

MULTAN REGIONAL DEVELOPMENT PLAN – TOURISM SECTOR REPORT

REGIONAL DEVELOPMENT PLAN OF MULTAN DIVISION

TOURISM DEVELOPMENT PLAN

MAY 2023



MULTAN REGIONAL DEVELOPMENT PLAN – TOURISM SECTOR REPORT

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MULTAN REGIONAL DEVELOPMENT PLAN – TOURISM SECTOR REPORT

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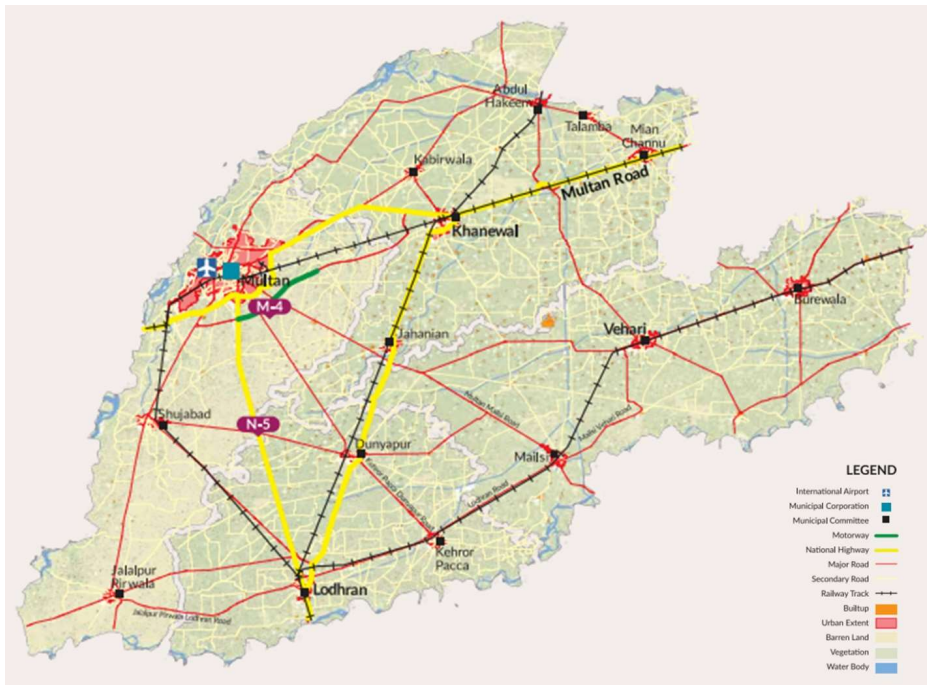
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SECTION 1: OVERVIEW

1.1. Study Area

The area for the Multan Regional Plan comprises of the entire Multan Division, which includes four districts i.e., Multan district, Khanewal district, Vehari district and Lodhran district. It is the administrative division of the Punjab province. The division is connected to the other important regions of the country through an international airport and well-defined road networks. It is connected to the city of Multan via M-4 motorway, which further extends to M-1 and M-2 motorways, providing road linkages to northern parts of the country. Multan city serves as a strategic hub.



Map 1: Location Map of Multan Division

Source: The Urban Unit

1.2. Objectives

The essential objectives of the Tourism plan for Multan Region are mentioned below:

- To preserve the cultural and heritage sites in the region

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- To boost tourism in the region by utilizing tourism potential of relevant sites in the region
- To develop a strategy and a framework for formulating goals for promoting tourism in the forthcoming Master Plan
- To develop a long-term policy framework and vision for tourism development in the region, that focuses on evidence-based interventions, capacity building of stakeholders, comprehensive marketing strategy, and investing in supporting infrastructure.
- To create economic opportunities in the region through promoting tourism
- To formulate plans for upgrading recreational facilities in the region

SECTION 2: METHODOLOGY

The methodology that has been adopted for carrying out Tourism study in the Multan region is illustrated below.

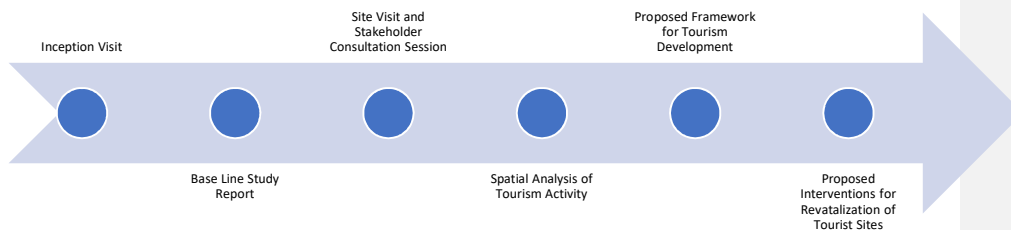


Figure 1: Methodology for Development of Tourism Sector Report

Source: The Urban Unit

2.1. Inception Visit

In order to understand the key features of the region, inception visits were made to all four districts of the Multan Region. These visits also included an initial consultative workshop with the relevant

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stakeholders including the division and district administration. The inception visits provided a basic understanding about the tourism potential in the region.

2.2. Baseline Study

A baseline study was also carried out in the Multan region. This consisted of situational assessment surveys that have been conducted to collect detailed information on the existing condition of tourist sites, and their future potential.

2.3. Site Visits and Stakeholder Consultation Session

Consultation with major stakeholders is essential for carrying out regional planning. The stakeholders are better cognizant of their indigenous problems. It is imperative in the planning process to ensure their intelligent participation so that the real situation of each tourist site is being identified and addressed through the plan's development initiatives. There are numerous stakeholders whose plans, aspirations, views, and data sets can contribute to informed decision-making with respect to Tourism Planning. Therefore, the Urban Planning and Architecture team conducted meetings /sessions with the stakeholders in all four districts of the Multan region. The sessions included official meetings with the Director and Deputy Director (Urban Planning) of the Multan Development Authority (MDA), District Officers in District Councils of four districts, PHATA officials, Municipal Officers of Municipal Committee of 4 districts, and other departments.



Figure 2: Stakeholder Consultative Sessions at Multan District

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Figure 4: Stakeholder Consultative Sessions at Khanewal District



Figure 5: Stakeholder Consultative Session at Lodhran District



Figure 3: Stakeholder Consultative Sessions at Vehari District

Pertinently, the important sites related to tourism and cultural heritage were also visited in the region. For that purpose, a particular focus was given on exploring such sites which can be used

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for economic development of the region, with respect to tourism. Furthermore, historic sites and notable religious sites including shrines were also covered.



Figure 6: Sites of tourism potential in Multan District



Figure 9: Sites of tourism potential in Khanewal district



Figure 8: Sites of tourism ;potential in Vehari district



Figure 7: Sites of tourism potential in Lodhran district

2.4. Spatial Analysis of Tourism Activity

Spatial analysis of the tourism activity in the region has also been carried out to develop a detailed inventory of tourism assets, by using Geographical Information System (GIS) and Remote

Sensing techniques. This analysis provided important insights about the potential tourism sites in the region which will be helpful in developing focused and targeted interventions in the region.

2.5. Proposed Framework for Tourism Development

After conducting thorough study and stakeholder consultation session in the region, a framework has been proposed for promoting tourism in the region. Development of long-term policy framework to address current institutional and structural gaps and challenges.

2.6. Proposed Interventions for Tourist Sites

Consolidation of data analysis, primary data from field visits, and feedback from stakeholders to develop a short, medium, and long-term framework for tourism sector interventions, alongside detailed site-specific action plans.

SECTION 3: FRAMEWORK

A holistic and forward-looking framework is needed to serve as a guideline for long term development and capacity building of the tourism sector in Multan. The components of this framework are discussed below.

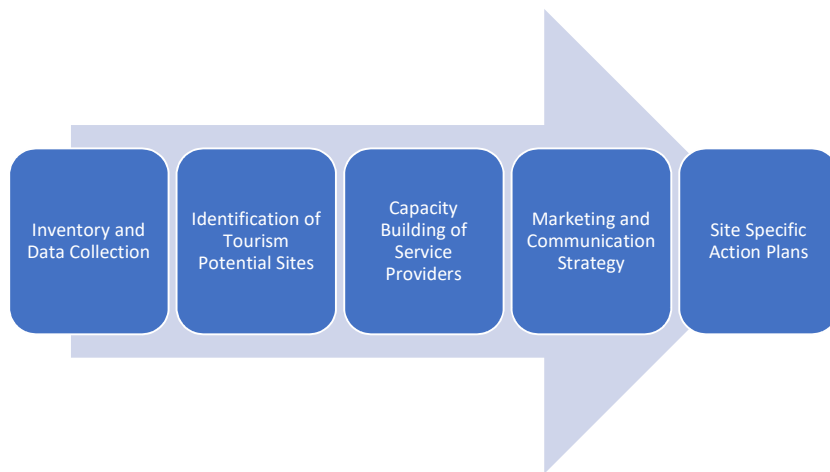


Figure 10: Framework for Tourism Development

Source: The Urban Unit

3.1. Inventory and Data Collection

The first step involves gathering data related to the region in the context of tourism promotion and cultural heritage preservation, their situational analysis, number of visitors, their level of satisfaction and feedback etc. This data is missing in the region. This data is required to formulate insights and procedures for promoting tourism and preserving heritage in the region. This will help formulate a long-term policy vision for the tourism Sector in Multan.

3.2. Identification of Tourism Potential Sites

Based on the reconnaissance survey, consultative sessions held and data analysis, potential tourism sites can be identified.

3.3. Capacity Building of Service Providers

Capacity building of tourism service providers can enable them to improve the provision of services to the potential tourists. Pertinently, the capacity building of the important entities such as hotels and local businesses can ensure improvement in the required services to the potential tourists. Thereby, hoteling, food, and recreational services will be improved as a result. In turn, the tourism services reputation of the region will thrive which will lead to sustainable development of tourism.

3.4. Marketing and Communication Strategy

It is essential to formulate an appropriate marketing and communication strategy for the development of tourism and preservation of heritage in the region. Therefore, an appropriate strategy for that purpose will be created by using social media or conventional marketing strategies for promoting tourism in the region. For example, promotional campaigns for identified tourism sites can be launched over social media platforms to attract the people to visit such sites.

3.5. Site-Specific Action Plans

The tourism sites in the Multan division which have the highest potential for tourism have been identified. Thereafter, an action plans are proposed for each site to develop the site according to the strategy such as preserving the heritage sites, upgradation of parks and others.

SECTION 4: TOURISM POTENTIAL IN MULTAN

4.1. Context – Tourism in Pakistan

The Pakistani government has increased the emphasis on the potential of the tourism sector in recent years. Due to the pandemic in 2020, the tourism sector has been affected. The overall budget for the tourism sector was also reduced. Subsequently, the overall international spending in 2020 also decreased by 24.4%, and domestic spending fell by 39.4%. Overall, 93% of the expenditure on tourism was done for leisure purposes. In 2021 the overall international spending in increased by 3%, and domestic spending fell by 8%. Overall, 94% of the expenditure on tourism was done for leisure purposes.

Table 1: Pakistan Travel & Tourism Data

Pakistan Travel and Tourism Data		
2019	2020	2021
Total contribution of Travel & Tourism to GDP		
5.8% of Total Economy PKR 3,051.4 BN (USD 18,727.7 MN	3.9% of Total Economy PKR 2,020.4 BN (USD 12,400.0 MN Change: -33.8% Economy Change: -1.3%	3.7% of Total Economy PKR 2,080.6 BN (USD 12,769.5 MN Change: +3.0% Economy Change: +6.0%
Total contribution of Travel & Tourism to Employment		
3.89 MN 6.1% of Total Jobs	3.36 MN 5.2% of Total Jobs Change: -13.7%	3.34 MN 5.1% of Total Jobs Change: -0.5%
Visitor Spend		
International PKR 178.5 BN 3.6% of Total Exports (USD1,095.2 MN)	PKR 134.8 BN 2.8% of Total Exports (USD 827.5 MN) Change: -24.4%	PKR 138.8 BN 2.9% of Total Exports (USD 852.1 MN) Change: +3.0%

Source: World Travel and Tourism Council, Country Economic Report, 2022

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Total contribution of Travel & Tourism to Employment		
Domestic PKR 2,134.5 BN (USD13,100.2 MN)	PKR 1292.5 BN (USD 7,932.4 MN) Change: -39.4%	PKR 1,396.2 BN (USD 8,568.8 MN) Change: +8.0%

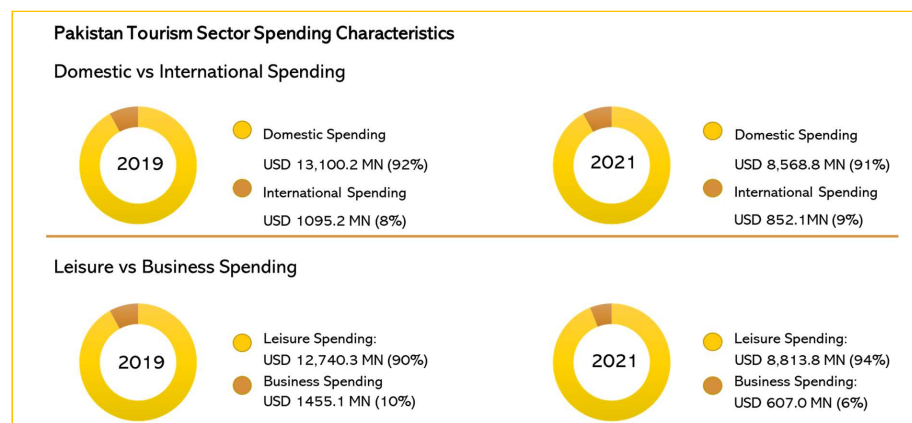


Figure 11: Tourism Sector Spending Characteristics

Source: Source: World Travel and Tourism Council, Country Economic Report, 2022

4.2. Inventory of Tourist Sites in Multan Division

The existing tourism sites in Multan Division have been identified and mapped out. The tourist sites inventory of the Multan Division is divided into the following subcategories: Religious and Spiritual tourism sites, Heritage tourism sites, Eco-tourism sites, and Recreational and Cultural tourism sites. Identifying tourism sites based on these categories is useful because it helps identify the reasons why tourists visit these sites and helps develop proposals based on the unique characteristics and potential of the tourist site.

The journey through Multan division is quite captivating, a region steeped in history and adorned with remarkable historical sites. This enchanting expedition will take you through a tapestry of heritage, architecture, and cultural significance, offering a glimpse into the glorious past of this vibrant land.

Commented [ZR1]: Four categories of tourism sites are identified in the text and three in the figure, Please align. Edit either text or the figure.



Figure 12: Categorization of tourism sites

Multan Fort: At the heart of the city stands the majestic Multan Fort, a symbol of resilience and grandeur. The high towering walls and impressive gateways that have withstood the test of time.



Figure 13: The Multan fort

Tulamba Fort: Dating back to the 12th century, holds a significant place in the region's history. Constructed during the reign of the Delhi Sultanate, the fort served as a strategic stronghold, guarding the borders and providing protection to the rulers and their subjects. Its sturdy

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fortifications, including the robust walls and bastions, are a testament to the engineering prowess of the era.

To enhance the tourism potential of Tulamba Fort, conservation efforts and infrastructure development can be undertaken. Restoration projects can revive the fort's architectural grandeur, preserving its historical integrity while ensuring its structural stability. Interpretive signage and guided tours can provide visitors with insights into the fort's history, architecture, and cultural significance.



Figure 14: Arched walls of Tulamba fort in dilapidated condition

Shahi Mosque at Sargana: It is a hidden gem that captures the essence of Islamic architecture. This mosque, known for its exquisite design and spiritual ambiance, offers a tranquil haven for prayer and reflection.

The Shahi Mosque, believed to have been constructed in the 16th century, showcases a fusion of architectural styles. Its unique blend of Persian, Central Asian, and local influences creates a captivating visual tapestry. The mosque's delicate calligraphy, and ornamental motifs adorn its walls, mesmerizing visitors with their beauty and craftsmanship.



Figure 15: Shahi Mosque Sargana

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The large courtyard of Sargana mosque invites visitors to connect with their spiritual selves. The mosque's interior gives a glance at the harmonious balance of geometric patterns and floral designs that embellish the prayer hall.

To further promote Sargana Mosque as a destination for spiritual tourism, facilities such as prayer areas, ablution facilities, and visitor information centers can be provided. Interpretive displays can educate visitors about the mosque's historical and architectural significance, enriching their experience and deepening their appreciation for Islamic art and culture.

Multan Division beckons explorers, history enthusiasts, and cultural aficionados to delve into its rich heritage. Each site holds a unique story, waiting to be unveiled and shared with the world.

Shah Rukn-e-Alam Shrine: The Shah Rukn-e-Alam Shrine stands as a revered pilgrimage site, exuding profound spiritual significance. Adorned with intricate designs, its walls emanate tranquility and devotion. Believers from far and wide gather here, seeking solace, blessings, and spiritual fulfillment in the presence of the Sufi saint. The atmosphere is filled with reverence as qawwali music and Sufi dancers create an ambiance that transcends the material world. Regardless of background, visitors unite in their pursuit of divine understanding.

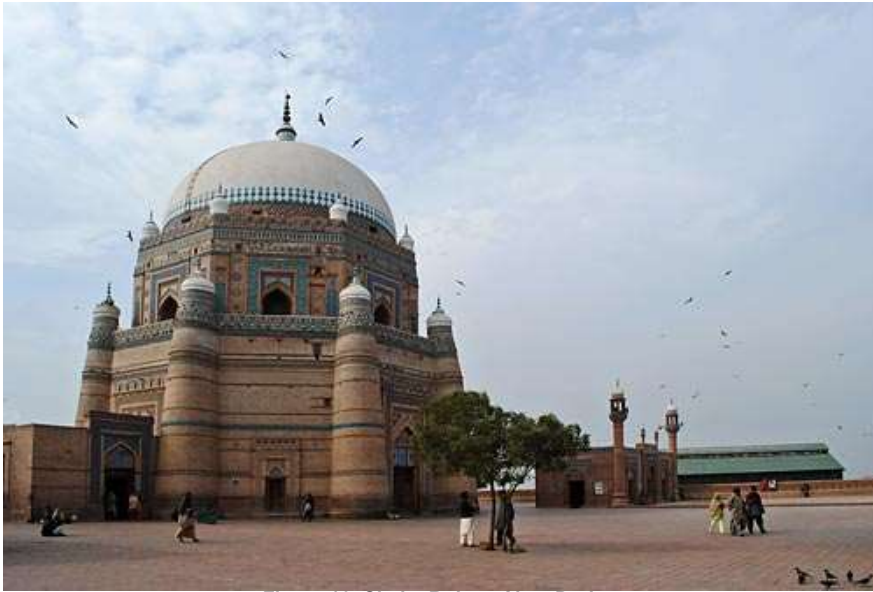


Figure 16: Shaha Rukn e Alam Darbar

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Eid Gah Mosque: Eid Gah Multan is a significant prayer ground in Multan, Pakistan, where Muslims gather for congregational prayers on the occasion of Eid al-Fitr. Located in the city center, it accommodates a large number of worshippers and holds historical importance. On Eid morning, people dress in their best attire and assemble at Eid Gah Multan to offer prayers led by an imam. The atmosphere is joyful, with greetings and embraces shared among families and friends. The prayer ground symbolizes unity and community spirit, serving as a reminder of the shared faith and cultural heritage of the people of Multan.



Figure 17: Eid Gah Mosque

Tomb of Ahmed Saeed Kazmi: The Tomb of Ahmed Saeed Kazmi serves as a sanctuary for spiritual contemplation. Engage in introspection and connect with the teachings and legacy of this revered religious scholar. As you enter the sacred space, the peaceful ambiance invites reflection, prayer, and a deeper understanding of the region's spiritual fabric.

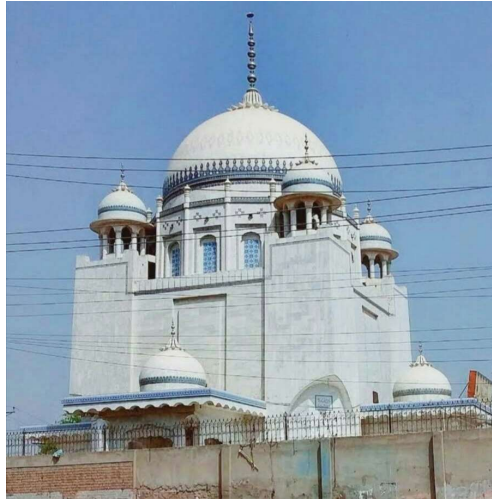


Figure 18: Tomb of Ahmad Saeed Kazmi

Pirowal Wildlife Park: Wildlife Park is a haven for nature enthusiasts and wildlife lovers. Spanning over vast acres of land, this park is home to a range of flora and fauna, including indigenous species and migratory birds. Explore the park's trails and witness the wildlife that inhabits the area. Pirowal Wildlife Park offers an unparalleled opportunity to connect with nature and experience the beauty of wildlife up close.



Figure 19: Lack of adequate walkways in Pirowal wild life park



Figure 20: Inadequate sitting areas at the wildlife park

Sidhnai Barrage: Situated near Khanewal, Sidhnai Barrage is a picturesque spot that combines natural beauty with recreational opportunities. The calm waters of the river offer a soothing ambiance, perfect for boating, fishing, and leisurely walks. Capture stunning views of the surrounding landscapes, indulge in birdwatching, or simply relax and unwind amidst the tranquil atmosphere. Sidhnai Barrage is a treat for those seeking solace in nature's embrace.



Figure 21: Park at Sidhnai Barrage



Figure 22: Headworks view from the park

Headworks at Sher Garh: The Headworks at Sher Garh offers a picturesque setting for nature enthusiasts and adventure seekers. The cascading waters, rocky terrain, and lush greenery create a mesmerizing landscape. The Headworks at Sher Garh is a popular destination for those seeking outdoor adventure and a refreshing escape in the lap of nature.



Figure 23: Sher Garh Headworks

Miranpur Reserve Forest: Miranpur Reserve Forest, a natural gem that harbors a rich variety of plants. Trek through the dense forests, listen to the melodious chirping of birds, and breathe in the

fresh air that permeates the surroundings. This forest reserve is a paradise for nature lovers, offering opportunities for hiking, birdwatching, and wildlife spotting.



Figure 24: Miranpur reserve forest

4.3. Tourism Influx in Multan Division

Multan Division, located in the southern part of Punjab province in Pakistan, is known for its rich historical and cultural heritage. The division comprises several cities and districts, including Multan, Khanewal, Vehari and Lodhran each offering unique attractions and tourism potential.

Multan, the principal city of the division, is famous for its ancient walled city, shrines, bazaars, and historical landmarks. The city attracts a significant number of tourists, both domestic and international, who come to explore its centuries-old architecture, Sufi shrines, and traditional handicrafts. The annual Urs festivals at the shrines of Sufi saints, such as Shah Rukn-e-Alam and Bahauddin Zakariya, also draw large crowds of devotees and tourists.

The Multan Division is also home to several natural and recreational sites that appeal to nature lovers and adventure enthusiasts. These include wildlife parks, forest reserves, reservoirs, and scenic landscapes. Pirowal Wildlife Park, Sidhnai Barrage, Qasim Bela, and the Headworks at Sher Garh are among the notable attractions that offer opportunities for wildlife spotting, boating, fishing, and leisurely walks.

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Moreover, the division has a rich agricultural landscape, with vast stretches of fertile lands and lush green fields. This presents opportunities for agri-tourism, where visitors can experience rural life, participate in farming activities, and learn about traditional agricultural practices.

While specific data on tourism influx in Multan Division may vary, the region has witnessed a steady growth in tourism over the years. Efforts by the government, local authorities, and tourism stakeholders to promote the region's cultural heritage, natural beauty, and recreational sites have contributed to this growth.

It is worth noting that the promotion of tourism in Multan Division requires a comprehensive approach, including infrastructure development, marketing campaigns, and ensuring the preservation and conservation of heritage sites. By leveraging the region's diverse tourism potential, Multan Division has the opportunity to attract more visitors and create sustainable economic growth through tourism-related activities.

Religious Festivals: Multan Division comes alive with vibrant religious festivals that celebrate the region's spiritual traditions. Experience the joy and devotion of events such as Urs of Shah Rukn-e-Alam and other Sufi festivals, where devotees gather to honor the saints, engage in spiritual practices, and partake in the rich cultural heritage of the region.

Educational initiatives can be undertaken to promote an understanding of the region's religious history and traditions. Guided tours, informative exhibits, and cultural programs can provide insights into the spiritual significance and practices associated with each site, fostering a deeper appreciation among visitors.

Multan Division is blessed with an abundance of natural beauty and recreational spots that offer a refreshing escape from the hustle and bustle of daily life. From wildlife parks to serene reservoirs, immerse yourself in the tranquility and serenity of the following recreational sites.

Table 2: Potential tourism sites in Multan division

District	Locality	Tourism Site	Tourism Category
Multan		Tourism trail 1- The gastronomy trail	

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	Multan City	Ghanta Ghar chowk	Historical Tourism, Cultural Tourism
	Multan City	Masjid Allah o Akbar	Religious Tourism
	Multan City	Hussain Agahi market	Historical Tourism, Cultural Tourism
	Multan City	Proposed food street	Cultural Tourism
	Multan City	Al-Muzaffar Mosque	Religious Tourism
Tourism Trail 2- The historic city trail			
	Multan City	Gates (Lohari, Bohar, Daulat, Haram, Pak, Khooni Burj, Delhi)	Historical Tourism, Cultural Tourism
	Multan City	Mai Maharban Tomb	Religious Tourism, Historical Tourism
	Multan City	Bagh Langey Khan	EcoTourism
	Multan City	Musa Pak Darbar	Historical Tourism
	Multan City	Aam Khas Bagh	EcoTourism
Tourism trail 3- Heritage and Eco-tourism trail			
	Multan City	Eidgah	Religious Tourism, Historical Tourism
	Multan City	Prince Shah Jahan Garden	Historical Tourism
	Multan City	Shah Shams Park	Religious Tourism
	Multan City	Proposed eco-Tourism site	Ecotourism
Khanewal	Khanewal	Pirowal wildlife park	Eco/Agri Tourism
	Kabirwala	Tomb of Khalid Waleed	Historical Tourism
	Abdul Hakim	Tomb of Abdul Hakim	Religious Tourism

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	Akbar Sahu	Sidhnai Barrage	Eco Tourism, Cultural Tourism
	Mian Channu	Tulamba Fort	Historical Tourism
Vehari	Sargana	Shahi Masjid Sargana	Historical Tourism
	Mailsi	Headwork at Sher garh	Eco Tourism
	Jhandir	Faisal Masood Jhandir Library	Historical, Cultural Tourism
Lodhran	Chak Gujran	Miranpur Plantation Reserved Forest	Eco/Agri Tourism
	Dunyapur	Darbar Hazrat Sultan Ayyub Qatal	Religious Tourism

4.4. Key challenges faced by the tourism industry in Multan Division

1- Insufficient Government Priority:

The tourism sector in Multan Division has not received adequate attention and priority from the government. This lack of prioritization is evident in the rankings of Pakistan's government prioritization of the travel and tourism industry, highlighting the need for enhanced focus and investment in tourism development.

2- Fragmented Coordination:

Tourism-related departments and ministries in Multan Division operate in isolation without effective coordination. This fragmented approach limits the potential for synergies and collaborative efforts, hindering the development of tourism in a cost-effective manner.

3- Lack of Uniform Provincial Policies:

After the devolution of powers to provinces, each province, including Multan Division, has developed its own tourism policies and regulations. This lack of uniformity creates inconsistencies and challenges in implementing standards, regulations, and taxes. A unified and harmonized approach is necessary to streamline policies and facilitate tourism growth.

4- Ineffective Federal Government Role:

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Following the devolution, the federal government's role in coordinating efforts among provincial departments has become less effective. The Pakistan Tourism Development Corporation (PTDC), once an active entity, is facing challenges, and there is a need for an efficient federal government entity to coordinate and facilitate tourism development in Multan Division.

5- Inadequate Enforcement of Standards and Certifications:

The enforcement of standards and certifications for hotels, tourist guides, travel agencies, and other tourism services in Multan Division is insufficient. Improved enforcement mechanisms, collaboration between relevant departments, and a focus on maintaining quality are essential for enhancing the visitor experience.

6- Limited Marketing and Promotion:

Multan Division struggles to effectively market and promote itself as a tourist destination despite its valuable attractions. Insufficient efforts have been made to showcase the region's tourism offerings on local and international platforms. Strengthened coordination among ministries and a strategic marketing approach are necessary to attract tourists to Multan Division.

7- Underutilized International Platforms:

Multan Division's participation in international tourism fairs and festivals has been limited and less proactive. Enhancing presence and representation in such events, along with effective planning and adequate funding, can significantly contribute to promoting the tourism potential of Multan Division.

8- Infrastructure challenges:

Multan Division faces infrastructure-related challenges, including inadequate access roads, unreliable utility services, poor sanitation facilities, and insufficient solid waste management at tourist spots. Developing new tourist sites while ensuring sustainable development and preserving cultural heritage is crucial for attracting visitors.

4.4.1. Key challenges faced by the tourism industry in Multan District

The tourism industry in Multan District encounters various challenges that impact its progress and potential. One key challenge is the perception of security concerns, which negatively affects the willingness of tourists to visit the district. To address this, it is essential to enhance security measures and create a safe environment to instill confidence in visitors. Another significant

challenge is the limited tourism infrastructure, including transportation networks, roads, and accommodation facilities. Developing and improving the infrastructure is crucial to enhance accessibility and provide a better experience for tourists. Additionally, the lack of effective awareness and promotion efforts hinders the district's tourism growth. It is essential to implement comprehensive marketing strategies, both domestically and internationally, to showcase the unique attractions and experiences in Multan District. Furthermore, the availability of a skilled workforce is vital for the industry's development. Investing in tourism-related training and education programs can help overcome the shortage of skilled professionals. By addressing these challenges, Multan District can unlock its tourism potential and attract a greater number of visitors.

4.4.2. Key challenges faced by the tourism industry in Khanewal District

The tourism industry in Khanewal District faces specific challenges that impact its growth and development. One of the key challenges is the lack of well-developed tourist infrastructure, including transportation networks, accommodation facilities, and tourist amenities. Improving the infrastructure is essential to enhance accessibility and provide a comfortable experience for visitors. For instance, Pirowal Wildlife Park in Khanewal lacks adequate public amenities, visitor facilitation, inadequate lighting and seating facilities. Historical sites in Khanewal region need preservation, defined site boundaries and public facilities. Recreational facilities need to be provided at eco-tourism potential sites like Sidhnai Barrage to attract visitors and locals alike.

Implementing sustainable practices and raising awareness about the importance of preserving these sites can contribute to the long-term sustainability of tourism in Khanewal District. By addressing these challenges, Khanewal District can unlock its tourism potential, attract more visitors, and contribute to the overall economic growth of the region

4.4.3. Key challenges faced by the tourism industry in Vehari District

Tourism potential in Vehari district is characterized by few sites of historical importance as well as ecotourism sites respectively. The sites are widely scattered and there is no proper infrastructure development leading to these sites. Moreover, public facilities at the sites identified in Vehari district are almost non-existent or inadequate shaded sitting areas. Sargana Mosque is devoid of its historic interpretation on-site and has no provision of a parking facility. Similarly, headworks at Shergarh has no provision of recreational activities, public facilities, play areas, refreshment points, public toilets etc. The tourism potential of these sites can be fully realized by proposing

adequate solutions to the above mentioned problems and upgrading the surroundings of each identified sites with ample public facilities.

4.4.4. Key challenges faced by the tourism industry in Lodhran District

Lodhran district is characterized by few sites of heritage importance including a wildlife reserve forest, and a shrine of Hazrat Ayyub Qatal near Dunypur tehsil in Lodhran district. The reserved forest is a mere land of wild forestation with an inadequate access and connection from the main road, the boundaries are not defined, and there is no such public facility. Similarly, at the shrine of Hazrat Ayyub Qatal, the entryway is not quite visible from the bazar and the parking area is not definite for the shrine. Lack of visitor facilitation at these sites is a major drawback, that can be overcome to facilitate the visitors and guide them through the district and its tourism potential.

SECTION 5: PROPOSED INTERVENTIONS IN MULTAN DIVISION

5.1 The Concept

The concept behind proposing tourism interventions in Multan division is:

- 1- To pedestrianize the routes effectively where needed specially in bazaars and narrow streets.
- 2- To bridge the gaps by offering curated routes that bring together multiple sites of historic and cultural importance together.
- 3- The proposed tourism trails will offer the tourists an opportunity to delve into the city's illustrious past and experience its diverse heritage.
- 4- By integrating the sites under one trail structure, it is aimed to create a cohesive narrative that highlights the unique stories, architectural marvels, and cultural significance of each location.

5.2 The Multan district

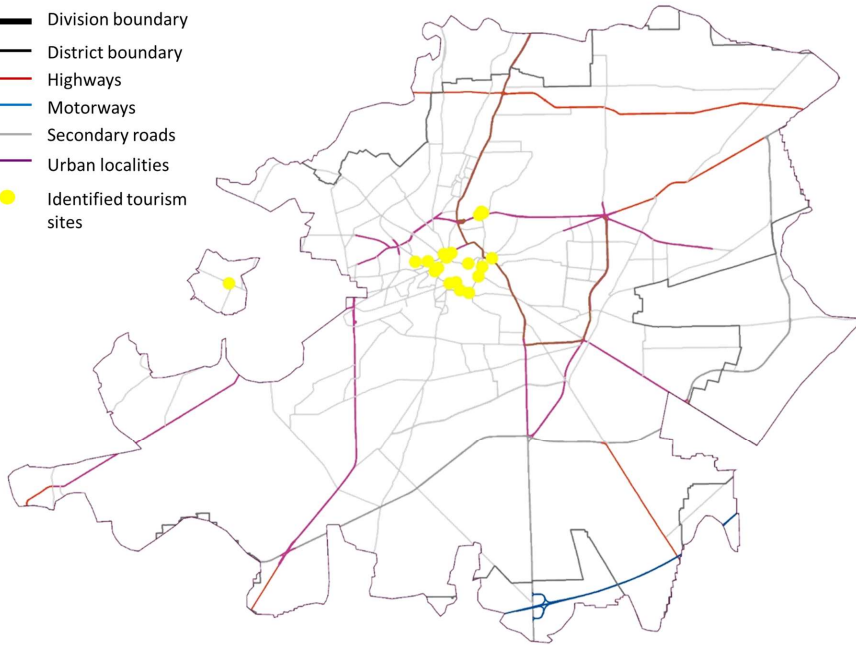
In the endeavor to celebrate the rich cultural heritage of Multan city, we have embarked on an innovative approach that focuses on integrating existing heritage sites under one cohesive trail structure. Instead of directly working on individual sites, our aim is to create a trail that promotes these significant locations, encouraging visitors to explore and appreciate the historical and cultural treasures of Multan.

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Multan, with its ancient walled city and a plethora of heritage sites, holds immense potential for tourism. However, the challenge lies in effectively showcasing and connecting these sites to provide a seamless experience for visitors. Our proposed Multan Heritage Trail aims to bridge this gap by offering curated routes that bring together multiple sites of historic and cultural importance.

LEGEND

- Division boundary
- District boundary
- Highways
- Motorways
- Secondary roads
- Urban localities
- Identified tourism sites



Map 2: Multan City map with identified heritage sites for tourism potential

Source: The Urban Unit

The Multan tourism trails will serve as a comprehensive guide for tourists, offering them the opportunity to delve into the city's illustrious past and experience its diverse heritage. By integrating the sites under one trail structure, we aim to create a cohesive narrative that highlights the unique stories, architectural marvels, and cultural significance of each location. It is important to note that our tourism strategy does not involve directly conserving individual sites within Multan Division. We acknowledge and appreciate the ongoing efforts of relevant authorities in preserving and maintaining these sites. Instead, our focus lies in creating a platform that showcases and connects these preserved sites, amplifying their cultural significance and promoting tourism

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in the region. By integrating these sites into a cohesive trail structure and implementing strategic initiatives, we aim to enhance their visibility, accessibility, and visitor experience, while supporting the preservation efforts led by the respective authorities. Our role is to highlight the unique stories, architectural marvels, and cultural significance of these sites, ensuring their appreciation and recognition among visitors to Multan Division.

The Multan tourism trails initiative presents three distinct trails that celebrate the rich cultural heritage of Multan city:

1. Tourism trail: The Gastronomic trail
2. Tourism trail 2: The Historic city trail
3. Tourism trail 3: The cultural heritage and Eco-tourism trail.

By offering these three distinct trails, the Multan tourism trails initiative provides visitors with a well-rounded and immersive exploration of Multan's cultural heritage. Each trail showcases unique aspects of the city, from its gastronomic delights to its historical landmarks and natural landscapes. Through strategic planning and infrastructure development, the initiative aims to enhance visitor experiences, promote economic growth, and foster a deeper appreciation for Multan's rich heritage.

5.2.1 Tourism trail 1- The Gastronomy trail

A Journey through Multan's heritage and culinary delights

Overview:

This section offers a detailed account of the Multan Heritage Trail, taking visitors on an immersive journey through the city's vibrant streets, historical landmarks, and culinary delights. The purpose

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of this report is to provide an informative overview of the trail, highlighting the key attractions and experiences along the way.

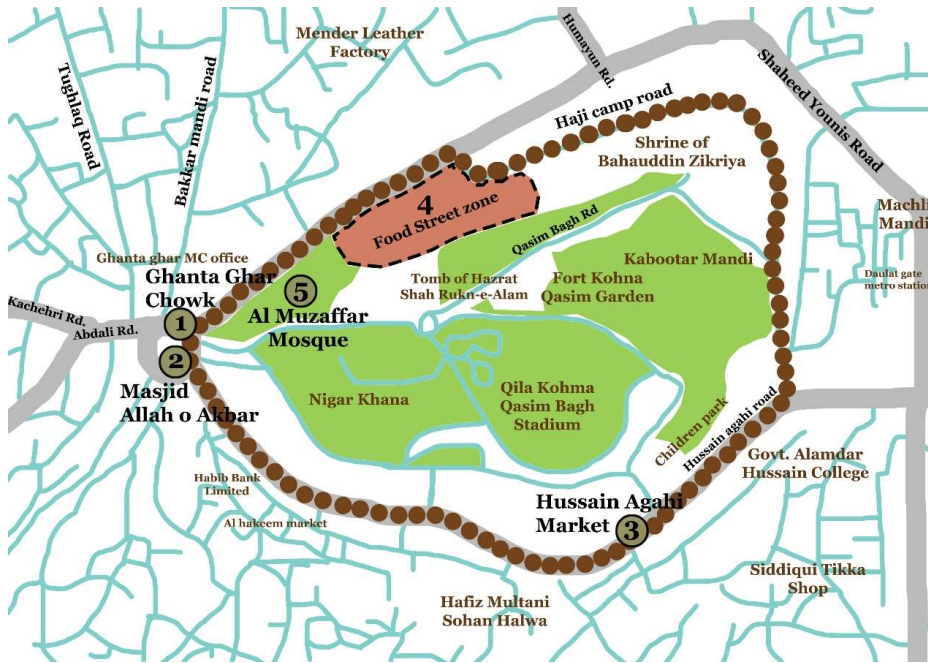


Figure 25: Route for Gastronomic trail

Source: The Urban Unit

Table 3: Tourism trail 1 route details

S. No.	Tourism Site	Distance from previous location (Approx.)	Route Details	Category
1	Ghanta Ghar Chowk	-	Starting point	Historic Tourism
2	Masjid Allah o Akbar	43 m	Near Ghanta Ghar Chowk	Religious Tourism
3	Hussain Agahi Bazar	800 m	Via Hussain Agahi Road	Cultural Tourism
4	Proposed food street	3.0 km	Via Haji Camp Road	Cultural Tourism

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5	Al Muzaffar Mosque	3.1 km	Via Haji Camp Road	Religious Tourism
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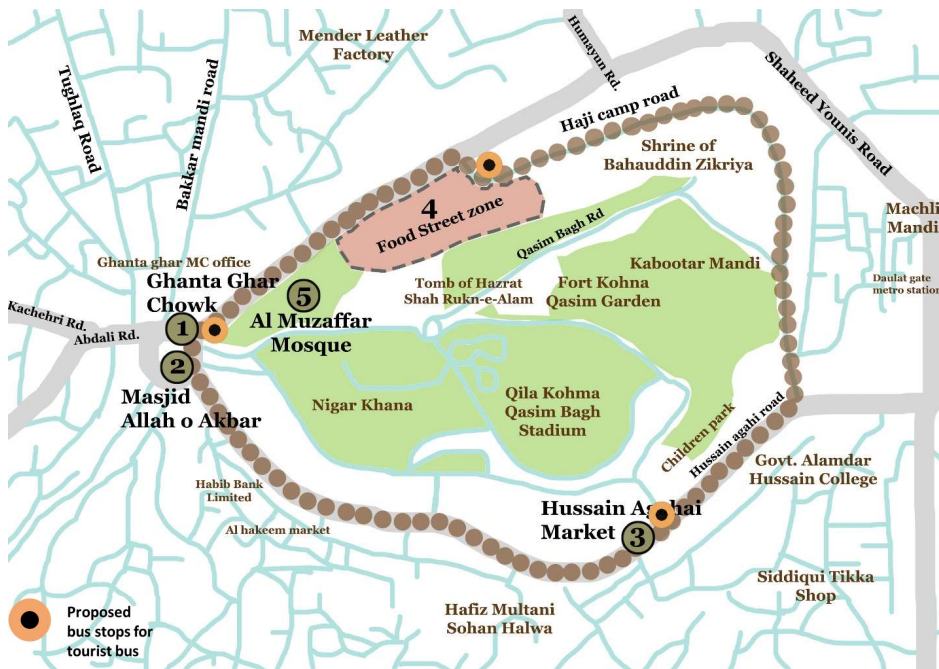


Figure 26: Proposed bus stops for trail 1

Source: The Urban Unit

Trail highlights:

The Starting point-Ghanta Ghar: The trail begins at Ghanta Ghar, a magnificent clock tower that stands as an iconic symbol of Multan's bustling energy and rich history. Visitors are instantly captivated by the vibrant atmosphere surrounding this historic landmark.



Figure 27: View of Ghanta Ghar, Multan

Destination 2- Masjid Allah-o-Akbar: Next on the trail is Masjid Allah-o-Akbar, a revered mosque exuding a sense of tranquility and spirituality. The intricately designed courtyard, adorned with beautifully crafted pillars and arches, invites visitors to immerse themselves in the serenity of this sacred place.



Figure 28: Masjid Allah o Akbar at Ghanta Ghar Chowk

Destination 3-Hussain Agahi Bazar: Continuing the trail, visitors make their way to Hussain Agahi Bazar, a bustling marketplace that showcases the city's vibrant culture and traditional

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craftsmanship. The bazaar offers a treasure trove of colors, aromas, and handicrafts, providing a delightful shopping experience.

The vibrant Hussain Agahi Market in Multan entices visitors with its bustling atmosphere, colorful stalls, and rich cultural heritage. This historic bazaar showcases a diverse array of goods, from handicrafts and textiles to spices and traditional Multani sweets. Engage with local vendors, immerse yourself in the energetic ambiance, and take home a piece of Multan's vibrant culture. Indulge in the market's culinary delights, savoring the

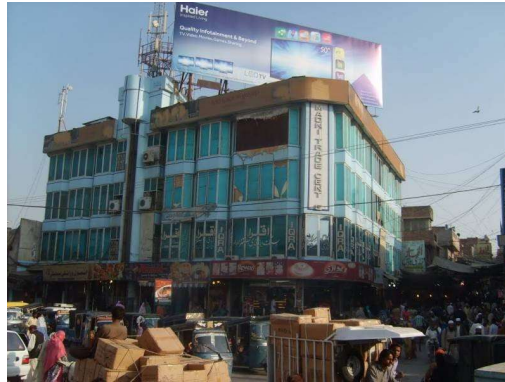


Figure 29: Hussain agahi bazar

mouthwatering kebabs, aromatic biryanis, and delightful sweets that represent Multan's culinary heritage. Explore the market's cultural exhibits, featuring hand-woven textiles, pottery, embroidery, and jewelry, showcasing the city's traditional crafts. Admire the architectural marvels and hidden corners that reflect Multan's storied past. The bazaar can also host exhibitions and demonstrations, providing a deeper understanding of Multan's cultural legacy. Embrace the lively atmosphere, vibrant colors, and friendly banter of shopkeepers as you navigate through Hussain Agahi Market—a true embodiment of Multan's soul. Encouraging sustainable practices, such as reducing single-use plastics and promoting responsible tourism, further enhances the bazaar's appeal. Hussain Agahi Market invites visitors to experience Multan's essence, where culture, cuisine, and craftsmanship converge, leaving lasting memories of this sensory journey.

Destination 4-The proposed Gastronomy street

The proposed gastronomy street will be located near Ghanta Ghar (Clock Tower) in Multan's old town, specifically at Chowk Ghanta Ghar alongside Shaheed Younas Road. This central and easily accessible area is an ideal spot for a gastronomy street, attracting both locals and tourists.

Requirements: The street will need sufficient space to accommodate pedestrian traffic comfortably, including seating areas, dining spaces, and stalls for food vendors. The exact area required will depend on the envisioned design and scale of the project.

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Figure 30: Identified site for food street

Source: The Urban Unit

Planning and Coordination: Effective planning and coordination with local authorities, including municipal bodies and urban planners, will be crucial for the street's success. This includes ensuring waste management systems, proper sanitation facilities, and measures to maintain public safety. Incorporating eco-friendly practices, such as solar-powered lighting and water-efficient systems, will promote sustainability.



Figure 31: Existing condition of identified site for food street

Benefits and Potential: The gastronomy street near Ghanta Ghar will enhance the city's tourism experience, attracting visitors from within and outside Multan. It will provide a platform for local food vendors and restaurants to showcase their culinary expertise. Additionally, the street will

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create a lively environment where residents and visitors can indulge in the city's culinary delights and cultural experiences.

To boost the proposed gastronomy street at Ghanta Ghar, several additional developments and infrastructure improvements could be made:

1- Design and Aesthetics

The street should be designed in a way that reflects the rich cultural heritage of Multan. The architecture of the food stalls and seating areas could be designed to showcase the traditional Multani style, incorporating elements such as colorful tile work and intricate wood carvings. Street furniture, lighting, and signage could also be designed to enhance the aesthetics of the street and make it more appealing to visitors.



Figure 32: Conceptual sketch of food street

2- Marketing and Promotion

The gastronomy street could be promoted through various marketing and promotional activities to attract tourists and locals. This could include social media campaigns, food festivals, and collaborations with travel bloggers and food influencers. In addition, the street could be listed in tourism guides and maps of the city.

3- Quality Control and Hygiene

To ensure the quality of food and hygiene standards, vendors on the gastronomy street should be required to adhere to strict guidelines and standards. Regular inspections and monitoring could be

conducted to maintain the quality of food and ensure that hygiene standards are met. This would help to build trust and credibility among visitors and encourage them to revisit the street.

4- Infrastructure Improvements

Adequate infrastructure improvements, such as proper waste management and sanitation facilities, would need to be implemented to ensure the smooth functioning of the gastronomy street. Provision of water and electricity, drainage systems, and other essential services would also need to be considered to ensure that the street runs efficiently and effectively.

5- Community Involvement

Community involvement would be essential for the success of the gastronomy street. Local businesses, vendors, and residents should be consulted and involved in the planning and development of the street. This would help to create a sense of ownership and pride among the local community, resulting in a more vibrant and lively street.



Figure 33: Community involvement

Destination 5- Al Muzaffar Mosque: The trail ends at Al Muzaffar Mosque, an architectural masterpiece that mesmerizes with its humble and simple design. This structure serves as a testament to Multan's rich architectural heritage and craftsmanship.



Figure 34: View of Al Muzaffar Mosque from Shaheed Younas Road

Conclusion: The establishment of a gastronomy street near Ghanta Ghar in Multan holds great promise for the city's tourism industry. By strategically planning and coordinating with relevant

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authorities, this initiative can create a vibrant space that celebrates the region's culinary heritage. The street's success will contribute to the economic growth and cultural vibrancy of Multan.

5.2.2 Tourism trail 2- Historic city trail

Overview:

Multan is a city steeped in history and religious significance, and its potential for tourism is immense. The walled city of Multan, in particular, is home to a number of heritage/historic sites that have remained largely untouched over the years, waiting to be explored and appreciated by tourists from all over the world. In order to harness the potential of these sites, a heritage sites trail is being created, which will connect these historic and religious sites, and in turn, help in the economic growth and sustainable development of the city.

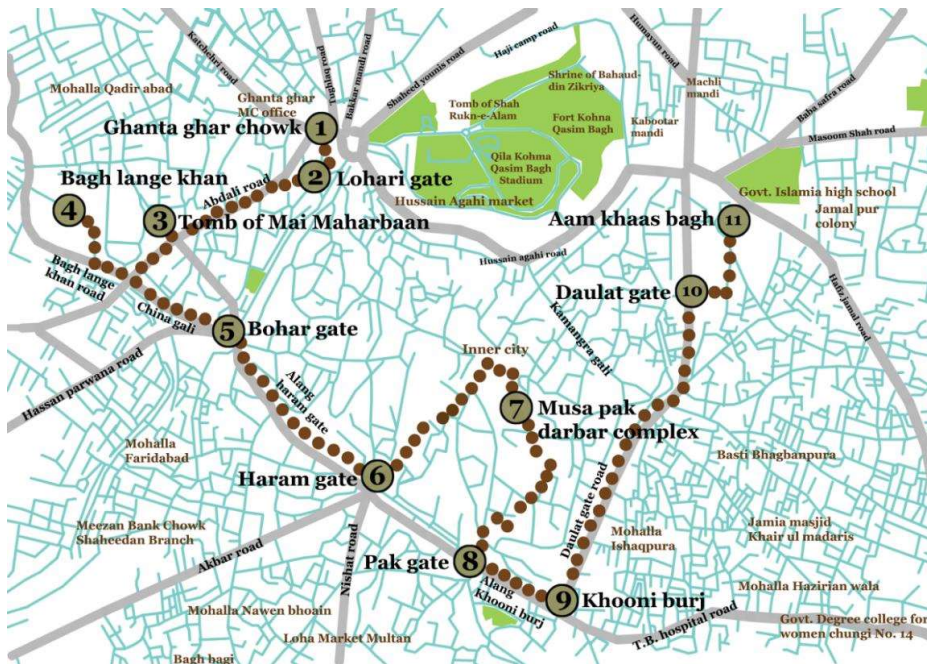


Figure 35: Tourism trail 2- Historic city trail

Source: The Urban Unit

The heritage sites trail will showcase the rich cultural and religious diversity of Multan and will take visitors on a journey through the city's history. The trail will include iconic landmarks such

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as the historic gates, Mai Maharbaan tomb, Musa Pak Darbar complex among others. Each site on the trail will be carefully curated, and visitors will be given an opportunity to learn about the historical significance of each site, as well as the architectural style and cultural traditions that it represents.

Table 4: Tourism trail 2 route details

S. No.	Tourism Site	Distance from previous location (Approx.)	Route Details	Category
1	Ghanta Ghar Chowk	-	Starting point	Historic Tourism
2	Lohari Gate	130 m	Via Shah Yousaf Gardezi road	Historic Tourism
3	Tomb of Mai Maharabaan	900 m	From Yousaf Gardezi road to Abdali road	Religious Tourism
4	Bagh Laangy Khan	550 m	From Abdali road to Bagh Lange khan road	Cultural and Eco Tourism
5	Bohar Gate		From Bagh Lange khan road to China gali	Historic Tourism
6	Haram Gate	750 m	From China gali to Alang haram gate road	Historic Tourism
7	Musa Pak Darbar	230 m	From Alang haram gate road to alang pak gate road	Historic & Religious Tourism
8	Pak Gate	550 m	Via Pak gate road	Historic Tourism
9	Khooni Burj	300 m	From Pak gate to Alang Khooni burj road	Historic Tourism
10	Delhi Gate	750 m	From Alang Khooni burj road to Alang Delhi gate road	Historic Tourism
11	Daulat gate	350 m	From Alang Delhi gate road to Alang Daulat gate road	Historic Tourism
12	Aam Khas Bagh	700 m	From Alang Daulat gate road to Baba Safra road	Cultural and Eco Tourism

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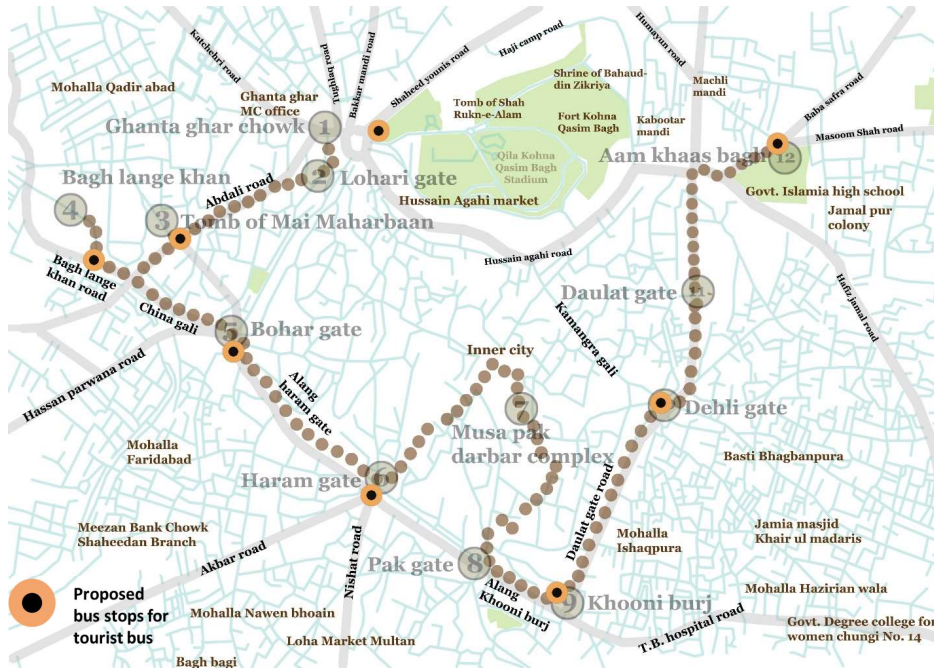


Figure 36: Proposed bus stops for trail 2

Source: The Urban Unit

One of the primary aims of the heritage sites trail is to promote economic growth and sustainable development in the city. By showcasing its cultural heritage, the trail will attract tourists from all over the world, thereby creating employment opportunities for local residents and generating revenue for the city. Moreover, the trail will be designed with sustainability in mind, and will prioritize the conservation of the city's heritage sites, while also ensuring that the trail is accessible to all visitors, including those with disabilities.

In order to improve the infrastructure and ensure that the heritage sites trail is accessible to all visitors, a number of architectural interventions will be made. These will include urban renewal and regeneration projects, which will not only enhance the aesthetic appeal of the city but will also ensure that the infrastructure is safe and functional. This will involve restoring and preserving historic buildings and public spaces, as well as introducing modern amenities such as restrooms, benches, and information kiosks, among others.

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The heritage sites trail in Multan offers an exciting opportunity for sustainable tourism development in the city. The trail can play a crucial role in promoting economic growth and enhancing the city's urban fabric by creating new opportunities for investment, job creation, and community development. In order to achieve these goals, a comprehensive planning approach is necessary.

The Trail highlights:

Old gates of Multan city

Rehabilitating the old gates of Multan and its surroundings is a crucial step in the development of the heritage trail. The gates of Multan are significant landmarks that are part of the city's rich cultural heritage. The restoration of these gates can help to revitalize the surrounding areas and create new economic opportunities for the local community.



Figure 37: Bohar Gate interior and exterior side view



Figure 38: Built fabric surrounding Bohar Gate



Figure 40: Haram Gate and its parking



Figure 39: Rest area on other side of Haram Gate

Efforts to rehabilitate the old gates of Multan and its surroundings encompass several key steps. The foremost priority is the restoration and preservation of the gates themselves, which involves repairing and reviving their architectural features, intricate carvings, and decorative motifs.



Figure 41: Delhi gate

Concurrently, the areas surrounding the gates can be revitalized to stimulate economic growth and community engagement. This can be achieved through the establishment of commercial spaces such as shops and restaurants, as well as the creation of public areas like parks and plazas. Infrastructure enhancements, including the upgrade of roads, sidewalks, and public spaces, will not only enrich the visitor experience but also facilitate economic development. Augmented lighting and security measures will instill a sense of

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safety, encouraging more people to visit the area. Additionally, providing historical interpretation of the gates and their environs will enrich the visitor experience while fostering greater appreciation for the cultural and historical significance of the region.



Figure 43: Garbage and dumping sites along the inner city

Public-private partnerships can help to facilitate the rehabilitation of the old gates of Multan and its surroundings. Private investment can help to fund restoration and development projects, while public authorities can provide incentives and support for the projects.



Figure 42: Vandalism at Khooni burj

Mai Meherban Tomb

The Mai Meherban Tomb is a historic site located in the city of Multan, Pakistan. It is a mausoleum that was built in the 16th century, during the reign of the Mughal Emperor Akbar. The tomb is dedicated to Mai Meherban, a woman who was a prominent member of the royal court during the Mughal era.



Figure 44: Access to Mai Meharbaan Tomb and its entryway

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The architecture of the Mai Meherban Tomb is a fine example of Mughal style, featuring intricate carvings, calligraphy, and decorative motifs. The tomb is surrounded by a beautiful garden that adds to the peaceful ambiance of the site.

Efforts are being made to restore and preserve the Mai Meherban Tomb, to ensure that it remains a prominent heritage site on the tourism trail. The restoration work includes repairing the damaged portions of the tomb, installing proper lighting, and creating a museum to showcase the history and cultural significance of the site.



Figure 45: Tomb and its surrounding

The Mai Meherban tomb is an essential cultural landmark in Multan, and its restoration will contribute significantly to the city's urban regeneration efforts. With the tomb's unique architecture and cultural significance, it is sure to attract visitors interested in history and architecture, both locally and internationally. The site also provides a perfect opportunity for economic growth through the development of supporting businesses such as cafes and souvenir shops in the surrounding areas.

Overall, the Mai Meherban tomb is a beautiful historic site that represents the rich cultural heritage of Multan. The ongoing efforts to restore and preserve the site will ensure its continued significance for generations to come.

Langey Khan Bagh

Bagh Langay Khan is a large public park situated in Multan, Pakistan. It is named after a gardener named Langay Khan who was known for his love for gardening. The park spans over an area of 27 acres and is home to a wide range of trees, plants, and flowers.



Figure 46: Landscape at Langay Khan Bagh

The layout of the park follows the traditional Mughal-style garden design, with a central water channel and fountains surrounded by symmetrical paths and garden beds. The park is also known for its well-maintained lawns that provide a perfect spot for visitors to relax and unwind.

Bagh Langay Khan is a popular destination for tourists and locals alike, particularly families looking for a peaceful outdoor space to enjoy a picnic or leisure activities. The park is also home to several historical monuments, including the tomb of Shaikh Rukn-ud-Din Abul Fath, a famous Sufi saint from Multan.

To develop and upgrade Bagh Langay Khan, several initiatives are underway. The park's infrastructure is being improved with the installation of proper lighting, benches, and walkways, to provide visitors with a better experience. Moreover, a small museum that showcases Multan's rich cultural heritage could be established in the park to offer a unique insight into the city's past.

Overall, Bagh Langay Khan is an important and historic landmark in Multan. As efforts are being made to upgrade its facilities, it is sure to become a prominent attraction on the heritage trail, drawing more visitors and providing them with a memorable experience.

The development of recreational facilities, such as playgrounds, sports fields, and fitness areas, can provide additional recreational opportunities for visitors and residents.

Musa Pak Darbar complex

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The Musa Pak Darbar complex in Multan is a significant historic and religious site that requires attention for urban renewal and regeneration. The complex comprises several tombs, shrines, and mosques, including the mausoleum of Saint Musa Pak Shaheed, a revered Sufi saint. The complex is an essential destination for tourists and devotees alike, and the urban renewal and regeneration of the area can have a significant impact on the local economy and community.



Figure 47: Musa Darbar Complex Entrance



Figure 48: Parking area at Darbar complex



Figure 50: Interior view of Musa pak darbar



Figure 49: Mosque inside Musa pak darbar

Musa Pak Darbar complex in Multan is a significant historic and religious site that requires attention for urban renewal and regeneration. Through the preservation and restoration of historic buildings, infrastructure improvements, improved visitor experience, community engagement, economic development opportunities, and sustainability, the complex can be transformed into a vibrant cultural and economic hub that benefits both the local community and tourists.

Aam Khas bagh

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Aam Khas Bagh is a renowned garden situated in the walled city of Multan, Pakistan. Constructed during the reign of Mughal Emperor Akbar in the late 16th century, the garden's name translates to "the garden for the common people." The garden spreads over an area of approximately 13 acres and is enclosed by a wall with four gates.

The garden's layout is a typical Mughal-style garden, featuring a central water channel and fountains, surrounded by symmetrical pathways and garden beds. The garden houses a variety of trees and shrubs, including mango, neem, and guava.

Aam Khas Bagh is a site of great cultural significance, with a rich history in Multan's heritage. In the past, the garden served as a venue for royal events and hosted significant political and social gatherings. The garden has also been used as a location for shooting numerous Pakistani movies and television dramas.

Currently, Aam Khas Bagh is a popular destination for tourists and locals alike. The garden provides a serene escape from the hustle and bustle of the city and is a favorite spot for picnics and relaxation.

All in all, Aam Khas Bagh is a prominent cultural and historical landmark in Multan, providing visitors a window into the city's rich past and cultural heritage.



Figure 52: Aam Khas Bagh entrance



Figure 51: Boundary walls of Aam Khas Bagh



Figure 53: Interior view of the garden landscape

Conclusion:

In conclusion, the development of the heritage sites trail in Multan requires a comprehensive planning approach that considers both urbanist and economic development planning methods. By assessing the existing conditions, identifying the heritage sites, developing an accessible and well-marked trail route, improving infrastructure, implementing conservation measures, and effectively marketing and promoting the trail, the city can attract a steady flow of visitors, generating revenue and employment opportunities for local residents while preserving the city's rich cultural heritage for future generations to enjoy.

5.2.2.1 Framework for heritage development at the historic city trail

Step 1: Assessing the existing conditions

The first step in developing the heritage sites trail is to conduct an assessment of the existing conditions in the city. This should include an analysis of the current economic situation, infrastructure, and cultural assets. This will help identify the strengths and weaknesses of the city, as well as potential opportunities for growth.

Step 2: Identifying the heritage sites

Based on the assessment of existing conditions, the next step is to identify the heritage sites that will be included in the trail. This should be done in consultation with local experts, historians, and community members, and should be based on the historical and cultural significance of the sites.

Step 3: Developing the trail route

Once the heritage sites have been identified, the trail route should be developed. This should be done in a way that maximizes accessibility, safety, and visitor experience. The trail route should also take into account potential economic development opportunities, such as the creation of new businesses and investment opportunities along the trail.

Step 4: Improving infrastructure

In order to ensure the trail is accessible and safe for visitors, infrastructure improvements may be necessary. This can include upgrading roads, sidewalks, public spaces, and other amenities to enhance visitor experience and increase economic development opportunities.

Step 5: Implementing conservation measures

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The preservation of the heritage sites is crucial to ensuring their long-term sustainability. Conservation measures should be implemented to protect these sites from damage and degradation. This can include physical conservation efforts, such as repairing and restoring buildings and monuments, as well as education and outreach efforts to raise awareness of the importance of heritage conservation.

Step 6: Marketing and promotion

The final step in developing the heritage sites trail is to market and promote it to potential visitors. This can be done through a variety of marketing and outreach efforts, such as social media campaigns, travel guides, and partnerships with travel agencies and tour operators. Effective marketing and promotion can attract a steady flow of visitors, generating revenue and employment opportunities for local residents.

5.2.3 Tourism trail 3-Cultural Heritage and Eco-Tourism trail

Overview:

The Cultural Heritage and Eco-Tourism Trail connecting Eid Gah, Shah Shams Park, and Chenab Bridge Eco-Tourism Site offers a captivating journey that combines the exploration of cultural landmarks and the appreciation of natural beauty. Starting at Eid Gah, a historic prayer ground, visitors can delve into the religious and architectural significance of this revered site. The trail then leads to Shah Shams Park, a lush green oasis that provides a serene retreat amidst the urban landscape. Here, visitors can immerse themselves in the tranquil ambiance, enjoy leisurely walks, and appreciate the park's scenic views. Continuing along the trail, travelers will reach the Chenab Bridge Eco-Tourism Site, which showcases the ecological splendor of the region. This site offers breathtaking views of the majestic Chenab River and its surrounding landscapes, providing an ideal setting for nature enthusiasts and photographers. The eco-tourism site promotes environmental conservation and offers opportunities for bird-watching, hiking, and other outdoor activities. The Cultural Heritage and Eco-Tourism Trail not only highlights the historical and cultural significance of Eid Gah and Shah Shams Park but also emphasizes the importance of sustainable tourism practices. Along the trail, visitors can learn about the region's cultural heritage, engage with local communities, and contribute to the preservation of the natural environment. This

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trail presents an exciting blend of cultural exploration, natural beauty, and eco-consciousness, making it an ideal choice for travelers seeking an immersive and sustainable tourism experience.

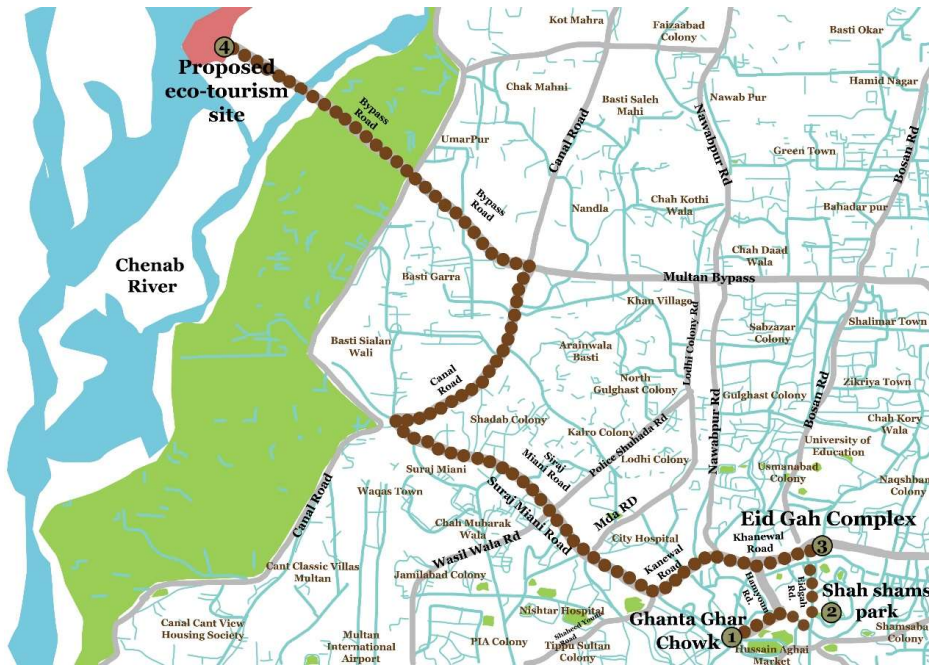


Figure 54: Eco-Tourism Trail

Source: The Urban Unit

Table 5: Tourism trail 3 route details

S. No.	Tourism Site	Distance from previous location (Approx.)	Route Details	Category
1	Ghanta Ghar Chowk	-	Starting point	Historic Tourism
2	Tomb of Ahmed Saeed Kazmi	43 m	Near Ghanta Ghar Chowk	Religious Tourism
3	Eid Gah	800 m	Via Hussain Agahi Road	Religious Tourism

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4	Prince Shah Jahan Garden	3.0 km	Via Haji Camp Road	Heritage Tourism
5	Proposed Eco Tourism site	3.1 km	Via Haji Camp Road	Eco Tourism

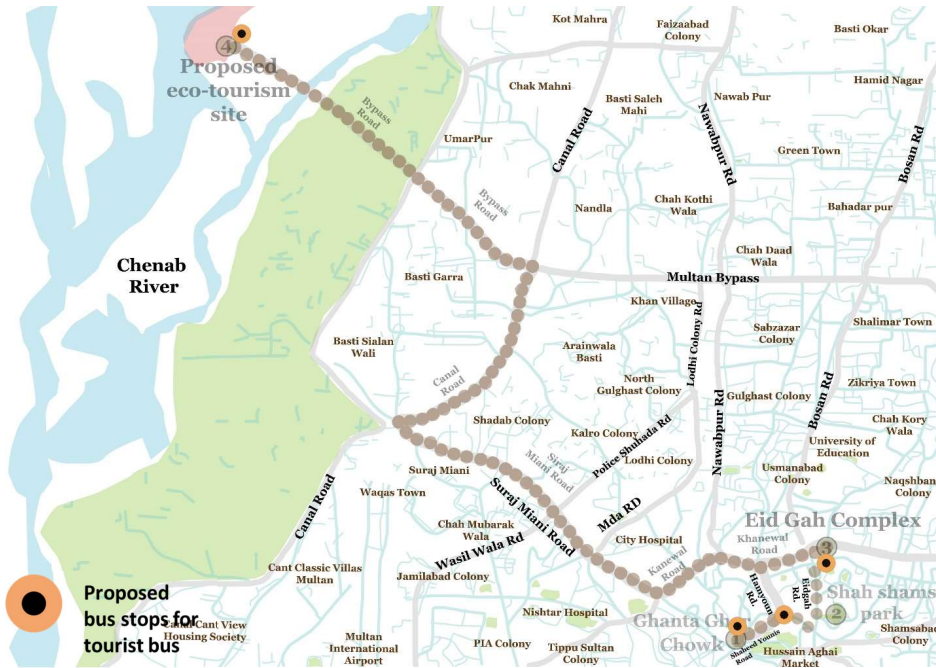


Figure 55: Proposed bus stops for tourism trail 3

Source: The Urban Unit

Eid gah Complex

Eid Gah Multan is a historic landmark located in the center of Multan, Pakistan. It has great significance for the local community due to its beautiful architecture, intricate craftsmanship, and picturesque gardens.

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Eid Gah Multan was built during the Mughal era as a gathering place for the Muslim community to celebrate Eid al-Fitr and Eid al-Adha. The central prayer hall of the mosque is supported by arches and columns. The carvings showcase a variety of traditional motifs, including floral patterns, geometric shapes, and calligraphy. These intricate carvings demonstrate the excellent skills and craftsmanship of the local artisans who built the mosque.



Figure 56: Entrance gateway to Eid Gah and interior courtyard

Overall, Eid Gah Multan is an awe-inspiring site that provides a glimpse into the rich cultural heritage of the region. It showcases the magnificent skills and craftsmanship of the local artisans and serves as a symbol of pride for the local community. Visitors to Multan should not miss the chance to explore this historical landmark and to appreciate its beauty and grandeur.



Figure 57: Water fountain condition at Eid Gah

Prince Shah Jahan Garden, located at Eid Gah in Multan, is a testament to the region's rich history and offers immense tourism potential. This enchanting garden is named after the Mughal Prince Shah Jahan, who played a significant role in the development and beautification of Multan during the Mughal era.

The garden's history dates back to the 17th century when it was commissioned by Prince Shah Jahan as a symbol of his love for the city and its people. It was designed as a picturesque retreat, offering a serene oasis amidst the bustling cityscape. The garden's layout reflects the classic Mughal style, characterized by symmetrical patterns, flowing water channels, and carefully manicured green spaces.

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Prince Shah Jahan Garden boasts a mesmerizing blend of natural beauty and architectural splendor. The lush green lawns, vibrant flowerbeds, and towering trees create a tranquil ambiance, providing a welcome respite from the urban hustle. The garden's design showcases the Mughal aesthetic sensibilities, with intricate pathways, fountains, and pavilions that enhance its charm and grandeur.

From a tourism perspective, Prince Shah Jahan Garden offers a delightful escape for visitors seeking tranquility and natural beauty. The garden's serene environment makes it an ideal spot for leisurely strolls, picnics, and family outings. Visitors can immerse themselves in the captivating ambiance, enjoying the fragrant blossoms, soothing sounds of water, and the cool shade of majestic trees.

To maximize the tourism potential of Prince Shah Jahan Garden, infrastructure and facilities can be developed. Well-maintained walking paths, seating areas, and picnic spots can be provided to enhance visitor comfort. Interpretive signage can offer historical insights and anecdotes about the garden's significance and its association with Prince Shah Jahan. Additionally, amenities such as refreshment kiosks, restrooms, and playgrounds can be included to cater to the needs of visitors of all ages.

Moreover, the garden can serve as a venue for cultural events, festivals, and exhibitions, showcasing Multan's traditional arts, crafts, and performances. This would create a vibrant atmosphere, drawing both locals and tourists alike to experience the city's cultural richness.

By preserving and promoting Prince Shah Jahan Garden as a key attraction in Multan, we celebrate the historical legacy of the Mughal era and offer visitors a glimpse into the city's royal heritage. The garden's beauty and tranquility, combined with thoughtful development and cultural programming, ensure a memorable experience for all who visit.



Figure 58: Water channels flowing into the garden at Eid Gah

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The Tomb of Ahmed Saeed Kazmi, located at Eid Gah in Multan, holds historical significance and offers tourism potential for visitors. This mausoleum is dedicated to the renowned religious scholar and spiritual leader, Ahmed Saeed Kazmi.

Ahmed Saeed Kazmi was a highly respected figure known for his wisdom, piety, and contributions to Islamic teachings. He played a significant role in spreading religious awareness and promoting spirituality in Multan and beyond. The tomb serves as a tribute to his life and teachings, attracting devotees and followers seeking solace and spiritual enlightenment.

The mausoleum itself is an architectural masterpiece, adorned with intricate designs and calligraphy that reflect the artistic traditions of Multan. The tomb's serene ambiance and beautifully crafted interior provide a peaceful sanctuary for visitors, allowing them to pay their respects and connect with the teachings of Ahmed Saeed Kazmi.

In terms of tourism potential, the Tomb of Ahmed Saeed Kazmi offers a unique cultural and spiritual experience. Pilgrims and devotees from different parts of the country visit the tomb to seek blessings and find inspiration. The site also holds significance for researchers, scholars, and enthusiasts interested in the life and teachings of Ahmed Saeed Kazmi.

To enhance the tourism potential of the tomb, various amenities and facilities can be developed. These may include visitor centers providing information about Ahmed Saeed Kazmi's life and work, guided tours to offer insights into his teachings, and well-maintained pathways and gardens for a tranquil and inviting atmosphere. Additionally, arrangements can be made for religious events and gatherings to celebrate the teachings and legacy of Ahmed Saeed Kazmi.



Figure 59: Exterior view of Tomb Ahmed Saeed Kazmi

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Promoting the Tomb of Ahmed Saeed Kazmi as a spiritual and cultural destination within the larger context of Multan's heritage trail can attract visitors who are interested in exploring the city's religious and historical sites. Collaboration with local communities, religious organizations, and tourism authorities is vital to ensuring the preservation and promotion of this sacred site.

By recognizing the historical significance of the tomb and embracing its tourism potential, we can create a compelling destination that invites visitors to immerse themselves in the spirituality and teachings of Ahmed Saeed Kazmi while experiencing the rich cultural heritage of Multan.

Shah Shams park

Shah Shams Park is a beautiful public park located in Multan, Pakistan. It has been named after the famous Sufi saint, Hazrat Shah Shams Tabrez, who is revered in the region for his contributions to the spread of Islam.



Figure 60: Entrance gate to the Shah Shams Park

The park offers a peaceful and serene environment away from the hustle and bustle of the city. It features a large central lake, which is surrounded by lush greenery and trees, creating a picturesque setting. Visitors can take a boat ride on the lake and enjoy the scenic views of the park. The park also has several walking and jogging tracks, making it an ideal place for outdoor exercise.

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As part of the regional development plan, Shah Shams Park is being incorporated into the heritage trail, connecting Eid Gah Multan and Ghanta Ghar. This will allow visitors to explore the historic sites



Figure 63: Shah Shams Darbar view from park



Figure 62: Playground at the park



Figure 61: Empty water body at the park

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of Multan while also enjoying the natural beauty of the park. The park will also have designated spots for street vendors, promoting local cuisine and supporting small businesses.

Furthermore, the regional development plan includes various upgrades to the park, such as improved lighting, benches, and recreational facilities. These upgrades will enhance the visitor experience and attract more tourists to the area, boosting the local economy.

In conclusion, Shah Shams Park is a wonderful addition to the heritage trail in Multan. Its natural beauty and peaceful atmosphere provide a perfect complement to the historic sites along the trail. The proposed upgrades and enhancements will further improve the park and make it a must-visit destination for tourists and locals alike.

Eco-Tourist Park

The riverfront area at Head Muhammad Wala can be developed into an eco-park, providing visitors with an opportunity to experience nature and learn about the local ecology.

This area offers scenic views of the river and surrounding landscape and can be developed into a park with walking trails, picnic areas, and lookout points. The park could also have facilities for boating and fishing, providing visitors with an opportunity to engage in recreational activities while experiencing the natural beauty of the area.

In addition to the park facilities, the eco-tourism site could also incorporate educational and conservation elements. For example, the park could have information boards and signage explaining the local flora and fauna and their ecological significance. The site could also be used as a platform to promote and support environmental conservation efforts in the region.

Overall, the area near the Bridge is a suitable location for an eco-tourism site, providing visitors with a unique and educational experience while promoting sustainable tourism practices.

The development of an eco-tourism site at Head Muhammad Wala in Multan requires a comprehensive plan that incorporates both ecological and architectural considerations.

1- Ecological development

Firstly, the site will need to be assessed for its ecological significance and potential environmental impact. This will involve a detailed study of the local flora and fauna, soil conditions, water quality, and other environmental factors. The aim of this study will be to identify the most ecologically

sensitive areas that should be preserved and to identify opportunities for enhancing the natural features of the site.

Once the ecological assessment is complete, a landscape plan can be developed that integrates the park facilities with the natural features of the site. This will involve the selection of native plant species, designing walking trails that weave through the natural landscape, and incorporating lookout points that offer scenic views of the river and surrounding area.



Figure 64: Conceptual sketch for riverfront development

2- Architectural development

The eco-tourism site will also require a range of architectural interventions to provide visitors with a comfortable and enjoyable experience. Some of the key architectural considerations include:



Figure 65: Walkways and sitting areas

- A visitor center can be constructed near the entrance of the site, serving as an information hub for visitors. Visitors can learn about the park facilities, local ecology, and the history of the area. Throughout the site, small picnic areas can be scattered, offering shaded spots and comfortable seating. Benches and tables made from local materials can be incorporated, harmonizing with the natural surroundings.
- To facilitate exploration, a network of walking trails can be designed, guiding visitors through different areas of the site. Along these trails, signboards and information panels can be placed, providing educational insights into the local flora and fauna, enriching the visitor experience. The site can also cater to recreational activities such as boating and

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fishing. A small pier constructed near the riverbank can ensure easy access to the water, allowing visitors to engage with the natural elements.

- Recognizing the importance of education and awareness, an education center can be established within the site. This center would serve as a hub for conservation initiatives, environmental awareness campaigns, and sustainability practices. Visitors and local communities can participate in workshops and training programs, fostering a sense of environmental stewardship.
- To accommodate the needs of visitors, restrooms and parking facilities should be provided, ensuring convenience and accessibility. Additionally, implementing proper waste management systems is crucial to minimize the environmental impact of visitors, promoting sustainability and maintaining the site's pristine condition.
- By integrating these elements seamlessly, the site can offer a holistic and immersive experience for visitors, blending information, recreation, and conservation. This comprehensive approach not only enhances the visitor experience but also promotes environmental consciousness and the preservation of the site's natural beauty.

Overall, the development of an eco-tourism site in Multan requires careful planning and a comprehensive approach to ecological and architectural development. By combining ecological conservation and sustainable tourism practices, the site can provide visitors with a unique and educational experience while also promoting the preservation of the local ecology.

5.3 Khanewal District

In Pakistan's Punjab province, Khanewal is both a city and the administrative center of the Khanewal District. According to population, it is Pakistan's 36th-largest city. Khanewal is called for the first inhabitants who came to this area and used the name "Khan" they belonged to the caste "Daha" (A sub-caste of Panwar Rajput). That is how the name "khan-e-wal" for the city came to be.

Khanewal is famous for its cotton growing industry. Daha (A Rajput caste) is regarded as the initial settlers and founders of Khanewal. District Khanewal is divided into 168 union councils, comprising 114 rural and 54 urban ones, and 4 tehsils, whose elected delegates create Zilla and Tehsil councils.

The district is divided into the following four tehsils:

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- Tehsil of Khanewal
- Tehsil Mian Channu.
- Tehsil of Kabirwala
- Tehsil of Jahan

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. Some of the sites are identified to promote historical, religious and eco cultural tourism in Khanewal district.

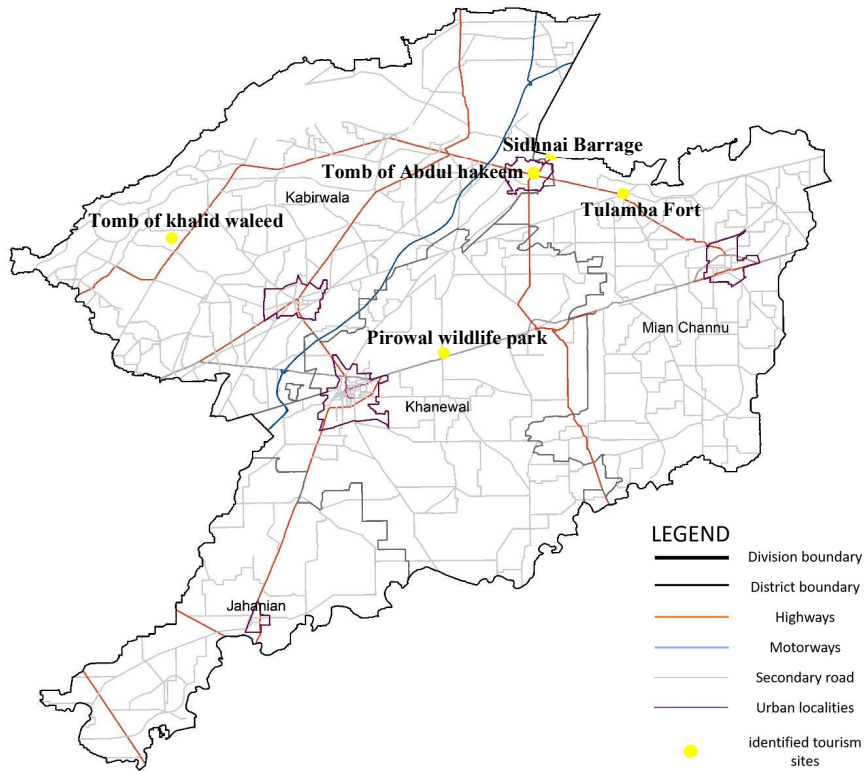
Following are the sites that are visited:

Table 6: Khanewal tourism sites list

Sr. No.	Name	Status	Location	Current Potential
1-	Pirowal Wildlife Park	The site is in good condition	30° 20' 41.40" N 72°02'01.85" E	Domestic tourism
2-	Tomb of khalid waleed	Dilapidated- Need Preservation	30° 28' 36.30" N 71°43'23.47" E	Historical tourism
3-	Tomb of abdul hakeem	Need upgradation	30°33'24.76" N 72°06'18.34" E	Religious tourism
4-	Tulamba Fort	Dilapidated- Need Preservation	30°31'37.26" N 72°14'19.46" E	Historical tourism

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5-	Sidhnai Barrage	Need upgradation	30°34'17.38" N 72°09'25.10" E	Domestic tourism
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Map 3: Map of Khanewal district

Source: The Urban Unit

5.3.1 Pirowal Wildlife Park

Pirowal wildlife park was developed in 1987-90 under a development scheme titled improvement of wildlife through development of habitat in irrigated forest plantation of Punjab at a cost of Rs 5.912 million at Pirowal, some 10 kilometers away from Khanewal city. The area of wildlife park is 45 acres.



Figure 66: Pirowal Wildlife Park

A great place for public to provide families, especially children, amusement and knowledge. Despite of its local people are deprived of the benefits to learn about the wildlife in their natural habitat due to lack of facilities. There should be a proper trail for visitors to enjoy wildlife park. There must be proper seating areas for people. A play area for children can be source of attraction. These parks could be developing as mini zoos to provide an opportunity to the school children to learn about the wildlife. The weather of Pirowal wildlife park 6-11 °C minimum in winter and 37-41 °C maximum in summers. Timing of wildlife park is 8am to sunsets.

Issues & Challenges

- Need to improve operational capabilities of the field staff, park infrastructure and tourist facilities.
- No suitable road channels exist.
- Streetlights and other streetside amenities are absent.
- Lack of facilities in wildlife park for animals.
- Space not sufficient for animals in wildlife park.
- The wildlife park's lack of energy.
- Wildlife parks lack a proper information desk.



Figure 67: Existing species list in pirowal wildlife park

- The absence of kid-friendly play spaces in wildlife parks.



Figure 68: Existing Pirowal map and seating spot

5.3.2 Tomb of Khalid Waleed

The shrine of Khalid Walid is a sufi shrine located in the village of Nawan Shehr, near the Pakistani city of Kabirwala. The shrine is dedicated to the 12th century warrior-saint Khaliq Walid, popularly known instead as Khalid Walid (not to be confused with Islam's Khalid ibn Walid of Arabia). The shrine dates from the period of the medieval Delhi Sultanate, and may be the earliest Muslim funerary monument in South Asia. The shrine represents the first stage of evolution of funerary monuments in southern Punjab which would later culminate with the Tomb of Shah Rukn-e-Alam in Multan.



Figure 69: Tomb of Khalid Waleed

The tomb dates from between the last quarter of the 12th century, and the early decades of the 13th century. The shrine bears an inscription stating that the shrine was built by Ali bin Karamakh, who

served as governor of Multan during the reign of Muhammad of Ghor. The tomb was rediscovered and identified as the shrine of Khalid Walid by Dr Ahmad Nabi Khan and Kamil Khan.



Figure 70: The shrine features elements of military architecture

The shrine assumes the form of a fortified rectangle measuring 70 by 90 feet, and is capped by a low and sloped dome, with an exterior made of plain brick and inward sloping walls that may derive from Seljuk architecture from Central Asia. The use of wooden bands horizontally across the shrine, and use of both glazed and cut brick also represents the influence of Central Asian Seljuk architecture.

The shrine reflects elements of military architecture, with semicircular bastions in each of the shrine's corners, as well as in the middle of 3 of the 4 walls. The western wall of the shrine features a small projection, indicating the location of the mihrab. The roofline is decorated with crenellations - a feature commonly employed in fortified structures such as the Rohtas

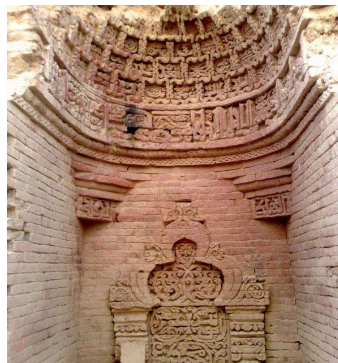


Figure 71: Interior view of tomb of Khalid Waleed

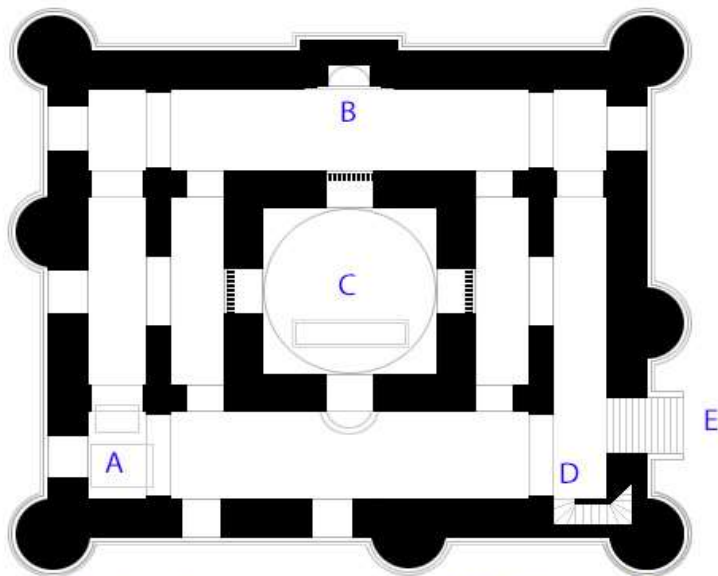
Fort. Similar influence of military architecture is found at the Tomb of Shah Rukn-e-Alam in Multan.

The shrine's interior is square shaped measuring 24 feet on each side, with entrance on each side that open to vaulted galleries and rectangular shaped chambers on the east and west side of the shrine. The interior space is divided into a series of galleries. The shrine's interior walls are decorated with cut-brick designs. The shrine is notable for its



Figure 72: Dilapidated condition of tomb of Khalid Waleed

exceptional mihrab made of cut and molded brick decorated with Kufic calligraphy, capped with



- A) Internally placed graves
- B) Mihrab with carved epigraphy
- C) Purported tomb of Khalid Waleed
- D) Stairs to roof
- E) Entrance

Figure 73: Existing plan of tomb of Khalid Waleed

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a hood similar to a baldachin. Decorative cut-brick patterns on the ornate mihrab differ from patterns on the rest of the shrine.

Issues & Challenges

- Without suitable appreciation and presentation of what is being preserved, cultural heritage sites lost their identification and preservation.
- Historical site with irreplaceable cultural heritage significance, are currently eroding at a noticeable rate due to lack of maintenance.
- There is absence of streetlights and street furniture.
- The sites do not have defined boundaries and building lines.
- Cultural *heritage* is a lucrative asset. Need to improve the development level of tourism service facilities in historic area promoting tourism and generate revenue for the government, but no attention has been given by the government to improve the heritage sites and to utilize its resources in this regard.

5.3.3. Tomb of Abdul Hakeem

Darbar Hazrat Abdul Hakeem is located in Abdul Hakeem is a city in kabirwala tehsil, Khanewal District in the province of Punjab Pakistan. It is a historical city, named after silsila qadria's descent sufi saint Abdul Hakeem who visited this place and then settled here. His shrine is located at the start of the city. This city is over three-hundred years old.

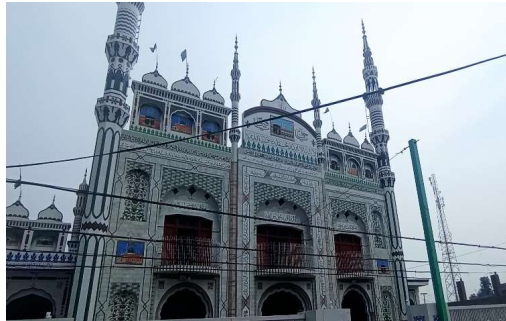


Figure 74: Tomb of Abdul Hakeem

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The most famous and actively celebrated event in this city is saint Abdul's Urs, held annually from 21st June to 23rd June. His followers exceed thousands in number and visit his tomb and lucky irani circus, and lok mela held during Urs. There is a mosque, rooms and some arrangements for the visitors. People from the distance frequently visit there, on vacant the Mazar is look to be full with the visitors. The tomb is under construction.



Figure 75: Existing conditions of roads and Garbage



Figure 76: Interior view of tomb of Abdul hakeem

Issues & Challenges

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- The tomb had no staff or caretaker on duty.
- There was no suitable lighting or security system.
- Lack of adequate road networks.
- A poor pavement surfaces.
- Insufficient street furniture and lighting.
- Adjacent bazar is facing no proper light and darkness.



Figure 77: Adjacent bazar along the tomb of Abdul hakeem

5.3.4. Tulamba Fort

Tulamba is a small Town in Punjab, Pakistan. Tulamba is situated on the eastern edge of the Ravi River, between the cities of Abdul Hakeem and Mian Channu. Prior to 1985 Tulamba belonged to the district of Multan, but in 1985 it was included within Mian Channu Tehsil in the newly formed Khanewal District. Tulamba's population is nearly 50,000. The spoken language is Rachnavi Punjabi. A native of Tulamba is referred to as a Tulmabvi. Tulamba is more than 2,500 years old; local



Figure 78: Ruins of Old Tulamba

legend says that Tulamba existed in the time of Noah. Archaeological digs have uncovered five distinct layers, belonging variously to the Moi tribe, Greek, Sasani, Budh, Hindu and Muslim civilizations. The coins of several prior governments have been excavated here.

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The old fortress, which had miraculously escaped the ravages of Timur's conquests, once stood over a mile south of the modern town. Constructed with brick walls, remnants of this ancient fort can still be observed through the horizontal lines of the courses on the outer faces of the ramparts. Curiously, when the Ravi River altered its course, diverting to a more northerly path, the fort was abandoned due to the loss of its vital water supply.



Figure 79: One of twelve bastions in the exterior fortification wall

The bricks from the old ramparts were then repurposed to build the walls of the new town. Intriguingly, these walls exhibit numerous carved and molded bricks placed in various peculiar positions, sometimes individually, sometimes in lines, and occasionally even upside down.



Figure 80: Existing wall and remains of Tulamba Fort

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The Tulamba fort is located in the middle of the town and it was reconstructed by Sher Shah Suri. Now, a girls' high school and the offices of town committee have been functional on the premises of the fort for years. The fort has 12 bastions, supporting the grand fortification wall. The whole construction has been done with mud mortar in three different burnt brick tile sizes. Both exterior and interior sides of the middle portion of the damaged fortification walls of the fort have been repaired with bricks of different sizes and broken pieces of bricks which gives an ugly look to the entire structure.

The foundation of the fortification wall and the upper portion above the height of 15 feet, including merlons, are still in original tiles. Several people have occupied the major portion of fortification wall and bastions which hinders the sight of the portion and makes it difficult to assess damage to the portion. Encroachments have been made by both the government and private people.

Issues & Challenges

- The embellishments and engraved marble tiles on the Fort plundered by thieves.
- This historic and archaeological site have survived all the adversities of time, apathy of man and harshness of weather but they need to be preserved or else they would be lost forever
- Cultural heritage places lost their identity and preservation due to a lack of appropriate appreciation and presentation of what is being maintained.
- Due to a lack of management, historical sites with priceless cultural heritage significance are currently degrading at a notable rate.
- The lack of illumination and street furniture.
- There are no specified limits or building lines on the sites.
- Cultural heritage can be a valuable asset. no attention has been made by the government to improving heritage assets and utilizing its resources in this regard.



Figure 81: Internal wall now surrounded by newly built houses

- The surrounding Urban fabric destroying the historical fort.

5.3.5. Sidhni Barrage

The Sidhni Barrage is located in the province of Punjab, in the country's central region, 400 km south of Islamabad, the capital. The Sidhni Barrage is 140 metres above sea level.

The area surrounding the Sidhni Barrage is quite flat. The highest point in the area is 146 metres high and located 1.1 kilometres west of Sidhni Barrage. The area around Sidhni



Figure 83: Sidhni Barrage



Figure 82: Location of Sidhni Barrage

Barrage is densely populated, with 613 people per square kilometre. Sari Sidhu, 8.8 kilometres west of Sidhni Barrage, is the nearest bigger town. The land surrounding the Sidhni Barrage is almost entirely covered in farms. Canals are abundant in the area surrounding the Sidhni Barrage.

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The weather is hot. The average temperature is 23 degrees Celsius. The hottest month is June, with a high of 33 degrees Celsius, and the coldest is January, with a low of 12 degrees Celsius. The average annual rainfall is 446 millimeters. September has the most rain, with 115 millimeters, and January has the least, with only 2 millimeters.



Figure 84: Sidhnaï barrage mosque & irrigation department rest house

Issues & Challenges

- Lighting and security system needs improvements.
- The Adjacent Park had no employees or caretakers on duty.
- There is no cafeteria/ restaurant. there should be food outlets serving assorted variation of foods
- Landscaping is not properly maintained in park.
- Lack of public toilets facility and drinking water facility.
- Inadequate parking. To safeguard the cars, the parking area needs to have shades
- No kids playing area in the park.
- Rest house of irrigation department is not open to public.
- The park must have swings for kids, sheds for seating and trees.



Figure 85: Parking facility at sidhnaï barrage

- Park could be developing as information center to provide an opportunity to the schoolchildren to learn about the Hydraulic projects.

5.3.5.1 Tourism proposal of Sidhnai Barrage



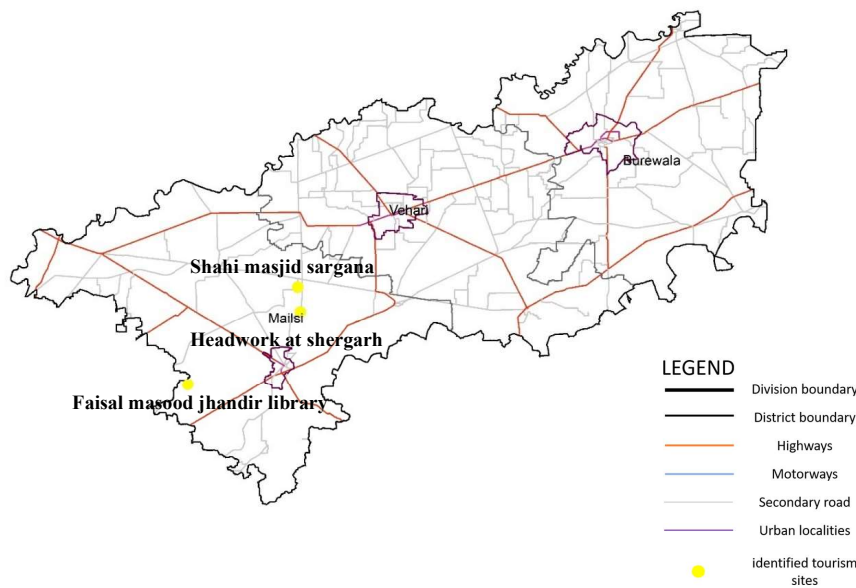
Figure 86: Proposal of Sidhnai Barrage

Source: The Urban Unit

5.4 Vehari District

Vehari, often spelt Vihari, is a Pakistani city and the administrative center of the Vehari district. Vehari is one of the prominent districts of the Punjab. The district was created in 1976 out of the three tehsils of Multan District. It is the 62nd-largest city in Pakistan. The distance between Vehari and Multan is roughly 100 kilometers. The Multan-Delhi Road, built by the Indian Muslim Emperor Sher Shah Suri, is where Vehari is situated. located at a height of 135 meters (443 feet).

Forests and agriculture coexisted in district Vehari during the Indus valley civilization. The most notable dynasties in history were those of the White Huns, Kaschano, Hantalites, Turks, and Hindus, as well as the Moria, Indo-Greek, Koschan, Gupta, and Kaschano. Vehari was governed by Sultan Mehmood of Ghazna when he took over in India. Later, the Mughal Empire and "Salateen-e-Delhi" ruled over Vehari.



Map 4: Identified tourism sites in Vehari district

Source: The Urban Unit

The name Vehari means low lying settlement by a flood water channel. The district lies along the right bank of the river Sutlej which forms its southern boundary. Vehari District is the result of

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construction of the Pakpattan Canal from Sulemanki Head Works on the Sutlej and the Neeli Bar Colony project in 1925.

District Vehari has three tehsils in its territory:

- Tehsil of Vehari
- Tehsil Burewala
- Tehsil of Mailsi

The primary purpose of cultural tourism is for tourists to learn about, discover, experience, and consume both tangible and intangible cultural attractions and goods in a particular tourist location. In the Vehari district, several of the locations are designated to advance historical, religious, and eco-cultural tourism.

Following are the sites that are visited:

Table 7: Vehari district tourism sites list

Sr. No.	Name	Status	Location	Current Potential
1-	Shahi Masjid Sargana	Need Preservation	31°21'53.05" N 72°34'06.17" E	Religious tourism
2-	Headwork at shergarh	Need upgradation	29°53'22.02" N 72°12'00.38" E	Domestic tourism
3-	Faisal Masood jhandir Library	The site is in good condition	29°46'24.66" N 72°01'20.02" E	Domestic tourism

5.4.1. Shahi Masjid Sargana

A shahi mosque located in Moza Malik Wahin. Its foundation was placed by emperor Orangaib Alamgier. It was started in 1653 and completed in 1706. Moqsue is located near Canal among Mailsi Road.

Local administration of the mosque had given modern construction touch by covering unique art work of Kashi Kari and beautiful tiles.

¹The Punjab Archeology Department took keen interest and restored its historic identity by displaying Kashi Kari work again and using special tiles matching to ones which had been used in the mosque hundreds years ago. The Punjab government had earmarked Rs 11 million for restoration of mosques to its original shape.



Figure 87: Interior View of shahi mosque



Figure 89: Shahi mosque Sargana



Figure 88: Existing condition of Shahi Mosque

¹ <https://www.thefreelibrary.com/Historic+identity+of+Shahi+Mosque+Sargana+restored-a0456283910>

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There is a mosque, rooms and some arrangements for the visitors. People from the distance frequently visit there, on vacant the Mosque is look to be full with the visitors. A good number of people could offer prayer in the mosque simultaneously as it had 6,000 feet courtyard.

Issues & Challenges

- Inadequate lighting and security.
- Adjecant area is in very bad condition and needs development
- There is no staff or caretaker present at the mosque.
- No proper road networks
- Insufficient pavement.
- Lack of street light and street furniture.
- The courtyard is devoid of a shed.
- The toilets and rooms for visitors are not in good condition having lack of facilities



Figure 90: Adjacent Road and parking facilities

5.4.2. Headwork Sher garh mailsi

Mailsi Canal is an irrigation canal and is located in Punjab, Pakistan. The estimate terrain elevation above seal level is 143 metres. The canals which cut across the tehsil provide irrigation. The Indus Water Treaty sold the water in the Sutlej River to India that reduced water flow in the river had a pronounced effect on the flora and fauna of the area. The Mailsi Siphon was built to control the water flow in the Sidhnai Link Canal and Sutlej River under



Figure 92: Headwork shergarh mailsi

this same Indus Water Treaty. Water from that canal feeds the Haveli Canal and Trimmu-Sidhnai-Mailsi-Bahawal link canal systems, which provide irrigation to areas in southern Punjab province.



Figure 91: Existing Condition of headwork shergarh mailsi



Figure 93: Existing condition of headwork shergarh mailsi

Issues & Challenge's

- Lighting and security system need improvements.
- There is no cafeteria, restaurant or kiosk.
- Absence of landscaping and green area.
- Lack of public toilets facility and drinking water facility.



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- Parking space is not enough. Shades must be provided in the parking area to protect automobiles.
- There is absence of streetlights and street furniture. In addition, the sites do not have defined boundaries and building lines.
- Lack of proper road network in surrounding areas.
- The facilities like benches, tables, and shaded rest areas should be provided.
- Informational signage and message centers can provide users with information about headwork, such as a canal map, Hydraulic systems, Kiosk/toilet locations, and more. The best long-term solution for displaying Irrigation information center with display cases for visitors.



Figure 94: Location map of Headwork Sher Garh Mailsi

Tourism proposal of Headwork Sher Garh Mailsi

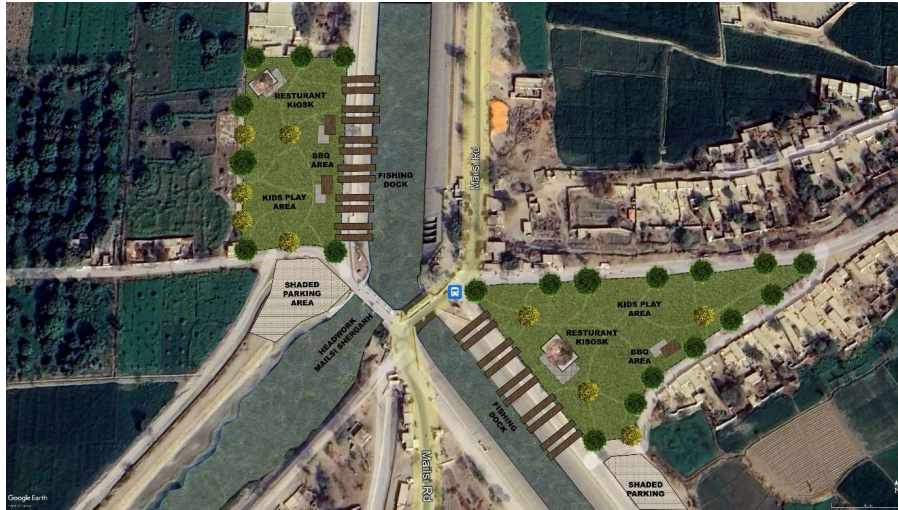


Figure 95: Tourism proposal of Headwork Sher Garh Mailsi

Source: The Urban Unit

The tourism proposal for Sher garh Mailsi aims to provide recreational experience for its visitors by having small restaurants and Kiosk spaces with boating and kids area facilities. Shaded parking area has also been proposed in it.

5.4.3. Faisal Masood Jhandir Library

The largest private library in Pakistan is the Masood Jhandir Research Library. It is situated in the small village of sardar pur Jhandir in Pakistan's Punjab province's Mailsi Tehsil, Vehari District. Malik Ghulam Muhammad (1865–1936), a renowned scholar and poet, founded it in 1899.



Figure 96: Faisal Masood jhandir library

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It is regarded as a world-class library located in a small town. In 2007, the brand-new library complex was finished. It has a 21000 square foot surface area. It has an auditorium, committee room, multimedia workstation, welcome hall, and office in addition to 8 spacious halls. A beautiful 5000-acre park surrounds the library.



Figure 97: Existing condition of Faisal Masood Jhandir library

The library has 360,000 volumes overall, 92,000 periodicals, and 4,000 other manuscripts. Additionally, it has 1,300 Quranic manuscripts and rates. It is a non-lending research library. It offers many services to research scholars. As this library is located at a small village, this library also provide lodging facility to its users too. Adequate facilities for public. There are many trees, plants and also play area for kids. There is water body which covers all of the landscaping.

Issues & Challenges

- Lighting and security system need improvements.
- There is no cafeteria, kiosk.
- Parking area must have shed to protect vehicles.
- There is absence of streetlights and street furniture.
- Lack of proper road network in surrounding areas.
- The Government should provide more facilities in the Jhandir Town for the promotion and extensive use of this intellectual and cultural heritage.



Figure 98: Existing Facilities in Faisal Masood jhandir library

5.5 Lodhran District

Lodhran District is a district in the province of Punjab, Pakistan, with the city of Lodhran as its capital. Located on the northern side of the river Sutlej, it is bounded to the north by the districts of Multan, Khanewal and Vehari, to the south by Bahawalpur, to the east lie the districts of Vehari and Bahawalpur, while district Multan lies on the western side. It is the 32nd district of Punjab which is situated between the Sutlej and Beas rivers, which form its borders. The Beas River is dry, but the Sutlej River still flows.

The Delhi Sultanate and later Mughal Empire ruled the region. Punjab became predominantly Muslim due to missionary sufi saints whose dargahs dot the landscape of the region of Punjab. After the decline of the Mughal Empire, the Sikh invaded and occupied Lodhran District. Muslims living in the region faced severe restrictions during the Sikh rule. Raja Lodhra was the son of Sikh Raja Raam Dyo Minhas and his family claimed to be descendants of Sooraj Hansi Rajput. Lodhra's family lived in Bahawalpur.

It is well-known for its cotton production. The 1,790 square kilometer Lodhran District is divided into three tehsils, which together house 73 Union Councils.

District Lodhran has three tehsils in its territory:

- Tehsil of Lodhran
- Tehsil of Kahrora Pakka
- Tehsil of Dunyapur

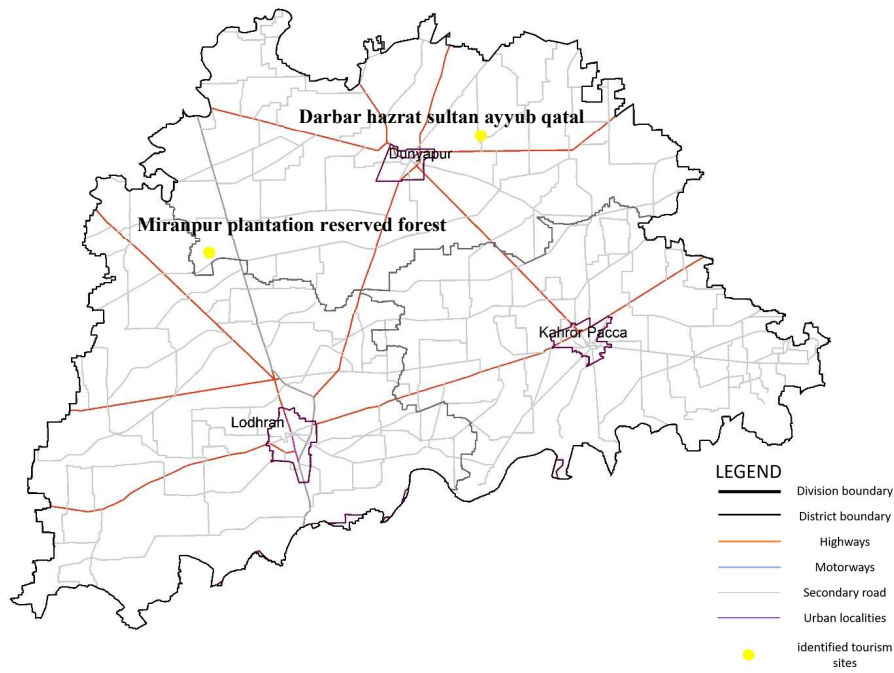
Cultural tourism experiences can be found in historical and archaeological sites, culinary pursuits, festivals and events, heritage sites, monuments and land marks, museums and exhibitions, national parks and wildlife refuges, as well as religious buildings and temples. In order to encourage

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historical, religious, and eco-cultural tourism in the lodhran district, some of the sites have been recognized. Following are the sites that are visited:

Table 8: Lodhran district tourism sites list

Sr. No.	Name	Status	Location	Current Potential
1-	Miranpur Plantation Reserved Forest	Need development	29° 42'44.13" N 71°33'04.90" E	Domestic tourism
2-	Darbar Hazrat Sultan Ayyub Qatal	Need upgradation	29° 49'24.97" N 71°48'37.20" E	Religious tourism



Map 5: Map of Lodhran district with identified tourism sites

Source: The Urban Unit

5.5.1. Miranpur plantation reserved forest

Miran Pur Plantation is a reserved forest in Punjab. Miran Pur Plantation is situated nearby to the localities Basti Sherwala and Chakwala. The total gross area of miranpur plantation reserved forest is 1843 acres. The planted area is 1398 and blank area is 445 acres.



Figure 99: Miranpur plantation reserved forest

²The Forest Department Multan plant 15,000 saplings at Miranpur Jungle on August 24, 2019.

A total of 1,300 students from different schools participate in the plantation campaign under the 'Billion tree tsunami project.



Figure 100: Existing condition of Miranpur plantation reserved forest

Issues & Challenges

- There are no proper road channels.
- Moreover, there is absence of streetlights and street furniture.
- Insufficient facilities in the reserved forest.
- Lack of electricity in reserved forest
- There is no proper information desk in miranpur reserved forest.
- Absence of road and forest signage.
- No public facilities provided by forest department.

² <https://www.urdupoint.com/en/pakistan/forest-dept-to-plant-15000-saplings-at-miran-685752.html>

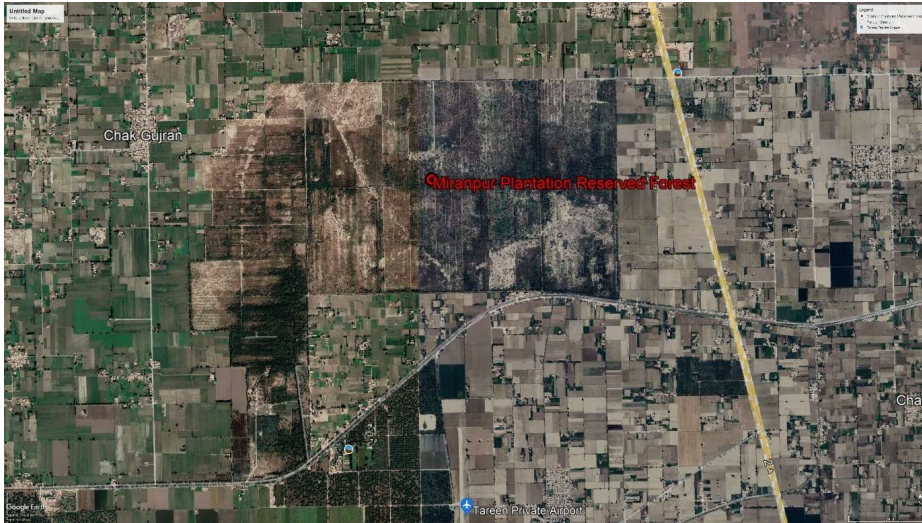


Figure 102: Location Map of Miranpur Plantation reserved forest

5.5.1.1 Tourism proposal of Miranpur Plantation reserved forest

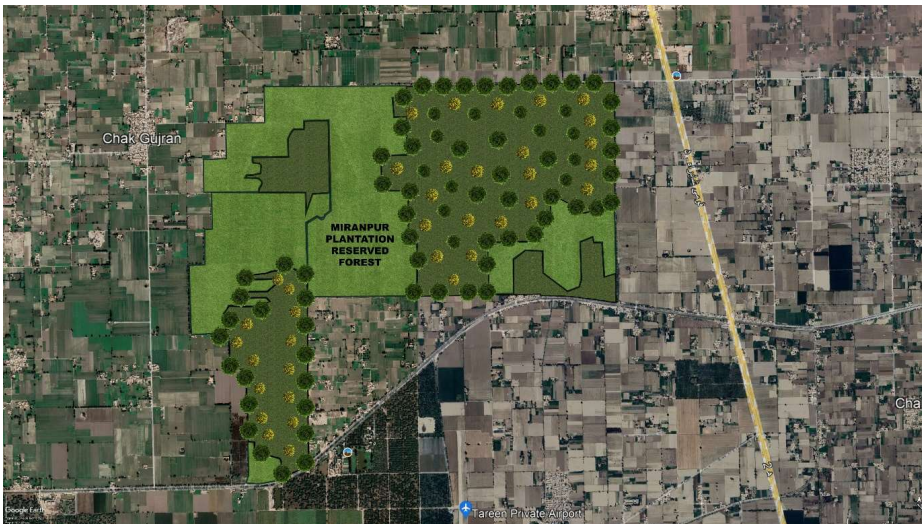


Figure 101: Tourism proposal Miranpur Plantation reserved forest

Source: The Urban Unit

As a huge land in Miranpur plantation reserved forest is blank, more trees, preferably fruit trees are suggested to be grown in the blank areas.

5.5.2. Darbar Hazrat Sultan Ayyub Qattal

Shrine of Hazrat Makhdoom Sultan Ayyub Qattal is located in Dunyapur, District Lodhran. Grandson of Hazrat Makhdoom Abdul Rasheed Haqqani. There is a mosque, rooms and some arrangements for the visitors. People from the distance frequently visit there, on vacant the Mazar is look to be full with the visitors.

Tomb is in very bad condition and needs restoration. The mosque and rooms for visitors are not in good condition having lack of facilities. Dome of the mosque is under construction.



Figure 103: Darbar hazrat sultan ayyub qatal



Figure 104: Dome of the mosque is under construction

The most famous and actively celebrated event in this city is Saint Ayyub Qattal's Urs, held annually from 28th march to 30th march. His followers exceed thousands in number and visit his tomb and Lucky Irani.

Issues & Challenges

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- Due to neglect, many historical sites with priceless cultural heritage significance are currently degrading at a noteworthy rate.
- The lack of illumination and street furniture.
- No staff or care taker was present at the darbar.
- Insufficient street furniture and lighting.
- Absence of signages.
- Landscaping and green area should be provided.
- Inadequate road network in adjacent areas.
- Encroachment in front of darbar hazrat Sultan Ayyub Qatal.



Figure 105: Encroachment in front of darbar hazrat sultan ayyub qatal



Figure 106: Existing Condition of darbar hazrat ayyub qatal

5.6. Tourism Strategy for Multan Division: Unlocking the Region's Potential

Tourism, because of its fragmented nature, is one of the most difficult industries to plan. Both the public and private sectors consist of many components, not all of which recognize that they are or could be the part of tourism. Given this situation, it is not surprising that many parts of the sector do not wish to contribute to the tourism strategy.

Within the public sectors, many local authorities or departments may be involved with tourism either directly, such as providers of visitor's attractions like museums or indirectly such as cleansing departments whose role in keeping a city centre clean tidy could be vital in shaping the image of the city and in forming the initial visitor experience. However, once a strategy has been developed and given political support, it is easier for the sector to implement proposals.

Multan needs to attract new and growing activities which will provide jobs and assist the physical regeneration of the inner-city zones. To many cities, tourism has appeared such an activity, destined to grow with increasing affluence, leisure time and easier mobility. Moreover, it was an activity for which Multan city already had a basis: in their visitor attractions, historic buildings, sports and cultural events. Without much deep thought, one can easily say that tourism was never perceived as a panacea for urban problems but as a part of the solution. Below is the strategy for Urban tourism:

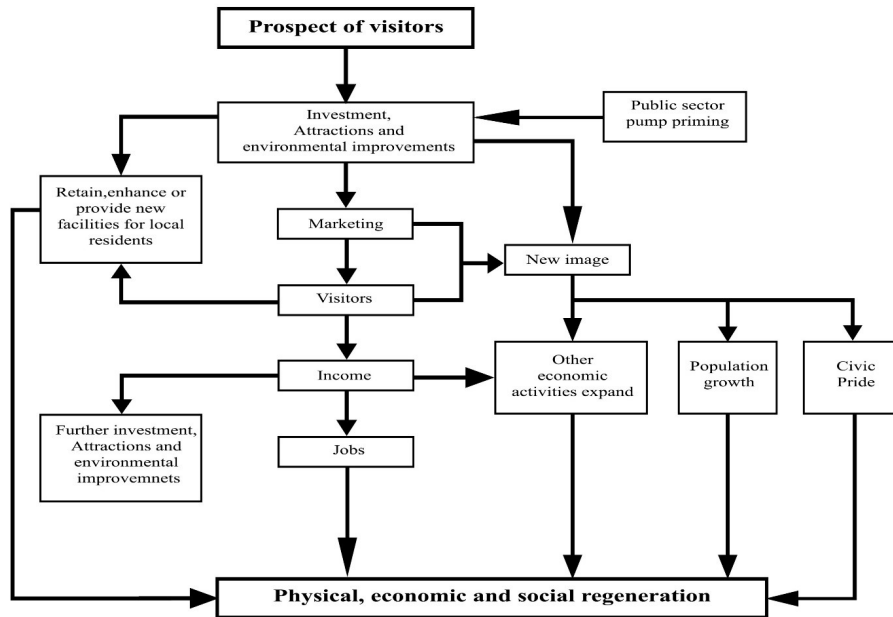


Figure 107: Flow chart for the physical, social and economical regeneration

Source: After Law (1992)

Large cities are already tourist’s centers, but if tourism is to play a large role in the economy, then it must be substantially increased in size. Below are the key points proposed in effort to bring thousands of extra tourists for the additional income and encourage further investments.

1- Enhancing Destination Branding and Image:

- Develop a comprehensive branding strategy that highlights the unique cultural heritage, historical significance, natural beauty, and warm hospitality of Multan Division.
- Launch targeted marketing campaigns both domestically and internationally to change the negative perception and promote Multan Division as a safe and attractive tourist destination.
- Leverage digital platforms and social media channels to showcase the region's attractions, experiences, and positive visitor testimonials.

2- Developing Diverse Tourism Products:

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- Identify and prioritize key tourism products in Multan Division, including heritage sites, eco-tourism sites, recreational areas, religious sites, and cultural festivals.
 - Enhance existing tourism products through infrastructure development, restoration, and preservation, ensuring a balance between tourism growth and sustainable practices.
 - Encourage community involvement in the development and management of tourism products to foster a sense of ownership and preserve local traditions and authenticity.
- 3- Strengthening Destination Management:**
- Establish a dedicated tourism authority or department responsible for coordinating and implementing the tourism strategy, fostering inter-departmental collaboration, and ensuring effective governance.
 - Develop a comprehensive tourism master plan for Multan Division, outlining key development projects, infrastructure requirements, and environmental sustainability measures.
 - Enhance the capacity of tourism stakeholders through training programs, workshops, and knowledge sharing sessions to improve service quality, hospitality, and tourism management practices.
- 4- Improving Tourism Infrastructure:**
- Upgrade transportation networks, including road connectivity, airports, and railway stations, to improve access to tourist sites and enhance overall connectivity within Multan Division.
 - Develop and maintain visitor facilities, such as information centers, public amenities, parking areas, and restrooms, at key tourist attractions.
 - Invest in sustainable tourism infrastructure, including waste management systems, renewable energy solutions, and eco-friendly accommodation options, to minimize the environmental footprint of tourism activities.
- 5- Fostering Community Engagement and Empowerment:**
- Engage local communities in the tourism development process through capacity-building initiatives, encouraging entrepreneurship, and supporting community-based tourism initiatives.
 - Promote cultural exchange programs, homestays, and community tourism experiences to provide visitors with authentic and immersive experiences while generating income and empowerment for local communities.

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- Preserve and celebrate local arts, crafts, and cultural traditions by establishing craft centers, organizing cultural festivals, and facilitating the marketing and sale of local products.
- 6- Strengthening Public-Private Partnerships:**
- Encourage private sector investment in tourism infrastructure, accommodation, and hospitality services through attractive incentives, streamlined processes, and public-private collaboration.
 - Foster partnerships with travel agencies, tour operators, and hospitality providers to promote Multan Division as a preferred destination and create diverse tourism packages catering to different market segments.
 - Establish a tourism advisory board comprising industry experts, government representatives, and community leaders to provide strategic guidance, monitor progress, and ensure effective implementation of the tourism strategy.
- 7- Enhancing Visitor Experiences and Services:**
- Improve the quality of tourist services, including accommodation, dining, transportation, and tour guiding, through the implementation of certification programs, training initiatives, and quality assurance mechanisms.
 - Develop tourism information centers and digital platforms that provide up-to-date and comprehensive information about tourist attractions, itineraries, events, and safety guidelines.
 - Encourage the development of specialized tour packages, such as heritage tours, adventure tourism, religious pilgrimages, culinary experiences, and nature-based activities, to cater to diverse visitor interests and preferences.
- 8- Monitoring, Evaluation, and Sustainable Growth:**
- Establish a robust monitoring and evaluation framework to track the progress of the tourism strategy, measure its impact, and identify areas for improvement.
 - Conduct regular visitor satisfaction surveys, collect data on visitor demographics, preferences, and expenditure patterns to gain insights into market trends and tailor tourism offerings accordingly.
 - Implement sustainable tourism practices by promoting responsible tourism behavior, minimizing the negative environmental and socio-cultural impacts of tourism activities, and engaging in conservation and preservation efforts.

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- Collaborate with academic institutions and research organizations to conduct studies on the economic, social, and environmental impacts of tourism in Multan Division and use the findings to inform policy decisions and future tourism development initiatives.
- Continuously review and adapt the tourism strategy based on emerging trends, changing visitor demands, and stakeholder feedback to ensure its relevance and effectiveness in driving sustainable tourism growth in Multan Division.

By implementing this comprehensive tourism strategy, Multan Division can unlock its tourism potential, attract a diverse range of visitors, and contribute to the socio-economic development of the region while preserving its rich cultural heritage and natural resources.