

The Urban Unit
Urban Sector Planning & Management Services (Pvt) Ltd.



Regional Development Plan of Sahiwal Division

Tourism Sector Plan

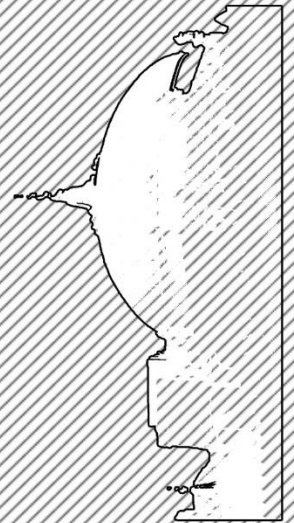


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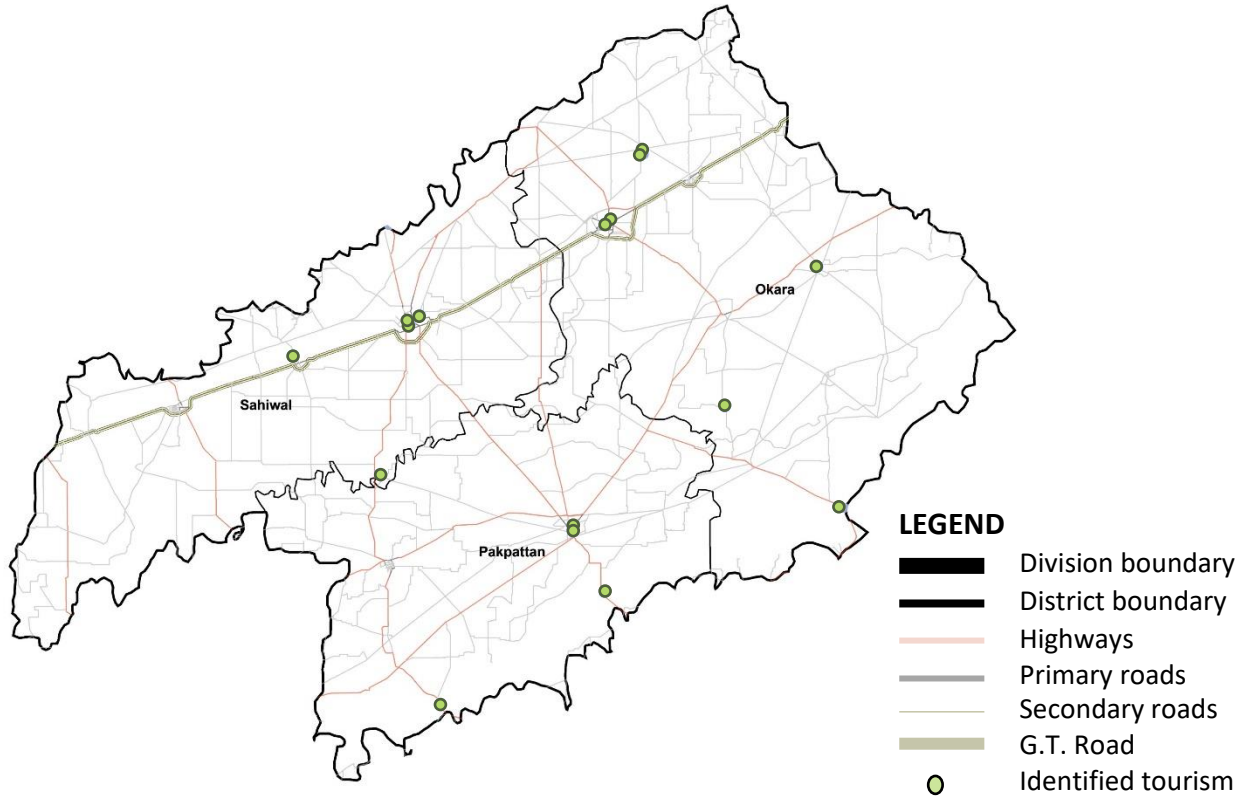
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SECTION 1: OVERVIEW

a. Study Area



Map 1: Location Map of Sahiwal Division

Source: The Urban Unit

The area for the Sahiwal Regional Plan comprises of the entire Sahiwal Division, which includes three districts i.e., Sahiwal district, Okara district, and Pakpattan district. The division is connected to the other important regions of the country through a well-defined road network.

1.2. Objectives

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

- To preserve the cultural and heritage sites in the region.
- 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.

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- 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 Sahiwal region is illustrated below.

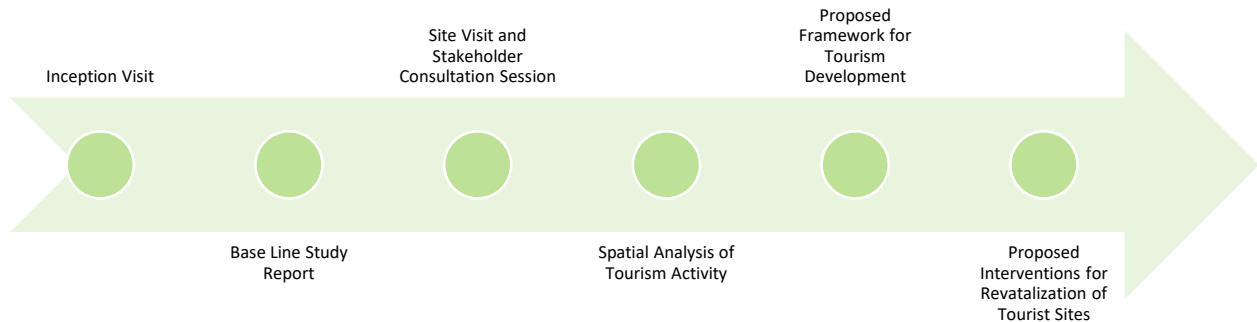


Figure 1: Methodology for Development of Tourism Sector Report

Source: The Urban Unit

2.1. Inception Visit

To understand the key features of the region, inception visits were made to Sahiwal Division. These visits also included an initial consultative workshop with the relevant 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 Sahiwal 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

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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 three districts of the Sahiwal region. The sessions included official meetings with the Deputy Director (Architecture) Sahiwal Division, Officers of Municipal Committee in the respective districts, TDCP Officials, Archaeology Department and Auqa’af department regional officers.



Figure 2: Stakeholder Consultative Sessions at Sahiwal Division

Source: The Urban Unit

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Pertinently, the important sites related to tourism and cultural heritage were also visited in the region. For that purpose, a particular focus was given to exploring such sites which can be used for economic development of the region, with respect to tourism. Furthermore, historic sites and notable religious sites including shrines were also covered.

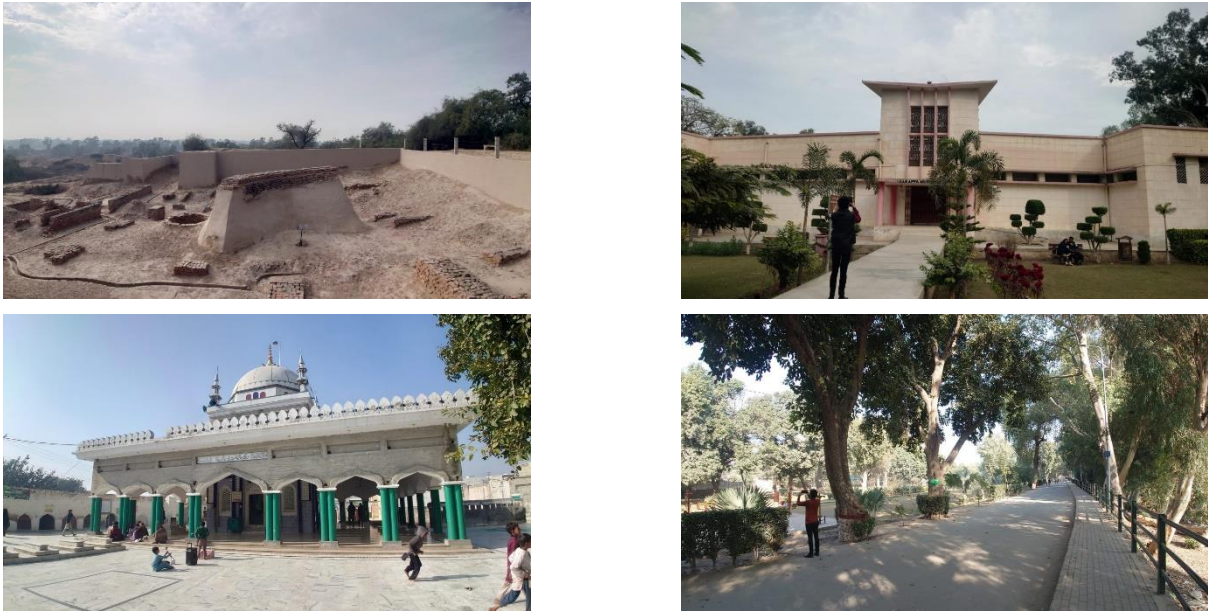


Figure 4: Tourism Potential sites in Sahiwal District



Figure 3: Tourism Potential sites in Okara District.

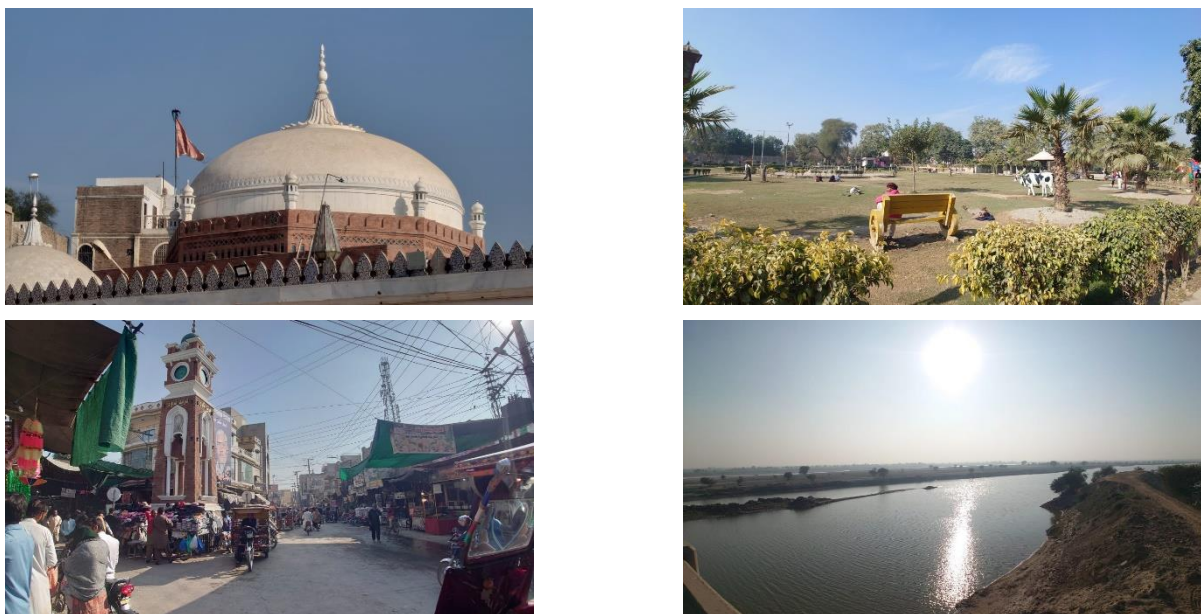


Figure 5: Tourism Potential sites in Pakpattan District

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 Sahiwal. The components of this framework are discussed below.

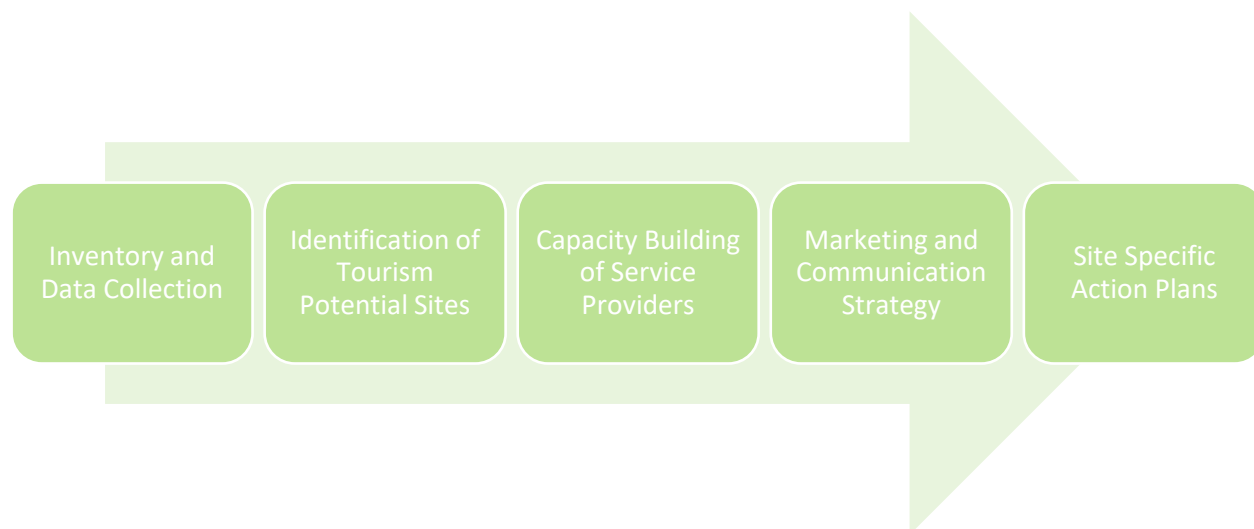


Figure 7: Framework for Tourism Development

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 Sahiwal.

3.2. Identification of Tourism Potential Sites

Based on the reconnaissance survey, consultative sessions held and data analysis, potential tourism sites can be identified, that includes various historical sites in Sahiwal district, natural landscapes and other sites that hold significant cultural heritage value in the whole division.

3.3. Capacity Building of Service Providers

Capacity building of tourism service providers can enable them to improve the provision of services to 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 people to visit such sites.

3.5. Site-Specific Action Plans

The tourism sites in the Sahiwal Division which have the highest potential for tourism have been identified. Thereafter, 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 SAHIWAL

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 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 made for leisure purposes.

Table 1: Pakistan Travel & Tourism Data

Pakistan Travel and Tourism Data		
2019	2020	2021
<i>Total contribution of Travel & Tourism to GDP</i>		
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%
<i>Total contribution of Travel & Tourism to Employment</i>		
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%
<i>Visitor Spend</i>		

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

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%
<i>Total contribution of Travel & Tourism to Employment</i>		
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%

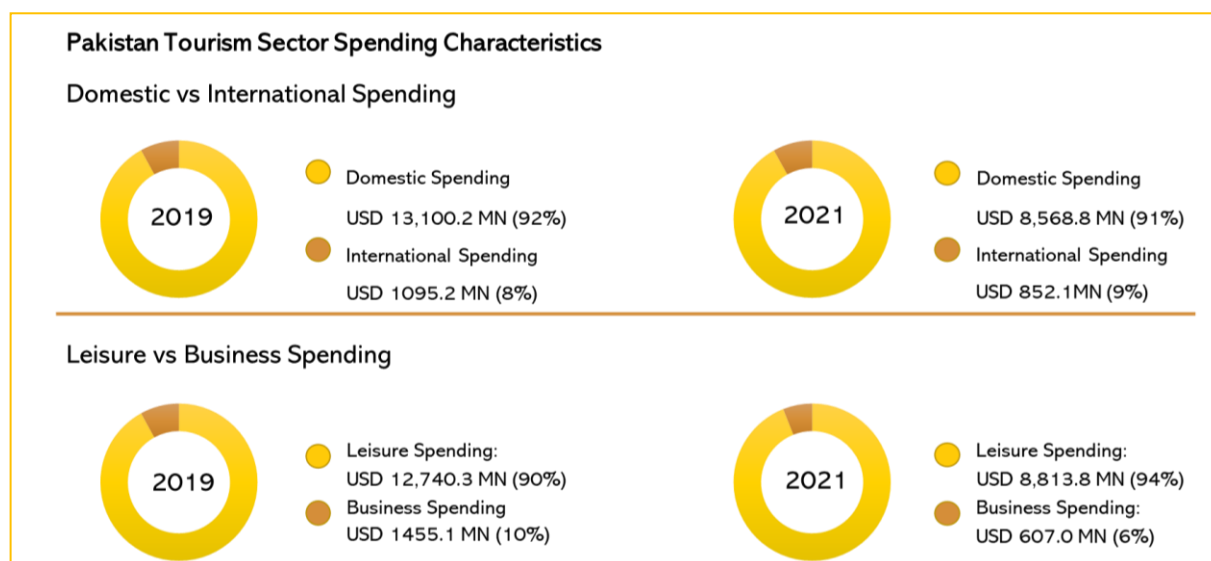


Figure 8: Tourism Sector Spending Characteristics

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

4.2. Inventory of Tourist Sites in Sahiwal Division

The existing tourism sites in Sahiwal Division have been identified and mapped out. The tourist sites inventory of the Sahiwal 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 Sahiwal 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.

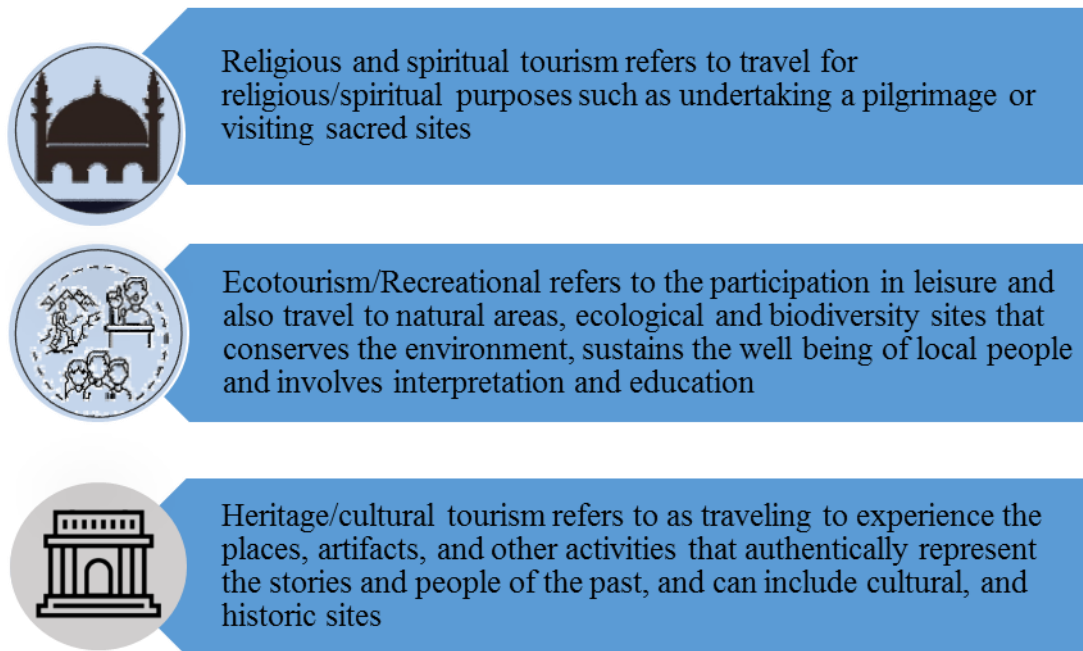


Figure 9: Categorization of tourism sites.

4.3. Tourism Influx in Sahiwal Division

Sahiwal Division, encompassing Sahiwal, Pakpattan and Okara districts, attracts a diverse range of tourists due to its wealth of historical and cultural attractions. Notable landmarks include Harappa archaeological complex, Darbar Baba Farid, Gurdwara Bhuman Shah Udasin, and Sulemanki Headworks Gardens offer insights into the area's architectural and historical significance.

The region is also home to diverse religious sites, including Gurdwaras, mosques, and temples, drawing pilgrims and spiritual tourists. Vibrant cultural events and festivals, such as Basant and

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local celebrations, provide opportunities for tourists to immerse themselves in the region's cultural vibrancy.

One of the division's strengths is its strategic location and its well-developed transportation infrastructure, including motorways, Highways and railways, ensuring easy accessibility.

It's worth noting that promoting tourism in Sahiwal Division requires a comprehensive approach, encompassing infrastructure development, marketing campaigns, and the preservation and conservation of heritage sites. By leveraging the region's diverse tourism potential, the vision and enhance its appeal to a broader range of visitors. potential, Sahiwal Division can attract more visitors and create sustainable economic growth through tourism-related activities.

Sahiwal 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 Sahiwal division

District	Site	Category
Pakpattan District	Darbar Hazrat Baba Farid-Ud-Din Ganj Shakar	Heritage & Religious Tourism
	Sair Gah (Park)	Recreational Site
	Sutlej Tourist Area	Recreational Site
	Baba Farid Bridge Sutlej River	Recreational Site
Okara District	Tomb of Mir Chakar-I-Azam Rind	Heritage Tourism
	Satghara Temple	Heritage Tourism
	Historical Monument Satghara	Heritage Tourism
	Sulemanki Headworks	Recreational Site
	Sulemanki National Park	Recreational Site
	Hujra Shah Muqem	Heritage Tourism
	Jamia Masjid Osmania, Gol Chowk Masjid	Heritage Tourism
	Gurdwara Bhuman Shah Udasin	Heritage Tourism

	Jinnah Park okara	Recreational Site
Sahiwal District	Canan Park Sahiwal	Recreational Site
	Harappa	Heritage Tourism
	Baba Muhammad Pannah Kamir	Religious
	River Ravi Bridge Sheraza Pattan	Recreational Site
	Faridia Park	Recreational Site
	Zafar Ali Cricket Stadium	Recreational Site

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

1- Insufficient Government Priority:

The tourism sector in Sahiwal Division's 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 Sahiwal Division's 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 Sahiwal 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:

Following the devolution, the federal government's role in coordinating efforts among provincial departments has become less effective. The 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 Sahiwal 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 Sahiwal Division's 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:

Sahiwal Division's 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 Sahiwal Division.

7- Underutilized International Platforms:

Sahiwal 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 Sahiwal Division.

8- Infrastructure challenges:

Sahiwal Division's 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 Sahiwal District

The tourism industry in Sahiwal District, Pakistan, faces numerous challenges that impede its growth and development. Firstly, inadequate infrastructure, including poorly maintained roads and insufficient accommodation options, hinders accessibility and limits tourists' ability to explore the area.

The district lacks diverse attractions and amenities compared to other regions, diminishing its appeal to tourists. Despite its potential, Sahiwal District suffers from ineffective marketing and promotion efforts, resulting in low awareness among travelers. Moreover, environmental

degradation, driven by pollution and habitat destruction, undermines the district's natural beauty and attractiveness. Socio-economic factors such as poverty and unemployment further exacerbate the challenges, impacting both tourism development and local livelihoods. Finally, seasonal variations in tourist arrivals highlight the need for diversifying offerings to mitigate the impact of fluctuating visitor numbers. Addressing these multifaceted challenges requires collaborative efforts from government, private sector stakeholders, and local communities to unlock Sahiwal District's tourism potential in a sustainable manner.

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

The tourism industry in Pakpattan District, particularly centered around the renowned Darbar Baba Farid shrine, confronts a series of challenges impeding its full potential. Chief among these challenges is the inadequacy of infrastructure, with insufficient transportation options, limited accommodation facilities, and inadequate recreational amenities hindering accessibility and comfort for tourists. Security concerns loom large, encompassing risks associated with terrorism, crime, and crowd management, especially during large gatherings at the shrine. Furthermore, the district struggles with a lack of diverse attractions and amenities, relying heavily on the popularity of Darbar Baba Farid, which limits its appeal to a broader range of tourists. In terms of marketing and promotion, there's a notable gap, resulting in low awareness of Pakpattan District as a tourist destination, necessitating more targeted efforts to showcase its offerings.

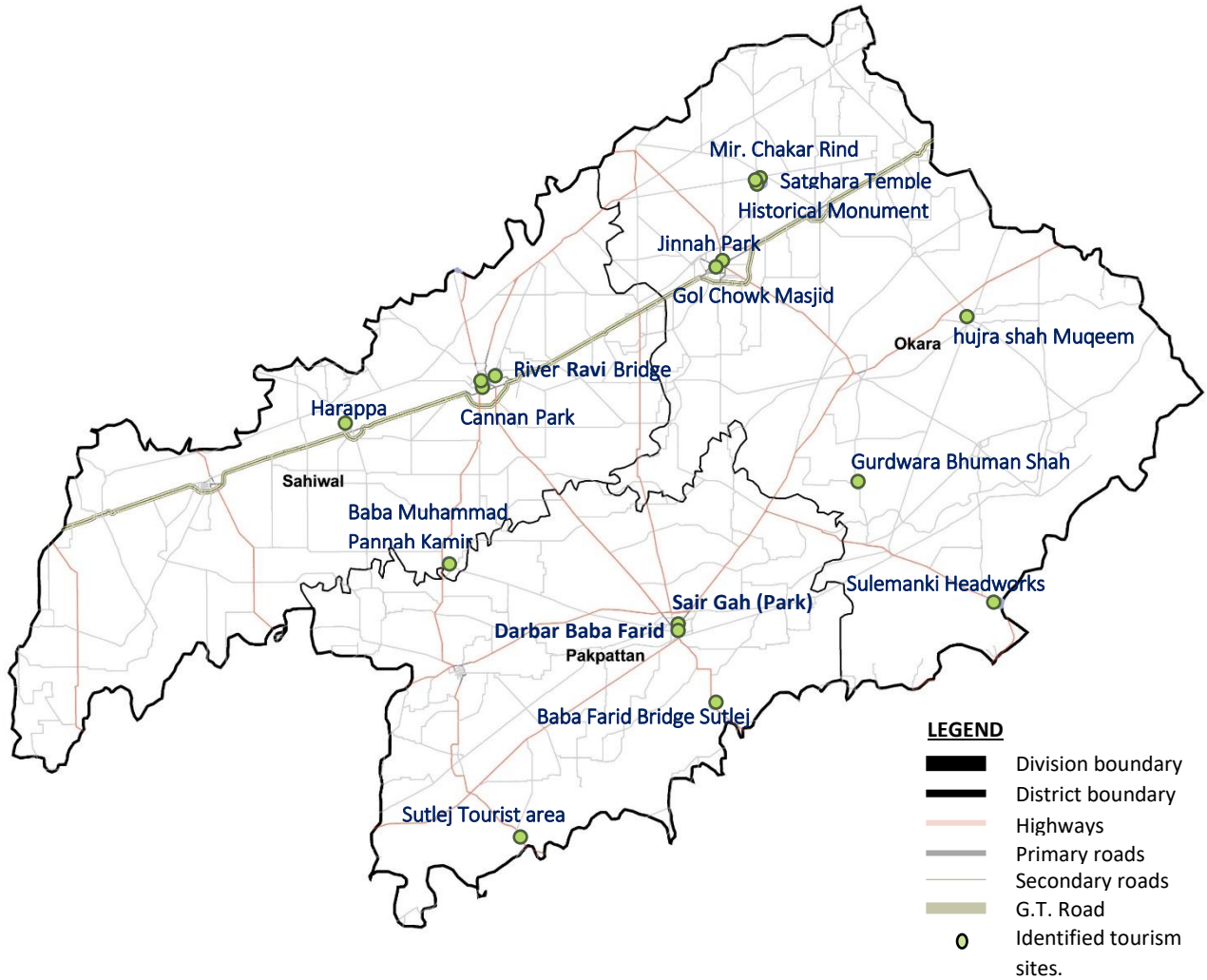
4.4.3. Key challenges faced by the tourism industry in Okara District

In Okara District, the tourism industry faces a unique set of challenges despite its rich offerings, including riverfronts, religious heritage sites, and vibrant agriculture. One major hurdle is inadequate infrastructure, with poorly maintained roads and limited public transportation inhibiting access to these attractions. Security concerns, such as terrorism and crime, also pose a threat, deterring potential visitors. Moreover, although the district boasts diverse attractions like riverfronts and religious sites, there is a lack of comprehensive marketing and promotion efforts to showcase these assets effectively. Environmental degradation, particularly in agriculture, could detract from the natural beauty of the region. Socio-economic issues, including poverty and unemployment, further complicate tourism development. Despite these challenges, Okara District holds immense potential for tourism growth if stakeholders collaborate to address infrastructure

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needs, enhance security measures, implement targeted marketing strategies, and prioritize environmental conservation and socio-economic development.

SECTION 5: PROPOSED INTERVENTIONS IN SAHIWAL DIVISION



Map 2: Tourism Sites in Sahiwal Division

Source: The Urban Unit

5.1. SAHIWAL District

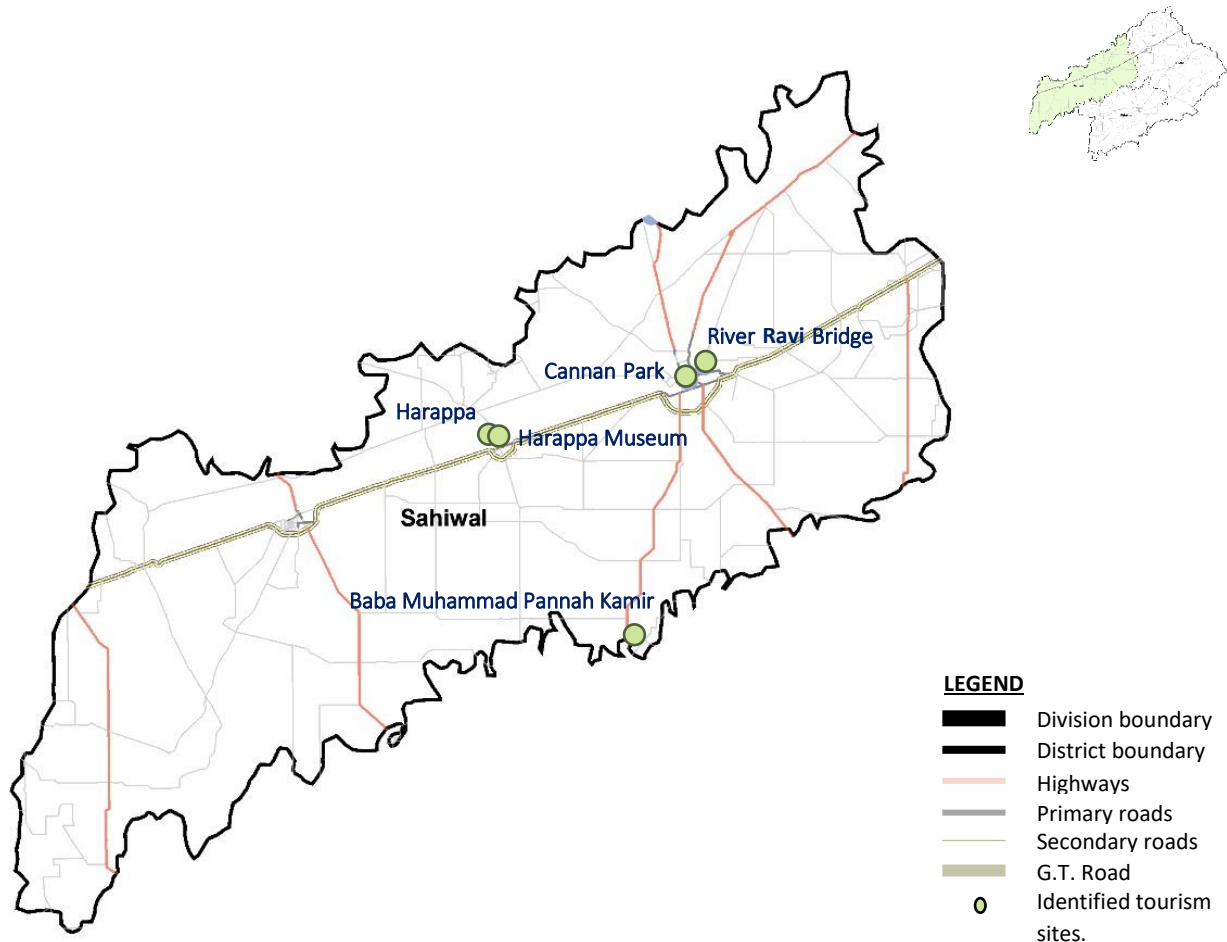


Figure 10: Tourism Sites of Sahiwal District

Source: The Urban Unit

Sahiwal District is a region located in the heart of Punjab province, Pakistan, comprises two tehsils: Sahiwal, Chichawatni. The district is named after Sahiwal cattle, a breed of Zebu cattle native to the region and is known for its agricultural significance and historical heritage.

Geographically, Sahiwal District is situated in the fertile plains of Punjab, which makes it a hub for agricultural activities. The district is irrigated by the Lower Bari Doab Canal, which facilitates extensive cultivation of crops such as wheat, rice, sugarcane, and cotton. Agriculture forms the backbone of the local economy, providing livelihoods to a significant portion of the population.

Sahiwal District is also rich in historical and cultural heritage. It is home to several archaeological sites dating back to ancient civilizations, including the Indus Valley Civilization. The region has witnessed the rise and fall of various empires throughout history, leaving behind remnants of their architectural and cultural influence.

One of the notable landmarks in Sahiwal District is the Harappa archaeological site, which is part of the ancient Indus Valley Civilization. This site attracts archaeologists, historians, and tourists interested in exploring the ancient history of the region.

Table 3: Tourism Potential Sites Identified in Sahiwal District

Site	Location Coordinates	Existing Condition	Tourism Potential
Canan Park Sahiwal	30.65780761726692, 73.10361848566994	Needs Upgradation	Recreational
Harappa Archeological Site	30.60903796118364, 72.89591002694223	Needs Archeological investigation	Local and Int'l Tourism
Baba Muhammad Pannah Kamir	30.430087779610542, 73.04814198720304	Needs Restoration	Religious Tourism
River Ravi Bridge Sheraza Pattan	30.812915138255804, 73.06772646561912	Needs Rehabilitation	Recreational
Faridia Park	30.671183443605777, 73.12014548105726	Needs Rehabilitation	Recreational
Zafar Ali Cricket Stadium	30.660224168511686, 73.09987667390406	Needs Rehabilitation	Sports Tourism

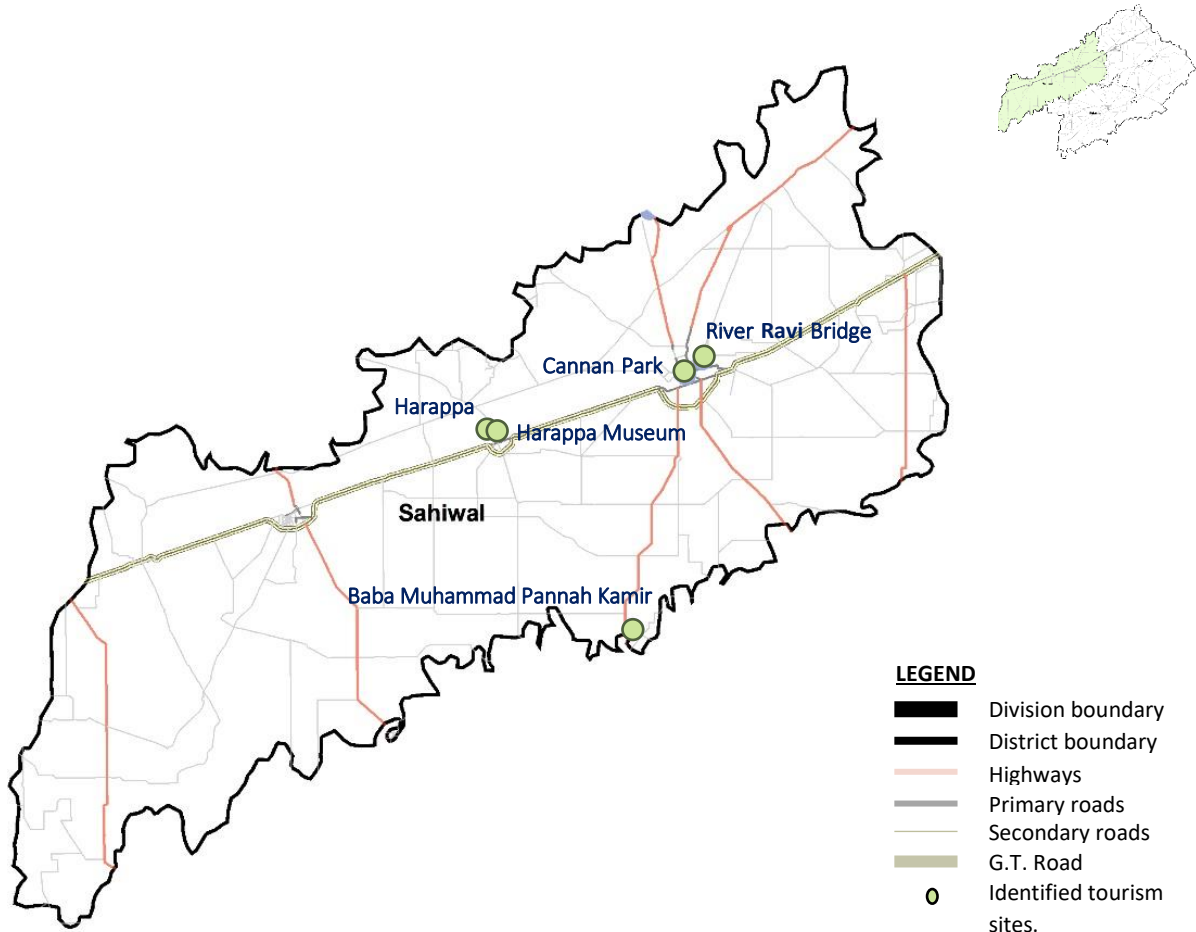
5.1.1. Interactive Zone

The "Interactive Zone" at Harappa is an innovative addition to the archaeological site, designed to enhance visitors' understanding and experience of this ancient civilization. This zone utilizes modern technology and interactive exhibits to bring the history and culture of the Indus Valley

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Civilization to life. Visitors can engage with multimedia displays, virtual reconstructions, and hands-on activities that provide insights into various aspects of life in ancient Harappa.

In addition to focusing on the ancient site of Harappa, the Interactive Zone at Sahiwal could also incorporate other recreational and heritage sites within the Sahiwal District. This expansion would offer visitors a comprehensive experience of the region's cultural, historical, and natural attractions.



Map 3: Interactive Zone Map

Source: The Urban Unit

The Interactive Zone may include features such as:

1. **Interactive exhibits and Virtual reality experiences:** Visitors can immerse themselves in reconstructions of ancient Harappa, exploring its streets, buildings, and daily life activities through virtual reality headsets or interactive screens.
2. **Handy crafts activities:** Interactive stations allow visitors to participate in activities related to ancient Harappa, such as pottery making, seal carving, or deciphering ancient scripts.
3. **Educational programs and multimedia documentaries:** The Interactive Zone may host workshops, lectures, documentaries, audiovisual displays, and guided tours led by archaeologists and historians, providing in-depth insights into the Indus Valley Civilization.
4. **Agricultural Heritage Museum:** Create a museum dedicated to showcasing the agricultural heritage of the region, with exhibits on traditional farming practices, agricultural tools, crop cultivation techniques, and the history of agriculture in Sahiwal District.
5. **Sahiwal Cattle Breeding and Dairy Farm:** Showcase the famous Sahiwal breed of cattle and educate visitors about its significance in agriculture and the local economy. Offer guided tours, interactive exhibits, and demonstrations related to dairy farming and cattle breeding practices.
6. **Riverfront Parks and Picnic Spots:** Highlight the scenic riverfront areas along the Ravi River and offer recreational activities such as boating, fishing, and picnicking. Provide amenities such as walking trails, playgrounds, and designated BBQ areas for visitors to enjoy.

Overall, the Interactive Zone at Harappa offers a dynamic and engaging way for visitors to connect with the ancient past, fostering a deeper appreciation for the history and heritage of the region.

Table 4: Interactive Zone Characteristics

Key Heritage sites	Other tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> • <i>Harappa archeological site</i> • <i>Harappa Museum</i> • <i>Baba Muhammad Pannah Kamir</i> 	<ul style="list-style-type: none"> • <i>Sahiwal arts council</i> • <i>River Ravi Bridge</i> • <i>Sheraza Pattan</i> • <i>Faridia Park</i> • <i>Zafar Ali Cricket Stadium</i> 	<ul style="list-style-type: none"> • <i>Intercultural immersion</i> • <i>Photography</i> • <i>Sightseeing</i> • <i>Recreation (picnic, boating)</i> • <i>Interactive exhibits</i> • <i>Educational programs and multimedia documentaries</i> 	<i>Via G.T. Road</i>
Tourism Facilities		Demographic Segment	
<ul style="list-style-type: none"> • <i>TDCP guided tours.</i> • <i>Urban Sahiwal</i> • <i>Hotels</i> 		<p><i>Special interest groups (archeologists, researchers, etc.)</i></p> <p><i>Groups (youths, clubs, associations, etc.)</i></p> <p><i>International, Domestic, and religious groups</i></p>	

- **Harappa**

Harappa is an ancient archaeological site located in Sahiwal District, Punjab, Pakistan. It is one of the major urban centers of the ancient Indus Valley Civilization, which thrived around 2600 to

1900 BCE. The site was first discovered in the 19th century during British colonial rule and has since been extensively excavated, revealing insights into the civilization's urban planning, architecture, and culture. Harappa was one of the largest cities of its time, with well-planned streets, drainage systems, and brick-built structures. The excavations have unearthed artifacts such as pottery, seals, jewelry, and tools, providing valuable information about the daily life, trade networks, and technological advancements of the Indus Valley people. Harappa's significance lies in its role as a key center of an ancient civilization that flourished in the region thousands of years ago, contributing to our understanding of human history and development. Harappa stands as a UNESCO World Heritage Site, attracting archaeologists, historians, and tourists from around the world who come to explore its ancient ruins and learn about its intriguing past.



Figure 11: Harappa archeological site.



Figure 12: Harappa archeological site.

- **Harappa Museum:**

The Harappa Museum is an essential component of the Harappa archaeological site, serving as a hub for preserving and showcasing the artifacts and findings unearthed from the ancient Indus Valley Civilization. Situated near the archaeological site in Sahiwal District, Punjab, Pakistan, the museum offers visitors a fascinating journey through the history and culture of one of the world's oldest civilizations.



Figure 13: Harappa Museum.

The museum's collection includes a diverse array of artifacts dating back thousands of years, providing insights into the daily life, technological advancements, trade networks, and social

structures of the Indus Valley people. Exhibits feature pottery, seals, jewelry, tools, figurines, and other objects discovered during excavations at Harappa and surrounding areas.



Figure 14: Museum Interior showcasing artifacts through natural light ducts.

- **Darbar Hazrat Baba Muhammad Panah Kamir**



Figure 15: Darbar Hazrat Baba Muhammad Panah Kamir

The saint, Hazrat Baba Muhammad Panah, is said to have been buried in Kamir around 1820 AD, making this location a significant pilgrimage site for the followers of the Hans tribe.

- **River Ravi bridge Sheraza Pattan**

Developing a scenic riverfront promenade along the river Ravi bridge in Sahiwal presents an exciting opportunity to enhance the city's recreational and aesthetic appeal. The project aims to create a vibrant public space where residents and visitors can leisurely enjoy picturesque views of the river and its surroundings.

The riverfront promenade will feature well-designed walkways lined with greenery, seating areas, and lighting to ensure safety and comfort for pedestrians. Along the promenade, strategically placed viewpoints and observation decks will offer panoramic vistas of the river Ravi and the iconic bridge, providing opportunities for photography and contemplation.

To further enrich the experience, the promenade can incorporate amenities such as cafes, food stalls, and vendors selling local handicrafts and souvenirs. These additions will not only enhance the attractiveness of the area but also support local businesses and promote economic activity.



Figure 16: River Ravi bridge Sheraza Pattan

- **Cannan Park**

Cannan park alongside the canal is a vibrant community space that accommodates various recreational activities and fosters a sense of community engagement and well-being.



Figure 17: (left) promenade alongside canal. (right) Folley inside park

5.1.2. Key challenges and potential tourism in Sahiwal District:

Compared to other regions, Sahiwal may lack diverse tourist attractions, reducing its overall appeal to travelers and hindering tourism development efforts. Unlocking and improving the tourism potential of Sahiwal district involves a strategic approach that considers various aspects of infrastructure, promotion, sustainability, and local community involvement. Here are the steps to achieve this goal:

- **Site development:**
 - i. Collaborate with local environmental agencies to protect the unique flora and fauna of the region.
 - ii. Preservation and conservation of heritage sites.
 - iii. Night illumination at historic sites enhances safety and security by illuminating pathways and deterring unauthorized access, preserving both the site's beauty and its protection.



Figure 18: (left) Arts and crafts (right) Amenities designed with contextual materials.

- iv. Restaurants/food points to be added nearby heritage sites to promote local cuisines and facilitate travelers to generate revenue.

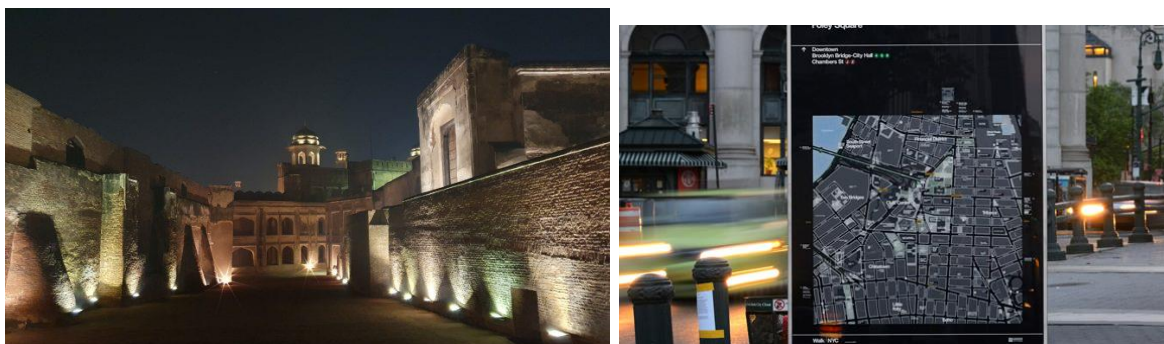


Figure 19: (left) Night illumination at historic sites. (right) Digital Signages

- **Infrastructure and facilities Development:**
 - i. Introduce efficient public transportation options within the district, such as shuttle services, to reduce traffic congestion.
 - ii. Invest in a diverse range of accommodations, from budget lodges to luxury resorts, catering to different types of travelers.
 - iii. Develop and promote guided tours of historical and cultural sites, educating visitors about the region’s rich heritage.
 - iv. Involve local communities in tourism activities by promoting local crafts, cultural events, and traditions.
 - v. Implement sustainable waste management and recycling programs to maintain the natural beauty of the area.
 - vi. Signages to provide information and guidelines for the tourists.
 - vii. Efficient and regular maintenance of grass and grounds surrounding public spaces and historic sites is essential. This upkeep ensures that these areas remain visually appealing, safe, and conducive to recreational activities.



Figure 22: Maintenance of parks.



Figure 21: Parking facilities to be added at cultural heritage Sites.



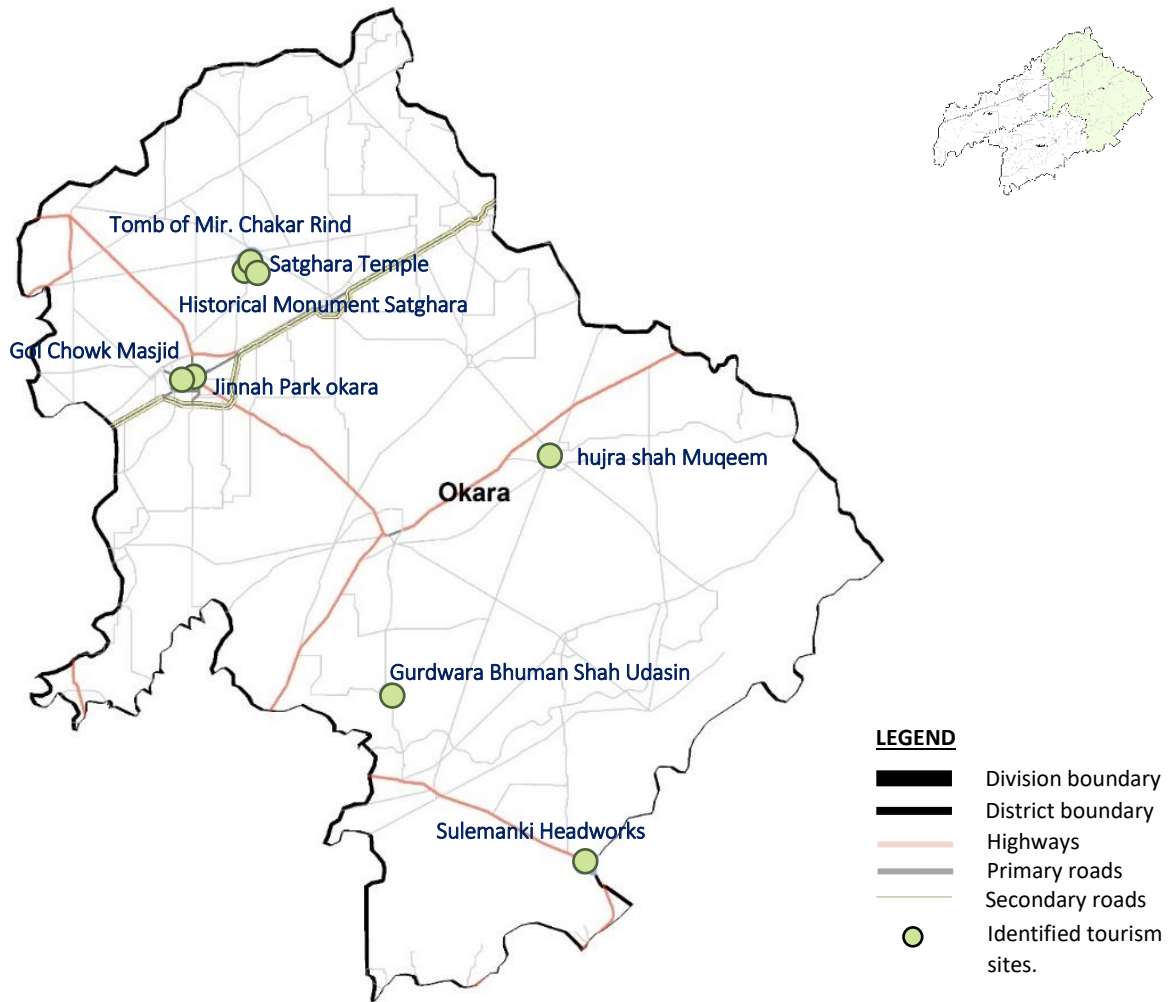
Figure 20: Kiosks and tourist facilitation to be provided at tourism potential sites.

- **Marketing and Promotion**

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- i. Collaborate with local government authorities to create and enforce tourism regulations that ensure responsible and sustainable tourism.
- ii. Partner with private businesses, tour operators, and hotel owners to collectively improve the tourism experience.
- iii. Utilize social media platforms to showcase region’s natural beauty, adventure opportunities, and cultural experiences. Develop a comprehensive and user-friendly website that provides information on attractions, activities, and accommodations.
- iv. Gather feedback from tourists to continuously improve the tourism experience and address any concerns.
- v. Regularly assess the impact of implemented strategies on tourism growth, community involvement, and environmental conservation.
- vi. Partner with travel agencies, influencers, and media outlets to amplify region’s tourism potential.

5.2. Okara District



Map 4: Identified tourism sites in Okara district.

Source: The Urban Unit

Okara District, situated in the Punjab province of Pakistan, holds significant historical and strategic importance due to its geographic location along the Radcliffe Line, the border between India and Pakistan.

Historically, the Okara region was an agricultural area with forests during the Indus Valley Civilization. It has witnessed the influence of various ancient civilizations, including the Indo-Aryans, Maurya Empire, Indo-Greek Kingdom, Kushan Empire, Gupta Empire, and others. With the advent of Islam, the Punjab region, including Okara, became predominantly Muslim due to the missionary efforts of Sufi saints.

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During the Mughal Empire, followed by the Sikh Empire, Okara faced various political upheavals and changes in rulership. Under British rule, Okara was part of Montgomery District and housed a large saltpeter refinery. The name "Okara" is derived from the word "Okan," referring to a lush green tree with needle-like leaves, which was abundant in the region.

In 1982, Okara became the headquarters of the newly established Okara District, encompassing Pakpattan, Sahiwal, and Okara districts from the former Montgomery District. Throughout its history, Okara District has played a vital role in Pakistan's agricultural, economic, and defense sectors, contributing to the nation's development and prosperity. Centers scattered throughout the district, attracting pilgrims and devotees from far and wide.

Okara District has three tehsils:

- i. Okara
- ii. Depalpur
- iii. Renala Khurd

Table 5: Tourism Sites in Okara District

Okara Sites	Location Coordinates	Existing Condition	Tourism Potential
Tomb of Mir Chakar-I-Azam Rind	30.91706770853096, 73.51289357719762	Conserved	Heritage tourism
Satghara Temple	30.91341679421756, 73.51353504175168	Need Conservation	Heritage tourism
Historical Monument Satghara	30.913623210112824 , 73.50766982052083	Dilapidated- Need Preservation	Heritage tourism
Sulemanki Headworks	30.37805312416939, 73.86646917025575		Recreational
Sulemanki National Park	30.37921786857898, 73.85597783791938		Recreational
Hujra Shah Muqem	30.74266075865219, 73.8204634592224	Need Preservation	Heritage tourism
Jamia Masjid Osmania, Gol Chowk Masjid	30.809170806385257 , 73.44418613590207	Needs Restoration	Heritage/Religious Tourism
Gurdwara Bhuman Shah Udasin	30.53028797664216, 73.65642568521135	Needs Conservation	Heritage tourism
Jinnah Park okara	30.81398110011415, 73.45366392947182	Needs Rehabilitation	Recreational

5.2.1. Okara Tourism Sites

Table 6: Tourism sites Characteristics

Key Heritage sites	Eco-tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> • <i>Jamia Masjid Osmania, Gol Chowk Masjid</i> • <i>Hujra Shah Muqem</i> • <i>Tomb of Mir Chakar-I-Azam Rind</i> • <i>Gurdwara Bhuman Shah Udasin</i> • <i>Satghara Temple</i> • <i>Historical Monument Satghara</i> 	<ul style="list-style-type: none"> • <i>Sulemanki Headworks</i> • <i>Sulemanki National Park</i> • <i>Jinnah Park okara</i> 	<ul style="list-style-type: none"> • <i>Photography</i> • <i>Sightseeing</i> • <i>Recreation (picnic, boating)</i> • <i>Intercultural immersion</i> 	<p><i>Via G.T. Road, Wasawewala Rd.</i></p>
Tourism Facilities		Demographic Segment	
<ul style="list-style-type: none"> • <i>Hotels</i> • <i>Okara City</i> 		<p><i>Special interest groups (Researchers, Scholars etc.)</i></p> <p><i>Groups (youths, clubs, associations, etc.)</i></p> <p><i>Domestic and religious groups</i></p>	

- **Jamia Masjid Osmania, Gol Chowk Masjid**

The "Jamia Masjid Usmania," commonly known as the Gol Chowk Mosque, was constructed in 1952 in Okara, Punjab. Situated at the heart of the city, it is surrounded by four bustling commercial bazaars: Rail Bazaar, Hospital Bazaar, Saddar Bazaar, and Katchehry Bazaar. The mosque's unique architectural design features a round spatial formation, and its upper story comprises 40 spacious chambers utilized as residential apartments.



Figure 23: Gol Masjid Exterior

This historical mosque holds significant cultural and architectural value for Okara. However, despite its beauty and historical significance, there is a notable lack of arrangements for its safety and cleanliness. With proper rehabilitation and revitalization, the mosque has the potential to become the focal point of the city, serving as an urban square where residents and visitors can gather, socialize, and engage in community activities.



Figure 24: (left) Masjid Courtyard (Right) Encroachment outside masjid.

Sustainable integration of the Jamia Masjid Usmania into an urban square would not only enhance its aesthetic appeal but also provide a safe and clean environment for worshipers and visitors alike. By implementing measures for maintenance, safety, and cleanliness, the mosque could become a vibrant hub of activity, fostering community cohesion and pride. Additionally, preserving and promoting this historical landmark would contribute to the cultural heritage and identity of Okara, attracting tourists and further boosting the city's economy.



Figure 25: Vandalism on the walls inside, Poor Condition of the ablution area.

- **Hujra Shah Muqem**

Hujra Shah Muqem is a city located in Okara District, Punjab, Pakistan. It is situated in the heart of the fertile plains of Punjab, renowned for its agricultural productivity. The city is named after a Sufi saint, Hujra Shah Muqem, whose shrine is a prominent landmark and a place of spiritual significance for residents and visitors.



Figure 26: Hujra shah Muqem.

Hujra Shah Muqem is characterized by its vibrant community and rich cultural heritage.

The city is home to a diverse population, with people from various ethnic and religious

backgrounds coexisting harmoniously. Traditional Punjabi culture is deeply rooted in the city, reflected in its music, dance, cuisine, and festivals.

- **Gurdwara Bhuman Shah Udasin**

The village of Bhumman Shah, located approximately 18 kilometers from Depalpur on the Haveli Lakha Road, is home to a hidden marvel from the Sikh era. This village holds a shrine, fort, and temple that are steeped in history and revered among Sikhs. The central figure of this site is Baba Bhumman Shah, listed among the top Udasi saints of India. Udasi is a religious sect of ascetic Sadhus living in northern India, founded on the teachings of Sri Chand, the son of Guru Nanak, the founder of Sikhism.



Figure 27: Gurdwara Bhuman Shah complex.

The complex also features a majestic building with domes and intricate brickwork, displaying motifs made with bricks and intricate fresco work. Within the same complex lies the Darbar of Baba Shri Chand Ji, a double-story building with a beautiful Diwan Hall adorned with captivating



Figure 28: (left) Dilapidated/vandalized structure inside complex (mid) gurdwara Front elevation (right) Entrance route.

domed Prakashasthan. The walls are adorned with frescoes depicting various motifs such as peacocks, birds, tigers, elephants, and musical instruments, along with inscriptions from Guru Granth Sahib.

The entire complex is a masterpiece of Sikh architecture and art, showcasing the rich cultural and religious heritage of the region. While in need of revival and restoration, there is hope that it will be turned into a tourist spot in the future, allowing visitors to appreciate its historical and spiritual significance.

- **Tomb of Mir Chakar-I-Azam Rind**

Mir Chakar Khan Rind, a prominent Baloch chieftain in the 16th century, played a pivotal role in shaping the history of Baluchistan. Leading his allies, he migrated to Satghara, where he spent his final years. Today, his tomb, standing for approximately 400 years, serves as a testament to his historical legacy and leadership. Situated in Satghara, the tomb honors Mir Chakar Khan Rind's contributions



Figure 29: Tomb of Mir Chakar-I-Azam Rind

to the formation of Baluchistan and remains a revered site for those seeking to pay homage to his memory and the enduring heritage of the Baloch people.



Figure 30: (left) fort wall (Right)View from Entrance

- **Satghara Temple**

The square Hindu temple, situated outside the town of Satghara, stands as a testament to ancient religious practices in the region. Located approximately 2 kilometers from the Satghara fort, this temple occupies a solitary position amidst the surrounding fields. Despite its current dilapidated state, the temple's architectural features provide valuable insights into its historical significance.

Constructed from small-sized backed bricks, the temple's dimensions measure approximately 4.7499 meters in width and 15.24 meters in height. Its architectural style bears resemblance to Jain temples, characterized by a squarish structure with a cone-shaped dome, rounded arches, and a border adorned with lotus flower petal designs.



Figure 31: Satghara Temple

- **The Mound**

Locally referred to as Tibba, this imposing feature stands prominently on the outskirts of the town of Satghara. Believed to be a mound that predates the settlements within the town, it holds significant historical importance. Situated on the peripheries of the fort, the Tibba indicates ancient origins and relevance to the region's early inhabitants.

Rising approximately ten feet above the ground level, the Tibba spans an area



Figure 32: The Mound

approximately 1900 by 1800 feet. Over time, the mound has accumulated broken pieces of ceramics, remnants of its past occupants. While some of these artifacts have been removed by local farmers, brickbats still litter the surface, providing evidence of human activity within the walled city.

The Tibba serves as a tangible reminder of Satghara's ancient past, offering valuable insights into the early settlements and civilizations that once thrived in the region.

- **Sulemanki Headworks**



Figure 33: Sulemanki Headworks

The Sulemanki Headworks, located in Sulemanki Village near Depalpur City in the Okara district of Punjab province, Pakistan, is a critical infrastructure on the river Sutlej. Primarily utilized for irrigation and flood control purposes, it holds significance as part of the Sutlej Valley Project. In alignment with the renowned Retreat Ceremony held at other Indo-Pakistan border crossings like Wagah and Hussainiwala near Lahore, a scaled-down ceremony occurs at the Sadki checkpoint, conducted by the Pakistan Rangers and Indian Border Security Force. This ceremony serves as a significant tourist attraction, drawing a considerable number of visitors on both sides of the border.

- **Sulemanki National Park:**

Situated adjacent to the Baba Farid Bridge on the Sutlej River, stands as a prominent natural reserve celebrated for its diverse biodiversity and captivating landscapes. The park boasts an impressive array of indigenous plant species, migratory birds, and wildlife such as deer and wild boar, showcasing the region's rich ecological diversity.

Reminiscent of a vast forest, offers a serene ambiance despite its proximity to the Pakistan-India border. Renowned for its abundant wildlife and natural beauty, the park attracts visitors seeking tranquility and adventure. Just a short distance away lies the border between Pakistan and India, adding to the park's fame and allure.



Visitors to Sulemanki National Park can partake in various outdoor pursuits, including exploring hiking trails, observing bird species in designated birdwatching areas, and embarking on guided nature walks to gain insight into the park's ecosystems.



Figure 34: Sulemanki wildlife park

lack of proper maintenance poses challenges, as some facilities are prone to wear and tear. Despite these shortcomings, the allure of Sulemanki National Park remains undeniable, beckoning travelers to immerse themselves in its serene surroundings and savor moments of tranquility amidst nature's embraces.

- **Jinnah Park okara**

Jinnah Park, situated on Benazir Road at Jahaz Chowk in Okara, stands as the district's second main park. Covering approximately 23,466 square meters, this green oasis is now managed by the Municipal Corporation Okara. The park boasts well-maintained grassy areas adorned with seasonal and perennial plants, all enclosed within a boundary wall for privacy and security. Visitors can enjoy the park's amenities, including public benches, two washrooms, and over ten water fountains scattered throughout the premises.



Figure 35: Jinnah Park

Jinnah Park offers recreational opportunities with its central walking track spanning nearly 0.5 km, accompanied by a side jogging track stretching approximately 0.7 km. While it's a popular spot for school children to unwind, it also serves as a serene venue for funeral prayers at times. Jinnah Park welcomes the public round the clock, providing a peaceful retreat for relaxation, exercise, and communal gatherings.

5.2.2. Key Challenges and Potential interventions:

Okara may lack diverse tourist attractions and points of interest, reducing its overall appeal to visitors. Developing new tourist attractions and enhancing existing ones, such as historical sites, cultural landmarks, and natural reserves, can broaden Okara's appeal to a wider range of tourists. Following are the potential interventions By addressing these key challenges and implementing targeted interventions, Okara can unlock its tourism potential, attract more visitors, and contribute to economic growth and development in the region.

- **Site Development:**

- ii. Architectural lighting to highlight key landmarks, historical sites, and public spaces
- iii. Preservation and conservation of heritage sites.
- iv. Incorporate sustainable design practices in architectural developments, including energy-efficient buildings, green roofs, and eco-friendly materials



Figure 36: Heritage Sites illumination.

- **Infrastructure and facilities development**

- i. Limited infrastructure, including roads, transportation, and accommodation facilities, hampers tourist accessibility and comfort. Investing



Figure 37: Conceptual Park design.

in infrastructure projects, such as road upgrades and the development of transportation and accommodation options, can enhance tourist accessibility and comfort

- ii. Visitor information centers equipped with maps, brochures, and knowledgeable staff to guide tourists.
- iii. Implement sustainable waste management and recycling programs to maintain the natural beauty of the area.
- iv. Shaded parking facilities in the vicinity of sites to be developed
- v. Establish themed parks and gardens with unique designs, sculptures, and recreational areas, providing a serene environment for both locals and tourists



Figure 38: Shaded Parking lots.

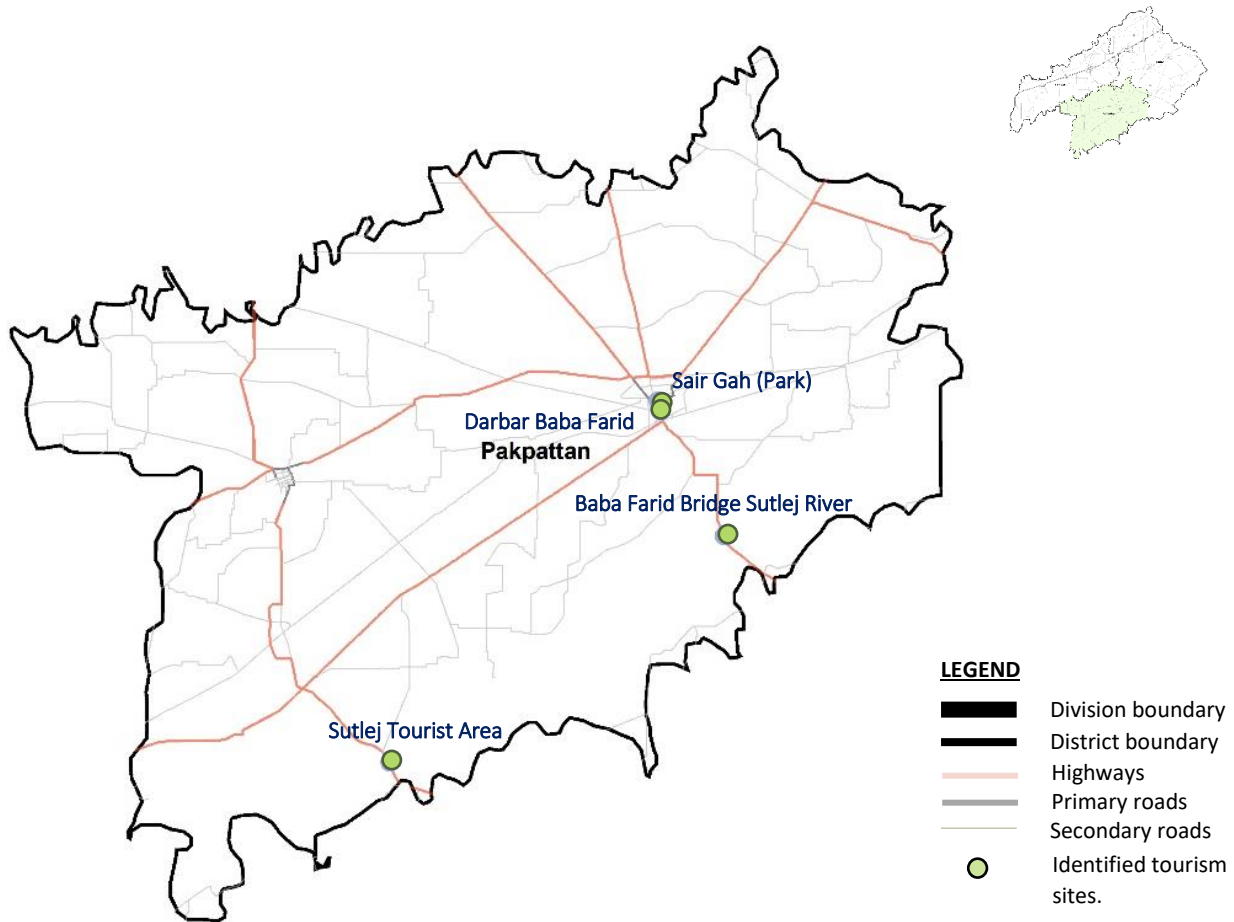


Figure 39: Tourist Information Centre

- **Marketing and Promotion:**

Inadequate marketing efforts and low awareness of Okara as a tourist destination may hinder tourism development. Increasing marketing efforts and launching promotional campaigns to raise awareness of Okara's tourism potential can attract more visitors to the region.

5.3. Pakpattan District



Map 5: Tourism Sites in Pakpattan District

Source: The Urban Unit

Pakpattan, previously known as Ajodhan until the 16th century, derives its name from the fusion of two Punjabi terms, "Pak" meaning "pure," and "Pattan" signifying "dock." This nomenclature references a ferry service across the Sutlej River, which was popular among pilgrims journeying to the Shrine of Baba Farid. Symbolically, this journey represented a spiritual voyage across the river, guided by the saint's spirit. Originally founded as a village named Ajodhan, it gained prominence due to its strategic location along the ancient trade routes connecting Multan to Delhi.

Over the centuries, Ajodhan faced waves of invasions from Central Asia, beginning in the late 10th century, leaving it vulnerable to external threats. Despite this, it remained prosperous due to

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its strategic position on trade routes. The establishment of a Jama Khana, or convent, by Baba Farid marked a significant transition in the region's religious orientation from Hindu to Muslim.

Following Baba Farid's demise in 1265, a shrine was erected at the site, which eventually evolved into a complex housing a mosque, langar, and other related structures. This shrine played a pivotal role in elevating Pakpattan as a center of pilgrimage within the broader Islamic world, with smaller shrines dedicated to specific events in Baba Farid's life spreading throughout the region.

Throughout history, Pakpattan faced various challenges, including sieges, invasions, and changes in political regimes. However, it continued to thrive, bolstered by its strategic significance and the patronage of successive rulers, including the Mughals and Maharaja Ranjit Singh of the Sikh Empire.

In the modern era, Pakpattan remains a major pilgrimage center, with its annual urs festival drawing millions of visitors. The shrine's caretakers wield considerable influence in local and regional politics, further cementing Pakpattan's significance as a cultural and spiritual hub.

Pakpattan District has Two Tehsils:

1. Pakpattan Tehsil
2. Arifwala Tehsil

Figure 40: Tourism Sites in Pakpattan District

Pakpattan Sites	Location Coordinates	Existing Condition	Tourism Potential
Darbar Hazrat Baba Farid-Ud-Din Ganj Shakar	30.341513465735847, 73.38834611077573	Site Development in process	Heritage Site Religious tourism/
Sair Gah (Park)	30.348565077202363, 73.38652875923353	Functional	Recreational
Sutlej Tourist Area	30.081042589969545, 73.15654460635723	Needs Rehabilitation	Recreational
Baba Farid Bridge Sutlej River	30.249039695413494, 73.44318941385306	Needs Rehabilitation	Recreational

5.3.1. Pakpattan Tourism Sites

Table 7: Tourism sites Characteristics

Key Heritage sites	Supporting tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> • <i>Darbar Hazrat Baba Farid-Ud-Din Ganj Shakar</i> 	<ul style="list-style-type: none"> • <i>Sair Gah (Park)</i> • <i>Sutlej Tourist Area</i> • <i>Baba Farid Bridge Sutlej River</i> 	<ul style="list-style-type: none"> • <i>Intercultural immersion</i> • <i>Photography</i> • <i>Recreation (picnic, boating, fishing)</i> • <i>Festivals</i> 	<p><i>Via Grand Trunk Rd., Pakpattan- Minchinnabad Rd., Bahawalnagar-Sahiwal Rd.</i></p>
Tourism Facilities		Demographic Segment	
<ul style="list-style-type: none"> • <i>Arts and craft bazar</i> • <i>Pakpattan City culinary</i> 		<p><i>Special interest groups (mountaineering, bird watchers, etc.)</i></p> <p><i>Domestic and religious groups</i></p> <p><i>Groups (youths, clubs, associations, etc.)</i></p>	

- **Darbar Hazrat Baba Farid-Ud-Din Ganj Shakar**

Situated in Pakpattan, Darbar Baba Farid is a revered shrine dedicated to Baba Fariduddin Ganj Shakar, a renowned Sufi saint and poet from the 12th century. The Darbar Baba Farid draws devotees and visitors globally, who come to pay homage and seek blessings.



Figure 41: Darbar Baba Farid Complex

Baba Farid, also recognized as Baba Sheikh Farid, held prominence in the Chishti order of Sufism, esteemed as one of the most revered Sufi saints in South Asia.



the Darbar serves as a spiritual nucleus where devotees converge for dhikr (remembrance of God), engage in qawwalis (devotional music), and recite Baba Farid's poetry. The shrine complex encompasses a mosque, a mausoleum housing Baba Farid's tomb, *Langar* and assorted ancillary

Figure 42: Mosque inside Complex structures.

Annually, the Ur's (death anniversary) of Baba Farid is commemorated at the Darbar and draws an estimated 2 million visitors to the town. The Ur's festival embodies a period of spiritual introspection, prayer, and festivity, attracting multitudes of pilgrims and devotees who assemble to honor Baba Farid's legacy and beseech his blessings

- **Sair Gah (Park)**

Nestled amidst lush greenery, Sair Gah features well-maintained gardens, manicured lawns, and vibrant flower beds, creating a picturesque setting for leisurely strolls and peaceful picnics.



Figure 43: Sair Gah

In addition to its natural charm, Sair Gah offers various recreational facilities and amenities to enhance the visitor experience. Visitors can enjoy leisurely walks along paved pathways, engage in outdoor sports and activities in designated areas, or simply unwind on benches while soaking in the serene surroundings.

- **Baba Farid Bridge Sutlej River**

The bridge aims at providing a road link across the river Sutlej between Pakpattan and Minchin Abad to serve the adjoining areas. Depending on its design and location, the bridge might attract tourists who appreciate both its functional aspects and its cultural significance.



Figure 44: River Sutlej view from bridge.

When considering architectural recommendations near the Baba Farid Bridge on the Sutlej River, it's essential to blend functionality with aesthetics while respecting the natural and cultural surroundings. Proposed interventions include the construction of a river view pavilion & cafe, development of a riverfront walkway and Boat docks.



Figure 45: Conceptual Design of Recreational Area - Baba Farid Bridge Sutlej River

- **Sutlej Tourist Area**

The Sutlej Tourist Area in Pakpattan is a serene destination nestled along the banks of the Sutlej River, offering a tranquil escape amidst natural beauty. Locally renowned for its vibrant riverbank shops serving delicious grilled fish, and samosa pakoras, visitors are treated to a delightful culinary experience. Essential services including a mosque, fuel station, tire shop, general store, service station, and medical stores ensure convenience.



Figure 46: Boating at Sutlej tourist area.

5.3.2. Key Challenges and Potential interventions:

Pakpattan District has several tourism potential sites, and architectural interventions can help harness this potential while preserving the area's cultural heritage.

- **Site development:**

- i. Collaborate with local environmental agencies to protect the unique flora and fauna of the region.
- ii. Preservation and conservation of heritage sites.
- iii. Night illumination at historic sites and recreational enhances safety and security by illuminating pathways and deterring unauthorized access, preserving both the site's beauty and its protection.

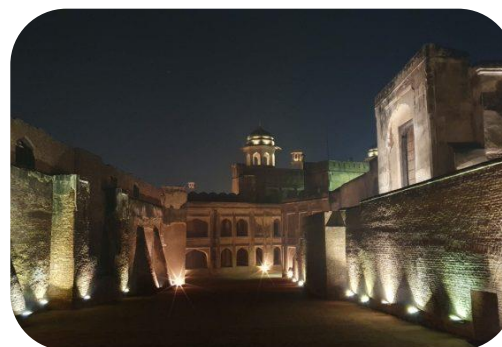


Figure 47: illumination at tourism sites.

- **Infrastructure and facilities Development**

- i. Signages to provide information and guidelines for the tourists.
- ii. Construct visitor centers at key entry points to provide tourists with information about local attractions, maps, and guided tour options.
- iii. Install security cameras, lighting, and emergency contact points to enhance the safety and security of tourists.
- iv. Involve local communities in tourism activities by promoting local crafts, cultural events, and traditions.
- v. Boat ramps and facilities to be upgraded near the river.
- vi. Create recreational spaces, including parks, picnic areas, and viewpoints, at scenic spots to enhance the overall tourism experience.
- vii. Shaded parking facilities in the vicinity of sites to be developed.
- viii. Implement sustainable waste management and recycling programs to maintain the natural beauty of the area.



Figure 48: Signages at heritage sites.



Figure 49: Shaded parking.



Figure 50: Ticketing Booth

• **Human resource development**

Local Community training and workshops for facilitation of tourism activities

• **Marketing and promotion**

- i. Provision of destination themes(image)/ information about heritage/tourism sites.
- ii. Integration of stakeholders and industry to promote tourism sites.
- iii. Develop a comprehensive and user-friendly website that provides information on attractions, activities, and accommodations.

5.4. Tourism Strategy for Sahiwal 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 a 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 center 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.

Sahiwal 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 Sahiwal 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:

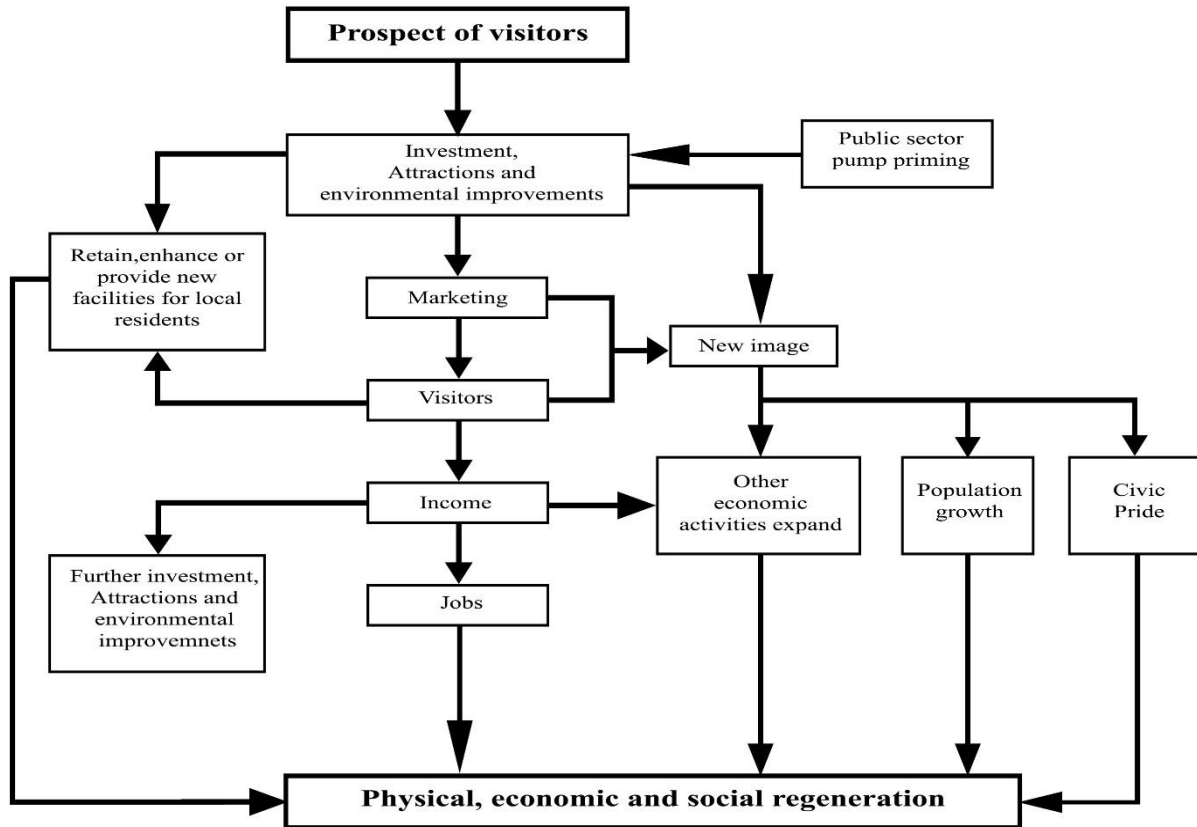


Figure 51: Flow chart for the physical, social, and economic regeneration.

Large cities are already tourist 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 the 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 Sahiwal Division.
- Launch targeted marketing campaigns both domestically and internationally to change the negative perception and promote Sahiwal 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:

- Identify and prioritize key tourism products in Sahiwal 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 Sahiwal 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 Sahiwal 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.
- 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 Sahiwal 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.

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- 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.
- Collaborate with academic institutions and research organizations to conduct studies on the economic, social, and environmental impacts of tourism in Sahiwal 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 Sahiwal Division.

By implementing this comprehensive tourism strategy, Sahiwal 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.