

**TOURISM DEVELOPMENT IN KHYBER PAKHTUNKHW;
CHALLENGES AND OPPORTUNITIES
A THESIS SUBMITTED IN FULFILMENT OF THE
REQUIREMENT FOR THE DEGREE OF BS IN
PAKISTAN STUDY**



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DEDICATION

TO MY PARENTS

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Abstract

Pakistan is a very important tourist destination in South Asia, with Khyber Pakhtunkhwa (KP) emerging as its most popular province due to its stunning natural landscapes, including beautiful blue lakes, charming valleys, and rich cultural and historical sites. As a key tourism hub, KP plays a crucial role in shaping Pakistan's international image. However, the tourism industry in the region has faced significant challenges, particularly following the 9/11 terrorist attacks, which severely impacted travel and security perceptions. This study examines the effects of violence, infrastructural damage, and stagnation on KP's tourism sector, while also highlighting the recovery efforts supported by the World Bank and various regional and international organizations. Through enhanced infrastructure and public-private partnerships, KP aims to promote its tourism industry.

Tourism Development in Khyber Pakhtunkhwa; Challenges and Opportunities

Introduction

The word "tourism" usually refers to enjoyable journey, or seeing unfamiliar destinations. The World Tourism Organization (UNWTO) defined tourism as "the behaviors of humans travelling to and living in sites beyond of their normal surroundings either not greater than 1 complete yearly for relaxation, company operations, or another objective". A tourist is a person who travels during a brief period of time—typically no more than a year—to a place that is different from their home environment in order to fulfil goals related to commercial, leisure, or another reason. ¹

Pakistan is a magnificent country in South Asia that welcomes thousands of foreign visitors annually. The regions of Gilgit Baltistan and Khyber Pakhtunkhwa, previously called the North West Frontier Province (NWFP), represent among the finest widely visited tourist attractions. With respect to both territory and populations, it is Pakistan's fourth-biggest state. It is located in the nation's northwest. To the west, it is bordered internationally by Afghanistan. The province is diverse, with the Pashtuns, Hindko wan, Saraiki's, and Chitralis providing the largest ethnic groups. ²

The main city of KP province is Peshawar. Bala Hisar Fort, Peshawar Gallery, Gor Khattree, Mahabbat Khan Mosque, the historical center of Sethi Mohallah, Jamrud Fort, Shpola Stupa, and the highly well-known town of Qissa Khawani are just a few of the village's many attractions. The entry point of the province from Punjab and Baluchistan is recognized as the town of Dera Ismail Khan. Kafir Kot, the Hindu ruins, is the city's most famous feature. Mardan's another interesting landmark is the Buddhist remains at Shahbaz Garhi. The region of Swat, and this is a vibrant, grassy paradise with many attractive locations such as Marghazar, Miandam, Malam Jabba, Gabina Jabba, Jarogo Waterfall, and Kalam sub valley, is reached by travelling north.³

¹Emre Dilek, Nur kulakoglu Dilek, The changing meaning of travel, tourism and tourist definitions, 2018, 01

²Mr. Ali Yar Khan, Mr Farhad Hayat, Pakistan Tourism Guide, 2021, 73

³Ibid, p73

When visiting the Northern Areas and Azad Kashmir, town is a popular destination for travelers. The renowned Karakoram Motorway, that stops in China, connects town to itself. A few places are included in the routes, such as the Lake Saiful Maluk, Babusar Top, Naran, Balakot, Kaghan Valley, and Shogran. Additional locations in the region that draw plenty of tourists each year were the Hindu Kush peaks in Chitral, Ayyubia, Batkhela, Chakdara, Saidu Sharif, and Kalam River.⁴

According to some estimates, 8.8 million local visitors visit KP annually, making up roughly 19% of all domestic tourists in the country. A definite sign of competitive advantage is the greater percentage of KP in local tourism as compared to its population share. The province has an advantage over other national provinces and areas. However, of the 47,900 international tourists arriving in KP, the total number of foreign tourist's accounts for around 5.6% of the country's foreign tourist flow.⁵

Considering a wealth of opportunities for tourism, Pakistan generally and KP (KP) especially are working hard to capture it, even in disregard for its safety issues. With locations of archaeological, historic, and spiritual a value as well as appealing inherent and picturesque splendor, including streams, hills, forests, and peaks, the province of KP comprises the majority of the nation's tourism potential. Attending festivals and events, this traditionally rich and historic province welcomes hundreds of tourists each year. Major insecurity and tensions are additionally affecting the province. The government must thus make a fresh attempt to find creative ways to boost tourism in the region and encourage spending on the industry. likewise remain some significant industry-specific problems that have an impact on the tourism and travel industry in general. These include the following: insufficient buildings; little employees' functionality; a shortage of public spending; lack of requirements; weak and inadequate promotion efforts etc.⁶

A number of the main drivers of the country's general development during the twentieth century has been considered to have been tourist. Khyber Pakhtunkhwa in Pakistan were having a sharp fall in travel after the September 11 terrorist attacks in 2001. This, in addition, led to the devastation of the region's infrastructure, a drop in the number of visitors, and a poor image of the state around the globe. Furthermore, extremists pose a risk to the country's economic, electoral process, and social structure.

⁴Ibid, p, 74

⁵Zehra, M., Tahir, S., ed, Tourism policy for Khyber Pakhtunkhwa, Semiotics consultants, 2013,01

⁶ <https://kpboit.gov.pk>

Terrorist attacks endanger Pakistan's state of order and security, damage people's rights to privacy, wreak destruction on vital facilities, and destroy prospects for future growth. Terrorism has damaged the nation's image, and the absence of job creation and sound administration is having a negative effect on hopes for wealth, peace, and safety. The ongoing threats posed by terrorism, development of extremist organizations and violent episodes, have significantly slowed the expansion of tourism in KP. As a result, regenerating the sector and reaching its huge potential would be a difficult task.⁷

Statement of problem

"Khyber Pakhtunkhwa's (KP) tourism sector has suffered numerous difficulties since 9/11, which has resulted in a drop in visitors number and earnings. A negative setting for tourism development has been produced by terrorism, unstable political environments, and weak government policies. KP has had trouble drawing tourists despite its stunning natural surroundings and rich cultural heritage, which has limited the industry's ability to support the province's economic expansion. This study is to explore challenges and opportunities for KP Tourism development, with a special focus on the effects of terrorism and governmental regulations on the return and expansion of the sector."

Significance and scope

KP is a very important province of Pakistan rich with natural and cultural heritage. The tourism sector is a very important industry of the province and can help the local community to upgrade its economic condition. This study can help the government to make policies regarding the development of the tourism in the KP.

Research Objective

The main objectives of this research are to examine the opportunities and challenges facing the tourism industry in KP. The main questions needed to be answer are;

- 1) What are the opportunities and challenges facing the tourism industry in KP, and it can be addressed and resolved?
- 2) What is the impact of tourism on the local economy and communities in KP?

⁷ Nadia Mushtaq Abbasi, Impact of Terrorism on Pakistan, 2013, p.34

Literature Review

There is plenty of literature available on this research topic. The first research article titled “From fears to tours: A surge in KP tourism through social media” written by Nasim Khan Mahsud, Asad Munir. In this article the writer explains that Pakistan's most beautiful federal unit is KP. Blessed with roaring rivers, whispering pines, high peaks, clear glaciers, and colorful meadows, this country has long been a global resource for emperors and kings. The challenging situations existed there until a few years ago. However, Pakistan has had challenges in the tourist sector, especially in the KP region. Furthermore, there have been security issues in recent years that have caused issues for both local and foreign travelers. The potential of social networking sites (SNS) is widely recognized for its impact on attitudes, beliefs, and eventually on behavioral attribution. Recent years of terrible insecurity brought on by fear and terrorism in the area, there has been a noticeable increase in social media marketing in the last few years to promote travel to the KP. When compared to other parts of Pakistan, they believe that traveling around the different regions of KP is simpler and more practical. The tour operators make use of the advantages of social media to some extent through marketing and promotional methods like films and video clips. Even now, a startling proportion of respondents expressed worries or fears about visiting the KP region when making travel plans. These issues require the stakeholders' quick attention. Social media campaigns can inspire community members, and users look to be more motivated by their friends traveling to the most popular tourist attractions in KP. Better infrastructure, law and order, and facilitation are essential for this emerging industry to succeed.⁸

The second article is “Driving Factors of the Health and Wellness Tourism Industry: Sharing economy perspective evidence from KP Pakistan” written by Nadeem Ullah, Shagufta Zada. In this article the writer explains among Pakistan's newly growing sectors in the past decade is the health and wellness tourism sector. The economic engine powering the health and wellness travel sector has changed significantly in relation to the shared economies. First, the elements that promote the collaborative economic environment's creativity and growth in the health tourism sector. Four components make up the system: industrial supply power, infrastructural power, market demand power, and external

⁸ Dr. Nasim Khan Mahsud, et.al, from fears to tours: A surge in KP tourism through social media , 2022,565,570,571

Environmental power. Additionally, the scientific data indicates that the economy has important innovation-driven characteristics and that the health and wellness tourism sector in KP has experienced an increasing rate over more than 10 years. The KP travel sector's ability for breakthroughs and growth is influenced by a number of factors, including the level of customer request, business infrastructure, financial and scientific environments, healthcare and sporting events, infrastructure for transportation, and so on. Additionally, the field is also greatly influenced by the social context, consumer spending patterns, internal and external industrial opposition, and policy environments. This has a very significant impact. KP ought to strengthen the framework that governs the creativity and expanse of the health and wellness tourism sector, provide more funding for vital health and good health tourism businesses, and grant these businesses advantages when it comes to spending, approval, and fees. Listings of certified health and wellness travel businesses are necessary. In order to create an expressing and mutually beneficial solutions exchange of advantages system, KP must focus on building a collaborative economic structure for health and tourism as well as creating connections, tourism collections, combinations, and cross-industry, cross-regional, and cross-ownership health and tourism business teams.⁹

The third article is “Challenges and opportunities of tourism in Kumrat valley, KP” written by Wasif khan, Latif Ullah. In this article the writer discusses The Northern Regions with their exceptional breathtaking scenery, are available through Pakistan, particularly KP, which serves as a major tourism hotspot. Tourism has a major impact on Khyber Pakhtunkhwa's income and employment prospects. The most stunning geographical gem in KP, Kumrat, is a popular destination for both locals and visitors from outside Pakistan. The Upper Dir District of Pakistan's KP Province is home to Kumrat Mountains. I.e. The region is famous because its breathtaking beauty, especially attracts nature lovers. It features peaceful verdant grassland. Numerous conservation prospects are available in the region, such as the magnificent Dojanga, the exciting Kumrat waterfall, the attractive Kala Chashma, and the charming Jahaz Banda. Although those possibilities, the locale has significant obstacles that limit tourism growth, chief among them being its poor infrastructure. Interruption is a problem in Kumrat Valley; it prevents women and unsustainable industrialists from

⁹ Nadeem Ullah, et.al, Driving Factors of the Health and Wellness Tourism Industry: Sharing economy perspective evidence from KP Pakistan, 2021,01,02,12

Travelling and leads to a lack of electric power, built highways, market resources, a dependable power supply, and online payment options. The valley is less appealing to tourists as a result of these infrastructure shortcomings. Infrastructure, including public utilities and paths, is something that the government has to put money in. More travelers can be attracted, encouraging the economy, by improving transportation links to well-known tourism spots. Legislation promoting energy conservation, pollution limiting, and the preservation of historical and habitats should be put into place by the governing bodies. Put rules in place connected to safety so that visitors' peace of mind come first. Provide more resources to security agencies, establish tourist control units, and educate locals on the need of making their community welcoming and secure for guests.¹⁰

Methodology

This research is based on qualitative method of research mostly primary and secondary sources have been discussed. The data is collected from different sources such as, articles, books, newspapers, Journal, research papers etc. It helps to understand Tourism development in Khyber Pakhtunkhwa; challenges and opportunities.

There are three major chapters of this research with introduction and conclusion. The first chapter deals with: Major tourist's places of KP. The second chapter explained: 9/11 and its impact on tourism in KP. The third chapter deal with: challenges and opportunities for government regarding the promotion of tourism in KP.

¹⁰ Wasif khan, Challenges and opportunities of tourism in Kumrat valley, KP, 2023, 108, 109, 118

Chapter: 1

Major tourist places of Khyber Pakhtunkhwa

Pakistan is a country filled with a variety, historical events, and cultural backgrounds, and it has a lot of promise. Given that it is currently growing at a historically rapid pace recently, Pakistan's tourist sector holds an enormous future. Recently, Pakistan has become an increasingly attractive travel destination. Pakistan is now an attractive option for tourists from outside, having been chosen as the globe's top getaway for 2020 by the international travel magazine Conde Nast. Additionally, Newspaper named Pakistan was among the most popular 10 off-the-beaten-path getaways for 2020. Especially for a country which was considered unsafe just some decades back. After talking about a few of the most popular places in Sindh, Punjab, and Baluchistan, it is time to look into the wonderful and historic province of KP. KP is gifted with amazing natural beauty, attracting sparkling blue lakes, fresh valleys, natural forests, and historical landmarks. The region also maintains a rich history of ancient civilizations which developed and then disappeared over time, including the Buddhist archaeological sites from the Gandhara civilization, as well as the towns of Takht Bhai, Push Kalavati, and Mardan. These historical locations draw researchers and archaeologists from all over the world to explore the amazing ancient culture that is a part of KP. Being a major hub for tourism, KP is vital in promoting Pakistan's positive picture internationally. The province has a competitive advantage over neighboring provinces in terms of tourism mainly to its green hills and ice-packed mountains. The common beauty of the northern regions draws travelers from all over the world. Destinations for tourists with attractive natural beauty are also important sources of job opportunities. KP makes a significant economic contribution to the nation through tourism.¹¹

Geography and length of KP

The bulk of KP is situated within the Eurasian land plate and the Iranian plateau; however the eastern parts' border is close to the Indian subcontinent, which has historically caused earthquakes. 74,521 km² (28,773 sq mi) is the area. The region can be classified geographically into two categories: the northern zone, ranging from the Hindu Kush Mountains to the Peshawar basin's frontiers, and the southern zone, which extends from

¹¹<https://www.zameen.com>

Peshawar to the Derajat basin. Apart for the Peshawar basin, that has warm summers time and frozen wintertime, the northern zone experiences nice summers with high rainfall and cold, snowy winters. Rainfall is mild. The southern region experiences hot summers, chilly winters, and little to no precipitation. From extremely cold (Chitral in the north) to extremely hot (D.I. Khan), its climate varies greatly. The principal waterways that traverse the province include the Kabul, Swat, Chitral, Panj kora, Bara, Karam, and Gomal rivers and Zob river.¹²

Population

There were just 4.5 million people living in KP at the time of independence. The provinces demographic has grown by 36 million, or over eight times, in around two generations, according to the 2023 Census, bringing the total to 40.85 million. With an annual inter-annual growth rate of 2.38%, this province's population will double in 29 years if effective methods to slow population growth are not implemented. Higher Total Fertility Rate (TFR) in rural areas (rural 4.2 and urban 3.1 births) is the primary driver of Khyber Pakhtunkhwa's growing population.¹³

¹² <https://aboutkp.gov.pk>

¹³ <https://pwdkp.gov.pk>

Major tourist places of KP Historical Places

1) Khyber Pass

Khyber Pass is a 53-mile mountainous route in the northwest of Pakistan which links the region of Peshawar in KP with the small city of Landi Kotal, which lies near the Afghan border. At an altitude of 1,070 kilometers (3,510 ft), it is located. The series of broken dry hills that this mountain pass passes through—the Spin Ghar (Safed Koh) series—is the reason behind the crossing's name. This mountain pass has a nice hard- surface road alongside a railway track that runs the whole way through it. Similar to the pass, it opened in 1925 and links Jamrud town in KP with Landi Kotal which is close to the Afghan border.

Throughout its history, the Khyber Pass in Pakistan has been important in promoting the flow of Eurasian trade, as it was one of the major Silk Road routes in the region. Along the road, there was a lot of trade in expensive products including ivory, pepper, gold, silver, and pricey textiles like silk and wool. Due to the mountain pass that connects Taxila, Pakistan, and Bagram, Afghanistan, Gandhara became the regional center of trade. When many military choke points were built along Khyber Pass to enable various political invasions throughout the region's history, the pass's historical and geopolitical significance increased¹⁴

2) Takht Bhai

Takht-i-Bahi is the name of a historical location in Mardan, KP, Pakistan. It is the location of an abandoned Buddhist monasteries that served as a center for monastic studying Hinduism. During the 1st decade B.C., it was constructed. The place features beautifully maintained stupas, temples, and monks and is regarded as a few of the region's finest works of Buddhist architecture. Takht Bhai is a popular visitor landmark which is currently protected as part of the World Heritage List by UNESCO. During the Buddhist the professor the British Empire, Takht-i-Bahi was a major Centre for Buddhist spiritual and historical activity. After Buddha was driven away from the region, the structure was abandoned and eventually destroyed. Visit this location for a unique and attractive experience that offers an excellent opportunity to learn about the rich cultural past of the area as well as the history of Buddhism in ancient Pakistan.¹⁵

¹⁴ <https://www.zameen.com>

¹⁵ <https://www.graana.com>

3) Bala Hisar for

The capital city of Pakistan's KP province has a rich and long history that begins in the first century BCE. The Persians initially built the fort to keep control of the trade routes that traversed the area. Later, a number of conquerors and kings, including the Greeks, occupied it. Open to visitors, Bala Hisar Fort is one of Peshawar's most well-known tourist destinations. The fort, its many levels of walls and gates, as well as the different military buildings and other structures, are open for visit by guests. They can visit the temple and mosque, both of which are still in use today. Visitors interested in history, architecture, or archaeology might check out the Bala Hisar Fort, which offers an informative look into the regions past ¹⁶

4) Jamrud fort

Located in Pakhtunkhwa District KP, the ancient structure referred to as Jamrud Fort is a favorite among travelers annually. Built in the latter part of the 1800s under the British Raj, the palace offers a glimpse into times gone by but also a got caught history. Following the conquest of KP, the British constructed the fort in 1897. Built as a military station, it served to both restrict tribal travel through the Khyber Pass and safeguard the empire's interests in the area. The fort served as the headquarters of the Pashtun- dominated Khyber Frontier unit during British administration. Situated atop a hill, the fort is surrounded by a tall wall. There are two wooden gates at the fort's primary entry that have been covered with iron sheets. Several rooms in the fort used as storerooms, offices, and barracks. In order to keep an eye out for any oncoming enemies, the fort also has two watchtowers at each corner.

Jamrud Fort is a well-liked tourist destination that draws travelers' from throughout Pakistan and overseas. The fort presents a singular chance to engage with the history and legacy of the nation. In addition to exploring the fort's many rooms and structures, visitors can mount the watchtowers for extensive views of the surroundings. Beautiful gardens surrounded the fort as well, offering guests a peaceful haven. The gardens are a wonderful spot to unwind and rest because they are filled with trees, flowers, and bushes¹⁷

¹⁶ <https://travelpakistani.com>

¹⁷ <https://travelpakistani.com>

5) Baab-e -Khyber

Located at the gateway of Khyber Pass in Pakistan, the structure known as Baab e Khyber was built in 1964. The gate is situated west of Peshawar, close to the remains of the Jamrud Fort. In the Khyber Agency, it is Peshawar's most well-liked post- independence architecture.

At Jamrud is the amazing Khyber Gate structure. It serves as an entry point to the historic Khyber Pass, which has long been used as a route to South Asia by many different kinds of traders, aristocrats, barbarians, and pirates. Because this gate was constructed as a memorial to Alexander's Macedonian warriors, Bab e Khyber's history is linked to them.

In Peshawar, Bab e Khyber is the main attraction. This gate holds many memories of Pakistan. Bab e Khyber Peshawar's location makes it more significant. It is situated in the middle of the ancient Khyber Pass. This gate is regarded as the Khyber Agency's most photographed entry. The backside of a 10 rupee note shows an image of Bab e Khyber. Many Muslim conquerors attacked the enemy after passing through this gate. In Bab e Khyber Peshawar, there are a lot of little forts that date back to the British era.¹⁸

Cultural places of KP

1) Sethi House Museum

In Pakistan's Peshawar city, the Sethi House Gallery is a well-liked attraction for travelers. The Sethi family, an elite Punjabi trade dynasty that conducted commerce across Russia and Central Asia, constructed it in the early nineteenth century. With its magnificent woodwork and vibrant glassblowing, the home is a stunning representation of Mughal-Central Asian design. In 1990, the KP government opened the gallery. It has a number of local ancient treasures, like as garments, rugs, artwork, and statues. It also features an investigation facility and a reading room. The collection's initial portion explores the past of the home. In addition to photographs of the household shot at different times, this part includes details on the Sethi family. The museum's art collection is the focus of the second division. This section features local carpets, paintings, and sculptures such as; a few European paintings as well as Mughal and Pashto paintings. It also has sculptures that are Buddhist, Gandharan, and a few Hindus in nature.

¹⁸ <https://www.travelertrails.com>

It also has carpets from tribes, the Mughal era, and a few Persian carpets. The museum's textile collection is the focus of the third part. Rugs, gowns, and shawls from the area are shown in this section. Discover a number of beautiful wool and silk shawls, traditional cotton and pashmina clothes, and wool rugs with complex designs.¹⁹

2) Jamal Garhi

During a period when Buddhism was very popular in this region of the Indian subcontinent, Jamal Garhi was a Buddhist monastery from the first to the fifth century AD. Surrounded by closely grouped chapels are a majestic monastery and great stupa. Locals call the location "The Jamal GarhiKandarat or Kafirot Kote." When Buddhism flourished on the Indian subcontinent, during the Gandhara culture era, Jamal Garhi was founded. The monastery is among the first sites developed in the area, according to famous British archaeologist Sir John Marshall. Sir Alexander Cunningham made the initial discovery of it in 1848, and between 1852 and 1873, excavations were conducted. A section of the Buddhist and Kharosthi sculptures that were found during the excavation were moved to the Peshawar Museum for maintenance and display.

A sculptural plate, a head of Buddha, evidence of a lake, coins from 158 CE, and other artefacts were found during recent excavations in 2012 that were supported by the governments of Japan and UNESCO. Chapels surround the central stupa. A set of rooms used as monasteries' and scholars' homes can also be found on the property. With buildings and living rooms around the monastery, archaeologists believe Jamal Garhi shows every aspect of a Buddhist civilization.²⁰

¹⁹<https://www.graana.com>

²⁰ <https://visitsilkroad.org>

Religious Places of KP

1) Mahabbat khan Mosque

Located in Peshawar, KP, Pakistan, the Mahabbat Khan Mosque dates back to the 17th century. The biggest mosque in Peshawar, Mahabbat Khan Masjid, is situated in the "Ander shehr," or inner city, of the city. The Mughal governor of Peshawar, Nawab Mohabbat Khan, was the grandson of Nawab Dadan Khan, the former governor of Lahore, and served under Emperors Shah Jehan and Aurangzeb. The mosque is open to visitors every day from sunrise to sunset, with only a few of the times when prayers are being said, particularly the Friday afternoon services. Named for Mahabbat Khan Mirza Lerharsib, who twice oversaw Peshawar under the regimes of Shah Jahan and Aurangzeb, the structure was constructed in the seventeenth century. Three years—1627, 1630, and 1670 A.D.—have been designated for the completion of this masjid, but its exact year of completed is unknown. However, compared to the other two, 1670 is regarded to be the masjid opening date. The mosque constructed by Mahabbat Khan, the Peshawar governor, during the reign of Mughal Emperor Shah Jehan. This mosque was not an instance, neither was any other Muslim structures that were destroyed burned down or taken when the Sikhs conquered Punjab. Its blue tiles and decorative plates were carried away with violence. The Italian military General Avitabile used to "teach a lesson to the rowdy tribes" by having a few local men thrown from the top of the mosque tower every morning before breakfast. Because naughty children are frequently informed of "Abu Tabela's" anger, a local version of "Avitabile," In June 1898 A.D., the Sikh authorities set fire to the top domes of the towers; only the tireless efforts of the faithful saved the destruction. Later, the British restored the mosque.

Situated between the shops of gold and silversmiths, the mosque is a masterwork of Mughal architecture. There is a sizable prayer area available through its powerful yet small entry. There is a major prayer hall to the west of the courtyard, and a series of chambers on either side of a cool blue tiled bathing pond in the center. Inside, calligraphy and designs of flowers abound in the main hall's rich decoration. Three pointed domes encircle the mosque's top, and two towering towers are situated on either side of the great hall.²¹

²¹ <https://infopediapk.weebly.com>

Qissa Khwani Bazaar

Located in the heart of Peshawar, the Qissa Khwani Bazaar is the city's most famous and active mart. In English, this market is called the "Story Tellers' Bazaar" since it was customary for traders and guests to gather here in the evening to exchange stories. Situated between the old Chowk Yadgar, Ghanta Ghar, and Bala Hisar Fort in the heart of Peshawar City, the Qissa Khwani Bazaar has maintained its significance as a hub for both commerce and culture. After stepping off the Khyber Bazaar BRT station, it takes just eight to ten minutes to arrive at Kabuli Gate, where the bazaar starts. After seeing the ancient buildings, artisan-owned stores, dining establishments, and Qehwa Khanas dotted around the bazaar, it takes visitors back to a more ancient period.²²

Natural Places of KP

1) Swat valley

Swat is a gorgeous valley that is crossed by the roaring Swat River. There are many resorts close to the Swat River that provide amazing views at night and sunrise. It is a treat for foreign travelers due to the free-flowing rivers, natural waterfalls, gushing river streams, and tall pine trees set against the snow-capped mountains. It is also known as the "East Switzerland." The stunning blue waters of Mahodand Lake, the snow-capped Malam Jabba ski resort, the Buddhist stupas, the White Palace, and Takht-i-Bahi, which all show rich historical events, as well as the natural valleys and pine forests of Kalam. Additionally, they are well-known for their handcrafted decorations and artistic home additions. Women are skilled at making crafting, as seen by the well-known ladies' shawls, wooden furniture, handicrafts, and honey. The famed historical Buddhist stupas, the Swat Museum, Margazar, White Palace, and Fizza Gat are a few of the main locations that are popular tourist destinations in the Swat Valley.²³

²² <https://www.graana.com>

²³ <https://www.visitswatvalley.com>

2) Naran and Kaghan

Situated 240 kilometers from Islamabad, in the Kaghan Valley, Naran, and Shogran are visited by tourists from the north. It boasts several lovely tourist destinations, such as Siri Paye, a captivating location with green valleys against a mountainous backdrop. The unique feature of Siri Paye is its low-lying, floating clouds, which allow you to walk through them as if you were a ghost. In the Mansehra District's Lake Saif-ul-Malook, which is 9 km from Naran and offers views of Malika Parbat in the blue waters, tourists also go. The mountain pass known as Babusar Top, located 70 km from Naran and links Thak Nala and Chilas, is another popular destination in Naran. One of the most beautiful and gorgeous places to stay in the Kaghan valley is Shogran, a travellers' heaven. At a higher the mountains, Siri Pai is a truly beautiful destination that requires a full day of hiking. One of Kaghan Valley's main attraction is Lalazar. A great location to spend a few days with visitors, with alpine forest, carpeted fields and snow-capped hills in the backdrop. Visitors are always treated to a fresh shade of color at the most popular area of the Kaghan valley, Lake Saif ulMaluk. Saif ul-Maluk Lake, Pakistan's popular lake, is shaded by Malika Parbat, the tallest hill in the region. For travelers seeking adventure and physical fitness, the Kaghan Valley offers plenty of additional walks and tours to choose from. Visitors can journey through the dimensions of Kaghan Valley, which include Aanso (Tear) Lake, Noori Nar Gali Pass, and Sharan.²⁴

3) Chitral Valley

Alongside the shoreline of this Chitral River is the Chitral Valley, which is located in the Khyber Pakhtunkhwa district of Pakistan. Chitral is by far an especially fascinating, lovely and picturesque place in the stunning Hindukush Mountains. In Pakistan's extreme north, there is a rocky area. Chitral comprises one of the greatest challenging and unreachable landscapes in the entire globe, with its towering, rugged peaks, colorful valleys, breathtaking grasslands, and enormous waterfalls. The breathtaking scenery of the area, which includes towering hills, lush woods, springs, and rivers that entice tourists from nearly worldwide, makes it an among Pakistan's popular places to visit. Among Pakistan's most peaceful places is the valley.

²⁴ <https://www.zameen.com>

The area is made more beautiful by the Chitral River that runs through it. The watercourse watering landlocked farms and woodland regions using its leaks. Tourists are left with an eternal impression by the river's water because of its purity and movement. In addition, a number of footbridges were constructed spanning the river to provide entry to the transit and scenic beauty of the region. There are many Kalash people that reside here; they are the most hospitable and help both domestic and foreign guests. Top tourist destinations in Pakistan include the Tirich Mir, Kalash Valley, Pakistan Museum, Qila Shahi (Shahi Fort), Polo Ground, Governors Cottage, Garam Chashma, Ayun Valley, Goleen, and Ko Ghazi.²⁵

4) Shandur Festival

At 3,700 meters (12,000 feet), Shandur Pass, which links Ghizer and Chitral in Baltistan, is host to the tallest hockey pitch in the world. A Balti prince created this polo pitch, where yearly ceremonial polo matches have taken place since 1936. Perhaps the most real type of polo is the free-styled highland game. The sole guideline is...Rules don't exist. The Shandur Polo Festival is a multi-day competition between neighborhood groups that welcomes viewers to enjoy displays of traditional entertainment, dancing, and celebration in addition to the match.²⁶

²⁵ <https://prestinetravels.com>

²⁶ <https://www.google.com>

Chapter 2

9/11 and its impact on tourism in KP

On September 11, 2001, terrorists connected with Osama bin Laden's al Qaeda, an Islamic extremist organization, hijacked four civilian transport flights and carried out committed attacks against American targets. In New York City, two of the aircraft were taking off into the World Trade Centre. Within several days, each of the two towers crashed into destruction, destroying quite a bit of central NYC. Three aircraft hit the National Mall in the city of Arlington, Virginia, which is a short drive from Washington,

D.C. The fourth Aeroplan went crash-landed in an open area outside Shanksville, Pennsylvania, after the pilots and locals reacted violently.

These Islamic terrorists were from Saudi Arabia and some more Arab nations; they served as the attackers. In addition, these actions were reaction over the USA's protection of the nation of Israel, its participation in the Persian Gulf War, and its ongoing deployment of the military in the Middle East. The terrorist organization al Qaeda, which is headed by Osama bin Laden, a liberator warrior from Saudi Arabia, also provided funding for them.

Many of the terrorists were trained to flying by American airline schools; others had even spent well over a decade in the US. Those who entered the country in the period following September 11th provided the "muscle" for the terrorist attacks.

Many thousands of others, including the 19 al Qaeda members, lost their homes in the terrorist assaults on 9/11. A significant portion of the globe was in shocked when the terrible events of September 11th received extensive coverage on media. To counter this, the George W. Bush administration invaded Afghanistan and created a Department of Homeland Security (DHS) as part of its "war on terrorism."²⁷

9/11 and its impact in Pakistan

Civil domestic abuse, unrest, and terrorism have been mainstays of Pakistan during the beginning of the 1980s. On the other hand, these incidents have advanced throughout the past decade in part because of Pakistan's status as a "frontline state" in the Global War on Terror (GWO). Pakistan appears to be in a continuous state of conflict, despite twelve years of active engagement and efforts to —do more. Indeed, Pakistan is facing an enormous rise in the threat of terrorism, which has far-reaching consequences for the nation.

²⁷ <https://www.history.com>

Pakistan was required to fulfil its role in the NATO/ISAF forces' battle on terrorism due to its close connection to Afghanistan. Since the US and the West had a part in the Afghan War (1979–89) as well as this decade, the Pakistani people has long refused to accept responsibility for this conflict. There were plenty of traces of the Islamic struggle in this area when these soldiers left later. To put it more clearly, the nation's political system, economic growth, and social structure are all being weakened by the danger of terrorism. Terrorist attacks damage Pakistan's state of law and order, disrespect residents' human rights, wreak destruction on essential infrastructure, and destroy prospects for future growth. Terrorism has damaged the nation's image, and the absence of economic growth and sound administration is having a negative impact on hopes for growth, security, and unity. Any war's clearest effect is its human cost, and Pakistan is no different. Since the beginning of the War on Terror, Pakistan has paid a heavy civilian sacrifice. Pakistan has murdered 49,000 people since 2001, based on the findings of from intelligence agencies sent to the country's Supreme Court on March 27, 2013.²⁸

Effectuated provinces

Certain provinces/regions, including as KP, FATA, and Baluchistan, are more severely hit than others and suffer a significantly higher death toll. Also, inside these provinces/regions, certain cities are more impacted than others. Baluchistan's version of the most bomb blasts have occurred in Quetta, KP, Peshawar, and Kurram, Khyber Agency, North and South Waziristan Agencies, and FATA. Due to being so close to Afghanistan, these three regions have been greatly impacted by the war's aftereffects in neighboring Afghanistan. Secondly, these regions have served as a shelter for terrorists due to inadequate development and governance. Thirdly, these regions have seen a higher death toll from the majority of suicide attacks, military operations, attacks on the armed forces, and drone strikes.²⁹

²⁸ Nadia Mushtaq Abbasi, *Impact of terrorism on Pakistan*, 2013, 34, 35

²⁹ *Ibid*, p, 36

Terrorism in KP

Certain contrasts exist between FATA and the KP instance. Because of their common border, FATA and Afghanistan are closely related. Terrorist groups emerged in FATA following 9/11. Afghanistan's shared border with FATA is not shared by the KP province, Malakand division, or Swat, the region where extremism occurred.

KP's Provincially Administered Tribal Areas (FATA) and Pakistan's Federally Administered Tribal Areas (FATA), particularly the Malakand division, have been a national tragedy. Insurgency and terrorism started in both places and have since spread over the entire nation. It started off only affecting the FATA border regions, but it gradually spread throughout the majority of FATA and KP Pakistan spent heavy costs in the fight on terror and continues to do so. Many innocent lives, assets, and advantages in the social, economic, and political sectors were lost. The militants establish themselves in FATA and launch attacks on the law enforcement agencies and, to some extent, the local population. Within FATA and KP, terrorism has many root causes. A number of both inside and outside reasons eventually enhanced the emergence of terrorism, which was mostly due to these root causes. Terrorism in FATA and KP has numerous economic roots, including poverty, joblessness, inadequate education, political and sociocultural spaces in the administration and legal system, and the effects of previous policies.³⁰

The goal of Pakistani security forces is to defeat the terrorist danger, and they have targeted KP. This has resulted in an increase in terrorist activity. Terrorist attacking has been stopped even at jirgahs and grave sites. Terrorism has seriously affected people's daily lives. Social life was a complete disaster in areas where terrorists held power. Due to the lack of health care, women in the districts of KP and FATA were especially affected by religious strictness. In Khyber Pakhtunkhwa's tribal areas, where there are relatively few educational facilities, terrorism has also had a negative impact on education. The schools for women were destroyed by terrorist attack. Terrorist operations also caused damage to Khyber Pakhtunkhwa's physical infrastructure. The quantity of unemployed individuals, the quantity of criminal charges, etc.³¹

³⁰ Musab Yousufi, and Fakhru Islam, Political causes of Terrorism after 9/11 in federally administered tribal areas and KPK, 2018, 246, 247

³¹ Uroosa Ishfaq, Kashif Ashfaq and M. Haroon, War on terror and its implications on KPK, 2022, 14

Implications

Many in KP, particularly the Pashtun community, contained anger and hostility against the army and the Musharraf government as a result of the Pakistani Army's US-led War on Terror in Afghanistan and KP. A study by the Pakistan Institute of Peace Studies (PIPS) found that roughly 18% of Pakistani madrassas are affiliated with jihadi and sectarian organizations; 78% of the students at these madrassas oppose Pakistan's involvement in the War on Terror, and 81% are against military operations in tribal areas; 20% of the students believe that the current insurgency is a direct result of Pakistan's involvement in the War on Terror. As a challenge to the Pashtuns' ethnic and Islamic identity management, the anti-terror operations in KP are seen as an effort at massacre against them. In addition, tribe chiefs saw the army's invasion into their territories as a challenge to their rule and traditional beliefs. Due to decreased foreign investment, lower commerce, and ongoing anxiety and dread in the nation, the ensuing crises have had a dangerous effect on the economy and society. Given the unstable state of the country's economy, KP needs quickly and effectively formulated and implemented policies. Furthermore, because of ongoing bombing and militancy, these areas' infrastructure is severely destroyed making daily life there difficult. Particularly in Mingora and certain populated districts of Swat and Dir, local business suffered. Because of the severe issues with law and order, tourism fell off. Security concerns delayed the initiation of certain development initiatives within the Reconstruction Opportunity Zones (ROZ). Furthermore, Munda Dam, Kurram Tangi Dam, and Gomal Zam Dam all have same problems.³²

Terrorism, Travel behaviors and the media

Globally travel patterns and associated sectors were severely impacted by the dreadful 9/11 events globally. After 9/11, the US State Dept. banned US citizens from visiting 28 nations, notably Iran, Iraq, and Pakistan. . The humanitarian crisis grew even more, and less individuals were travelling to several nations, including Pakistan. However, throughout time, things have improved in many emerging nations. On the other hand, after the US declared a worldwide "war on terror" and launched wars of Afghanistan and Iraq, the situation in Pakistan became much more. The largest severely impacted part of the nation is KP province,

³² Manzoor Ahmad, Implications of war on terror for KPK Pakistan, 2010,106, 107

Where military operations, bomb explosions, and suicide bombings have become commonplace, especially in Peshawar, the capital, and have discouraged international visitors from visiting. As previously said, the media plays a crucial role in affecting choices about travel and, thus, in determining the direction of tourism. It is important to note that the opinions of tourists might be negatively framed and altered by the (news) media. Print and internet media alike primarily feature stories on acts of terrorism. Media reports that are frequently built, untrue, and virtually impossible and have no basis in reality can seriously harm the travel and tourism industry in the global south. This is also true of Pakistan's hilly north (the regions of Gilgit-Baltistan and Chitral). Osama bin Laden's location in the Karakorum or the Hindu Kush were sometimes being tracked down by American media and secret agency agents. Several tour operators and personal travelers cancelled their plans to this location as a result of the larger-scale media's construction of an image that suggested decreased travel safety. In such regions, the tourism industry went through, based to our respondents.³³

Terrorism and tourism in KP

The greatest impressive and alluring tourist destinations in the territory may be found in KP's northern area. From 2008 until 2013, the region was affected by terrorists. The number of tourists has significantly dropped as a result of the growing number of extremists in KP. Travelers are attracted to KP in the following locations: Sar Malang, YakhTangay, Hazara districts, Madain, Kalam, Bahrain, Shangla top, and Kalam. Terrorists have attacked all of these tourist destinations because travelers are nervous to visit these locations due to the fear of the Taliban. Conflict and extremism cost KP 50 million US dollars annually, according to Syed Aqil Shah, the former minister of tourism in the province. He refers to Swat's take over as the "last nail in the coffin for the tourism industry in NWFP (KP)". Famously referred to as the "Switzerland of Pakistan," Swat is an iconic tourist attraction in the KP. From 2007 till 2010, it served as a terrorist targeting. Throughout everywhere in the globe, tourists frequently attract here. The area offers around 400 Buddhist sites that provide to a range of travel interests, including eco-tourism, spiritual, adventurous, commercial, and heritage travel. When Mullah Fazlullah openly questioned the legitimacy of the government in late 2007,

³³Fazlur Rehman, Baharat Ahmad and Ihsan Qadir, war on terror and tourism: impact of violent events on international tourism in Chitral Pakistan ,2021468,469

Hostilities broke out. In opposition to Sharia law, the Taliban ordered women to leave their houses without cause and banned them from travelling without family. They also think that the purpose of these foreign visitors to our area is to damage our culture. Furthermore, militants in Swat have been targeted by the military, who hidden themselves in the mountains that house the majority of the region's tourist destinations. Major tourist destinations were destroyed in conflicts between security personnel and insurgents. A loss of RS. 60 billion was incurred by the Swat district alone between 2007 and 2009. As a result, from roughly 228 million US dollars in 2007 to 204 million US dollars in 2008, these tourism businesses' foreign exchange income decreased.³⁴

Tourism and terrorism in swat valley

The past ten years have been crucial in Swat Valley history. The recent Talibanization and military operation "Zarb-e-Azb" have had a significant impact on Swat. All of a sudden, the Swat Valley became ruled by a powerful, militant religious organization that imposed Islamic laws that banned all forms of media, including the internet, music, and television, as well as polio vaccines, new lifestyles, women's empowerment initiatives, and, most significantly, tourism. As a result of the conflict, Swat valley completely stopped hosting visitors and conducting commerce. The hotel and hostel sector in Swat lost around Rs. 60 billion between 2007 and 2009. A surge in emotional conflict has particularly affected those in the hotel industry, costing them several operational businesses. Also, there was a serious setback for the motor sector. In the capital cities of each of the four provinces, local and federal transit agencies stopped functioning. To increase tourism, hotel administration began offering packages for visitors to stay in hotels in the Swat Valley on New Year's Day, 2010. Sadly, after 9/11, the travel industry worldwide fell 8.6%. Traveler numbers to locations where there have been many terrorist strikes have dropped suddenly by as much as 60%. 2017 saw an over 80% decline in all types of domestic tourism, which accounted for 73% of all tourism-related expenses worldwide. Pakistan's image was badly painted by the global media as a result of security incidents and other armed acts. In the tourism industry, this bad image becomes a significant barrier. Not only are foreign visitors to Pakistan banned from on vacation, but so are domestic visitors. The damage caused by terrorism on natural beauty and access to SWAT became increased by the 2010 flood.³⁵

³⁴Jamal ud din,et.al,Socio-economic implication of terrorism on KP :A case study of ANP era ,2022,3102,3103

³⁵ Sabir Ihsan,Prof.Dr.Anwar Alam and Aman Ullah ,Impact of war on terror on the tourism industry in Swat , Pakistan ,2021,376

Chapter 3:

Challenges and opportunities for government regarding the promotion of tourism in KP

Due to its abundance of scenic grace, extensive past, and deep traditions, the province of KP (KP is a popular travel destination for both local and foreign travelers. The province serves as a point of entry for the northern regions of Pakistan, which attract both adventure travelers and experienced climbers from around the globe. The region now has vital economic prospects, and the lodging sector and businesses associated to tourism have benefited greatly from this amazing increase in local travel. But the increased number of visitors has presented the provincial authorities with a new set of difficulties. While roads and highways have been transformed, KP tourism destinations still lack essential amenities including hospitals, rescue solutions, trash collection systems, enough hotel and bathroom places of work, safe water to drink and internet access.³⁶

In order to successfully handle such obstacles as with the rest of the nation, promoting safe tourism and development systems is necessary in PK. Developing an approach that includes able to survive income movement and spending processes is one strategy that different countries have correctly used. This allows resources produced in tourist destinations to be used specifically for the upkeep and development of tourism infrastructure as well as service delivery at the revenue source. Potential tools for revenue collection include user fees, tolls, and local taxes on tourism and hotel goods that can be applied selectively and easily changed.³⁷

Challenges for KP tourism sector

Pakistan's losses from the September 11, 2001 attacks on the World Trade Centre in New York have been enormous because of the continuing global battle on terrorism. Geographically speaking, the terrorist threat has had a particularly negative effect on KP.. The primary industries in KP, which include producing goods, travel, farming, and buildings, have all suffered as a result of the terrorist attacks. The threat of terrorism in the province has had a significant impact on several important KP industries.³⁸

³⁶ Mr. Muhammad Abid khan wazir, Mr. Amer sultan Tareen, Dr.Omar mukhtar khan, Financing sustainable tourism in KP, 2018,11

³⁷ Ibid, p,11

³⁸ Jamal Ud Din, et.al, Socio-economic implication of terrorism on KP: A case study of ANP era, 2022,3096

Following 2001, KP as a whole faced terrible losses in human life. Terrorists carried out 1,009 attacks in the 2008 KP (NWFP previous to the 18th Amendment), 32 of which were acts of suicide. Additionally, 1,735 people got hurt and 2,201 individuals—including former FATA—were killed by autonomous blasts. There have been significantly more terrorist strikes in 2008 than there were in 2007.³⁹

A nation's ability to educate its citizens is crucial to its growth. Terrorists see spreading fear throughout society as their primary goal. As such, they are going after institutions of learning, particularly with regard to the younger population. Multiple schools for both boys and girls in KP have been attacked by terrorists. Attacks on 119 schools in 2008, mainly in Swat, claimed the lives of 111 girls' schools. At first, parents were forbidden by Taliban fighters to send their daughters to school; however, eventually, they also forbade girls from studying. According to data from 2009, there has been a significant surge in terrorist strikes targeting educational institutions. 140 schools and colleges—54 of them were for girls—were either totally or mostly burned.⁴⁰

Along with negatively impacting people's livelihoods, the Taliban's resurgence and the military operations that followed against extremists also devastated and harmed wildlife, ecosystems, and the environment. The largest area of mountains, with forests, is found in KP. In order to get around the army, militants in KP during the height of their militancy had to seek refuge in the forest. The rebels cruelly hacked down many valuable trees and plants, including leopard wood, juniper fir, and her work forest (*Picea smithiana*). The only community-protected forest in KP, the Pine *leucotrichopora* woodland in the Swat Valley, was likewise removed. Numerous gases are generated as a result of fires, bomb blasts, and gunshots, and these gases can lead to illnesses such as acne, breathing issues, trauma, and anxiety.⁴¹

Both the former FATA and the Provincial Administered Tribal Areas have seen cultural changes as a result of terrorist actions. This country is referred to as the place of greeting guests, but since the fighting in 2008–2013, its cultural heritage has suffered greatly. It is credited to the militancy in the Malakand region section, which comprises Bunair, Shangla, and Swat. Since citizens are now afraid to help outsiders or give refuge to them, the Pashtun tribe in the locality has lost its tradition of kindness. In the past, the Pashtuns in the region used to be open to guests from abroad, however currently days, they are scared of them.⁴²

³⁹ Ibid, p,3097

⁴⁰ Ibid, p,3098

⁴¹ Ibid, p,3100

⁴² Ibid, p,3100

A deadly terrorist attack occurred on the Army Public School on Warsaw Road in Peshawar, Pakistan, during the early hours of December 16, 2014. Peshawar is a city in the KP region. The incident took various shapes, including taking captives, a terrorist attacks, run murder, and firing. According to an account from Inter Services Public Relations (ISPR), 7 terrorists broke into the school at around 10 a.m., moved to the theatre in which students had come together for a celebration, and began to shoot that hem. Fifteen minutes later, the SSG (special services group) team arrived to begin the mission of rescue, killing seven of the terrorists while also freeing numerous captives. 132 children were among the roughly 150 people who died in the incident. For a couple of factors, the terrorist attack on APS Peshawar constituted an immediate threat on Pakistan's national security. Initially, the military troops, who were stationed nearby and managing the school's operations, had direct authority over the institution. Second, as the youth represented Pakistan's future, it was up to them to assume responsibility for upholding the honesty, solidarity, and national security of the country at large.⁴³

The largest migration in Pakistani history, reportedly to the Pakistan Centre of Peace Studies, has resulted from police actions in KP and FATA, which have removed between 2.7 and 3.5 million civilians. Towards the final month of 2009, the region of South Waziristan had produced over 42,800 documented internally displaced persons. When war activities were over, these internally displaced people refused to go back house due to poverty and worry about terrorists. In KP, about 84,000 and 100,000 people were driven out, while around 7,50000 persons moved Mohmand and Bajaur districts because of growing safety issues. During the battle, the local populace—women and children in particular—was abused physically and psychologically and suffered pain. Their feelings of helplessness and fear of dying caused them even more tears.⁴⁴

Squad on March 23, 2009, at a competition in Lahore. When they believed that playing sports wasn't Islamic, terrorists selected activities as their object of attack. The team from New Zealand travelled to Pakistan in May 2002, but had planned to leave the nation when an auto bomb went off outside the hotel where they were staying. To address safety worries following the attacks in 2002 and 2009, the ICC (International Cricket Council) voted to cancel Pakistan's status to participate in the 2011 Cricket World Cup. During 2009, no foreign team has planned a trip to Pakistan because of the increase of militancy in KP.

⁴³ Rameesha Qureshi, Aimen Gulraiz and Zurna Shahzadi, An analysis of media's role: case study of Army public school (APS)Peshawar attack ,2016,20

⁴⁴ Uroosa Ishfaq, Kashif Ashfaq, AND M.Haroon, War on terror and its implications on KP,2022,15,16

Pakistan has experienced economic damage as a result of its battle on horror, and the country is unable to organize younger travels, which means that the younger Pakistani cricket players can't take part in global championships⁴⁵

Infrastructure for travel is the result of the various organizations and groups that provide the organizational and technical frameworks necessary to support tourism's growth. Routes, power, gas lines, wastewater treatment facilities, security offerings, transportation options, and medical facilities are all considered forms of technology. Each of the services and structures that mostly meet the needs and desires of travelers seeking welcome can be grouped together as the tourist infrastructure. The infrastructure of tourism is made up of every service that are typically designed to meet the wants and desires of tourists. It is present in motels, meeting centers, dining establishment's areas for vehicle apartments, galleries, shops, and a few other significant sites. The building itself isn't shaped by the wants of the citizens, instead being driven by the needs of the tourists. Travelers don't consider Dir (Lower)'s construction and facilities to be in a satisfactory condition. The infrastructure for highways, travel, connectivity, energy, water-related systems, medical care, and security functions is insufficient. It's just one primary GT road that connects Bajaur, Dir Upper, Lower Dir, and Chitral. The path is in acceptable shape, although it decreases in certain areas, making the travel difficult. Chakdara and other populated villages sometimes have roadblocks on identical route.⁴⁶

Tourism hasn't been given focus in Pakistan before its founding. Significant efforts have been initiated, however not much has been noticed on the landscape because no noticeable movements were noticed. The region's facilities are poor in general, and roadways are in poor shape. This isn't just one place where visitors can get help. As far as engaging other industries to support the growth of tourism, the government plays an indifferent part. Nobody organization was established to propel tourism to new levels or even just to a point from which it starts off. The commercial sector, foreign funding organizations, or non-governmental organizations (NGOs) organized the few awareness campaigns that existed.⁴⁷

⁴⁵Ibid, p,17

⁴⁶ Mohammad Hanif khan, Mohammad Alam khan and Shah Manzoor, Impediments of tourism in Dir lower: the way forward ,2021,186

⁴⁷ Ibid, p,187

Opportunities for govt regarding the promotion of tourism in KP

Policies of government

In Peshawar a strategic plan for the development of the tourist sector is now being developed, as KP (Khyber Pakhtunkhwa) and Chief Minister (CM) Mehmood Khan have made clear to the press. The system of growth is being led by Pakistan's Prime Minister, Imran Khan. . The region actually has a great deal of opportunity for travel, which might aid the KP province earn a lot of money and improve both the provinces and the nation's financial standing. The Central Development Working Party (CdwP) has accepted an improvement plan of PKR 202.412 million, while also approving an arrangement for the Executive Committee of National Economic Council (ECNEC) for PKR 17 billion. The KP governance has forwarded the travel bundle to ECNEC. The field of tourism may be encouraged and appropriate spending on the hospitality sector could be facilitated by the administration. Local and foreign tourists alike are lured to the historically picturesque cities and villages of the KP, as the Chief Minister, Mehmood Khan, additionally draws attention to a few aspects. To guarantee financial security for the province's residents, Khan has emphasized the need for reform rather than the PM's goal.

Officials of the local administration were given additional instructions by Chief Minister Mehmood Khan to identify all the suitable locations for tourist attractions. In order to promote tourism, the provincial administration is going to be allowed to establish the necessary facilities, including appropriate roadways and the supply of gasoline, and electrical power.⁴⁸

PESHAWAR: Mahmood Khan, the chief minister of Khyber Pakhtunkhwa (KP), stated that among of the main goals of the current administration is promoting sports, culture, and tourism in the region. He also added which the growth of these industries will considerably boost the province's funds in addition to promoting people to adopt a healthy lifestyle.

The current Provincial Annual Development Programme (ADP) in the fields of activities, travel, public business, excavations, and literature has 124 programs in total, 90 of which are continuing and 34 of which are new, with a total estimated value of Rs19.5 billion. More than Rs 2.5 billion worth of newly combined local growth strategies are included in such initiatives. The upcoming budget year is expected to bring the closing of up

⁴⁸ <https://www.ilaan.com>

to 38 Projects aimed at giving the province's residents access to contemporary sports and tourism amenities. Mahmood Khan stated that as per the vision of PTI Chairman Imran Khan, focused on action measures have been done to advance the tourism and sports sectors in KP in an advanced way in an address released from the Chief Minister's Secretariat on Sunday. Along with the rebuilding and enhancement of already-existing sports facilities throughout the province, the present ADP includes additional initiatives for the development of sports structures in Chitral, Lower Dir, Hangu, and Abbottabad. According to Mahmood Khan, similar measures are being used in the tourism sector to advance youthful sports organizations and prepare for a worldwide competition. A plan to build playing fields at the union council sector was recently started, following the development of stadiums at the local and tehsil levels. The current provincial government plans to build an international-caliber cricket facility with a longer performing period in Kalam, marking the first such establishment in the province's record. Mahmood Khan pointed out that although the sports facility at Bajaur was finally got with features including a covered exercise and a skating field, sports facilities are being offered as well in the recently combined regions. A program worth Rs. 5 million is underway for the improvement and recovery of sporting establishments in these areas. In the same way, the Parachinar sports facility contains an indoor auditorium.⁴⁹

The goal of the paper states that "government's role in tourists must be focused on facilitating and regulatory as it must develop a helpful policy for the business community to succeed, establish norms, and oversee the execution of the laws and restrictions."

In addition to enhancing safety and positioning the territory as a global travel destination, the objectives demands that the state guarantee a community that is beneficial to company, make investments in infrastructure, enhance service delivery, increase funding for training of employees, and form public-private partnerships in order to take advantage of on increasing chances for business. The biggest challenges in drawing both local and foreign visitors to peaceful gorges are being identified as enhancing Khyber Pakhtunkhwa's current highway the internet, constructing additional routes to get to visitors' cities to draw in both local and foreign travelers, and upgrading the region's electric power and transport networks. It suggests updating the old regulations controlling the travel sector in this regard through administrative and governmental changes. It calls for handing into outsiders the management of state- owned tourism-related businesses. In order to guarantee high-quality offerings for both local and foreign tourists, the policy also aims to impose requirements and introduce

⁴⁹ <https://www.brecorder.com>

Certificates for accommodations, travel providers, vehicles, and visitor advisors. According to the plan, there is a great deal of opportunity for drawing both local and foreign visitors in the following locations: Khyber Pass and the location, areas, Peshawar and the rest of the Kohistan District territory alongside the Karakoram Road, Kaghan, Chitral, Dir, Abbottabad, and Galayat.⁵⁰

An event to draw in investment in a privately restaurant in Karachi was planned to encourage tourists in KP. The provincial government briefed stakeholders on a number of appealing programs and efforts under the auspices of Khyber Pakhtunkhwa's Sustainable Tourism Areas during an event hosted at a comfort resort in Karachi. Speaking at the ceremony were DG Culture and Tourism Authority Bakhtiar Khan, Project Director Kit Tauseef Khan, and World Bank Representatives Kiran Afzal. They added that since tourism grows, Khyber Pakhtunkhwa's secret charm shall be exposed to the entire globe. Bakhtiar Khan, the chief of staff of the KP Culture and Tourism Leadership, stated during his speech stated the territory is committed to become a top tourist attraction. In addition to creating new locations, steps have been undertaken to preserve the current ones and create chances for tourism that will assist the local economies. Public-private partnerships can be used to build locations similar to interconnected tourism zones, according to Project Director Tauseef Khalid, who also provided information regarding the procedures to be followed for these recently constructed areas. The international financial institution also supports the government of Khyber Pakhtunkhwa's initiative.⁵¹

The government of KP (GoKP) is arranging the region's financial growth by means of increasing ecotourism in the KP region. Receiving funds from the International Development Association (IDA), GoKP plans to implement the "Khyber Pakhtunkhwa Integrated Tourism Development Program" in recognition of the significant upside that travel has to offer for financial expansion and job creation. Enhancing Khyber Pakhtunkhwa's growth, selection, and fairness as an attraction for travelers is the program's main goal. In order to assist the KP tourist the natural world, it seeks to enhance location facilities, expand the role of the private sector, and enhance the ability of institutions. A Resettlement Policy Framework (RPF) was recently created to handle any prospective relocation effects associated with the initiative and to satisfy with national laws and regulations along with World Bank (WB) protection demands. This initiative may provide funding for related initiatives such as maintaining

⁵⁰ <https://www.dawn.com>

⁵¹ <https://pndkp.gov.pk>

roadways and availability, providing visitors knowledge about setting up restrooms that provide first aid emergency kits, creating walking and hiking trails, providing clean drinking water, parking lots, markets, managing cultural assets, providing professional development and learning, managing hazardous materials, and recovering plastic compared to location regions.⁵²

Initiating plans of action throughout the whole the territories of Trinidad and sector, the initiative's activity are organized under four sections. Enhancing touristic- enabling conditions, such as laws and policies, as well as tourism business ownership, is the primary goal of the first part. Planned and implemented building operations suited to the designated tourist destinations are the objectives of the second aspect. Improving the ability of key GOKP sectors and implementation entities (IEs) for efficient program planning and preservation of nature is the third element that would support these organizations. If there is an unplanned environmental crisis, only then may the fourth sector get assignments among the other parts. According to achievement, consumer demand, and economic conditions, various aspects' proportions may alter throughout adoption.⁵³

In order to provide job possibilities for young tribal people and uncover untapped tourist industry, the KP administration is planning to initiate a series of mid- and large-scale travel growth and advancement initiatives worth Rs 2.3 billion in the Accelerated Implementation Programme (AIP) in combined sectors. A Special Tourism Wing (STW) was developed to guarantee the timely conclusion of these initiatives in joined forces places with the goal of boosting travelling, creating job chances for young people, reducing insecurity, and growing the rates of financial growth, Latif Ur Rehman, Spokesperson Sports, Tourism, Archaeology, and Youth Services Department KP, informed the press can on Sunday.

Modern visitors the centers are being built at the picturesque Tirah valley in the community areas of Khyber, Michani, Bajaur, Mohmand, Kurrum, Orakzai, North Waziristan, and South Waziristan at an expense of Rs 3 billion, the spokesperson responded, pointing out the agency's achievements over the past year. This will allow visitors from all over the world to discover the area's captivating natural splendor. Likewise, the PTI Administration has an important agenda item for a tourism hub in Sheikh Badin, which is situated at the intersection of the Koh-e-Suleman hill variety,

⁵² Khyber Pakhtunkhwa a integrated tourism development project ,2019,105

⁵³ Ibid, p,106

Bannu, and DI Khan districts. In order to connect Sheikh Badin tourist destinations with the Southern Districts of KP, the government has begun building on a massive roadway development estimated to cost Rs 3.4 billion. The year 2020 saw the creation of an innovative tourist center in Peshawar, specific tourism organizations for Kalam, Kumrat, and Kalash, and a separate agency for the promotion of culture and tourism. 169 governmental resting homes were let to the commercial industry, playgrounds were established on agricultural dams, tourist facilitating services were established, and construction on the Rs. 17 billion Integrated Tourism Development Project (KITE) was initiated.⁵⁴

⁵⁴ <https://pakobserver.net>

Conclusion

The region of Khyber Pakhtunkhwa (KP) is one of Pakistan's main tourist destinations. The area is well known for its breathtaking beauty, ancient sites, and cultures that lived long ago, such as Gandhara and Takht Bhai. The expansion of the tourist industry in KP has helped the country's finances and status globally. KP covers 74,521 km² and is divided into northern and southern sectors. The northern zone is rocky and has sunny summers and cold, icy winters, whereas the southern zone has hot summers and agreeable winters. Because largely to the rapid pace of reproduction, the Kabul, Swat, Chitral, and Gomal are significant waterways.

KP is connected to Afghanistan by a 53-km mountainous range that was formerly an important strategic and commercial corridor across the famous Silk Road. A historic Buddhist shrine in Mardan that has been properly restored to become a UNESCO World Heritage Site. This ancient fort, one of the main tourist attractions in Peshawar, has a long history of conquerors. Built by the British in 1897, the fortress offers expansive scenery and insight into the function of the army all through the period of colonialism. An important opening to the historic Khyber Pass, a noteworthy construction site west of Peshawar. Magnificent Mughal-Central Asian architecture and a significant number of regional artefacts may be found at this 19th-century Peshawar residence.

A mediaeval Buddhist temple well-known for its treasures from Gandhara and its archaeological significance. The Mughal ruler built this Islamic structure in Peshawar in the seventeenth century and it is an outstanding representation of architectural style. The previous bazaar in Peshawar was formerly a bustling hub of business and society where locals and visitors would share memories. This well-liked tourist area, sometimes called the "Switzerland of the East," is renowned for its rivers, streams, and historic Buddhist monasteries. Well-known for its lush landscape, charming lakes like Saif-ul-Malok, and challenging paths to hike. The valley is renowned for its fusion of Central Asian, Greek, and Persian civilizations and is home to the unique Kalash people. The Shandur Polo Festivals are also held there. Every year, the Shandur Pass, home to the greatest game pitch in the world, hosts a polo event that offers visitors local musical and shows of culture.

Khyber Pakhtunkhwa (KP), a territory in Pakistan, suffered from one of the most severely damaged areas of the world by the 9/11 terrorist attacks. Owing to Pakistan's participation in the American-led fight on terrorism in Afghanistan, continuous concerns regarding safety have severely harmed KP's tourism sector. The tourism industry had a sharp decline in income as an outcome of terrorist acts, like as bombers and army strikes that targeted the region's well-known tourist destinations, discouraging both local and foreign

travelers. Due to Pakistan's involvement in the worldwide war on terror, the country saw an increase in terrorist activity after 9/11. The country suffered from instability in politics, financial difficulties, and an extensive murder toll—by 2013, there had been over 49,000 recorded killings. The conflict in Afghanistan has caused increasing tensions within the country, which has affected a variety of the community, especially the tourist sector, especially in regions such as KP, FATA, and Baluchistan.

After 9/11, Baluchistan, FATA, and KP in Pakistan saw the greatest levels of terrorist. The closeness of these neighborhoods to Afghanistan made them vulnerable to insurgent activities, military actions, and attack helicopters. The travel industry in the area was badly damaged by KP's lack of growth, death rates, and infrastructural destruction. Rising militancy and terrorism destroyed everyday life and caused major losses in KP and its ethnic territories. The buildings, the schooling system, and social welfare programs of the region had been attacked by extremists. Because there was little authority or growth in these areas, terrorist strikes on strategic places made matters worse. Anti-terror efforts, especially in KP, increased the bitterness of the civilian populace, especially the Pashtun community. The initial impression of armed forces as invasions on neighborhoods led to a rise in insecurity. As long as terrorists existed, the region's facilities, finances, and travel industry weakened; places like Mingora and Swat witnessed severe declines in terms of commercial and visitor numbers.

Travelers' negative views of Pakistan have been affected by the foreign media's image of terrorists in the country, especially in Kashmir. The scarcity of both local and foreign tourists in regions like KP and Swat was made worse by travel warnings and the continuous reporting of terrorist attacks.

Army activities and Taliban rule significantly destroyed the once-thriving tourism destination of Swat Valley. The valley's hotel business, which is part of the tourist sector, suffered large losses in money. The perception of Pakistan as dangerous in the worldwide media served as an additional barrier to visit there. Restoring the tourism industry faced major difficulties, especially after the 2010 floods that rendered the area more difficult to reach.

Tourism positively affects related businesses such as hotels from a financial point of view. A surge in visitors has put government officials in a tough position with regard to waste management, medical care, floods, facilities, water quality, and access to the internet. Long-term income sources are necessary for KP to address these issues as they enable it to use tourism-related taxes and fees to fund services and facilities.

Infrastructure and agricultural being two of the main businesses hit by terrorist attacks, with tourism being especially severely affected. Terrorists destroyed forests, putting the environment and wildlife in risk, and attacked educational institutions, especially those that were exclusive to women. Terrorist assaults that disrupted practices of politeness resulted in the largest migration in Pakistani history, displacing billions of citizens from their homes. Ongoing security concerns hindered significant activities and contributed to the economic downturn, which also impacted sports tourism.

The KP governance is creating an extended tourist marketing strategy in an attempt to boost the economy of the region. With support from regional, national, and global organizations like the World Bank, KP has launched several programs for growth, including enhanced infrastructure and public-private partnerships. The government plans to attract both local and foreign tourists by investing in sports facilities, ecotourism, and tourism zones. It is projected that these initiatives will speed up job creation and economic growth in the area.

KP has the ability to regain its position as a major tourist destination by concentrating on sustainable tourism practices and addressing security concerns. This would greatly boost Pakistan's economy and international standing.

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