



The Urban Unit

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



Regional Development Plan of Rawalpindi Division

Urban Planning,
Design & Policy Development



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SECTION 1: OVERVIEW

1.1. Study Area

The area for the Rawalpindi Regional Plan comprises of entire Rawalpindi Division, which includes four districts i.e., Chakwal district, Jhelum district, Rawalpindi district, and Attock district. The division is connected to other important regions of the country through an international airport and well-defined road networks.

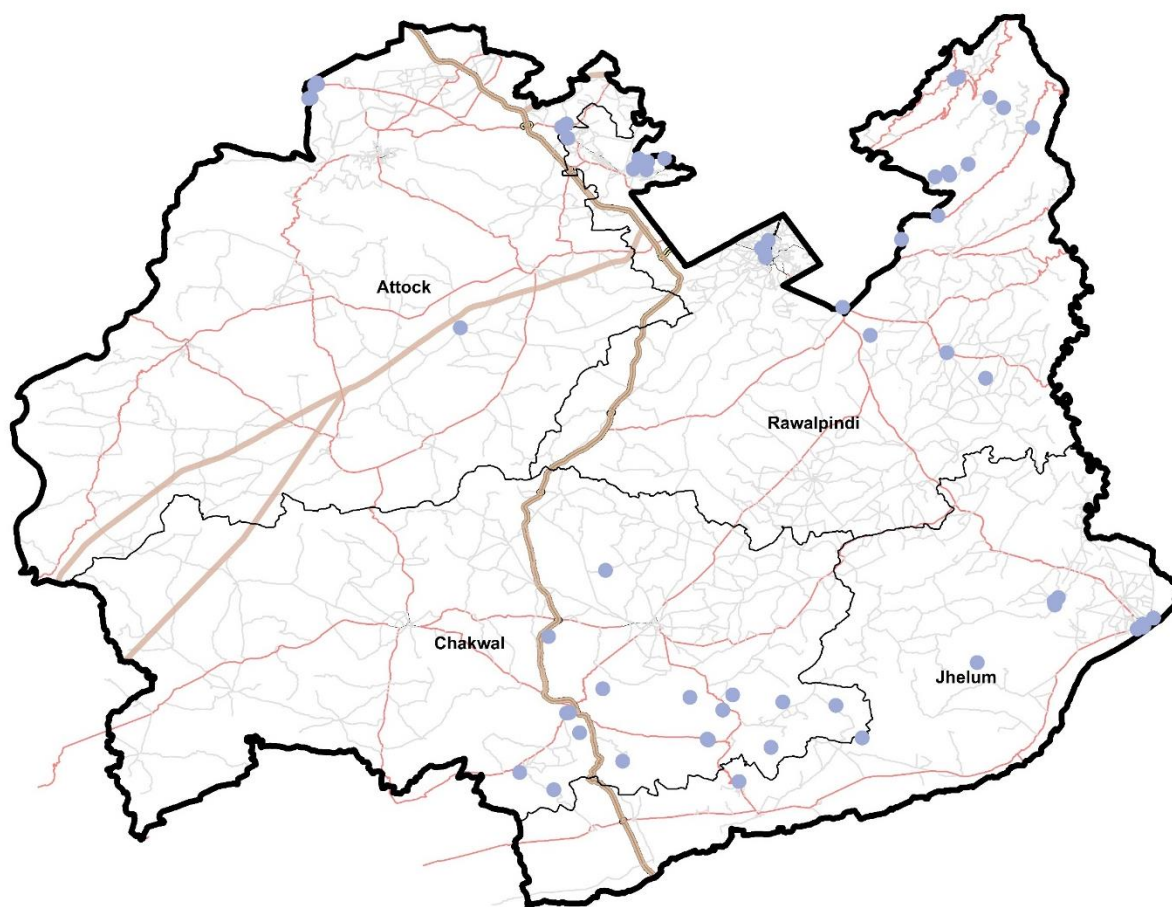


Figure 1: Study Area of Rawalpindi Regional Development Plan

1.2. Objectives

The essential objectives of the Tourism plan for Rawalpindi 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 a vision for tourism development in the region, which relies on evidence-based interventions, capacity building of stakeholders, comprehensive marketing strategy, and investments 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 Rawalpindi region is illustrated below.

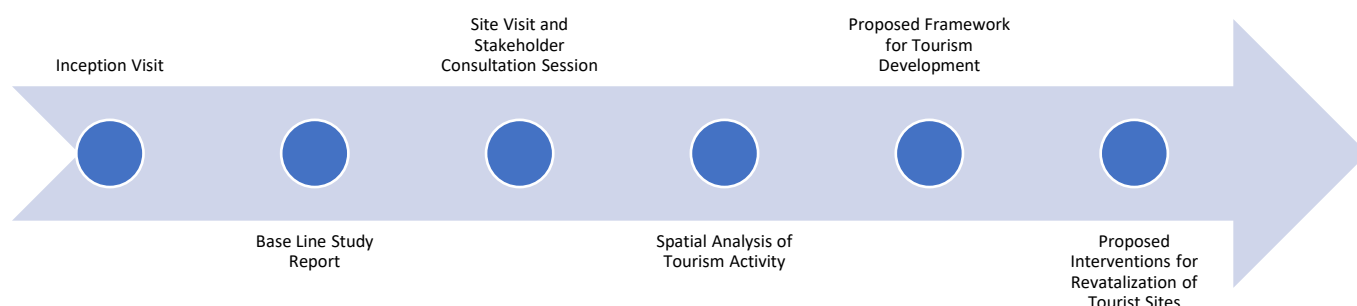


Figure 2: Methodology for Development of Tourism Sector Report

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 Rawalpindi Region. 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 Rawalpindi 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 four districts of the Rawalpindi region. The sessions included official meetings with the Director (Architecture) of the Rawalpindi Development Authority (RDA), District Officers in District Councils of four districts, PHATA officials, Officers of Municipal Committee in the respective districts, TDCP Officials, and other departments.

Source: The Urban Unit



Figure 3: Stakeholder Consultative Sessions at Rawalpindi Division

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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 on 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 Rawalpindi District



Figure 5: Tourism Potential sites in Jhelum District



Figure 6: Tourism Potential sites in Chakwal District



Figure 7: Tourism Potential sites in Attock 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. The framework also included development of long-term policy framework to address current institutional and structural gaps and challenges.

2.6. Proposed Interventions for Tourist Sites

Sustainable interventions have been proposed after consolidation of data analysis, assessment of primary data from field visits, and incorporation of feedback from stakeholders to develop a short, medium, and long-term framework for tourism sector promotion. These interventions include detailed site-specific action plans and have been provided in a later section of this report.

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 Rawalpindi. The components of this framework are discussed below.

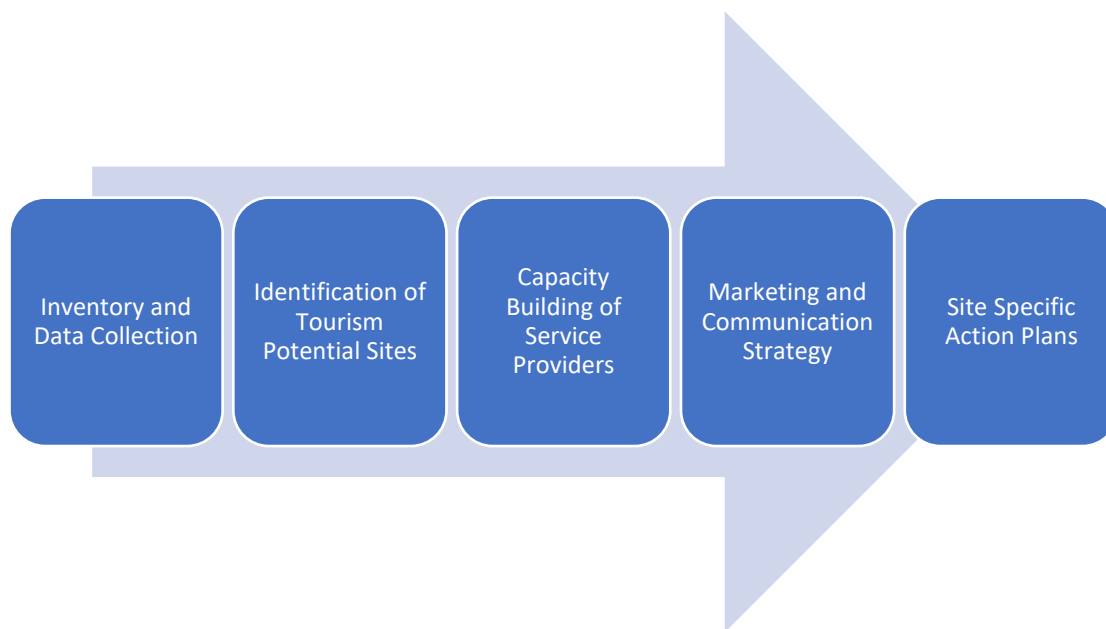


Figure 8: Framework for Tourism Development

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 Rawalpindi.

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 dams and lakes in Chakwal, historical sites in Rawalpindi 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 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 Rawalpindi 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 RAWALPINDI

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 badly 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 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		

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%
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%

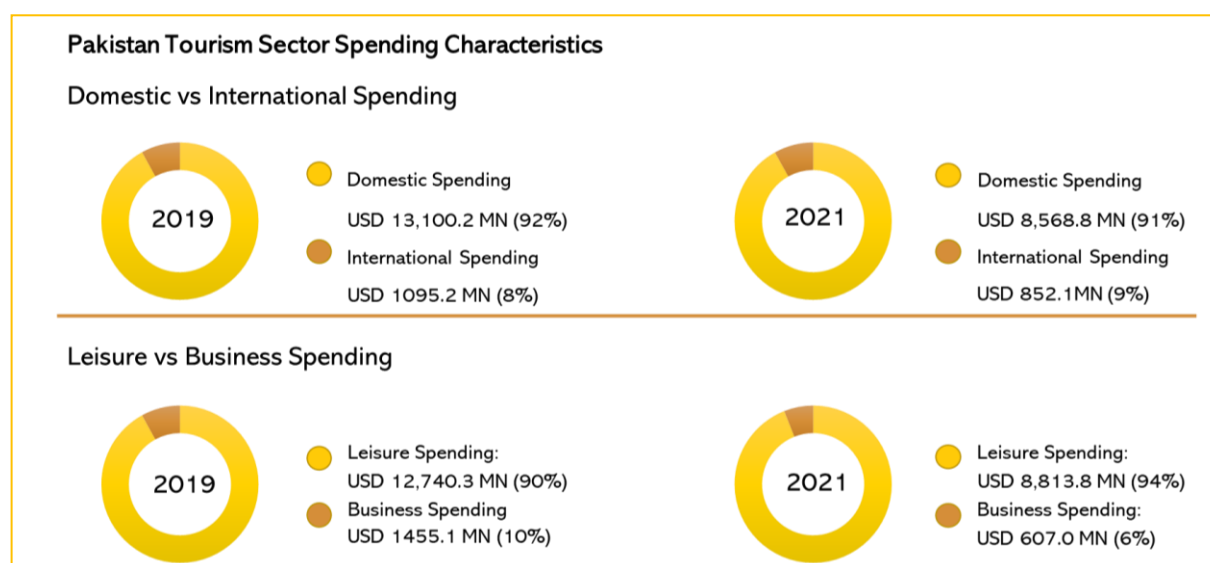


Figure 9: Tourism Sector Spending Characteristics

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

4.2. Inventory of Tourist Sites in Rawalpindi Division

The existing tourism sites in Rawalpindi Division have been identified and mapped out. The tourist sites inventory of the Rawalpindi 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 to recognize the reasons why tourists visit these sites. Moreover, it also helps to formulate proposals based on the unique characteristics and potential of the tourist sites.

The journey through Rawalpindi 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.

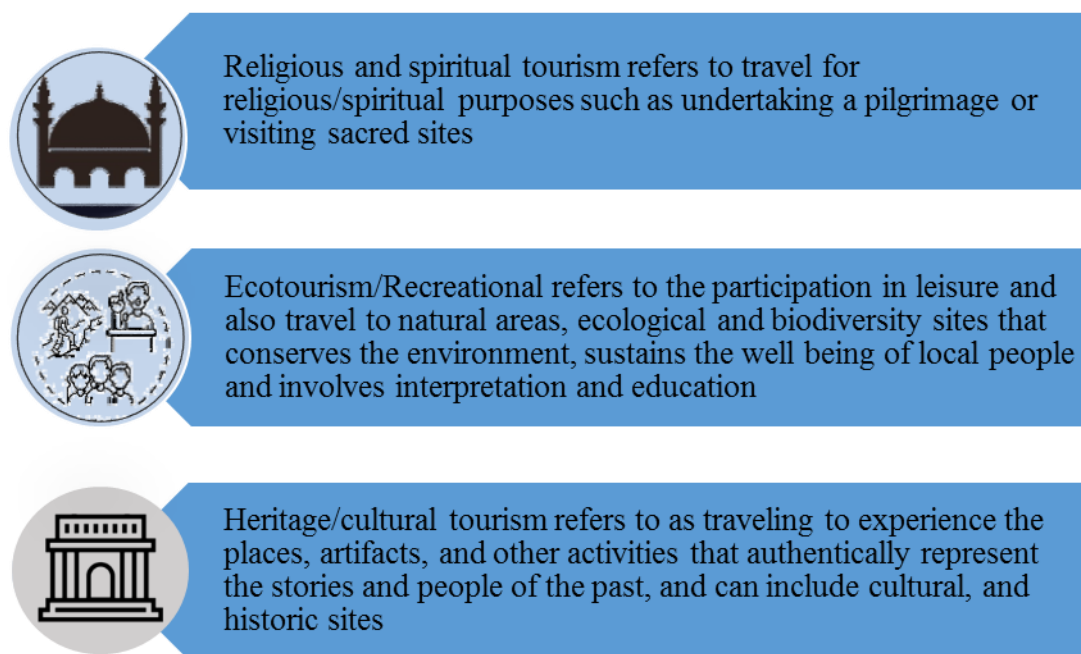


Figure 10: Categorization of tourism sites

4.3. Tourism Influx in Rawalpindi Division

Rawalpindi Division, encompassing Chakwal, Rawalpindi, Jhelum, and Attock districts, attracts a diverse range of tourists due to its wealth of historical and cultural attractions. Notable landmarks include Rawat Fort, Rohtas Fort, and the Taxila archaeological complex. Heritage clusters like Attock Fort, Old Attock Bridge, and Wah 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

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 near Islamabad and its well-developed transportation infrastructure, including motorways and railways, ensuring easy accessibility.

It's worth noting that promoting tourism in Rawalpindi 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, Rawalpindi Division can attract more visitors and create sustainable economic growth through tourism-related activities.

Rawalpindi 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 Rawalpindi division

District	Tourism Site	Tourism Category	
Rawalpindi	Dharmarajika Stupa and Monastery	Heritage tourism	
	Taxilla Museum	Heritage tourism	
	Gandhara Art Village Taxila	Heritage tourism	
	Jandial Remains	Heritage tourism	
	Sirkap Remains	Heritage tourism	
	Rawalpindi Railway Station	Heritage tourism	
	Shri Krishna Temple	Heritage tourism	
	Poonch house	Heritage tourism	
	Christ Church Rawalpindi	Heritage tourism	
	Daikhain water fall	Eco-Tourism	

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	Karore picnic point	Eco-Tourism	
	Bissa water fall	Eco-Tourism	
	Jungle hotel karore	Eco-Tourism	
	Chevra hilltop (Kotli Sattiyan)	Eco-Tourism	
	Patriata Hill Top	Eco-Tourism	
	TDCP Chair lift and Cable Car Patriata	Eco-Tourism	
	Mouri syedan (Kotli Sattiyan)	Eco-Tourism	
	Pharwala fort	Heritage tourism	
Chakwal	Katas Raj Temples Complex	Heritage Site/ Religious tourism	
	Pandavas Caves	Heritage tourism	
	Hari Singh Nalwa Fort	Heritage tourism	
	Kusak Fort	Heritage tourism	
	Takht-e-Babri,	Heritage tourism	
	Malot Fort	Heritage tourism	
	Chehal Abdal Peak	Eco-Tourism	
	Khewra Salt mines	Eco-Tourism	
	Khai Dam	Eco-Tourism	
	Thirpal Dam	Eco-Tourism	
	Matan Kalan Lake	Eco-Tourism	
	Kot Raja Dam	Eco-Tourism	
	Sikki Lake	Eco-Tourism	

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	Lakhwal Dam	Eco-Tourism	
	Kallar kahar lake	Eco-Tourism	
	Swaik Lake	Eco-Tourism	
	Dharabi lake Chakwal	Eco-Tourism	
	Neela Wahan Waterfall	Eco-Tourism	
	Dhok Tahlian Dam	Eco-Tourism	
Jhelum	Tilla Jogia	Heritage Site Religious tourism/	
	Rohtas Fort/Museum	(UNESCO) World Heritage Site	
	Jhelum Boating area	Eco-Tourism Site	
	Lajpat Rai library	Cultural Tourism	
	Gurdwara Bhai Karam Singh	Religious Tourism	
	Shiva Temple	Religious Tourism	
	Masjid Afghana	Religious Tourism	
	Gurdwara Chowa Sahib -	Religious Tourism	
	Nandna Fort	Adventure Tourism/Heritage Tourism	
	Tomb of Khair-un-Nisa	Heritage Tourism	
	St. John's Church 1860	Religious Tourism	
	Khewra Salt mines	Eco-Tourism	
Attock	Lala Rukh Tomb	Heritage Tourism	
	Tomb of the Hakims	Heritage Tourism	
	Wah Gardens	Heritage Tourism	

	Attock Railway bridge	Heritage Tourism	
	Attock Khurd Railway Station	Heritage Tourism	
	Boat Ride Attock Khurd	Eco-Tourism	
	Attock Tomb	Heritage Tourism	
	Old Temple Attock	Heritage Tourism	
	Baradari Attock	Heritage Tourism	
	Jamia Masjid Kot fateh Khan	Religious Tourism	

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

1- Insufficient Government Priority:

The tourism sector in Rawalpindi Division has not received adequate attention and priority from the government. This lack of prioritization is evident in the rankings of Pakistan government's 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 Rawalpindi 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 Rawalpindi 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 Rawalpindi 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 Rawalpindi 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:

Rawalpindi 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 Rawalpindi Division.

7- Underutilized International Platforms:

Rawalpindi Division 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 Rawalpindi Division.

8- Infrastructure challenges:

Rawalpindi 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 Rawalpindi District

The tourism industry in Rawalpindi 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 promotional 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 Rawalpindi 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, Rawalpindi District can unlock its tourism potential and attract a greater number of visitors.

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

The tourism industry in Chakwal 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, Neela Wahan waterfall, Sikki lake in Chakwal lacks adequate public amenities, visitor facilitation, inadequate trekking facilities. Historical sites in Chakwal region need preservation, defined site boundaries and public facilities. Recreational facilities need to be provided at eco-tourism potential sites 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 Chakwal District. By addressing these challenges, Chakwal District can adhere to 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 Jhelum District

The tourism industry in Jhelum District faces several challenges, including limited infrastructure, inadequate accommodation options, insufficient marketing, security concerns, heritage preservation issues, and a lack of tourist facilities. To overcome these challenges, the district needs to focus on improving infrastructure, promoting its attractions, enhancing security measures,

engaging local communities, and diversifying the tourist experiences it offers. Addressing these issues can help unlock the district's tourism potential and provide visitors with a more enjoyable and rewarding experience while boosting the local economy.

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

The tourism industry in Attock District faces several challenges, including limited infrastructure, accommodation shortages, marketing and promotion issues, security concerns, heritage conservation need (such as, Atom Tomb and Behram's Baradari). And a lack of tourist facilities. Overcoming these challenges requires improving infrastructure, promoting the district's attractions, enhancing security measures, engaging local communities, diversifying tourist experiences, and addressing regulatory and seasonal tourism issues. Tackling these challenges can help unlock District's tourism potential, provide tourists with more enjoyable experiences, and boost the local economy.

SECTION 5: PROPOSED INTERVENTIONS IN RAWALPINDI DIVISION

5.1. Rawalpindi District

Nestled in the heart of Pakistan, Rawalpindi District boasts a treasure trove of historical, cultural, and natural wonders waiting to be discovered. With a vision to unlock the tourism potential of this region, we have meticulously curated five unique routes that offer diverse perspectives on its heritage and attractions. All journeys commence at the bustling Faizabad stop in Rawalpindi, strategically chosen as the central hub connecting transport networks and people. These routes

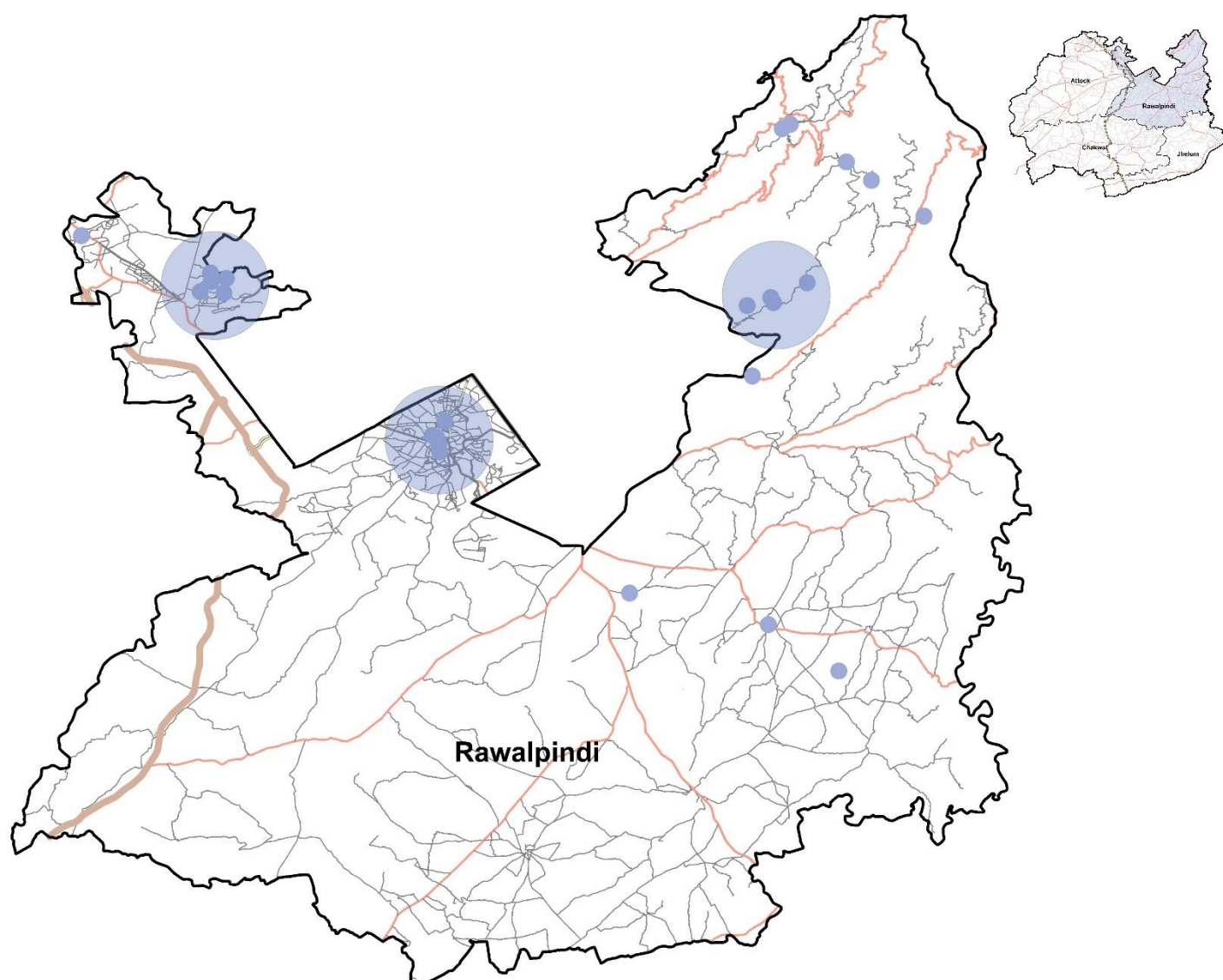


Figure 11: Rawalpindi District potential tourist site map

promise to captivate the senses, offering an immersive experience that celebrates the rich legacy and untapped beauty of Rawalpindi District.

Rawalpindi, located in the heart of Pakistan, boasts a wealth of cultural, historical, and natural attractions that make it an ideal destination for tourists. To harness this potential and create a well-rounded tourism experience, we propose the formation of three distinct tourism clusters. Each cluster caters to different interests and offers a diverse range of experiences.

Table 3: Tourism Potential Sites Identified in Rawalpindi District

Rawalpindi Sites	Latitude	Longitude	Existing Condition	Tourism Potential
Dharmarajika Stupa and Monastery	33.744713	72.842184	Conserved, needs Upgradation	Heritage tourism
Taxilla Museum	33.746158	72.818710	Need Upgradation	Heritage tourism
Gandhara Art Village Taxila	33.759130	72.844511	Well-built crafts industry	Heritage tourism
Jandial Remains	33.764642	72.828832	Need Upgradation	Heritage tourism
Sirkap Remains	33.753705	72.829475	Need Upgradation & Preservation	Heritage tourism
Rawalpindi Railway Station	33.603797	73.048339	Need Upgradation	Heritage tourism

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Shri Krishna Temple	33.601933	73.052752	Need Upgradation & Preservation	Heritage tourism
Poonch house	33.595693	73.054635	Need Rehabilitation & Conservation	Heritage tourism
Christ Church Rawalpindi	33.587789	73.055692	Need Upgradation	Heritage tourism
Daikhain waterfall	33.732359	73.359614	Need Development	Eco-Tourism
Karore picnic point	33.735274	73.385912	Need Rehabilitation	Eco-Tourism
Bissa waterfall	33.740217	73.382915	Need Rehabilitation	Eco-Tourism
Jungle hotel karore	33.756674	73.418588	Need Development	Eco-Tourism
Chevra hilltop (Kotli Sattiyan)	33.820832	73.534780	Need Development	Eco-Tourism
Patriata Hill Top	33.853594	73.482321	Need Development	Eco-Tourism
TDCP Chair lift and Cable Car Patriata	33.874374	73.458051	In good condition, facilities can be upgraded and enhanced	Eco-Tourism
Mouri syedan (Kotli Sattiyan)	33.661586	73.363568	Need Development	Eco-Tourism
Pharwala fort	33.620003	73.299786	Need Conservation and preservation	Heritage tourism

5.1.1. Gandhara

Taxila, a UNESCO World Heritage Site, is a treasure trove of ancient history, with ruins dating back to the Gandhara civilization. By preserving and promoting these archaeological sites, we aim to attract history enthusiasts and cultural travelers. The restoration and interpretation of sites such as the Dharmarajika Stupa, Sirkap, and Jandial Temple will provide visitors with a glimpse into

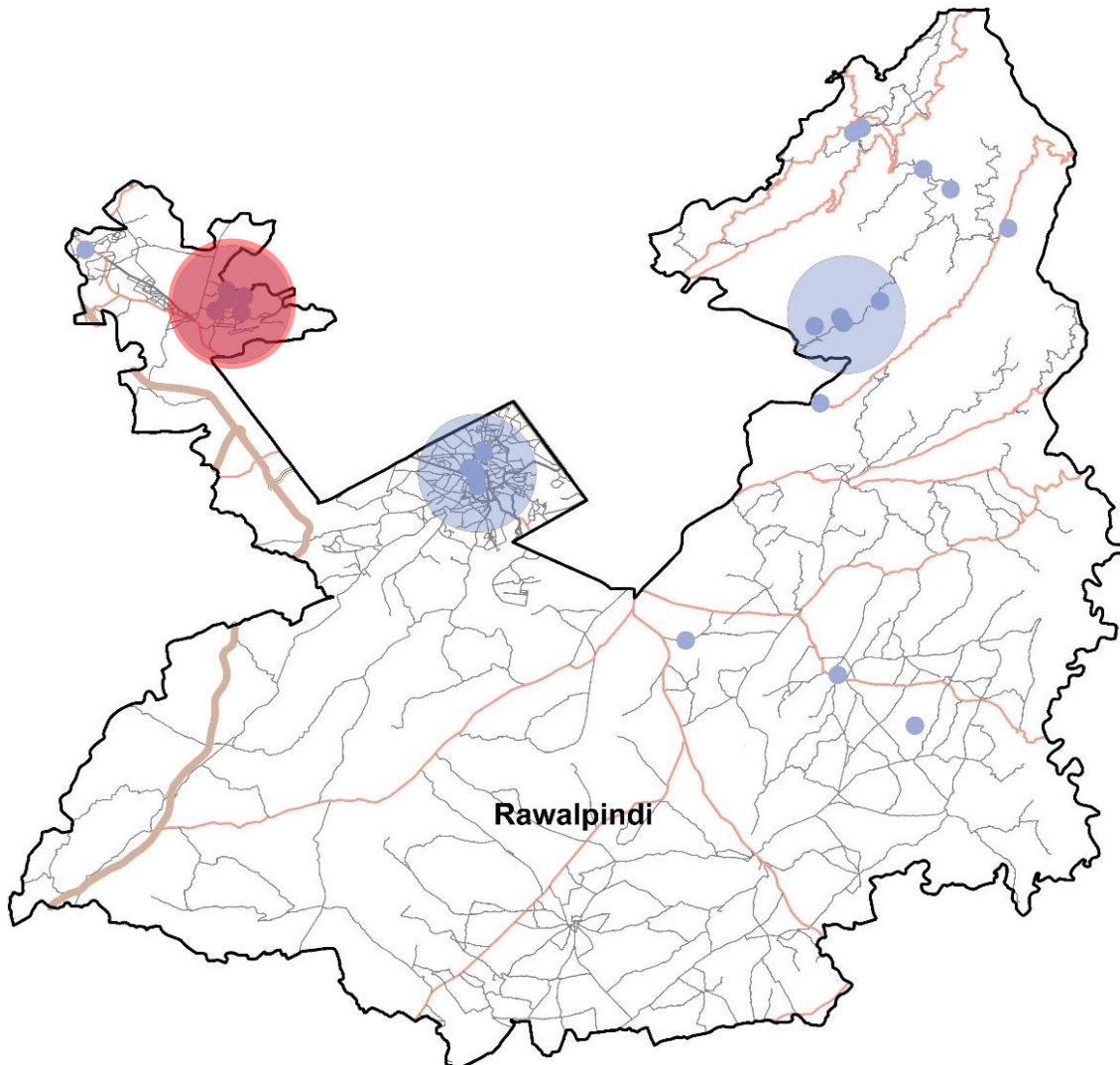


Figure 12: Gandhara cluster highlighted on Rawalpindi district map

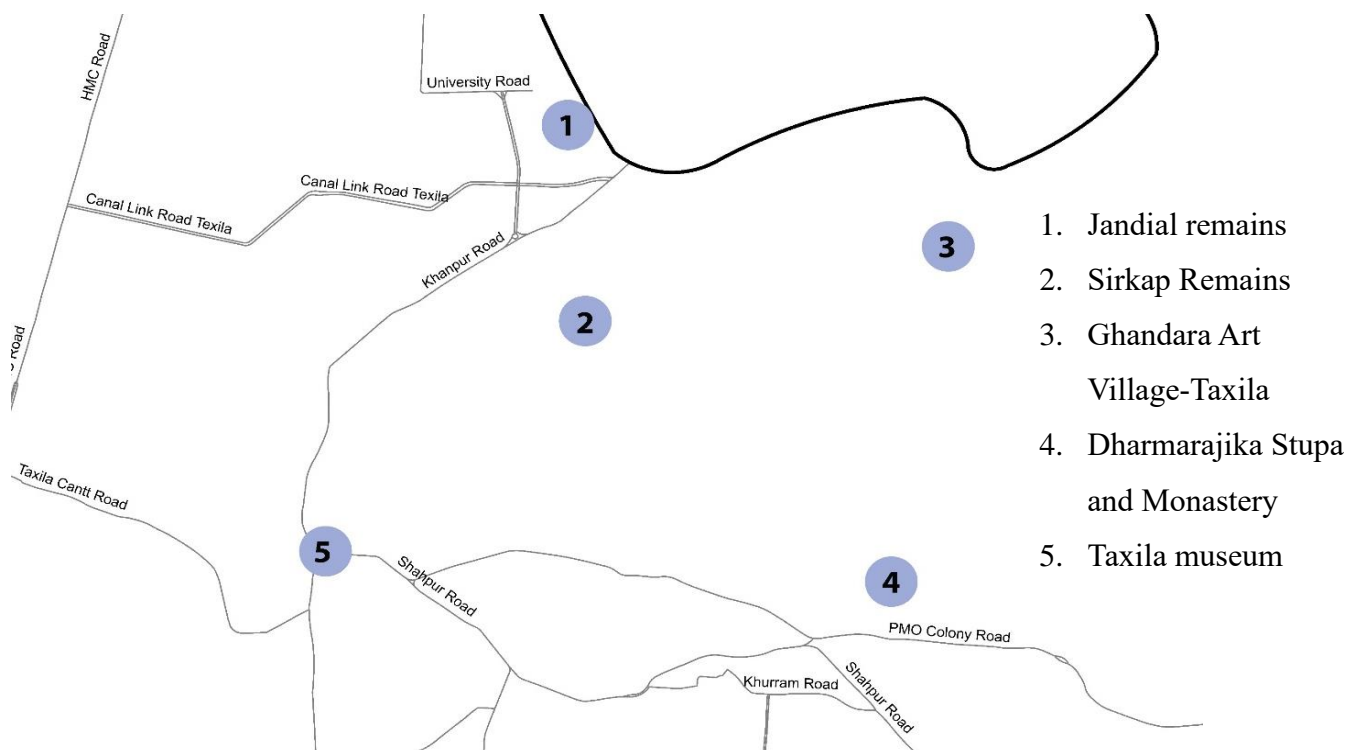


Figure 13: Gandhara heritage sites' locations marked on map

the rich history of this region. Guided tours and cultural events will further enhance the experience, making Taxila a must-visit for those interested in ancient civilizations.

5.1.1.1. Jandial Remains

Within the historical tapestry of Taxila, the Jandial remains stand as silent sentinels to an ancient world. This archaeological marvel, tucked amidst the ruins of one of South Asia's most ancient civilizations, is a testament to the rich tapestry of history and culture that defines this UNESCO World Heritage Site.

The Jandial remains, often referred to as Jandial Temple, are an enigmatic treasure dating back to the early centuries BCE. Carved from massive stone blocks, this structure holds an air of mystery, as its purpose and origins continue to elude historians and archaeologists. Standing on a high, flat platform, the Jandial Temple exudes an aura of sanctity, and its exquisite craftsmanship hints at a sacred past.

As time weathers the stone, the Jandial remains require careful preservation efforts. Their existing condition reflects the passage of millennia, with some elements showing signs of wear and

damage. Conservation initiatives have been undertaken to safeguard these ancient structures, ensuring that future generations can continue to marvel at their historical significance. The Jandial remains, though relatively lesser-known compared to some of Taxila's other archaeological sites, hold immense tourism potential. Here are some aspects that make it a compelling destination:

The Jandial remains in Taxila serve as a bridge between the past and the present, an enduring testament to human ingenuity and creativity. While their purpose remains shrouded in mystery, their value as historical and cultural landmarks is unquestionable. By preserving and promoting this enigmatic site, Taxila has the opportunity to not only celebrate its rich heritage but also to enrich the tourism landscape, drawing curious minds and history buffs from around the world to unlock the secrets of the past.



Figure 14: Ruins at Jandial

5.1.1.2. Sirkap Remains Complex



Figure 15: Double Headed Eagle Stupa(left), Sun Temple(right) at the complex

The trail progresses to the Sirkap Remains Complex, where visitors step into the heart of a well-planned city that flourished during the Greco-Bactrian era. The ruins, streets, and structures here



Figure 16: Entrance to Sirkap Remains complex

offer a glimpse into the urban life of the past. The organized layout, drainage systems, and intricate architecture highlight the advanced planning and engineering prowess of the period.



Figure 17: Inside remains at the Sirkap Complex

The Sirkap Remains Complex stands as a remarkable testament to the urban planning and architectural brilliance of the ancient city of Taxila. Flourishing during the Greco-Bactrian and Indo-Greek periods (circa 2nd century BCE), Sirkap exemplifies the fusion of Greek, Persian, and local architectural styles. Named after a legendary king, Sirkap was a bustling urban center characterized by its well-structured layout, drainage systems, and monumental structures.

The complex showcases the remnants of a thriving cityscape, revealing streets, structures, and buildings that mirror the advanced urban planning of the period. The layout of the city followed a grid pattern, showcasing meticulous planning and a harmonious blend of residential and public spaces. Intricate carvings, ornate pillars, and elaborate facades reflect the grandeur of the era, capturing the essence of an ancient cosmopolitan hub.



Figure 18: Mosque under construction at the entrance to the complex

Sirkap's significance extends beyond its architectural marvels. The complex provides insights into the daily lives, social interactions, and cultural exchanges of the people who inhabited the city. It served as a hub of commerce, culture, and spirituality, fostering connections with distant lands and influencing the region's cultural evolution.

Presently, the Sirkap Remains Complex is a site of archaeological and historical significance that continues to captivate visitors. Managed by heritage organizations, the complex offers an immersive experience for those eager to explore the vestiges of a bygone era. Visitors can access the site as part of the archaeological trail and gain insights into the meticulous urban planning that characterized the ancient city.

Efforts have been made to preserve and protect the delicate remains within the complex. Conservation initiatives aim to maintain the integrity of the structures and prevent further deterioration. While time has taken its toll, the essence of Sirkap's architectural splendor still shines

through, allowing visitors to imagine the bustling streets and thriving communities that once graced the site.

Exploring the Sirkap Remains Complex is like stepping into a living history book. The remnants of walls, doorways, and structures evoke a sense of wonder as visitors traverse the pathways once walked by ancient inhabitants. The artistry and engineering skills of the past come alive, reminding us of the enduring legacy of human ingenuity.

As we wander through the Sirkap Remains Complex, we are reminded of the importance of safeguarding our heritage for future generations. The complex serves as a testament to the transformative power of urban planning and architecture, a timeless inspiration that transcends centuries. In every stone and carving, Sirkap whispers stories of a vibrant past, inviting all who visit to connect with the spirits of those who once called this ancient city their home.

5.1.1.3. Gandhara Art Village

Next on the route is the enchanting Gandhara Art Village, where the rich artistic legacy of the Gandhara civilization comes alive. Skilled artisans continue to create exquisite sculptures and artwork that pay homage to the region's historical artistic traditions. Visitors can witness the delicate craftsmanship firsthand and even partake in workshops to create their own pieces, fostering a deeper connection with history.



Figure 19: Craftsman machines at the village

Nestled within the enchanting landscapes of Rawalpindi Division, the Gandhara Art Village is a celebration of the region's artistic legacy. This unique destination serves as a bridge between the past and the present, offering visitors an immersive experience into the world of Gandhara art and craftsmanship. The village is a tribute to the artistic brilliance that once flourished in the ancient Gandhara civilization, renowned for its exquisite sculptures and artifacts that reflect the interplay of diverse cultures.

The Gandhara Art Village not only serves as a cultural hub but also holds immense economic potential for the region. By reviving the age-old craftsmanship techniques, the village becomes a hub for artisans, sculptors, and artists to practice their craft and showcase their skills. This revival not only sustains traditional livelihoods but also creates new economic opportunities, contributing to the local economy and fostering a sense of pride in the community's cultural heritage.

The village's rich cultural tapestry attracts tourists from around the world, drawn by the allure of witnessing artisans at work and experiencing the creative process firsthand. Visitors can observe the intricate techniques used to create sculptures, pottery, and other artifacts that pay homage to the Gandhara tradition. The village becomes a living museum, offering an authentic encounter with the cultural legacy of the region.



Figure 20: Gandhara Art Village

The heart of the Gandhara Art Village lies in the hands of skilled craftsmen who perpetuate centuries-old techniques. These artisans, often descendants of a lineage of craftsmen, breathe life

into stone, wood, and metal, transforming raw materials into artistic masterpieces. By preserving these skills, the village safeguards a vital link to the past, while allowing for creative innovations that resonate with contemporary aesthetics.

The village serves as an educational platform where visitors can not only witness the creative process but also participate in workshops and demonstrations. This engagement fosters a deeper connection with the artistic heritage of the region. Schools, colleges, and art enthusiasts find the village an invaluable resource for learning and inspiration, further solidifying its role as a cultural and educational hub.



Figure 21: Sections at the village for various crafts manufacturing

As we embrace the Gandhara Art Village, we recognize the power of cultural heritage to shape identities and enrich lives. By providing a space for artisans to thrive, the village not only contributes to the economic landscape but also safeguards a timeless legacy for future generations. Through the hands of craftsmen, the village breathes life into history, reminding us of the enduring beauty and significance of the Gandhara civilization.

The Gandhara Art Village isn't just a destination; it's a journey into the heart of creativity, craftsmanship, and culture. As we immerse ourselves in the intricate artistry and the stories woven into each creation, we embrace the past and nurture the future, ensuring that the flames of artistic brilliance continue to burn brightly for generations to come.

5.1.1.4. Dharmarajika Stupa

As the journey advances, the trail seamlessly leads to the Dharmarajika Stupa, an architectural masterpiece that emanates a serene aura. This colossal stupa, adorned with intricate carvings and inscriptions, encapsulates the spiritual essence of ancient Taxila. The battery car ride from the museum to this site enhances the experience, allowing travelers to absorb the surroundings in all their glory.



Figure 22: Remains at the Stupa

The Dharmarajika Stupa, a monumental symbol of spiritual devotion, stands as a testament to the profound influence of Buddhism on the ancient city of Taxila. Dating back to the Mauryan period, around the 3rd century BCE, this stupa holds a venerable place in history. Built during the reign of Emperor Ashoka, it was originally adorned with monastic cells and served as a center of Buddhist worship and meditation. The stupa's name is derived from the dedication to Dharma, the righteous path.



Figure 23: Full view of the remains at Dharmarajika Stupa

The Dharmarajika Stupa's architectural splendor mirrors the artistic finesse of the Gandhara region. Its massive hemispherical dome, once crowned by a harmika (a structure symbolizing Buddha's presence), stood as a beacon of devotion visible from afar. Intricate carvings and reliefs adorned its exterior, depicting stories from Buddha's life and teachings. These artistic elements not only adorned the stupa but also imparted spiritual teachings through visual narratives.



Figure 24: Conservation at the Stupa

As a sacred place of worship and contemplation, the stupa played a pivotal role in the spiritual lives of countless individuals. Pilgrims from across ancient India and beyond made their way to the Dharmarajika Stupa to pay homage, seek enlightenment, and engage in collective worship. The site fostered a sense of unity among diverse communities connected through their shared faith.



Figure 25: Lack of pathways and walkways around various parts of the Monastery

Today, the Dharmarajika Stupa continues to stand as an awe-inspiring testament to the past. The stupa and its surrounding archaeological complex are carefully preserved to provide visitors with a glimpse into the spiritual and architectural marvels of antiquity.

Efforts have been made to maintain and conserve the stupa's structural integrity. Conservation initiatives, undertaken by heritage organizations and authorities, aim to ensure the stupa's longevity while preserving its authenticity. Regular maintenance and restoration work help safeguard the delicate carvings and architectural features that grace its surface.

Visiting the Dharmarajika Stupa is a journey through time, where the past and present converge. The aura of serenity that envelops the site invites contemplation, allowing visitors to connect with the spirituality that once thrived here. The intricate artwork and the stupa's imposing presence



Figure 26: Plan view and history of the heritage site for the visitors

create an atmosphere of reverence and admiration, offering a window into the religious fervor that defined ancient Taxila.

As we stand in awe of the Dharmarajika Stupa's majesty, we also recognize the importance of preserving its legacy for future generations. The stupa's enduring significance transcends time, reminding us of the human capacity for spiritual devotion and artistic brilliance. In the heart of Taxila, the Dharmarajika Stupa stands as a living connection to a rich historical tapestry, inviting all who visit to partake in its timeless wisdom and grace.

5.1.1.5. Taxila Museum

The trail commences at the Taxila Museum, a treasure trove of artifacts that provide a window into the grandeur of Taxila's past. The museum houses an impressive collection of sculptures, coins, pottery, and jewelry, offering insights into the diverse cultures that once thrived here. It serves as a fitting prologue to the historical wonders that await further down the trail. The Taxila Museum itself is a work of art, with its architecture blending harmoniously with the surrounding landscape, making the visit an immersive experience in itself.



Figure 27: Entrance gate(left), museum building(right)

Established in 1928, the museum was envisioned by Sir John Marshall, an eminent archaeologist, as a means to preserve and display the valuable artifacts unearthed from the surrounding archaeological sites. Over the years, it has evolved into a paramount institution that offers a glimpse into the cultures, artistry, and traditions that thrived in the ancient Gandhara region.

The museum is divided into multiple exhibition halls that house an extensive collection of artifacts. These halls are organized thematically to present a coherent narrative of the region's history and cultural evolution.

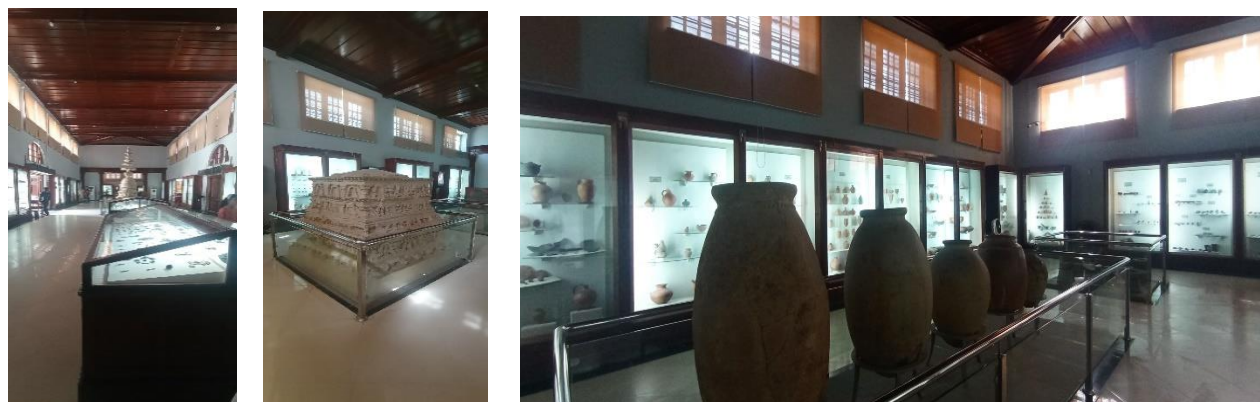


Figure 28: Artefacts display at the museum

The museum proudly showcases sculptures, pottery, coins, jewelry, and other artifacts spanning various eras, including the Mauryan, Kushan, and Gupta periods. These items provide invaluable

insights into the craftsmanship, beliefs, and daily lives of the people who once inhabited these lands.

Visitors are provided with detailed descriptions and explanations of the artifacts, ensuring a deeper understanding of their historical and cultural contexts. This interpretive approach encourages a meaningful engagement with the exhibits.

The museum offers a unique feature—a battery car ride to the Dharmarajika Stupa. This short journey not only enhances accessibility but also provides an opportunity to relish the surroundings and transition seamlessly between historical sites.

The museum's premises include a shop where visitors can purchase replicas of artifacts, books, and souvenirs. A cafeteria offers a space for relaxation and reflection after exploring the museum's treasures.

Knowledgeable guides are available to offer guided tours, providing visitors with expert insights into the historical context, cultural significance, and stories behind the exhibited artifacts.

5.1.2. Historic city

Within Rawalpindi district, numerous historic sites and buildings hold stories of the region's rich heritage. By showcasing these historical treasures, we hope to attract history buffs and architecture aficionados. The historic built sites cluster will include iconic landmarks such as Rawalpindi's colonial-era architecture, mausoleums, and temples. Guided tours and cultural exhibitions will bring to life the history and cultural significance of these sites.

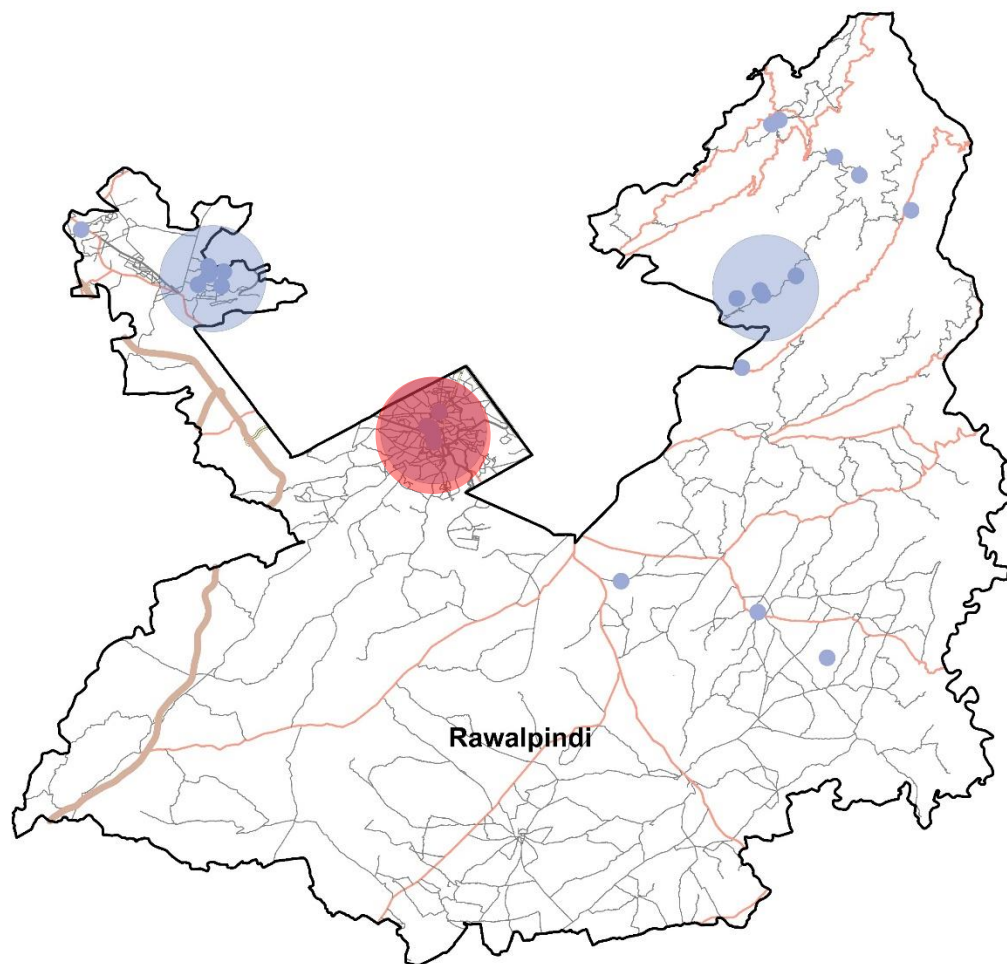


Figure 29: Historic City cluster marked on Rawalpindi district map

1. Haveli Sujan Singh
2. Rawalpindi Railway station
3. Shri Krishna temple
4. Poonch House
5. Christ Church Rawalpindi

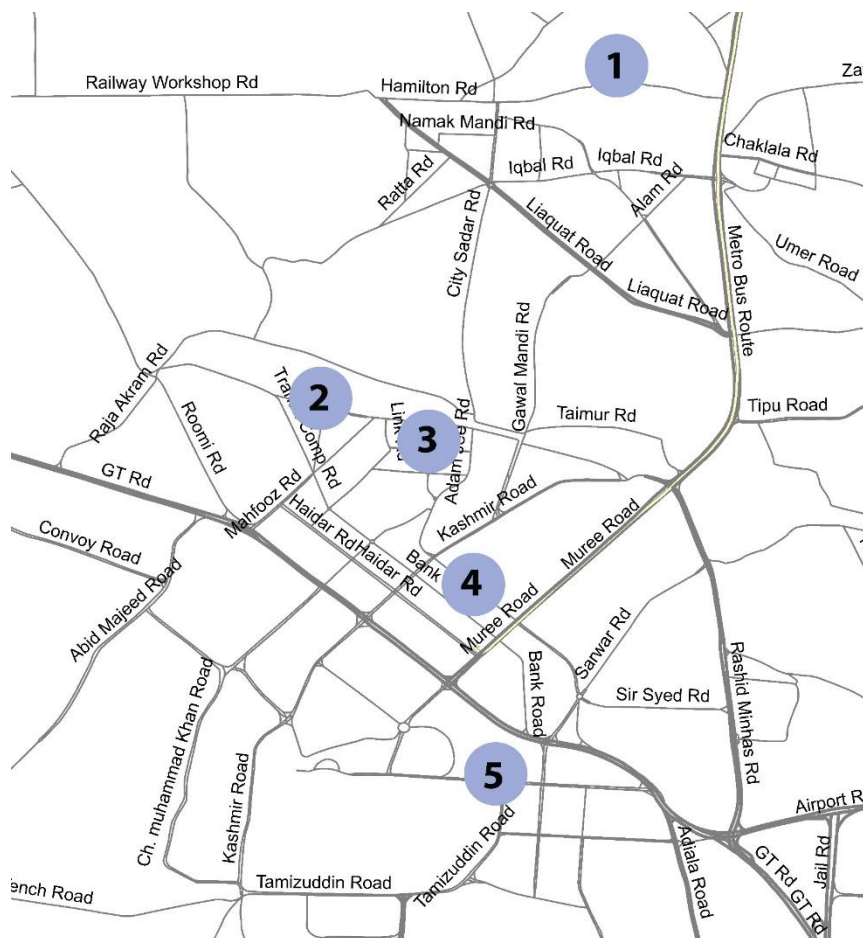


Figure 30: Historic sites' locations marked on map

5.1.2.1. Haveli Sujan Singh

In the heart of Rawalpindi, a treasure trove of history and heritage awaits, hidden in plain sight. Haveli Sujan Singh, a venerable mansion, stands as a living testament to the opulent past of this bustling city. Its weathered façade and ornate architecture tell stories of a bygone era, stories of grandeur, culture, and timeless elegance.

A symphony of Mughal and colonial influences, Haveli Sujan Singh showcases the architectural finesse of its time. Its intricately carved wooden balconies, latticed windows, and frescoed ceilings are nothing short of an artistic masterpiece. The haveli whispers tales of lavish soirées and resplendent gatherings that once graced its halls, where dignitaries and socialites converged under the same opulent roof.

Walking through the haveli's arched doorways, you step into a world where history comes alive. The courtyard, with its old banyan tree, offers a tranquil respite from the city's hustle and bustle.



Figure 31: Haveli Sujan Singh, Rawalpindi District

Here, the past and present coexist in harmony as visitors explore the vintage rooms and corridors, each echoing with the stories of generations that have passed.

Haveli Sujan Singh isn't just a relic of the past; it's a living canvas of culture and art. Its corridors have witnessed the strokes of masterful painters, and its chambers have resonated with the melodies of musicians. Today, it continues to serve as a cultural hub, hosting art exhibitions, musical soirées, and events that breathe life into its historic walls.

The haveli's allure extends beyond its architectural magnificence. It beckons not only history buffs but also curious souls and admirers of timeless beauty. It's a place where one can revel in the nostalgia of a bygone era while embracing the vibrant culture of modern Rawalpindi.

In a city that thrives on the pulse of progress, Haveli Sujan Singh remains a steadfast guardian of its past, a living embodiment of the city's rich heritage. It stands as a testament to the enduring

spirit of Rawalpindi, where history and modernity entwine, creating a tapestry that is as diverse and vibrant as the people who call this city home.

5.1.2.2. Railway Station Rawalpindi

Rawalpindi Railway Station, an iconic landmark in the heart of the city, is more than just a transportation hub; it's a testament to the historical and cultural significance of Rawalpindi.

With roots dating back to the late 19th century, the station has played a pivotal role in connecting Rawalpindi to the rest of the subcontinent and, later, Pakistan. Its architectural grandeur is a nod to the colonial era, featuring an elegant blend of Mughal and British architectural styles.

Over the decades, Rawalpindi Railway Station has witnessed the comings and goings of countless travelers, from colonial officers to independence leaders, soldiers, and civilians. It has been a witness to the transformation of the region, from the days of British rule to the birth of Pakistan and its subsequent development.



Figure 32: Rawalpindi Railway Station

The station's historical value goes beyond its physical structure; it embodies the spirit of resilience and progress that has defined Rawalpindi. As a transportation hub, it continues to facilitate commerce, tourism, and daily commutes, connecting the city with other major urban centers.

In essence, Rawalpindi Railway Station is a living relic of the city's past, a symbol of its enduring significance, and a bustling gateway to the future. It stands as a reminder that history and progress are intertwined, and that the echoes of the past reverberate through the corridors of the present.

5.1.2.3. Sri Krishna Temple

The Sri Krishna Temple in Rawalpindi is not merely a place of worship; it's a living testament to the rich tapestry of religious and cultural diversity that has shaped the city's history.

Nestled within the vibrant streets of Rawalpindi, this temple has been a place of solace, reflection, and communal gathering for generations. Its historical roots can be traced back to a time when the city was a thriving center of Hindu culture, prior to the partition of India in 1947.

The Sri Krishna Temple stands as an architectural gem, adorned with intricate carvings, vibrant colors, and ornate designs that reflect the artistic brilliance of its craftsmen. It is not only a spiritual sanctuary but also a symbol of the harmonious coexistence of different faiths in the region.

Despite the passage of time and the shifts in demographics, the Sri Krishna Temple has retained its significance, serving as a place of worship and a cultural touchstone for the city's Hindu community. It is a testament to the enduring spirit of unity and tolerance that has characterized Rawalpindi throughout its history.

In a city where the past often converges with the present, the Sri Krishna Temple is a living reminder of the cultural mosaic that defines Rawalpindi. It encapsulates the essence of inclusivity and respect for diversity, where people of various backgrounds can come together to celebrate their shared humanity.

The Sri Krishna Temple in Rawalpindi is more than a physical structure; it's a symbol of the city's inclusive spirit, a place where history, culture, and faith converge to create a harmonious narrative of coexistence.

5.1.2.4. Poonch House

Poonch House in Rawalpindi is not just a building; it is a living repository of historical significance and cultural heritage. This stately structure, with its colonial architecture, stands as a testament to the city's rich history and enduring spirit.

Constructed during the British colonial era, Poonch House was originally a residence for British officers. Its architectural design reflects the grandeur and elegance of that era, with its high ceilings, ornate facades, and spacious verandas. It served as a symbol of British authority and administration in Rawalpindi.

As history unfolded and the subcontinent witnessed significant political changes, Poonch House transitioned into a hub of administrative and cultural activities. Over the years, it has been home to government offices, libraries, and cultural centers. Its halls have echoed with the voices of leaders, intellectuals, and artists who have shaped the course of the city's development.

Today, Poonch House stands as a testament to the city's resilience and adaptability. It has evolved with the times, accommodating modern functions while retaining its architectural splendor. The



Figure 33: Poonch House, Rawalpindi District

building has been witness to the city's transformation from a colonial outpost to a thriving urban center.

Poonch House is more than bricks and mortar; it is a living chapter of Rawalpindi's history. It symbolizes the city's ability to preserve its heritage while embracing progress. It serves as a reminder that, in the heart of a bustling city, echoes of the past can still be heard, and history lives on in the graceful arches and intricate details of this architectural marvel.

5.1.2.5. Christ Church Rawalpindi

Christ Church in Rawalpindi stands as a graceful sentinel of faith and architectural beauty amidst the vibrant tapestry of the city. This historic place of worship, with its striking Victorian architecture, serves as a testament to the enduring spirit of Christianity in the region.

Constructed during the British colonial era, Christ Church is an architectural gem that reflects the grandeur of its time. Its towering spire, intricate stained-glass windows, and ornate interiors are a testament to the craftsmanship and artistry of its builders. This church served as a place of solace and spiritual guidance for the British officers and expatriates residing in Rawalpindi. As the city



Figure 34: Christ Church, Rawalpindi District

evolved and underwent significant political changes, Christ Church remained a steadfast symbol of Christian faith and community. Its halls have resonated with the hymns and prayers of generations of worshippers. Over the years, it has expanded its role to become a center for various social and community activities.

Today, Christ Church continues to be a place of worship, reflection, and community engagement. Its doors are open to all, welcoming people of different backgrounds and faiths to come together

in prayer and fellowship. It is not just a place of religious significance but also a living monument to the city's history and the enduring bonds of faith and community.

Christ Church is a timeless reminder of the diverse religious and cultural heritage that characterizes Rawalpindi. Its graceful architecture and welcoming embrace serve as a testament to the city's commitment to preserving its rich history while embracing the present and future. In the heart of Rawalpindi, Christ Church stands as a symbol of unity, spirituality, and architectural splendor.

5.1.3. Adventure tourism

Nestled in the tranquil embrace of nature, Kotli Sattian has the potential to blossom into a sought-after hill station. With its breathtaking landscapes, temperate climate, and local charm, a comprehensive tourism plan can unlock the hidden treasures of this hill station and create a memorable experience for visitors.

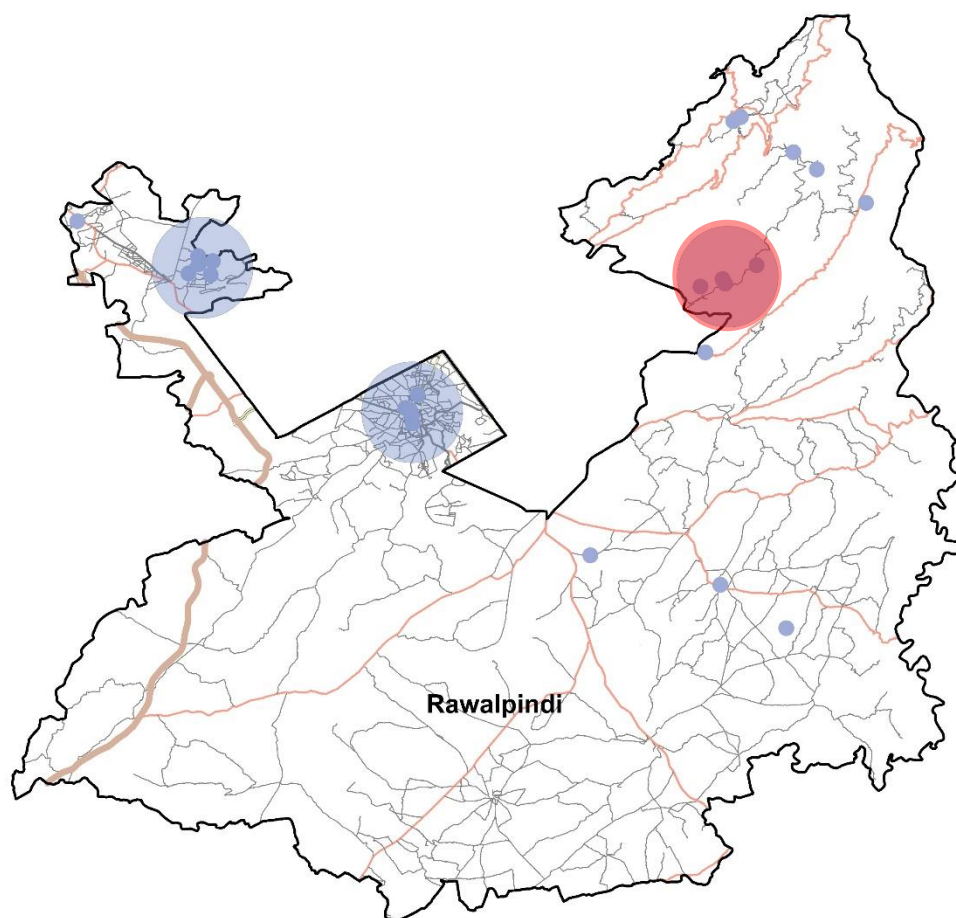


Figure 35: Adventure tourism cluster highlighted on Rawalpindi District map

Kotli Sattian, with its pristine natural beauty and serene surroundings, offers an ideal escape for nature lovers and adventure seekers. By developing eco-friendly accommodations and promoting outdoor activities like hiking, paragliding, and wildlife exploration, we aim to position Kotli Sattian as a top eco-tourism destination. The establishment of wildlife sanctuaries and wellness retreats will provide diverse experiences for tourists looking to connect with nature and relax in a tranquil setting.

1. Dakhain water fall
2. Karore picnic point
3. Bissa water fall
4. Jungle hotel karore

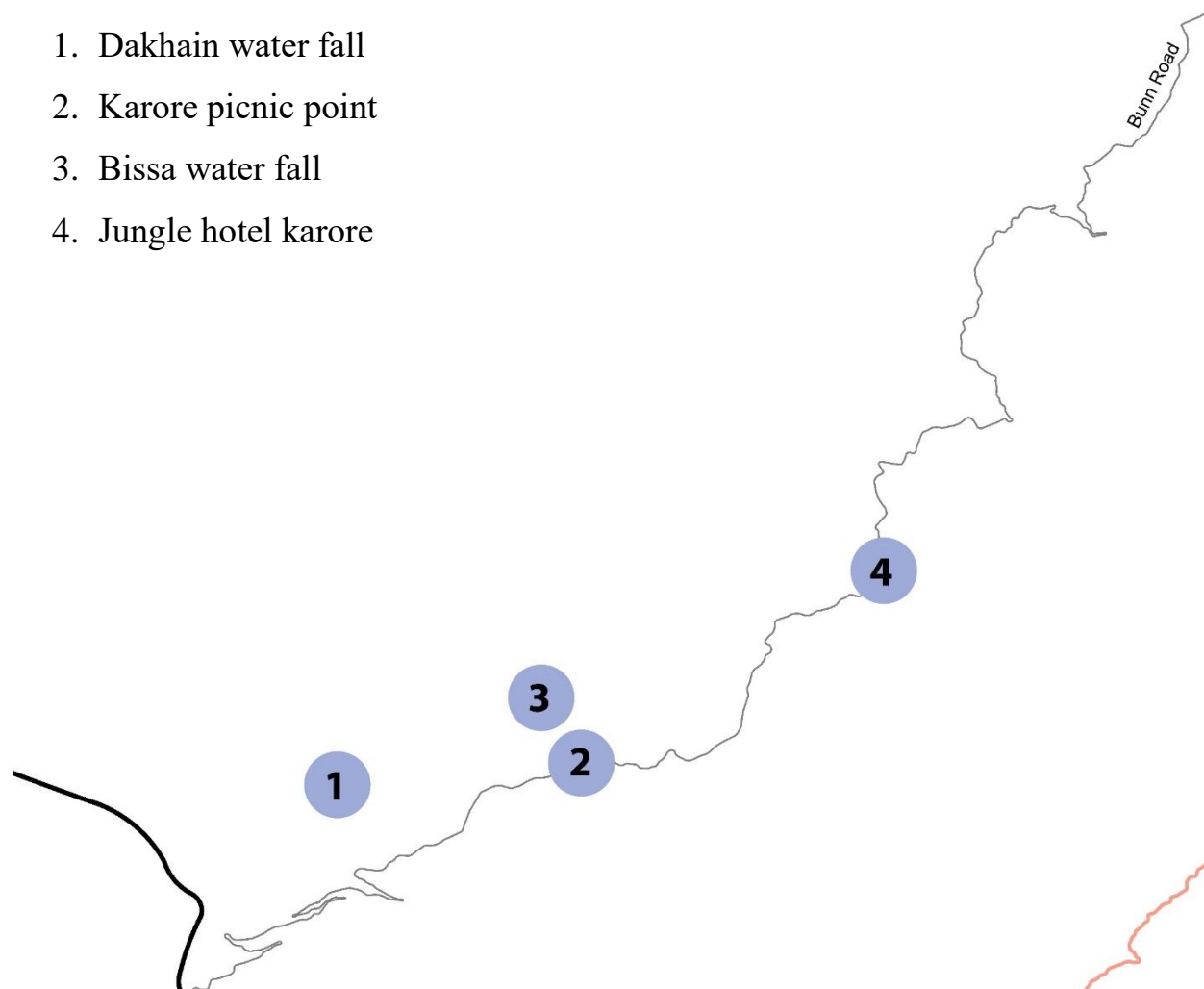


Figure 36: Tourism potential sites' locations marked on map

5.1.3.1. Dakhain Waterfall

Deep within the heart of Kotli Sattian's untouched wilderness, Dakhain Waterfall reveals itself as a breathtaking masterpiece of nature. Here, the clear waters dance over rugged rocks, crafting an

enchancing spectacle that captivates the senses. Surrounding this wonder, a tapestry of vibrant greenery provides a serene backdrop, creating a haven of tranquility that beckons those seeking refuge from the chaos of urban life.

Dakhain Waterfall is far from a typical tourist attraction; it's a hidden sanctuary, waiting patiently to be discovered. To reach this natural marvel, intrepid explorers embark on a journey through pristine forests. Along winding, uncharted paths, they make their way to this oasis of serenity, their efforts richly rewarded with the sight and sound of nature's symphony in full flow.

The allure of Dakhain Waterfall lies not just in its visual splendor but also in the sense of adventure it inspires. It's a place where visitors can disconnect from the noise of the modern world and reconnect with the rhythms of the Earth. Here, the stresses of everyday life melt away amidst the gentle rush of cascading water and the rustle of leaves in the breeze.

In the heart of Kotli Sattian, Dakhain Waterfall is a testament to the untamed beauty that thrives in these hills. It remains a hidden treasure, a secret whispered by those who have ventured here, an ode to the wilderness that cradles it in its pristine embrace.

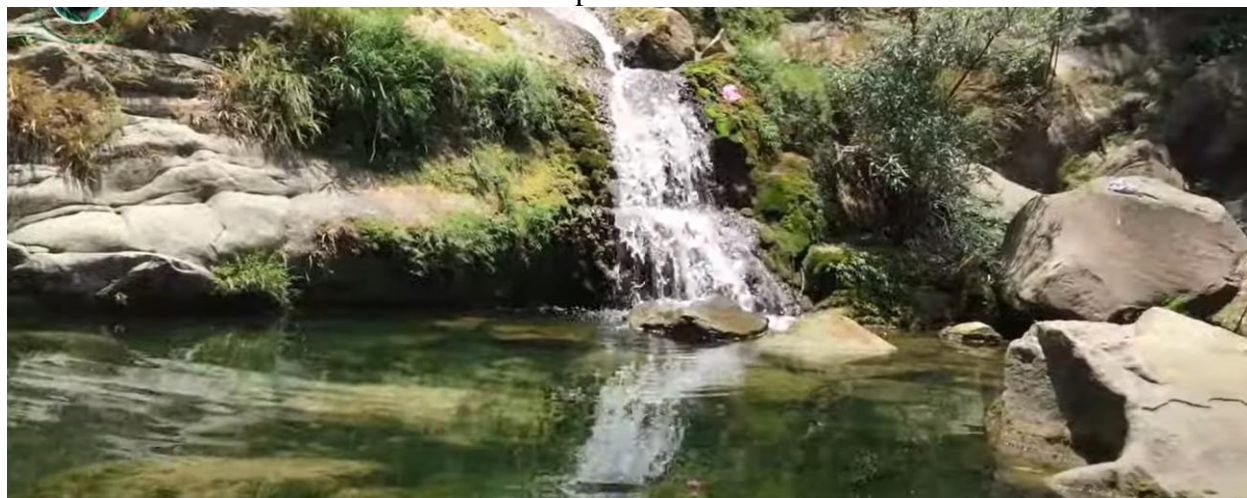


Figure 37: Dakhain Waterfall, Kotli Sattian

5.1.3.2. Karore Picnic Point

Karore Picnic Point, hidden amidst the picturesque landscapes of Kotli Sattian, offers a serene escape from the urban bustle. This tranquil oasis is a place where nature's beauty takes center stage.

Visitors to Karore Picnic Point are treated to sweeping views of the surrounding hills, valleys, and forests. The changing light throughout the day creates a diverse range of photographic opportunities, making it a paradise for photography enthusiasts.

The serene ambiance and lush green surroundings make Karore Picnic Point an ideal spot for family outings and gatherings with friends. It's a place where picnics, barbecues, and leisurely strolls can be enjoyed amidst nature's embrace.

Beyond its serene beauty, Karore Picnic Point also offers opportunities for adventure and exploration. The area's pristine wilderness invites visitors to hike, explore, and connect with the natural world. In essence, Karore Picnic Point is a testament to the untouched beauty of Kotli Sattian, a place where visitors can find solace, inspiration, and a deeper connection with nature.

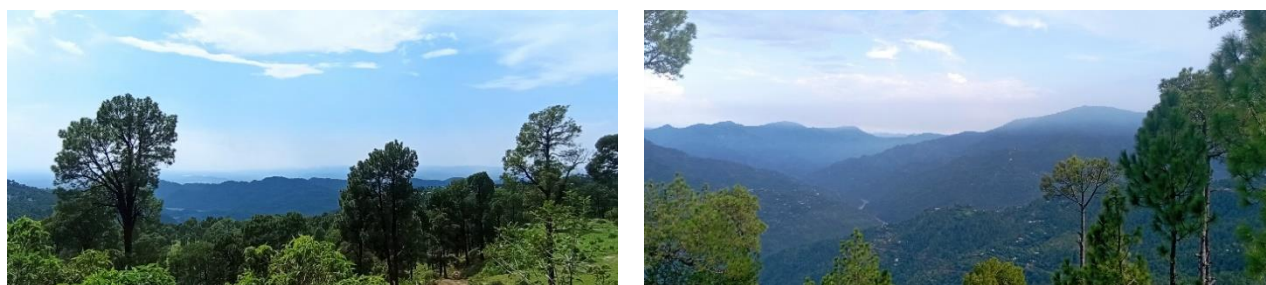


Figure 38: Viewpoints in Kotli Sattian around Karore

5.1.3.3. Bissa Waterfall

Tucked away in the remote reaches of Kotli Sattian's wilderness, Bissa Waterfall is a natural wonder that evokes awe and wonder. Here, the waters of a pristine stream gracefully tumble over ancient rocks, sculpting a mesmerizing spectacle that celebrates the raw beauty of nature.

Bissa Waterfall is more than just a visual marvel; it's a sanctuary of tranquility and a testament to the unspoiled charm of this hill station. To reach this hidden gem, adventurers embark on a journey through untouched forests, following meandering trails that unveil nature's secrets.

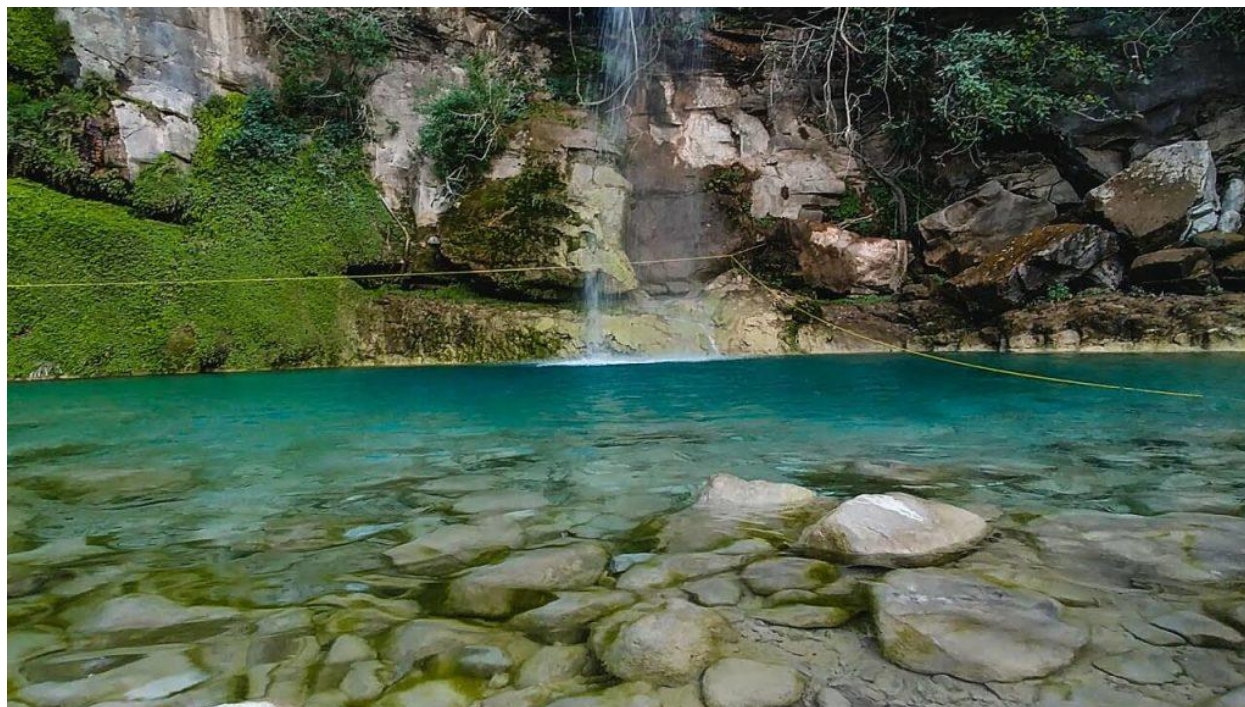


Figure 39: Bissa Waterfall, Kotli Sattian

Visiting Bissa Waterfall is a departure from the ordinary, an opportunity to escape the hustle and bustle of modern life and immerse oneself in the serenity of the natural world. Here, the sounds of falling water, the rustling leaves, and the gentle chirping of birds form a soothing symphony that calms the soul.

In the heart of Kotli Sattian, Bissa Waterfall stands as a reminder that there are still places where nature reigns supreme, where its beauty is untouched by time. It's a testament to the wilderness that cradles it, an invitation to explorers to uncover the hidden treasures of this remote corner of the world.

5.1.3.4. Jungle hotel karore

With its prime location amidst the verdant landscapes, the hotel provides an authentic jungle experience. Whether you're an adventure enthusiast seeking outdoor escapades or a nature lover yearning for tranquility, Jungle Hotel Karore is your gateway to an unforgettable retreat. Jungle Hotel Karore has the potential to attract and cater to a diverse range of tourists. Its unique blend of

adventure, nature, and comfort ensures that it appeals to families, couples, adventure seekers, and nature enthusiasts alike. The hotel's strategic location near popular attractions positions it as a natural choice for those exploring the beauty of Kotli Sattian.



Figure 40: Hotel Jungle Karore building in the midst of Kotli Sattian

To facilitate the influx of tourists, Jungle Hotel Karore envisions:

- Offering guided tours to nearby attractions, ensuring guests experience the best of the region.
- Collaborating with local guides and eco-tourism experts to provide insightful nature experiences.
- Organizing workshops, cultural showcases, and outdoor events to introduce guests to the local culture and traditions.

5.1.4. Other Sites- Murree

Nestled in the lap of the Pir Panjal Range, Murree Hill Station is a paradise of natural beauty, adventure, and cultural charm. From the iconic Mall Road to the panoramic views of Kashmir Point, the thrill of the safari train at Kashmir Point, and the breathtaking heights of Patriata Chairlift Point, Murree offers a comprehensive tourism experience that captivates hearts and imaginations.

5.1.4.1. Mall Road: The Heartbeat of Murree

Mall Road serves as the pulsating artery of Murree's tourism. Lined with shops, cafes, and crafts, it offers an array of shopping and dining experiences. Visitors can stroll along this iconic avenue, indulging in local crafts, snacks, and breathtaking vistas of the surrounding hills.



Figure 41: View point of mall road

5.1.4.2. GPO Chowk Murree: A Meeting Place of Cultures



Figure 42: GPO chowk murree mall road

GPO Chowk Murree stands as a bustling crossroads where cultures converge. It's a prime spot for mingling with locals, sampling street food, and absorbing the vibrant energy of the town. The

chowk encapsulates Murree's essence—the blend of traditional warmth and contemporary vibrancy.

5.1.4.3. Kashmir Point and Safari Train Adventure

Kashmir Point unveils panoramic vistas that seem to stretch to infinity. Here, visitors can embark on an enchanting journey aboard the safari train—a leisurely ride that meanders through the hills, allowing guests to savor the region's beauty from a unique perspective. This adventure is perfect for families and nature lovers.



Figure 43: View point of Kashmir point and safari train

5.1.4.4. Patriata Chairlift Point: Soaring Heights and Scenic Thrills



Figure 44: Patriata Chairlift Point

Patriata Chairlift Point presents an opportunity to ascend into the heavens. The chairlift ride offers panoramic views of the lush valleys and forests below, a visual symphony of nature's grandeur. It's an experience that blends adventure and serenity, leaving visitors awe-inspired and enchanted.

Murree's lush landscapes, cool climate, and stunning vistas create a natural backdrop that's both invigorating and soothing. The town offers a range of accommodations, from luxury hotels to cozy lodges, ensuring a comfortable stay for every budget. Murree samples a variety of local flavors at restaurants along Mall Road and beyond. Apart from the chairlift, Murree offers trekking, horse riding for thrill-seekers. The town's markets showcase intricate handicrafts, including shawls, pottery, and wooden carvings. Murree's hospitality and safety measures make it an ideal destination for families and solo travelers alike.

5.1.5. Key challenges and potential tourism in Rawalpindi District:

Unlocking and improving the tourism potential of Rawalpindi 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:

5.1.5.1. Infrastructure Enhancement:

- Improve road infrastructure leading for hill stations and other sites, ensuring smooth connectivity from major cities and airports.

- Introduce efficient public transportation options within the hill stations, such as shuttle services, to reduce traffic congestion.
- Invest in a diverse range of accommodations, from budget lodges to luxury resorts, catering to different types of travelers.



Figure 45: Conceptual image for infrastructure integration into the natural landscapes

5.1.5.2. Preservation and Conservation:

- Implement sustainable waste management and recycling programs to maintain the natural beauty of the area.
- Collaborate with local environmental agencies to protect the unique flora and fauna of the region.
- Preserve and maintain hiking trails, ensuring they remain accessible and safe for visitors.

5.1.5.3. Cultural and Heritage Promotion:

- Involve local communities in tourism activities by promoting local crafts, cultural events, and traditions.
- Develop and promote guided tours of historical and cultural sites, educating visitors about the region's rich heritage.

5.1.5.4. Promotion and Marketing:

- Develop a comprehensive and user-friendly website that provides information on attractions, activities, and accommodations.
- Utilize social media platforms to showcase region's natural beauty, adventure opportunities, and cultural experiences.
- Partner with travel agencies, influencers, and media outlets to amplify region's tourism potential.

5.1.5.5. Adventure and Recreation:

- Introduce and promote adventure sports such as zip-lining, paragliding, and rock climbing to attract thrill-seekers.
- Offer professionally guided treks and nature walks to help visitors explore the hill station's hidden gems.



Figure 46: Hiking routes and pathways to be developed around recreation and tourism potential sites

5.1.5.6. Infrastructure for Sustainable Tourism:

- Establish designated waste disposal points and encourage responsible waste disposal through educational campaigns.
- Implement water conservation practices, especially during peak tourist seasons, to ensure sustainable usage.

5.1.5.7. Community Engagement:

- Provide training and workshops to locals interested in becoming guides, craftsmen, or hospitality staff.



Figure 47: Visitor facilitation lodges and resorts to promote tourism in the division

- Encourage locals to offer homestays, promoting a more authentic experience and supporting the local economy.

5.1.5.8. Safety and Security Measures:

- Set up a responsive emergency hotline and medical facilities to ensure the safety and well-being of tourists.
- Establish a dedicated tourist police unit to provide assistance and enhance visitors' sense of security.

5.1.5.9. Collaboration with Stakeholders:

- Collaborate with local government authorities to create and enforce tourism regulations that ensure responsible and sustainable tourism.
- Partner with private businesses, tour operators, and hotel owners to collectively improve the tourism experience.

5.1.5.10. Monitoring and Feedback:

- Gather feedback from tourists to continuously improve the tourism experience and address any concerns.
- Regularly assess the impact of implemented strategies on tourism growth, community involvement, and environmental conservation.

5.1.6. Other interventions:

Birdwatching towers provide elevated vantage points for observing local bird species, promoting ecotourism and biodiversity conservation. Viewpoint pavilions offer sheltered areas to enjoy panoramic views, enhancing the overall tourism experience and inviting travelers to connect with stunning natural landscapes.



Figure 48: Birdwatching tower(left) and promenade(right) for picturesque scenery

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. Proper lawn care includes mowing, trimming, weed control, and periodic fertilization, creating inviting and well-kept environments for visitors to enjoy. Regular maintenance also plays a role in preserving the historical and cultural significance of these sites, contributing to their long-term sustainability and attractiveness to tourists and the local community.

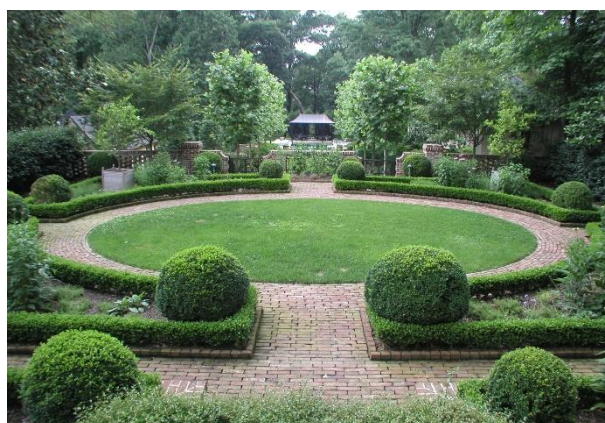


Figure 49: Maintenance of grounds alongside historic sites

Introducing water sports and enhancing boating facilities at sites such as dams and lakes adds an exciting dimension to recreational options. It not only attracts adventure enthusiasts but also diversifies the tourism experience for all visitors. Upgrades may include modernizing boating equipment, ensuring safety measures, and offering a variety of water-based activities like kayaking, paddleboarding, and jet skiing. These additions promote active outdoor engagement, boost tourism, and transform these water bodies into vibrant hubs of leisure and adventure.



Figure 50: Boating facilities and water sports to be introduced at lakes and dams

Efficient parking facilities ease the visitor experience by providing convenient access to attractions. Tourist facilitation centers offer information, maps, and assistance to enhance the journey. Refreshment kiosks provide sustenance, offering snacks and beverages for a satisfying and comfortable stay. These amenities collectively improve the overall visit, ensuring convenience, guidance, and refreshment for travelers.



Figure 51: Parking facilities to be added at cultural heritage sites



Figure 52: Kiosks and tourist facilitation to be provided at these tourism potential sites

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.



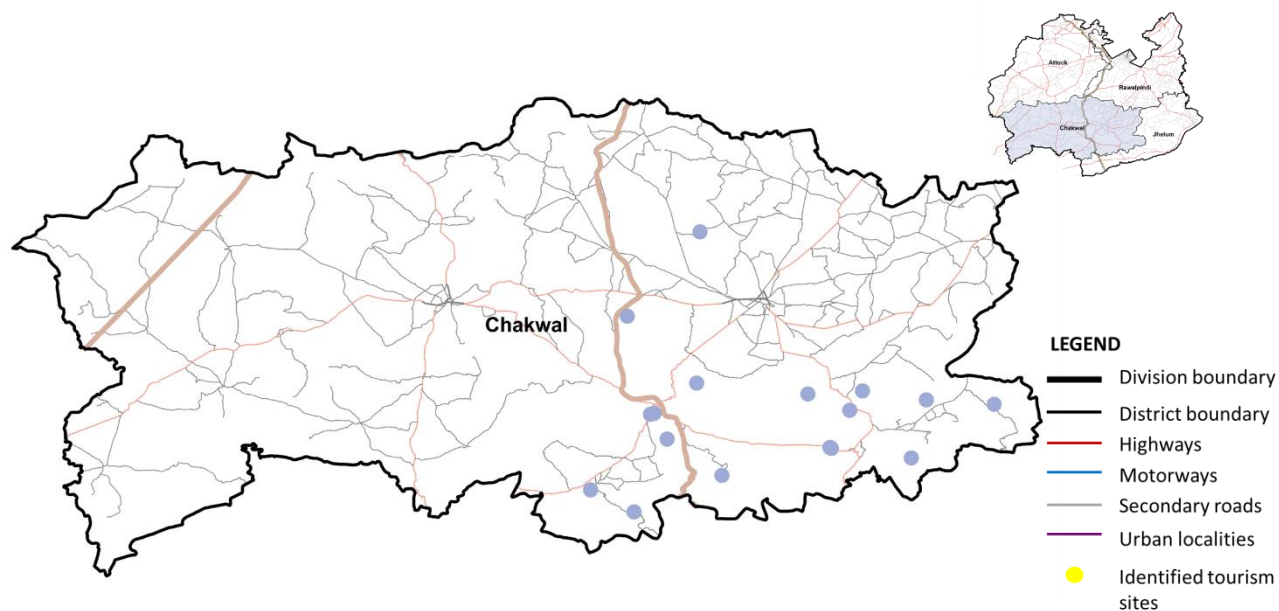
Figure 53: Night illumination at historic sites

5.2. Chakwal District

Chakwal is situated in the Dhani region of the Potohar plateau in northern, Punjab, Pakistan, Known for its distinctive landscape. Chakwal and its surrounding areas are a home to ancient Soan civilization, with archeological sites dates to thousands of years. The region is also famous for its encounters with alexander The Great and Raja Ambhi, the historical event is significant as it marks Alexander’s campaign in the Indian subcontinent.

The district is divided into five tehsils.

- Kullar Kahar,
- Choa Saidan Shah
- Chakwal, Tal Agang
- Lawa.



Map 1: Identified tourism sites in Chakwal district.

Source: The Urban Unit

Table 4: Tourism Sites in Chakwal District

Chakwal Sites	Latitude	Longitude	Existing Condition	Tourism Potential
Katas Raj Temples Complex	32°43'26.22"N	72°57'6.17" E	Need Conservation	Heritage Site/ Religious tourism
Pandavas Caves	32°43'21.11"N	72°57'12.19"E	Need Conservation	Heritage tourism
Hari Singh Nalwa Fort	32°43'25.66"N	72°57'4.96"E	Dilapidated- Need Preservation	Heritage tourism
Kusak Fort	32°42'32.97"N	73° 3'56.33"E	Dilapidated- Need Preservation	Heritage tourism
Takht-e-Babri,	32°46'14.00"N	72°41'57.35"E	Need Preservation	Heritage tourism
Malot Fort	32°41'4.53"N	72°47'58.91"E	Need Preservation	Heritage tourism
Chehal Abdal Peak	32°47'26.29"N	73° 5'12.44"E	Need Rehabilitation	Eco-Tourism
Khewra Salt mines	32°38'52.84"N	73° 0'30.30"E		Eco-Tourism
Khai Dam	32°48'51.12"N	72°45'50.91"E	Need Rehabilitation	Eco-Tourism

Thirpal Dam	32°48'22.27"N	72°55'17.04"E	Need Rehabilitation	Eco-Tourism
Matan Kalan Lake	32°38'0.37"N	72°40'34.65"E	Need Rehabilitation	Eco-Tourism
Kot Raja Dam	32°48'11.78"N	72°59'49.15"E	Need Rehabilitation	Eco-Tourism
Sikki Lake	32°47'4.03"N	73°10'55.46"E	Need Rehabilitation	Eco-Tourism
Lakhwal Dam	33° 1'35.60"N	72°46'8.15"E	Need Rehabilitation	Eco-Tourism
Kallar kahar lake	32°46'18.54"N	72°42'15.54"E	Need Rehabilitation	Eco-Tourism
Swaik Lake	32°44'7.95"N	72°43'21.36"E	Need Rehabilitation	Eco-Tourism
Dharabi lake Chakwal	32°54'29.26"N	72°39'59.97"E		Eco-Tourism
Neela Wahan Waterfall	32°39'51.66"N	72°36'54.41"E	Need Rehabilitation	Eco-Tourism
Dhok Tallian Dam	32°46'33.98"N	72°58'45.22"E		Eco-Tourism

Chakwal's hidden gem lies in its numerous lakes and dams, waiting to be discovered by tourists. Embrace the beauty of Kallar Kahar Lake, Swaik Lake, Dharabi Dam etc. By integrating these sites into cohesive tourism zones and implementing strategic initiatives, we aim to enhance their visitor experience, accessibility and inclusivity while supporting the preservation efforts led by the respective authorities. Our role is to highlight the unique history, architectural marvels, and cultural and geographical significance of these sites, such endeavors can greatly contribute to the promotion of heritage, tourism, and the local economy of the region.

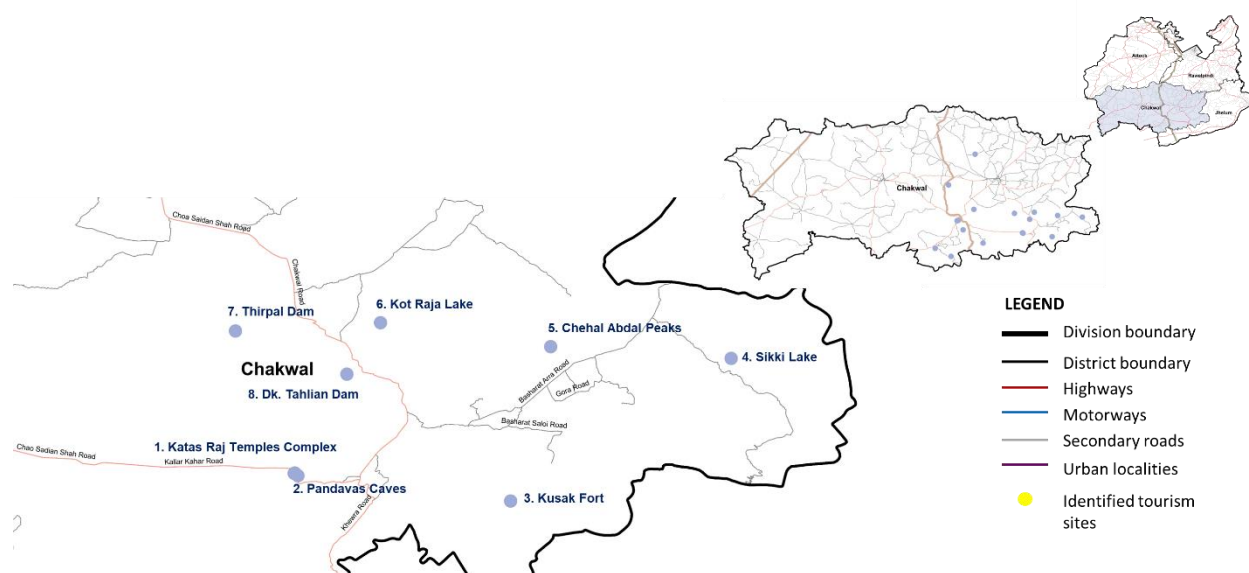
Benefits of Eco-Tourism Zones

- Conservation of Natural Resources
- Infrastructure development
- Business opportunities and networking (Marketing and Promotion)
- Entrepreneur ship and employment of local stakeholders

5.2.1. Chakwal Eco-Tourism Zone 1

The Ecotourism zone is a unique combination of geographical beauty, biodiversity, and cultural significance of the region. The adventure eco-tourism of the Salt range landscape characterized by Katas Raj Complex, involves the strategic development of specific geographic areas to attract tourists interested in nature-based experiences. A primary objective of the Tourism Zone is to promote economic growth and long-term sustainability. The zone offers opportunities for travelers to immerse themselves in the local culture. This may include visits to historical sites, interactions with local communities, experiencing cultural traditions and heritage.

By showcasing its geographical and cultural heritage, the zone will attract tourists worldwide, creating employment opportunities for locals and boosting the city's revenue.



Map 2: Chakwal Eco-Tourism Zone 1

Source: The Urban Unit

Table 5: Chakwal Eco-Tourism Zone 1 Sites

Key Heritage sites	Eco-tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> • <i>Katas Raj Temples Complex</i> • <i>Pandavas Caves</i> • <i>Hari Singh Nalwa Haveli</i> • <i>Kusak Fort</i> 	<ul style="list-style-type: none"> • <i>Chehal Abdal Peak</i> • <i>Khai Dam</i> • <i>Thirpal Dam</i> • <i>Kot Raja Dam</i> • <i>Sikki Lake</i> • <i>Dhok Tallian Dam</i> 	<ul style="list-style-type: none"> • <i>Intercultural immersion</i> • <i>Trekking</i> • <i>Wildlife watching</i> • <i>Mountaineering</i> • <i>Photography</i> • <i>Sightseeing</i> • <i>Recreation (picnic, Camping, boating)</i> • <i>Parasailing</i> • <i>Fishing</i> 	<p><i>Via M2-Lahore Islamabad Motorway</i></p> <p><i>Via Chakwal Rd—Kallar Kahar Rd</i></p>
Tourism Facilities		Demographic Segment	
<ul style="list-style-type: none"> • <i>TDCP Resort Dhok Tallian, Chakwal</i> • <i>Choa Saidan Shah Town</i> 		<p><i>Special interest groups (mountaineering, bird watchers, etc.)</i></p> <p><i>Groups (youths, clubs, associations, etc.)</i></p> <p><i>Domestic and religious groups</i></p>	

5.2.1.1. **Katas Raj Temples Complex:**

The Katas Raj Temples, situated in the Potahar plateau region of Punjab, one of the most important Hindu pilgrimage sites in Pakistan attributed to the eras of Hindu kings dating from 615-950 CE. The name of the temples is believed to be derived from Sanskrit word ‘*Kataksha*’, meaning “*tearful eyes.*”



Figure 54 Katas Raj Temples Complex

Considered the second most important Hinduism site in the historic Punjab region, the temples are visited by Hindus from all around the world for an annual pilgrimage especially during spring. According to Alexander Cunningham, Prior to its Hindu roots the site held a 61metre heightened Buddhist stupa, with ten streams running around it. Founder of the Sikh faith, Guru Nanak, is also believed to have visited the place. Raja Ranjit Singh also visited the pilgrimage during his reign.

The temples are in Katas Village near the city of Choa Saidan. accessible by the M2- motorway. The tomb occupies an area of 2 kanals and 15 Marla’s, with a maximum depth of 20 feet and an altitude of 2000 feet.

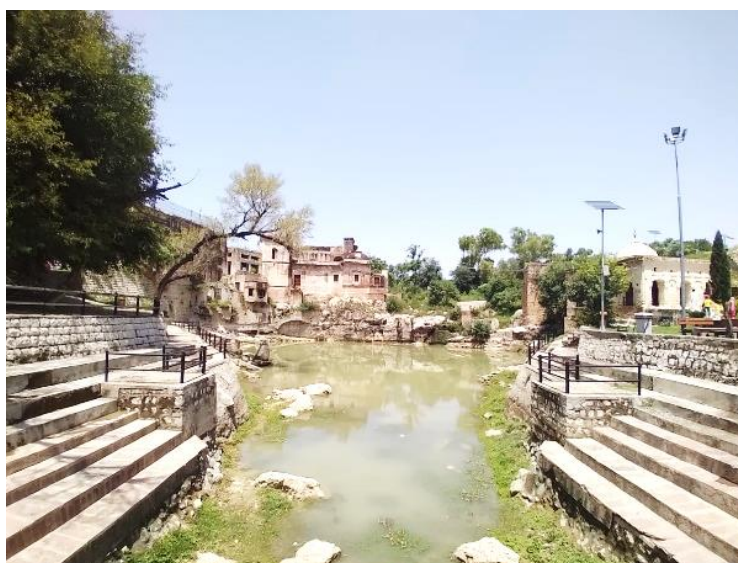


Figure 55: Reduced water level of the Historic Pond.



Figure 56: Vandalism on the walls inside

The temple resembles the Kashmiri architectural style. The definitive characteristics of architecture are trefoil arched, fluted pillars, pointed roofs and dentils. The main building material is sandstone with lime plaster over it. The Hindu temples connected to one another by walkways, surrounded by a pond name Katas which is regarded as sacred by Hindus.

Conserving the outstanding value of the complex required critical measures of conservation, management, and rehabilitation, in compliance with international standards of conservation.

5.2.1.2. Hari Singh Nalwa Haveli:

At katas Raj Complex, Hari Singh Nalwa a legendary Sikh commander, built a small, fortified mansion ‘haveli’. According to locals, the haveli was built sometimes in 19th century, serving as residence for Sikh commander.

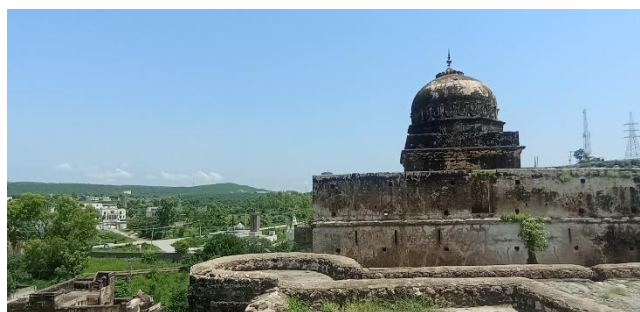


Figure 57: Hari Singh Nalwa Haveli

The haveli was built with typical military design architecture, located on a small hillock. The fort is of rectangular geometry with a central courtyard and four bastions in each corner. The walls are approximately 5 meters tall.

Despite being a much-visited place, it is dilapidated and needs conservation.



Figure 58: Courtyard View

5.2.1.3. Pandavas Caves:

Pandavas caves are prehistoric caves near Katas Raj complex. It was believed that these caves are accompanied by Pandavas brothers. It was believed that the caves came into existence through natural process, accessible via human made entrances installed with wooden doors. The caves are primarily used as places of worship and meditation.

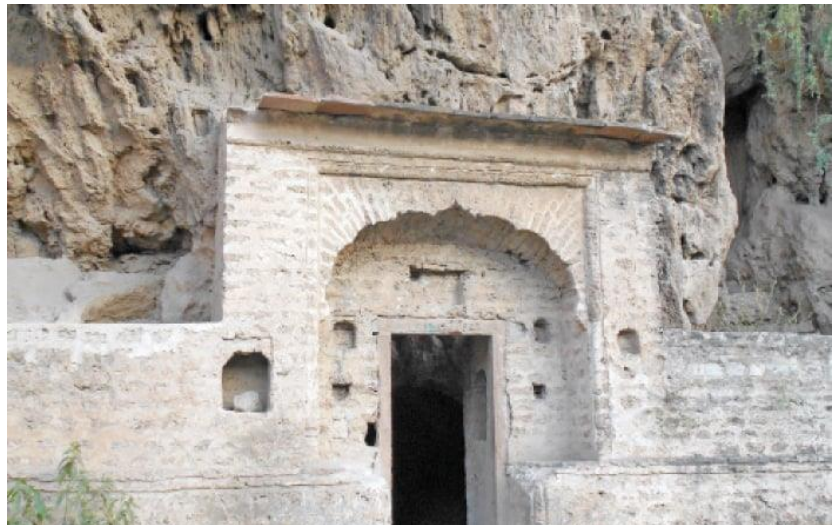


Figure 59: Entrance of Pandavas Caves

5.2.1.4. Kusak fort

Built in the 11th century, Kusak Fort is a fortified structure surrounded by huge boulders and has diverse and complex past due its strategic position. The fort was built by Janjua chief, who was the son of Raja Mal of Malot temples and serves as a battle stage for Janjua clan. It endured ransacking by Jalal-Ud-Din Khilji in the 13th Century and Tamerlane invasion in the 14th century. During Mughal era, it held significant position for regional defense and administration. In 1810, Ranjit Singh army defeated Janjua clan and maintain control after a long battle.



Figure 60: Kusak Fort

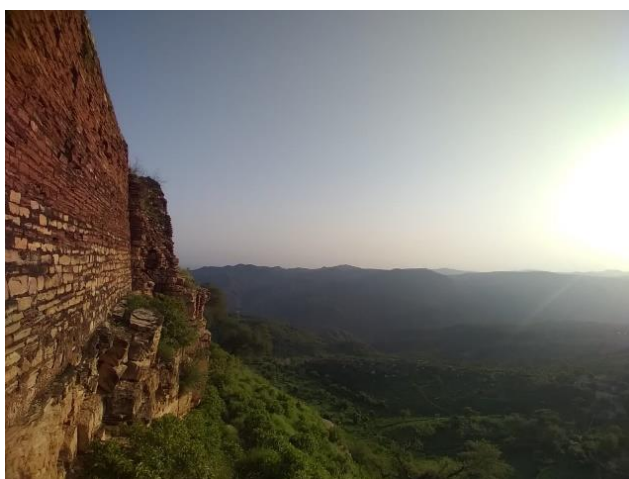


Figure 61: View of Surrounding Village from the Fort.

Kusak fort was made up of small reddish stones from surrounding mountain ranges. It belongs to the chain of forts and temples along a salt range including Nandana fort, Tilla Jogia, Malot and Tulaja fort. The village is at the base of a mountain where one can see the ruins of a fort.

The Fort is in dilapidated condition and needs immediate conservation. Moreover, the trekking route also need improvements and trekking facilitation shop should be provided.



Figure 62 Dilapidated Condition of wall.

5.2.1.5. Sikki Lake

Sikki Lake offers a combination of natural beauty, a waterfall, and an off-road adventure for those who wish to explore its surroundings. Its picturesque setting, characterized by the striking color of the lake, makes it a notable destination for nature enthusiasts and travelers seeking a unique and scenic experience.



Figure 63: Sikki Lake Waterfall



Figure 64: Lake of maintenance in sitting areas and poor off-roading track

The lake needs infrastructure for accessibility, trekking, and picnicking. Adequate Solar lighting and security measures will instill a sense of safety, encouraging more people to visit the area.

5.2.1.6. Chehal Abdal Peaks:

Chehal Abdal is the highest peak with an altitude of 3701 ft in the Chakwal region. The peaks hold a spiritual significance amongst locals as a mystical holy place where their prayers are answered. In Sufi biography ‘Abdal’ is one of the stages to the attainment of being *Wali*. And Persian word ‘Chehal’ signifies 40. It was believed among locals that 40 brothers spent a long time worshipping here.



Figure 65: Chehal Abdal Mountain Peak



Figure 66: TDCP Shelter at the Mountain Peak

The Site is also frequently used by visitors as a picnic point while enjoying splendor views of nature on high peaks.

The site needs improvement in visitor facilitation, trekking etc.

5.2.1.7. Kot Raja Dam:

Kot Raja Lake, located 25 kilometers from Chakwal City, Pakistan, is a picturesque spot with a unique history. It originally started as a small lake but was later transformed into a dam in 2001.

The lake is a popular destination for picnicking, boating, and fishing among residents and tourists, it has a serene environment and habitat among water, hills, and vegetation.



Figure 67: Kot Raja Dam

One of the notable attractions of

Kot Raja Lake is its migratory birds habitat who migrate from Siberia and other regions providing excellent opportunities for birdwatching and wildlife enthusiasts.

5.2.1.8. Thirpal Dam / Bun Ameer Khatoon Dam

Dhok Bun Ameer Khatoon is a village on Choa Saidan Shah Road. The village is named after women who built a small water reservoir called ‘Bun’ in local language. The region is of significant paleontological interest due to the discovery of million-year-old fossils including dinosaurs.

The remnants of fossils are a testament to this region’s historic past. Which serves as great interest for paleontologists and scientists. Amidst the dramatic landscape of fossils, situated on a hill, a lake called Bun Ameer Khatoon Lake/ Dam is present which is scenic tourism spot for residents and visitors. The lake is fed up with a nature stream from surrounding mountains.



Figure 68: Thirpal Dam

Efforts to optimize the dam’s use may include engaging with local authorities and private stakeholders to maximize the dam’s potential.

5.2.1.9. Dhoke Tahlian Dam

Dhoke Tahlian Dam is located near village Dhok Tahlian 20 km from Chakwal District. It is a designated tourist destination known for its natural beauty, recreational opportunities such as

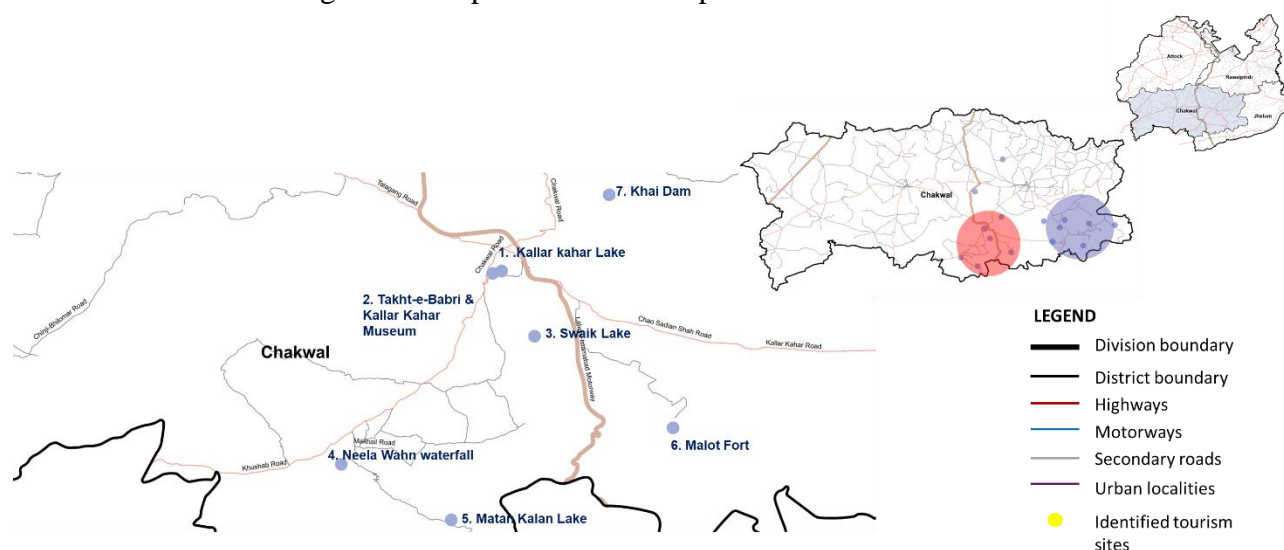


Figure 69: Dhoke Tahlian Dam

fishing, and the chance to connect with wildlife through birdwatching. Its scenic views and tranquil environment make it an appealing spot for those seeking outdoor experiences and a connection with nature.

5.2.2. Chakwal Eco-Tourism Zone 2

The cluster focuses on developing and promoting adventure eco-tourism in the Salt Range landscape, famous for its lakes, waterfalls, and historical monuments. Kallar Kahar Lake and Takht-e-Babri, located along the M2 Motorway, are the cluster's primary nodes and easily accessible tourist destinations, renowned for their popularity. The combination of cultural exploration, serene landscapes, and eco-consciousness makes this tourism zone attractive to eco-tourists who seek meaningful and responsible travel experiences.



Map 3: Chakwal Eco-Tourism Zone 2

Source: The Urban Unit

Table 6: Tourism Sites Classification

Key Heritage sites	Eco-tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> Malot Fort Takht-e-Babri, 	<ul style="list-style-type: none"> Khai Dam Matan Kalan Lake Lakhwal Dam 	<ul style="list-style-type: none"> Intercultural immersion Trekking 	<p>Via M2-Lahore Islamabad Motorway</p>

<ul style="list-style-type: none"> • <i>Kallar kahar Museum</i> 	<ul style="list-style-type: none"> • <i>Kallar kahar lake</i> • <i>Swaik Lake</i> • <i>Dharabi lake Chakwal</i> • <i>Neela Wahan Waterfall</i> • <i>Chakwal Canyons</i> 	<ul style="list-style-type: none"> • <i>Wildlife watching</i> • <i>Mountaineering</i> • <i>Photography</i> • <i>Sightseeing</i> • <i>Recreation (picnic, Camping, boating)</i> • <i>Parasailing</i> • <i>Fishing</i> 	<i>Via Chakwal Rd—Kallar Kahar Rd</i>
Existing Tourism Facilities		Demographic Segment	
<ul style="list-style-type: none"> • <i>TDCP Resort and Restaurant Kallar kahar, Chakwal</i> • <i>TDCP Resort Dharabi, Chakwal</i> • <i>Kallar Kahar City-arts and craft, local cuisine.</i> 		<i>Special interest groups (mountaineering, bird watchers, etc.)</i> <i>Groups (youths, clubs, associations, etc.)</i> <i>Domestic and religious groups</i>	

5.2.2.1. Malot Fort

Malot Fort was built in the 10th century AD, located west of Kallar Kahar at an altitude 230 m, near Malot Village

The Malot area has dynamic history marked by the influence of Janjua Rajput tribe, rulers including sultan Sebuktegin and his son Sultan Mahmood Ghaznavi and governance by Delhi sultanate and Mughal empire.

Malot fort is a testament to the region's architectural and intellectual prowess.



Figure 70: Malot Fort

Constructed with red sandstone amidst surrounding salt mountain range, a fusion of Greek and Kashmiri architectural traditions.

5.2.2.2. Takht-e-Babri:

Takht-e-Babri is a tourist destination located approximately 25 km southwest of Chakwal along the motorway. The site holds a historical significance as it is associated with 1st Mughal Emperor Babur. King Babur addressed his army during his journey from Kabul to Delhi, as he ought to establish Mughal rule in Delhi.

Takht-e-Babri is regarded as the first Mughal construction in India. It is a flat stage and throne cut out of stone overlooking Kallar kahar lake. It served as a foundation stone to one of the greatest empires the world has ever seen.



Figure 71: Takht-e-Babri

5.2.2.3. Kallar Kahar Museum:

The Kallar Kahar Museum serves as a valuable resource for preserving and showcasing the natural and cultural heritage of the area. It offers visitors an opportunity to learn about the history, geology,



Figure 72: Kallar Kahar Museum

and traditions of the Potohar and Son Valley region.

The museum fills an important gap in the region as it provides a dedicated space to showcase the history and cultural heritage of the area, which has a history dating back thousands of years.

the area's significance as a repository of fossils, some dating from the 7th to the 10th century AD. In addition to fossils and geological specimens, the museum houses a diverse collection of cultural artifacts in its third gallery. These items include traditional weapons, musical instruments, idols, utensils, jewelry, and shoes. The area around Kallar Kahar is known for the presence of ancient Hindu temples, and experts have discovered many rare items related to these temples.

5.2.2.4. Kallar kahar Lake:

The Mughal Emperor Babur discovered Kallar kahar whilst on his conquest of Delhi.

The Kallar kahar lake located in Kallar kahar tehsil of Chakwal district, on the bank of Motorway is one of the famous tourist destinations of Punjab. It is located 224km from Lahore and 156 km from Islamabad. It is a popular tourist destination known for its natural beauty and recreational opportunities.

The lake offers boating facilities, allowing visitors to rent paddleboats or rowboats to explore the calm waters. Boating on the lake is a popular activity for tourists.

The lake needs maintenance and requires upgradation by providing clean and well-maintained spaces with seating, trash disposal, illumination, restroom facilities, and boating decks.



Figure 73: Lake of Maintenance at the bank of lake

5.2.2.5. Swaik Lake

Swaik Lake, also known as Khandowa Lake, is a picturesque freshwater lake located in the Salt Range of Pakistan near Kallar Kahar in Punjab province. It is a popular tourist destination known for its natural beauty, with activities like boating and picnicking available for visitors. The lake is associated with local legends and has cultural and ecological significance. Efforts have been made to preserve the area's natural beauty, and it has seen a growing tourism infrastructure.



Figure 74: Swaik Lake

5.2.2.6. Neela Wahn waterfall and lake:

Neela Wahn lake, situated near Kallar Kahar in Punjab, Pakistan, is a captivating natural destination renowned for its waterfall and lake. Locally known as "Chashma-Aab-e-Shifa," the site is exquisite for its pristine blue water resembling crystal clarity. Its popularity stems from its

breathtaking waterfall amidst lush green surroundings, hiking opportunities, and as an ideal swimming spot.



Figure 75: Neela Wahan Waterfall

Located along Khushab Road, Neela Wahn showcases the splendor of nature through its falling waters, offering visitors an enchanting experience amidst the tranquility of this scenic setting.

The hiking track is dangerous, ill maintained, without any tourist facilitation.



Figure 76: Surrounding Small Ponds

5.2.2.7. Matan Kalan Lake

Matan Kalan Lake is situated in Wanhar valley, on Khushab road is a notable tourist attraction.

The valley is famous for its picturesque views, natural gardens, peacocks, and a saltwater lake.

The lake offers opportunities for recreational activities such as fishing, boating, and picnicking.



Figure 77: Matan Kalan Lake

5.2.2.8. Khai Dam

Khai Dam is situated near Chakwal city and makes it easily accessible to residents and visitors.

The lake is a popular tourist attraction and may offer opportunities for recreational activities such as fishing, boating, and picnicking.



Figure 78: Khai Dam

5.2.3. Other Tourism Sites

5.2.3.1. Dharabi Lake

Dharabi Lake is formed by the construction of Dharabi Dam. It serves as a significant man-made reservoir in the region, designed to store water from the Dharab River.

The optimal time to visit Dharabi Lake is during the monsoon season when the water level in the dam is at its peak due to increased rainfall. This period typically provides the most impressive views and experiences for visitors.



Figure 79: Tourist facilities at Dharabi Lake

Dharabi Lake can be reached via different road routes. The Talagang-Chakwal Road, passing through the heart of Dharabi village, is a preferred route for reaching the lake. Additionally, the Lahore-Islamabad motorway (M2) also provides a vital link to the area, connecting the reservoir to the rest of the country.

5.2.3.2. Lakhwal Dam

The Lakh Wal Dam, located in the Chakwal District of Pakistan, was constructed in the early 2000s. While originally intended for irrigation purposes, it has largely remained underutilized for its intended function. As a result, the dam has become a site for recreational activities such as resorts, fishing, boating, picnicking and bird hunting.

Despite being connected to Chakwal City by a road, the dam's irrigation potential has not been fully realized. The motorboats provided by the Tourism Development Corporation of Pakistan (TDCP) are not being used effectively and are left unused.

Ultimately, the Lakhwal Dam represents a case where infrastructure initially designed for one purpose has found alternative uses in tourism and leisure, highlighting the importance of adaptive planning and utilization of resources to benefit local communities. Efforts to optimize the dam's use may include engaging with local authorities and private stake holders to maximize the dam's potential.



Figure 80: Waterfall at Lakhwal Dam

5.2.4. Key Challenges and Potential interventions:

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:

- **Hiking/trek guid tours with necessary hiking gears.**

Plan and design, hiking facilitation centres, hiking trails and interpretive paths that minimize soil erosion and disturbance to wildlife.

Install informative signage to educate visitors about the ecosystem, wildlife, and proper conduct in natural areas.



- **Viewing Platforms and Bird Hides:**

Create elevated viewing platforms or bird hides that offer minimal disruption to the environment while providing visitors with opportunities to observe wildlife.

Use materials and designs that blend with the surroundings.



- **Restroom Facilities:**

Build environmentally friendly restroom facilities that use composting toilets or low-flush systems to conserve water.

Use natural ventilation and lighting to reduce energy consumption.

- **Boating decks and other water sports activities.**

Local authorities or private ventures could develop such facilities to promote water-based activities.

Prioritize environmental conservation efforts to protect existing water bodies and ecosystems.



- **Jeep safari on the mountains across the lakes.**

Guided Jeep safari tours led by experienced guides who can provide information about flora and fauna, and the local culture. Guides can also ensure the safety and well-being of participants.

Different package options, such as half-day or full-day safaris, and include meals or refreshments by engaging with the local communities and ensuring that the Jeep safaris contribute positively to the local economy



- **Development of the lakes into an integrated natural landscape.**

Develop recreational facilities that are harmonious with the natural landscape. This can include walking and biking trails, birdwatching platforms, and picnic areas.



5.2.5. Other interventions in Chakwal District

Tourism development in Chakwal, like many other regions, faces a set of challenges and opportunities. To promote tourism and overcome these challenges, various other potential interventions can be considered.

Table 7: Other interventions in Chakwal District

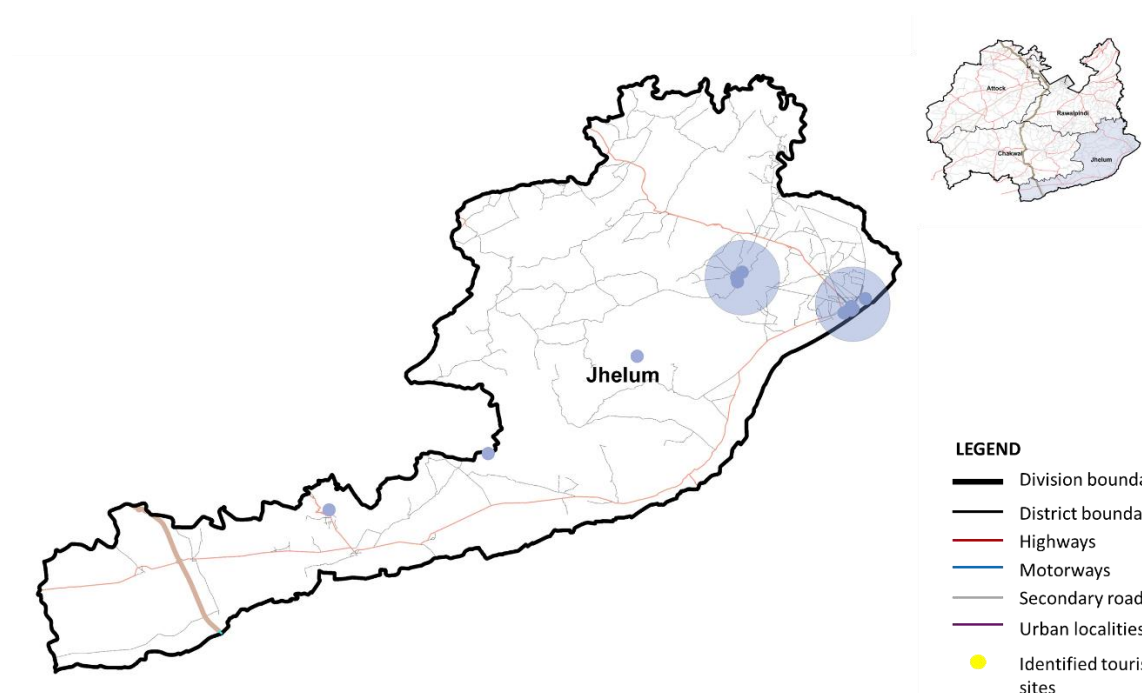
Aspects	Issues and Challenges	Key potential interventions
Site development	Some of the sites have poor trekking route e.g., Neela Wahn Waterfall, Sikki lake, Chehal Abdal Peak, Lack of Conservation and rehabilitation of heritage sites e.g., Katas Raj complex Kusak Fort Malot fort Hari Singh Nalwa Haveli	Conservation and rehabilitation of Katas Raj Complex, Kusak Fort, Malot fort, Hari Singh Haveli
Human resource development & Collaboration	Lack of local community participation	Local Community training and workshops for facilitation of tourism activities. Encourage cultural

	Lack of tourism guides, site maintenance workers, technical staff, curators et c.	sensitivity and respect for local traditions. Foster partnerships with neighboring regions and attractions to create comprehensive tourism packages and itineraries
Infrastructure and facilities Development	Poor road access Poor trekking trails. Lack of Tourism facilities <ul style="list-style-type: none"> • Tuck shops • Public toilets • Crafts shops 	Upgradation of trekking routes Integrated development of facilities along heritage sites with integration of major town areas. Implementation of Tourism Helpline
Marketing and promotion	Lack of integrated marketing strategy No theme of destination	Provision of destination themes(image)/ information about heritage/tourism sites. Integration of stakeholders and industry to promote tourism sites.

5.3. Jhelum District:

Jhelum also known as ‘city of soldiers’ or ‘land of martyrs’ is one of the oldest districts of punjab, situated in potatohar and punjab plain of the province. It stretches from the River Jhelum almost to the Indus. The district is further subdivided into several tehsils each with its own local administration. Tehsils in Jhelum District include

- Jhelum,
- Pind Dadan Khan,
- Dina
- Sohawa.



Map 4: Identified tourism sites in Jhelum District.

The history of Jhelum dates back to 5000 years ago as it is of significant historical, cultural and geographical importance. The region witness several historical battles perhaps the most famous is the Battle of Hydaspes in 326 BCE Alexander the Great army faced off against Indian King Porus of Paurava. Later on for providing a large number of British soldiers before independence and also Pakistan armed forces afterwards.

The cultural landscape of the region is very diverse with many places such as Tilla Jogian, and Gurdwara Sri Chhawa Sahib are of huge significance for the respective communities.

Table 8: Tourism Sites in Jhelum District

Jhelum Sites	Latitude	Longitude	Existing Condition	Tourism Potential
Tilla Jogia	32°51'40.08"N	73°26'7.31"E	Needs Conservation	Heritage Site Religious tourism/

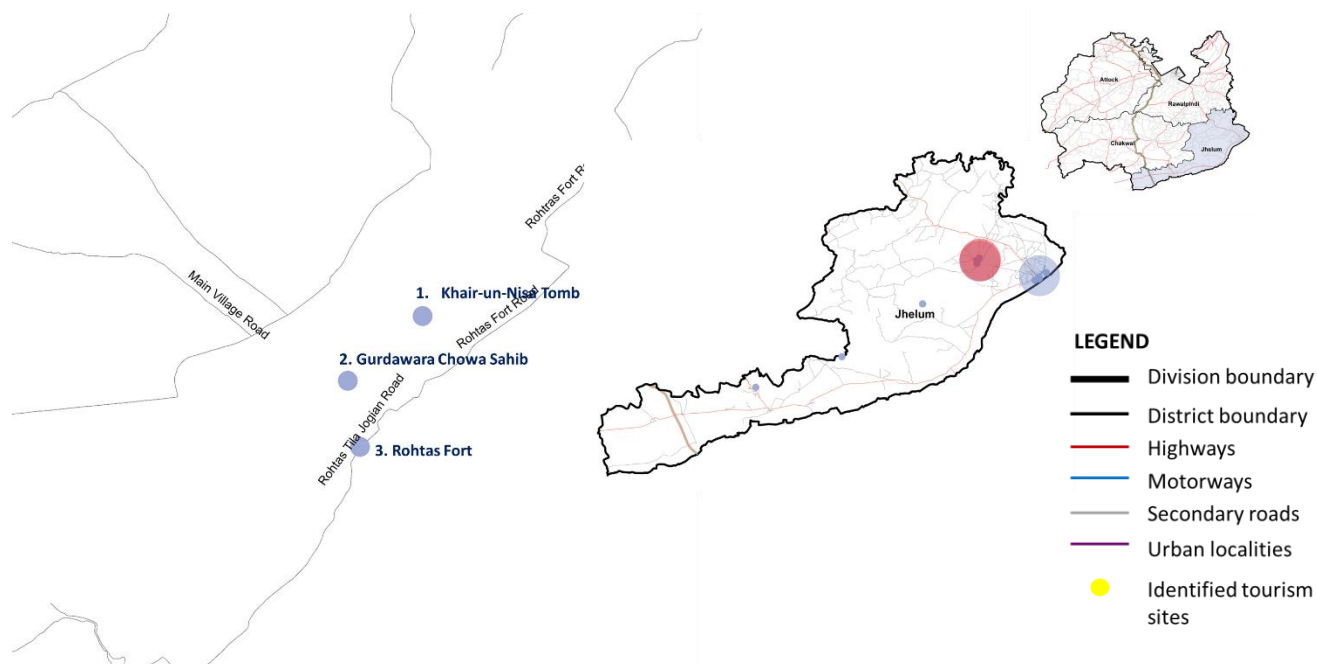
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Rohtas Fort/Museum	32°57'52.05"N	73°34'28.20"E	Conserved	(UNESCO) World Heritage Site
Jhelum Boating area	32°56'27.73"N	73°45'6.21"E	Needs Rehabilitation	Eco-Tourism Site
Lajpat Rai library	32°55'48.22"N	73°43'56.37"E	Needs Upgradation	Cultural Tourism
Gurdwara Bhai Karam Singh	32°55'35.12"N	73°44'1.46"E	Needs Conservation	Religious Tourism
Shiva Temple	32°55'35.52"N	73°44'2.92"E	Needs Conservation	Religious Tourism
Masjid Afghana	32°55'29.47"N	73°43'55.48"E	Needs Conservation	Religious Tourism
Gurdwara Chowah Sahib -	32°58'16.27"N	73°34'23.73"E	Needs Conservation	Religious Tourism
Nandna Fort	32°43'34.34"N	73°13'44.28"E	Conserved	Adventure Tourism/Heritage Tourism
Tomb of Khair-un-Nisa	32°58'40.03"N	73°34'51.22"E	Needs Conservation	Heritage Tourism
St. John's Church 1860	32°55'16.95"N	73°43'19.80"E	Needs Conservation	Religious Tourism
Khewra Salt mines	32°38'52.84"N	73° 0'30.30"E	Conserved	Eco-Tourism

Key Heritage sites	Supporting tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> • <i>Rohtas Fort/Museum</i> • <i>Tilla Jogia</i> • <i>Nandna Fort,</i> • <i>Khewra Salt mines</i> 	<ul style="list-style-type: none"> • <i>Gurdwara Chowa Sahib</i> • <i>Gurdwara Bhai Karam Singh</i> • <i>Masjid Afghana</i> • <i>Lajpat Rai library</i> • <i>Shiva Temple</i> • <i>Tomb of Khair-un-Nisa</i> • <i>St. John's Church 1860</i> 	<ul style="list-style-type: none"> • <i>Intercultural immersion</i> • <i>Trekking/hiking</i> • <i>Wildlife watching</i> • <i>Mountaineering</i> • <i>Photography</i> • <i>Sightseeing / Zipline sightseeing.</i> • <i>Recreation (picnic, Camping, boating)</i> 	<p><i>Via M2-Lahore Islamabad Motorway</i></p> <p><i>Via Grand Trunk Rd.</i></p>
Tourism Facilities		Demographic Segment	
<ul style="list-style-type: none"> • <i>TDCP Restaurants</i> • <i>Jhelum 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>	

5.3.1. Rohtas Cluster

With Rohtas Fort being one of the most iconic attractions in Jhelum, this cluster will be an adventure retreat for locals and visitors to explore the region’s intellectual and spiritual heritage.\



Map 5: Tourism Sites of Rohtas Cluster

Source: The Urban Unit

5.3.1.1. Rohtas Fort (Qila Rohtās):

Rohtas Fort is a 16th Century fortified complex located near the city of Dina in the Jhelum district. It holds significant historical and architectural merit and is recognized as a UNESCO World Heritage site in 1997.

The fort complex was built by Sher Shah Suri between 1541 and 1548 as defensive fortifications to serve as a Stronghold of the Afghan empire. The fort holds a strategic significance to control Grand Trunk Rd and to block the advances of Mughal Emperor Humayun who had been exile after his defeat at the battle of Kannauj.

The fort covers approximately 70 acres, surrounded by a 4km defensive wall, lined with 68 bastions and 12 monumental gateways. The fort



Figure 81: Rohtas Fort gate



Figure 82: Wild Vegetation growth

served an example of early Muslim military architecture in Asia during the 16th century. As per UNESCO, Rohtas fort is a unique surviving example of military architecture in the subcontinent on the same scale and degree of completeness and preservation.

Conserving the outstanding value of the fort required critical measures of conservation, management, and rehabilitation, in compliance with international standards of conservation.

5.3.1.2. Tomb of Khair-un-Nisa

The tomb of Khair Un Nisa, located near the Langar Khani Gate of Rohtas Fort in Pakistan, is associated with a historical figure who fought alongside the great Suri King, Sher Shah Suri. Although the identity of her parents remains unclear, Khair Un Nisa's role as a general in Sher Shah Suri's army is significant. Her tomb's presence near Rohtas Fort and its later relocation to Sasaram, where Sher Shah Suri is buried, underscores the historical importance of this region during the Suri dynasty's rule in the 16th century. The tomb stands as a reminder of the region's rich historical heritage.

Critical conservation practices required due to tomb decaying lime plaster and Algae growth.



Figure 83: Tomb of Khair-un-Nisa

5.3.1.3. Gurdwara Chowa Sahib

Gurdwara Chowa Sahib is situated in the city of Rohtas, near Jhelum, in the Punjab province of Pakistan. It is approximately 10 kilometers from the city center. This Gurdwara is dedicated to Guru Nanak Dev Ji, the founder of Sikhism, who is believed to have visited the site during his travels.

The word "Chowa" refers to a species of bird (sparrow), and "Sahib" is an honorific title. The name is derived from a story associated with Guru Nanak Dev Ji and a chowk (sparrow).

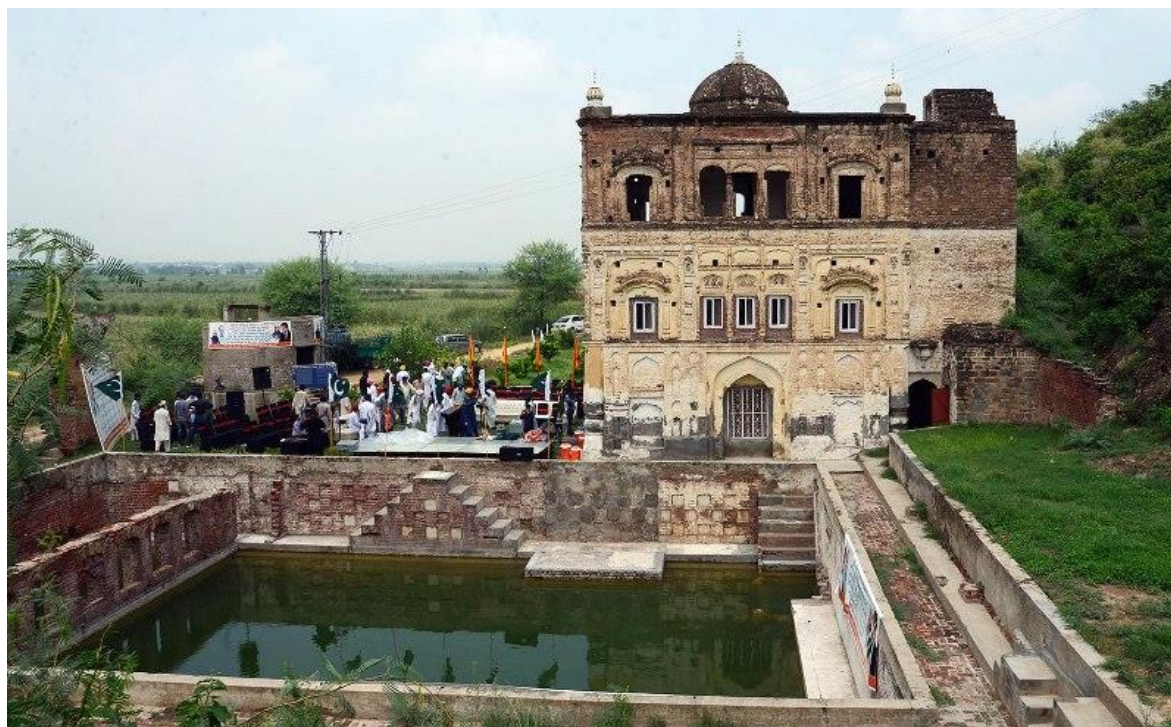


Figure 84: Gurdwara Chowa Sahib

Gurdwara Chowa Sahib stands as a testament to the historical and religious significance of Guru Nanak Dev Ji's travels and teachings in the Punjab region. It is an important site for Sikh pilgrims and is an integral part of the religious landscape of Rohtas.

5.3.2. Jhelum City Cluster

The cluster offers a unique blend of history, culture, and natural beauty of Jhelum River for travelers to explore less-visited places in Pakistan. Within this cluster, visitors can engage with the region's cultural heritage, interact with local communities, and actively engage with the city's context alongside river Jhelum.



Figure 85 – Tourism sites of Jhelum City Cluster

Source: The Urban Unit

5.3.2.1. Gurdwara Bhai Karam Singh

Gurdwara Bhai Karam Singh represents a place of religious worship and cultural heritage for the Sikh community in Jhelum, Pakistan. It serves as a place for spiritual reflection and community gathering, and it is a reminder of the region's historical ties to the Sikh faith.

The site is in dilapidated condition and needs immediate conservation and rehabilitation plan.

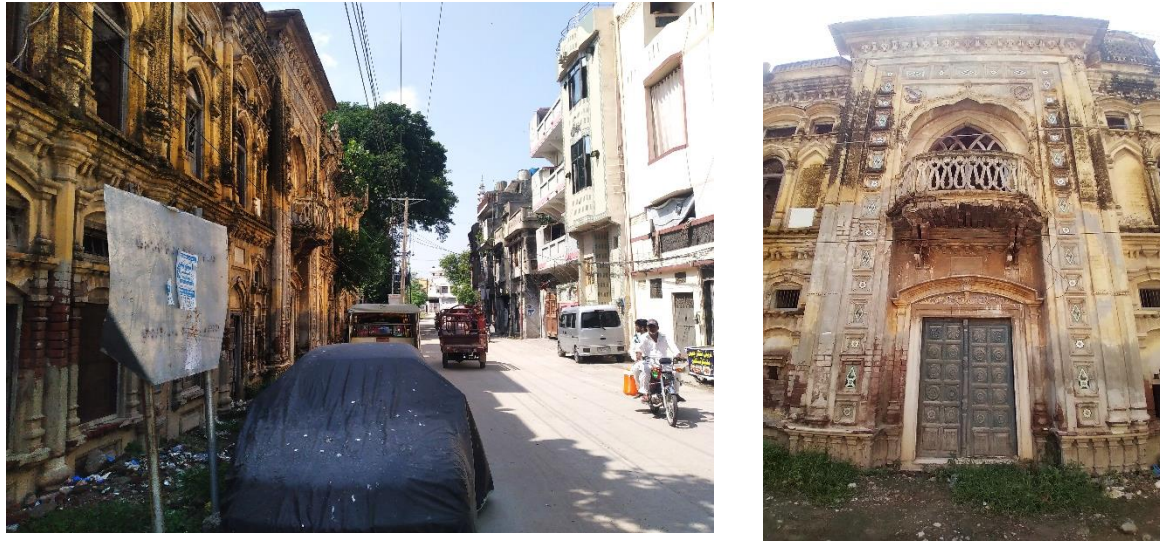


Figure 86: Deteriorated condition of Gurdwara.

5.3.2.2. Lajpat Rai library

The Lala Lajpat Rai Library in Jhelum stands as a testament to the importance of education, knowledge, and the preservation of historical heritage. It continues to serve as a valuable resource for the community and a symbol of the region's cultural and historical heritage. The library was established in the early 20th century during the British colonial period. It was named in honor of Lala Lajpat Rai, who was one of the prominent leaders of the Indian National Congress and a key figure in the struggle for India's independence.



Figure 87: Lajpat rai library

The Lala Lajpat Rai Library is not only known for its educational significance but also for its architectural beauty. The building reflects the colonial architectural style of the time and is an important heritage structure in Jhelum.

5.3.2.3. St. John's Church 1860

St. John's Church in Jhelum is an Anglican Christian church that was constructed in the mid-19th century during the British colonial period. It was built in 1860. It was an important religious and social center for the British residents of the region.

The church is known for its elegant design, including stained glass windows, a bell tower, and decorative elements that are typical of Gothic Revival churches.



Figure 88: St. John's Church 1860

5.3.2.4. Afghana Mosque

The afghani mosque, built in 1892 is an architectural gem located at the bank of river Jhelum. The mosque is also visible through old railway bridge of Jhelum, hold a significant identity in social cultural landscape of Jhelum. Besides its religious function, the mosque likely serves as a gathering place for the local community, fostering social bonds and cultural activities.



Figure 89: Afghana Mosque



Figure 90 lack of maintenance outside the curved wall edge



Figure 91 Intricate Decorative work



Figure 92 No plinth protection of Masjid wall

The mosque's unique location and historical significance make it a potential tourist attraction. Proper signage and promotion can encourage tourists to visit and appreciate its beauty and history.

Given its historical and architectural value, efforts should be made to preserve and maintain the Afghani Mosque distinct character along the riverbank ensuring that it continues to be a source of pride for the local population and a destination for visitors.

Restoration of mosque original aesthetic, landscaping, parking facility, and plinth protection of masjid walls should be key aspects.

5.3.2.5. Shiva Temple

A neglected historical temple situated in Jhelum city near the bank of River Jhelum.

The temple is in deteriorated condition and needs immediate action for conservation.



Figure 93: Shiva Temple

5.3.3. Other Tourism Sites

5.3.3.1. Tilla Jogia:

Tilla Jogia is the Highest peak at the eastern salt range, approximately 25km west of the cities of Jhelum and Dina. It is known for its cultural, religious, and historical significance.

The place is a spiritual retreat for different religious communities. It is believed to have been a place of meditation for ascetics from Hinduism and Sikhism. Founder of Sikhism Guru Nanak visited Tilla Jogia, and Gurdwara dedicated to him is located on the hill.



Figure 94: Tilla Jogian Complex

The place is characterized by holding a prominent position on the hill at an altitude of 975 meters approximately; offering panoramic views of the surrounding countryside, saturated with green vegetation.



Figure 95: View from hiking track

Efforts have been made to preserve the historical and cultural heritage of Tilla Jogian, including the maintenance of the Gurdwara and the promotion of the site's historical significance.

The off-roading hiking track and hiking facilitation services that includes public washrooms, hiking facilitation shop,

Tuck shops needs to be provided for tourists to maximize its potential.

5.3.3.2. Nandna Fort

Nandna Fort is a historic fort located in the Jhelum District, Situated in the Salt Range of the Jhelum District, about 18 kilometers from Pind Dadan Khan and 48 kilometers from Jhelum City.

Named after Raja Nand, a benevolent Hindu king who ruled the region. Local legends speak of his generosity and hospitality. Nandna Fort is a valuable cultural asset, showcasing the rich historical and architectural heritage of the region.



Figure 96: Nandna Fort

Dating back to the early 11th century, Nandna Fort was built during the Ghaznavid Empire and served as a strategic military post. It reflects both Islamic and Hindu architectural styles.

Nandana is also a place where renowned polymath Abu Rehan al-Bairuni measured the circumference of the earth.



It attracts tourists, historians, and heritage enthusiasts who visit to explore its well-preserved structures and learn about its history. Its location amidst the scenic Salt Range hills adds to its visual appeal.

Figure 97: Tourists Facilities

Efforts have been made to preserve and maintain the fort as a historical site of importance.

The accessibility track, pathways lead to Nandana fort is planned with facilities including, hiking track with handrail, gazebos, and public washrooms.

5.3.3.3. Khewra Salt mines:

The Khewra Salt Mines, located in Pakistan's Jhelum District, are among the world's oldest and largest salt mines, with a history dating back over 2,300 years. These mines are renowned for their unique geological formations, including salt crystals, stalactites, and salt sculptures. They produce pink Himalayan salt, known for its purity and mineral content.



Figure 98: Khewra Salt mines

The mines have become a popular tourist attraction, offering guided tours for visitors to explore their underground chambers and witness the mesmerizing salt formations. Additionally, the mines offer salt-based products like lamps and souvenirs. Despite their significance, the mines face environmental challenges related to salt extraction, prompting efforts to promote sustainability. Overall, the Khewra Salt Mines hold both cultural and historical value and offer a fascinating glimpse into the world of salt production and natural wonders.

5.3.3.4. Jhelum Boating area

The Jhelum Boating Area refers to a designated location along the Jhelum River or its associated water bodies where tourists can engage in boating activities. Boating areas are popular attractions in many regions, offering visitors the opportunity to enjoy leisurely boat rides on the water while taking in scenic views of the surroundings. These areas often feature facilities for renting boats, safety measures, and sometimes even additional recreational activities. Boating areas along rivers or lakes can provide a tranquil and enjoyable experience for tourists and are typically suitable for individuals, families, and groups looking to relax and appreciate the natural beauty of the region.



Figure 99:Jhelum Boating Area

To enhance the overall experience of a boat ride in Jhelum, architectural upgrades and improvements can be considered. Such as Boat Docks and Facilities, Shaded Areas, implementation of lighting along the riverbank, and Establishment of tourist information centers.

5.3.4. Key Challenges and Potential interventions:

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

- **Hiking trails amidst natural landscape**

Pathways and walkways to be carved out and defined for respective sites.

Develop well-marked nature trails and hiking paths with proper signage and safety features.

Create elevated platforms and viewing areas for tourists to observe local wildlife without disturbing their habitats. Incorporate binoculars or telescopes for enhanced wildlife viewing.



- **Pavilions and shelters** to be developed to facilitate the visitors.

Design designated camping areas with minimal environmental impact, providing facilities for campers while preserving the natural environment.



- **Visitor Centers and Information Hubs:**

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Construct visitor centers at key entry points to provide tourists with information about local attractions, maps, and guided tour options.

Incorporate eco-friendly designs and materials to align with sustainable tourism practices.

Hiking facilitations shops should also be provided near Tilla Jogian and Nandana fort.



- **Signages** to provide information and guidelines for the tourists.



- **Safety and Security Measures:**

Install security cameras, lighting, and emergency contact points to enhance the safety and security of tourists.

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



5.3.5. Other Interventions in Jhelum District

Tourism development in Jhelum District, like many other regions, faces a set of challenges and opportunities. To promote tourism and overcome these challenges, various other potential interventions can be considered:

Table 9: Other interventions in Jhelum District

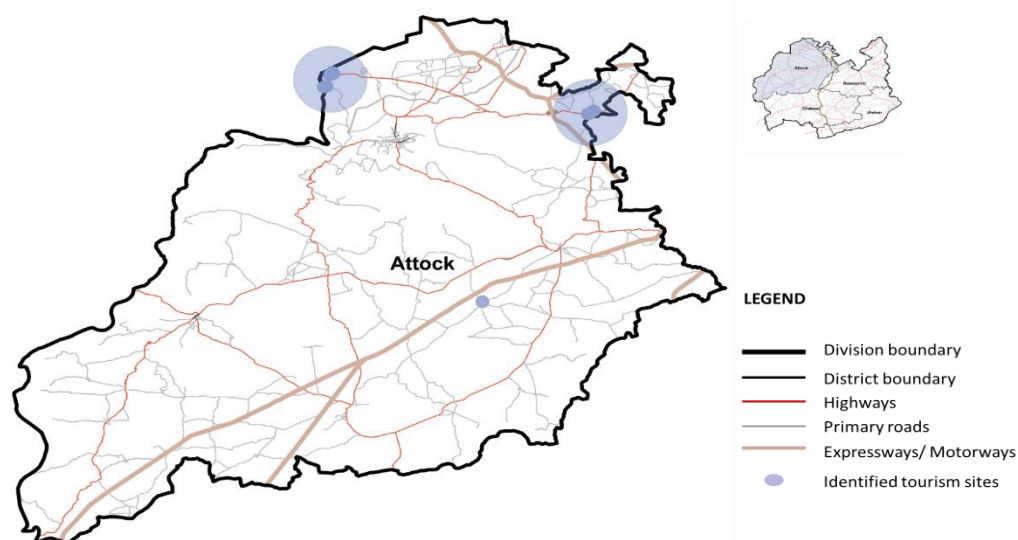
Aspects	Issues and Challenges	Key potential interventions
Site development	Dangerous trekking route and accessibility Via Jeep e.g., Tilla Jogia, Lack of maintenance and rehabilitation of heritage sites e.g., Rohtas Fort, Gurdwara Bhai Karam Singh, Shiva Temple	Conservation and rehabilitation of Gurdwara Bhai Karam Singh, Shiva Temple
Human resource development	Lack of local community participation Lack of tourism guides, site maintenance workers, technical staff, curators etc.	Local Community training and workshops for facilitation of tourism activities
Infrastructure and facilities Development	Poor road access Poor trekking trails. Lack of Tourism facilities <ul style="list-style-type: none"> • Tuck shops 	Upgradation of trekking routes Integrated development of facilities along heritage sites

	<ul style="list-style-type: none"> Public toilets Crafts/Souvenir shops Lack of Health Facilities	with integration of major town areas.
Marketing and promotion	Lack of integrated marketing strategy No theme of destination	Provision of destination themes(image)/ information about heritage/tourism sites. Integration of stakeholders and industry to promote tourism sites.

5.4. Attock District

Attock, rich in history, is primed for tourism. With ancient sites, colonial architecture, and wartime legacies, it offers a diverse historical experience. Preservation and promotion of these gems aim to showcase the city's deep-rooted heritage, attracting history enthusiasts and culture seekers.

The district consists of 6 tehsils: Attock, Fateh Jang, Hazro, Hassan Abdal, Jand and Pindi Gheb.



Map 6: Identified tourism Sites in Attock District

Source: The Urban Unit

The focus lies in creating platforms that showcase and connect these preserved sites, amplifying their cultural significance and promoting tourism in the region. The Attock Heritage Tourism Cluster initiative presents two distinct tourism clusters that celebrate the rich cultural heritage of Attock.

1. Tourism Cluster 1
2. Tourism Cluster 2

Attock District is home to various cultural and religious sites, including shrines, mausoleums, and places of worship, which collectively contribute to its cultural heritage. Preserving and promoting these heritage sites through tourism clusters is crucial to conserving Attock's cultural identity and attracting visitors interested in exploring its rich history.

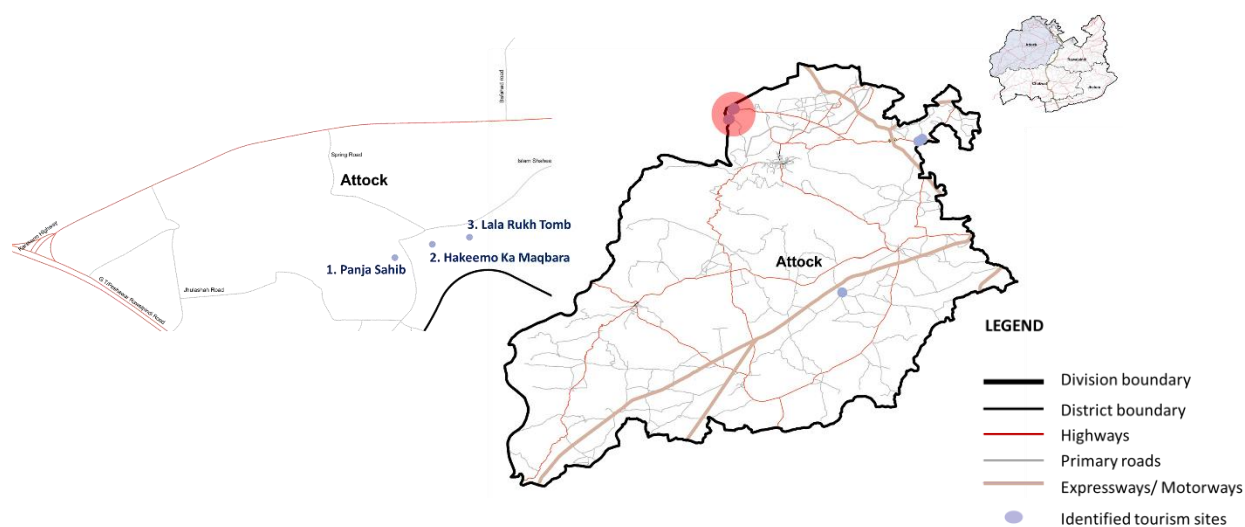
Table 10: Tourism Sites in Attock District

Attock Sites	Latitude	Longitude	Existing Condition	Tourism Potential
Gurdwara Sri Panja Sahib	33°49'14.99"N	72°41'23.20"E	Conserved	Religious Tourism
Lala Rukh Tomb	33°49'17.00"N	72°41'30.52"E	Needs Conservation	Heritage Tourism
Tomb of the Hakims	33°49'16.30"N	72°41'26.87"E	Needs Conservation	Heritage Tourism
Wah Gardens	33°48'4.67"N	72°42'4.34"E	Needs Conservation	Heritage Tourism
Attock Railway bridge	33°52'21.38"N	72°14'12.44"E	Operational/ Needs upgradation	Heritage Tourism

Attock Khurd Railway Station	33°52'24.72"N	72°14'27.40"E	Conserved	Heritage Tourism
Boat Ride Attock Khurd	33°54'2.15"N	72°15'3.89"E	Needs Rehabilitation	Eco-Tourism
Attock Tomb	33°53'53.16"N	72°15'9.95"E	Needs Conservation	Heritage Tourism
Old Temple Attock	33°53'50.46"N	72°15'3.00"E	Needs Conservation	Heritage Tourism
Baradari Attock	33°53'45.30"N	72°14'49.71"E	Needs Conservation	Heritage Tourism
Jamia Masjid Kot fateh Khan	33°27'41.01"N	72°30'30.99"E		Religious Tourism

5.4.1. Hassan Abdal Cluster

The cluster is marked with religious and cultural heritage of the region, attracts tourists and pilgrims interested in exploring the rich cultural heritage, particularly significant for Sikhs due to the presence of Gurdwara Panja Sahib, which is a major pilgrimage site for the Sikh community. Apart from Gurdwara Panja Sahib. It is also characterized by a 16th century Mughal Garden.



Map 7: Tourism Sites in Hassan Abdal Cluster

Source: The Urban Unit

5.4.1.1. Gurdwara Panja Sahib:

Gurdwara Panja Sahib is a significant Sikh religious site located in Hasan Abdal, a town in the Attock District. The name "Panja Sahib" is derived from the Panja, a handprint attributed to Guru Nanak Dev Ji, which is preserved within the Gurdwara. It is said that Guru Nanak pressed his hand into a boulder, leaving an indelible mark.



Figure 100:Gurdwara Panja Sahib

This Gurdwara holds immense religious and historical importance for Sikhs worldwide. Gurdwara Panja Sahib is a major pilgrimage site for Sikhs, especially during festivals and religious gatherings. Devotees from all over the world visit the Gurdwara to pay their respects and seek blessings.

It is a beautiful and well-maintained complex with traditional Sikh architecture. The Gurdwara includes the main prayer hall, the room with the handprint, a pool of holy water, and other facilities for pilgrims and visitors. The handprint on the boulder is preserved in a small chamber, and it is a central point of veneration for Sikh pilgrims. The Gurdwara is managed and maintained by local Sikh and community organizations.

5.4.1.2. Lala Rukh Tomb:

Lala Rukh Tomb, is a historical mausoleum located in Hasan Abdal, traditionally attributed to Princess Lala Rukh, daughter of the Mughal emperor Akbar.



Figure 101: Lala Rukh Tomb

The ambiguity surrounding the identity of the person buried in Lala Rukh Tomb adds an intriguing layer to its historical significance. While it is traditionally

attributed to Princess Lala Rukh, the daughter of Mughal Emperor Akbar, there are conflicting accounts and local beliefs about the actual occupant of the tomb. Some claim it to be the grave of Humayun's daughter, while others attribute it to Jehangir's daughter, who is said to have died during a journey to Kashmir.

Regardless of the identity of the person buried in Lala Rukh Tomb, this place attracts a lot of visitors who find peace and tranquility in the solitude of this place.

The Entrance wall and Garden need immediate conservation and maintenance work respectively.



Figure 102: The wall outside Lalarukh's grave

5.4.1.3. Hakim's tomb

According to local accounts, the tomb is associated with two royal hakims (doctors), Abdul Fateh Gilani and Hamam Gilani, who were brothers and served as royal physicians.

Both Abdul Fateh Gilani and Hamam Gilani were buried in the area on the orders of Mughal Emperor Akbar.

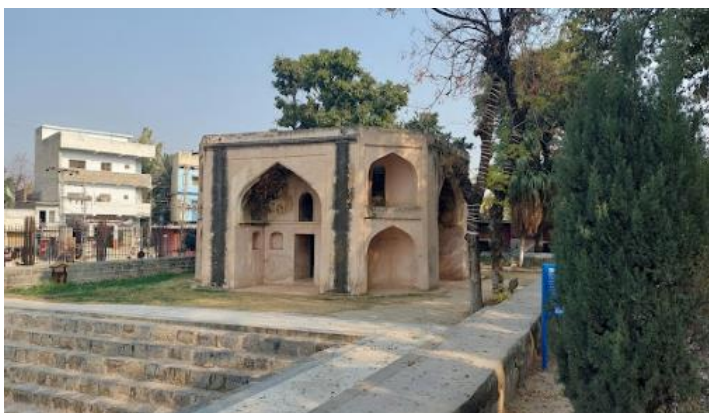


Figure 104: Hakim's tomb



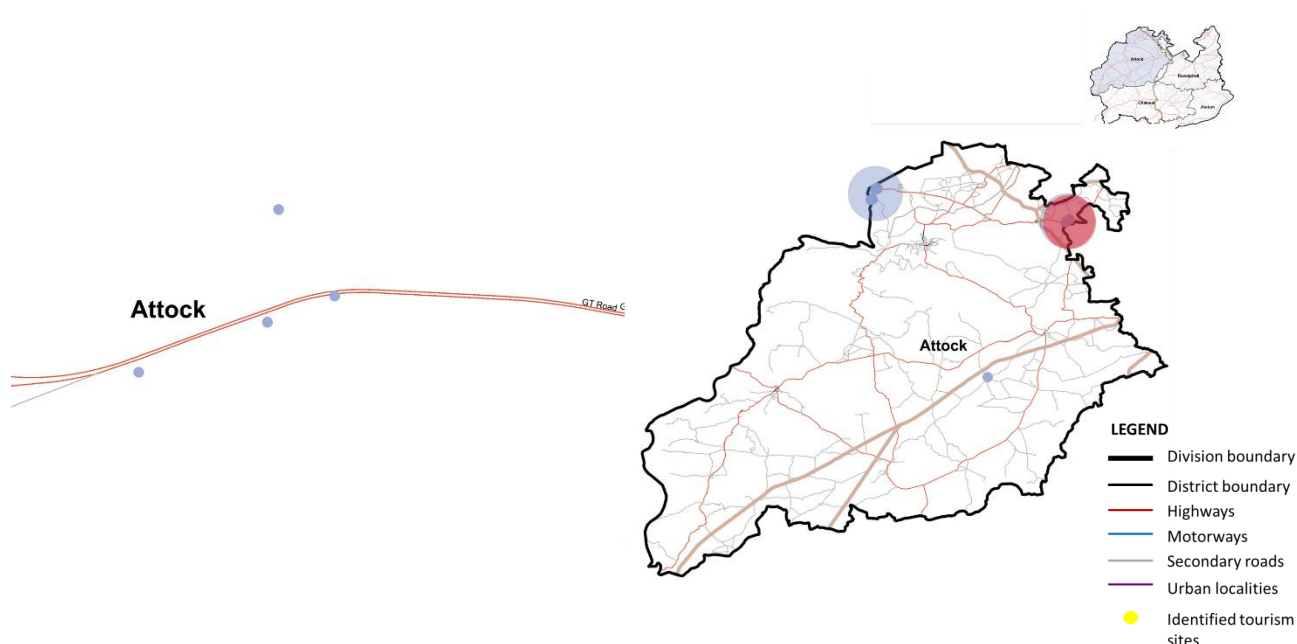
Figure 103: Dilapidated wall of tomb

Hakim's Tomb exhibits Mughal architectural elements and design features. It reflects the architectural influences of the Mughal era.

The tomb is in dilapidated condition and needs conservation measures.

5.4.2. Attock Khurd Cluster:

The cluster is marked to experience the historic gateway of Punjab and Khyber Pakhtunkhwa, amidst the presence of historical sites and scenic beauty of river Indus. The cluster encompasses the fort, the bridge, and their surrounding areas, offering visitors a glimpse into the region's Mughal history.



Map 8: Tourism Sites in Cluster 2

Source: The Urban Unit

5.4.2.1. Attock tomb:

Attock tomb is located on Grand Trunk Road on the way from Peshawar to Lahore in Attock Khurd; Nearby Attock Fort and Attock Bridge. There is no Historical record about the buried person but according to local stories, it is known as Prostitutes tomb.



Figure 105: Attock tomb:

The unique architectural features of the Attock Tomb, characterized by its square plinth and multiple stories, set it apart from many other Mughal monuments, which often have octagonal or other geometric bases.



Figure 106: Crack and algae growth on plaster

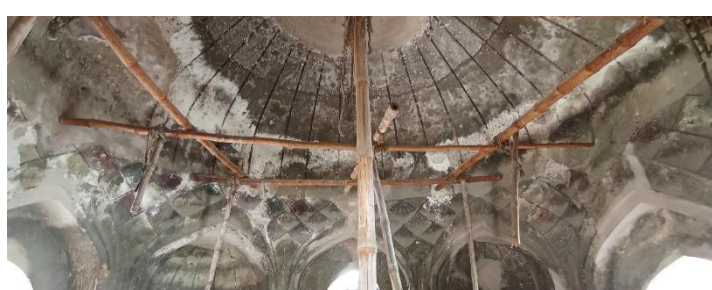


Figure 107: Seepage inside tomb

The tomb is protected under antiquities act; requires conservation work and surrounding landscape improvement.

5.4.2.2. Baradari Attock

Bahram ki Baradari holds historical importance as a structure built during the chieftaincy of Bahram Khan, likely in the late 17th century. Its location on the G.T. Road makes it accessible to travelers and visitors.



Figure 108:Baradari Attock

The original purpose of Bahram ki Baradari remains a subject of historical inquiry. It may have served various functions, including as a rest area for travelers, a place for gatherings, or a recreational spot.



Figure 109: Dilapidated condition



Figure 110; lack of maintenance and poor accessibility

The architectural style of Bahram ki Baradari is consistent with the period's design elements, which often included the use of red sandstone and ornate decoration.

Bahram ki Baradari, with its historical significance and architectural beauty, adds to the cultural and historical landscape of the Attock region. Efforts should be made to preserve and maintain Bahram ki Baradari to protect its historical, social and architectural value.

5.4.2.3. Old Temple Attock:

The abandoned temple in Attock whispers of bygone spiritual practices and cultural diversity, hinting at the town's rich historical tapestry.

It's a temple constructed by Bahram Khan Khattak who was son of Khushal Khan Khattak for a lady during late 17th Century,



Figure 111: Old Temple Attock

The temple is in dilapidated condition and needs immediate conservation measures.

5.4.3. Other Tourism Sites

5.4.3.1. Attock Railway Bridge:

The Attock Railway Bridge spans the Indus River and connects the districts of Attock on the eastern bank and Nowshera on the western bank.

It is situated on the Grand Trunk Road (G.T. Road), a major transportation route in Pakistan. It was originally constructed during the British colonial period in the late 19th century. The Attock Railway Bridge is not only a practical infrastructure but also a cultural and historical landmark in the region. It represents the engineering achievements of the British colonial period and has witnessed significant historical events.



Figure 112: Attock Railway Bridge:



Figure 113: Panoramic Views of River Indus

Viewpoints and Viewing Platforms, Information Centers, Riverfront Walks and Picnic Areas, Parking facilities should be provided to enhance the tourism experience.

By enhancing the tourism facilities and amenities around the Attock Railway Bridge, the site can become a more attractive destination for tourists, history enthusiasts, and nature lovers, contributing to the local tourism industry

5.4.3.2. Attock Railway Station:

The Attock Khurd Railway Station was originally built around 1885 during the British colonial rule in the Indian subcontinent. It served as an integral part of the railway network established by the British to facilitate transportation and trade in the region.

The Attock Khurd Railway Station underwent renovation and was subsequently declared a tourist resort.



Figure 114: Attock Railway Station

The station's proximity to the Old Attock Bridge, the Indus River, and the surrounding natural beauty likely contributes to its tourism potential.

5.4.3.3. Wah Gardens

Wah Gardens has a rich historical background dating back to the Mughal era. It was originally laid out as a Mughal Garden during the reign of Emperor Akbar in the 16th century. The garden complex was later extended and renovated during the British colonial period



Figure 115: Wah Gardens

The garden features traditional Mughal-style architecture, including terraced levels, flowing water channels, fountains, and pavilions. The use of geometric patterns, lush greenery, and water elements is typical of Mughal garden design.



Figure 116: Wah Gardens

Wah Gardens is a popular tourist attraction in the region, drawing visitors interested in history, architecture, and natural beauty. The garden occasionally hosts cultural events, including festivals, exhibitions, and performances, attracting both local and foreign visitors.

5.4.3.4. Jamia Mosque Kot Fateh Khan

The Jamia Mosque of Kot Fateh Khan has a rich history and architectural evolution. Initially built as a small structure by Muhammad Khan, it underwent significant changes over the years. Sardar Fateh Khan reconstructed and expanded the mosque in the 19th century, with the assistance of skilled masons from Attock Khurd, known for their craftsmanship. These masons introduced innovative architectural elements, including porticoes, engraved facades, and decorative features.



Figure 117: Jamia Mosque

Local masons also played a role in the mosque's construction, contributing to its completion and adding artistic touches like painted walls. In the 1930s, Sardar Muhammad Nawaz Khan, son of Sardar Muhammad Ali Khan, further expanded and extended the mosque, giving it its current

form. The mosque's history and architectural development showcase the influence of skilled craftsmen and local artisans, creating a culturally and historically significant landmark in Kot Fateh Khan.

5.4.3.5. Boat Ride Attock Khurd

A boat ride in Attock Khurd offers a unique and tranquil experience for tourists visiting this region in Pakistan. Here, visitors can enjoy a leisurely boat ride on the picturesque waters, surrounded by scenic landscapes and natural beauty. Whether it's a peaceful ride along the riverbanks or a more adventurous journey exploring the waterways, a boat ride in Attock Khurd provides an opportunity to connect with nature and savor the serenity of the area.



Figure 118: Boat Ride Attock Khurd

To enhance the overall experience of a boat ride in Attock Khurd, architectural upgrades and improvements can be considered. Such as Boat Docks and Facilities, Shaded Areas, implementation of lighting along the riverbank, and Establishment of tourist information centers

5.4.4. Key Challenges and Potential interventions in Attock District:

Addressing tourism challenges and implementing architectural interventions in Attock can boost the city's tourism potential and provide a better experience for visitors.

- **Boat ramps and facilities** to be upgraded near the river in Attock.

Create recreational spaces, including parks, picnic areas, and viewpoints, at scenic spots to enhance the overall tourism experience.



- **Adequate landscaping alongside heritage sites**

Restore and conserve historical and cultural sites, enhancing their accessibility and attractiveness to tourists. Create visitor-friendly paths and signage.



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



- **illumination**

Night illumination to be provided at historic sites to enhance safety and security.



- **Rest areas/lodges** for the travelers.

Build eco-friendly accommodations, campsites, and facilities near natural attractions to encourage sustainable tourism.



5.4.5. Other interventions in Attock District:

Aspects	Issues and Challenges	Key potential interventions
Site development	Lack of maintenance and Conservation of heritage sites e.g., Attock Tomb, Old Temple Attock Khurd . Wah Gardens Dangerous route and accessibility of Baradari	Conservation and rehabilitation of Attock Tomb Baradari Old Temple Attock Khurd
Human resource development	Lack of local community participation Lack of tourism guides, site maintenance workers, technical staff, curators etc.	Local Community training and workshops for facilitation of tourism activities
Infrastructure and facilities Development	Lack of Tourism facilities <ul style="list-style-type: none"> • Tuck shops • Public toilets • Crafts/Souvenir shops • visitor information centers. Lack of Health Facilities	Integrated development of facilities along heritage sites with integration of major town areas.
Marketing and promotion	Lack of integrated marketing strategy No theme of destination	Provision of destination themes(image)/ information about heritage/tourism sites. Integration of stakeholders and industry to promote tourism sites.

5.5. Tourism Strategy for Rawalpindi 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 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.

Rawalpindi 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 Rawalpindi 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:

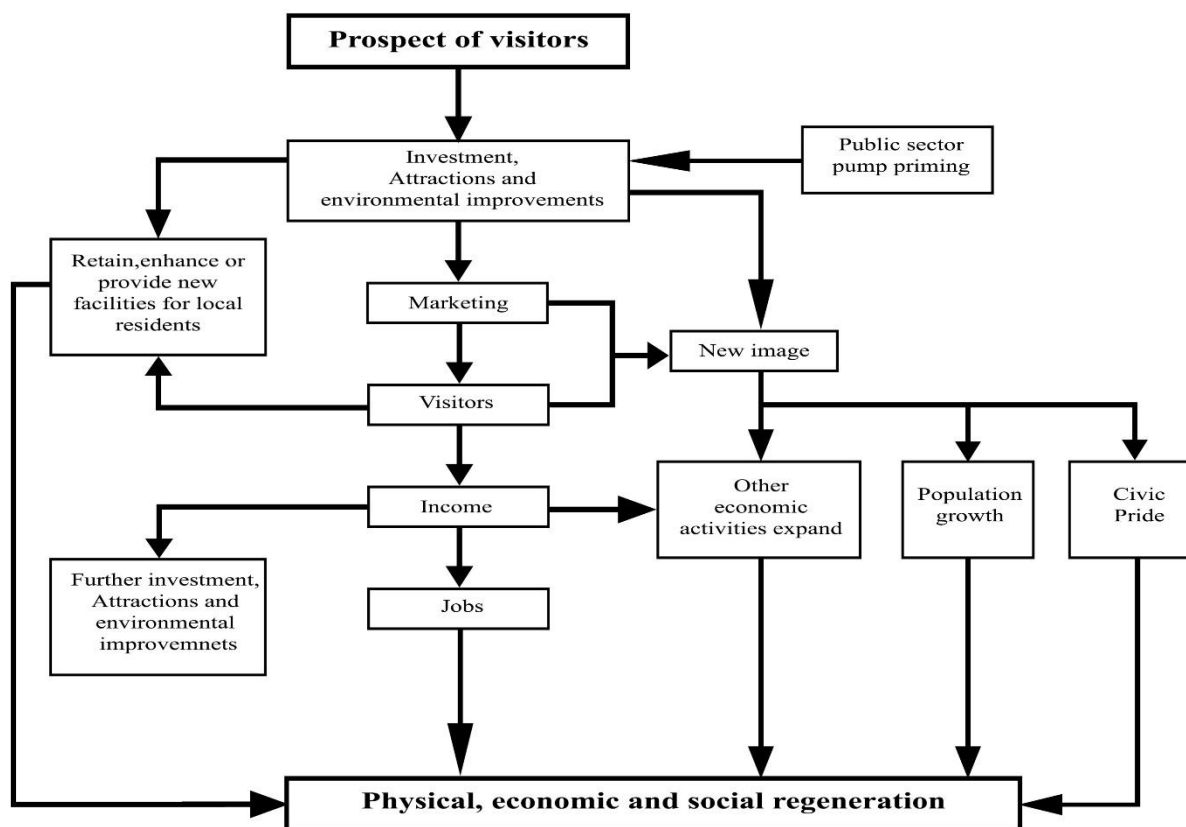


Figure 119: Flow chart for the physical, social and economic regeneration

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 Rawalpindi Division.
- Launch targeted marketing campaigns both domestically and internationally to change the negative perception and promote Rawalpindi 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 Rawalpindi 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 Rawalpindi 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 Rawalpindi 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 Rawalpindi 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.
- Collaborate with academic institutions and research organizations to conduct studies on the economic, social, and environmental impacts of tourism in Rawalpindi 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 Rawalpindi Division.

By implementing this comprehensive tourism strategy, Rawalpindi 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.