. "Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives." *Tourism management* 31, no. 5 (2010): 572-589.

According to the research of the promotional tools for destination are TV, radio, print media, brochures, website, exhibitions, conferences and public relation through opening of marketing offices at potential customer destinations.

In the case of Mardan, the TDCKP is responsible to manage and run the tourism industry in KP province of Pakistan. It is found from empirical data collected from TDCKP officials that TDCKP has its own website which contains information about all the important tourist destinations of KP including Mardan. TDCKP is also promoting archaeological tourism of Mardan with the help of educational institutions of Pakistan. Beside this, TDCKP is also in liaison with different business associations of Mardan to promote and market archaeological tourism attractions of Mardan and to attract business tourists as well. However, it is evident from the empirical data that TDCKP is not using TV, radio and print media to market and promote archaeological tourism attractions of Mardan. The above discussion shows that TDCKP is not using enough promotional tools to market Archaeological tourism attractions of Mardan, which is a big challenge in making Mardan a better archaeological tourism tourist destination. This argument is also supported by the empirical data collected from tourists in Mardan where 83% of tourists said that they are completely dissatisfied with the marketing of archaeological tourism attractions of Mardan, whereas rest of the 17% tourists were partially satisfied. It is also found in empirical data that tourists said that they never watch any add on TV or radio promoting archaeological tourism attractions of Mardan. It might be because the overall economy of Pakistan is not good. The concerned government department responsible to manage the tourism industry in Mardan is facing reduction in funds from provincial and federal government.

6.1.2   PRICING/POOR ECONOMY

Local economy of a tourist destination is a big contributor in pricing of a destination. The analysis of empirical data shows that poor economy of Pakistan is a challenge in the promotion of archaeological sites tourism in Mardan. The empirical data indicates that ongoing crisis is damaging the economy of Pakistan. Resultantly, the people are getting unemployed. They are trying to survive with this situation and have not enough money to spend on leisure activities. On the other side according to the government officials, Mardan has unique archaeological sites attractions which can be sold-out on high price. Nevertheless, due to poor economy they cannot do so, particularly to the domestic tourists. Similarly the empirical data collected from tourists also shows that 100% respondents were agree that poor economy is a big challenge in promotion of archaeological sites tourism in Mardan. The analysis of empirical data also shows that to attract and motivate tourists, the destination managers of

Mardan are trying their level best. For that matter, they keep entry ticket cost very cheap which is affordable for common man. The tourists also agree that the entry ticket cost at different monuments in Mardan is affordable. Having said that the tourists are not satisfied with travelling and accommodation cost in Mardan. According to them they cannot afford expensive traveling and accommodation while visiting Mardan. The tourists complain about expensive transportation make sense because the empirical data also illustrates, that there is no public transportation facility available for tourists to reach different monuments in Mardan. The only option left for tourists is private transportation which is quite expensive. It will not be out of context to mention that the transportation and hotels are owned by private entrepreneurs. Due to high general price level in the overall economy, it is difficult for private investors also, to reduce the price of transportation fare and accommodation. To cope with this challenge, it is very important for government department to communicate with the stakeholders about this extra ordinary situation. To provide best possible services to the tourists, the government may give private entrepreneurs subsidies in income taxes, fuel, road taxes, construction material etc., so they can reduce the transportation fares and hotel accommodation costs. The provincial government may introduce public transportation facility to the tourists, especially on the routes where the important archaeological sites attractions of Mardan situated. Additionally, they may introduce low price transportation cards for tourists to travel from one sites to another sites. They may also introduce special entry passes for international tourists. In this whole scenario, the role of TDCKP is very important because they can negotiate and use legislative power if required to implement the overall destination price.

6.1.3   TERRORISM AND TOURISM

The effects of terrorism activities on tourist destinations are inevitable and continued terrorist attacks at particular destination can create tourism crisis. Tourism crisis means undesired events that influence the confidence of tourists about a destination and affect the ability of organization or countries to operate normally. According to the empirical data collected from government officials in Mardan, it is found that Mardan is also in tourism crisis phase. According to one official, terrorism is the biggest challenge facing by tourism industry in Mardan. Furthermore this argument is also supported by the data collected from tourists in Mardan where 100% respondents said that terrorism activities has affected tourism industry in Mardan very badly. It is evident from empirical data that tourists avoid going to tourist places because they think they could be an easy victim of terrorist attacks. Terrorists attack tourists because they can get instant media coverage which helps them in achieving their

strategic objectives. This theory is also relevant with the empirical data where the government official said that terrorist attacks in Mardan instantly get media coverage which damages the image of Mardan as risk free tourist destination. It is very important for tourist destinations that are affected with terrorism to formulate crisis management taskforce to handle its impacts. The crisis management taskforce will provide a road map to the stakeholders to deal with terrorism. It will also ensure the timely recovery of destination from terrorism. The crisis management taskforce should comprise of government officials community and business leaders and tourism industry professionals it is found from empirical data collected from Mardan that there is no crisis management taskforce available in Mardan to handle the situation created by terrorism.

6.1.4 AUTHENTICITY AND ARCHAEOLOGICAL TOURISM

The concept of authenticity in attraction development is very important. As a tourist attraction developer, if historic building is promised than it should be indisputably available upon arrival at destination site. The empirical data collected also shows that authenticity plays an important role in bringing tourists to a particular tourist site or destination. According to a TDCKP official, authenticity plays a very important role in tourist destination development because history is reflected through archaeological tourism in the form of monuments, culture, traditions, food, and language. Authenticity of a monuments attract tourists to visit them, but if they don't find it as it is supposed to be, then they feel dissatisfied and it could be a big setback f or a particular tourist destination. The aging and environment can affect the historical monuments at any archaeological tourism tourist destination; resultantly the conservation of monument has to be done in most authentic way. The authenticity of historical monuments can also be affected with illegal constructions and encroachments around the historical monuments. It is found in empirical data that most of the monuments in Mardan are affected with aging, especially Mardan Takht Bhai and Jamal Ghari. The concerned departments are trying to conserve these sites with the help of UNESCO. Whereas, the data collected from tourists shows that most of the sites in Mardan are affected with aging and the tourists are not satisfied with the conservation of different monuments. It is also found in empirical data that illegal construction and encroachments around different sites are also destroying the aesthetics of monuments. In this scenario, the role of DMO's become very important because they have legislative power and enforcement agencies to control the encroachments and illegal constructions .

6.1.5   TOURISM PROFESSIONALS EDUCATION

A tourist destination is a combination of different products and involves the interest of various stakeholders. Therefore, it requires an abundant amount of professionalism from destination managers to successfully run and manage the tourist destination. From tourist point of view, destination is not only a geographical area, but it could be a perceptual conception, which can be constructed by various factors and tourist education is one of them. Thus, education is equally important for both destination managers and tourists as well. The analysis of empirical data shows that there is a lack of professional education facilities, especially with regard to tourism education. In Mardan, there is only one educational institution offering master level education on tourism management. On the other side, the education of tourists, particularly the archaeological sites tourists is very important. Since, archaeological sites attractions represent history and if the tourists don't have education, they mightnot appreciate the value of archaeological sites places. Consequently, the potential archaeological sites tourist destination may not be developed. Hence, the government should develop a network of educational institutions which may offer education pertaining to tourism management. The on and off job training facilities may also be provided by the government departments so that they can acquire new knowledge and skills. They may also send their officials abroad for education. By doing this they can get latest knowledge about tourism industry's trends and management. As a result of this they can run and manage the archaeological sites attractions of Mardan in appropriate way. This will lead them to make Mardan a better archaeological sites tourist destination. Similarly to educate the young generation, the regular colleges and universities should introduce new courses focusing on the importance of tourism, particularly archaeological sites tourism. It is also found from empirical data that tour operators serve as a front line guide for the tourists. Therefore, it is equally important to provide training and education facilities to the tour operators so they can serve the tourist in best possible way.

6.2 CONCLUSION

Archaeological sites are a depiction of human culture and society. The overall state of travel and tourism in Pakistan is not up to mark as Pakistan is ranked 122 out of 140 countries on travel and tourism competitiveness index released by world economic forum in 2019.in 2015 according to travel and tourism report tourism contributed 328.3 million (US) dollars to the exchequer constituting 2.8% of the total GDP in 18th amendment, archaeology became a subject matter of provinces. Mardan has not been in a position to promote archaeological tourism in its true spirit. However, the problem faced in developing archaeological sites across mardan. Archaeological tourism in mardan should be promoted by building museums, awareness programs public and local level at archaeological sites.

This study also strengthen the visitor's awareness about archaeological sites, and educate them properly which in return creates a positive image of archaeological sites. Management of archaeological sites must maintain proper security and preservation arrangements then it motivates and secure the visitors to visit easily. This increased pattern of visitation automatically increases the commercial activities around archaeological sites and in long run helped economy of Pakistan to grow.The spending pattern of visitors generate revenue which not only limited to the entrepreneurs near mardan archaeological sites, but also it facilitates the other production process. People of other religions have equal access to visit these sites. The main reason behind this is that, in a country like Pakistan, Muslims are in majority. Minorities are Christians, Shiks and Hindus. Archaeological sites basically are Holy places for non-Muslims because of their religious affiliation, but some religion scholar of Pakistan is not cooperative towards the people of other religions such as about Buddhist statues they order to broke it when someone find it Therefore, it is necessary that all Muslims should take care of their worship places because Islam give us lesson of peace around the world. In Islamic religion minorities have freedom and there is no interference in their holy places.

Tourism not only provides the inner pleasure to the tourists but also gives strength to the nation. The impact of tourism has many positive effects on the economy like, increased employment ratio, better currency exchange rate, diverse education, cultural exchange and improving hoteling and will draw attention to the core problems and investigate key reasons for downwards trends of tourism industry in Pakistan generally and specific at Khyber Pakhtunkhwa. In the literature review we have got a clear scenario of the problems of tourism sector in Pakistan as well we focused a few noteworthy attractions prospects to utilize and develop the future trends of tourism. In this case work, we find how the infrastructure, terrorism, inflation and local people of the area effect the archaeological destination

tourism economic growths. Without calm and tourist friendly environment none of the tourist destination in the world can expand their tourism sectors. We can take learning from a few Asian tourists destinations that are enormously affected by infrastructure, terrorism, inflation and localpeople of the area and how it destroyed their archaeological tourism prospects and as well how the destination recovered their destination image in the international tourism. It is impossible to predict thefuture as far as any aspect of the economy is concerned; all Governments can do is put plans in place that will help the tourism industry to expend. The tourism industry also impacts on society in many ways, both beneficial and negative. The Mardan Khyber Pakhtunkhwa tourism industry did not beginto grow significantly until the Pakistan Government began to take an active role in promoting it. Khyber Pakhtunkhwa has holding a huge international attraction as well prospects on its tourism sectorto contribute countries economy. Tourism activity and tourists are important because it is the most effective mean of exploring other countries, its people and their culture whereas the tourists help in building the bridges between nations through love, mutual understanding and knowledge, thus bringing different cultures together. Pakistan with is natural and historical beauty holds a great potential for tourism. The factors that have brought this industry down are the weak infrastructure and instability in the country. All these factors can be turned positive if government takes serious actions for this industry and for the country and also follow the techniques and methodologies being used by most successful destination countries in tourism.

An appropriate distribution and promotional channels should be used to market the potential archaeological sites attractions of Mardan. For that matter, the allocation of funds should be increased by provincial and federal governments. To build the confidence of domestic and international tourist, the law and order situation should be improved in the whole country in general and Mardan in particular. Well trained task force management team for archaeological sites tourism management is ofutmost importance to deal with present tourism crisis situation in Mardan. The image of Mardan as security risk tourist destination required improvement. For that, apart from improving law and order situation, better infrastructure facilities, well trained guides at different monuments in Mardan and touroperators can help the concerned government departments. The federal and provincial government should take solemn initiatives to improve the local economy. The conservation of the archaeological sites should be done according to international standards. The proper educational facilities should be provided to the destination managers and tour operators.

Appendix-A (Government Officials)   **"Confidential"**

Respondent Name**: -----------------------------**   Organization: **---------------**
Contact Detail: **----------------------------------**   Date: **------------------------**

1. What are the key archaeological attractions that exist in Mardan and what is their role in promoting archaeological tourism in Mardan?

2. How do you see the role of marketing in tourism development areas? And how destination marketing leads to optimization of tourism impact and the intensification of benefits for the stakeholders?

3. What distribution channels do you use to market Mardan as archaeological tourist destination?

4. How do you see the pricing of "Mardan" as tourist destination/product? And what measures should government take to increase the price of Mardan as archaeological tourist destination?

5. How authenticity and conservation of monuments is important in archaeological tourism? And how do you see the role of government in maintaining the authenticity/conservation of different monuments in Mardan?

6. What are the main challenges and how they affect archaeological tourism industry in Mardan?

7. How important is the crisis management taskforce in tourist destination development and is there any crisis management taskforce in Mardan and what is its role?

8. How do you see the role of tour operators in destination development?

9. Are you satisfied with the education facilities available for government officials and tour operators with regard to tourism management education?

10. How important is the education of tourists in development of archaeological tourist destination?

11. What is the future of archaeological tourism in Mardan?

Appendix-B (For tourists)   **'Confidential'**

Respondent Name: ---------------------------------   Nationality: ---------------------

Age: ----------------------   Education: --------------------

Date: ----------------   Contact/Email: -----------------

1. Do you think Mardan is the most important archaeological tourist place of Pakistan as compared to the other archaeological places?

(A) Strongly Agree (B) Agree (C) No-Opinion (D) Disagree (E) Strongly Disagree

2. Do you think that archaeological tourism creates more jobs and business opportunities for the domestic people living in Mardan?

(A) Strongly Agree (B) Agree (C) No-Opinion (D) Disagree (E) Strongly Disagree

3. Do you agree that archaeological tourism provides more recreational facilities to the local community of Mardan?

(A) Strongly Agree (B) Agree (C) No-Opinion (D) Disagree (E) Strongly Disagree

4. Do you think archaeological tourism is one of the fastest growing sectors of tourism industry?

(A) Strongly Agree (B) Agree (C) No-Opinion (D) Disagree (E) Strongly Disagree

5. Which archaeological site do you like to visit the most in Mardan?

(A) Takht-i-Bhai (B) Jamal Ghari (C) Sawal Dehr (D) Shahbaz Ghari (E) Mardan museum

6. Are you satisfied with the marketing of archaeological tourism in Mardan from government departments?

(A) Strongly Agree (B) Agree (C) No-Opinion (D) Disagree (E) Strongly Disagree

7. Do you think pricing/ cost of visits effect tourism activities in Mardan?

(A) Strongly Agree (B) Agree (C) No-Opinion (D) Disagree (E) Strongly Disagree

8. Do you agree that terrorism has impacted archaeological tourism in Mardan?

(A) Strongly Agree (B) Agree (C) No-Opinion (D) Disagree (E) Strongly Disagree

9. Are you satisfied with the facilities provided by the government at different archaeological places in Mardan Pakistan?

(A) Strongly Agree (B) Agree (C) No-Opinion (D) Disagree (E) Strongly Disagree

10. What are the biggest and main challenges facing archaeological tourism in Mardan?

(A) Poverty (B) government planning (C) terrorism   (D) inflation (E) No-Opinion

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