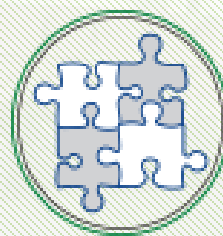


Regional Development Plan of Sahiwal Division Tourism Sector Plan



The Urban Unit

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



January, 2024

Contents

Methodology

Framework

Tourism potential in
Pakistan

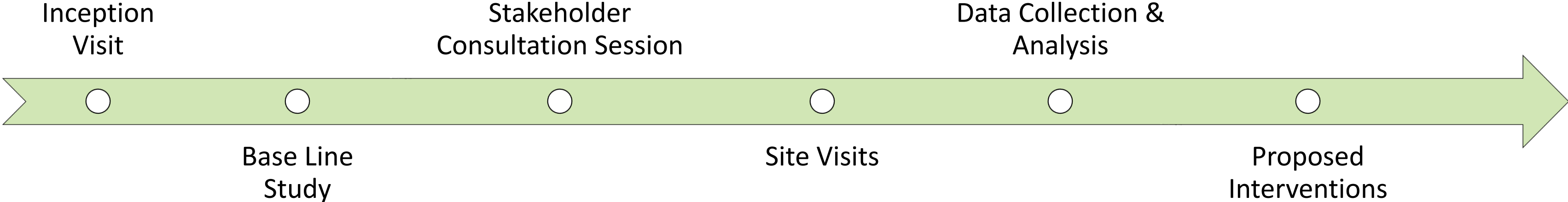
Tourism Potential in
Sahiwal Division

Proposed Interventions

Proposed tourism strategy

Methodology

Methodology



Stakeholders' session within Sahiwal Division held at relevant offices with designated personnel



Framework

Framework



Inventory and
Data Collection



Identify Tourism
Potential Sites



Capacity
Building of
Service
Providers



Marketing &
Communication
Strategy



Site Specific
Action Plans



Tourism Potential in Pakistan





Tourism Potential in Pakistan

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	3.9% of Total Economy PKR 2,020.4 BN Change: -33.8% Economy Change:-1.3%	3.7% of Total Economy PKR 2,080.6 BN 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	PKR 134.8 BN 2.8% of Total Exports Change: -24.4%	PKR 138.8 BN 2.9% of Total Exports Change: +3.0%
Total contribution of Travel & Tourism to Employment		
Domestic PKR 2,134.5 BN	PKR 1292.5 BN Change: -39.4%	PKR 1,396.2 BN Change: +8.0%
Leisure Spending (2019)		Business Spending (2021)
Leisure spending: USD 12,740.3 MN (90%)		Business Spending USD 1455.1 MN (10%)
Leisure Spending: USD 8,813.8 MN (94%)		Business Spending: USD 607.0 MN (6%)

Tourism Potential in Sahiwal Division

Tourism potential in Sahiwal Division



Religious and spiritual tourism refers to travel for religious/spiritual purposes such as undertaking a pilgrimage or visiting sacred sites



Ecotourism/Recreational refers to the participation in leisure and also travel to natural areas, and ecological and biodiversity sites that conserve the environment, sustain the well-being of local people, and involves interpretation and education



Heritage/cultural tourism refers to as traveling to experience the places, artifacts, and other activities that authentically represent the stories and people of the past, and can include cultural, and historic sites



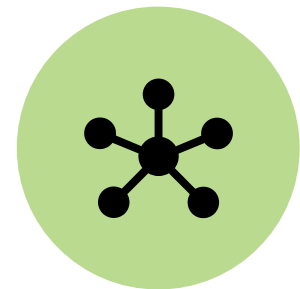
Key Challenges of Tourism in Sahiwal Division



Lack of Uniform Provincial Policies



Fragmented coordination among departments



Inefficient federal govt. role in tourism industry



Inadequate enforcement of standards and certifications



Limited marketing and promotion of tourism










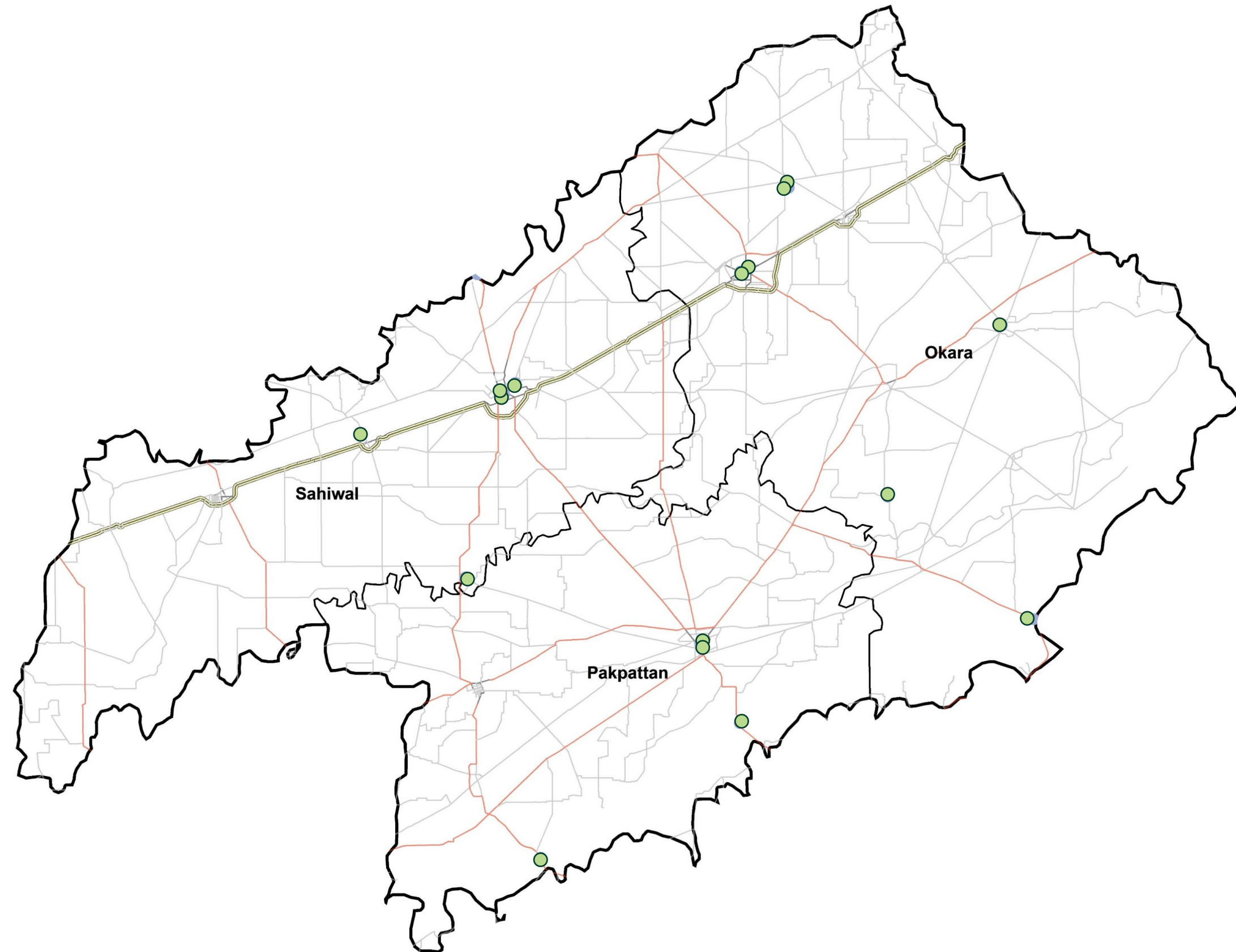
Poor tourism infrastructure



Potential tourism Sites in Sahiwal Division

LEGEND

-  Division boundary
-  District boundary
-  Highways
-  Primary roads
-  Secondary roads
-  Expressways/ Motorways
-  Identified tourism sites



Issues and challenges (In all districts of Sahiwal division)

1

Poor road infrastructure

2

Absence of streetlights and street furniture

3

No parking facilities or absence of shaded parking at natural sights

4

Un availability of skilled workforce for the district's cleanliness

5

Lack of effective awareness and promotion of tourism sites

6

Absence of defined boundaries and fences

7

Lack of proper road network in surrounding areas of tourism sites

8

Encroachments near tourism sites

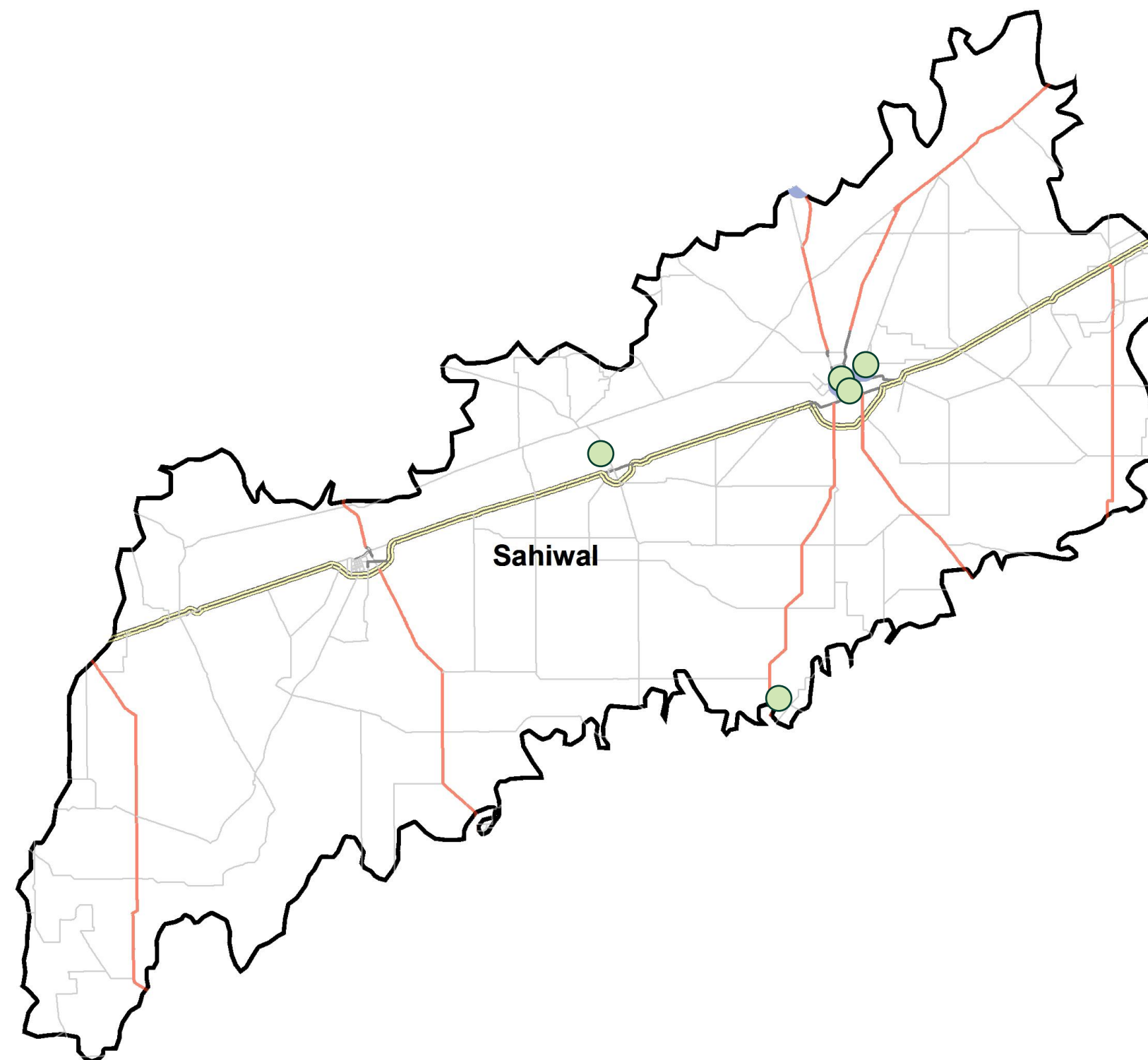


Potential tourism Sites in Sahiwal District








The Concept

Discover Sahiwal, where the ancient whispers of Harappa and the timeless teachings of Baba Farid converge for a truly innovative tourism experience. Unearth the mysteries of Harappa's ancient civilization, immerse yourself in the spiritual wisdom of Baba Farid's shrine, and embark on culinary adventures blending tradition with contemporary flair.

Sahiwal invites you to explore **heritage hubs** and green tourism oasis.



LEGEND

-  Division boundary
-  District boundary
-  Highways
-  Primary roads
-  Secondary roads
-  Expressways/ Motorways
-  Identified tourism sites



Proposed tourism interventions in Sahiwal District

Heritage Hubs and Digital Trails:

Sahiwal pioneers the concept of "Heritage Hubs" – interactive zones where the past comes alive through augmented reality and digital storytelling. Follow curated digital trails that guide you through the city's historic and cultural landmarks, providing a seamless blend of technology and tradition.

Key Sites

- Harappa
- Canan Park Sahiwal
- Baba Muhammad Pannah Kamir
- River Ravi Bridge Sheraza Pattan
- Faridia Park
- Zafar Ali Cricket Stadium

Existing Facilities & Activities

- Sahiwal Bazar
- Sahiwal Arts Council

Proposed Tourism Features

- Public toilets
- Souvenir shops
- Digital Signages and story telling
- Tour Guides

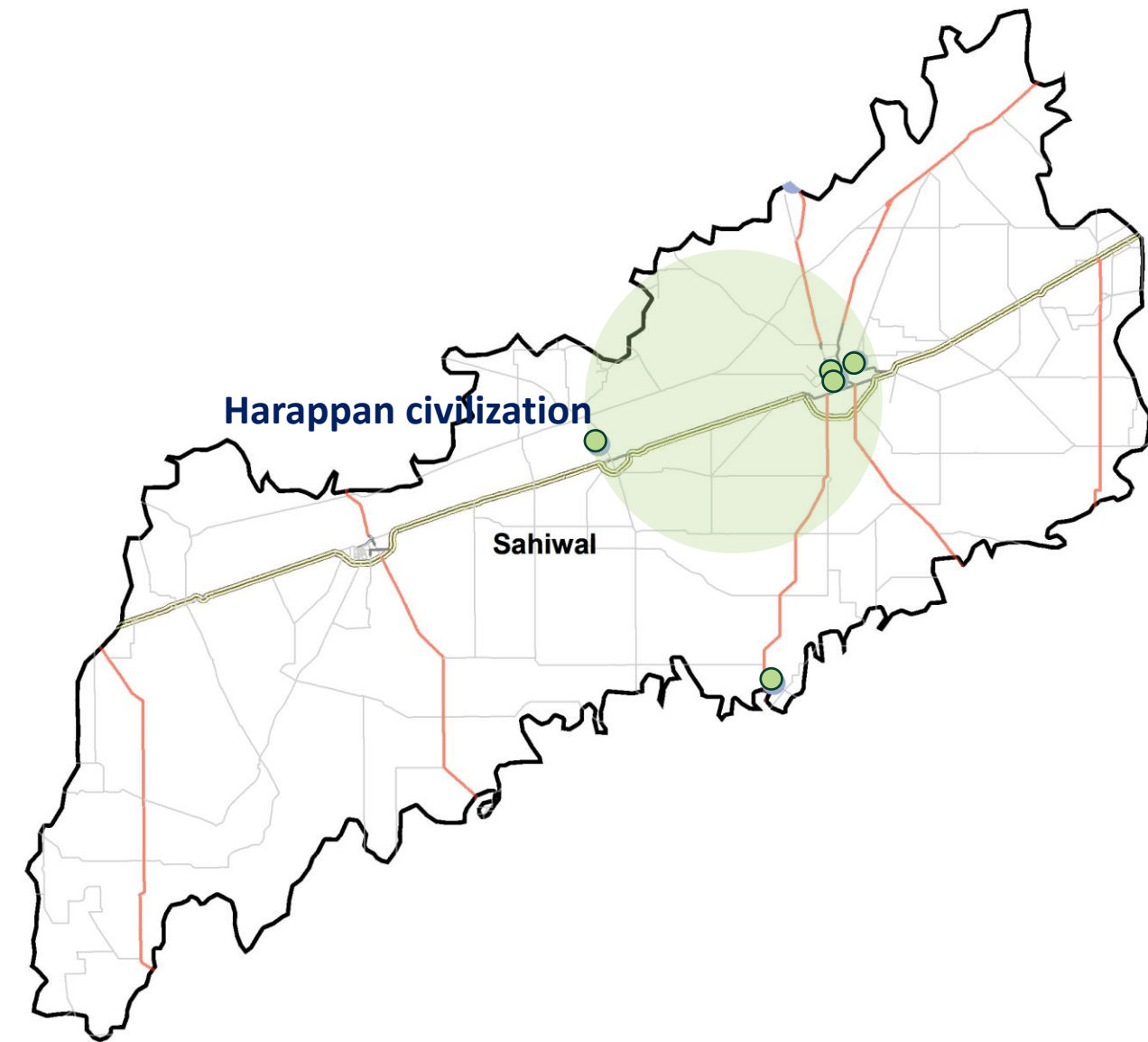


Proposed tourism interventions in Sahiwal District

Time Travel Through Harappa- Interactive Zone



Harappa is an archaeological site located in the Punjab region of Pakistan, near the city of Sahiwal. It is one of the major urban centers of the ancient Indus Valley Civilization, which existed around 3300–1300 BCE. The Indus Valley Civilization, also known as the Harappan Civilization, was one of the world's oldest urban cultures, characterized by advanced urban planning, sophisticated architecture, and a system of writing that has yet to be fully deciphered.



Proposed tourism interventions in Sahiwal District

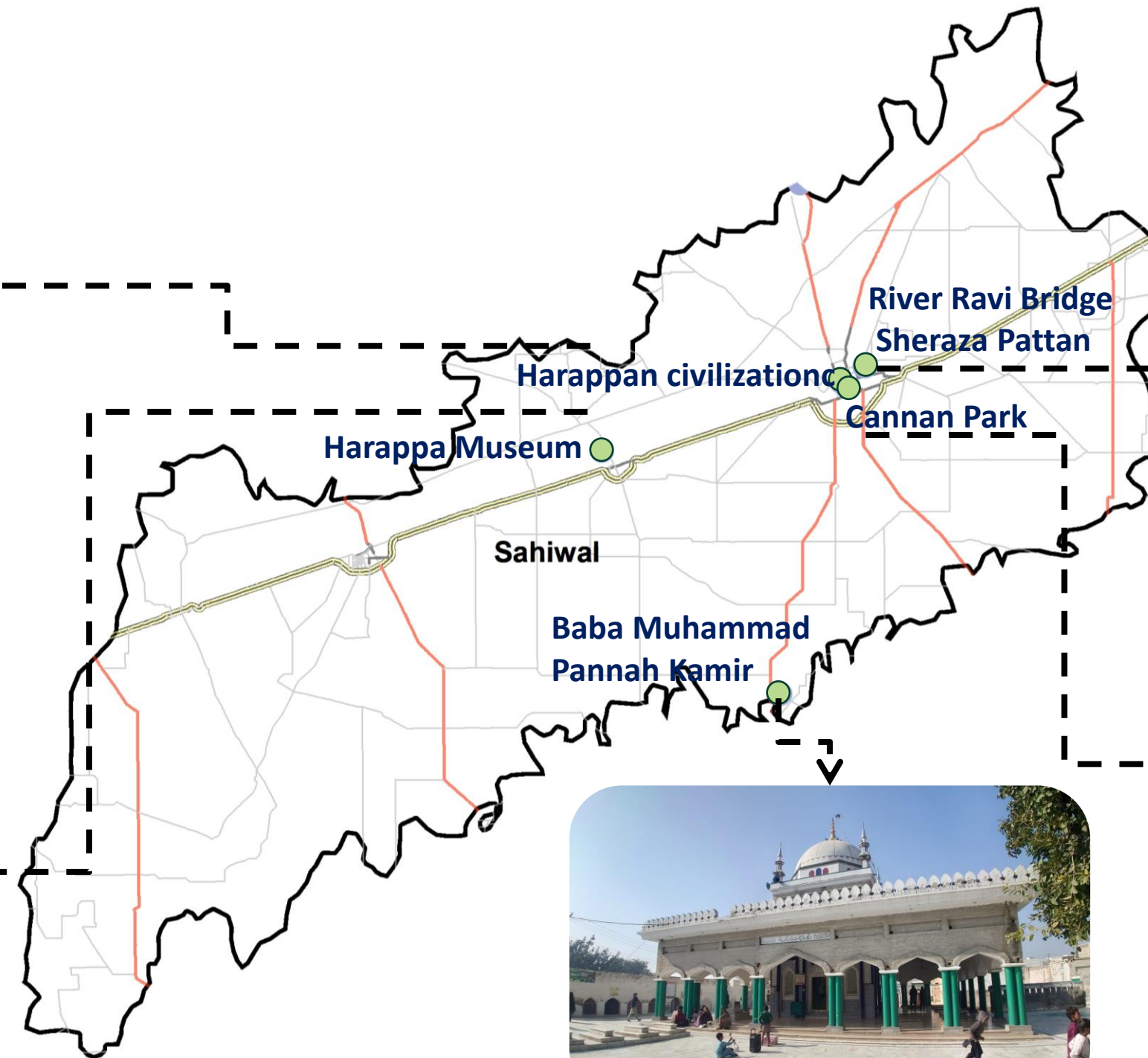
Interactive Zone



Harappa holds immense historical and archaeological importance as a testament to the achievements of the Indus Valley Civilization and its contribution to the early development of human civilization.



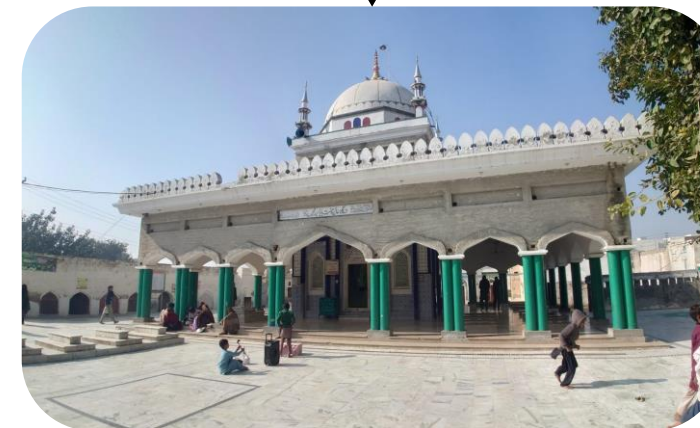
Harappa Museum can offer a dynamic and educational experience, appealing to a diverse audience interested in history, archaeology, and ancient civilizations



Developing a scenic riverfront promenade along the bridge, providing a pleasant walkway for residents and visitors to enjoy the views of the River Ravi.



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. Picturesque walking paths and cycling lanes along the canal could provide a peaceful and leisurely experience for pedestrians and cyclists.



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.



Other interventions in Sahiwal District



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



Art and Crafts village to be established.



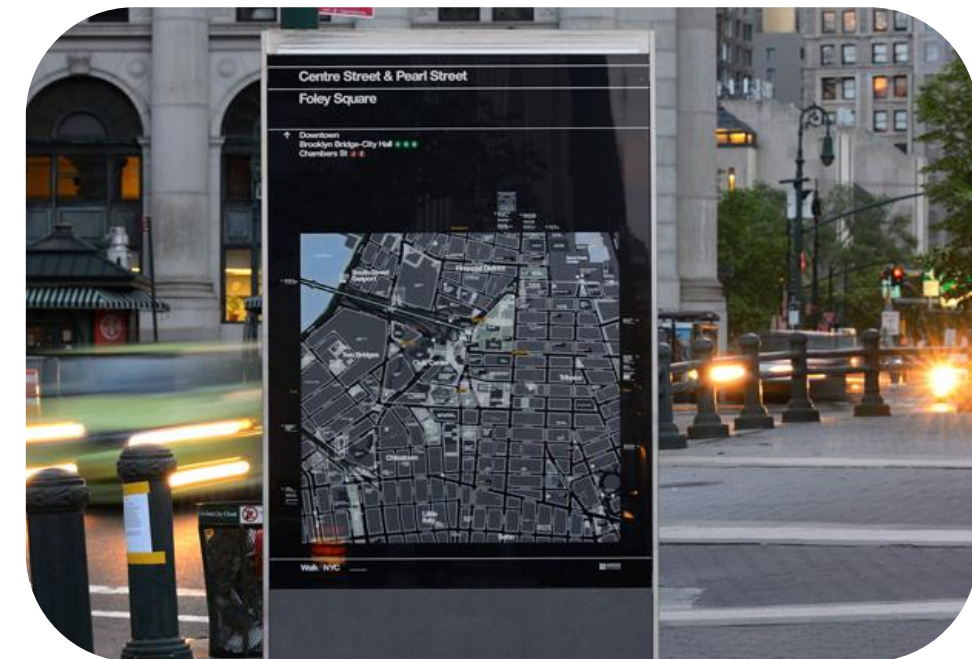
Ticketing booth and tourist facilitation centers to be established at historic sites.



Night illumination to enhance safety and security and promote heritage sites.



Shaded parking facilities in the vicinity of sites to be developed.



Signages to provide information and guidelines for the tourists.



Proposed tourism interventions in Pakpattan District

Sufi Soul Discover – Pakpattan

In the heart of Sahiwal lies the shrine of Baba Farid, a sanctuary of Sufi spirituality. Here, innovation meets introspection. Join immersive experiences that go beyond conventional tours – feel the rhythm of Sufi poetry, engage in interactive storytelling sessions, and witness the fusion of tradition and innovation in the heart of Baba Farid's teachings.

Promoting nearby attractions, historical sites, and cultural landmarks in the region can encourage tourists to explore the broader area.

Key Sites

- Darbar Baba Farid
- Sair Gah (Park)
- Satluj Tourist Area
- Baba Farid Bridge
- Satluj River

Existing Facilities & Activities

- Handicrafts Shops
- Heath Care
- Pakpattan City

Proposed Tourism Features

- Public toilets
- Tourist Facilitation Shop
- Historic Bazar
- Boating

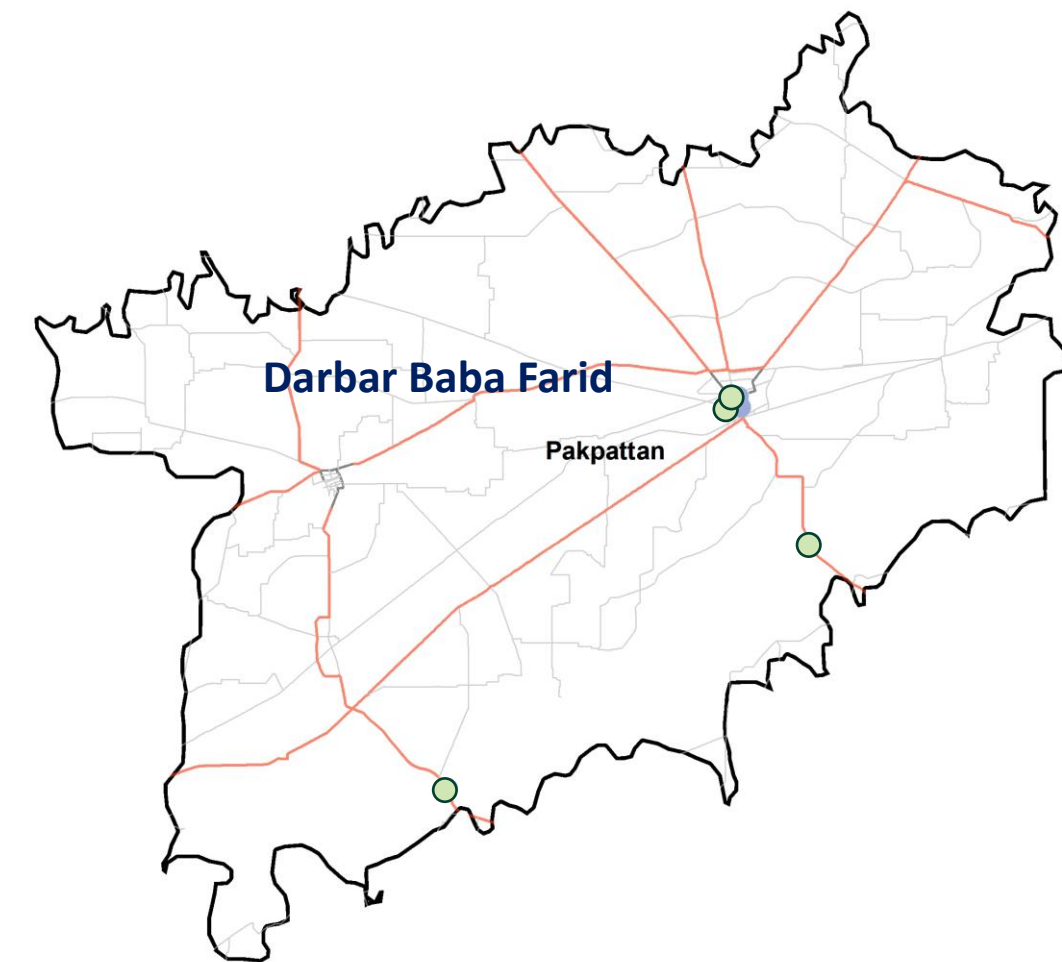


Proposed tourism interventions in Pakpattan District

Sufi Soul Discover



Baba Farid, also known as Fariduddin Ganjshakar, was a **12th-century** Sufi saint and poet born in 1173 in the Punjab region, now part of modern-day Pakistan. He belonged to the Chishti Sufi order and emphasized love, devotion, and the oneness of God in his teachings. His collection of poetry, "Divan-e-Farid," is celebrated for its spiritual depth and simplicity. Baba Farid's shrine, Gurdwara Sahib Pakpattan, in **Pakpattan, Pakistan**, serves as a pilgrimage site for people of various faiths. His legacy continues to impact the spiritual and cultural heritage of the region, promoting love, tolerance, and unity among diverse communities.



Proposed tourism interventions Pakpattan District



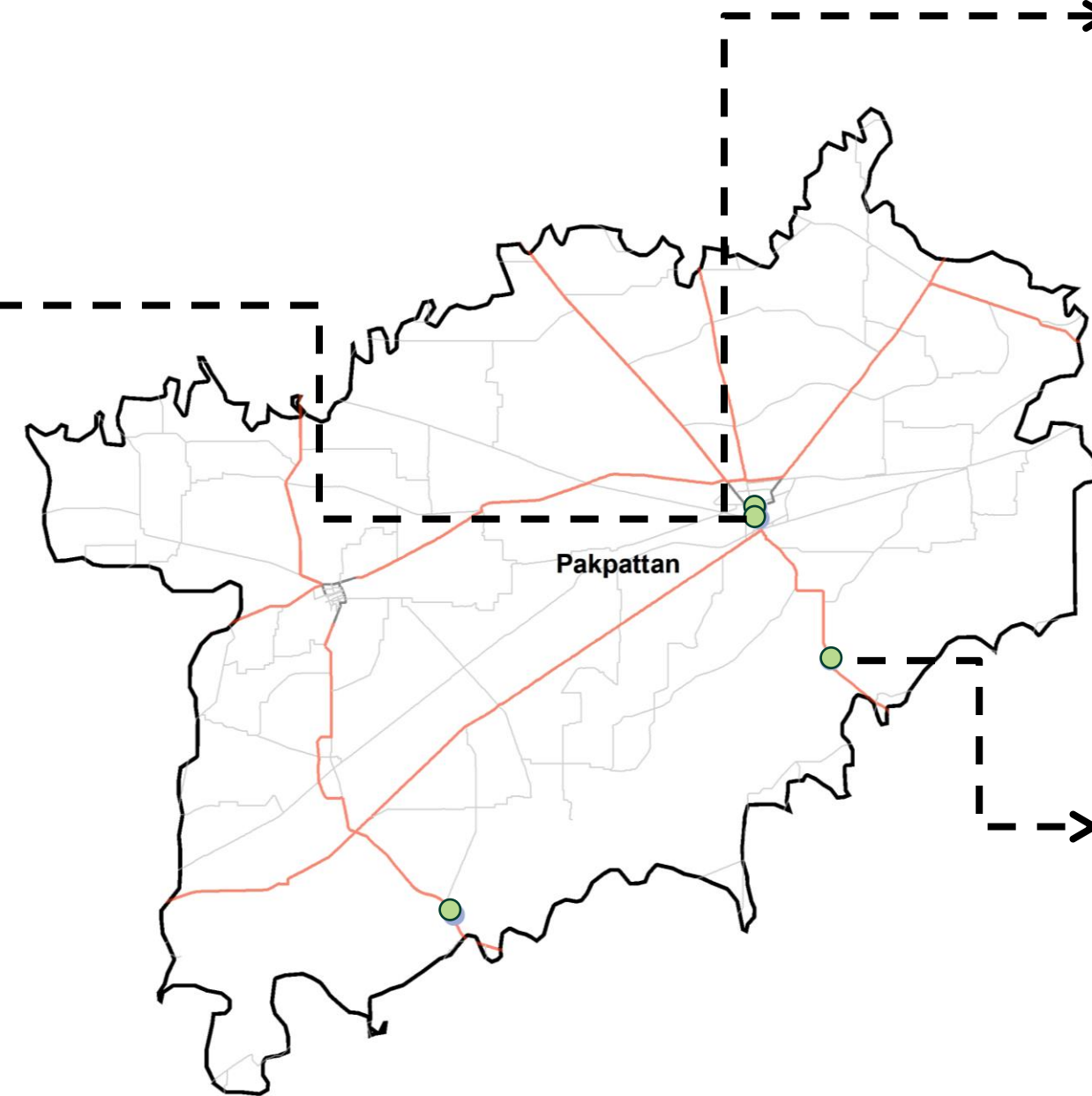
Art and Craft bazar



Darbar Baba Farid

The Darbar is a prominent destination for spiritual and pilgrimage tourism, attracting devotees and Sufi enthusiasts from various regions. The annual Urs celebrations, commemorating the death anniversary of Baba Farid, are major events that draw large crowds. These celebrations include spiritual gatherings, Qawwali performances, and a festive atmosphere.

Visitors can explore and purchase **local handicrafts, religious artifacts, and souvenirs**, contributing to the local economy.



Sair Gah (Park)

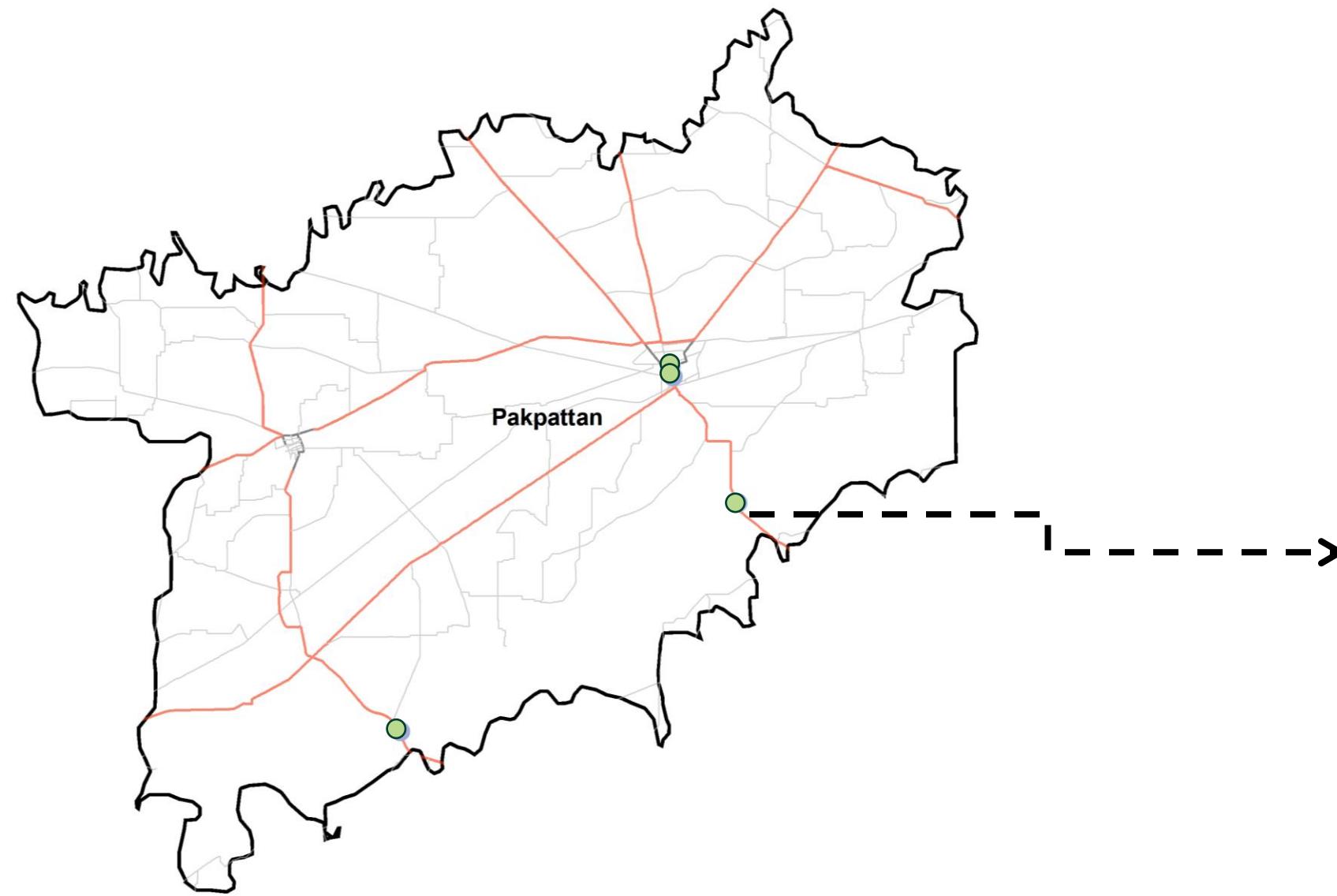


Baba Farid Bridge Satluj River

Depending on its design and location, the bridge might attract tourists who appreciate both its functional aspects and its cultural significance.



Proposed tourism interventions Pakpattan District



Conceptual Design of Recreational Area - Baba Farid Bridge Satluj River

Other Interventions in Pakpattan District



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



Ticketing booth and tourist facilitation centers to be established at historic sites.



Signages to provide information and guidelines for the tourists.

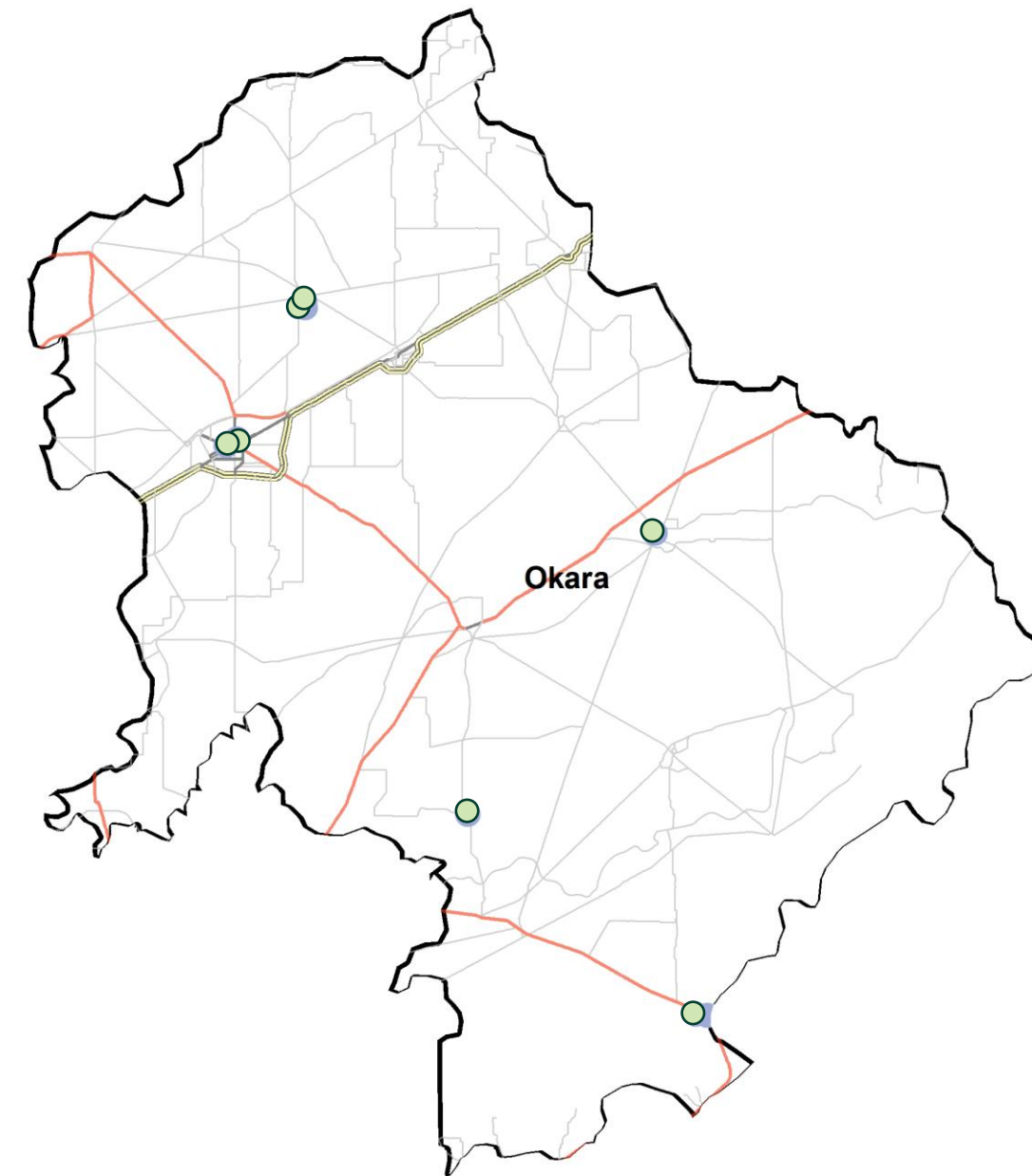


Proposed tourism interventions in Okara District

Green Tourism Sahiwal-Okara



Okara, a district in Punjab, Pakistan, known for its agricultural richness, cultural heritage, and historical sites, adopting green tourism practices can enhance the region's appeal to environmentally conscious travelers



Proposed tourism interventions in Okara District

Green Tourism Okara

Agri-tourism or rural tourism, can provide a unique and educational experience for visitors interested in exploring the agricultural practices, rural lifestyle, heritage and natural beauty of a region

Key Sites

- Tomb of Mir Chakar-I-Azam Rind
- Satghara Temple
- Historical Monument Satghara
- Sulemanki Headworks
- Sulemanki National Park
- Jamia Masjid Usmania, Gol Chowk Masjid
- Gurdwara Bhuman Shah Udasin
- Jinnah Park okara
- Hujra Shah Muqeem

Existing Facilities & Activities

- Rich Agriculture and livestock
- Orchards
- Farms (Mitchells Farms)

Proposed Ecotourism Features

- Tourism Facilitation center
- Restaurant
- Boating Facilitation Shop



Potential tourism Sites in Okara District



Tomb of Mir Chakar-I-Azam Rind
 Mir Chakar Khan Rind was a prominent Baloch chieftain in the 16th century who played a pivotal role in the formation of Baluchistan. He migrated to Satghara along with his allies, where he spent the last years of his life. His tomb, approximately 400 years old, stands in Satghara as a testament to his historical legacy and leadership.



An old temple building near Satghara Village which is presently in a dilapidated condition.



The village is the site of a Sufi shrine and an historic gurudwara.



A Round shaped mosque, built in 1952, is a historic landmark of Okara city.



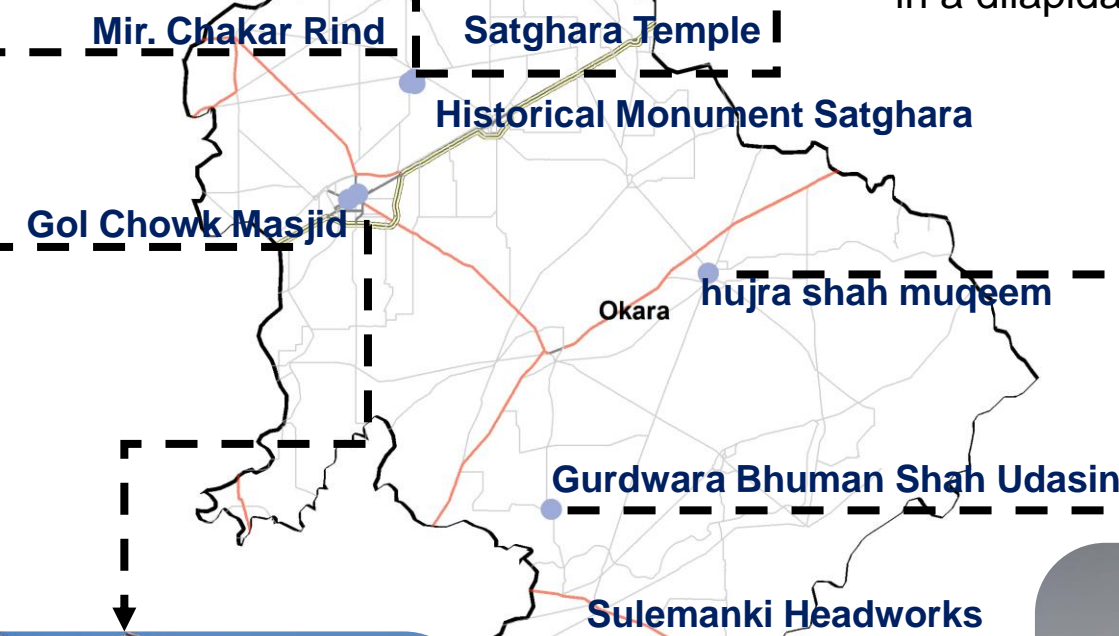
Jinnah Park Okara



Sulemanki Headworks has historical significance, dating back to the British colonial era when efforts were made to harness river water for agricultural development.



The complex is named after Bhuman Shah, a renowned saint belonging to the Udasi sect of asceticism. The complex serves as a place of spiritual significance and historical importance, attracting visitors interested in the saint's teachings and the cultural heritage of the region.



Other Interventions in Okara District



Architectural lighting to highlight key landmarks, historical sites, and public spaces



Establish themed parks and gardens with unique designs, sculptures, and recreational areas, providing a serene environment for both locals and tourists



Visitor information centers equipped with maps, brochures, and knowledgeable staff to guide tourists



Panoramic viewpoints to be captured at pavilions and promenades.



Shaded parking facilities in the vicinity of sites to be developed.



Incorporate sustainable design practices in architectural developments, including energy-efficient buildings, green roofs, and eco-friendly materials



Proposed tourism interventions in Sahiwal Division^(overall)

1

Historic Sites

- Preservation of heritage sites.
- Shaded parking facility to be provided.
- Ticketing system to be upgraded.
- Illumination for night to be added for safety and security.
- Provision of public facilities, refreshment points, kiosks, public toilets etc.

2

Religious Sites

- Public facilities and basic amenities to be added on these sites to boost religious tourism and aid visitor experience.
- Guided tours to operate maintaining the sanctity of these sites.
- Accommodation needs to be adhered through rest houses and food points.

3

Landscapes

- Pathways and walking tracks to be marked for trails.
- Signage for travelers
- Public facilities to be added to facilitate the visitors
- Visitor facilitation centers to be built for guidance and consultations for the visitors
- Lodging to be provided.

4

Archaeological Sites

- Guided tours of the archaeological sites to be provided.
- Shaded walkways to prevent from the heat of sun at such sites.
- Refreshment points to be provided for visitors ease.
- Interactive screens, brochures to be developed to map out trails for the visitors.

Way forward for the proposed tourism interventions in Sahiwal Division

1

To attract the tourists and keep them engaged for their visit, it is much needed to rehabilitate and work on the urban design of the roads specially on which the trails are being proposed to make the trails aesthetically appealing.

2

The main focus lies in creating a platform that showcases and connects these sites, amplifying their cultural significance and promoting tourism in the region.

3

Travel Agents and tour operators constitute an important segment of the tourism industry. Govt. can streamline and liberalize rules and procedures for recognizing travel agents and tour operators.

4

A scheme of paying guest accommodation can also be introduced in as many places as possible to provide affordable and hygienic accommodation, both for domestic and foreign tourists. These measures will, no doubt, give a fillip to growth of low-budgeted tourism.

Proposed Tourism Strategy (Sahiwal division)

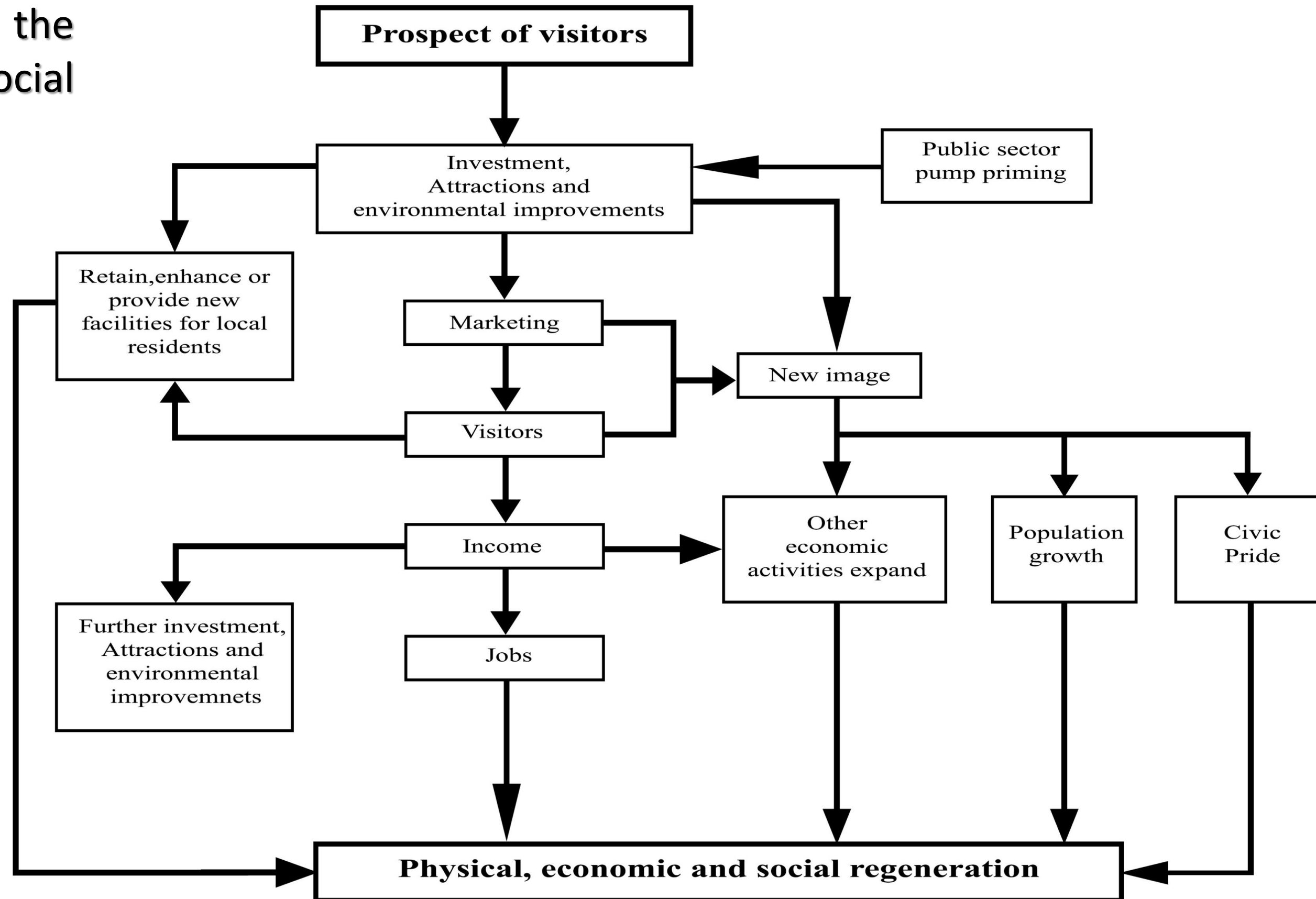
Proposed tourism Strategy in Sahiwal Division

Unlocking the Region's Potential



Proposed tourism Strategy in Sahiwal Division

The flow chart for the Physical, economic & social regeneration.



THANK YOU