

TOURISM DESTINATIONS IN PAKISTAN

Management through Stakeholders and Narratives



Abdus Sattar Abbasi



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Preface

Pakistan is blessed with innumerable opportunities to host variety of tourism activities from absolute adventure to fascinating leisure, from historic mysteries of archaeology to mystic experiences of Sufism & sacred sites, from depth of architectural excellence to the secrets of historic monuments. We as a nation need to recognize these opportunities and develop our capacity as individuals and collectively as institutions to take full benefit of countless blessings of Allah (SWT).

There is a need among masses and professionals to understand the fundamentals of Islamic teachings about tourism activities. The book specifically addresses this need; reasonable amount of discussions to comprehend our religious positions about tourism activities has been accommodated in the book. There are several stakeholders of tourism industry from the tourists to the communities surrounding tourism destinations. Capacity building of these stakeholders is indeed a key to the success of the industry. The narrative that persists among these stakeholders is of prime importance for every segment of tourism industry. This book facilitates all stakeholders to strengthen their operations through appropriate narratives and destination management. We need to focus on both formal and informal sectors involved in the tourism industry to enhance their capabilities to contribute to the growth of the industry.

In the formal sector our most important stakeholder is the university graduate who is pursuing his/her degree in the discipline of hospitality and tourism. This book has been developed with special emphasis to address the needs of university students. They need to develop their understanding to effectively and professionally manage stakeholders and tourism destinations in Pakistan. This book will enable them to handle every tourist who is interested to visit Pakistan.

Information about the destinations and pertinent religions/sects/factions given in the book will enable all relevant offices to extend required services to facilitate the most important stakeholder of the tourism industry i.e. the tourist. Our colleagues in public sector organizations need support from academia to develop books, modules and brochures with relevant historic and current information to develop an appropriate narrative for the convenience of diverse audience of the tourism industry. This manuscript fulfils the needs of public sector involved in the promotion and facilitation of tourism in Pakistan.

Private sector has to develop their markets and creates demand for their businesses. The book will facilitate the private operators of tourism to identify potential markets around the globe. They will be able to develop different segments according to their expertise and convenience to concentrate on particular group/religion/faction to attract them to their preferred destinations. Guides are important component in tourism they can leave lasting impression of the destination on tourists. The book in your hands will facilitate tourism promoters to build capacity of their staff and acquire appropriate knowledge about dynamics of tourism in Pakistan.

This book is aligned with the guidelines of National Curriculum Revision Committee (NCRC) of Higher Education Commission of Pakistan (HEC) to provide enough support to courses, given in NCRC's layout for tourism and hospitality programs, such as destination management, natural resources management, sacred/religious tourism, cultural heritage management, adventure tourism and destination branding. Therefore the book has exceptional potential to be included in recommended books of above mentioned modules.

I am looking forward to the valuable feedback of all booklovers to improve future editions of the book (In Sha Allah).

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About Author



Dr. Abdus Sattar Abbasi is a renowned academician, author and trainer. He is currently serving as Associate Professor Management Sciences in COMSATS University Islamabad, Lahore Campus, Pakistan. He has a vast experience of both the corporate sector and the academia. He remained posted in four countries, other than the homeland – including Kazakhstan, Tajikistan, Uzbekistan and Azerbaijan – during this journey of almost three decades. He travelled extensively in the depth and breadth of the Country especially during his stay in the industry for 19 years. He has special interest in the development of new markets and novel segments. His interest in the tourism and market development motivated him to write this book with the objective of providing a comprehensive manuscript for the benefit of all stakeholders of tourism industry.

He is also serving as Head Center of Islamic Finance (CIF), COMSATS University Islamabad, Lahore Campus, Pakistan. He is the founding editor of COMSATS Journal of Islamic Finance (CJIF). He also founded Global Forum on Islamic Finance (GFIF) and Islamic Finance Excellence Awards (IFEA). He travelled to several countries to attend conferences and training courses including China, England, Turkey, Thailand, Sri Lanka, Malaysia, Singapore and Dubai; besides he also visited Saudi Arabia, Afghanistan and Iran to quench his thirst to travel.

Dr. Abdus Sattar Abbasi has two more books on his credit with following titles:

1. Principles of Islamic Ethics for Contemporary Workplaces (2020) by IGI Global USA.
2. A Textbook of Islamic Finance (2018) by CIIT Lahore Campus.



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My parents played fundamental role in my intellectual development. They taught me to reflect on surroundings, they always emphasized to look positive side of the life; their perseverance helped us to continuously raise the bar to realize our dreams. I will always remain indebted to my father Muhammad Dilbar Abbasi (late) and my mother Begum Zarina Abbasi for the values and capabilities they inculcated in my personality. My prayers remain that Almighty Allah (SWT) reward them abundantly for their hard work to ensure my growth and progress.

I embarked on this journey in late 2018 when Dr. Mumtaz Salik from ISLAH Institute invited for a focus group discussion on Pakistan's economy hosted by Dr. Ishtiaq Gondal from University of Punjab, which ended with an assignment for me to give presentation on tourism industry of Pakistan in next meeting at Ghazali Foundation. After that presentation Dr. Godal invited me for a keynote address on religious tourism in University of Punjab, where I realised absence of comprehensive book on tourism destinations of Pakistan. I instantly started working on the project and I think it still continues. Dr. Tahir Raza Bukhari, Director General Auqaf and Religious Affairs Government of Punjab, Dr. Muhammad Hameed, Head Department of Archaeology University of Punjab, Dr. Samia Raheel Qazi ex-MNA and Mr. Ali Raza CEO Rehla International also talked about promotion of tourism in the symposium. I am grateful to all these colleagues for their support and insightful discussions which paved the way to write this book.

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I am thankful to Amna, my wife, for her support during these times. A beautiful soul, who kept me motivated, is none other than my smart, a title which he likes for himself, son Muhammad Arham Abbasi. It was indeed a surprise to notice his keen interest in the completion of the book, which many times strengthened my resolve to continue the working. Almost everyday Arham came to my desk to count number of pages of the book. Thank you very much my dear Zindagani!

Dedication

To

Amna, my wife, for her companionship during this journey

and

Arham, my son, for his sheer excitement in completion of this book