

# TOURISM INSIGHTS POTENTIAL IN PAKISTAN



## HINDUISM



## BUDDHISM



## SIKHISM







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# 1 - INTRODUCTION OF PROJECT

The project implies on the importance of religious tourism and underlying the fact it is majorly focused on the prime potential which lies forth through establishment of measures improving the demand of religious tourism. The tourism for religious and pilgrimage purposes is effectual to catalyst and promote intercultural exchanges and limit the misconceptions and confrontations. Emphasizing on the need of such a balance for the regional, economic and social growth of the country, the referred project is undertaken.



## 2 - POTENTIAL SITE SELECTION

The scope of work followed for the relative project basically incorporates noticeable sites of each religion i.e. Hinduism, Sikhism and Buddhism. Each site is extensively studied and the obvious characteristics are noted through which demand optimization could be achieved.

As an initial pre-feasibility study, a test case scenario is established under which eight sites of potential religious tourism are selected and extensive evaluation is carried out. Following which, intensity levels are assigned to each site and relative recommendations are proposed.







## HINDUISM

The sites covered for Hindu Pilgrimage in Pakistan are:

- HINGLAJ MATA - BALUCHISTAN
- SADHU BELA - SUKKUR, SINDH
- RHERKI MANDIR - DHERKI, SINDH

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# HINGLAJ MATA

## BALUCHISTAN

### LOCATION

The cave temple of Hinglaj Mata is in a narrow gorge in the remote, hilly area of Lyari Tehsil in Pakistan's Baluchistan province. It is 243 km to the northwest of Karachi, 19 km inland from the Arabian Sea and 130 km to the west of the mouth of Indus. It is at the end of a range of Kirthar hills, in the Makran desert stretch, on the west bank of Hingol River.

### IMPORTANCE

According to Hindu scriptures, the mandir has gained significant importance as it is known to be the resting place of one of the Shakti Peethas (body pieces) of Hindu goddess Satti. This Shakti Peetha is believed to be the head of the goddess.

### PROVISION OF FACILITIES

The temple of Hinglaj Mata has a capacity of approximately 200 people at a time. However, during the period of festival, accommodation facilities are arranged catering about 100 people at other established camp sites. Security is adequate in festival days.

### MAJOR EVENT

- o Hinglaj Mata Yatra in April

### VISITOR FREQUENCY

The place is open only for visitors of Hindu religion. Approx. 10,000 foreigners visit the Mandir during events. Apart from event, 22-25 hundred people visit(locals). Over weekend 8-15 families travel to the mandir.

### EXPECTED DEMAND POTENTIAL

If the facilities for accommodation, security and travelling are provided and improved, the demand for this temple is expected to increase in future. Especially at the time of annual pilgrimage, housing and travelling facilities will lead to demand optimization.

### ACCESS TO THE SITE

By Road

- o RCD Highway-Zero Point-Hinglaj
- o Northern Bypass
- o Mauripur-Hub-Zero point-Hinglaj

By Sea

- o Indus Delta River

### IMPORTANT LANDMARKS NEARBY

- |                        |                     |
|------------------------|---------------------|
| o Hingol National Park | o Chandar Gupath    |
| o Princess of Hope     | o Tombs of Soldiers |
| o Kund Malir Beach     | o Gwadar            |

### DEMAND FROM COUNTRIES

India, Nepal, United Kingdom, USA, UAE, Australia, Canada and EU Countries





# SADHU BELA

SUKKUR, SINDH

## LOCATION

The Sadhu Bela temple is situated on an island-like structure, on the River Indus flowing between Rohri and Sukkur. Walking along the road after Rohri bridge, a very beautiful building is seen in a grove of trees on left-hand side named as Sadhu Bela. This astonishing temple can only be reached by a boat.

## IMPORTANCE

The significance of site is by the fact that Sadhu Bela is not just a temple it's a combination of temples of various hindu gods (teerath) and personalities. It is the biggest hindu temple in Pakistan because water from seven rivers flows around the island which is sacred for hindus.

## PROVISION OF FACILITIES

Approx. 60 Rooms are available and temporary tents are set up in festival days. Food is provided 2 times a day, all around the year to visitors free of cost. The Government provides extra security during major events.

## IMPORTANT LANDMARKS NEARBY

### RELIGIOUS PLACES

- o Kalka Devi Mandir
- o Mosque of Bin Qasim
- o Rherki Mandir

### VISITOR FREQUENCY

200 people approx. daily visit the temple. During the Festival days the numbers increases to an additional of 64,000 visitors approximately.

### EXPECTED DEMAND POTENTIAL

The demand in future is expected to be two folds of the existing demand. For this, construction of Lab-e-Mehran recreational facility, M6 and M5 will be an appropriate option for facilitation of the forecasted demand expectation.

## ACCESS TO THE SITE

### By Road

- o M9 (from Karachi)
- o M6 (from Hyderabad)
- o M5 (from Multan)

### By Train

- o Jaffar Express
- o Sukkur Express
- o Akbar Express

### By Air

- o Sukkur Airport

## MAJOR EVENTS

- o Annual Mela (June)
- o Shewrati Mela (March)
- o Besakhi Mela

## DEMAND FROM COUNTRIES

India, Nepal, United Kingdom, USA, UAE, Australia, Canada and EU Countries

## OTHER PLACES

- o Masoom Shah Jo Minaro
- o Tomb of Seven Sisters
- o Lakhan Jo Daro
- o Sukkhur Barrage
- o Lansdowne Bridge
- o Lab-e-Mehran





# RHERKI MANDIR

DAHARKI, SINDH

## LOCATION

Rherki Saheb is a small village in Ghotki, Sindh, very well known as the birth place of great saints. Rherki Sahib is also called Saint Satram Das (SSD), as this is the place where Saint Satram Das Sahib, a great and highly revered saint, a true messenger of god was born.

## IMPORTANCE

It is a holy place where a Great Saint Sai Satram Das Sahib was born. He was a Holy man, a highly revered Saint in the Hinduism history whose blessings gave happiness to the unhappy, health to the sick & love, kindness, wealth & fame to all the needy people

## PROVISION OF FACILITIES

The temple has space for about 2,000 people at a time. Rooms to stay, Free Meals, Free Educational Programs like taking free medical test preparation classes, arrangement of weddings for the poor, auditorium for cultural events are a usual custom. Security is adequate with 15ft boundary wall.

## DEMAND FROM COUNTRIES

India, Nepal, United Kingdom, USA, UAE, Australia, Canada and EU Countries

## IMPORTANT LANDMARKS NEARBY

### RELIGIOUS PLACES

- o Kalka Devi Mandir
- o Mosque of Bin Qasim
- o Sadhu Bela

### VISITOR FREQUENCY

Apart from the festival, 500 to 800 people daily visit the temple to perform their spiritual deeds, to meet the successor of Saint Satram Das and to take ayurvedic (herbal) medicine from Pandit. An approximate number of 1 lac people visit the mandir annually.

## ACCESS TO THE SITE

By Road

- o Through M9 to N55
- o Through M9 to N5

By Train

- o Khyber Mail
- o Awam Express

By Air

- o Through Sukkur Airport

## MAJOR EVENTS

- o Bhagat Kanwer Ram Mela in April
- o Santh SatramDas Mela in October

## OTHER PLACES

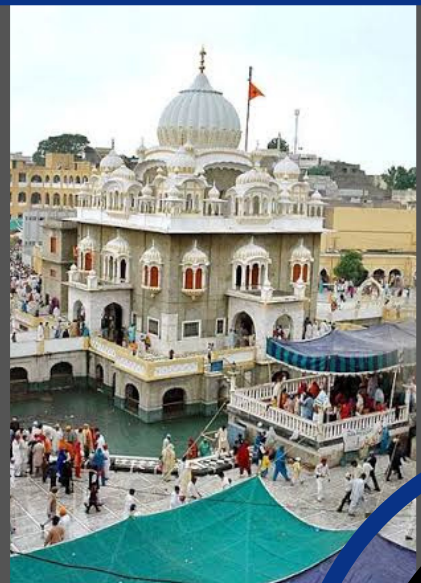
- o Masom Shah Jo Minaro
- o Tomb of Seven Sisters
- o Lakan Jo Daro
- o Sukkhur Barrage
- o Landsome Bridge
- o Lab-e-Mehran

## EXPECTED DEMAND POTENTIAL

For increased demand, construction of Lab-e-Mehran recreational facility, M6 and M5 will be an appropriate option for facilitation of the forecasted demand. The research proposed that a central facility to be built near Lab-e-Mehran which via proper feeder network connects to site.







## SIKHISM

The sites covered for Sikh Pilgrimage in Pakistan are:

- GURDWARA NANKANA SAHIB - PUNJAB
- GURDWARA KARTARPUR SAHIB - NAROWAL, PUNJAB
- GURDWARA PANJA SAHIB - HASANABDAL, PUNJAB

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# NANKANA SAHIB

PUNJAB

## LOCATION

The Gurdwara Nankana (Janam Asthan) is located in the city of Nankana Sahib. Nankana Sahib is a city and capital of Nankana Sahib District in the Punjab province of Pakistan. It is named after the first Guru of the Sikhs, Guru Nanak, who was born in the city and began preaching here.

## IMPORTANCE

The Gurdwara is named after the first Guru of the Sikhs, Hazrat Guru Nanak, primarily because he was born here and began preaching the religion in Nankana Sahib.

## PROVISION OF FACILITIES

The temple has a capacity of 20,000 pilgrims, total 600 rooms are provided for pilgrims. The security at the facility is adequate.

## DEMAND FROM COUNTRIES

Pakistan, India, Europe, Germany, USA, Afghanistan, UK, Singapore, Malaysia, Australia, South Africa and Canada

## ACCESS TO THE SITE

### By Road

- o Lahore Jaranwala Road
- o M-2 Motorway
- o Sheikhpura road

### By Train

- o Khyber Mail
- o Awam Express

### By Air

- o Allama Iqbal International Airport

## MAJOR EVENTS

- o Baisakhi (April)
- o Birthday of Guru Nanak (November)
- o Maharaja Ranjeet Death day (June)
- o Guru Arjund Death day (June)

## IMPORTANT LANDMARKS NEARBY

### RELIGIOUS PLACES

- o Gurdwara Dera Sahib
- o Gurdwara Shaheed Ganj
- o Gurdwara Guru Ram
- o Gurdwara Rohri Sahib
- o Gurdwara Kartarpur
- o Baba Wali Qandhari

### OTHER PLACES

- o Shalimar Garden
- o Delhi Gate
- o Badshahi Mosque
- o Khewra Mines
- o Lahore Fort
- o Wagah Border

## VISITOR FREQUENCY

Approximately 200 visitors or locals visit daily for worship and to perform their rituals. It is gathered that an approximate of 100,000 people visit the Janam Asthan Gurdwara Nankana Sahib annually (on events).

## EXPECTED DEMAND POTENTIAL

Extra facility by management like Easy Visa policy, Security and more hotels will attract more demand. Facilitation and Accommodation Centers maybe built in Nankana Sahib, to entertain and attract increased international and national demand.





# KARTARPUR SAHIB

NAROWAL, PUNJAB

## LOCATION

Gurdwara Kartarpur Sahib is located in town by the same name Kartarpur (Ravi) in Pakistan. It is about 04 km from the Dera Baba Nanak shrine, and about 120 km northeast of Lahore. The temple is located about 03 km from the Indo-Pakistan border.

## IMPORTANCE

The gurdwara was built to commemorate the site where Guru Nanak, the founder of Sikhism, settled after his missionary work. The gurdwara is built where Guru Nanak is said to have died.

## PROVISION OF FACILITIES

The temple has a capacity of 5,000 pilgrims at a time, no hostel facility is provided by the gurdwara management. The security at facility is adequate.

## DEMAND FROM COUNTRIES

Pakistan, India, Europe, Germany, USA, Afghanistan, UK, Singapore, Malaysia, Australia, South Africa and Canada

## IMPORTANT LANDMARKS NEARBY

### RELIGIOUS PLACES

- o Gurdwara Dera Sahib
- o Gurdwara Shaheed Ganj
- o Gurdwara Guru Ram
- o Gurdwara Rohri Sahib
- o Gurdwara Nankana Sahib
- o Baba Wali Qandhari

## VISITOR FREQUENCY

Approximately 200 visitors or locals visit daily for worship and to perform their rituals. It is gathered that an approximate of 35,000 people (international) and 75,000 locals visit the Janam Asthan Gurdwara Nankana Sahib annually (on events).

## ACCESS TO THE SITE

### By Road

- o Gurumangat Road
- o Wagah Border

### By Train

- o Ravi Express
- o Waris Shah

### By Air

- o Allama Iqbal International Airport

## MAJOR EVENTS

- o Besakhi Mela
- o Maharaja Ranjeet Death day
- o Guru Arjan Death day
- o Guru Nanak Death anniversary
- o Guru Nanak Birthday

## OTHER PLACES

- o Shalimar Gardens
- o Delhi Gate
- o Badshahi Mosque
- o Wagha Border
- o Lahore Fort

## EXPECTED DEMAND POTENTIAL

Extra facility by management like Easy Visa policy, Security and more hotels will attract more demand. Henceforth facilitation and accommodation centers may be built at Kartarpur Sahib with necessary amenities to entertain the demand.





# PANJA SAHIB

HASANABDAL, PUNJAB

## LOCATION

Gurdwara Panja Sahib is situated in Hasanabdal, 48 kilometers from Rawalpindi, Punjab province, Pakistan. The temple is located at Islam Shaheed road, that connects the temple from GT road and National Highway 35.

## IMPORTANCE

The impression of hand or Panja is found on rock that believed to be the hand of Guru Nanak, the founder of the Sikh religion.

## PROVISION OF FACILITIES

The temple has a capacity of 8,000 pilgrims at a time, total 500 rooms accommodation facility is provided for pilgrims. The security at the facility is adequate.

## DEMAND FROM OTHER COUNTRIES

Pakistan, India, Europe, Germany, USA, Afghanistan, UK, Singapore, Malaysia, Australia, South Africa and Canada

## IMPORTANT LANDMARKS NEARBY

### RELIGIOUS PLACES

- o Gurdwara Nankana Sahib
- o Gurdwara Kartarpur
- o Baba Wali Qandhari
- o Gurdwara Chakki Sahib
- o Gurdwara Shaheed Ganj

## VISITOR FREQUENCY

Approximately 250 visitors or locals visit daily for worship and to perform their rituals. It is gathered that an approximate of 20,000 people (international).

## EXPECTED DEMAND POTENTIAL

Since most of the Sikh Community, national and international first visit Nankana Sahib, Kartarpur and usually Panja Sahib is their third destination, therefore the study recommends to make facilitation and accommodation centers at Nankana Sahib and Kartarpur Sahib as priority and then subsequent centers for stop-overs at Hasanabdal.

## ACCESS TO THE SITE

### By Road

- o M-2 Motorway
- o From Narowal

### By Air

- o Allama Iqbal International Airport
- o Benazir International Airport

## MAJOR EVENTS

- o Baisakhi (April)
- o Birthday of Guru Nanak (November)

## OTHER PLACES

- o Places in Islamabad
- o Margala Hills
- o Murree
- o Taxila
- o Gandhara
- o Lake Resort







## B U D D H I S M

The sites covered for Buddhist Pilgrimage in Pakistan are:

- Taxila
- Gandhara - Swat

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# TAXILA

PUNJAB / KPK

## LOCATION

Taxila is an important and richest archaeological site of the ancient Indian subcontinent, located in the province of Punjab, Pakistan. It lies about 32 km North-West of Islamabad and Rawalpindi.

## IMPORTANCE

Taxila has ruins of five ancient cities; Sarai Khola, Hathial, Bhir Mound, Sirkap, and Sirsukh. It contains the main ruins of Buddhism religion and different archaeological figures of Buddhist.

## PROVISION OF FACILITIES

A PTDC Motel is located in Taxila. It has an information center and a six-room Motel at Taxila. The motel is situated in the close vicinity of the Archaeological museum. This is the only facility available for visitor accommodation. Security is adequate.

## IMPORTANT LANDMARKS NEARBY

### RELIGIOUS PLACES

- |                             |                    |
|-----------------------------|--------------------|
| o Shimgardar Stupa          | o Giri Monasteries |
| o Dharmarajika Complex      | o Kalawan          |
| o Mohra Moradu Monastery    | o Jinanwaki Dher   |
| o Jaulian Stupa & Monastery | o Manikyala Stupa  |
| o The Jandial Complex       | o Bhallar Stupa    |
| o Kunala Stupa              | o Bhamala Stupa    |
| o Badalpur Stupa            | o Pipalan          |

## VISITOR FREQUENCY

The place is open for all visitors. Approx. 3000 visitors, monthly people visit the sites to pray, worship and learn about history of Gandhara Culture. An approx. number of 10,000 international tourists visits about 15 religious and archeological sites annually.

## EXPECTED DEMAND POTENTIAL

There is a high potential for exponential attraction of demand therefore the research suggests that a full-fledged facilitation cum accommodation cum restaurant facility with a proper transportation system which leads visitors to scenic places, must be built.

## ACCESS TO THE SITE

### By Road

- o Kashmir Highway
- o Lahore-Islamabad Motorway M2
- o N5 Highway
- o From Karachi through M9-M4-M3-M2 Motorways

### By Train

- o Awami Express
- o Hazara Express
- o Rawalpindi Passenger

### OTHER PLACES

- |                       |                 |
|-----------------------|-----------------|
| o Taxila Museum       | o Margala Hills |
| o Places in Islamabad | o Murree Hills  |

## DEMAND FROM COUNTRIES

China, Nepal, Thailand, Sri Lanka, Singapore, Hong Kong, Malaysia, USA, Canada, EU Countries and UK





# GANDHARA

SWAT, KPK

## LOCATION

Swat Valley contains a large number of monasteries, forming a sacred landscape where images, sculptures and inscriptions welcome much tourism. It is situated at a distance of 5 km to the N-E of Manglawar, KPK.

## IMPORTANCE

Swat Valley holds archeological significance and it has second largest Buddha statue. The rock carvings of the Swat valley are perhaps the best expression of the artistic genius of the artist of ancient Uddiyana.

## PROVISION OF FACILITIES

An accommodation facility people of 100-150 people are located in the close vicinity of Jehanabad Buddha. The security provided to pilgrims is adequate.

## IMPORTANT LANDMARKS NEARBY

### OTHER PLACES

- o Malam Jabba
- o Fizagath Park
- o Kalam
- o Shingrai Waterfall
- o Marghazar
- o Lakes
- o Hill stations
- o Villages

## VISITOR FREQUENCY

The place is open for all visitors linked to any religion. Approximately 20,000 visitors monthly visit the sites to pray, worship and learn about history of Gandhara Culture. An approximate number of 20,000 international tourists visits archeological sites yearly.

## EXPECTED DEMAND POTENTIAL

Since the demand exists and there is a high potential for exponential attraction of demand therefore the research suggests that a full-fledged facilitation cum accommodation cum restaurant facility with a proper transportation system which leads visitors to scenic places, must be built.

## ACCESS TO THE SITE

### By Road (Car)

- o Islamabad-Mardan Road
- o Peshawar-Mardan Road
- o Abbottabad-Karakoram Highway

### By Road (Bus)

- o From Lahore
- o From Rawalpindi
- o From Peshawar

## RELIGIOUS PLACES

- o Jambil Stupa
- o Shaldara
- o Kalkata
- o Banjot

## DEMAND FROM COUNTRIES

China, Nepal, Thailand, Sirilanka, Singapore, Hong Kong, Malaysia, USA, Canada, EU Countries and United Kingdom



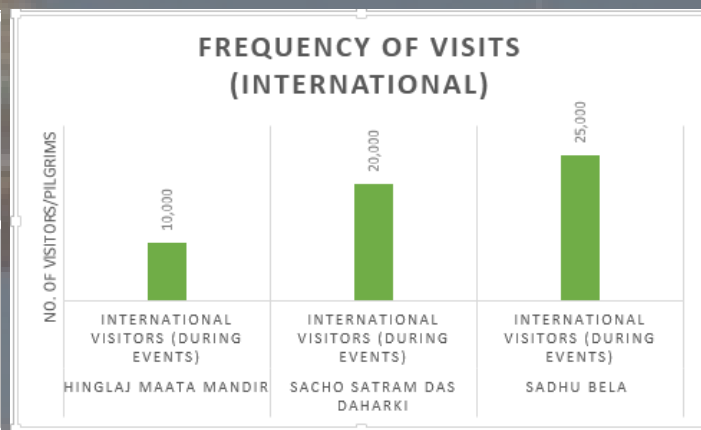
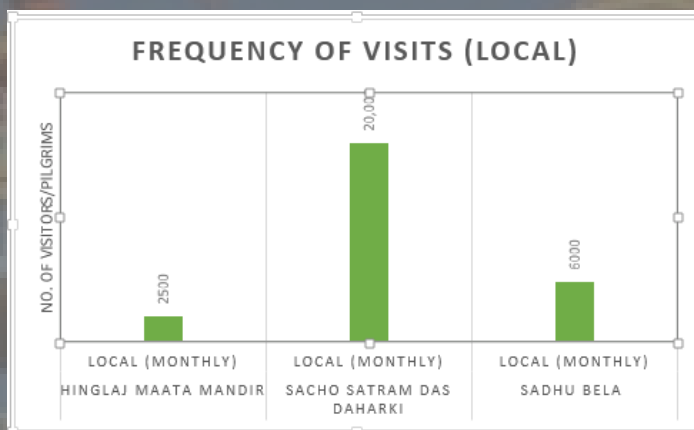




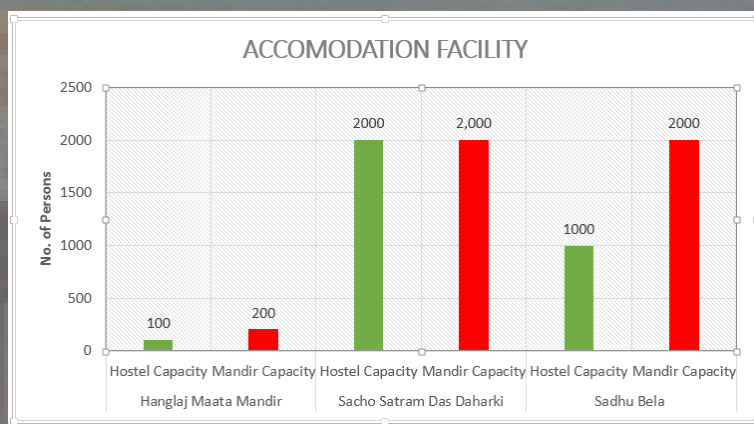
## 6 - MAJOR SURVEY OUTCOMES

The following outcomes are generated from the questionnaire surveys at three main Hinduism location, namely; Hinglaj Maata Mandir, Rherki Mandir, and Sadhu Bela. In the below attached charts, the frequency of visitors, demand and capacity comparison and available facilitation at the various sites are presented.

### EXISTING DEMAND POTENTIAL



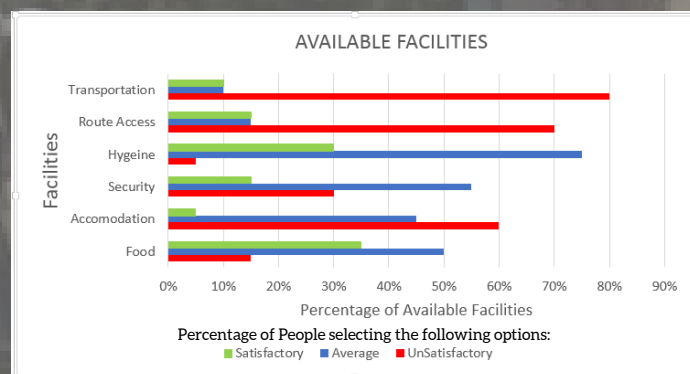
### LODGING FACILITATION



- o At Hinglaj Maata temple, capacity of hostel accommodation facility is inadequate while a greater number of people visit the temple usually.
- o At Sacho Satram Das Daharki, capacity of hostel accommodation is almost equal to the temple capacity.
- o At Sadhu Bela, capacity of hostel accommodation is less than the number of people who visit the temple daily.

### OTHER FACILITIES ARRANGEMENT

- o There is no proper transportation provided.
- o The route access is inadequate, because roads are in bad conditions.
- o Most people are satisfied with the hygiene.
- o The accommodation facility i.e. hotels, motels and rest rooms should be increased at all the sites. The present hostels inside the temples are not satisfactory.
- o The people are satisfied with the food quality but few charity messes should be made to facilitate increased demand of visitors.
- o Security is in average condition.

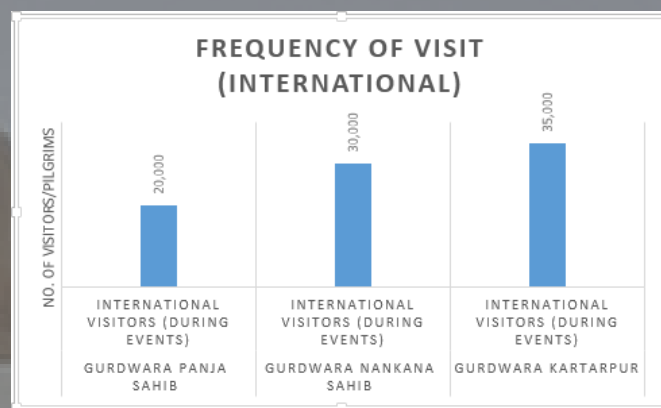
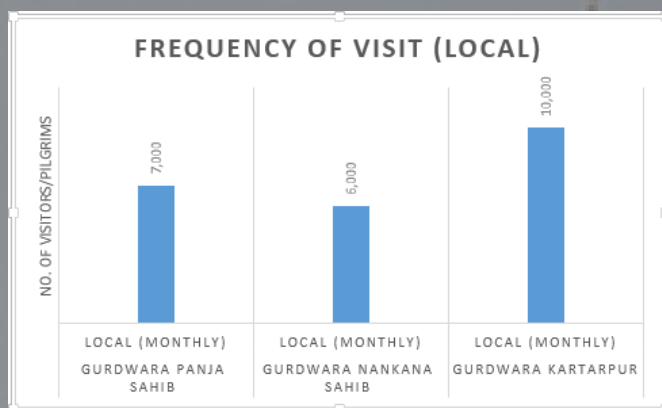




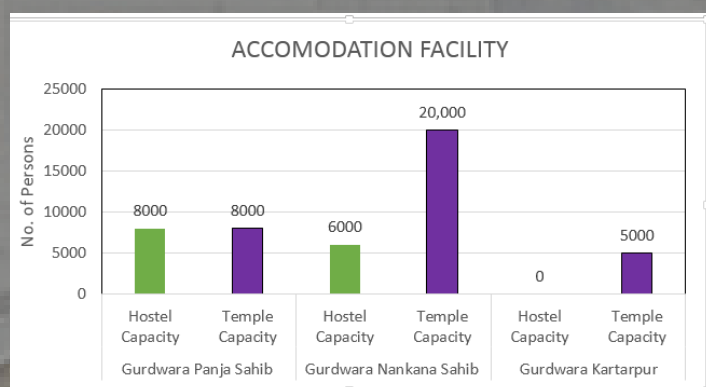
## 6 - MAJOR SURVEY OUTCOMES

The following outcomes are generated from the questionnaire surveys at three main Sikhism location, namely; Gurdwara Janam Asthan, Gurdwara Panja Sahib, and Gurdwara Kartarpur. In the below attached charts, the frequency of visitors, demand and capacity comparison and available facilitation at the various sites are presented.

### EXISTING DEMAND POTENTIAL



### LODGING FACILITATION



o Hostel capacity of Gurdwara Panja sahib is almost equal to the temple capacity, which means if demand will increase then hostel capacity will reduce.

o At Gurdwara Nankana sahib, capacity of hostel accommodation is less than the temple capacity.

o There is no hostel facility provided by the management at Gurdwara Kartarpur and around 5 thousand pilgrims can worship at a time in gurdwara.

### OTHER FACILITIES ARRANGEMENT

o Mostly pilgrims are unsatisfied from the transportation facility, there is no proper transportation provided. The management should improve the transportation facility.

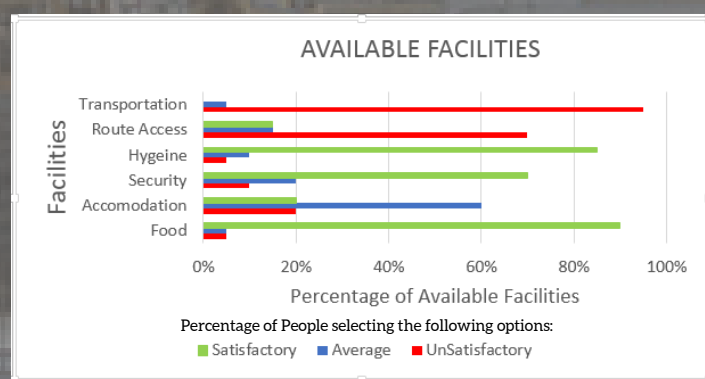
o The route access is improper. The roads of short routes are not in an adequate condition.

o Mostly people are satisfied with the hygiene.

o The percentage of accommodation facility i.e. hostels, hotels and rest rooms in all three sites are between averages.

o The people are satisfied with the food quality.

o People are satisfied with security.

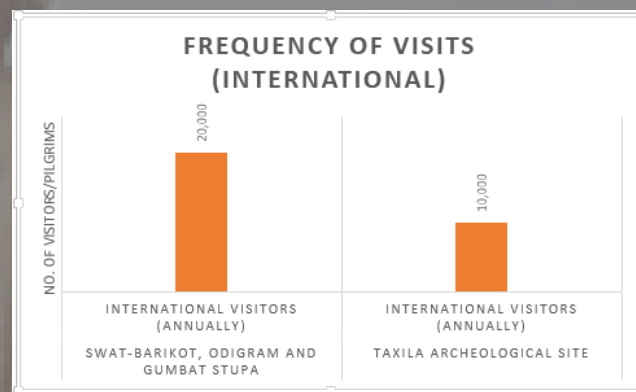
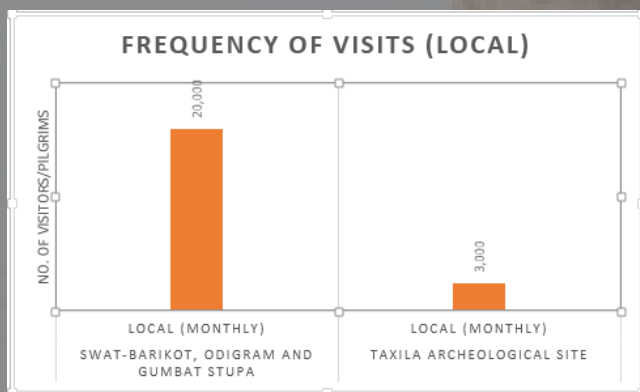




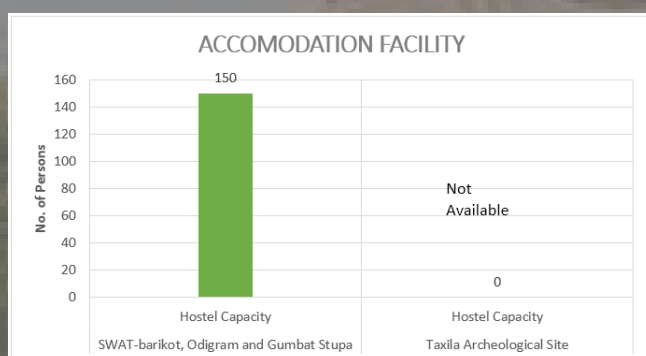
## 6 - MAJOR SURVEY OUTCOMES

The following outcomes are made from the questionnaire surveys at main Buddhism location, namely; Swat and Taxila. In the below attached charts, the frequency of visitors, demand and capacity comparison and available facilitation at the various sites are presented.

### EXISTING DEMAND POTENTIAL



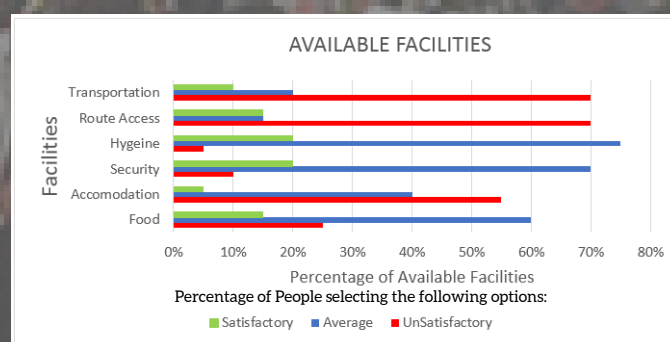
### LODGING FACILITATION



- o At Swat, 150 people can accommodate at the hostel facility provided by the management; meanwhile, Swat is surrounded by many beautiful scenic views and several high standard hotels are situated there and normally international visitors stay there.
- o At Taxila, no hostel facility is available there. Usually visitors stay at hotels, which is located nearby cities.

### OTHER FACILITIES ARRANGEMENT

- o Mostly pilgrims are unsatisfied from the transportation facility, there is no proper transportation provided.
- o The route access is inadequate, because roads are in bad condition.
- o Mostly people are satisfied with the hygiene.
- o The accommodation facility i.e. hotels, motels and rest rooms should be increased at all the sites.
- o Few people are satisfied with the food quality while mostly people cited that it should be improved.
- o Mostly people are not satisfied with the security facility.







# QUICK FACTS - IMPORTANCE OF TOURISM IN ECONOMY

As an industry the impact of tourism is manifold. Tourism industry nourishes a country's economy, stimulates development process and restores the cultural heritage. As per the report of United Nations' World Tourism Organization (UNWTO)

- International Tourist Arrivals and Tourism Receipts in the World in 2017 are \$1,340 bn.
- International Tourist Arrivals and Tourism Receipts by Thailand in 2017 are \$57.477 bn.
- International Tourist Arrivals and Tourism Receipts by India in 2017 are \$27.356 bn.
- International Tourist Arrivals and Tourism Receipts by Turkey in 2017 are \$22.478 bn.
- International Tourist Arrivals and Tourism Receipts by Azerbaijan in 2017 are \$3.012 bn.

*And in Pakistan International Tourist Arrivals and Tourism Receipts in 2017 are \$0.352 bn, highly substantiating the fact that there is much scope for Potential Investment in the Tourism Sector of Pakistan.*

## 7 - RECOMMENDATIONS

The study conducted on selected sites concluded many indicators which pointed out various pros and cons. These indicators through various desk studies, site reconnaissance, social interviews and collected field data provide a holistic picture which may help the decision makers who are willing to contribute for the betterment of the sites and for increment in religious tourism.

After extensive study of the relative indicators, five potential sites are initially short-listed from the total eight selected sites.

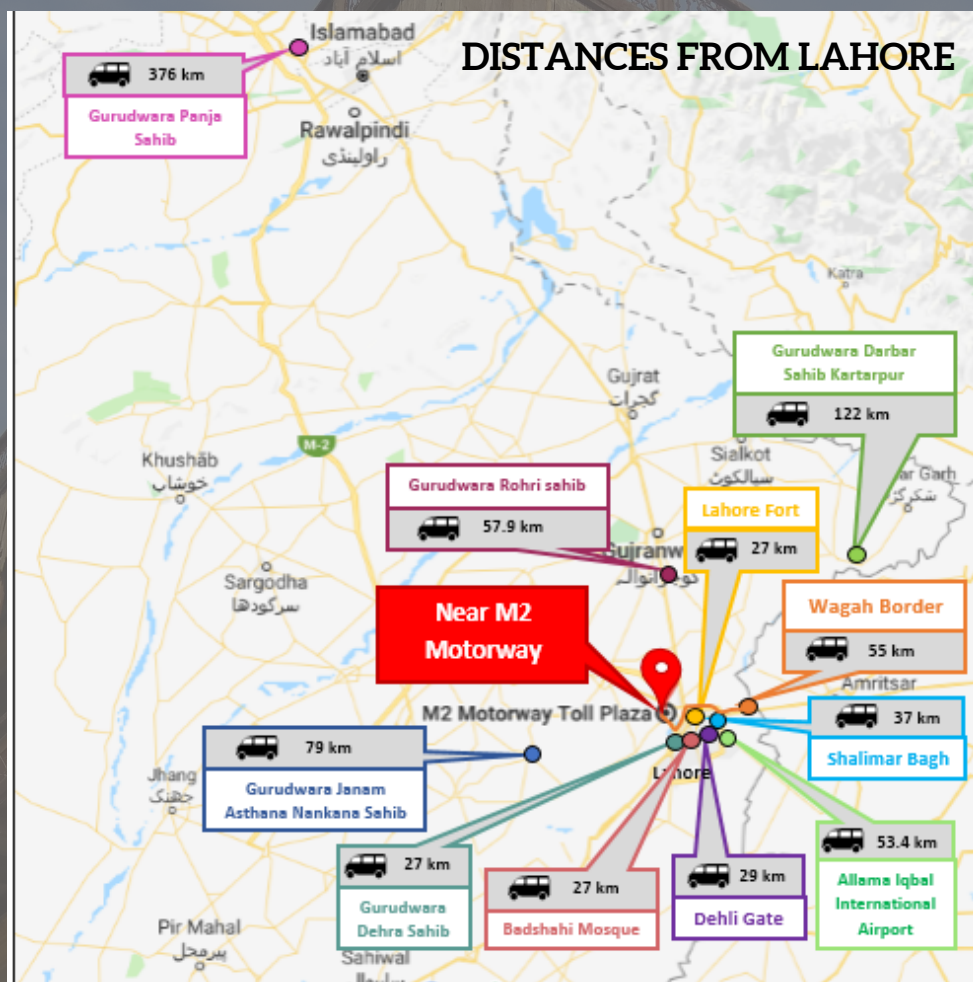
Respective characteristics along with proposed site maps and a chart showing potential in terms of Tourism is represented hereby.





# HIGH PRIORITY SITE - 1

## NANKANA SAHEB & KARTARPUR SAHEB



### PROPOSED FACILITY CHARACTERISTICS

- Facilitation and Information center
- Hotel
- In-house transportation Facility
- Food Area
- It must be partially open for all visitors with preference to Sikh Community



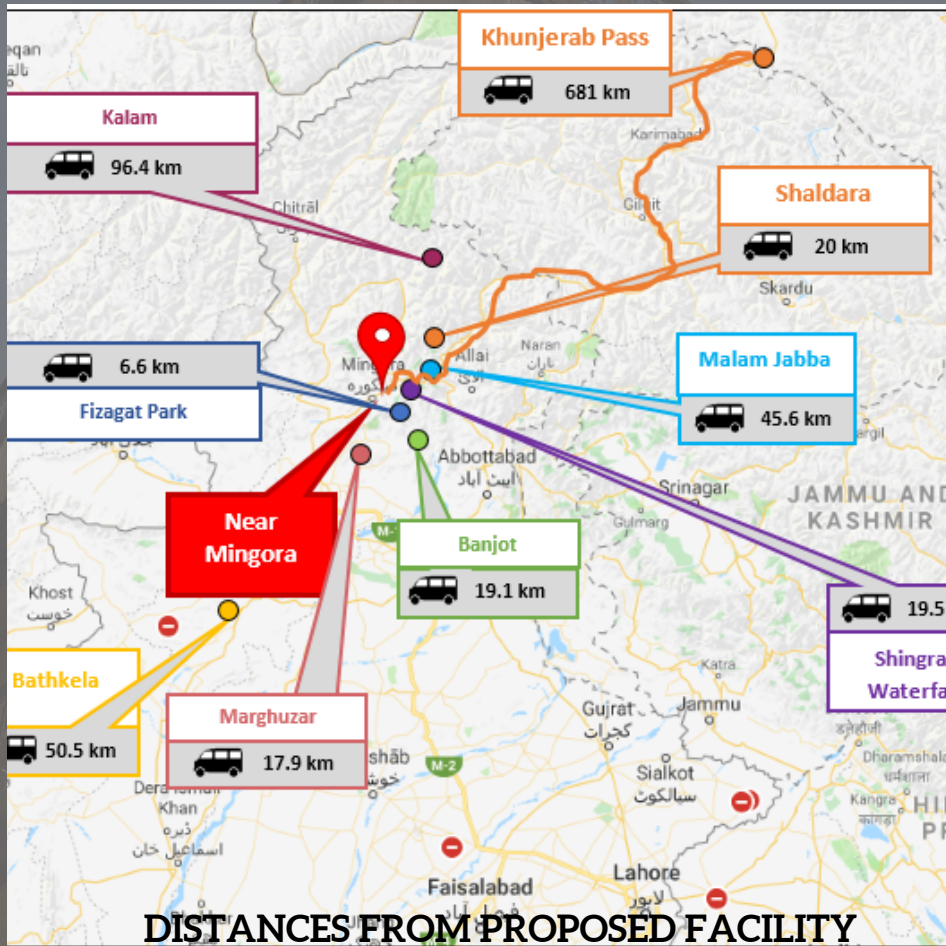
Religious & Historic	Route Access	Security	Facilitation	Nearby Attractions	Visitor Access	Visitor Frequency
The religious and historic significance is HIGH with respect to Sikhism.	The route accessibility is HIGH, connected via Lahore Airport, rail and highway network.	The security condition is adequate.	Some facilities are available for religious tourists within the premises.	Multiple religious and other attractions are situated nearby.	Special permission is required to visit the religious areas.	More than two hundred fifty thousand.
<b>HIGH</b>	<b>HIGH</b>	<b>HIGH</b>	<b>MEDIUM</b>	<b>HIGH</b>	<b>MEDIUM</b>	<b>HIGH</b>

\* For detailed description refer to Volume-II



## HIGH PRIORITY SITE - 2

### SWAT



#### PROPOSED FACILITY CHARACTERISTICS

- Facilitation and Information center
- Hotel
- Recreational Facility
- In-house transportation Facility
- Food Area
- Conference Rooms
- It must be open for all visitors with preference to Buddhist Community



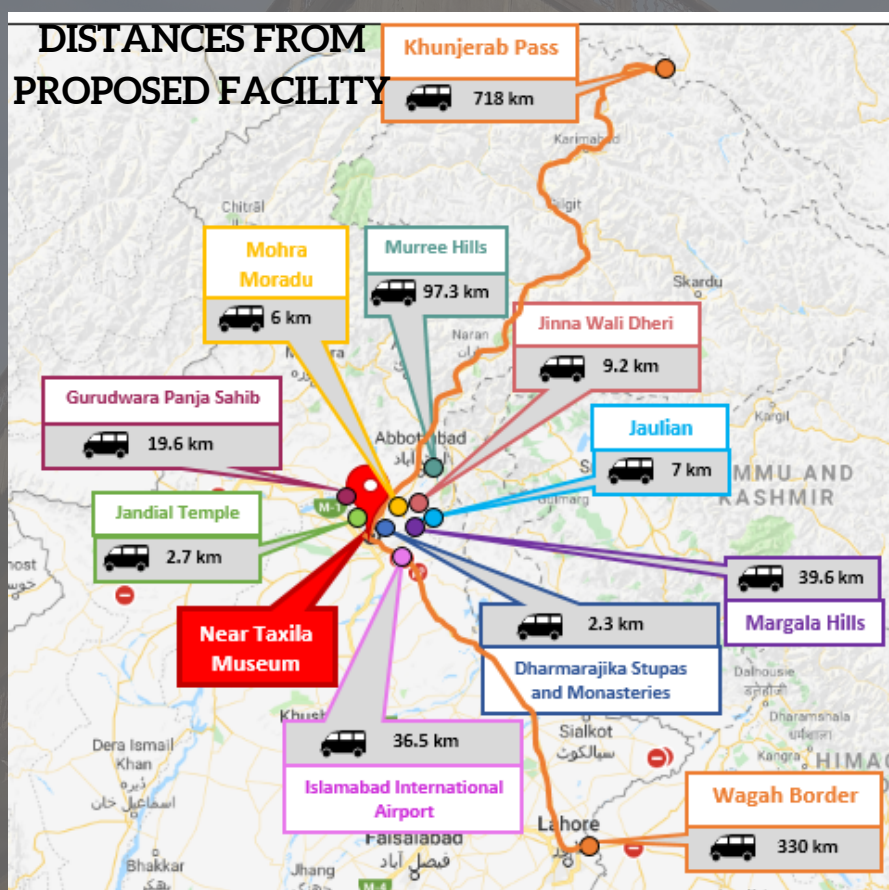
Religious & Historic	Route Access	Security	Facilitation	Nearby Attractions	Visitor Access	Visitor Frequency
The religious and historic significance in Swat is HIGH with respect to Buddhism.	The route accessibility is HIGH, connected via Swat Airport and National Highway.	The security condition is adequate.	No proper facilitation is provided for religious tourists.	Multiple religious and other attractions are situated nearby.	Open to visitors of every faith.	More than two hundred thousand.
HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH

\* For detailed description refer to Volume-II



## HIGH PRIORITY SITE - 3

### TAXILA



#### PROPOSED FACILITY CHARACTERISTICS

- Facilitation and Information center
- Hotel
- Recreational Facility
- In-house transportation Facility
- Food Area
- Conference Rooms
- It must be open for all visitors with preference to Buddhist Community



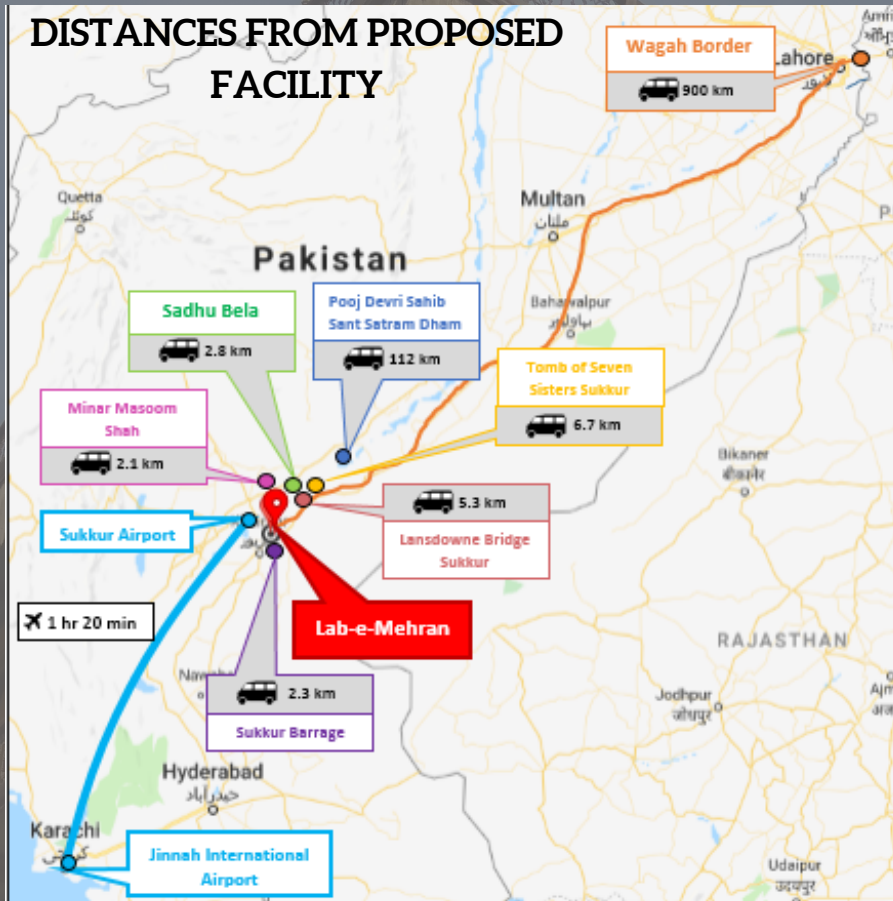
Religious & Historic	Route Access	Security	Facilitation	Nearby Attractions	Visitor Access	Visitor Frequency
The religious and historic significance in Taxila is HIGH with respect to Buddhism.	The route accessibility is HIGH, connected via Islamabad Airport, rail and highway network.	The security condition is adequate.	No proper facilitation is provided for religious tourists.	Multiple religious and other attractions are situated nearby.	Open to visitors of every faith.	More than one hundred thousand.
HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH

\* For detailed description refer to Volume-II



## HIGH PRIORITY SITE - 4

### LAB-E-MEHRAN



#### PROPOSED FACILITY CHARACTERISTICS

- Facilitation and Information Center
- Hotel
- Sports Club
- Marques
- Recreational Facility
- In-house Transportation Facility
- Food Area
- Conference Rooms
- It must be open for all visitors with preference to Hindu Community



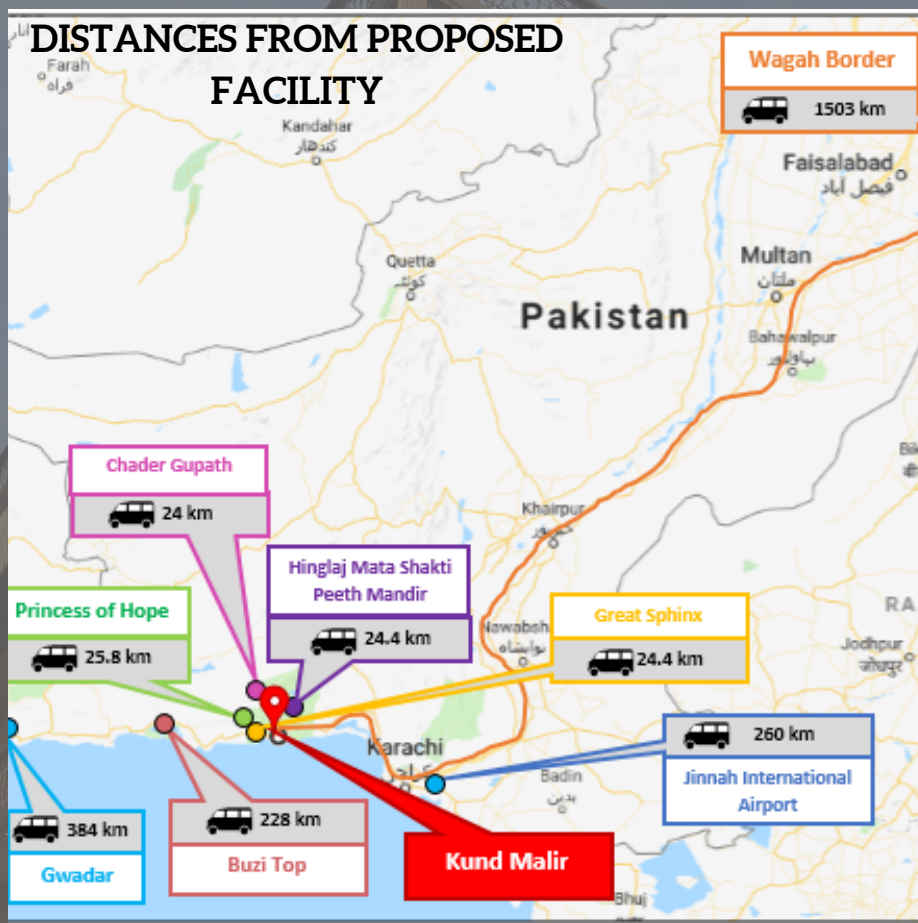
Religious & Historic	Route Access	Security	Facilitation	Nearby Attractions	Visitor Access	Visitor Frequency
The religious and historic significance is HIGH with respect to Hinduism.	The route accessibility is HIGH, connected via Sukkur Airport, rail and highway network.	The security condition is adequate.	One or tow facilities are available for religious tourists within the premises.	Some religious and other attractions are situated nearby.	Special permission is required to visit the religious areas.	More than one hundred thousand.
HIGH	HIGH	HIGH	MEDIUM	MEDIUM	MEDIUM	HIGH

\* For detailed description refer to Volume-II



## HIGH PRIORITY SITE - 5

### KUND MALIR



#### PROPOSED FACILITY CHARACTERISTICS

- Facilitation and Information center
- Hotel
- Water Sports
- Resorts
- In-house transportation Facility
- Food Area
- It must be open for all visitors



Religious & Historic	Route Access	Security	Facilitation	Nearby Attractions	Visitor Access	Visitor Frequency
The religious and historic significance is HIGH with respect to Hinduism.	The route accessibility is LOW, connected via highway network only.	The security condition is less satisfactory.	Minimal facilities are available for religious tourists within the premises.	Multiple religious and other attractions are situated nearby.	Special permission is required to visit the religious areas.	More than one hundred thousand.
HIGH	LOW	LOW	LOW	HIGH	MEDIUM	HIGH

\* For detailed description refer to Volume-II



## 8 - POTENTIAL OPPORTUNITY

The research conducted on Tourism trends of certain countries worldwide such as India, Azerbaijan and Turkey concludes that if provision and improvement of certain amenities such as lenient Visa Policies, development of accommodation & facilitation centers, adequate security measures and various route access through airports or public transportation are provided, the demand is expected to increase by 35-40%. This increase is assumed to be observed in the time period of about 2 years. In the light of this research conclusion, the expected potential and demand forecast of each priority site is presented below:

### NANKANA SAHIB & KARTARPUR SAHIB

- The expected increase in demand after provision of prescribed facilitation may be up to one hundred thousand (100,000+ visitors) annually, and local demand will be up to 14,000+ monthly visitors.
- At least 4-5 facilities with 40-60 rooms and other amenities may be established at these locations.

- The existing demand at Swat Valley is 20,000 monthly for locals which after provision of adequate facilitation maybe 30-35 thousand visitors, whereas the number of international visitors recently maintained at 20,000 annually may increase to 60,000.
- To rightly expedite the number of national and international visitors with appropriate lodging, any facility may at least have 100 rooms or multiple facilities at nearby places with a total of such number of rooms.

### SWAT

### TAXILA

- For Taxila, the potential increase maybe expected up to 30,000 international visitors annually, however local visitor frequency may increase up to 5,000 monthly.
- Each facility may at least have 30-50 rooms for the local and international demands.
- Accommodation for religious visitors of Panja Sahib can also be facilitated here.

- An institution maybe developed at Lab-e-Mehran consisting of 40-60 rooms.
- The current demand of 25,000 international visitors per year is expected to increase up to 50,000 visitor frequency per year with local visitor frequency up to 8,000+ tourists.

### LAB-E-MEHRAN

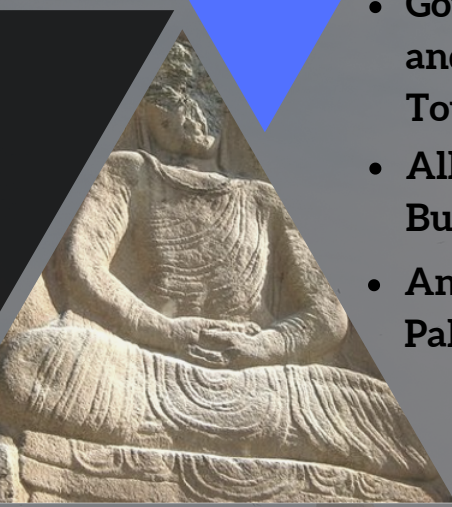
### KUND MALIR

- In the first phase of development, at least 25-35 rooms may be available for international and local demand.
- The international demand of visitors is expected to increase up to 30,000 annually and local visitors maybe 7,000 monthly.

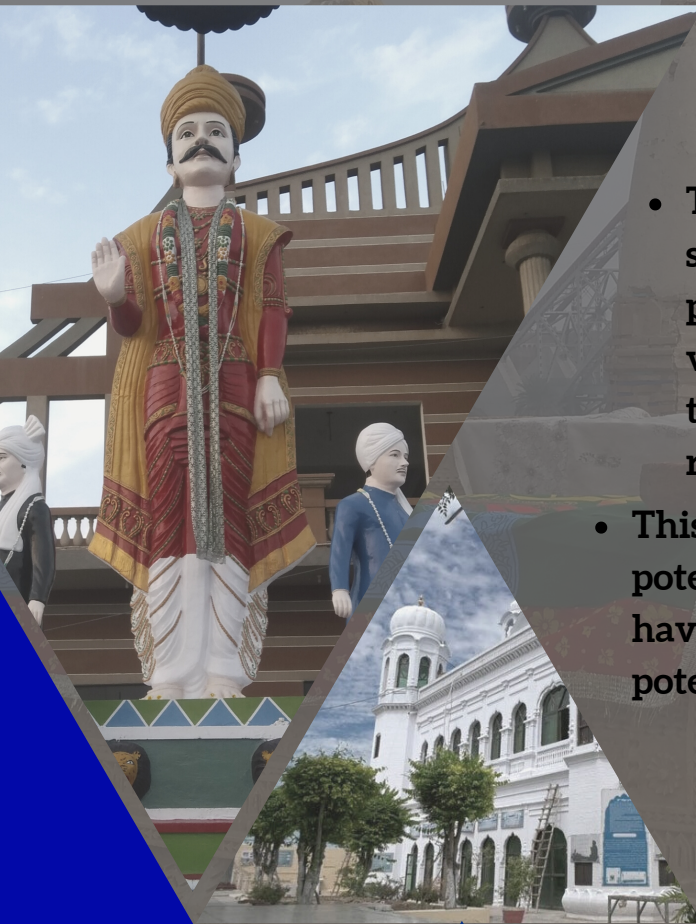




# 9 - WAY FORWARD



- Government is already in process of providing better infrastructure and other facilities and is recently running a tourism drive. A Tourism Force is also in the last phase of development.
- All the mentioned sites are very sacred for the followers of Sikhism, Buddhism and Hinduism.
- Any specific requirement that can be fulfilled by the government of Pakistan, same can be addressed and satisfied.
- In the preliminary phase, a model village tent houses can be established at all of the mentioned sites.



- All sites shows an immense potential to attract visitors and hence Resorts can be built at all sites.
- The conclusion of this study is that there are five sites of high tourism potential. Now the need is to perform detailed feasibility studies keeping in view the attracted demand, the amount of capital to be invested, design of the facility and estimated rate of return.
- This study entailed eight locations for estimation of potential for religious tourism. Pakistan is blessed to have many sites which carry immense amount of potential for tourist attraction.
- The researchers recommend to conduct similar type of studies at most of the tourist sites existing in Pakistan as this is the unexplored land of opportunity with respect to religious and other forms of tourism.
- Since there exists a higher demand of Sikh Community (national and international), it is majorly recommended to build certain Housing Societies accommodating them with adequate residence.





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