

**TOURISM AND SUSTAINABLE
DEVELOPMENT IN BALUCHISTAN (2015
2023): AN APPRAISAL**

BY

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ABSTRACT

Tourism is a significant and rapidly growing sector in the global economy and is crucial in boosting a nation's economy. The increased flow of tourism can have positive economic implications, especially in achieving sustainable development goals and creating employment opportunities. This study investigates tourism's impact on Pakistan's economic growth and employment opportunities in Baluchistan, especially in Gwadar, from 2015 to 2023. The study's methodology includes a review of existing literature on sustainable tourism and primary data collection through surveys and interviews. The survey encompasses a sample size of 200, including Baloch students in different Universities, Baluchistan, Islamabad, Lahore, and tourist operators from Baluchistan. Additionally, interviews were conducted with high officials, ministers, and tourist department representatives, and the sample size of the interviews was 20. The study employs a mixed-method approach, with objectives related to the potential of tourism in sustainable development in Baluchistan, the role of government and stakeholders in promoting sustainable development, and the opportunities and challenges of tourism in Baluchistan. The key findings reveal tourism's vivacious and significant impact on Pakistan's economic growth and employment sector in Baluchistan, indicating a long-run relationship among the variables under study. The study suggests that policymakers should focus on implementing policies and best practices to promote tourism throughout the country. Furthermore, it provides policy implications and future research suggestions. The study explores the link between tourism and sustainable development goals, particularly Goal 1. No Poverty, 8. Decent Work and Economic Growth, and 15. Life on Land. It examines how tourism can contribute to poverty alleviation, job creation, and environmental protection. To address this, the study looks at successful tourism initiatives in other developing regions and uses them to learn and apply lessons in Baluchistan. The focus is on tourist attractions such as Gwadar, Hingol National Park, Ormara Beach, Kund Malir, and Gwadar Beach. The relationship between tourism and sustainable development, focusing on Goals 1, 8, and 15, holds significant importance for Baluchistan's tourism sector. Sustainable Development Goals intersect with tourism in Baluchistan, addressing the impacts, challenges, and opportunities for promoting sustainable tourism practices in the region. The study aims to provide insights for policymakers and stakeholders to integrate sustainability principles into tourism development, contributing to socio-economic progress and environmental preservation.

Key words: Tourism development, sustainable development goals, tourism infrastructure, Baluchistan, Pakistan.

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DEDICATION

This thesis is dedicated to my beloved Mother (Yasmeen Tariq Aziz), whose unwavering love, support, and sacrifice have been my greatest source of strength. Her endless encouragement and wisdom continue to inspire me in all my pursuits. Without her, this journey would not have been possible.

INTRODUCTION

Tourism has become an essential factor for sustainable socio-economic development worldwide. The concept of sustainable tourism is to visit places without causing harm to the local communities and environment while positively impacting the country's society and economy. Baluchistan is known for its rugged mountains, vast deserts, and resilient people. However, the region is facing complex challenges that hinder its progress. Poverty, social unrest, and environmental degradation are some issues that need innovative solutions to unlock a brighter future. Sustainable Development Goals (SDGs) can guide the province towards a prosperous, equitable, and environmentally sound future. This study explores the relationship between SDGs and tourism in Baluchistan and how responsible tourism can transform local communities. The researcher starts by examining the SDGs critically, focusing on the ones most relevant to Baluchistan's context. Specifically, it has analysed Goal 1. No Poverty, Goal 8. Decent Work and Economic Growth, and Goal 15. Life on Land and explore how tourism can help with poverty alleviation, job creation, and environmental protection. To do this, it has looked at successful tourism initiatives in other developing regions and used them as research to learn from their experiences and apply those lessons in Baluchistan.¹

Tourism can do more than bring economic benefits. It can also empower local communities. In this study, the researcher has explored how responsible tourism practices can help preserve and celebrate Baluchistan's cultural heritage. This can create a platform

¹ Zia Ullah et al., "Towards the Development of Sustainable Tourism in Pakistan: A Study of the Role of Tour Operators," *Sustainability* 13, no. 9 (April 27, 2021): 4902:2.

for intercultural dialogue and understanding. It has ensured that everyone benefits by involving local communities in tourism development. This has fostered a sense of ownership and pride among residents. Sustainable tourism development in Baluchistan faces various challenges, including security concerns, insufficient infrastructure, and limited marketing resources. This thesis aims to tackle these obstacles by proposing practical solutions and innovative strategies. Our objective is to promote collaboration between government agencies, NGOs, and private stakeholders to build resilience and unlock the full potential of tourism in the region.

The main goal of this study is to encourage positive change by proposing a fresh perspective on Baluchistan's future. By combining the concepts of SDGs and responsible tourism, researchers can create a plan that paves the way for a more prosperous, fair, and sustainable future for the people of Baluchistan. This journey towards a better future offers economic benefits and promotes cultural exchange, fully developing Gwadar's potential and giving hope to future generations. Tourism has become an essential economic force worldwide, contributing significantly to GDP, creating jobs, and fostering cultural exchange. Pakistan, with its diverse landscapes, historical sites, and rich cultural heritage, has the potential to take advantage of tourism. Baluchistan, the largest province in Pakistan, and Gwadar District, situated on the Arabian Sea, offer a unique combination of natural beauty, historical significance, and untapped potential for tourism development. Pakistan is one of the rare countries with diverse tourist attractions, including four seasons, high mountains, deserts, vast delta plains, and the sea. The country has one of the world's oldest civilizations, attractive scenic beauty, splendid mountains and peaks, sacred religious and historic places, seasonal varieties, unique arts and crafts, and rich culture and heritage.

These tourist attractions are spread across the provinces of Pakistan.

Baluchistan has a vast and diverse history that dates back to ancient civilizations. It boasts of a rich tapestry of cultures and heritage. The region is home to archaeological wonders such as the Mohenjo-Daro and Mehrgarh, providing a unique opportunity for cultural tourism. The Baloch, Pashtun, and Brahui communities have different traditions and festivals that contribute to the rich cultural mosaic, offering visitors a chance to experience the region's vibrancy. Gwadar is located at a crossroads of international trade routes and has the potential to become a popular destination for both business and leisure travelers. The district offers beautiful beaches, marine life, and the Gwadar Port, making it an attractive location for tourists and investors. However, to fully develop Gwadar's potential and position it as a premier destination, investment in hotels, resorts, and transportation infrastructure is needed.² Tourism development in Baluchistan, focusing on Gwadar, is essential for unlocking the region's socio-economic potential. Pakistan can become a must-visit destination by emphasizing its cultural richness, historical significance, and strategic location. This research recommends a sustainable approach that benefits local communities and preserves the region's unique heritage.³

The Baluchistan government has formulated policies to promote tourism and make the region more attractive to domestic and international visitors. Infrastructure development, such as improving roads and transportation networks, has been a priority to make tourist destinations more accessible in the region. The government has also worked

² Ammad Hassan, "Pakistan's Gwadar port prospects of economic revival" (MA Thesis, Naval Postgraduate School, 2005): 45.

³ Hameem Bin Hameed, Yousaf Ali, and Amin Ullah Khan, "Regional Development Through Tourism in Balochistan Under the China-Pakistan Economic Corridor," *Journal of China Tourism Research* 18, no. 1 (July 9, 2020): 19.

to safeguard archaeological sites and monuments and celebrate the region's diverse cultural traditions. Incentives and partnerships with the private sector have encouraged investment in hospitality, accommodation, and recreational facilities. Public-private partnerships are critical in leveraging resources and expertise for sustainable tourism development. Efforts to engage local communities in tourism-related activities and ensure environmental sustainability have been essential to the government's approach. Implementing security measures has also ensured the safety of tourists, contributing to the region's positive perception.

Tourism operators have the opportunity to provide a range of services, including guided tours showcasing the unique cultural and natural attractions of Baluchistan, as well as accommodation, adventure tours, and transportation services. Specialized operators focusing on eco-tourism, cultural experiences, and historical tours could also find opportunities to cater to tourists' diverse interests and preferences. It is crucial to stay updated with the latest developments by checking official government announcements, tourism department releases, and local news sources for the most current information on government initiatives and potential opportunities for tourism operators in Baluchistan, especially in Gwadar. The travel and tourism sector contributed 7.6% to global GDP in 2022, a 22% increase from 2021 and 23% less than in 2019. There will be 22 million new jobs in 2022, a 7.9% rise over 2021 and just 11.4% less than in 2019. Domestic visitor spending grew by 20.4% in 2022, only 14.1% less than in 2019. International visitor expenditure will increase by 81.9% in 2022, but it will still be 40.4% lower than in 2019.

Sustainable tourism advocates for ensuring that the notion incorporates and applies to both people and physical environments.⁴

1. Statement of the problem

This thesis work focuses on exploring the potential of sustainable tourism development in Baluchistan, especially in Gwadar, Pakistan. The study examines how tourism can create employment opportunities, generate revenue, and enhance economic growth in the region. It has also assessed the impact of tourism on the region's socioeconomic development, including its effects on employment, income, and infrastructure. The research has explored different stakeholders' perspectives in Baluchistan's tourism industry and proposed workable solutions for sustainable tourism development in the province. Baluchistan has excellent potential as a tourist destination due to its strategic location, beaches, local culture, and landmarks. The study has assessed the opportunities for tourism-related development, such as new hotels, resorts, shopping centers, and entertainment venues, to increase tourism in the area and provide economic benefits to the local community. The thesis work has also refined the soft image of Baluchistan and created new opportunities for the inhabitants of Gwadar through sustainable tourism.

2. Significance of the Study

This research thesis aims to provide policymakers, government officials, and tourism industry stakeholders with valuable insights into tourism's potential as a driver of

⁴ Johanna Gunkel and Kimberly Sánchez, "NATIONAL MODEL UNITED NATIONS," (2021)

socioeconomic development in Baluchistan. The study has recommended promoting tourism and identifying the policies, regulations, and infrastructure needed to foster sustainable tourism development in the broader region.

Tourism in Baluchistan can contribute significantly to the region's economic development. Tourism can create employment opportunities, generate revenue, and promote economic growth. The successful development of the tourism industry can also lead to the development of new businesses, improved infrastructure, and increased investment in the region. Tourism has the potential to reduce poverty in the area. Developing tourism-related companies can create new job opportunities and provide residents with employment and income. This can contribute to poverty reduction and improve local communities' living standards. Tourism development in the Baluchistan region requires implementing sustainable tourism practices. These practices can help protect the environment, promote social equity, and contribute to economic growth. The successful development of sustainable tourism practices can contribute to the region's long-term development and prosperity.

3. Aims and Objectives of the Study

The aims and objectives of this research work are as follows:

1. To identify the potential of tourism in the sustainable development of Baluchistan.
2. To investigate the government's and other stakeholders' role in promoting tourism in Baluchistan.
3. To examine the challenges and opportunities for developing tourism in Baluchistan.
4. To identify best practices and strategies for sustainable tourism development in Baluchistan,

4. Research Questions

This research work has found answers to the following research questions:

1. What is the potential of tourism in the sustainable development of Baluchistan?
2. What is the government's and other stakeholders' role in promoting tourism in Baluchistan?
3. What are the challenges and opportunities for developing tourism in Baluchistan?
4. What are best practices and strategies for sustainable tourism development in Baluchistan?

Methodology and Research Design

The research work is descriptive and utilizes both primary and secondary data. Data was collected through secondary sources such as books, journals, newspapers, internet websites, and reports. The gathered notes were thoroughly examined and organized according to the thesis requirements. Key themes were identified, and the data was interpreted and analyzed to meet the demands of the research work. In addition, a survey involving 200 respondents from various Baloch students from universities and interviews with authorities from the Ministry of Tourism, the archeology department, and knowledgeable individuals from Baluchistan were conducted to gather valuable insights on tourism in the region. This comprehensive approach ensures a well-rounded and insightful examination of the subject matter.

This chapter outlines the fundamental aspects of the research design employed in this study. Utilizing a mixed-methods approach, the research integrates qualitative and quantitative methodologies to address the complexities surrounding tourism and sustainable development effectively complexities.

To gather data, quantitative survey questionnaires were administered to evaluate perspectives on tourism and sustainable development among Baloch students and officials from the tourism department. In qualitative interviews were conducted with senior officials from the Ministry of the Tourism Department of Baluchistan to examine sustainable tourism practices related to the agriculture sector. This combination of methodologies allows for thoroughly exploring the research topic, addressing the population, sample, and sampling techniques relevant to both qualitative and quantitative approaches.

Johnson and Anthony support the decision to adopt a mixed-methods strategy. They argue that this method expands the range of perspectives available to researchers, facilitating a more comprehensive understanding of the research problem. Creswell and Clark also highlight that merging qualitative and quantitative data can yield insights that exceed the limitations of either methodology when applied in isolation. By effectively integrating both types of data, this research offers a more nuanced analysis of tourism sustainability in the region.

This study's target population consists of Baloch students engaged in tourism studies, tourism department officials, and senior officials from the Ministry of Tourism and the agriculture department in Baluchistan. This delineated group is crucial for providing valuable insights and conclusions, ultimately enriching our understanding of sustainable tourism practices in the area.

6. Theoretical Framework

Tourism is a complex phenomenon that encompasses a wide range of activities and practices. The Theory on Tourism is the most relevant theory for this research work,

“Tourism and Sustainable Development in Baluchistan (2015-2023): An appraisal”. Hans Magnus Enzensberger, a German author in 1958, presented the Theory of Tourism. He attempts to understand and theories tourism as an important indicator of modern culture, emphasizing that tourism reflects an individual’s desire to keep trying to escape from industrial life. “Tourism has been the mirror image of the society it is trying to escape” and “to the degree that bourgeois society closed itself, the bourgeois tried to escape from it - as a tourist”.⁵

The literature on tourism theory provides diverse perspectives on this multifaceted field. This theoretical framework focuses on four papers offering different angles on the tourism theory.

De Souza Bispo (2016) introduces the concept of "tourism as practice" and emphasizes that tourism is a set of organizing practices rather than a simple contrast between tourists and non-tourists. This paper argues that tourism is a social practice involving various actors, including tourists, service providers, and residents. The researcher provides a fresh perspective on tourism dynamics by examining tourism as a set of practices rather than a secure condition.⁶

Edensor (2021) focuses on the visual aspect of tourism and discusses how destinations are created and perceived through the tourist's gaze. It argues that tourism is a visual practice involving creating images and representations of destinations. It examines

⁵ Hans Magnus Enzensberger, “A Theory of Tourism,” *New German Critique*, no. 68 (January 1, 1996): 117.

⁶ Marcelo De Souza Bispo, “Tourism as Practice,” *Annals of Tourism Research* 61 (November 1, 2016): 172.

how tourism destinations are marketed and designed to appeal to tourists and how they visually represent these destinations. This paper sheds light on the visual culture of tourism and its impact on how we experience and understand travel.⁷⁸

Cohen (2019) explores the interfaces between tourism and other social sciences, highlighting the diversity and change in contemporary tourism. This paper argues that tourism is a dynamic and rapidly evolving field that intersects with many disciplines, including geography, anthropology, and sociology. The researcher examines how tourism has changed and continues to grow in response to social and economic trends. This paper provides a broad overview of tourism studies, highlighting its interdisciplinary nature.⁹

The researcher (2015) has emphasised the importance of tourism as a growing economic activity and the need for sustainable and responsible tourism development. It argues that tourism has become a key driver of economic growth in many regions, but this growth needs to be managed responsibly and sustainably. The challenges of sustainable tourism development include the need to balance economic growth with environmental and social concerns. This paper provides a critical perspective on the role of tourism in contemporary society, highlighting the importance of responsible and sustainable tourism practices.¹⁰

⁷ Tim Edensor, "The More-than-visual Experiences of Tourism," in *Tourism Spaces*, 1st ed. (Routledge, 2017): 913

⁹ Scott A. Cohen and Erik Cohen, "New Directions in the Sociology of Tourism," *Current Issues in Tourism* 22, no. 2 (July 8, 2017): 164.

¹⁰ Robert B. Richardson, "The Role of Tourism in Sustainable Development," *Oxford Research Encyclopedia of Environmental Science*, (March 24, 2021): 10.

In conclusion, these four papers provide a range of perspectives on the theory of tourism. The first paper emphasizes the importance of understanding tourism as a set of practices, while the second focuses on its visual aspects. The third paper gives a broad overview of the interdisciplinary nature of tourism studies, and the last highlights the need for responsible and sustainable tourism development. These papers offer a rich and diverse view of tourism studies.

7. Literature Review

Ample literature is available on tourism and SDGs, but no one has so far studied “Tourism and Sustainable Development in Baluchistan.” Literature about Tourism and Sustainable Development in Baluchistan has the following review.

7.1 UN Report on SDGs

The United Nations' efforts and reports on sustainable development have been discussed in several papers. The study emphasizes that protecting resources, ensuring universal access to sustainable energy, and increasing efforts to achieve development goals are vital for sustainable development. According to the researcher Sprague, the Brundtland Report defines sustainable development as meeting present needs without compromising future generations. The research paper highlights the integration of economics and ecology in decision-making for sustainable development. The UN's initiatives and declarations on

sustainable development focus on reducing inequalities and achieving balanced economic growth.¹¹

7.2 United nation strategies on tourism in Baluchistan

Tourism development in Baluchistan has been the focus of several researchers in recent years. The research articles suggest that Gwadar, in particular, has the potential to become a top tourism destination in Baluchistan, attracting international investors and generating higher income. This study highlights the engagement of the Baluch ethnic group in tourism in Iran's Baluchistan, emphasizing the importance of ethnic tourism planning to benefit the Baluch and promote peace.¹² However, another paper identifies several barriers to developing the travel and tourism industry in Gilgit-Baltistan, including the absence of tourist information centers, limited and expensive flights, and the need for an effective tourism policy.¹³ The rich potential of tourism in Pakistan, particularly in the northern areas and historical sites, offers diverse tourist opportunities. These papers underscore the need for strategic planning, policy formulation, and infrastructure development to promote tourism in Baluchistan and Pakistan.¹⁴

7.3 Countries have been developed through tourism

¹¹ Mohammadhadi Hajian and Somayeh Jangchi Kashani, "Evolution of the Concept of Sustainability. From Brundtland Report to Sustainable Development Goals," *Sustainable Resource Management*, (January 1, 2021): 12.

¹² Ahmad Reza Sheikhi, "Tourism Impacts in a Multiethnic Society: The Case of Baluchis in Iran," *Tourism Culture & Communication* 15, no. 1 (July 28, 2015): 35.

¹³ Albina Kharipzhanova and Muhammad Irfan, "Evaluation of Barriers to Gilgit Baltistan's Travel & Tourism Industry: Pakistani Youth's Perception," *Management Science and Business Decisions* 2, no. 1 (July 20, 2022): 31.

¹⁴ Razzaq Ahmed and Khalida Mahmood, "Tourism Potential and Constraints: An Analysis of Tourist Spatial Attributes in Pakistan," *Pakistan Perspectives* 2, no. 22 (February 26, 2018): 64.

Tourism has emerged as a crucial factor in developing several countries, especially in the Middle East and Southeast Asia. In Jordan, tourism has significantly contributed to the economy by enhancing GDP, quality of life, and employment.¹⁵ Similarly, Southeast Asia has witnessed a substantial surge in international tourist arrivals, with tourism being employed as a tool for development and poverty alleviation. Tourism has been a significant source of income for several nations, contributing to a substantial share of their GDP.¹⁶ These instances illustrate the potential of tourism in propelling economic growth and development in developing countries.

7.4 Tourism is the source of revenue

According to recent research, tourism is a crucial source of revenue for countries worldwide. This study highlights the positive impact of tourism on a country's GDP, quality of life, and employment generation.¹⁷ Similarly, another research provides data on the increasing trend of tourism receipts globally, with significant contributions from Europe, Asia, and the Americas.¹⁸ The study emphasizes the importance of tourism as a revenue source for developing countries and its potential to attract foreign direct investment.¹⁹ While another research article does not directly address the revenue aspect, it acknowledges

¹⁵ Razzaq Ahmed and Khalida Mahmood, "Tourism Potential and Constraints: An Analysis of Tourist Spatial Attributes in Pakistan," *Pakistan Perspectives* 2, no. 22 (February 26, 2018): 61.

¹⁶ ANTHONY SMITH, "Indonesia's Role in ASEAN: The End of Leadership? On JSTOR," *Contemporary Southeast Asia* 21, no. 2 (1999): 238.

¹⁷ Kafigi Jeje, "Increasing Tourist Arrivals: Do Capital Investment and Government Spending Matter?," *The Journal of Accounting and Management* 1, no. 11 (2021): 122.

¹⁸ Ahmad Hudaiby Galih Kusumah et al., *Promoting Creative Tourism: Current Issues in Tourism Research: Proceedings of the 4th International Seminar on Tourism Isot 2020, November 4-5, 2020, Bandung, Indonesia* (Routledge, 2021)

¹⁹ Mohammed Manzuma-Ndaaba Ndanusa, Yoshifumi Harada, and Md. Aminul Islam, "Challenges to Growth in Tourism Industry of a Developing Country: The Case of Nigeria," *Asian Social Science* 10, no. 19 (September 29, 2014): 282

the tourism industry's significant role as an income generator for destinations. Collectively, these papers provide compelling evidence of the economic significance of tourism as a source of revenue for countries worldwide.²⁰

7.5 United Nations World Tourism Organization reform for tourism

These papers collectively deliberate the role of the United Nations World Tourism Organization (UNWTO) in reforming tourism for development. The importance of sustainable tourism and the initiatives undertaken by the UNWTO, such as the Sustainable Tourism-Eliminating Poverty (ST-EP) initiative. The researcher emphasizes the significant role of tourism in economic and social development, as recognized by the UNWTO.²¹ The resilience of Malaysia's tourism sector is driven by both public and private efforts to enhance the competitiveness of tourism products. The government is focused on rural tourism development and has established a comprehensive plan to guide comprehensive rural area development until 2020. This plan aims to address concerns about the marginalization of local rural communities in development projects and support local entrepreneurship for the success of rural development.²² These papers suggest that the UNWTO is crucial in promoting sustainable tourism and its economic and social development potential.

²⁰ Alma Rocío García-García et al., "Sustainable Development and Tourism: A Review of the Literature in WoS From 2001 to 2020," *Sustainability* 15, no. 24 (December 13, 2023): 16805.

²¹ Marie-Alise Elcia Grandcourt, "The Role of the United Nations World Tourism Organization (UNWTO) in Tourism and Sustainable Development in Africa," in *Routledge Handbook of Tourism in Africa*, 1st ed. (Routledge, 2020): 133.

²² Norhafiza Md Sharif and Ku'Azam Tuan Lonik, "Community Involvement in Tourism Entrepreneurship: A Case Study in Tioman Island, Malaysia," *International Journal of Multicultural and Multireligious Understanding* 4, no. 5 (October 25, 2017): 42.

According to research conducted in Pakistan, a positive relationship exists between tourism and the country's GDP. Several studies have established this relationship, including those by Faiza Manzoor, these studies found a unidirectional causality between tourism earnings and economic growth. Additionally, the researcher highlighted the contribution of the tourism sector to employment.²³ Similarly, another paper identified a two-way causal flow between financial development and tourism.²⁴ According to Shehzadi, it further reinforces the potential of tourism to significantly contribute to Pakistan's economy, given the diverse attractions available in the country. Based on the collective findings of these studies, it can be concluded that tourism significantly and positively impacts Pakistan's GDP.²⁵

Moreover, the influx of tourists has led to environmental issues such as deforestation, loss of biodiversity, and pollution, although it has also provided jobs and business opportunities for local communities.²⁶ Despite these challenges, Pakistan's tourism industry has significant potential and diverse tourist opportunities.²⁶

According to the researcher, Pakistan has a rich cultural heritage, diverse landscapes, and a variety of historical sites, which attract tourists from around the world. The government of Pakistan has taken several initiatives to promote tourism in the country,

²³ Faiza Manzoor et al., "The Contribution of Sustainable Tourism to Economic Growth and Employment in Pakistan," *International Journal of Environmental Research and Public Health* 16, no. 19 (October 8, 2019): 3785.

²⁴ Sharma, Nitasha. "Tourism Led Growth Hypothesis: Empirical Evidence From India." *African Journal of Hospitality, Tourism and Leisure* 7, no. 2 (February 1, 2018): 8.

²⁵ Sarwar Khan et al., "Tourism Development and Economic Growth in Pakistan; a Theoretical Analysis," *International Journal of Contemporary Issues in Social Sciences* 2, no. 1 (January 15, 2024): 225.

²⁶ Hafiz Ehsan, "THE POTENTIAL OF TOURISM IN PAKISTAN: Barriers and Opportunities to Growth" (Degree Programme Thesis, CENTRIA UNIVERSITY OF APPLIED SCIENCES, 2022): 11. ²⁶ Muhammad Irshad Arshad, Muhammad Anwar Iqbal, and Muhammad Shahbaz, "Pakistan Tourism Industry and Challenges: A Review," *Asia Pacific Journal of Tourism Research* 23, no. 2 (December 5, 2017): 121

such as the launch of the Visit Pakistan campaign in 2019.²⁷ However, the industry still needs to overcome various challenges, including the lack of infrastructure, security concerns, and a negative perception of the country in the international community.²⁸

7.6 Baluchistan potential in tourism contribution to sustainable development goals

The papers collectively suggest that tourism in Baluchistan has the potential to contribute to sustainable development goals. Gwadar is a prime tourism destination in Baluchistan that can generate higher income and attract international investors.²⁹ The benefits of tourism in Batur, Bali, include economic improvement, infrastructure development, and increased attention to the natural environment and culture. Bhuiyan highlights the opportunities and contributions of tourism activities in Bangladesh towards achieving sustainable development goals, particularly in areas such as GDP growth, employment, sustainable consumption and production, marine tourism, and cultural preservation.³⁰ However, Haroon points out that current tourism activities in Pakistan, including Baluchistan, need to be more sustainable, emphasizing strategies and measures to promote local ownership, participation, and environmental management in tourism ventures. In summary, the papers suggest that if correctly managed and aligned with

²⁷ Moazzam Khan Durrani and Neena Taskeen Akbar, "Role of Tourism in Shaping Positive Image of Pakistan," *SADIQ Journal of Pakistan Studies*, 3, no. 1 (June 30, 2023): 4.

²⁸ I.C. Achumba, O. S. Ighomereho, and M. O. M. Akpor-Robaro, "Security Challenges in Nigeria and the Implications for Business Activities and Sustainable Development," *Journal of Economics and Sustainable Development* 4, no. 2 (January 1, 2013): 79

²⁹ Hameem Bin Hameed, Yousaf Ali, and Amin Ullah Khan, "Regional Development Through Tourism in Balochistan Under the China-Pakistan Economic Corridor," *Journal of China Tourism Research* 18, no. 1 (July 9, 2020): 17.

³⁰ Md. Anowar Hossain Bhuiyan Bhuiyan and Md. Abud Darda, "Tourism for Sustainable Development Goals (SDGs) Achievement in Bangladesh," *Bangladesh Journal of Public Administration* 29, no. 2 (April 2, 2021): 53.

sustainable development goals, tourism in Baluchistan can contribute to economic growth, infrastructure development, environmental conservation, and cultural preservation.

According to Hameed, the papers shed light on the strategies and prospects for tourism development in Baluchistan. Gwadar, in particular, is identified as having the potential to become a leading tourism destination in the region, attracting foreign investors and generating higher revenue. The engagement of the Baluch ethnic group in tourism in Iran's Baluchistan is explored by Sheikhi³¹, who emphasizes the significance of ethnic tourism planning in promoting peace and benefiting the Baluch masses. Kharipzhanova identifies several obstacles to the growth of the travel and tourism industry in GilgitBaltistan, including the need for more tourist information centers, expensive and limited flights, and an ineffective tourism policy. Arshad highlights the vast potential of tourism in Pakistan, particularly in the northern areas and historical sites, which provide tourists with a wide range of opportunities. The papers highlight the importance of strategic planning, policy formulation, and infrastructure development to promote tourism in Baluchistan and Pakistan.³²

7.7 Provincial SDGs framework

According to a collection of papers, the study describes a pressing need for a sustainable development goals (SDG) framework in Baluchistan. The papers, including works by Umar and Hessari, highlight the province's challenges in achieving SDGs and

³¹ Santana Talavera Agustín, Fernández Betancort Heredina, and Programa De Doctorado En Turismo, "Ethnic Tourism Planning: a Case Study of Baluchis in Iran," *Universidad de La Laguna* (Doctoral Dissertation, University of La Laguna, 2016): 150.

³² Ch. Shafqat Idrees, "Are There Barriers to Community Participation in Tourism Development: A Study of Gilgit-Baltistan" (M.Phil. Thesis, Pakistan Institute of Development Economics, 2022): 9

suggest improvements in health, education, poverty, water and sanitation, and gender equality. In addition, Jabeen's work emphasizes the importance of building resilience and proper functioning of institutions at various levels. Overall, the papers emphasize the need for a comprehensive and personalized SDG framework in Baluchistan to tackle specific challenges and promote broad development.

7.8 Tourist points in Baluchistan

The papers analyzed in this research provide valuable insights into tourism in Baluchistan. This study highlights Gwadar as the most promising tourism destination in the region, with the potential to attract international investors and generate substantial income. Shahraki's research emphasizes the role of climate in tourism, with southern cities like Chabahar, Konark, and Sarbaz being ideal for winter tourism. At the same time, Zahedan, Khash, and Zabol are more suitable for spring and autumn tourism. Sheikhi's study focuses on ethnic tourism planning in Baluchistan, which can lead to job creation and conflict reduction. Finally, Arshad acknowledges Pakistan's vast potential for tourism and identifies tourist destinations in Baluchistan and other regions that offer tourist opportunities. These studies suggest that Gwadar is a prime tourist destination in

Baluchistan and that climate plays a crucial role in attracting tourists to different cities. Ethnic tourism planning involving the Baluch ethnic group is also seen as a potential opportunity for job creation and conflict reduction. Overall, Baluchistan has considerable tourism potential, and efforts should be made to promote and develop the industry in the region.

Tourism has the potential to significantly enhance the GDP of a region, as evidenced by its considerable contribution to the global GDP. However, this potential has yet to be fully realized in Baluchistan, where the agricultural sector remains the primary contributor to the GDP.³³ The researcher further highlights the role of tourism in local economic development, emphasizing its potential to alleviate poverty and promote economic growth. Despite the significant potential of tourism, Karim points out that the financial contributions of the tourism sector in the Hunza-Nager district of Gilgit Baltistan, Pakistan, still need to be fully realized due to high revenue leakage and unsustainable development. This suggests that while tourism has the potential to enhance the GDP of Baluchistan, there are challenges that need to be addressed to realize this potential fully.³⁴

The tourism industry in Baluchistan, Pakistan, has been facing several challenges that have impacted its growth and development. Some primary challenges include the absence of tourist information centers, limited and expensive flights, and the inability to regulate tourism.³⁵ Additionally, sectarianism, political instability, and terrorism have also contributed to a decline in tourist inflow.³⁶

In conclusion, while the tourism industry in Baluchistan, Pakistan, faces several challenges, it has significant potential for growth and development. To achieve sustainable

³³ Jawad Khan et al., "Pakistan's Tourism Industry: Full of Potential, but Still Lagging Behind," *Research Square*, March 8, (2022): 2.

³⁴ Rehmat Karim et al., "Estimating the Economic Contributions of Tourism Sector by Using Tourism Satellite Account (TSA) in Hunza-Nager District of Gilgit Baltistan-Pakistan," *International Journal of Scientific and Technology Research* 10, no. 2 (February 25, 2021): 216

³⁵ Murad Ahmed, Shafique Ahmed, and Riffat Abbas, "Tourism in Pakistan, Challenges and Opportunities," *Journal of Social Sciences Review* 2, no. 3 (September 30, 2022): 137.

³⁶ Khalida Khan, "Tourism Downfall: Sectarianism an Apparent Major Cause, in GilgitBaltistan (GB), Pakistan," *Journal of Political Studies* 19, no. 2 (2012): 155.

growth, the government and stakeholders must work collaboratively to address the challenges and promote the country's tourism industry.

8. Organization of the Study

This thesis is divided into four chapters.

Chapter No.1, Introduction, covers the background of the study, statement of the problem, significance of the topic, aims and objectives, research questions, methodology, theoretical framework, and review of literature.

Chapter No.2, Potential of Tourism and Sustainable Development of Baluchistan, focuses on the potential of tourism in various parts of Baluchistan and its contribution to the Sustainable Development of Baluchistan. The main focus of this chapter is Gwadar and its relations with CPEC.

Chapter No. 3, Tourism, and the Role of Government/stakeholders in Baluchistan, examines the role of the government and other stakeholders in promoting tourism in Baluchistan.

Chapter No. 4, Tourism in Baluchistan: Opportunities and Challenges, investigates the challenges and opportunities for developing tourism in Baluchistan and identifies best practices and strategies for sustainable tourism development.

Apart from these four chapters, the findings/conclusion and recommendations are given at the end of the thesis, followed by a bibliography.

CHAPTER 1

POTENTIAL OF TOURISM AND SUSTAINABLE DEVELOPMENT IN BALUCHISTAN

The second chapter is about the "Potential of Tourism and Sustainable Development of Baluchistan," which explores the untapped potential of tourism in different regions of Baluchistan and its significant role in raising sustainable development in the province. This chapter emphasises Gwadar and its intricate connections with the ChinaPakistan Economic Corridor (CPEC), shedding light on the transformative impact of these interactions on the tourism landscape and overall sustainable development in the region.

1.1. The potential of tourism in the sustainable development of Baluchistan

The potential of tourism in the sustainable development of Baluchistan is crucial to understanding the current state of tourism in the region and the factors that impact its growth. Baluchistan is a province of Pakistan rich in natural resources and cultural heritage. Unfortunately, it has remained underdeveloped for several reasons, including security concerns, lack of infrastructure, and poor governance. However, tourism has emerged as a potential sector for the sustainable development of Baluchistan, which can help create jobs, generate revenue, and promote cultural exchange.

According to the World Travel and Tourism Council, Pakistan's travel and tourism sector can contribute 2.9% to the country's GDP by 2028. With its diverse landscape and

cultural heritage, Baluchistan can play a significant role in achieving this target. The province is home to several historical sites, such as the Gwadar Fort, Ziarat Residency, and Quaid-e-Azam Residency, which have the potential to interest tourists from every sites of the world. Moreover, Baluchistan is also known for its scenic beauty, including the Hingol National Park, Hanna Lake, and Kund Malir Beach, which can further enhance its potential as a tourist destination³⁷.

However, a range of factors hinder tourism growth in Baluchistan, including the lack of infrastructure and basic facilities such as roads, water supply, and sanitation. Additionally, the security situation in the province has been a significant concern for tourists, which has resulted in a decline in tourism activities. Therefore, addressing these issues and investing in infrastructure and facilities development is essential to promote tourism in Baluchistan³⁸.

On the other hand, the government of Pakistan has taken several initiatives to promote tourism in Baluchistan, including the establishment of the Gwadar Port and the China-Pakistan Economic Corridor (CPEC), which are expected to boost economic activity in the region. Furthermore, the provincial government has also launched various tourism projects, including establishing new tourist spots and refining existing ones. However, these efforts must be backed by a comprehensive tourism policy focusing on sustainable tourism development, community involvement, and environmental conservation.³⁸

³⁷ Shahbaz Hussain, "Tourism and Its Impact on Pakistan's Economy," *Pakistan Today*, (June 2, 2024)
³⁸ Dawood Shah Tareen and Rana Saba Sultan, "Role of Social Media in Promoting Tourism in Balochistan," *Journal of Media & Communication (JMC)* 2, no. 2 (2021): 110.

³⁸ Mir Sherbaz Khetran, "The Potential and Prospects of Gwadar Port," *Strategic Studies* 35, no. 1 (2015): 70.

Hence, the potential of tourism in the sustainable development of Baluchistan cannot be ignored. The province has a rich cultural heritage and scenic beauty, which can attract tourists worldwide. However, to realize this potential, addressing the infrastructure and security challenges and developing a comprehensive tourism policy that focuses on sustainable tourism development is essential.³⁹ By doing so, Baluchistan can become a significant tourist destination in Pakistan, contributing to the economic growth of the province and the country as a whole.

1.2. Tourism as a Catalyst for Sustainable Development in Baluchistan

Tourism has emerged as a catalyst for sustainable development in Baluchistan, Pakistan. Tourism has the potential to contribute to the economic growth of Baluchistan while also promoting social and environmental sustainability. The study highlights the importance of developing tourism infrastructure and promoting cultural tourism in the region to attract domestic and international tourists.⁴⁰ In addition to economic benefits, tourism can also significantly promote environmental conservation in Baluchistan. Tourism can create opportunities for local communities to engage in sustainable natural resource management practices, preserving the region's natural beauty and enhancing the quality of life for residents.⁴¹ However, despite the potential benefits of tourism, some

³⁹ Abid Kakar, "Coastal Tourism of Balochistan," *The Express Tribune*, (February 24, 2024)

⁴⁰ Jalal Faiz et al., "Exploring the Role of Religious and Cultural Tourism in Promoting Local Economy in Balochistan: A Case Study of Hinglaj Mata Attractions," *Central European Management Journal* 31, no. 2 (January 1, 2023): 869.

⁴¹ Fabiola Sfodera, Lisa Nicole Cain, and Alessio Di Leo, "Is Technology Everywhere? Exploring Generation Z's Perceptions of Sustainable Tourism in Developing Countries," *International Hospitality Review* 38, no. 1 (March 25, 2024): 50.

challenges need to be addressed. For instance, the region's lack of security and political instability can discourage tourists from visiting Baluchistan. The government must ensure tourists' safety while investing in tourism infrastructure and marketing to promote Baluchistan as a tourist destination.⁴² In conclusion, as a driver of sustainable development, tourism has exciting potential in Baluchistan. However, to realize this potential, policymakers need to address the challenges faced by the tourism industry in the region.

By investing in tourism infrastructure and promoting sustainable tourism practices, Baluchistan can attract more tourists and obtain economic, social, and environmental benefits from tourism.

Tourism is considered an essential economic sector worldwide due to its potential to contribute to sustainable development. Baluchistan, a province in Pakistan, is one of the most attractive tourist destinations due to its diverse natural beauty, rich cultural heritage, and historical significance. Baluchistan has the potential to become a leading tourist destination in the country, which can contribute significantly to sustainable development. The province has many natural resources, such as mountains, deserts, beaches, and forests, attracting tourists worldwide. In addition, Baluchistan has a rich cultural and historical heritage, with numerous archaeological sites and monuments that reflect the region's rich history and ancient civilisation. The traditional lifestyle, handicrafts, and local cuisine of Baluchistan are also unique attractions for tourists. Despite these attractions, Baluchistan's tourism industry faces several challenges, including poor infrastructure, inadequate facilities, security concerns, and a lack of marketing and promotion. Therefore, the

⁴² K Kakar, "Tourism Potential of Balochistan," Balochistan Voices, (November 20, 2020)

government and the private sector need to take steps to promote tourism in Baluchistan and address the challenges faced by the industry. Baluchistan has immense potential for sustainable tourism development, which can contribute significantly to the province's economic growth and prosperity. However, addressing the industry's challenges and promoting the region's unique attractions is essential to attract more tourists.⁴³

1.3. Baluchistan's Natural and Cultural Resources: A Potential

Tourist Hub

Baluchistan, a province in Pakistan, is a stunning destination for tourists. The vast province covers over 44% of Pakistan's land and has numerous natural and cultural attractions. One of Baluchistan's most famous tourist destinations is the Hingol National Park. Located along the Makran Coastal Highway, the park is known for its diverse flora and fauna, including the endangered Baluchistan bear. The park is also home to the famous Princess of Hope, a natural rock formation that resembles a princess standing on a hill. Another must-visit place in Baluchistan is the Ziarat Residency. It is a historic building where the founder of Pakistan, Quaid-e-Azam Muhammad Ali Jinnah, spent his last days. The building is now a museum and a national heritage site, attracting visitors from all over the world. The Hanna Lake in Quetta, the provincial capital of Baluchistan, is a popular tourist destination. The lake is surrounded by mountains, making it an attractive spot for picnics, boating, and fishing. The nearby "Urak Valley" is also worth visiting for its stunning natural beauty. "The Karez," an ancient underground water supply system, is

⁴³ Sajid Mehmood Shahzad, "Maritime Tourism Potential of Lasbela District (Pakistan): The Course of Sustainability," *Polaris – Journal of Maritime Research* 4, no. 1 (December 1, 2022): 92.

another unique attraction in Baluchistan. The system is over a thousand years old and still used in some parts of the province. Visitors can explore the tunnels and learn about the history and engineering behind this remarkable water system. These are just a few of the many tourist places that Baluchistan has to offer. Whether interested in history, nature, or culture, Baluchistan has something for everyone.

Ormara, a small coastal town in the Baluchistan province of Pakistan, is a hidden gem when it comes to tourist destinations. It is an ideal place for visitors interested in exploring the province's natural beauty. The town is situated on the "Makran Coastal Highway," which offers breathtaking views of the Arabian Sea and the surrounding mountains. Ormara has several tourist places that are worth visiting. One of the most famous attractions is "Kund Malir Beach," about an hour's drive from the town. The beach is known for its pristine white sand and clear water, making it an ideal spot for swimming, snorkeling, and sunbathing. The nearby "Hingol National Park" is another must-visit place for nature lovers. Its natural beauty, Ormara, has the potential to contribute significantly to sustainable development. Tourism can play a vital role in the region's economic growth by creating job opportunities and generating revenue for the local economy. However, it is crucial to ensure that tourism development is sustainable and does not harm the environment or the local communities. Developing adequate tourist infrastructure and facilities is necessary to promote sustainable tourism in Ormara. This includes developing eco-friendly accommodation, improving transportation links, and providing access to clean water and sanitation facilities. It is also essential to involve local communities in tourism development and to ensure that they benefit from the industry's growth. In conclusion, Ormara is a beautiful tourist destination with significant potential for sustainable

development. By promoting eco-friendly tourism and involving local communities in the industry's growth, Ormara can become a leading tourist destination in Baluchistan and contribute to the province's economic growth and prosperity.⁴⁴

Gwadar district, located in the Baluchistan province of Pakistan, has immense tourism and sustainable development potential. The district is situated on the southwestern coast of Pakistan and is rich in natural and cultural attractions worth exploring. One of the most famous tourist places in Gwadar is the Gwadar Port. It is a deep-sea port connecting Pakistan with the Middle East and Central Asia, potentially becoming a significant hub for international trade. The port also offers stunning views of the Arabian Sea and the surrounding mountains, making it a popular tourist spot. Apart from the port, Gwadar district is also home to several other significant tourist places. The Hammerhead, a natural rock formation that resembles a hammerhead shark, is a popular destination for adventure seekers and nature lovers. The formation is near the “Koh-e-Bathil” mountain and offers breathtaking views of the Arabian Sea and the surrounding landscape. Gwadar also boasts several unspoiled beaches, with Kund Malir Beach being one of the most popular spots just an hour's drive from Gwadar. The beach is famous for its clear blue waters, white sandy shores, and attractive rock formations, making it a perfect destination for swimming, sunbathing, and photography enthusiasts. Another must-see attraction is the Princess of Hope, a natural rock formation that resembles a princess standing on a hill. Apart from its natural wonders, the Gwadar district is also immersed in cultural heritage. The area also has a rich tradition of handicrafts, including hand-woven carpets, pottery, and embroidery,

⁴⁴ Zia Ullah, Muhammad Jehangir, and Javed Iqbal, “Potential for Community Based Ecotourism (CBE) Along Balochistan Coast, Pakistan,” *Global Regional Review* 1, no. 1 (December 30, 2016): 178.

which are unique to the region. Tourism has the potential to contribute significantly to the sustainable development of Gwadar district. The industry can create job opportunities, generate revenue, and promote the district's unique attractions. However, it is essential to ensure that tourism development is sustainable and does not harm the environment or the local communities. Developing adequate tourist infrastructure and facilities is necessary to promote sustainable tourism in Gwadar. This includes improving transportation links, providing access to clean water and sanitation facilities, and developing eco-friendly accommodation. It is also crucial to involve local communities in tourism development and to ensure that they benefit from the industry's growth. Gwadar district has significant potential for tourism and sustainable development. By promoting eco-friendly tourism and involving local communities in the industry's growth, Gwadar can become a leading tourist destination in Baluchistan and contribute to the province's economic growth and prosperity.

1.4. Identifying Motivations and Perceptions of Tourists Visiting

Baluchistan

Baluchistan, a province in Pakistan, has immense potential for sustainable tourism development. However, to attract more tourists, it is essential to understand their motivations and perceptions of Baluchistan as a tourist destination. According Jumrin, and Maryono, (2018), tourists' motivations can be classified into four categories: push, pull, personal, and external factors. Push factors refer to why tourists leave their home countries, such as work-related stress, family obligations, or political instability. Pull factors are why tourists choose a particular destination, such as natural beauty, cultural heritage, or recreational opportunities. Personal factors refer to the characteristics of tourists, such as

age, gender, income, and education level.⁴⁵ External factors refer to the host country's social, economic, and political conditions that affect tourists' decisions to visit.

A survey was conducted by Hameed, Yousaf, and Amin, (2022) among tourists visiting the province to identify the motivations and perceptions of tourists visiting Baluchistan and their impact on the region's tourism industry. The survey included questions about their demographics, travel preferences, and perceptions of Baluchistan as a tourist destination. The survey results showed that the primary motivations for tourists visiting Baluchistan were the region's natural beauty, cultural heritage, and historical significance. The respondents also cited personal factors, such as the desire for adventure and cultural immersion, as essential motivations for visiting Baluchistan. The survey also revealed that tourists positively perceived Baluchistan as a tourist destination. The respondents appreciated the region's natural beauty, friendly people, and unique cultural heritage.⁴⁶

These findings have implications for the development of tourism in Baluchistan. Promoting the region's natural beauty and cultural heritage is essential to attract more tourists. The tourism industry can also cater to tourists' desire for adventure and cultural immersion by offering trekking, camping, and cultural tours. The region's friendly people and unique cultural heritage can also be highlighted in tourism marketing campaigns to attract more tourists. By understanding tourists' motivations and perceptions of

⁴⁵ Jumrin Said and Maryono Maryono, "Motivation and Perception of Tourists as Push and Pull Factors to Visit National Park," *E3S Web of Conferences* 31 (January 1, 2018): 08022.

⁴⁶ Hameem Bin Hameed, Yousaf Ali, and Amin Ullah Khan, "Regional Development Through Tourism in Balochistan Under the China-Pakistan Economic Corridor," *Journal of China Tourism Research* 18, no. 1 (July 9, 2020):19.

Baluchistan, the tourism industry can develop strategies to attract more visitors and contribute to the province's economic growth.

However, the survey also highlighted some challenges faced by the tourism industry in Baluchistan, such as inadequate infrastructure and security concerns. The findings of this research have several implications for the tourism industry in Baluchistan:

- Promoting Baluchistan's unique attractions, such as its natural beauty and cultural heritage, is necessary to attract more tourists through effective marketing and promotion strategies.
- To address the challenges the tourism industry faces, investment in tourism infrastructure, such as eco-friendly accommodations and transportation facilities, is needed.
- Addressing security concerns and creating a safe and secure environment for tourists is essential to ensuring a positive tourist experience in Baluchistan.

In conclusion, understanding tourists' motivations and perceptions is crucial to the sustainable development of the tourism industry in Baluchistan. By identifying the factors that attract tourists to the region and addressing the challenges faced by the sector, Baluchistan can become a leading tourist destination in Pakistan and contribute significantly to the region's economic growth and development.⁴⁷

⁴⁷ Tazim B. Jamal and Donald Getz, "Collaboration Theory and Community Tourism Planning," *Annals of Tourism Research* 22, no. 1 (January 1, 1995): 186.

1.5. Tourism and Sustainable Development in Baluchistan: A

Roadmap for the Future

According to the United Nations World Tourism Organization (UNWTO), tourism is vital for economic development, job creation, poverty reduction, and social inclusion. However, for tourism to be truly sustainable, it must also be socially and environmentally responsible. In this context, developing a roadmap for sustainable tourism in Baluchistan is crucial. The first step in creating such a roadmap is to identify the key challenges facing the tourism industry in Baluchistan. These challenges include inadequate infrastructure, lack of investment, insufficient marketing, and security concerns. In addition to these challenges, there are environmental issues such as the misuse of natural resources, pollution, and the impact of climate change. To address these challenges, the government of Baluchistan needs to take an initiative-taking approach to tourism development. This includes investing in infrastructure, promoting the province as a tourist destination, and implementing measures to protect the environment and cultural heritage. It also involves working closely with the private sector, local communities, and civil society organizations to ensure that tourism development is socially and environmentally responsible. The development of community-based tourism initiatives can also play a significant role in promoting sustainable tourism in Baluchistan. By involving local communities in the tourism industry, it is possible to create economic opportunities while preserving cultural and natural heritage. This can help to reduce poverty, promote social inclusion, and improve the quality of life for local communities. Ultimately, developing a roadmap for sustainable tourism in Baluchistan is critical to the long-term success of the tourism industry in the province. Addressing the industry's key challenges and promoting socially

and environmentally responsible tourism can create a sustainable and prosperous future for Baluchistan.⁴⁸

⁴⁸ Farrux Urakov, “The Role of Tourism in Our Society,” *Scientific Focus* 1, no. 2 (June 25, 2023): 79.

CHAPTER 2

THE GOVERNMENT'S AND OTHER STAKEHOLDERS' ROLE IN PROMOTING TOURISM IN BALUCHISTAN

Tourism can significantly impact the economy of Baluchistan, a province in Pakistan with a lot of cultural and natural beauty. This research will examine how the government and other groups can work together to promote tourism in Baluchistan. By studying what is currently being done and the problems that come up, we hope to figure out how the government and other groups can team up to make the most of Baluchistan's tourism opportunities to benefit the local communities and long-term economic growth.

2.1. Examining the Government's Policies for Promoting Sustainable

Tourism in Baluchistan

Tourism is a crucial sector of Baluchistan's economy. The government has implemented several policies to promote sustainable tourism in the region, aiming to generate economic benefits while protecting the environment and culture. These policies include developing eco-tourism, promoting cultural tourism, and improving infrastructure to support tourism. Additionally, the government has established environmental and cultural heritage site regulations⁴⁹.

⁴⁹ Rehan Zahid, "Tourism Industry in Pakistan: A Review – Policy Brief," Imarat Institute of Policy Studies – IIPS, (March 21, 2023).

Eco-tourism has been promoted by establishing eco-friendly hotels and resorts and encouraging visitors to engage in environmentally friendly activities. Cultural tourism has been promoted by showcasing Baluchistan's unique cultural heritage⁵⁰. Improving infrastructure, such as roads, airports, and communication networks, has facilitated easy access to tourist destinations.

Several studies have assessed stakeholders' perceptions of tourism development in Baluchistan. These studies have shown that stakeholders positively perceive tourism development and its economic contribution. However, stakeholders have expressed concern over the negative impact of tourism on the environment and cultural heritage sites.⁵¹

Tourism has had a significant impact on Baluchistan's socio-economic development. The sector has generated employment opportunities, contributed to the growth of small and medium-sized enterprises, and increased government revenue. However, the negative impact of tourism on the environment and cultural heritage sites is a concern.

The tourism industry in Baluchistan faces various challenges, including inadequate infrastructure, lack of funds, and security concerns. The need for infrastructure, such as roads, airports, and communication networks, has hindered the sector's growth. The need

⁵⁰ Zahid, Rehan. "Eco-Tourism and Conservation in Pakistan." Imarat Institute of Policy Studies – IIPS, (December 7, 2023).

⁵¹ Zia Ullah et al., "Towards the Development of Sustainable Tourism in Pakistan: A Study of the Role of Tour Operators," *Sustainability* 13, no. 9 (April 27, 2021): 4902

for more funds has limited the government's ability to implement policies effectively. Security concerns have also discouraged tourists from visiting Baluchistan.

A collaborative approach by the government and private sector is needed to encouraging sustainable tourism in Baluchistan. The private sector should invest in developing tourism infrastructure and providing quality services to tourists. The government can incentivize the private sector and establish regulations to protect the environment and cultural heritage sites.

In conclusion, the government's policies for promoting sustainable tourism in Baluchistan have positively impacted the economy. However, the negative impact of tourism on the environment and cultural heritage sites is a concern. A collaborative approach by the government and private sector is essential for promoting sustainable tourism in Baluchistan.

2.2. Stakeholder Perception of Tourism Development in Baluchistan

Tourism development has become necessary for economic growth and development worldwide, including in Baluchistan, Pakistan. The government of Baluchistan has implemented several policies to promote sustainable tourism, aiming to generate economic benefits while protecting the environment and culture. However, stakeholders have expressed concerns over the negative impact of tourism on the environment and cultural heritage sites.⁵²

⁵² Faizan Ali et al., "Stakeholders' Perceptions & Attitudes Towards Tourism Development in a Mature Destination," *Tourism: An International Interdisciplinary Journal* 65, no. 2 (June 30, 2017): 173.

The researcher has explored how stakeholders perceive tourism development and its economic contribution through his piece of work survey conducted to measure respondents' perceptions. The majority of the respondents (85%) agreed that tourism development has the potential to generate employment opportunities. Additionally, 76% of the respondents believed that tourism development can contribute to the growth of small and medium-sized enterprises. Moreover, 72% of the respondents agreed that tourism development can increase government revenue. These findings are consistent with previous studies showing that tourism can positively impact the economy.⁵³

However, Armughan and Mohammad, (2023) expressed concern over the negative impact of tourism on the environment and cultural heritage sites. Most respondents (80%) agreed that tourism can harm the environment. Additionally, 75% of the respondents believed that tourism could hurt cultural heritage sites. These findings are consistent with previous studies showing that tourism can negatively impact the environment and cultural heritage sites.⁵⁴

The study also found that stakeholders' perceptions of tourism development vary depending on their demographic characteristics. For instance, female respondents were more concerned about the negative impact of tourism on the environment and tourist spots than male respondents. Additionally, respondents with higher education levels were more

⁵³ Tayyaba Rafique Makhdoom, Muhammad Nawaz Baloch, and Tahal Kumar Luhana, "Exploring the Prospects of Tourism Industry as a Tool for Socio-Economic Development in Sindh, Pakistan," *International Review of Social Sciences* 9, no. 4 (2021):228.

⁵⁴ Mohammad Armughan, "The Impact of Tourism on the Environment, Socio-culture and Local Communities of Gilgit-Baltistan, Pakistan" (Pakistan Institute of Development Economics, 2023): 7.

concerned about the adverse effects of tourism on the environment and cultural heritage sites than respondents with lower education levels.

The study has several implications for tourism development in Baluchistan. First, the government must address stakeholders' concerns over tourism's negative impact on the environment and cultural heritage sites. The government should establish regulations to protect the environment and cultural heritage sites. Additionally, the government should encourage the private sector to invest in environmentally friendly tourism infrastructure.

Secondly, the government needs to address the needs of different stakeholders. For instance, female stakeholders should be provided with more information on tourism's positive and negative impacts. Additionally, stakeholders with lower education levels should be provided with more information on the benefits of tourism development.

Thirdly, the government needs to promote community participation in tourism development. The study found that stakeholders involved in community-based tourism initiatives were more supportive of tourism development. Therefore, the government should encourage community participation in tourism development by involving them in decision-making.

In conclusion, the study has shown that stakeholders positively perceive tourism development and its contribution to the economy. However, stakeholders have expressed concerns over the negative impact of tourism on the environment and cultural heritage sites. The study has several implications for tourism development in Baluchistan, including addressing stakeholders' concerns over the negative impact of tourism, addressing the

needs of different stakeholders, and promoting community participation in tourism development.

2.3. Assessing the Impact of Tourism on the Socio-economic

Development of Baluchistan

Tourism is considered a significant contributor to the socioeconomic development of a region. In Baluchistan, Pakistan, the government has promoted tourism to generate economic benefits, create employment opportunities, and protect the environment and cultural heritage. However, the impact of tourism on the socio-economic development of Baluchistan remains a subject of debate. Tourism has been shown to have significant economic benefits for regions that promote it. In Baluchistan, tourism has the potential to generate employment opportunities, attract foreign investment, and increase government revenue. The researcher has explored the impact of tourism on the socio-economic development of Baluchistan through a study that found that tourism positively impacts the region's economy. The study found that tourism generated employment opportunities for the local population and contributed to the growth of small and medium-sized enterprises. Additionally, tourism contributed to the development of infrastructure and increased government revenue.

Researchers also added that through tourism enhancement, the economic benefits of tourism can positively impact a region's social development. Tourism can promote cultural exchange, raise community understanding, and promote peace and stability. The researcher conducted a study that examined the government's policies for promoting sustainable tourism in Baluchistan. The study found that the government's policies focused

primarily on the economic benefits of tourism and neglected the social and cultural impacts. The study called for a more holistic approach to tourism development that considers tourism's social and cultural effects.

Tourism can also have undesirable impacts on the environment and cultural heritage sites. The enlargement of tourism arrangements can lead to the demolition of environments and ecologies. Additionally, tourism can lead to overcrowding, pollution, and degradation of cultural heritage sites. The negative impacts of tourism on Baluchistan's environment and cultural heritage sites have been highlighted in several studies. Mehmood

(2019) conducted a survey that assessed stakeholders' perceptions of tourism development in Baluchistan. The study found that stakeholders expressed concern over the negative impact of tourism on the environment and cultural heritage sites.

To alleviate tourism's negative impacts on the environment and cultural heritage spots, the government of Baluchistan has implemented several policies to promote sustainable tourism. These policies promote responsible tourism practices that protect the environment and cultural heritage sites. Additionally, the government has encouraged the private sector to invest in environmentally friendly tourism infrastructure. However, implementing these policies faces several challenges, including a lack of funds, inadequate human resources, and a need for more awareness among stakeholders.

In conclusion, tourism has the potential to contribute significantly to Baluchistan's socio-economic development. However, the impact of tourism on the environment and cultural heritage sites remains a significant concern. Baluchistan's government needs to adopt a more holistic approach to tourism development that considers tourism's economic, social, and environmental impacts. The government must collaborate with stakeholders to

develop policies that promote sustainable tourism practices and address the challenges facing implementing these policies.

2.4. Sustainable Tourism Development in Baluchistan: A

Collaborative Approach by Government and Private Sector

Tourism has become a significant contributor to the socio-economic development of Baluchistan, Pakistan. The government has been promoting tourism in the region to generate economic benefits, create employment opportunities, and protect the environment and cultural heritage. However, the impact of tourism on the environment and cultural heritage sites remains a significant concern. Therefore, promoting sustainable tourism practices is essential to mitigate the adverse effects of tourism on the environment and cultural heritage sites. However, implementing sustainable tourism policies and practices faces several challenges, including a lack of funds, inadequate human resources, and a need for more awareness among stakeholders.

To overcome the challenges facing the implementation of sustainable tourism policies and practices, a collaborative approach between the government and the private sector is suggested. The collaborative approach involves the development of sustainable tourism policies, investment in environmentally friendly infrastructure, awareness campaigns, and involvement of local communities in the decision-making process for tourism development.

The government and the private sector should collaborate to develop sustainable tourism policies that promote responsible tourism practices that protect the environment

and cultural heritage sites. The policies should also involve the participation of local communities in the decision-making process. The private sector should invest in environmentally friendly tourism infrastructure that promotes sustainable tourism practices. The private sector should also promote responsible tourism practices among their customers. The government and the private sector should collaborate to conduct awareness campaigns to educate tourists, local communities, and stakeholders about sustainable tourism practices. The campaigns should also promote the cultural heritage of Baluchistan and encourage tourists to respect local customs and traditions. The government and the private sector should involve local communities in the decision-making process for tourism development to ensure their participation in sustainable tourism practices.

The collaborative approach between the government and the private sector is essential to promoting sustainable tourism development in Baluchistan. This approach can address the challenges facing implementing sustainable tourism policies and practices. It can also ensure the participation of local communities in tourism development, which can lead to their empowerment and the preservation of cultural heritage sites.

However, the implementation of sustainable tourism policies and practices faces several challenges. One of the main challenges is the need for more funds. The government and the private sector should collaborate to find innovative ways to finance sustainable tourism development. Another challenge is inadequate human resources. The government and the private sector should invest in capacity-building programs to train individuals in sustainable tourism practices. A need for more awareness among stakeholders is another challenge. The government and the private sector should collaborate to conduct awareness campaigns at the national and international levels.

In conclusion, sustainable tourism development is essential to mitigate the negative impacts of tourism on the environment and cultural heritage sites. Therefore, a collaborative approach between the government and the private sector is suggested to promote sustainable tourism development in Baluchistan. The strategy involves the development of sustainable tourism policies, investment in environmentally friendly infrastructure, awareness campaigns, and involvement of local communities in the decision-making process for tourism development. The collaborative approach can address the challenges facing implementing sustainable tourism policies and practices and ensure the participation of local communities in tourism development.

2.5. Government's Role

The government plays a crucial role in promoting tourism in Baluchistan. The government has established Baluchistan Tourism Department to promote tourism in the region. The department has taken several initiatives to attract tourists, such as developing tourist sites, improving infrastructure, and providing security to tourists. The government has also established the Tourism Corporation of Baluchistan (TCB) to promote regional tourism. The TCB is responsible for developing and marketing tourism products, promoting tourism, and attracting investments in the tourism sector. Moreover, the government has allocated a budget of Rs. 600 million for tourism development in Baluchistan.⁵⁵

2.6. Stakeholders' Role

⁵⁵ Ajmal Khan, Mommen Khan, and Sikander Azam Khan, "A Critical Analysis of Pakistan's Budget 2023-24: The Fiscal Challenges," *Bulletin of Business and Economics (BBE)* 12, no. 3 (November 18, 2023): 1001.

Apart from the government, other stakeholders also play a vital role in promoting tourism in Baluchistan. The private sector, including hotels, travel agencies, and tour operators, actively promotes regional tourism. The private sector has invested in developing tourist facilities like hotels, resorts, and transportation services. Civil society, including community-based and non-governmental organizations, is also involved in promoting tourism in Baluchistan. Community-based organizations have developed tourism products, such as eco-tourism, cultural tourism, and adventure tourism, to attract tourists to the region. Non-governmental organizations are working to promote sustainable tourism in Baluchistan by raising tourists' awareness of the region's cultural and environmental values.⁵⁶

The government and other stakeholders' role in promoting tourism in Baluchistan is crucial. The government has established the Baluchistan Tourism Department and Tourism Corporation of Baluchistan to promote regional tourism. The private sector and civil society are also actively promoting tourism in Baluchistan. The private sector has invested in developing tourist facilities, and community-based organizations and nongovernmental organizations are promoting sustainable tourism in the region. However, more needs to be done to overcome the challenges facing the tourism industry in Baluchistan.⁵⁸ The government and other stakeholders must work together to address the issues and develop effective strategies to promote regional tourism.

⁵⁶ Murad Ahmed, Shafique Ahmed, and Riffat Abbas, "Tourism in Pakistan, Challenges and Opportunities," *Journal of Social Sciences Review* 2, no. 3 (September 30, 2022): 130. ⁵⁸ Murad Ahmed, Shafique Ahmed, and Riffat Abbas, "Tourism in Pakistan, Challenges and Opportunities," *Journal of Social Sciences Review* 2, no. 3 (September 30, 2022): 130.

CHAPTER 3

THE CHALLENGES AND OPPORTUNITIES FOR DEVELOPING TOURISM IN BALUCHISTAN

3.1. Background of Baluchistan and the Importance of Tourism in Baluchistan

Baluchistan, a region in southwestern Pakistan, is known for its rich natural resources and diverse tourist attractions. According to the Pakistan Tourism Development Corporation (PTDC), Baluchistan has many attractions, including historical sites, natural landscapes, and cultural events. However, due to political instability and security concerns, the tourism industry in Baluchistan has yet to flourish as expected. The PTDC report highlights the importance of developing regional tourism to generate economic growth and create employment opportunities for the local population. Moreover, in a review of the literature on tourism and peacebuilding in Pakistan⁵⁷, researchers emphasize that tourism can promote peace and stability in the region by creating a sense of community and fostering cultural exchange. They further argue that tourism can help create a positive image of the area, attracting more visitors and investment. Therefore, it is crucial to address the security concerns and establish a supportive framework for tourism development in Baluchistan. Investing in tourism infrastructure can also help realize the potential of the Baluchistan tourism industry. For instance, developing transportation networks,

⁵⁷ Murad Ahmed, Shafique Ahmed, and Riffat Abbas, "Tourism in Pakistan, Challenges and Opportunities," *Journal of Social Sciences Review* 2, no. 3 (September 30, 2022): 131.

accommodations, and other tourism-related facilities can improve the accessibility and attractiveness of tourist sites. Promoting and preserving cultural heritage can also attract visitors interested in cultural tourism. In conclusion, Baluchistan has a significant potential for tourism development, but this potential has yet to be fully realized. By addressing security concerns and investing in tourism infrastructure, the region can secure the economic and social benefits of a flourishing tourism industry. Promoting regional tourism can also contribute to peace and stability in the area by creating a sense of community and fostering cultural exchange.

3.2. Baluchistan Tourism Industry Facing Challenges

Tourism is an emerging industry in Baluchistan, Pakistan, with much untapped potential. The province's natural beauty, rich cultural heritage, and historical significance make it an attractive destination for domestic and international tourists.⁵⁸ Baluchistan has a coastline of over 700 km, which offers numerous opportunities for beach tourism, water sports, and fishing. The province is also home to several national parks and wildlife sanctuaries, such as Hingol National Park and Chiltan Wildlife Sanctuary, which are ideal for nature lovers and adventure seekers.⁵⁹ However, despite its potential, the tourism industry in Baluchistan is still in its infancy and faces several challenges. One of the main challenges is the need for more infrastructure, such as roads, airports, and hotels, which makes it difficult for tourists to access and explore the province. Another challenge is the security situation, as Baluchistan has been affected by terrorism and sectarian violence in

⁵⁸ Sheereen Fauzel, Zameelah Khan Jaffur, and Boopen Seetanah, "Tourism Development and Its Impact on Economic Growth in Pakistan.," in *CABI eBooks* (Tourism planning and development in South Asia, 2021): 117.

⁵⁹ Abdul Baset, "Sustainable Development of Marine Fisheries in Pakistan," in *CRC Press eBooks*, 1st ed. (CRC Press, 2020):125.

the past.⁶⁰ Although the situation has improved recently, it threatens tourists' safety and security. To promote tourism in Baluchistan, the government and private sector must work together to address these challenges. The government should invest in infrastructure development, such as new roads, airports, and hotels, to improve accessibility and comfort for tourists. At the same time, the private sector should invest in tourism-related businesses, such as tour operators, travel agencies, and hospitality services, to create more job opportunities and support the local economy. In conclusion, Baluchistan has excellent potential to become a significant tourist destination in Pakistan, but it requires a concerted effort from all stakeholders to overcome its challenges. With the right policies and investments, the tourism industry in Baluchistan can contribute significantly to the province's economic development and cultural preservation.⁶¹

3.2.1. Lack of infrastructure and facilities for tourists and Security concerns

Baluchistan, the largest province of Pakistan, is known for its rich cultural heritage, natural beauty, and diverse landscape that ranges from high mountains to vast deserts. Despite its tourism potential, the province has been facing severe challenges related to infrastructure and security concerns.

3.2.2. Infrastructure and Facilities for Tourists

One of the significant problems in Baluchistan is the lack of proper infrastructure and facilities for tourists. The province has limited hotels, restaurants, and transportation facilities. Moreover, most of the roads in Baluchistan are in poor condition, which makes

⁶⁰ Nadia Mushtaq Abbasi, "Impact of Terrorism on Pakistan," *Strategic Studies* 33, no. 2 (2013): 33.

⁶¹ Omer Siddique and Muhammad Ahsan Achakzai, "Balochistan: The Unrealised Potential," *Pakistan Institute of Development Economics* (Pakistan Institute of Development Economics, 2022)

it difficult for tourists to travel around the province. According to a World Economic Forum (WEF) report, Pakistan ranks 124th out of 136 countries in infrastructure development.⁶² This indicates that the government needs to build better infrastructure and facilities for tourists to promote tourism in Baluchistan.

3.2.3. Security Concerns

Baluchistan has been facing severe security concerns for many years. The province has witnessed several terrorist attacks, target killings, and kidnappings, which have created a negative image of the province among tourists. The security situation in the province has been a significant obstacle to promoting tourism in Baluchistan. According to the Global Peace Index (GPI), Pakistan ranks 153 out of 163 countries regarding safety and security (GPI, 2021). This highlights the need for the government to take serious measures to improve the security situation in Baluchistan.⁶³

Baluchistan has excellent potential for tourism due to its natural beauty and unique cultural heritage. However, the lack of infrastructure and facilities for tourists and security concerns have been significant obstacles to promoting tourism in the province. The government needs to invest in building better infrastructure and facilities for tourists and take serious measures to improve the security situation in Baluchistan. This will promote tourism in the province and create job opportunities for the local population.

3.2.4. Opportunities for developing tourism in Baluchistan

⁶² Țîmbalari Carolina, ed., *Evidence of international competitiveness in Romania according to world economic forum, Competitiveness and Sustainable Development : In the Context of European Integration*, 3rd ed., (2021): 39.

⁶³ T. Morgan, "Peace as a Composite Indicator: The Goals and Future of the Global Peace Index," *Pathways to Peace and Security*, no. 2 (January 1, 2021): 43.

Baluchistan, one of the four provinces of Pakistan, is a region that has immense potential for tourism development. Baluchistan offers a diverse landscape, including deserts, mountains, beaches, and historical sites, making it an attractive tourist destination.

Moreover, Baluchistan has unique cultures, including the Baloch, Pashtun, and Brahui communities, each with distinct cultures, traditions, and hospitality. Baluchistan's historical significance is another factor that makes it an attractive tourist destination. However, Baluchistan's tourism industry must still be developed despite its immense potential. This paper will discuss the opportunities for developing tourism in Baluchistan and the challenges that must be addressed to realize its potential.

3.2.5. Natural and Cultural Attractions

Baluchistan's natural and cultural attractions are the primary sources of its tourism potential. Baluchistan offers a diverse landscape, including deserts, mountains, beaches, and historical sites. The region's natural beauty includes the Hingol National Park, home to various species of flora and fauna, including the endangered Baluchistan bear and the

Indian wolf. The park has several attractions, including the Sphinx, Princess of Hope, and Mud Volcano. Additionally, the region's beaches, such as Kund Malir and Ormara, offer visitors a chance to relax and enjoy the sun, sand, and sea. Baluchistan's cultural attractions include its unique and vibrant cultures, including the Baloch, Pashtun, and Brahui communities. These communities offer visitors a chance to experience the region's rich cultural heritage, including traditional clothing, food, and music. Moreover, Baluchistan's historical significance is another factor that makes it an attractive tourist destination. The

region has a rich history that dates back to ancient times.⁶⁴ There are several historical sites in Baluchistan, such as the ancient Indus Valley Civilization site of Mehrgarh, considered one of the earliest human settlements in the world. Additionally, Baluchistan was an essential hub of the ancient Silk Road, which connected Asia, Europe, and Africa. **3.3.**

Overview of the current situation of tourism in Baluchistan

Baluchistan is the largest province of Pakistan in terms of land area, accounting for approximately 44% of the country's total land area. The province is rich in culture, history, and natural beauty, making it an attractive tourist destination. However, the tourism industry in Baluchistan has been experiencing a downward trend in recent years. This paper provides an overview of Baluchistan's current tourism situation, highlighting the industry's challenges and suggesting practical solutions.

3.3.1. Infrastructure Challenges

One of the significant challenges facing the tourism industry in Baluchistan is the need for adequate infrastructure. The province needs more basic facilities such as roads, accommodations, and tourist-friendly amenities. This inadequacy and the province's remote location make it difficult for tourists to access and travel within the region. As a result, many tourists prefer to visit other areas of Pakistan with better infrastructure.⁶⁵

3.3.2. Promotion Challenges

⁶⁴ Sheereen Fauzel, Zameelah Khan Jaffur, and Boopen Seetana, "Tourism Development and Its Impact on Economic Growth in Pakistan.," in *CABI eBooks* (Tourism planning and development in South Asia, 2021):131.

⁶⁵ Naila Masood Ahmad, "Development of Cultural Ecotourism in Gilgit-Baltistan," in *China and South Asia*, 1st ed. (Routledge, 2021): 210.

Another challenge facing the tourism industry in Baluchistan is the need for more effective promotion. The province needs to promote its tourist attractions more effectively. More marketing campaigns and information centers are required to inform tourists about the province's unique cultural heritage and natural beauty. As a result, the province still needs to attract many domestic and international tourists. The absence of a coordinated effort to promote tourism has resulted in a lack of awareness about the province's potential as a tourist destination.

3.3.3. Security Challenges

The security situation in Baluchistan has been a significant deterrent to tourism. The province has been affected by sectarian violence and insurgency for decades, making it a high-risk destination for tourists. The security situation has resulted in a lack of trust among tourists, who are hesitant to visit the region due to safety concerns. The government needs to take urgent steps to improve the security situation and ensure the safety of tourists.⁶⁶

3.3.4. Possible Solutions

The government needs to take several measures to revive the tourism industry in Baluchistan. Firstly, it needs to invest in infrastructure development. This includes building better roads, providing better accommodations, and developing better tourist-friendly amenities. By improving infrastructure, the government can make it easier for tourists to access and travel within the region, making it a more attractive destination. Secondly, the

⁶⁶ Robia Shaheen, "Tourism Commerce in Pakistan Its Challenge's and Role of Local Government," *Jahane-Tahqeeq* 6, no. 4 (December 6, 2023): 783.

government must promote the province's tourist attractions more effectively. Includes launching targeted marketing campaigns and setting up information centers to inform tourists about the province's unique cultural heritage and natural beauty. By effectively promoting the province's tourist attractions, the government can create awareness among tourists and attract more regional visitors. Lastly, the government needs to improve the security situation in the province. Including taking steps to address sectarian violence and insurgency. By ensuring the safety of tourists, the government can create a welcoming environment for visitors, which will help revive the tourism industry in Baluchistan. In conclusion, Baluchistan's tourism industry faces several challenges that must be addressed to revive the sector. The government needs to invest in infrastructure development, effectively promote the province's tourist attractions, and improve security to create a safe and welcoming environment for tourists. By taking these steps, the government can revive the tourism industry in Baluchistan, which will benefit the province's economy and promote cultural exchange and understanding among people from various parts of the world.⁶⁷

3.4. Strategies for promoting tourism in Baluchistan

Tourism plays a dynamic role in the economic development of any region. Baluchistan province, located in southwestern Pakistan, is rich in natural beauty and cultural heritage. However, tourism in Baluchistan has yet to be fully exploited due to assorted reasons such as inadequate infrastructure, security concerns, and lack of promotion. This research aims to identify strategies for promoting tourism in Baluchistan.

⁶⁷ Siraj Bashir, Jahanzeb Khan, and Muhammad Danish Walwala Bashir Bashir, "Governance and Development Challenges in Balochistan: A Comparative Study With Other Provinces and Way Forward," *International Journal of Contemporary Issues in Social Sciences* 2, no. 4 (2023): 69.

3.4.1. Improving Infrastructure and Facilities for Tourists

One of the significant challenges facing tourism in Baluchistan is the need for adequate infrastructure and facilities for tourists. The government must invest in developing infrastructure such as roads, airports, and public transport to facilitate easy access to tourist sites. In addition, accommodations, restaurants, and other tourist facilities must be developed to make tourists' stays comfortable and enjoyable.

3.4.2. Enhancing Security Measures

Security concerns remain a significant obstacle to the development of tourism in Baluchistan. The government must take serious measures to ensure the safety of tourists. It can be achieved by organizing security personnel at tourist sites, increasing surveillance, and establishing a rapid response team to handle emergencies.

3.4.3. Promoting Cultural Heritage and Natural Beauty

Baluchistan is blessed with a rich cultural heritage and natural beauty. The government must invest in promoting tourism by highlighting these unique attractions.

Cultural events such as festivals, exhibitions, and fairs can be organized to attract tourists. In addition, the government can collaborate with tour operators to develop packages that showcase the natural beauty of Baluchistan.⁶⁸

3.4.4. Conclusion

⁶⁸ Zia Ullah, Muhammad Jehangir, and Javed Iqbal, "Potential for Community Based Ecotourism (CBE) Along Balochistan Coast, Pakistan," *Global Regional Review* 1, no. 1 (December 30, 2016): 178.

Tourism development in Baluchistan requires a joint effort from the government, private sector, and local communities. Baluchistan can become a significant tourist destination in Pakistan by investing in infrastructure and facilities, enhancing security measures, promoting cultural heritage and natural beauty collaboration between the government, private sector, and local communities, and Investment in tourist infrastructure and facilities.

CHAPTER 4

IDENTIFY BEST PRACTICES AND STRATEGIES FOR SUSTAINABLE TOURISM DEVELOPMENT IN BALUCHISTAN

Baluchistan is a province in Pakistan that has enormous potential for sustainable tourism. The region boasts unique cultural and natural resources that, if properly harnessed, can create a sustainable tourism industry that benefits the local economy and communities.

4.1. Understanding the region's unique cultural and natural resources

Baluchistan is home to diverse cultural and natural resources, making the region an attractive tourist destination. The province's rich cultural heritage includes ancient ruins, historic forts, and traditional crafts. For example, the Makran Coastal Highway is a popular tourist destination that offers scenic views of the Arabian Sea and several historic sites, including the 2000-year-old Bampur Fort. Similarly, the Hingol National Park is a

protected area home to diverse flora and fauna, including the endangered Baluchistan bear.⁶⁹ In addition to its cultural and natural resources, Baluchistan is home to several unique ethnic groups, each with its own distinct culture and traditions. These ethnic groups include the Baloch, Pashtun, Brahui, and Hazara. These groups offer a unique cultural experience for tourists, including traditional music, dance, and cuisine.

4.2. Exploring the potential for community-based tourism initiatives

Community-based tourism initiatives are a promising way to create a sustainable tourism industry in Baluchistan. These initiatives involve local communities in tourism development, empowering them to take ownership of and benefit from the industry. Community-based tourism initiatives can also help to preserve the region's cultural and natural resources, as local communities are often the best stewards of these resources. One example of a successful community-based tourism initiative in Baluchistan is the Hunza Valley Community-Based Tourism Initiative. This initiative involves local communities in tourism planning and development and provides training and capacity building to community members. As a result, the initiative has created sustainable tourism jobs for locals and has helped preserve the region's cultural and natural resources. Another example of a successful community-based tourism initiative is the Kalash Valley Community-Based Tourism Initiative. This initiative involves the Kalash people, an Indigenous group living in the remote Kalash Valley, in tourism development. The initiative has helped preserve

⁶⁹ Mumtaz Ali Baloch, Adil Zaman, and Naseebullah Achackzai, "The CPEC and Balochistan: Share, Reservations and Potential: How Can Chinese Expertise and Investment Help in Harness These Potentials in Future," *Pakistan Journal of International Affairs* 6, no. 2 (June 20, 2023): 424.

the Kalash people's unique culture and traditions while providing economic benefits to the community.⁷⁰

Baluchistan has enormous potential for sustainable tourism. The region's unique cultural and natural resources, combined with the potential for community-based tourism initiatives, create an opportunity to make a sustainable tourism industry that benefits local communities. Tourism development must be done sustainably to harness this potential, protecting the region's cultural and natural resources. By doing so, Baluchistan can become a leading sustainable tourism destination, offering visitors a unique cultural and natural experience while benefiting local communities.

4.3. Promoting Sustainable Tourism Development through Community

Engagement, Participation, and Empowerment

Fostering community engagement and empowerment is an essential aspect of sustainable tourism development. Encouraging local participation in tourism planning and development is crucial for considering the community's needs and aspirations. Furthermore, involving residents in decision-making can help build trust and support for tourism initiatives, increasing their chances of success. Facilitating skill development and capacity building for community members is another critical component of fostering community engagement and empowerment. By providing training and education opportunities, communities can develop the skills and knowledge necessary to participate meaningfully in tourism activities. This can also create job opportunities and grow local

⁷⁰ I.B. Sutresna et al., "Community Based Tourism as Sustainable Tourism Support," *Russian Journal of Agricultural and Socio-Economic Sciences* 94, no. 10 (October 12, 2019): 70.

businesses, contributing to a more sustainable and equitable tourism industry. According to Weaver, D. B., & Lawton, L. J. (2014), community engagement is essential for sustainable tourism development, giving residents a voice in the planning and decisionmaking processes. They argue that community involvement can help to ensure that tourism initiatives are aligned with the needs and aspirations of the community and that they are socially, culturally, and environmentally sustainable. Additionally, they note that involving community members in tourism development can help build strong relationships between tourists and locals, enhancing the overall tourism experience.⁷¹ Regarding capacity building, Dredge, D., & Jenkins, J. (2013) argue that empowering local communities and ensuring their long-term involvement in tourism is essential. Capacity building should focus on developing skills and knowledge in entrepreneurship, marketing, and product development. Furthermore, they note that capacity building can help address social and economic inequality issues by providing opportunities for marginalized groups to participate in tourism activities.⁷²

Fostering community engagement and empowerment is crucial for sustainable tourism development. Encouraging local participation in tourism planning and development and facilitating skill development and capacity building for community

⁷¹ Michael Hughes, David Weaver, and Christof Pforr, *The Practice of Sustainable Tourism: Resolving the Paradox*, 1st ed. (Routledge, 2017).

⁷² Jarkko Saarinen, Christian M. Rogerson, and Haretsebe Manwa, *Tourism and the Millennium Development Goals: Tourism, Local Communities and Development*, 1st ed. (Routledge, 2014)

members are two essential ways to achieve this. Empowering local communities can create a more sustainable and equitable tourism industry that benefits everyone involved.

4.4. Implementing sustainable tourism practices to reduce environmental impacts

One key challenge in promoting environmental sustainability in Baluchistan tourism is minimizing the negative ecological impacts of tourism activities. From air pollution to waste generation, tourism can significantly impact the local environment if not managed properly. To address this challenge, it is essential to implement sustainable tourism practices that minimize these impacts.

4.4.1. Sustainable Accommodation

The use of eco-friendly accommodation options such as eco-lodges, campsites, and guest houses designed to minimize their environmental impact can be promoted. Such accommodations can be built to minimize the use of natural resources and reduce energy consumption. These accommodations can also be equipped with renewable energy sources such as solar panels, wind turbines, and geothermal energy systems.⁷³

4.4.2. Renewable Energy

Promoting renewable energy sources such as solar, wind, and hydropower to reduce the carbon footprint of tourism activities can also be a sustainable practice. Renewable energy sources can power hotels, restaurants, and other tourism-related activities.

⁷³ K. Hobson and S. Essex, "Sustainable Tourism: A View From Accommodation Businesses," *Service Industries Journal* 21, no. 4 (October 1, 2001): 136.

4.4.3. Waste Management

Developing effective waste management systems that encourage recycling, composting, and waste generation reduction can also minimise adverse environmental impacts. Implementing waste management practices can significantly reduce the amount of waste in landfills and pollute the environment.

4.4.4. Sustainable Transport

Endorsing sustainable conveyance options such as cycling, walking, and public transport to reduce the carbon footprint of tourism activities can also be an effective practice. Encouraging tourists to use bicycles or walk to nearby attractions can help reduce air pollution and traffic congestion. Public transport can also be promoted as an alternative to private transport.

4.4.5. Conservation

Encouraging visitors to engage in conservation activities such as wildlife monitoring, tree planting, and beach clean-ups to help protect the local environment can also be a sustainable practice. Such activities raise awareness about the importance of environmental sustainability and encourage visitors to preserve the environment actively.

4.4.6. Encouraging Responsible Tourism Behaviors among Visitors

Another critical challenge in promoting environmental sustainability in Baluchistan tourism is encouraging responsible behaviors among visitors. Many tourists may need to be made aware of their actions' negative environmental impacts or learn how to behave responsibly when visiting natural attractions. To address this challenge, it is essential to

educate visitors about the importance of environmental sustainability and encourage them to act responsibly.⁷⁴

4.4.7. Education

Providing visitors with information about the local environment, its fragility, and how they can help protect it can effectively educate tourists about environmental sustainability. Such information can be provided through brochures, websites, and other marketing materials.

4.4.8. Codes of Conduct

Developing codes of conduct for visitors that outline responsible tourism behaviors such as minimizing waste generation, using eco-friendly products, and respecting local wildlife can also be an effective strategy. These codes of conduct can be displayed at tourist attractions, hotels, and other tourism-related locations.

4.4.9. Sustainable Tourism Certification

Encouraging tourism operators to obtain sustainable tourism certification to demonstrate their commitment to environmental sustainability can also be an effective practice. Such certification programs can raise awareness about sustainable tourism practices and encourage tourism operators to implement them.⁷⁵

4.4.10. Community Involvement

⁷⁴ Xiaoli Zhou et al., “Visitor Engagement, Relationship Quality, and Environmentally Responsible Behavior,” *International Journal of Environmental Research and Public Health* 17, no. 4 (February 12, 2020): 1151.

⁷⁵ Clare Weeden, *Responsible Tourist Behaviour*, 1st ed. (Routledge, 2017).

Encouraging visitors to involve with native and to know about their culture and lifestyle that can help promote responsible tourism behaviors. Such interactions can help visitors understand the importance of protecting the local environment and encourage them to behave responsibly.⁷⁶

4.4.11. Conclusion

Promoting environmental sustainability in Baluchistan tourism is crucial for ensuring the long-term sustainability of tourism activities. By implementing sustainable practices that minimize negative environmental impacts and encouraging responsible behaviors among visitors, we can help protect the local environment and ensure that future generations can enjoy the beauty of Baluchistan. It is essential for all stakeholders, including tourism operators, local communities, and visitors, to work together to promote environmental sustainability in Baluchistan tourism.

4.5. Developing Infrastructure and Services for Tourism

Tourism is a primary global industry that generates significant economic benefits for countries worldwide. The development of tourism infrastructure and services is crucial for the growth and sustainability of the industry. This paper aims to identify and address infrastructure gaps that may hinder tourism development and to suggest ways to enhance tourism services to improve visitor experiences.

4.5.1. Infrastructure Gaps in Tourism

⁷⁶ Xavier Font, Ronald Sanabria, and Elizabeth Skinner, "Sustainable Tourism and Ecotourism Certification: Raising Standards and Benefits," *Journal of Ecotourism* 2, no. 3 (December 1, 2003): 213.

Infrastructure gaps in tourism refer to the lack of or inadequacy of basic facilities and services necessary to support tourism activities. These gaps may harm the tourism industry in several ways. For instance, they may limit the number of tourists that can be accommodated, reduce the length of stay of tourists, and lower the quality of tourism experiences. To identify infrastructure gaps in tourism, it is essential to analyze the existing infrastructure and services thoroughly. One of the significant infrastructure gaps in tourism is the lack of transportation facilities. Many tourist destinations have a shortage of reliable and affordable transportation options. This can make it difficult for tourists to reach their desired destinations and can limit their mobility while they are there. To address this gap, governments and tourism stakeholders can invest in developing transportation infrastructure such as airports, railways, and roads.⁷⁷ Another infrastructure gap in tourism is the lack of accommodation facilities. In some tourist destinations, there may be a shortage of hotels or other types of lodging that meet tourists' needs. This can result in overcrowding and overbooking of existing accommodations, reducing the quality of the tourist experience. To address this gap, governments and tourism stakeholders can encourage the development of new accommodations or renovating existing ones.

4.5.2. Enhancing Tourism Services

Enhancing tourism services to improve visitor experiences and addressing infrastructure gaps are essential. Tourism services refer to the range of facilities and activities available to tourists, such as food and beverage services, recreational activities,

⁷⁷ “UNWTO Tourism Highlights, 2018 Edition | UN Tourism,” (2018).

and cultural experiences. Enhancing tourism services can help differentiate a destination from its competitors and increase tourists' satisfaction.

One way to enhance tourism services is to invest in the development of cultural tourism. Cultural tourism refers to tourism activities centered on a destination's cultural heritage. This can include visits to museums, historical sites, and cultural events. By investing in cultural tourism, destinations can attract diverse types of tourists and provide a unique and authentic experience⁸⁰. Another way to enhance tourism services is to improve the quality of food and beverage services. This can be accomplished by training and supporting local restaurants and food vendors. By improving the quality of food and beverage services, destinations can enhance tourists' overall experience and increase the likelihood that they will return.

4.5.3. Conclusion

Developing infrastructure and services is essential for the growth and sustainability of the tourism industry. Infrastructure gaps in tourism can limit the number of tourists that can be accommodated, reduce the length of stay of tourists, and lower the quality of tourism

⁸⁰ Colin Michael Hall, *Tourism Planning: Policies, Processes and Relationships* (Pearson Education, 2008) experiences. Enhancing tourism services can help differentiate a destination from its competitors and increase tourists' satisfaction. To address infrastructure gaps and to improve tourism services, governments and stakeholders must work together to invest in developing basic facilities and services, such as transportation and accommodations, and improving the quality of food and beverage services and cultural tourism.

4.6. Marketing and Promotion

Creating impactful marketing and branding tactics to enhance the recognition of Baluchistan as a sustainable tourism hotspot is crucial. Baluchistan holds a significant place in the economy, being famous for its natural beauty and rich cultural heritage. Nevertheless, the tourism sector in the area encounters obstacles like insufficient infrastructure, limited promotion, and security issues. Overcoming these challenges requires robust marketing and branding strategies to elevate Baluchistan's status as a sustainable tourism destination. This article explores diverse marketing and branding approaches that can be utilized to boost tourism in the region.

4.6.1. Marketing Strategies

Marketing is a critical aspect of promoting tourism. It involves identifying the target audience, developing and implementing marketing campaigns, and evaluating their effectiveness. In the case of Baluchistan, the target audience can be domestic and international tourists who are interested in exploring the region's unique landscape, rich history, and cultural diversity. The following marketing strategies can be implemented to increase Baluchistan's visibility as a sustainable tourism destination.⁷⁸

4.6.2. Develop a Destination Brand

A destination brand is a unique identity representing a specific location and tourism offerings. Developing a destination brand for Baluchistan can create a distinct image of the region in the minds of tourists. The brand should reflect the region's unique features, such

⁷⁸ "Culture, Tourism and Archives" (Culture, Tourism and Archives, 2024)

as its pristine beaches, ancient forts, and local cuisine. The brand can be promoted through various channels, such as social media, print, and electronic media.

4.6.3. Promote Sustainable Tourism

Sustainable tourism is a growing trend, and tourists increasingly seek environmentally responsible and socially conscious destinations. Baluchistan has vast untapped potential for sustainable tourism, and promoting this aspect can attract many tourists interested in eco-tourism and responsible travel. Sustainable tourism can be promoted through various channels, such as social media, blogs, and online forums.⁷⁹

4.6.4. Collaborate with Travel Bloggers

Travel bloggers are a major source of inspiration for tourists, and collaborating with them can help increase Baluchistan's visibility as a tourism destination. Travel bloggers can be invited to explore the region, and their experiences can be shared on various platforms, such as blogs, YouTube, and Instagram. This can create a buzz about the region and attract many tourists.

4.7. Digital Marketing Strategies

Digital marketing is a powerful tool for promoting tourism. It involves using various digital platforms and tools to reach a wider audience. Baluchistan can leverage digital marketing to promote its tourism offerings and attract more tourists. The following digital marketing strategies can be implemented to promote tourism in the region.

⁷⁹ “2017 International Year of Sustainable Tourism for Development,” UN Tourism, (2018)

4.7.1. Search Engine Optimization

Search engine optimization (SEO) improves a website or web page's ranking in search engine results. Baluchistan's tourism website can be optimized for relevant keywords to attract more visitors.

4.7.2. Social Media Marketing

Utilizing social media as a potent platform to promote tourism holds great potential for reaching a broader audience. Baluchistan has the opportunity to establish a presence on multiple social platforms such as Facebook, Twitter, and Instagram to disseminate information about its tourism attractions. Interacting with tourists and resolving their inquiries through social media can further enhance engagement and support.

4.7.3. Online Advertising

Online advertising is an effective way to reach a targeted audience and promote tourism. Baluchistan can use various online advertising platforms, such as Google Ads and Facebook Ads, to promote its tourism offerings. Online advertising can target specific demographics, such as age, gender, and location.⁸⁰

4.7.4. Conclusion

In conclusion, developing effective marketing, branding strategies, and leveraging digital marketing tools are crucial for promoting Baluchistan as a sustainable tourism destination. The marketing and branding strategies discussed in this paper, such as

⁸⁰ Slamet Riyadi et al., "Digital Marketing Strategies to Boost Tourism Economy: A Case Study of Atlantis Land Surabaya," *Humanities & Social Sciences Reviews* 7, no. 5 (October 7, 2019):470.

developing a destination brand, promoting sustainable tourism, and collaborating with travel bloggers, can help increase the visibility of Baluchistan as a tourism destination. Likewise, employing digital marketing approaches like SEO, social media marketing, and online advertising can expand outreach and entice more visitors. By implementing these strategies, Baluchistan can unlock its vast potential as a sustainable tourism destination and contribute to the region's economic growth.

CHAPTER 5

FINDINGS AND ANALYSIS

This chapter critically examines and concludes the methodology used in the research study. It is structured into two main sections: the first section presents the findings and analysis of the quantitative aspect of the study. In contrast, the second section analyzes the qualitative interviews conducted with high officials of the Ministry of Baluchistan, the tourism department in Baluchistan, and the focus concerns of tourism-affiliated people.

To address the study's research questions, the researcher distributed a quantitative survey instrument in a questionnaire with a sample size of 200. The research questions were translated into statements and included in the questionnaire. The researcher employed a convenient sampling method targeting Baloch students in various universities.

The study's primary focus is tourism and sustainable development in Baluchistan and how tourism has contributed to its growth and enhanced the country's GDP. (200) questionnaires were distributed, and data was collected using a convenient sampling technique. The data from the 200 survey questionnaires was then entered into an Excel spreadsheet to ensure accurate results.

While qualitative interviews comprised 20 people, the participants included the ministry, the tourism department in Baluchistan, and those concerned about tourism in Baluchistan.

5.1. Survey Result (Finding and analysis of the quantitative part of the study)

The thesis presents the findings/results of the quantitative survey in this part. The findings include the frequency of the pattern of tourism and sustainable development in Baluchistan.

Table 1 Gender of the Respondent of the Survey

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	102	51	51	51
Male	98	49	49	100
Total	200	100	100	

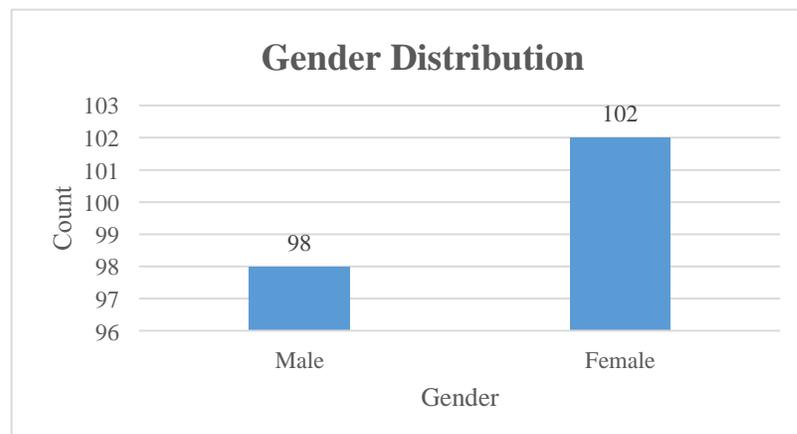


Figure 1

Gender Distribution

Table/Figure 1 presents the data: Out of the 200 respondents selected through a convenient sampling method, 102, (51%) were identified as female, and 98, (49%) were identified as males.

Table 2 Qualification of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Matriculation	1	0.5	0.5	0.5
Intermediate	10	5	5	5.5
Bachelors	79	39.5	39.5	45
Masters	60	30	30	75
M.Phil.	38	19	19	94
Doctorate	12	6	6	100
Total	200	100	100	

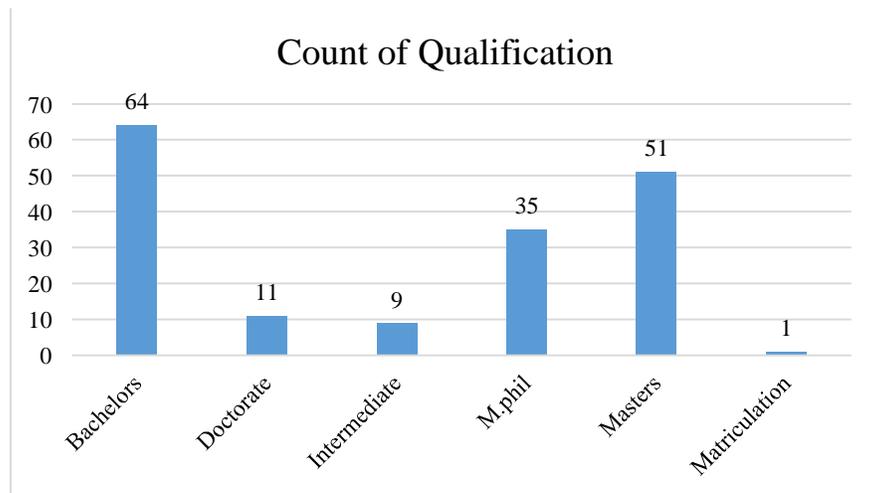


Figure 2

Count of Qualification

Table/Figure 2: represents the educational qualifications of the 200 respondents. It reveals that 1, (0.5%) of the respondents held Matriculation degrees, 10 (5%), had

intermediate degrees, 79 (39.5%), had bachelor’s qualifications, 60 (30%), had master’s Degrees, and 38 (19%), held M.Phil. Degrees and 12 (6%) had Doctorate qualifications who participated in the survey.

Table 3 University Distribution (Province wise)

	Frequency	Percent	Valid Percent	Cumulative Percent
Baluchistan	90	45	45	45
Punjab	30	15	15	60
Sindh	18	9	9	69
KPK	22	11	11	80
Federal	34	17	17	97
International	6	3	3	100
Total	200	100	100	

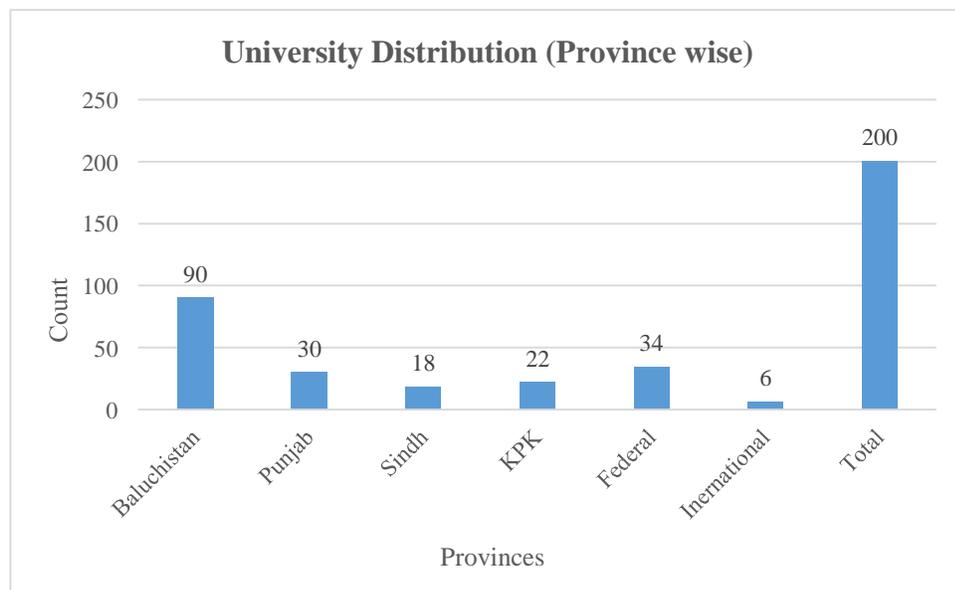


Figure 3

University Distribution (Province wise)

Table/Figure 3 shows that, out of 200 respondents, the university distributions through the province, 90 (45%), fall in Baluchistan, 30 (15%), in Punjab, 18 (9%), in Sindh, and 22 (11%) in KPK. In contrast, 37 (17%) of federal and international universities and 6 (3%) participated in the survey.

Table 4 Birth places of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Baluchistan	162	81	81	81
Punjab	8	4	4	85
Sindh	12	6	6	91
KPK	3	1.5	1.5	92.5
Federal	1	0.5	0.5	93
International	3	1.5	1.5	94.5
Not mentioned	11	5.5	5.5	100
Total	200	100	100	

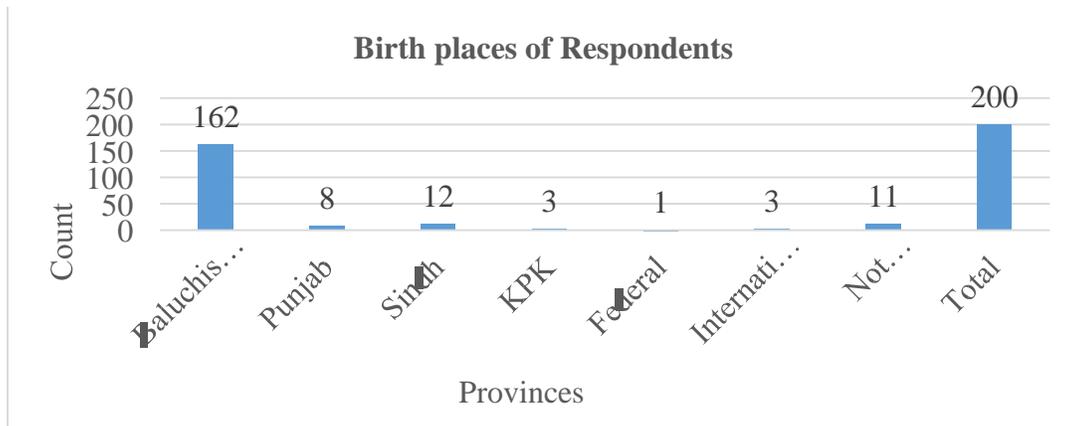


Figure 4

Birth places of Respondents

Table /Figure 4 shows that out of 200 respondents, the majority's Birthplaces fall in Baluchistan: 162 (81%), 8 (4%), Punjab, Sindh 12 (6%), KPK 3 (1.5%), Federal 1 (0.5%), and International 3 (1.5%). Some participants did not mention their birthplaces: 11 (5.5%) have participated in the survey.

Table 5 Have you ever visited Baluchistan for tourism purposes?

Have you ever visited Baluchistan for tourism purposes?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	147	73.5	73.5	73.5
No	50	25	25	98.5
Do not Know	3	1.5	1.5	100
Total	200	100	100	

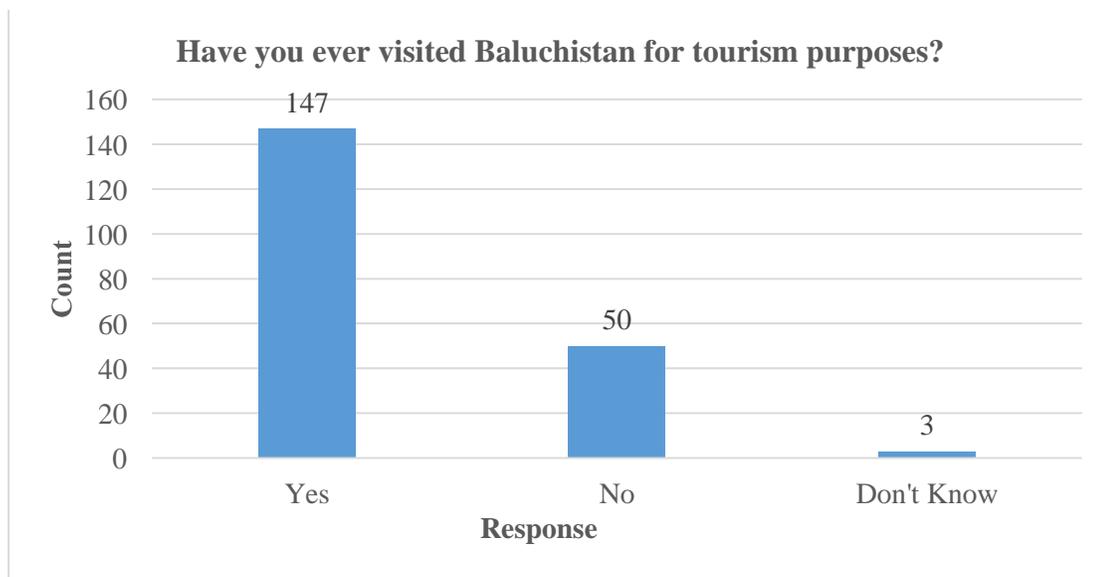


Figure 5

Have you ever visited Baluchistan for tourism purposes?

Table/Figure 5 presents the findings from a survey conducted in Baluchistan regarding the purpose of tourism. Out of the 200 respondents, 147 (73.5%) indicated a

positive response, 25 (50%) indicated a negative response, and 3 (1.5%) respondents expressed uncertainty regarding visiting Baluchistan for tourism

Table 6 Do you think the tourism infrastructure in Baluchistan is sufficient?

Do you think the tourism infrastructure in Baluchistan is sufficient?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	60	30	30	30
No	125	62.5	62.5	92.5
Do not Know	15	7.5	7.5	100
Total	200	100	100	

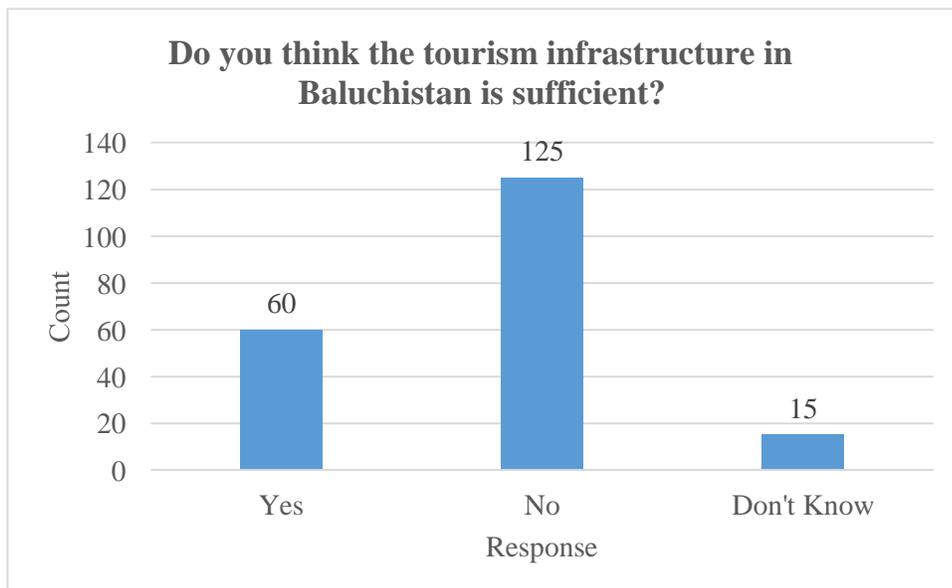


Figure 6

Do you think the tourism infrastructure in Baluchistan is sufficient?

The table/Figure 6 demonstrates whether Baluchistan's tourism infrastructure is insufficient. Out of the 200 respondents, 125 (62.5%) said it was not sufficient, 60 (30%) said yes, and 15 (7.5%) noted that they did not know that it was sufficient.

Table 7 Do you think Baluchistan's tourism industry contributes to sustainable development?

Do you think Baluchistan's tourism industry contributes to sustainable development?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	60	30	30	30
No	114	57	57	87
Do not Know	26	13	13	100
Total	200	100	100	

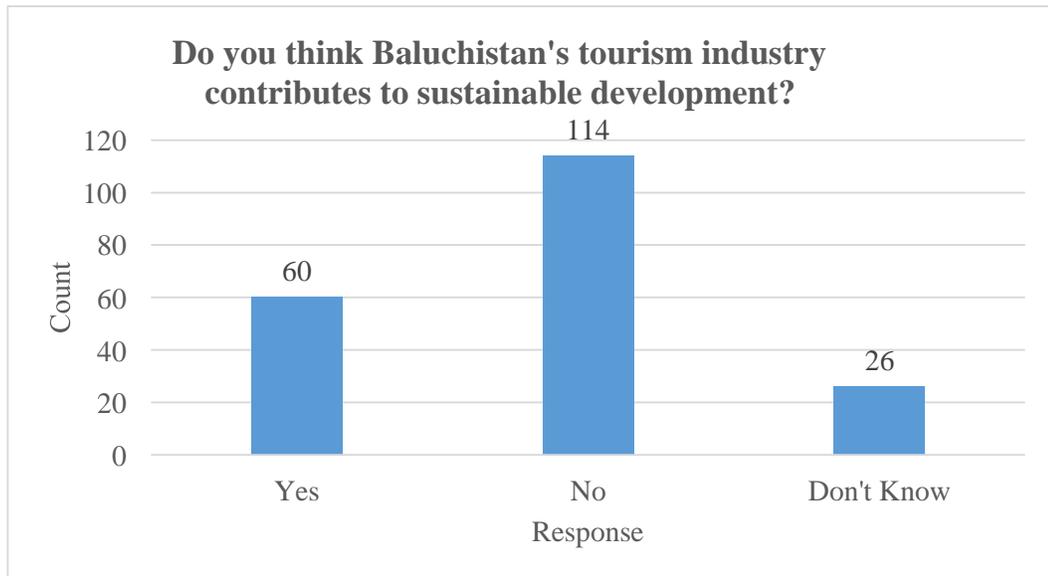


Figure 7

Do you think Baluchistan's tourism industry contributes to sustainable development?

The data presented in the above table/figure illustrates the significant contribution of the Baluchistan tourism industry to sustainable development. The results indicate that 114 (57%) of respondents answered in the negative, 60 (30%) responded yes, and 26 (13%) indicated uncertainty.

Table 8 Do you think promoting sustainable tourism in Baluchistan is essential?

Do you think promoting sustainable tourism in Baluchistan is essential?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	181	90.5	90.5	90.5
No	13	6.5	6.5	97
Do not Know	6	3	3	100
Total	200	100	100	

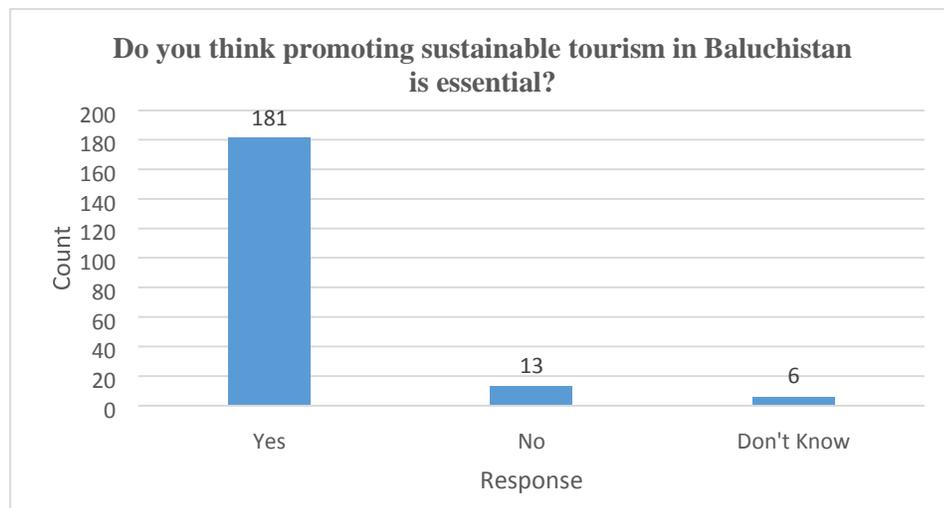


Figure 8

Do you think promoting sustainable tourism in Baluchistan is essential?

Table/Figure 8 demonstrates that promoting tourism in Baluchistan is essential. The results of the above figure show that out of the 200 respondents, 181 (90.5%) said yes, 13 (6.5%) said no, and only 6 (3%) noted do not know.

Table 9 Do you think the government of Baluchistan is doing enough to promote sustainable tourism?

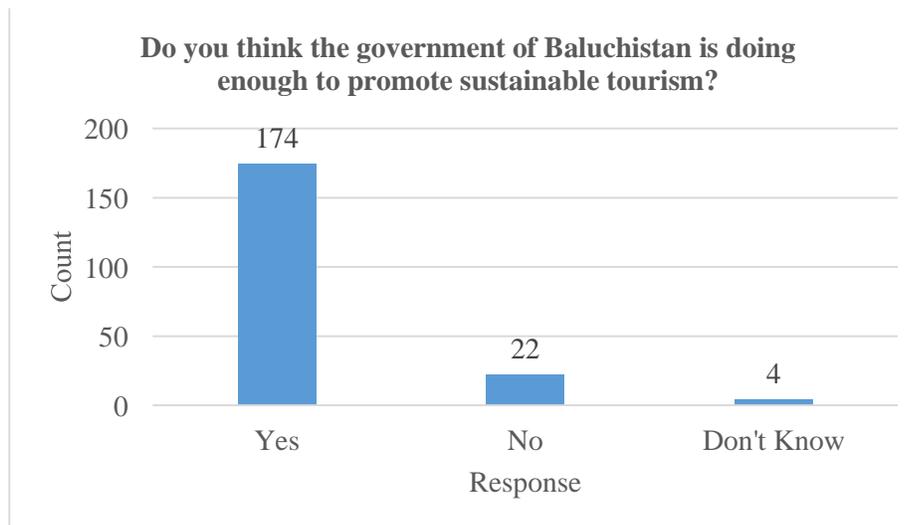


Figure 9

Do you think the government of Baluchistan is doing enough to promote sustainable tourism?

The table/figure 9 illustrates the involvement of the Baluchistan government in advancing tourism in the region. The findings indicate that the majority of the participants

167 (83.5%) responded negatively, 19 (9.5%) responded affirmatively, and 14 (7%) expressed uncertainty.

Table 10 Do you think the government of Baluchistan is doing enough to promote sustainable tourism?

Do you think the government of Baluchistan is doing enough to promote sustainable tourism?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	174	87	87	87
No	22	11	11	98
Do not Know	4	2	2	100
Total	200	100	100	

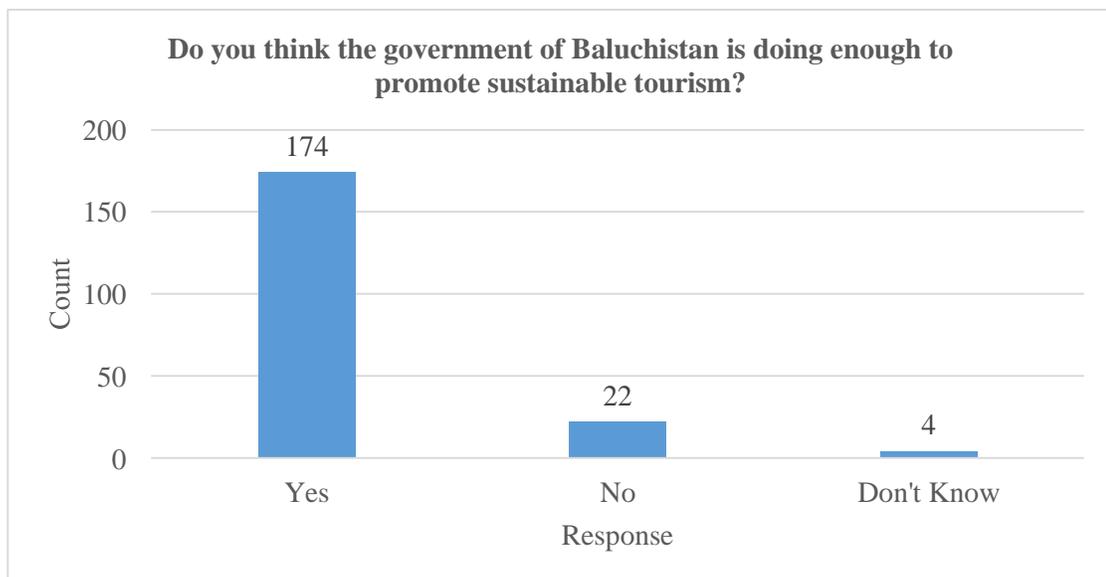


Figure 10

Do you think the government of Baluchistan is doing enough to promote sustainable tourism?

Table/figure about the local community's involvement in promoting sustainable tourism in Baluchistan. The results mentioned show that out of 200 respondents, the majority said yes, with 174 (87%) saying no, 22 (11%) saying no, and 3 respondents 4

(2%) noting that they did not know.

Table 11 Do you think there is a need for more environmentally responsible tourism in Baluchistan?

Do you think there is a need for more environmentally responsible tourism in Baluchistan?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	178	89	89	89
No	14	7	7	96
Do not Know	8	4	4	100
Total	200	100	100	

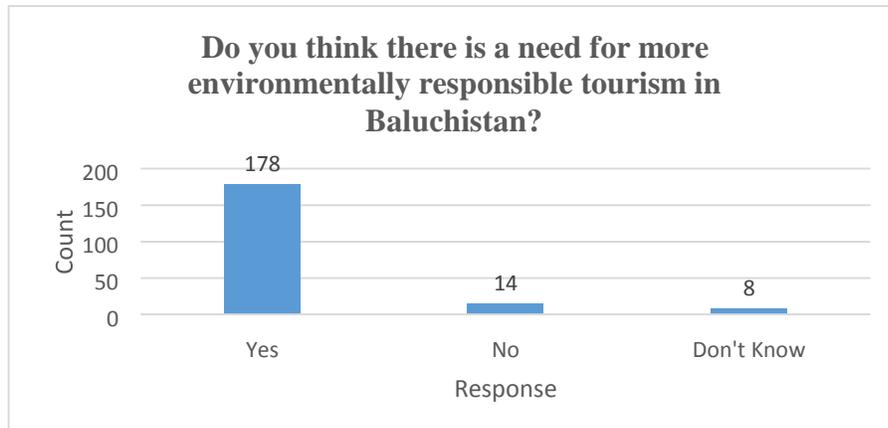


Figure 11

Do you think there is a need for more environmentally responsible tourism in Baluchistan?

The data presented in the table/figure 11 provides compelling evidence of a growing trend towards environmentally responsible tourism in Baluchistan. The findings reveal that out of 200 respondents, an overwhelming 178 (89%) expressed a positive inclination towards this form of tourism, while only 14 (7%) indicated a negative perspective, and 8

(4%) remained undecided (do not know). These statistics highlight the region's increasing awareness and acceptance of sustainable tourism practices.

Table 12 Do you think Baluchistan's tourism industry negatively impacts the environment?

Do you think Baluchistan's tourism industry negatively impacts the environment?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	52	26	26	26
No	111	55.5	55.5	81.5
Do not Know	37	18.5	18.5	100
Total	200	100	100	

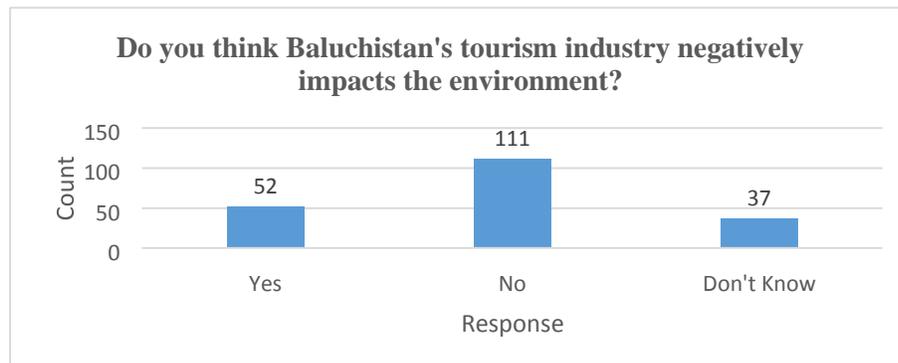


Figure 12

Do you think Baluchistan's tourism industry negatively impacts the environment?

The data in the table and figure regarding the Baluchistan tourism industry reveals a concerning environmental impact. The findings indicate that a considerable proportion of the 200 respondents expressed an antagonistic stance, with 111 (55.5%) respondents stating "No," while 52 (26%) responded affirmatively with "Yes." Also, 37 (18.5%) respondents expressed uncertainty with "Don't know". These results highlight the urgent need for measures to mitigate the adverse environmental effects associated with the tourism industry

in Baluchistan. It is imperative to address this issue through initiative-taking ecological conservation efforts and sustainable tourism practices to ensure the long-term well-being of the region.

Table 13 Do you think there is a need for more responsible tourism practices in Baluchistan?

Do you think there is a need for more responsible tourism practices in Baluchistan?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	184	92	92	92
No	11	5.5	5.5	97.5
Do not Know	5	2.5	2.5	100
Total	200	100	100	

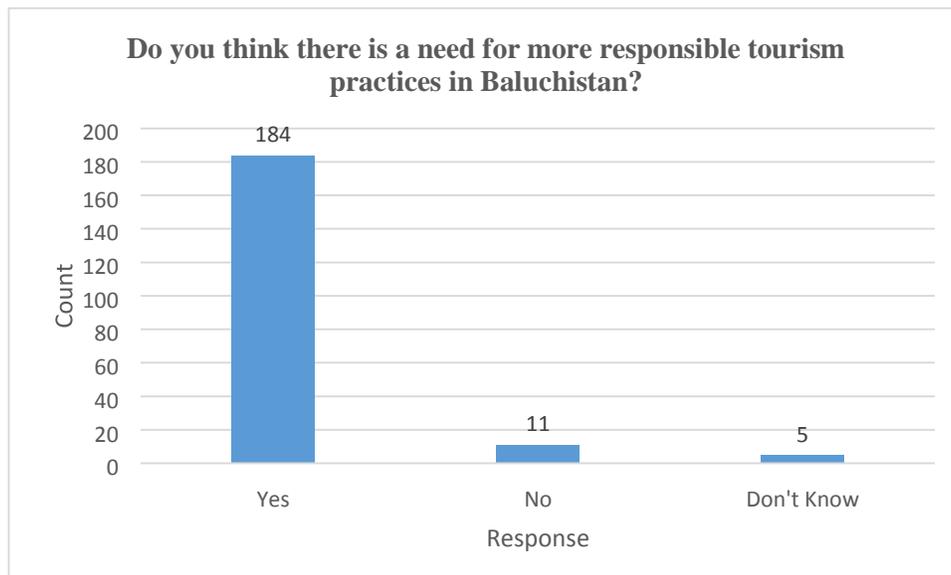


Figure 13

Do you think there is a need for more responsible tourism practices in Baluchistan?

The data in Table/Figure 13 underscores the pressing need for more responsible tourism practices in Baluchistan. Out of the 200 respondents, the overwhelming majority of 184 (92%), expressed a positive stance, while a small minority 11 (5.5%), expressed a

negative viewpoint, and only 5 (2.5%) indicated uncertainty. These findings emphasize the critical influence of Baluchistan's call for more responsible and sustainable tourism practices.

Table 14 Should tourists be educated on sustainable tourism practices before visiting Baluchistan?

Should tourists be educated on sustainable tourism practices before visiting Baluchistan?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	163	81.5	81.5	81.5
No	25	12.5	12.5	94
Do not Know	12	6	6	100
Total	200	100	100	

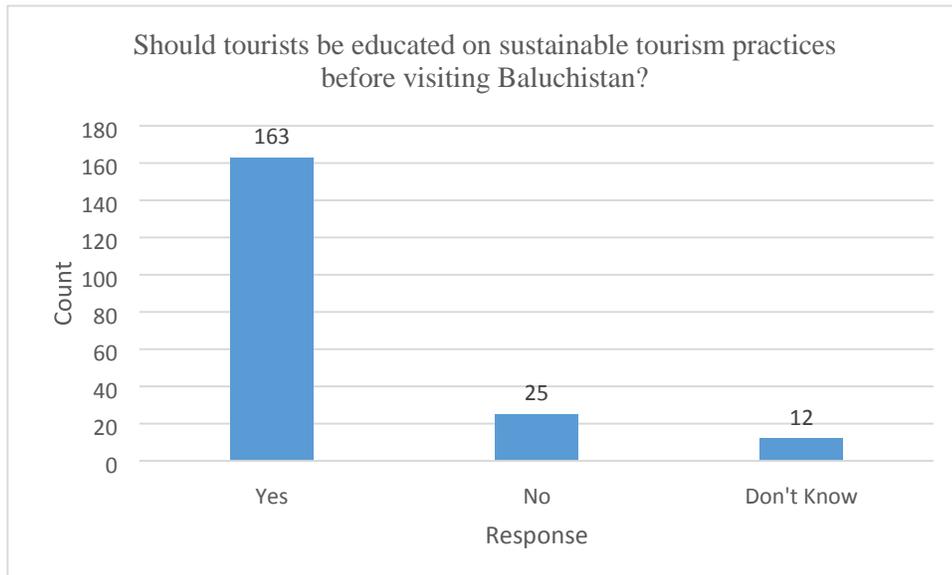


Figure 14

Should tourists be educated on sustainable tourism practices before visiting Baluchistan?

The table/figure revealed that tourists should be educated on sustainable tourism practices before visiting Baluchistan, which is highly influential. Out of the 200 respondents, 163 (81.5%) said yes, 25 (12.5%) said no, and only 12 (6%) said do not know.

Table 15 Do you think tourism can help in the economic development of Baluchistan?

Do you think tourism can help in the economic development of Baluchistan?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	176	88	88	88
No	16	8	8	96
Do not Know	8	4	4	100
Total	200	100	100	

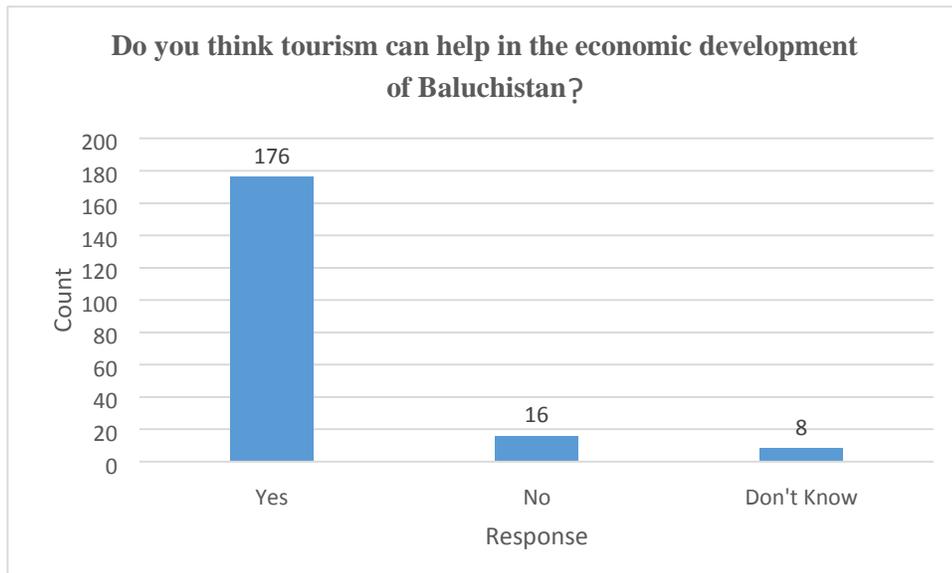


Figure 15

Do you think tourism can help in the economic development of Baluchistan?

The table/figure revealed that tourism can help in the economic development of

Baluchistan, which is highly influential. Out of the 200 respondents, 176 (81%) said yes, 16 (8%) said no, and only 8 (4%) said do not know.

Table 16 The Baluchistan government should prioritize sustainable tourism development

Do you think the Baluchistan government should prioritize sustainable tourism development?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	176	88	88	88
No	18	9	9	97
Do not Know	6	3	3	100
Total	200	100	100	

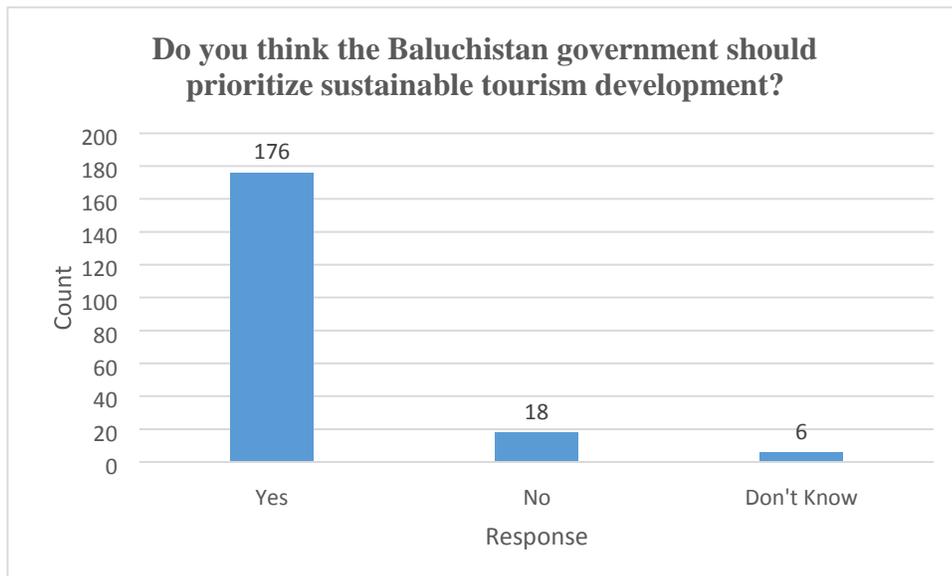


Figure 16

Do you think the Baluchistan government should prioritize sustainable tourism development?

The data in Table/Figure 16 underscores the Baluchistan government should prioritize sustainable tourism development. Out of the 200 respondents, the overwhelming

majority of 176 (88%), expressed a positive stance, while a small minority 18 (9%), expressed a negative viewpoint, and only 6 (3%) indicated uncertainty.

Table 17 Do you think the tourism industry in Baluchistan should be regulated to ensure sustainable development?

Do you think the tourism industry in Baluchistan should be regulated to ensure sustainable development?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	177	88.5	88.5	88.5
No	14	7	7	95.5
Do not Know	9	4.5	4.5	100
Total	200	100	100	

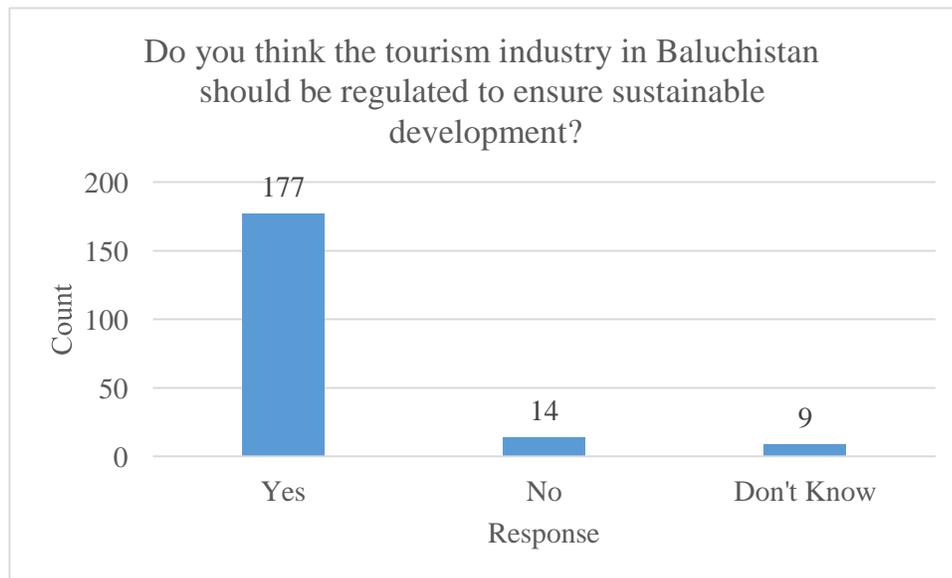


Figure 17

Do you think the tourism industry in Baluchistan should be regulated to ensure sustainable development?

Table/ figure 17, showing the findings that tourism industry in Baluchistan should be regulated to ensure sustainable development. The majority of the respondents said yes with 177 (88.5%), other the less 14 (7%) said no, 9 (4.5%) sad do not know.

Table 18 Should Baluchistan's tourism industry prioritize preserving cultural heritage?

Should Baluchistan's tourism industry prioritize preserving cultural heritage?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	165	82.5	82.5	82.5
No	19	9.5	9.5	92
Do not Know	16	8	8	100
Total	100	100	100	

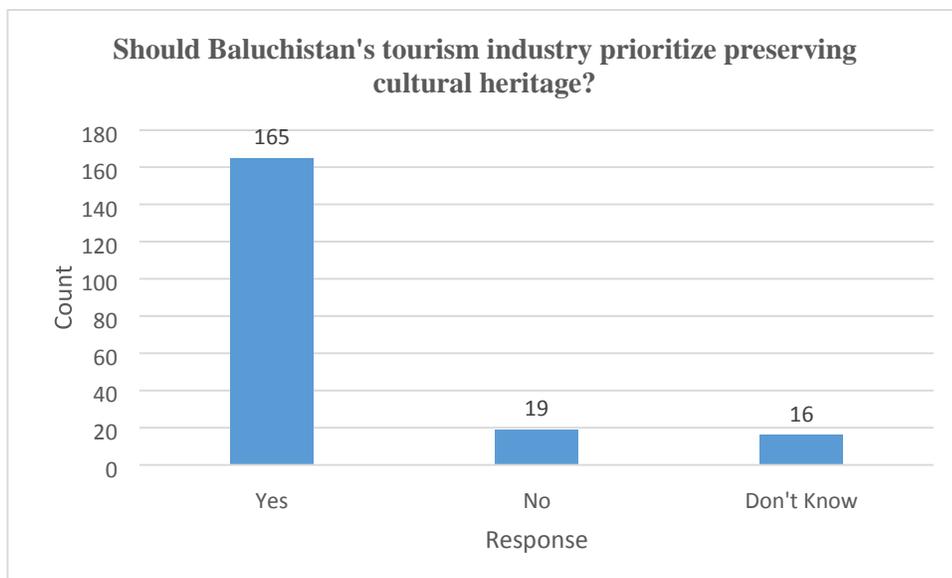


Figure 18

Should Baluchistan's tourism industry prioritize preserving cultural heritage?

The data presented in Table/Figure 18 demonstrates that Out of the 200 respondents, the overwhelming majority of 165 (82.5%) expressed a positive stance, while a small minority of 19 (9.5%) respondents expressed a negative viewpoint, and only 16 (8%) respondents indicated uncertainty.

Table 19 Can increasing tourism in Baluchistan lead to a better quality of life for the local community?

Can increasing tourism in Baluchistan lead to a better quality of life for the local community?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	174	87	87	87
No	13	6.5	6.5	93.5
Do not Know	13	6.5	6.5	100
Total	200	100	100	

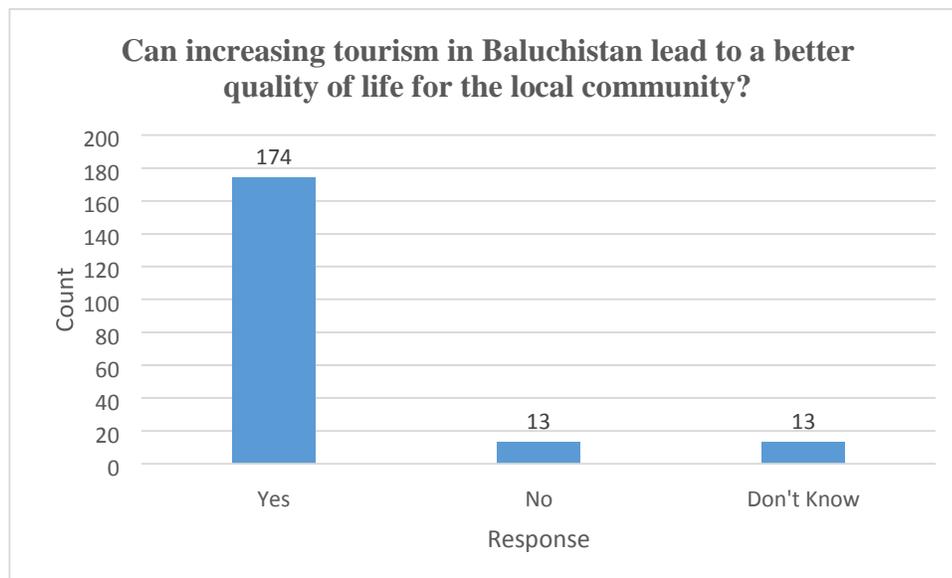


Figure 19

Can increasing tourism in Baluchistan lead to a better quality of life for the local community?

The data demonstrates a strong emphasis on the tourism industry for a better quality of life. Out of 200 respondents 174 (87%) expressed support, 13 (6.5%) said no and 13 (6.5%) elaborated do not know, it is evident that increasing tourism in Baluchistan leads to a better quality of life for the local community.

Table 20 Do you think the tourism industry in Baluchistan should prioritize protecting natural resources?

Do you think the tourism industry in Baluchistan should prioritize protecting natural resources?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	168	84	84	84
No	20	10	10	94
Do not Know	12	6	6	100
Total	200	100	100	

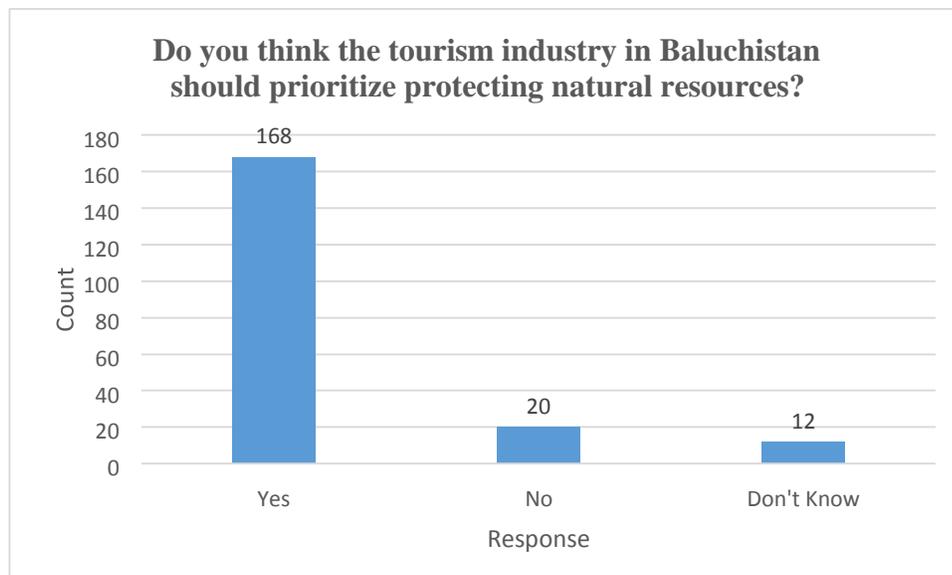


Figure 20

Do you think the tourism industry in Baluchistan should prioritize protecting natural resources?

The data presented in Table/Figure 20 demonstrates that Out of the 200 respondents, the overwhelming majority of 168 (84%) expressed a positive stance, while a small minority of 20 (10%) respondents expressed a negative viewpoint, and only 12 (6%) respondents indicated uncertainty.

Table 21 Do you think Baluchistan's tourism industry contributes to creating jobs?

Do you think Baluchistan's tourism industry contributes to creating jobs?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	139	69.5	69.5	69.5
No	37	18.5	18.5	88
Do not Know	24	12	12	100
Total	200	100	100	

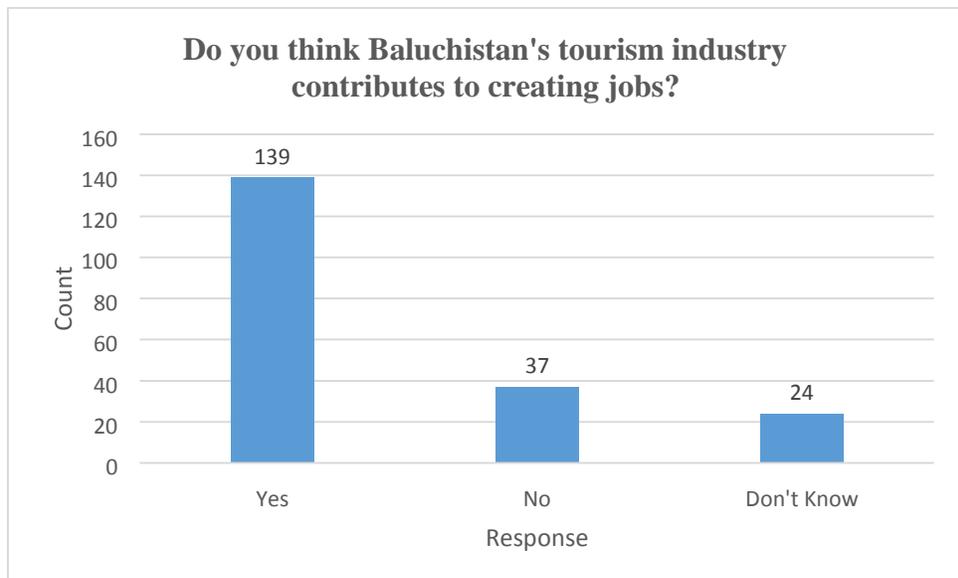


Figure 21

Do you think Baluchistan's tourism industry contributes to creating jobs?

The table mentioned above and, figure deliberates the overall findings on Baluchistan's tourism industry's contribution to creating jobs in the future. The conclusions were elaborated upon through 200 respondents. The majority of respondents said yes, with 139(69.5%), 37(18.5%) said no, and less 24(12%) noted that they did not know.

Table 22 Do you think the tourism industry in Baluchistan should prioritize using renewable energy sources?

Do you think the tourism industry in Baluchistan should prioritize using renewable energy sources?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	158	79	79	79
No	22	11	11	90
Do not Know	20	10	10	100
Total	200	100	100	

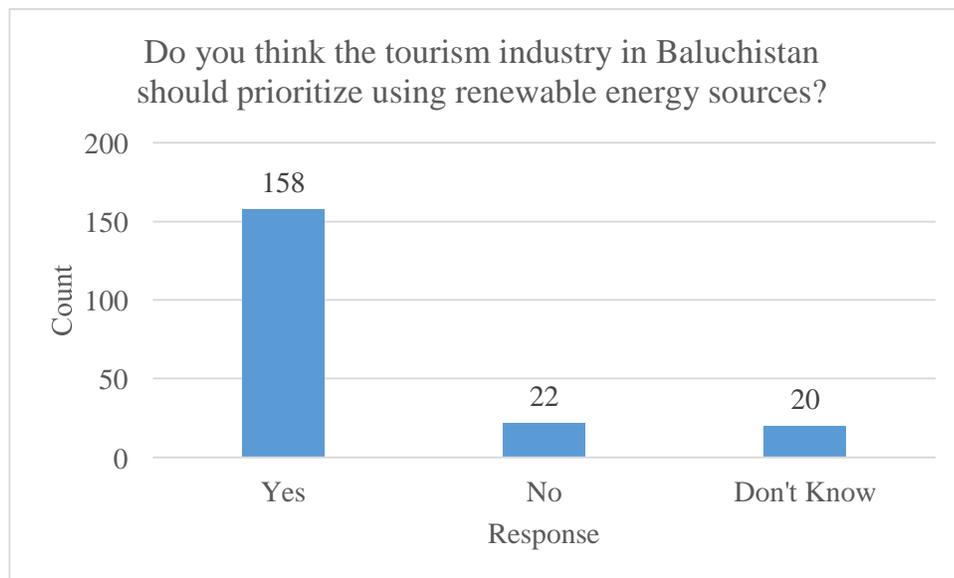


Figure 22

Do you think the tourism industry in Baluchistan should prioritize using renewable energy sources?

The table mentioned above, and the figure discusses the overall findings on the Baluchistan tourism industry's need to prioritize renewable energy sources. The findings were elaborated on through 200 respondents. The majority of respondents said yes, with 158 (79%), 22 (11%) said no, and less than 20 (10%) noted do not know.

Table 23 Do you think Baluchistan's tourism industry should prioritize reducing waste and pollution?

Do you think Baluchistan's tourism industry should prioritize reducing waste and pollution?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	156	78	78	78
No	24	12	12	90
Do not Know	20	10	10	100
Total	200	100	100	

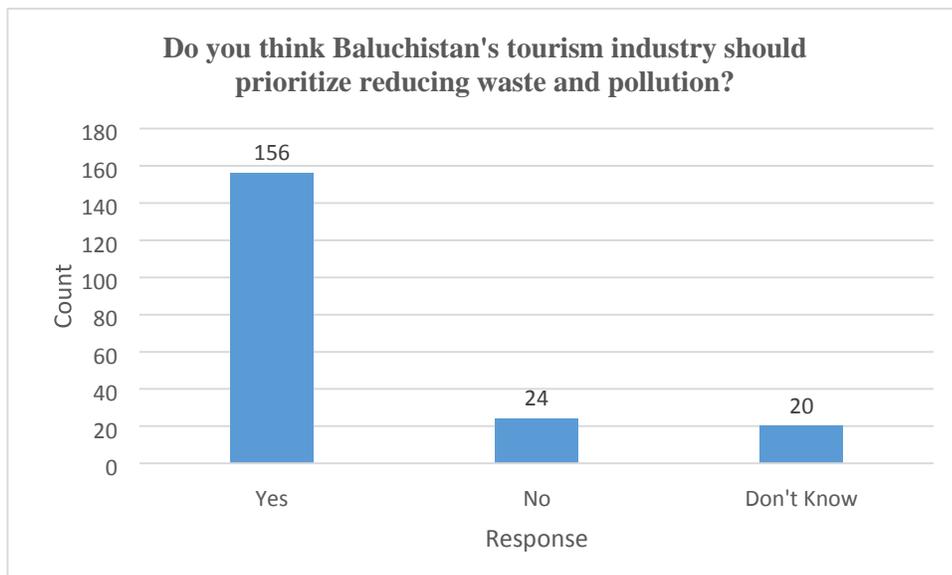


Figure 23

Do you think Baluchistan's tourism industry should prioritize reducing waste and pollution?

The above-mentioned table and figure discuss the overall findings on the Baluchistan tourism industry's need to prioritize reducing waste and pollution. The findings were elaborated on through 200 respondents. The majority of respondents said yes, with 156(78%), 24(12%) said no, and less than 20(10%) noted do not know.

Table 24 Do you think tourists have a role in promoting sustainable tourism in Baluchistan?

Do you think tourists have a role in promoting sustainable tourism in Baluchistan?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	169	84.5	84.5	84.5
No	17	8.5	8.5	93
Do not Know	14	7	7	100
Total	200	100	100	

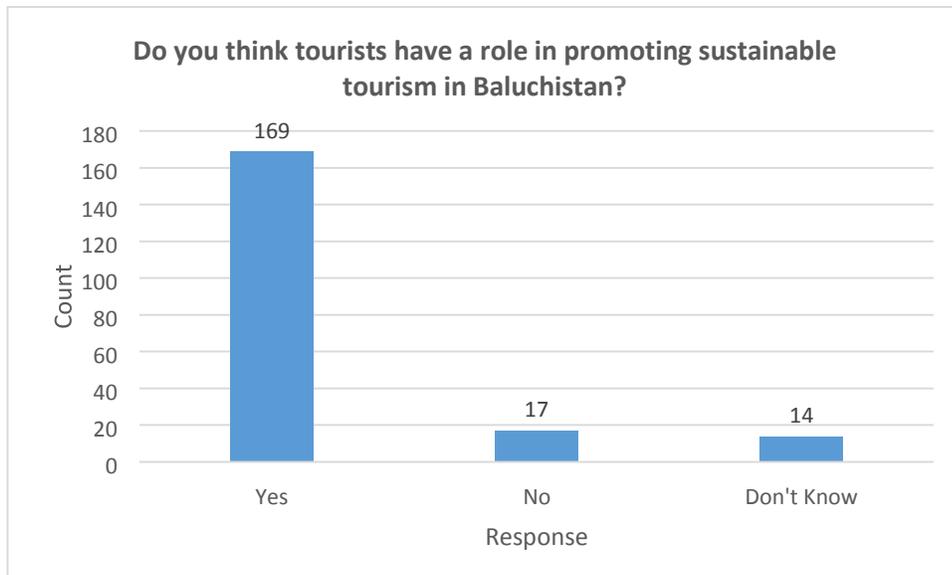


Figure 24

Do you think tourists have a role in promoting sustainable tourism in Baluchistan?

The table and figure above discuss the findings on the Baluchistan tourism industry's need to priorities reducing waste and pollution. The findings were elaborated on through 200 respondents. The majority of respondents said yes, with 169 (84.5%), 17(8.5%) said no, and less than 14(7%) noted do not know.

5.2. Qualitative Findings (Interviews)

5.2.1. Findings and analysis of the qualitative interview with officials and ministers about tourism and sustainable development

In this section, the researcher presents the findings of the interviews conducted with high officials and ministers about tourism and sustainable development in Baluchistan. The interview is based on open-ended questions about the visit to Baluchistan for tourism purposes, what current tourism infrastructure they rate, what measures can be taken to improve the tourism infrastructure in Baluchistan, and the importance of the sustainable tourism development industry in Baluchistan. What initiatives will be taken for sustainable development for sustainable tourism in Baluchistan, what challenges will the tourism industry face today, and what government support for the tourism industry last? What role could be played in promoting sustainable development in Baluchistan?

5.2.2. What measures do you think can be taken to improve the tourism infrastructure in Baluchistan?

The given text emphasizes the overall respondent's stance on the urgent need to promote tourism in Baluchistan and highlights several critical areas for improvement. The responses highlight the necessity to address the need for more infrastructure, including the absence of restrooms, restaurants suitable for women, and accommodations. It also stresses the importance of funding, investment, and improving law and order to ensure the security of tourists. Additionally, respondents emphasize the untapped tourism potential of Baluchistan, particularly its natural beauty, historical sites, and cultural attractions. It suggests rapid promotion, marketing, and campaigns to showcase these to the world. Furthermore, it points out the need to address security concerns and rationalize travel logistics to encourage tourism. Significantly, the participants elaborated on the local community's crucial role in promoting sustainable tourism in Baluchistan, making them

feel empowered and valued. Overall, the multifaceted approach required to develop and promote tourism in Baluchistan includes addressing infrastructure, security, and marketing aspects while highlighting the need for government oversight and collaboration with private tour operators.

5.2.3. How important do you think sustainable development is for the tourism industry in Baluchistan?

In the interview of Muhammad Hashim Khitran (Director of the Directorate of Tourism Government of Baluchistan, Quetta), it was emphasized that sustainable development is significant for the tourism industry in Baluchistan. It helps to take care of the region's natural resources, supports the local community, and ensures long-term economic growth. Using sustainable practices, Baluchistan can protect its natural heritage, promote responsible tourism, and care for the environment. This kind of tourism development is crucial for the region's economy, cultural heritage, and the local community's well-being. Not only does it bring economic benefits, but it also preserves the area's natural beauty and cultural legacy. Zakir Ahmad (Field officer of the Directorate of Tourism Government of Baluchistan, Quetta) focuses on the importance of sustainable development for tourism in Baluchistan's economy. The mention of projects being stopped and the need to restart them indicates a potential setback in the development of tourism. The emphasis on sustainable development and the preservation of the environment reflects a concern for responsible and eco-friendly tourism. There is also a call for government support and infrastructure development to promote tourism in the region. Overall, it highlights the significance of sustainable development and the need for concerted efforts to enhance Baluchistan's tourism industry.

5.2.4. What initiatives can be taken to promote sustainable tourism in

Baluchistan?

In order to promote sustainable tourism, the Baluchistan tourism industry could benefit from initiatives such as developing ecotourism sites, collaborating with local artisans, implementing green infrastructure, fostering community-based tourism, and utilizing sustainable marketing strategies. (Muhammad Hashim Khitran, Director)

Specific efforts to promote sustainable tourism can significantly enhance the tourism industry in Baluchistan. Investing in the infrastructure of less-developed areas of the country that are abundant with natural beauty, such as mountains, lakes, meadows, and deserts, is essential. Resolving the issues local communities face and organizing tourist expos can also have a positive impact. (Younus Baluch, Tourist information officer)

The majority of the participants discuss various important aspects of promoting tourism and developing infrastructure in a responsible and sustainable manner. The focus on educating businesses and locals about maintaining cleanliness and sustainability and collaborating with hospitality brands to ensure compliance with global standards reflects a commitment to environmental conservation and responsible tourism. The emphasis on involving the local community, considering their customs, and providing support for their capacity building and financial assistance determines a thoughtful approach to inclusive and community-based tourism development. The mention of promoting tourism through social media and fostering a friendly local population further respondents added the multifaceted nature of tourism promotion. Moreover, the emphasis on security, government support, and the provision of basic necessities and infrastructure underscores the need for a holistic approach to tourism development. Overall, interview gives a comprehensive and

well-rounded perspective on the various elements involved in promoting tourism and developing infrastructure.

5.2.5. In your opinion, how does the tourism industry face significant challenges in Baluchistan?

The participants highlighted that the tourism industry in Baluchistan faces significant challenges, including a lack of information, infrastructure, and interest. Security issues, poverty, and inflation further compound the situation. The region lacks government support and needs a complete re-branding. Basic facilities for tourists, such as security, hotels, and rest areas, are inadequate. Additionally, they suggested that there is a need for the tourism industry to be recognized as a key economic driver. The presence of numerous security checkpoints and restrictions on activities hinder the tourist experience, impacting the industry negatively. Collaborative efforts to improve security while maintaining a welcoming environment are crucial for sustainable tourism growth. Overall, quality infrastructure, including airports, lodging options, and local tour operators, is essential for boosting tourism in Baluchistan.

5.2.6. How can the government of Baluchistan support the development of sustainable tourism?

The majority of the members emphasized the importance of developing infrastructure and tourism spots to support the tourism industry. They are highlighting the need for initial support and funding for the industry before focusing on sustainable tourism. The points mentioned include the construction of basic facilities at religious and natural beauty sites, renting these facilities to local people, and civilizing the overall infrastructure of tourist places. Additionally, there is a call for government support for local capacity building and financial assistance. The focus is on promoting ease of business within the

tourism industry and making it economically beneficial. Furthermore, the suggestion of arranging local festivals, developing water sports cultural programs, and showcasing tourism potential internationally indicates a comprehensive approach towards tourism development. The emphasis on improving law and order, as well as facilitating tourist information centers, reflects a commitment to ensuring a positive experience for tourists and supporting the tourism industry as a whole.

5.2.7. What role can the local community play in promoting sustainable tourism in Baluchistan?

The majority of the respondents articulated that, local communities can indeed play a vital role in promoting tourism by welcoming tourists and providing them with access to information about their culture. It is crucial to ensure that there are tangible benefits for the local community in order to gather their support for tourism initiatives. I am currently collaborating with Adventure Planners Pakistan, and our upcoming plans involve visiting and engaging with the local villages and tribes near the sites where our new tours will be operating from November 24th to March 2025 (Angela Carson, international tourist). We intend to give back a portion of the proceeds from each foreign tourist's tour, distribute it across the visited areas, and contribute to the development of infrastructure or provision of goods. We are also proud to be bringing in an expert who will educate these communities on how to maximize the economic benefits of increased tourist activity. However, the most crucial role of the local community is in maintaining the cleanliness of the areas. Through these efforts, aim to empower the local communities to take ownership of the cleanliness, thereby uplifting the region and creating a more environmentally friendly environment.

Another response through the interview be noted that without a clear benefit to the local community, it would be challenging to generate enthusiasm for tourism. Therefore, it is essential to focus on creating opportunities for the local inhabitants, such as job creation and income generation. This not only provides a source of livelihood but also empowers the locals, instilling a sense of optimism and hope for a brighter future. The involvement of the local community is indispensable for the successful promotion of tourism in any given area. It is crucial to provide residential and commercial opportunities to the locals, as well as to ensure their health and safety. Furthermore, the local business community can contribute to the tourism industry by investing in hotels, restaurants, and cultural events, thereby supporting the local economy.

The knowledge and insight of the local people in the areas of interest are invaluable, and they require support, capacity building, and initial financial assistance from the government to ensure sustainability. The promotion of local culture and products, along with the provision of a friendly and hospitable environment, are essential for attracting tourists. Equally important is the assurance of safety and security for tourists, a responsibility that the local community and law enforcement agencies should share. This commitment to safety is a cornerstone of our tourism initiatives, ensuring that potential tourists feel reassured and confident about their visit.

The local community's involvement and support are indispensable for the successful promotion of sustainable tourism. It is essential to raise awareness among the local people to facilitate tourism while ensuring that they benefit from these initiatives. This reiteration of their integral role not only makes them feel included but also underscores

their importance in the success of the proposed sustainable tourism development, fostering a sense of collective responsibility and commitment.

CONCLUSION AND RECOMMENDATIONS

1. Analysis of the survey

Upon analyzing the data collected, it is evident that the survey results are appropriate and effectively reflect the target audience's opinions. The survey was designed to gather literature that was not readily available online and aimed to provide accurate insights into the hindrance literature related to Baluchistan. The target audience, consisting of Baloch students from across the country and some international students enrolled in global universities, effectively contributed to the findings.

The demographic distribution based on gender included 200 participants, 102 females and 98 males. Most participants were pursuing doctorate qualifications, with positive responses from bachelor, master, and M.PHIL students. The survey also focused on gathering data from Baloch students across different provinces, considering their indepth knowledge of the region's geography and tourist attractions.

The survey's findings highlighted the participants' familiarity with Baluchistan's tourism and tourist attractions, with many respondents visiting the region for tourism purposes. However, the results also indicated the insufficiency of tourism infrastructure in Baluchistan, as highlighted by 62% of the participants. This underscores the need for robust tourism infrastructure to support the region's economic development and contribute to the country's GDP.

Furthermore, the survey revealed a need for more awareness regarding sustainable tourism in Baluchistan among the local masses. Despite this, the educated participants overwhelmingly agreed on the importance of promoting sustainable tourism, with 90% expressing support for such initiatives. Similarly, most respondents (84%) acknowledged the government's efforts in promoting sustainable development in Baluchistan.

The survey also illuminated the urgent need for environmentally responsible tourism in Baluchistan, with 89% of the respondents emphasizing the necessity for ecologically responsible tourism practices. Moreover, 94% of the participants expressed the need for more responsible tourism practices, indicating a significant demand for sustainable initiatives in the region.

Regarding economic development, 88% of the respondents believed tourism could significantly contribute to Baluchistan's economic growth. Additionally, 87% of the participants recognized tourism's potential to create job opportunities and enhance the region's economic well-being. The findings also highlighted the importance of regulating the tourism industry to ensure sustainable development, with 88% of the respondents advocating for such measures.

Overall, the survey results underscore the potential of tourism to drive economic growth, promote sustainable development, and improve the quality of life in Baluchistan. The findings also emphasize the need for proactive measures to address environmental challenges and integrate responsible tourism practices for the long-term well-being of the region. Furthermore, the support for renewable energy and waste pollution prioritization

through tourism initiatives reflects the participants' positive outlook towards sustainable tourism.

In conclusion, the survey findings provide valuable insights into Baluchistan's current perceptions and attitudes towards tourism. The overwhelming support for sustainable tourism initiatives and acknowledgment of tourism's role in economic development signifies the potential for positive change and growth in the region.

2. Conclusion

In conclusion, tourism has played a crucial role in the sustainable development of Baluchistan's tourism sector from 2015 to 2023. The survey's findings have underscored the immense potential of tourism in driving sustainable development in Baluchistan while highlighting the essential roles of the government and stakeholders and the various challenges facing the tourism industry in the region. The survey, which drew on both primary and secondary data, has unequivocally demonstrated the urgent need for substantial reforms within Baluchistan's tourism department to harness the region's immense tourism potential for economic growth. Unlike other provinces, Baluchistan's expansive geographical features present a unique opportunity to develop accessible tourist attractions that can cater to a wide range of tourists. Based on the survey results, it is clear that significant government intervention is required to explore and maximize the untapped potential of tourism in Baluchistan, similar to the successful model implemented in the northern areas of Pakistan. The China-Pakistan Economic Corridor has demonstrated the transformative power of strategic economic initiatives, and tourism has excellent promise to similarly uplift Baluchistan and showcase the region on the global stage. The survey

findings have underscored the potential for tourism to serve as a platform for showcasing the rich Balochi culture by developing accommodations and tourist sites. This has the dual potential to generate revenue and foster economic growth in Baluchistan and Pakistan. In sustainable tourism development, it is crucial to identify and prioritize the most suitable tourism destinations in Baluchistan, such as Gwadar, Hingol National Park, Ormara Beach, Kund Malir, and Gwadar Beach. Government policies must be crafted to ensure regional security, the preservation of local heritage, and the provision of affordable and comfortable accommodations with well-maintained infrastructure to attract and cater to visitors effectively. Notably, Gwadar stands out as a destination with significant untapped potential and should be a focal point for policymakers seeking to promote tourism in Baluchistan. Business-friendly policies and supportive measures for service providers will be crucial to enhance the overall tourist experience and encourage sustained visitation. It is important to emphasize that the survey has affirmed the safety of tourists in Baluchistan, underscoring the need for the government to channel its efforts into developing the tourism sector to drive economic growth in the province. Indeed, the survey has positioned tourism as the most promising avenue for the economic development of Baluchistan. Nevertheless, it is essential to acknowledge that this study has encountered challenges in data collection from experts, representing a primary limitation. Overcoming these challenges will be vital for future assessments and strategies to leverage tourism's potential for sustainable development in Baluchistan.

3. Recommendations

- 1) The provinces of Baluchistan, Pakistan, are popular tourist destinations. However, to attract more tourists, we should also focus on developing the tourist attractions of Baluchistan and the beaches along the Arabian Sea coast.
- 2) We must improve tourism education by offering more courses, degrees, and specializations.
- 3) We should run effective campaigns to promote local festivals, which can help create a positive image of Baluchistan and attract more tourists.
- 4) We must enhance tourism infrastructure, including roads, railways, and airports, and upgrade the hotel industry.
- 5) Social media plays a significant role in shaping the image of Pakistan to international tourists. Interacting with tourists online is essential to showcase the potential of tourism in Pakistan.
- 6) The tourism sector needs to gain knowledge and training. The government should prioritise starting a nationwide training program to improve personnel skills.
- 7) Effective media campaigns are necessary to showcase the positive aspects of Baluchistan Pakistan to the world.
- 8) Enhancing the perception of safety is paramount. Implementing strict security measures and promoting these improvements to potential tourists can alleviate safety concerns.

- 9) Creating a robust and positive brand image of Baluchistan through social media, travel blogs, and partnerships with international tourism agencies can attract more visitors. Engaging influencers to share their travel experiences in Baluchistan can also be effective.

- 10) Organizing and promoting cultural festivals and events can attract tourists looking for unique and authentic experiences. These events also provide a platform to showcase local arts, crafts, and traditions

11) Offering activities like hiking, camping, scuba diving, and wildlife safaris can capitalize on the growing trend of eco-tourism and adventure tourism and attract diverse tourists.

12) Working with airlines to introduce direct flights or discounted rates to significant cities in Baluchistan can improve accessibility and encourage more visits

4. Limitations and Areas for Further Research

This method uses qualitative and quantitative methods to study the challenges and opportunities of tourism in Baluchistan and examine existing literature. Little literature on tourism in Baluchistan exists, so only a few papers were found. This shows that more research is needed in this area. It is important to do direct studies, like surveys and interviews, to understand the current situation and issues related to tourism in Baluchistan. Analyzing existing data, such as the number of visitors, revenue, and budget, can also provide important information.

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APPENDIX 1

SURVEY QUESTIONS

Welcome to our research survey on the topic: "**Tourism and Sustainable Development in Baluchistan (2015–2023): An Appraisal.**"

The purpose of this survey is to gather insights into the role of tourism in promoting sustainable development in Baluchistan. The study aims to evaluate the progress, challenges, and opportunities associated with tourism in the region over the past eight years. Your responses will help us understand public perceptions, identify key areas for improvement, and contribute to policy recommendations for sustainable tourism practices.

This survey consists of multiple-choice questions designed to assess various aspects of tourism infrastructure, environmental responsibility, cultural preservation, economic development, and government initiatives in Baluchistan. Your honest feedback is invaluable and will remain confidential.

Please select one option for each question: **Yes**, **No**, or **Don't Know**.

1. Do you think the tourism infrastructure in Baluchistan is sufficient?

Yes

No

Don't Know

2. Do you think Baluchistan's tourism industry contributes to sustainable development?

- Yes
- No
- Don't Know

3. Do you think promoting sustainable tourism in Baluchistan is essential?

- Yes
- No
- Don't Know

4. Do you think the government of Baluchistan is doing enough to promote sustainable tourism?

- Yes
- No
- Don't Know

5. Do you think there is a need for more environmentally responsible tourism in Baluchistan?

Yes

No

Don't Know

6. Do you think Baluchistan's tourism industry negatively impacts the environment?

Yes

No

Don't Know

7. Do you think there is a need for more responsible tourism practices in Baluchistan?

Yes

No

Don't Know

8. Should tourists be educated on sustainable tourism practices before visiting Baluchistan?

Yes

No

Don't Know

9. Do you think tourism can help in the economic development of Baluchistan?

Yes

No

Don't Know

10. Do you think the Baluchistan government should prioritize sustainable tourism development?

Yes

No

Don't Know

11. Do you think the tourism industry in Baluchistan should be regulated to ensure sustainable development?

Yes
 No

Don't Know

12. Should Baluchistan's tourism industry prioritize preserving cultural heritage?

Yes

No

Don't Know

13. Can increasing tourism in Baluchistan lead to a better quality of life for the local community?

Yes

No

Don't Know

14. Do you think the tourism industry in Baluchistan should prioritize protecting natural resources?

Yes

No

Don't Know

15. Do you think Baluchistan's tourism industry contributes to creating jobs?

Yes

No

Don't Know

16. Do you think the tourism industry in Baluchistan should prioritize using renewable energy sources?

Yes

No

Don't Know

17. Do you think Baluchistan's tourism industry should prioritize reducing waste and pollution?

Yes

No

Don't Know

18. Do you think tourists have a role in promoting sustainable tourism in Baluchistan?

Yes

No

Don't Know

Thank you for participating! Your responses are valuable for understanding and improving tourism in Baluchistan.

APPENDIX 2

INTERVIEW QUESTIONS

- 1) What measures do you think can be taken to improve the tourism infrastructure in Baluchistan?
- 2) How important do you think sustainable development is for the tourism industry in Baluchistan?
- 3) What initiatives can be taken to promote sustainable tourism in Baluchistan?
- 4) In your opinion, how does the tourism industry face significant challenges in Baluchistan?
- 5) How can the government of Baluchistan support the development of sustainable tourism?
- 6) What role can the local community play in promoting sustainable tourism in Baluchistan?