

# TOURISM

## Regional Development Plan of D.G Khan Division



**The Urban Unit**

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



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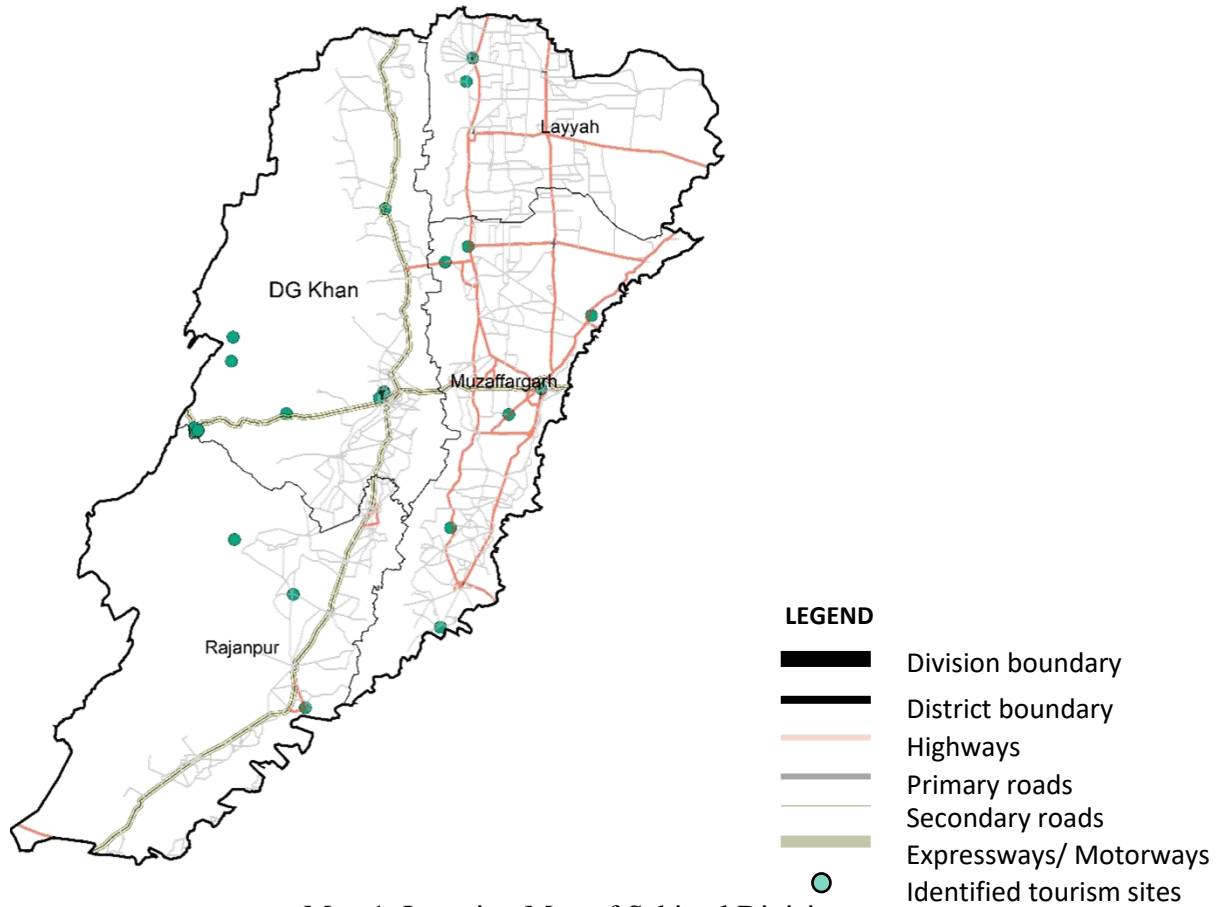
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## SECTION 1: OVERVIEW

### 1.1. Study Area



Map 1: Location Map of Sahiwal Division

Source: The Urban Unit

The area for the Dera Ghazi Khan Regional Plan comprises of the entire Dera Ghazi Khan Division, which includes four districts i.e., Dera Ghazi Khan district, Muzaffargarh district, Rajanpur and Layyah district. The division is connected to the other important regions of the country through a well-defined road network.

### 1.2. Objectives

The essential objectives of the Tourism plan for Dera Ghazi Khan Region are mentioned below:

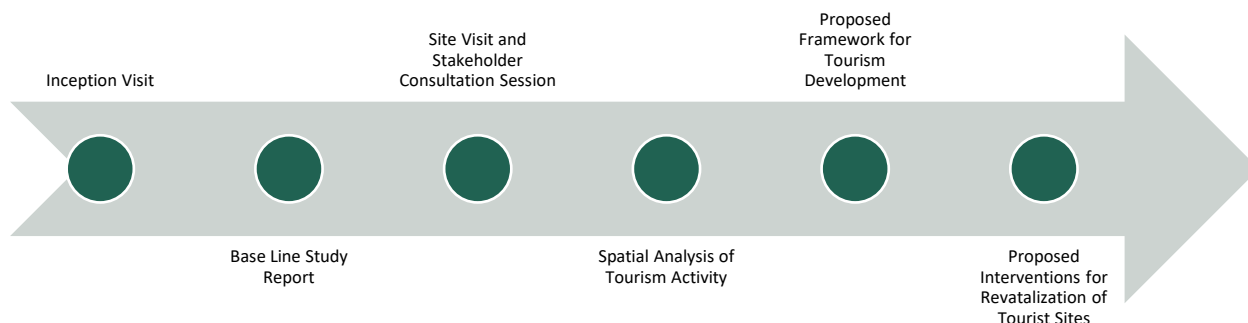
- To preserve the cultural and heritage sites in the region.
- To boost tourism in the region by utilizing tourism potential of relevant sites in the region.
- To develop a strategy and a framework for formulating goals for promoting tourism.

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

## SECTION 2: METHODOLOGY

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



**Figure 1: Methodology for Development of Tourism Sector Report**

Source: The Urban Unit

### 2.1. Inception Visit

To understand the key features of the region, inception visits were made by Dera Ghazi Khan. 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 Dera Ghazi Khan region. This consisted of situational assessment surveys that have been conducted to collect detailed information on the existing condition of tourist sites, and their future potential.

### 2.3. Site Visits and Stakeholder Consultation Session

Consultation with major stakeholders is essential for carrying out regional planning. The stakeholders are better cognizant of their indigenous problems. It is imperative in the planning process to ensure their intelligent participation so that the real situation of each tourist site is being

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identified and addressed through the plan's development initiatives. There are numerous stakeholders whose plans, aspirations, views, and data sets can contribute to informed decision-making with respect to Tourism Planning. Therefore, the Urban Planning and Architecture team conducted meetings /sessions with the stakeholders in all three districts of the Sahiwal region. The sessions included official meetings with the Deputy Director (Architecture) Dera Ghazi Khan Division, Officers of Municipal Committee in the respective districts, Auqa'af department regional officers.



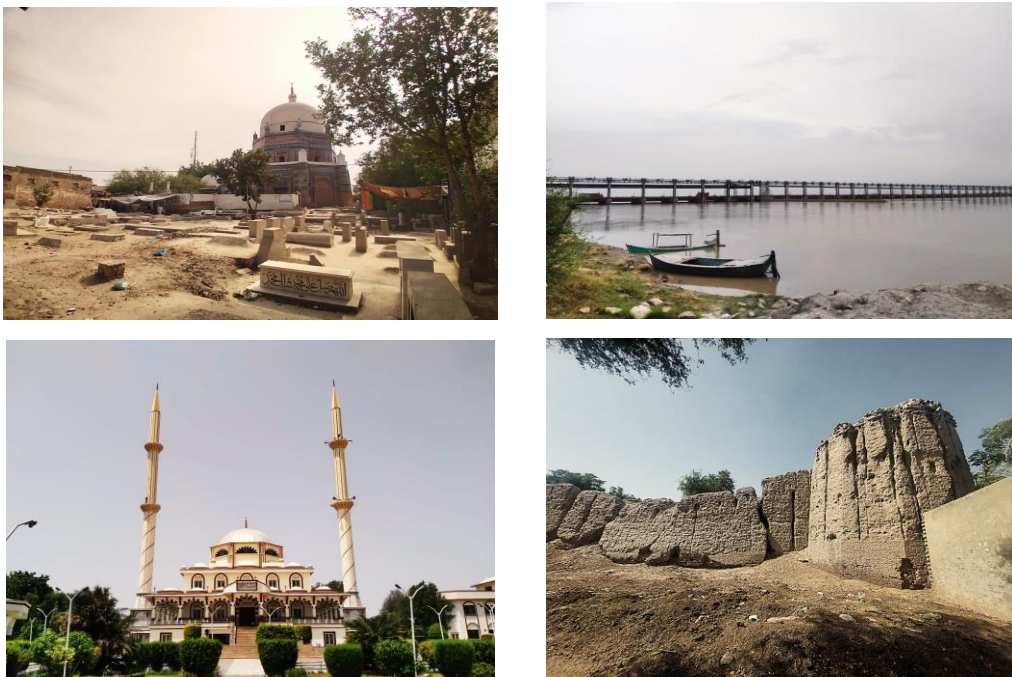
**Figure 2: Stakeholder Consultative Sessions at Dera Ghazi Khan Division**

Source: The Urban Unit

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



**Figure 3: Tourism Potential sites in Dera Ghazi Khan District**



**Figure 4: Tourism Potential sites in Muzaffargarh District**



**Figure 5: Tourism Potential sites in Rajanpur District**



**Figure 6: Tourism Potential sites in Layyah District**

#### **2.4. Spatial Analysis of Tourism Activity**

Spatial analysis of the tourism activity in the region has also been carried out to develop a detailed inventory of tourism assets, by using Geographical Information System (GIS) and Remote Sensing techniques. This analysis provided important insights about the potential tourism sites in the region which will be helpful in developing focused and targeted interventions in the region.

#### **2.5. Proposed Framework for Tourism Development**

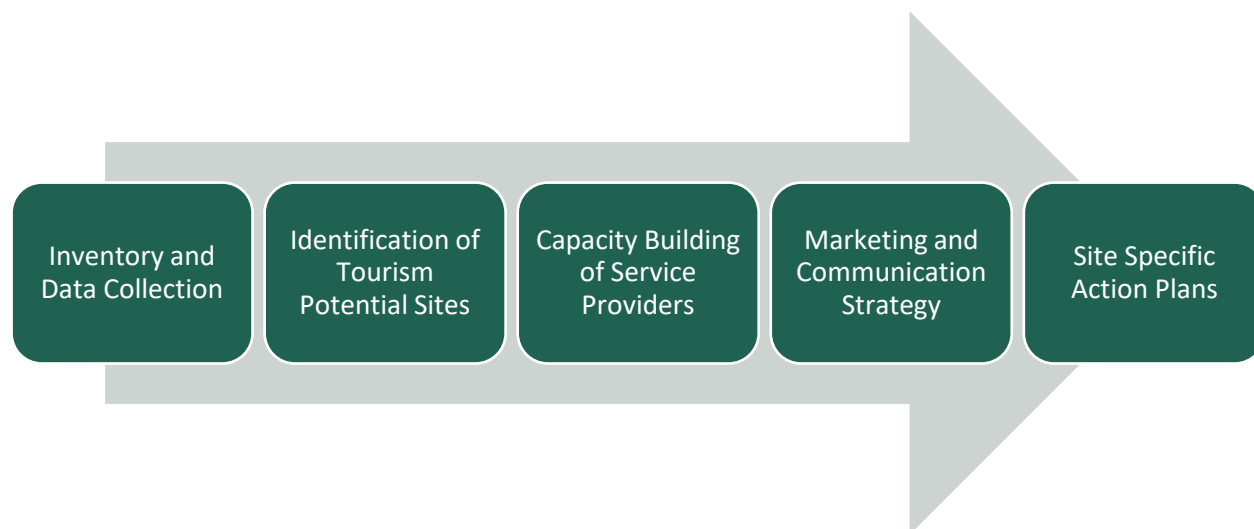
After conducting thorough study and stakeholder consultation session in the region, a framework has been proposed for promoting tourism in the region. Development of long-term policy framework to address current institutional and structural gaps and challenges.

## **2.6. Proposed Interventions for Tourist Sites**

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

## SECTION 3: FRAMEWORK

A holistic and forward-looking framework is needed to serve as a guideline for long term development and capacity building of the tourism sector in in Dera Ghazi Khan. 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 in Dera Ghazi Khan.

### 3.2. Identification of Tourism Potential Sites

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

### 3.3. Capacity Building of Service Providers

Capacity building of tourism service providers can enable them to improve the provision of services to potential tourists. Pertinently, the capacity building of the important entities such as

hotels and local businesses can ensure improvement in the required services to the potential tourists. Thereby, hoteling, food, and recreational services will be improved as a result. In turn, the tourism services reputation of the region will thrive which will lead to sustainable development of tourism.

### **3.4. Marketing and Communication Strategy**

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

### **3.5. Site-Specific Action Plans**

The tourism sites in the in Dera Ghazi Khan 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 DERA GHAZI KHAN

### 4.1. Context – Tourism in Pakistan

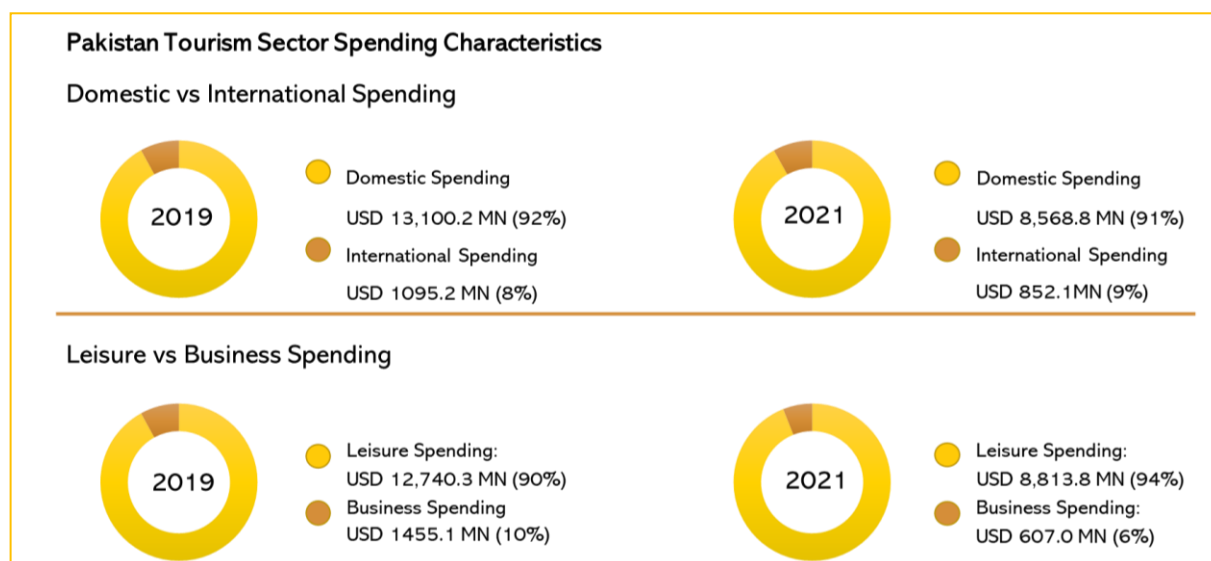
The Pakistani government has increased the emphasis on the potential of the tourism sector in recent years. Due to the pandemic in 2020, the tourism sector has been affected. The overall budget for the tourism sector was also reduced. Subsequently, the overall international spending in 2020 also decreased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

**Table 1: Pakistan Travel & Tourism Data**

Pakistan Travel and Tourism Data		
2019	2020	2021
<b><i>Total contribution of Travel &amp; Tourism to GDP</i></b>		
<b>5.8% of Total Economy</b> <b>PKR 3,051.4 BN (USD</b> <b>18,727.7 MN</b>	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%
<b><i>Total contribution of Travel &amp; Tourism to Employment</i></b>		
<b>3.89 MN</b> <b>6.1% of Total Jobs</b>	3.36 MN 5.2% of Total Jobs Change: -13.7%	3.34 MN 5.1% of Total Jobs Change: -0.5%
<b><i>Visitor Spend</i></b>		

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

<b>International</b> <b>PKR 178.5 BN</b> <b>3.6% of Total Exports</b> <b>(USD1,095.2 MN)</b>	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%
<b><i>Total contribution of Travel &amp; Tourism to Employment</i></b>		
<b>Domestic</b> <b>PKR 2,134.5 BN</b> <b>(USD13,100.2 MN)</b>	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%



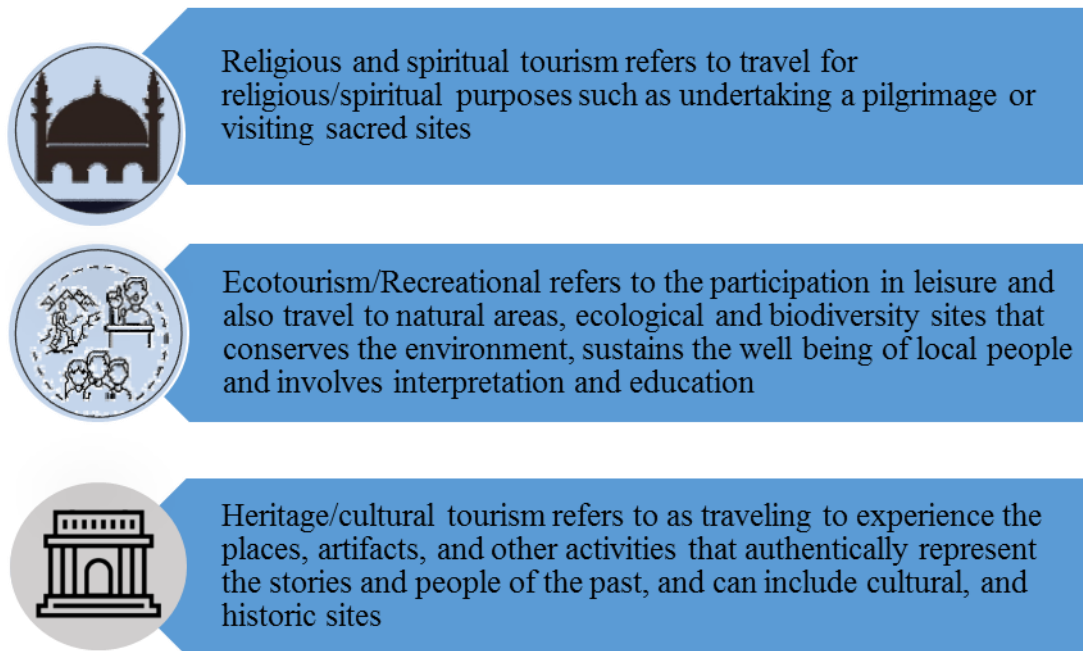
**Figure 9:** Tourism Sector Spending Characteristics

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

#### 4.2. Inventory of Tourist Sites in Dera Ghazi Khan Division

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

The journey through Dera Ghazi Khan 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 in Dera Ghazi Khan Division**

Dera Ghazi Khan Division, encompassing Dera Ghazi Khan, Muzaffargarh, Rajanpur and Layyah districts, attracts a diverse range of tourists due to its wealth of historical and cultural attractions. Notable landmarks include Tomb of ghazi khan The Tomb and mosque of Tahir Khan Nahar,

Shrine of Khawaja Farid, and Fort Munro Hill station offer insights into the area's architectural and historical significance.

The region is also home to diverse religious sites, including Shrines and mosques, drawing pilgrims and spiritual tourists. Vibrant cultural events and local festivals provide opportunities for tourists to immerse themselves in the region's cultural vibrancy.

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

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

Dera Ghazi Khan 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 parks to serene reservoirs, immerse yourself in the tranquility and serenity of the following recreational sites.

**Table 2: Potential tourism sites in Dera Ghazi Khan division**

District	Site	Category
<b>Dera Ghazi Khan</b>	Darbar Hazrat Khawaja Shah Sulaiman, Taunsa	Heritage & Religious Tourism
	Darbar Hazrat Sakhi Sarwar, Sakhi Sarwar	Heritage & Religious Tourism
	Tomb of Ghazi Khan	Heritage & Religious Tourism
	Ghazanfargarh Fort, Lohar Wala	Heritage & Religious Tourism
	Yakhbai Hill Station Koh-e-Suleman, Khandor	Recreational Site
	Mubarki Top, Khandor	Recreational Site

	Kashmir Park	Recreational Site
	D.G. Khan Zoo	Recreational Site
	Damas Lake, Fort Monroe	Recreational Site
	Tareemoon Lake	Recreational Site
	Khar Lake	Recreational Site
<b>Muzaffargarh District</b>	Shrine of Hazrat Sakhi Din Panah	Heritage & Religious Tourism
	The Tomb of Sheikh Sadan Shaheed (1275 AD)	Heritage & Religious Tourism
	Jamia Masjid Shahi, Seetpur	Heritage & Religious Tourism
	The Tomb of Tahir Khan Nahar, Seetpur	Heritage & Religious Tourism
	Jamia Masjid Sakeena-Tus-Sughra Jatoi	Heritage & Religious Tourism
	Fort of Mahmood Kott, Muzaffargarh	Heritage & Religious Tourism
	Fayyaz Park, Muzaffargarh	Recreational Site
	Taunsa Barrage	Recreational Site
<b>Rajanpur District</b>	Shrine of Khawaja Farid (Building complex), Kott Mithan	Heritage & Religious Tourism
	Darbar Hazrat Khawaja Noor Muhammad, Hajipur	Heritage & Religious Tourism
	Harrand fort (1206 - 1526 CE) `	Heritage Tourism
	Marri Hill Station	Recreational Site
<b>Layyah District</b>	Darbar Hazrat Lal Eason	Heritage & Religious Tourism
	Darbar Ali Rajan Shah	Heritage & Religious Tourism

	Khawaja Ghulam Hassan Sewag Shareef	Heritage & Religious Tourism
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#### **4.4. Key challenges faced by the tourism industry in Dera Ghazi Khan Division**

##### **1- Insufficient Government Priority:**

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

##### **2- Fragmented Coordination:**

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

##### **3- Lack of Uniform Provincial Policies:**

After the devolution of powers to provinces, each province, including Dera Ghazi Khan 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 Dera Ghazi Khan Division.

##### **5- Inadequate Enforcement of Standards and Certifications:**

The enforcement of standards and certifications for hotels, tourist guides, travel agencies, and other tourism services in Sahiwal Division's is insufficient. Improved enforcement mechanisms,

collaboration between relevant departments, and a focus on maintaining quality are essential for enhancing the visitor experience.

#### **6- Limited Marketing and Promotion:**

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

#### **7- Underutilized International Platforms:**

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

#### **8- Infrastructure challenges:**

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

##### **4.4.1. Key challenges faced by the tourism industry in Dera Ghazi Khan District**

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

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

Safety and security concerns, stemming from political instability and inefficient law enforcement, further deter visitors. Cultural sensitivities and environmental degradation also affect the overall

tourist experience. Additionally, inefficient policy implementation and a lack of government investment impede the growth of the tourism sector. Addressing these multifaceted challenges requires collaborative efforts from government, private sector stakeholders, and local communities to unlock Dera Ghazi Khan District's tourism potential in a sustainable manner.

#### **4.4.2. Key challenges faced by the tourism industry in Muzaffargarh District**

The tourism industry in Muzaffargarh District faces several significant challenges that limit its potential. Poor infrastructure, including inadequate road networks, scarce quality accommodation, and limited public transport, hampers accessibility and mobility for tourists. Safety and security concerns, due to inconsistent law and order, further deter visitors. Additionally, there is limited promotion and marketing of the district's tourist attractions, resulting in low awareness among potential tourists. Environmental issues and cultural sensitivities also impact the tourist experience. The dilapidation of heritage sites due to neglect and lack of maintenance further diminishes the district's appeal. Furthermore, insufficient government support and investment, along with a lack of trained professionals in the tourism sector, impede the development of the industry. Addressing these challenges requires a multifaceted approach involving infrastructure improvements, enhanced security measures, effective marketing strategies, heritage site conservation, and increased government and community support.

#### **4.4.3. Key challenges faced by the tourism industry in Rajanpur District**

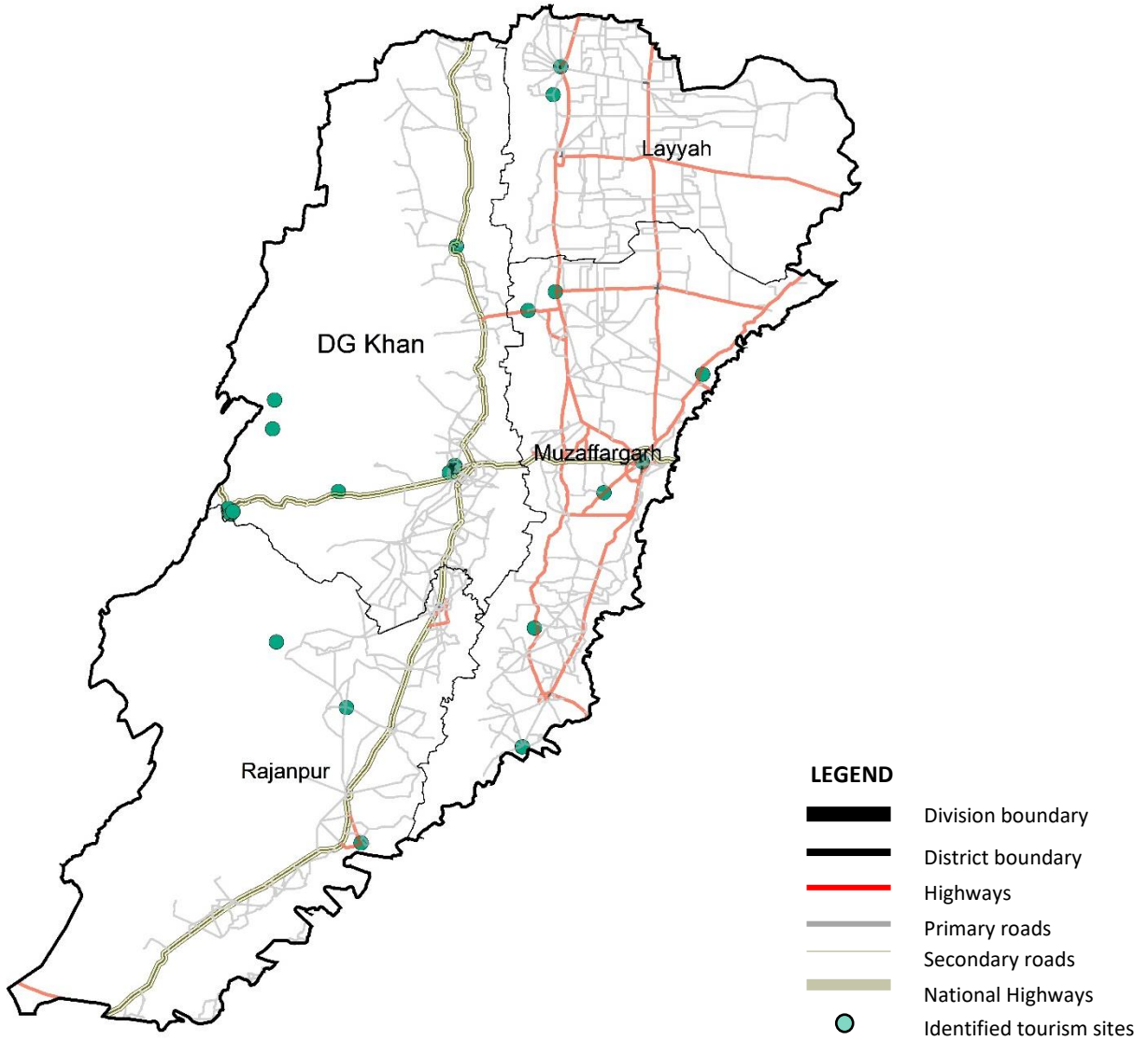
The tourism industry in Rajanpur District faces several significant challenges that limit its growth and potential. Poor infrastructure, including underdeveloped road networks, scarce quality accommodation, and inadequate public transport, hamper accessibility and mobility for tourists. Safety and security concerns, due to inconsistent law enforcement and occasional unrest, further deter visitors. Additionally, there is a lack of promotion and marketing, resulting in low awareness of the district's tourism potential both domestically and internationally. Environmental issues and cultural sensitivities also impact the tourist experience. One notable opportunity to uplift the tourism industry is the development of Marri, a neglected recreational space with significant potential. By investing in Marri and promoting it as a key tourist site besides the shrine of Khawaja Farid, Rajanpur can enhance its tourism attractions. A comprehensive approach that includes infrastructure improvements, enhanced security measures, effective marketing strategies, and

increased government and community support is essential for realizing this potential and boosting tourism in the region.

#### **4.4.4. Key challenges faced by the tourism industry in Layyah District**

The tourism industry in Layyah District faces several key challenges that hinder its growth and development. Lack of infrastructure, including inadequate road networks, poor public transport facilities, and insufficient accommodation options for tourists. Additionally, the district suffers from limited promotion and marketing of its historical and cultural sites, resulting in low awareness among potential visitors. The preservation of heritage sites is another significant issue, with many landmarks suffering from neglect and decay due to lack of proper maintenance. Security concerns also play a role, as tourists often perceive the region as unstable. Finally, there is a need for better coordination among government bodies and local stakeholders to develop comprehensive tourism policies and initiatives that can attract and retain tourists, boost the local economy, and preserve the district's cultural heritage.

## SECTION 5: PROPOSED INTERVENTIONS IN IN DERA GHAZI KHAN DIVISION



**Map 2: Tourism Sites in in Dera Ghazi Khan Division**

Source: The Urban Unit

5.1. Dera Ghazi Khan

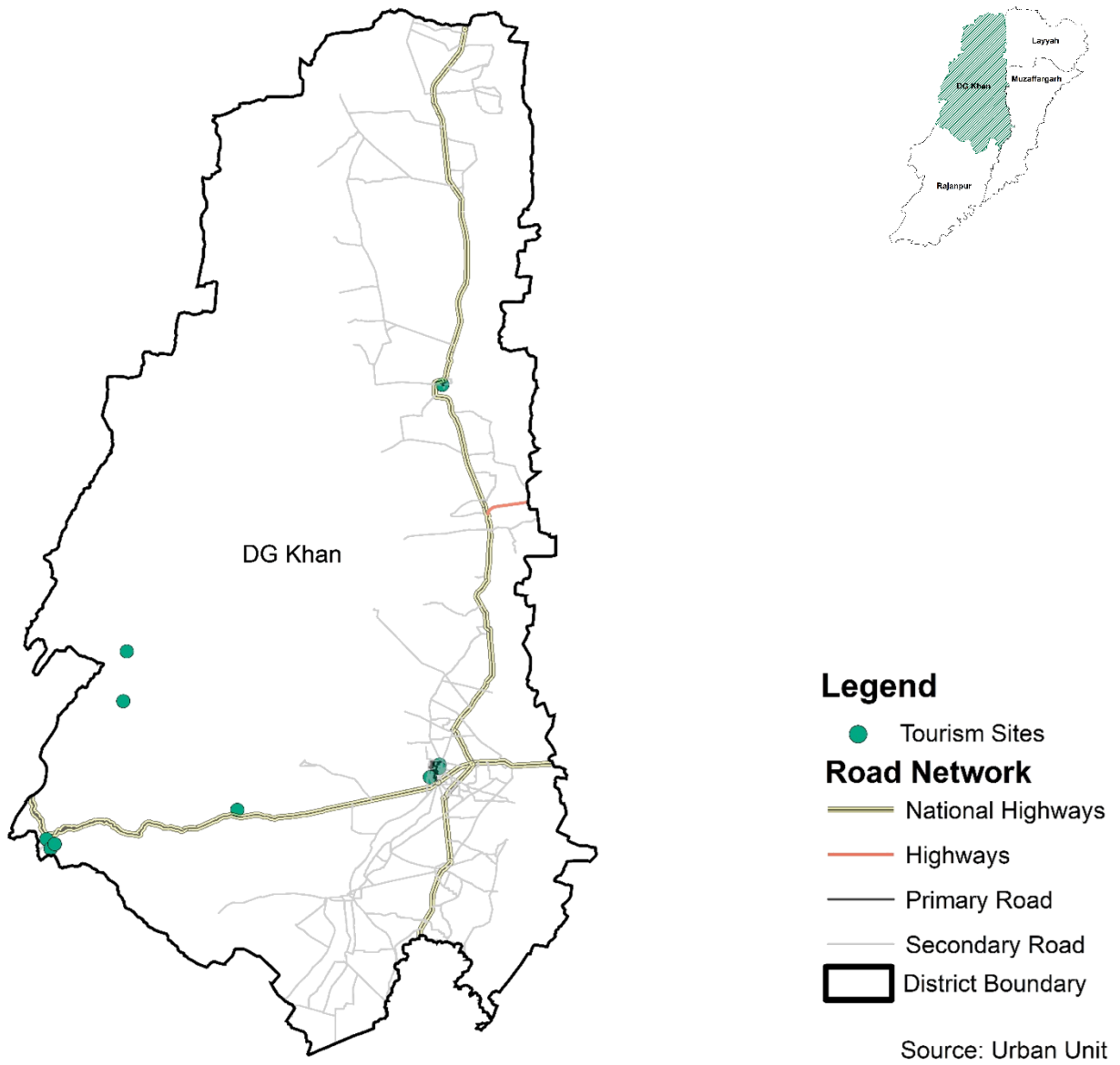


Figure 11: Tourism Sites of in Dera Ghazi Khan District

Source: The Urban Unit

Dera Ghazi Khan, founded in 15th Century by the powerful Baloch chieftain Haji Khan Mirani, was named in honor of his son, Ghazi Khan. This city is rich in historical, religious, and tourist attractions, drawing visitors with its diverse offerings. Among the most renowned sites are Fort Munro, a picturesque hill station providing a refreshing escape and breathtaking views, Sakhi Sarwar, and Shrine of Khawaja Farid, among other revered religious sites attracting visitors from across the region. Nestled between the left bank of the Indus River and the towering 10,000-foot high Koh-e-Suleman mountains on the right, D.G. Khan boasts a unique geographical setting. The combination of its historical significance, cultural richness, and natural beauty makes Dera Ghazi Khan a compelling destination for tourists seeking both adventure and a connection with Pakistan's heritage.

**Table 3: Tourism Potential Sites Identified in Dera Ghazi Khan District**

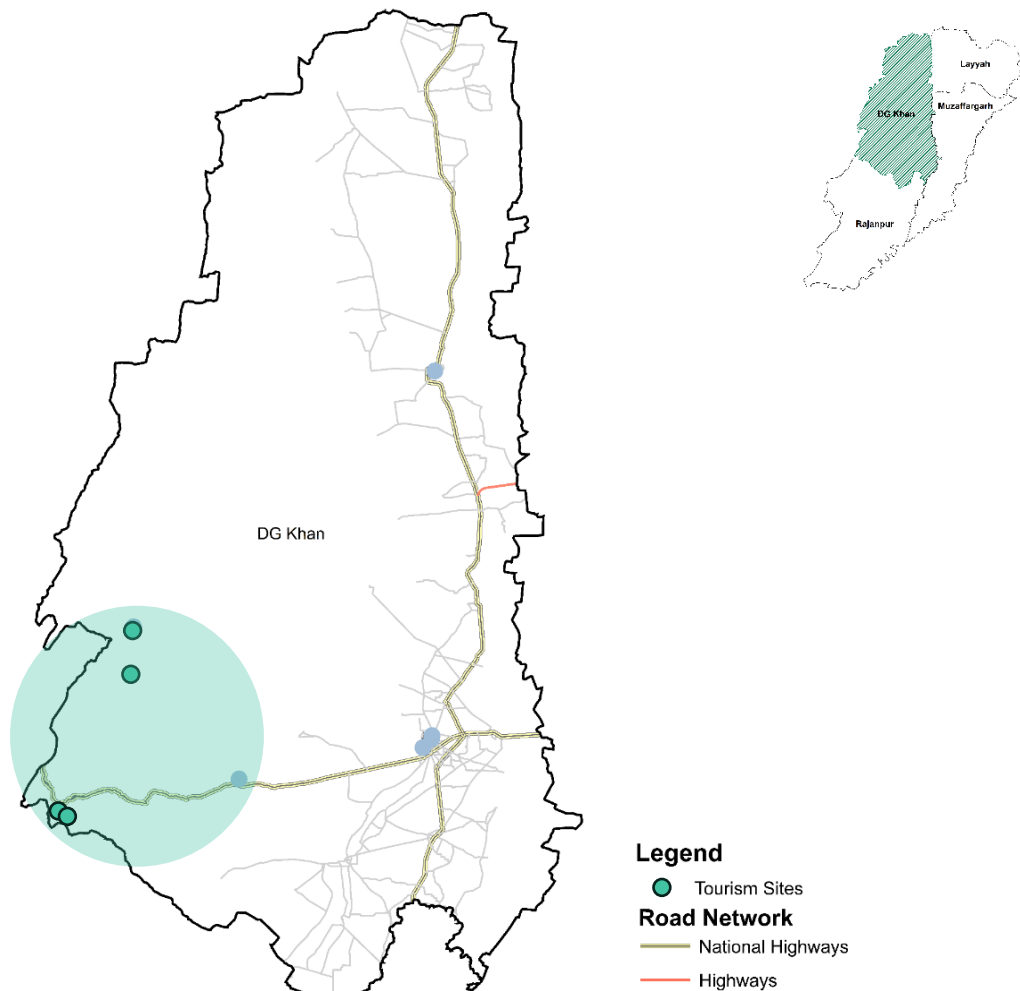
Site	Category	Existing Condition	Location Coordinates
<b>Darbar Hazrat Khawaja Shah Sulaiman, Taunsa</b>	Heritage & Religious Tourism		30.253527396369456, 70.11571214636514
<b>Darbar Hazrat Sakhi Sarwar, Sakhi Sarwar</b>	Heritage & Religious Tourism	Needs conservation	29.98634846746442, 70.30204100839099
<b>Tomb of Ghazi Khan</b>	Heritage & Religious Tourism	Needs conservation	30.062590141983705, 70.6427367867934
<b>Yakhbai Hill Station Koh-e-Suleman, Khandor</b>	Recreational Site	Needs Upgradation	30.169523785734107, 70.10978144787316
<b>Mubarki Top, Khandor</b>	Recreational Site	Needs Upgradation	30.253527396369456, 70.11571214636514
<b>Kashmir Park</b>	Recreational Site	Needs Upgradation	30.056780663376077, 70.64215938908896

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<b>D.G. Khan Zoo</b>	Recreational Site	Needs Upgradation	30.041514623104018, 70.6267335017331
<b>Damas Lake, Fort Monroe</b>	Recreational Site	Needs Rehabilitation	29.92909158912965, 69.99408166292237
<b>Tareemoon Lake</b>	Recreational Site	Needs Rehabilitation	29.920832993528293, 69.98799207883359
<b>Khar Jheel</b>	Recreational Site	Needs Rehabilitation	29.937280529399057, 69.98063566802668

**2.1.4 Eco-tourism Zone- Koh-e-Sulaiman**

The "Eco-tourism Zone" at Koh-e-Suleiman is an innovative proposal to the Digi khan District, designed to enhance visitors' understanding and experience of this natural splendor. This Zone is developed to experience the natural splendor of the Koh-e-Sulaiman mountains with unique landscape. It focuses on attracting those tourists who are enthusiastic about natural environment. These may include adventure seekers, foreign tourists, and youngsters. The Interactive Zone may include features such as:



**Map 3: Ecotourism Zone Map**

Source: The Urban Unit

- 1. Trekking and Hiking:** The mountainous terrain provides excellent opportunities for trekking and hiking, attracting adventure enthusiasts

2. **Wildlife observations:** The region is home to diverse flora and fauna, making it an ideal spot for wildlife observation and bird watching.
3. **Adventure Activities:** Activities such as rock climbing, paragliding, and mountain biking, all conducted in an environmentally responsible manner.

Overall, the Ecotourism zone offers exemplary destinations for visitors to connect with the diverse natural and cultural heritage of the region.

**Table 4: Eco-tourism Zone Characteristics**

Key Tourism sites	Other tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> <li>• <i>Darbar Hazrat Sakhi Sarwar</i></li> <li>• <i>Yakhbai Hill Station Koh-e-Suleman, Khandor</i></li> <li>• <i>Mubarki Top, Khandor</i></li> <li>• <i>Damas Lake, Fort Monroe</i></li> <li>• <i>Tareemoon Lake</i></li> <li>• <i>Khar Jheel</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Kashmir Park</i></li> <li>• <i>Baloch cultural museum</i></li> <li>• <i>Trimmu Waterfall</i></li> <li>• <i>Madar E Millat Fatimah Jinnah Park</i></li> <li>• <i>Fort Munro Steel Bridge</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Intercultural immersion</i></li> <li>• <i>Photography</i></li> <li>• <i>Sightseeing</i></li> <li>• <i>Recreation (picnic, boating)</i></li> <li>• <i>Interactive exhibits</i></li> <li>• <i>Boating</i></li> </ul>	<p><i>Via N70 Road</i></p> <p><i>Via Fort Monroe Road</i></p>
Tourism Facilities		Demographic Segment	

<ul style="list-style-type: none"> <li>• <i>TDCP guided tours.</i></li> <li>• <i>Hotels</i></li> <li>• <i>D.G khan Arts Council</i></li> <li>• <i>TDCP Resort Fort Munroe</i></li> <li>• <i>Local Restaurants</i></li> <li>• <i>Street Food Stalls:</i></li> <li>• <i>Healthcare Facilities</i></li> <li>• <i>Local Markets</i></li> <li>• <i>Local Festivals (Urs)</i></li> </ul>	<p><i>Special interest groups (adventurers, researchers, etc.)</i></p> <p><i>Groups (youths, clubs, associations, etc.)</i></p> <p><i>International, Domestic, and religious groups</i></p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

- **Darbar Hazrat Sakhi Sarwar**

Darbar Hazrat Sakhi Sarwar, near Dera Ghazi Khan, is a significant cultural and religious site dedicated to the Sufi saint Hazrat Syed Ahmad Sultan, also known as Sakhi Sarwar. The shrine, known for its traditional Islamic architecture and intricate designs, attracts thousands of pilgrims annually, especially during the Urs festival, which features religious ceremonies and Sufi devotional music. This site not only serves as a center for spiritual solace and cultural exchange but also boosts the local economy through religious tourism. To fully harness its potential, improvements in infrastructure, targeted promotion, and conservation efforts are essential, along with active community involvement to ensure sustainable and enriching visitor experiences.



**Figure 12: Darbar Hazrat Sakhi Sarwar**

- **Fort Munroe Premier Tourist Destination in DG Khan**

Fort Munro, located in the Sulaiman Mountain range of Dera Ghazi Khan district, is a captivating hill station developed in 1869 by Sir Robert Sandeman. Named after Capt. Munro, it sits at 6,470 feet above sea level, offering a cool, pleasant



**Figure 13: Fort Munroe Bridge**

summer climate and cold, harsh winters. The region features diverse flora, including juniper and edible pines in the north and olives in the center. Its highest peak, Takht-i Sulaiman, holds religious significance and attracts many pilgrims. Fort Munro's natural beauty, and historical depth, make it an ideal destination for tourists.

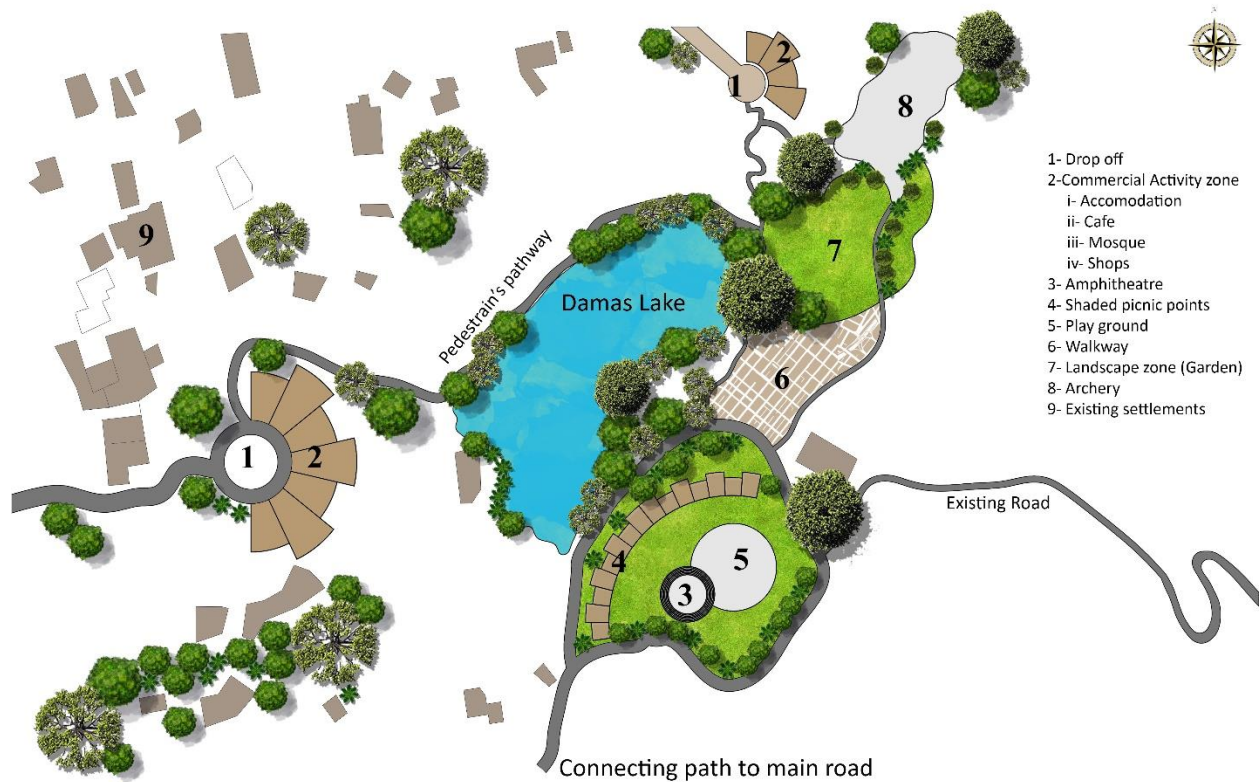
Key sites include:

- Fort Munro Steel Bridge
- Damas Lake
- Baloch cultural museum
- Trimmu Waterfall
- Tareemoon Lake
- Madar E Millat Fatimah Jinnah Park
- TDCP Resort Fort Monroe



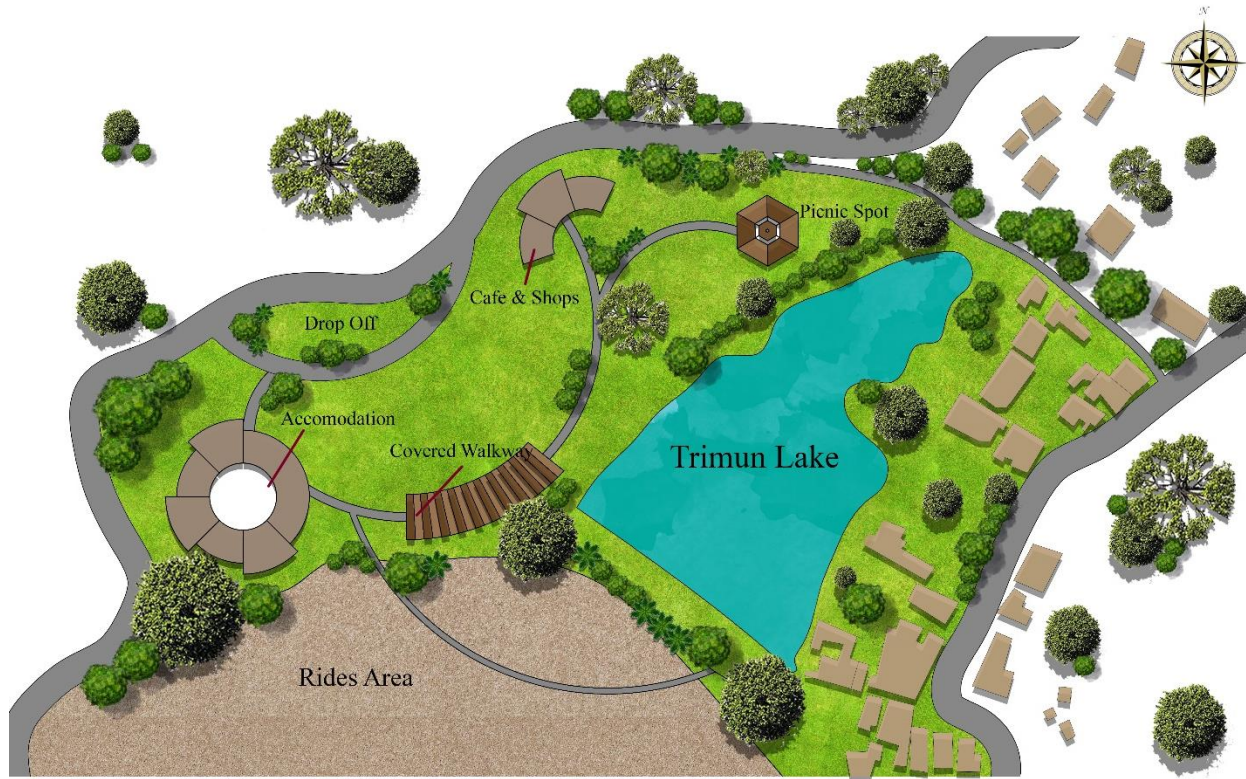
**Figure 14: Damas Lake Fort Monroe**

The proposed project aims to transform the lakes into a premier eco-tourism destination using sustainable architecture, landscape, and urban design principles. The plan includes building eco-friendly structures designed to minimize environmental impact. The landscape design will enhance local biodiversity with native plantings and create walking trails for visitors. Recreational areas will include shaded picnic spots and eco-friendly amenities. Urban design will ensure easy access with eco-friendly transport options and facilities for people with disabilities. Local community involvement will be encouraged throughout the project to promote environmental conservation and provide recreational and educational opportunities for visitors. The proposed landscape for the Damas lake is shown in the figure below:



**Figure 15: Conceptual design proposal for Damas Lake**

Similarly, for Tareemoon Lake, the proposed landscape design aims to promote sustainable eco-tourism, uplifting the current site and transforming it into a tourist spot with it vibrant and wholesome experience that it offers to the visitors as shown in the figure below:



**Figure 16: Tareemoon Lake proposed conceptual design**

The TDCP resort in Fort Monroe is a harmonious blend of modern and traditional architecture, situated near the Dames Lake. The resort spans 16 kanals of land with a boundary wall and gate, ensuring tourists feel safe. Additionally, the resort features an amphitheater, three gazebos, a bonfire area, and a walking track. The walking track leads to Dames Lake, enhancing the resort's appeal for tourists.



**Figure 17: TDCP Resort Fort Monroe**

- **Yakhsai Hill Station Koh-e-Suleman**

Developing the second highest peak in Punjab, stands at an impressive 7,400 feet above sea level in the Koh-e-Suleman range, west of Dera Ghazi Khan. This majestic peak offers a unique vantage point where one can see both Punjab and Balochistan. In winter, Yakhsai is blanketed in snow, transforming the landscape into a winter wonderland from its summit.



**Figure 18: Yakhsai Hill Station**

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

- **Mubarki Top**

Mubaraki Hill station situated within the Koh-e-Suleman range in the western part of Dera Ghazi Khan, is another prominent elevation that adds to the region's geographical and scenic diversity.



**Figure 19: River Ravi bridge Sheraza**

#### 2.1.4 Other Heritage Sites

- **Darbar Hazrat Khawaja Shah Sulaiman, Taunsa**

Darbar Hazrat Khawaja Shah Sulaiman, also known as Pir Pathan, is a significant religious and cultural site in Tehsil Taunsa, Dera Ghazi Khan District, Punjab, Pakistan. Born in 1770 CE in Gargogi to the Jafar Pashtun tribe in Loralai District, Baluchistan, Pir Pathan was a revered Sufi scholar and leader of the Chishti order of Sufism. His teachings and spiritual legacy continue to attract many devotees and tourists. The shrine, noted for its traditional Islamic architecture, hosts the annual Urs festival from the 5th to the 7th of Safar al-Muzaffar, the second month of the Islamic calendar, drawing pilgrims who participate in ceremonies, Qawwali music, and communal prayers. To enhance its appeal as a key religious and cultural tourism destination, improvements in infrastructure, targeted promotion, and preservation efforts are essential, ensuring that the shrine continues to benefit the local economy and foster cultural exchange.

The town of Taunsa Sharif is not only a center of spiritual activity but also a place of cultural heritage. The annual Urs of Hazrat Muhammad Suleman Taunsvi is a major event, drawing pilgrims from across the region

- **Tomb of Ghazi Khan**

Built in the late 15th century, the tomb is the final resting place of Ghazi Khan, after whom the city is named. This mausoleum is an exemplar of early Islamic architecture in the region, showcasing intricate brickwork and geometric designs typical of the period.



**Figure 20: Tomb of Ghazi Khan**

- **Kashmir Park**

Kashmir Park, originally named Company Bagh, is a historical garden that boasts a diverse collection of plants and trees from around the globe, introduced during the British era by the East India Company.



**Figure 21: Kashmir Park**

- **D.G khan Zoo**

The Wildlife Park in Dera Ghazi Khan, established between 1938 and 1985, covers an area of 12 acres.

Dera Ghazi Khan Zoo, serves as a recreational for residents and visitors. The zoo houses a diverse range of animal species, providing a unique opportunity for visitors to observe wildlife up close. In addition to animal exhibits, the zoo features landscaped gardens,



**Figure 22: D.G Khan Zoo**

walking paths, and seating areas, making it a pleasant destination for families and nature enthusiasts. Efforts are made to maintain the animals' well-being and to educate the public about wildlife conservation. The zoo is an important community resource, promoting environmental awareness and offering a peaceful retreat in the bustling city.

- **Khar Lake**

The conceptual design for Khar Lake envisions a vibrant eco-tourism destination with a harmonious blend of commercial amenities and recreational sites. The plan includes eco-friendly shops, cafe, and rest houses, providing visitors with comfortable accommodation. A beautifully designed mosque will serve as a serene place of worship, integrating seamlessly with the natural surroundings. Recreational sites will feature open sitting spaces and picnic spots, allowing visitors to relax and enjoy the lake's scenic beauty. The design emphasizes sustainability and community involvement, ensuring that Khar Lake becomes a model for eco-friendly tourism and cultural enrichment. The conceptual proposal of the lake is shown in the figure below:



**Figure 23: Conceptual Proposal of Khar lake**

### 2.1.4 Key challenges and potential tourism in Dera Ghazi Khan District:

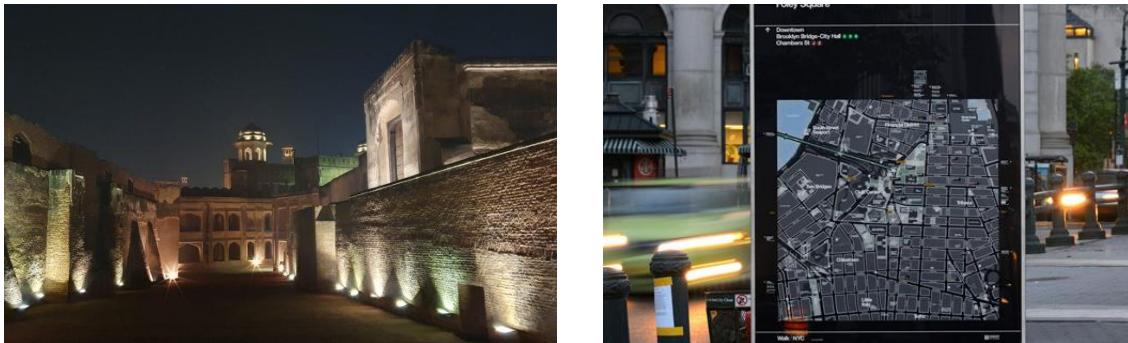
Unlocking and improving the tourism potential of Dera Ghazi Khan district involves a strategic approach that considers various aspects of infrastructure, promotion, sustainability, and local community involvement. Here are the steps to achieve this goal:

- **Site development:**

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



**Figure 24: (left) Pavillions and promenades (right) Amenities designed with contextual materials.**



**Figure 25: (left) Night illumination at historic sites. (right) Digital Signages**

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

- **Infrastructure and facilities Development:**

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



**Figure 26: Restaurants/food points**



**Figure 29: Maintenance of parks.**



**Figure 28: Parking facilities to be added at cultural heritage Sites.**

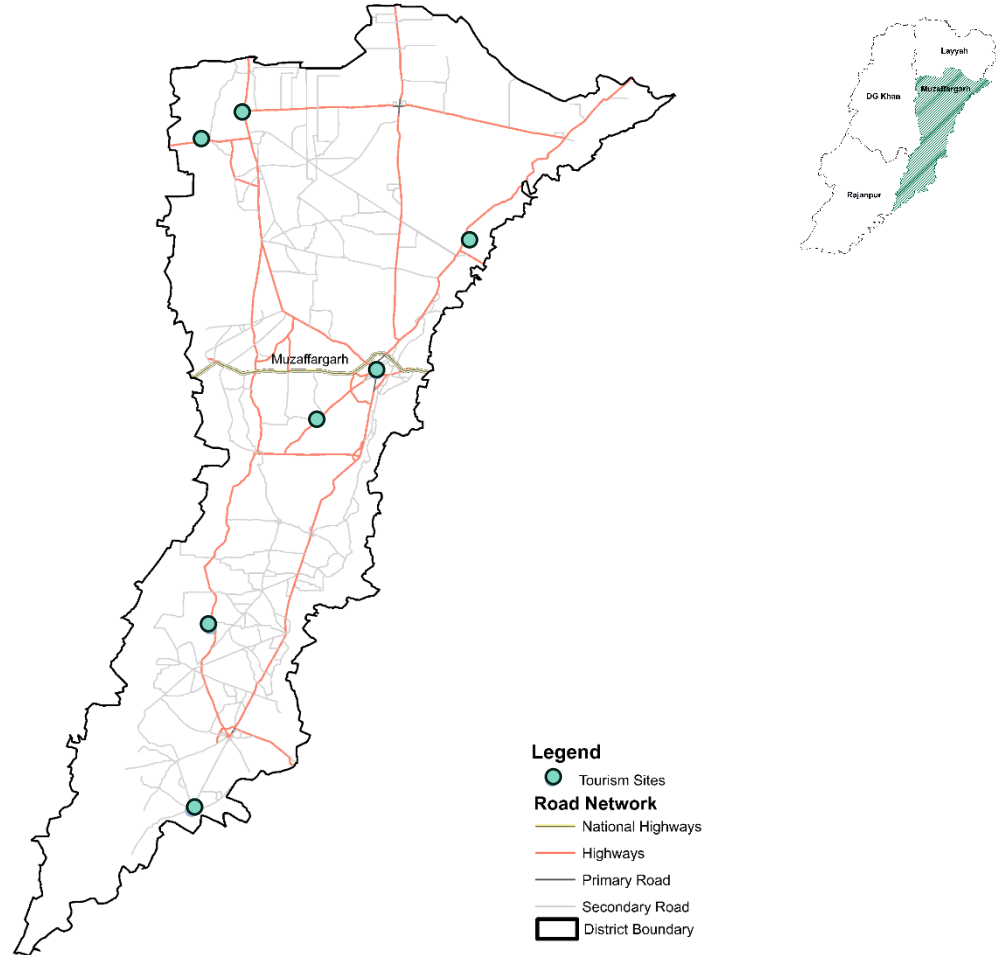


**Figure 27: Kiosks and tourist facilitation to be provided at tourism potential sites.**

- **Marketing and Promotion**

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

## 5.2. Muzaffargarh



**Map 4: Identified tourism sites in Muzaffargarh**

Muzaffargarh was founded in 1794 by Nawab Muzaffar Khan, the Governor of Multan. Its name means "Fort of Muzaffar," referring to the fort built by Nawab Muzaffar Khan around the old town. Before its founding, the area was known by the name "Musan Hatti," after a shop situated on the road from Multan to Dera Ghazi Khan. In 1861, Muzaffargarh was designated as a district. Muzaffargarh district has four tehsils:

1. Muzaffargarh,
2. Ali pur
3. Jatoi

4. Kot Addu

Muzaffargarh's Sufi heritage presents a unique tourism opportunity that can attract a diverse range of visitors, including spiritual seekers, cultural enthusiasts, and history buffs. With strategic marketing efforts, infrastructure development, and community involvement, the district has the potential to emerge as a prominent destination for Sufi tourism in the region.

**Table 5: Identified Tourism Sites in Muzaffargarh District**

Muzaffargarh's Sites	Tourism Potential	Existing Condition	Location Coordinates
Shrine of Hazrat Sakhi Din Panah	Heritage/Religious Tourism	Needs Conservation	30.570401909596466, 70.93663091628994
The Tomb of Sheikh Sadan Shaheed	Heritage/Religious Tourism	Needs Conservation	30.328924974937657, 71.36711243261371
Jamia Masjid Shahi, Seetpur	Heritage/Religious Tourism	Needs Restoration	29.239824515252636, 70.84030008092499
The Tomb of Tahir Khan Nahar, Seetpur	Heritage/Religious Tourism	Conservation in process	29.239893390540715, 70.83985666491637
Jamia Masjid Sakeena-Tus-Sughra Jatoi	Heritage/Religious Tourism		29.58720816653613, 70.87532757414941
ShahGarh fort	Heritage Tourism	Needs Preservation	29.982753084667984, 71.07895066802887
Fayyaz Park, Muzaffargarh	Recreational Site		30.073282251657865, 71.1915407707536
Taunsa Barrage recreational area	Recreational Site	Needs Upgradation	30.515953878529338, 70.85688327787427

5.2.1. Muzaffargarh Tourism Sites

Table 6: Tourism sites Characteristics

Key Heritage sites	Supporting tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> <li>• Jamia Masjid Shahi, Seetpur</li> <li>• Tomb of Tahir Khan Nahar Seetpur</li> <li>• Jamia Masjid Sakeena-Tus-Sughra Jatoi</li> <li>• The Tomb of Sheikh Sadan Shaheed (1275 AD)</li> <li>• Shrine of Hazrat Sakhi Din Panah</li> <li>• Ghazanfargar fort</li> </ul>	<ul style="list-style-type: none"> <li>• Fayyaz Park, Muzaffargarh</li> <li>• Taunsa Barrage</li> </ul>	<ul style="list-style-type: none"> <li>• Photography</li> <li>• Sightseeing</li> <li>• Recreation (picnic, boating)</li> <li>• Intercultural immersion</li> </ul>	<p>Via NH, Wasawewala Rd.</p>
Tourism Facilities		Demographic Segment	
<ul style="list-style-type: none"> <li>• Muzaffargarh City</li> <li>• Local Restaurants</li> <li>• Street Food Stalls</li> <li>• Healthcare Facilities</li> <li>• Local Markets</li> <li>• Local Festivals</li> <li>• Indus River recreational Activities</li> </ul>		<p>Special interest groups (Researchers, Scholars etc.)</p> <p>Groups (youths, clubs, associations, etc.)</p> <p>Domestic and religious groups</p>	

- **Jamia Masjid Shahi, Seetpur**



**Figure 30: Existing condition of the mosque**

The mosque adjacent to the tomb of Tahir Khan Nahar, built around around 1475, is a notable architectural site. The mosque is Adjacent to the mausoleum and the design draws inspiration from the traditional architecture of Multan, particularly the tomb of Shah Rukn-e-Alam. The mosque features a larger central bay flanked by smaller bays, each topped by octagonal drums and hemispherical domes. While the interior walls are mostly whitewashed, suggesting the original frescoes are no longer present, the area around the mihrab remains vibrant with modern tiles depicting traditional Mughal motifs such as symmetrical vases, flowering plants, and calligraphic bands. The mosque's exterior showcases a beautiful array of geometric patterns in colors like blue, light blue, white, and yellow, reflecting the rich artistic heritage of the region.

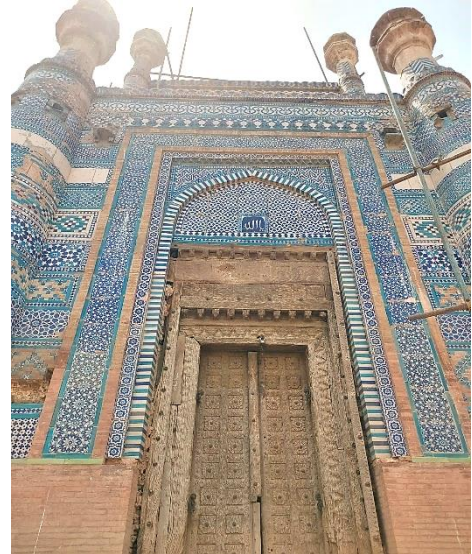
- **The Tomb of Tahir Khan Nahar**

The tomb was built in the life of Tahir khan at the close of 15<sup>th</sup> century. It is located near the mosque has close resemblance with the tomb of Shah Rukn-e-Alam in Multan. This octagonal structure stands on a raised octagonal platform that is 8 feet high, with each side measuring 13 feet 3 inches. The platform is accessed via seven flights of steps, and the tomb itself rises approximately 45 feet above the surrounding ground. An arched entrance on the eastern side, with two wooden leaves, leads into the tomb. Inside, the tomb is adorned with glazed tiles in green, blue, and white, arranged in geometric and floral patterns. The interior houses two graves on a platform, belonging to Tahir Khan Nahar and his brother Mahmood Khan. The tomb features eight arches that start from the floor level and rise to a height of about 10 feet. Additionally, a staircase with 28 steps located in the southeastern octagon leads up to the roof and the base of the dome, providing access to the upper parts of the structure.



**Figure 31: Jamia Masjid Seetpur**

Source The Urban Unit



**Figure 32: Tomb of Tahir Khan Nahar**

- **Jamia Masjid Sakeena-Tus-Sughra Jatoi**

The mosque complex is designed in Turkish architecture style it serves as a community center with madrasa and gardens.

Built in 2007, Masjid Sakina-Tul-Sughra is a modern architectural complex located in Mauza Kotla Rehm Ali Shah, within Tehsil Jatoi, Muzaffargarh. Inspired by the grand mosque's architecture of Turkey, the construction saw the involvement of Turkish Architects, engineers, builders, and interior decorators, with even some building materials and fixtures imported from Turkey.



**Figure 33: Existing condition of Jamia Masjid**

The main building of Masjid Sakina-Tul-Sughra covers an area of approximately 0.75 acres and is part of a larger complex that spans a total of approximately 6.5 acres. This expansive complex includes beautifully landscaped lawns, a well-equipped madrasa for religious education, and residential facilities, making it a comprehensive center for worship and community activities.

.The two towering minarets of the mosque reach a height of 180 feet, adding to the grandeur and visual impact of the structure. Masjid Sakina-Tul-Sughra not only serves as a place of worship but also stands as a symbol of cultural and architectural fusion, reflecting the deep ties between Pakistan and Turkey

- **The Tomb of Sheikh Sadan Shaheed (1275 AD)**

The Tomb of Sheikh Sadan Shaheed, estimated to date back to the late 12th or early 13th century based on epigraphic evidence, is a significant historical and cultural landmark in Pakistan. Sheikh Sadan Shaheed was a revered figure who, according to local lore, was a descendant of Arab origins, arriving in the region with Muhammad Bin Qasim in the early 8th century. His legacy continued through the centuries, and he died around 1275 CE while fighting the Mongol invasion in Punjab. The tomb has become an important site for visitors and devotees alike.



**Figure 34: The Tomb of Sheikh Sadan Shaheed**

Built during a period The Tomb stands as a remarkable example of architectural fusion, the structure reflects the influences of Gahurid patronage from eastern Iran and Afghanistan. A masterpiece of architectural craftsmanship, characterized by its square plan and intricate This historical context adds to the tomb's significance, making it a valuable site for understanding the region's past and the trans-cultural exchanges that took place.

- **Shrine of Hazrat Sakhi Din Panah**

It's about 400 years old tomb of Mughal King Akbar's time located at Daira Din Panah

The tomb of Syed Abdul Wahab Shah Bukhari, a domed structure adorned with blue and white



**Figure 35: Shrine of Hazrat Sakhi Din Panah**

tiles, stands as a testament to the region's rich cultural and religious history. The shrine's beautification was carried out pre-Partition by Deputy Commissioner Pandit Hari K'ishan Haul, indicating its significance to both Hindu and Muslim communities. This interfaith reverence highlights the shrine's role in promoting religious harmony

The Muzaffargarh Gazette also recounts a fascinating legend involving King Akbar. During Din Panah's time, Akbar, disguised as a sanyasi, visited the shrine and expressed a desire to become a disciple by offering a lock of his hair. Din Panah, however, declined his request, illustrating the stringent spiritual criteria maintained at the shrine.

The shrine of Syed Abdul Wahab Shah Bukhari holds immense historical, cultural, and spiritual significance. However, it faces numerous challenges, including inadequate visitor facilities, security concerns, financial mismanagement, and land encroachment. Addressing these issues is crucial for preserving this important heritage site and ensuring the safety and spiritual fulfillment of its devotees.

- **Ghazanfargarh fort**

Qila Ghazanfar Garh, with its sturdy mud brick walls and strategic design, stands as a testament to the historical resilience and architectural originality of its builder. The fort is in dilapidated



**Figure 36: Shahgarh Fort**

condition and need immediate conservation and preservation efforts.

- **Fayyaz Park**

Fayyaz Park, situated in the heart of Muzaffargarh, is a vital recreational area that provides a green oasis amidst the urban landscape. This well-maintained park is a popular destination for families,

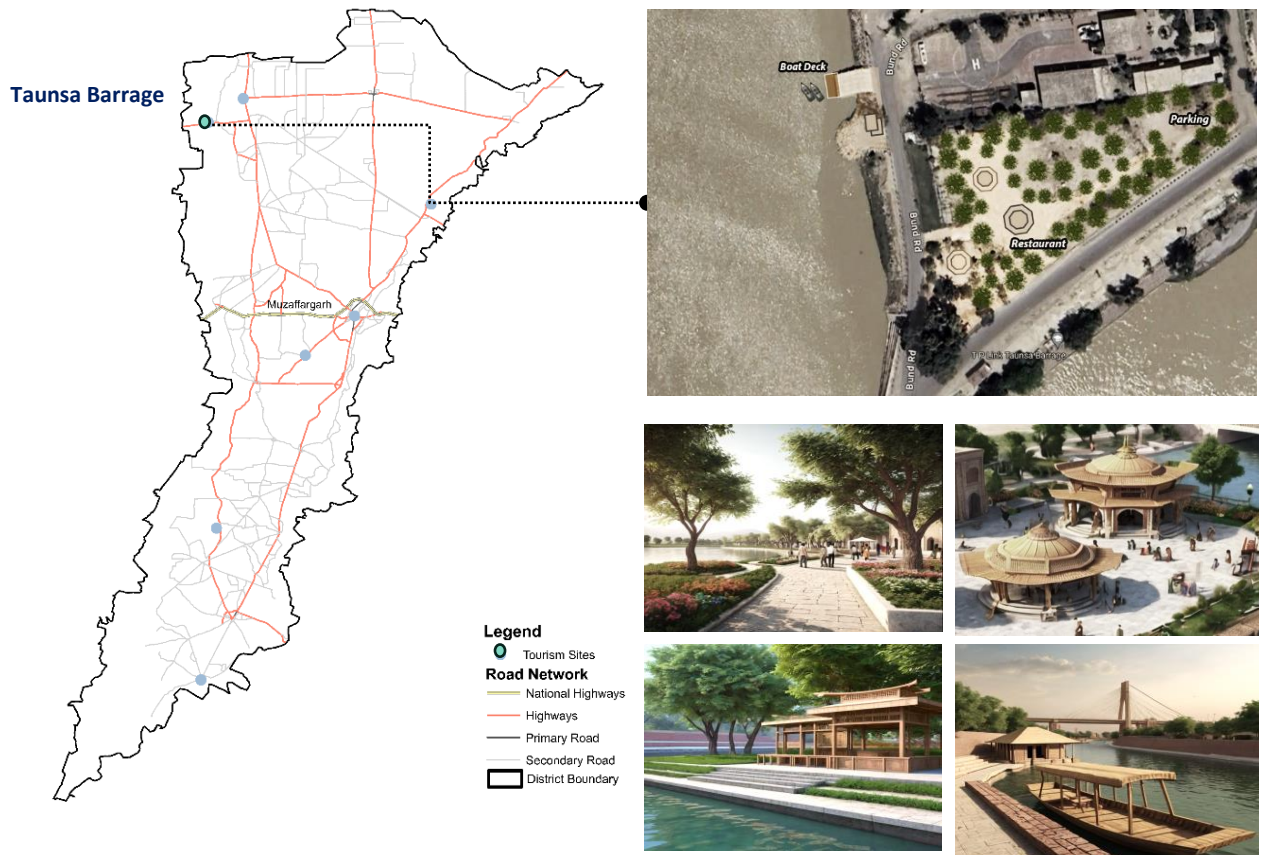
school groups, and tourists, offering a peaceful environment for leisure and relaxation. The park features expansive lawns, beautifully landscaped gardens, and walking paths that invite visitors to enjoy the natural beauty. Various amenities, including playgrounds for children, picnic areas, and benches, cater to the needs of people of all ages. Fayyaz Park not only serves as a hub for social activities and community gatherings but also promotes a healthy lifestyle through its open spaces and serene atmosphere, making it an essential part of Muzaffargarh's public life

- **Taunsa Barrage:**

Taunsa Barrage, located on the Indus River at about 39km from Taunsa sharif town and 17km northwest of Kot Addu town. It is a critical infrastructural project that plays a pivotal role in the region's water management and agricultural productivity. Constructed in 1953-58, this barrage serves multiple purposes, including irrigation, flood control, and water supply for domestic and industrial use

Apart from its functional significance, Taunsa Barrage is also an ecological hotspot. The barrage and its surrounding wetlands provide habitat for various species of fish and migratory birds, making it an important site for biodiversity conservation.

The proposed recreational area near Taunsa Barrage aims to create a vibrant destination for visitors by incorporating cultural elements and local architectural styles to harmonize with the surrounding environment. Key features include lush parks with botanical gardens, playgrounds, and walking trails, along with river view restaurants and cafes. The boating deck will provide rentals, guided tours, and fishing spots, enhancing the area's appeal with water activities. The design emphasizes sustainability, safety, and accessibility, using eco-friendly materials. This development not only promotes tourism and the local economy but also provides a serene and engaging recreational space that enhances the area's natural and cultural heritage.



**5.2.2. Key Challenges and Potential interventions:**

By addressing these key challenges and implementing targeted interventions, Muzaffargarh can unlock its tourism potential, attract more visitors, and contribute to economic growth and development in the region.

**• Site Development:**

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



**Figure 37: Recreational area alongside Indus River**

- **Infrastructure and facilities development**

- i. Limited infrastructure, including roads, transportation, and accommodation facilities, hampers tourist accessibility and comfort. Investing in infrastructure projects, such as road upgrades and the development of transportation and accommodation options, can enhance tourist accessibility and comfort
- ii. Visitor information centers equipped with maps, brochures, and knowledgeable staff to guide tourists.
- iii. Signages to provide information and guidelines for the tourists.
- iv. Restaurants/food points to be added nearby heritage sites to promote local cuisines and facilitate travelers to generate revenue.
- v. Implement sustainable waste management and recycling programs to maintain the natural beauty of the area.
- vi. Shaded parking facilities in the vicinity of sites to be developed
- vii. Establish themed parks and gardens with unique designs, sculptures, and recreational areas, providing a serene environment for both locals and tourists



**Figure 38: Heritage Sites Signages.**



**Figure 39: Restaurants Design**



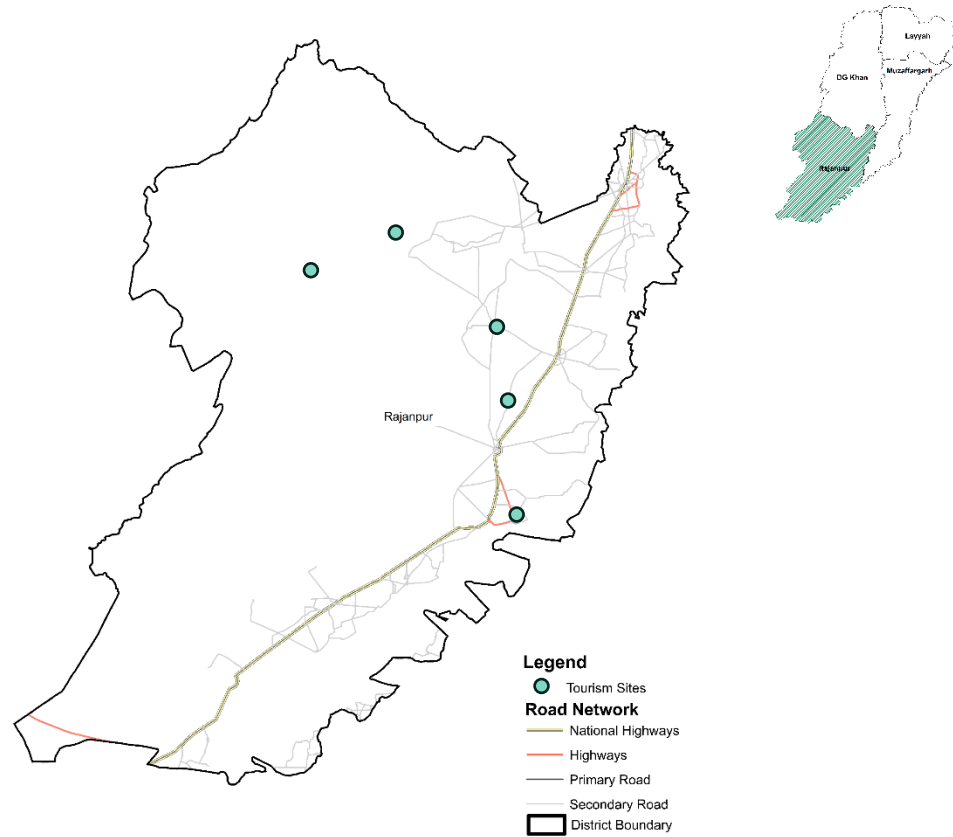
**Figure 40: Tourist Information Centre**

- **Marketing and Promotion:**

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

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

### 5.3. Rajanpur



**Map 5: Tourism Sites in Rajanpur District**

Source: The Urban Unit

Rajanpur, named after its headquarters town founded by Sheikh Rajan Shah in 1732-33, holds a significant historical and geographical importance in southern Punjab. Originally carved out of the old D.G. Khan district, Rajanpur comprises the old Tehsils of Jampur and Rajanpur, with Rojhan area forming the third Tehsil. The district also includes tribal areas along the foothills of the Sulaiman Range, covering a total of 5013 sq km.

Geographically, the River Indus flowing through Rajanpur has historically served as a vital trade route connecting the plains to the sea. This geographical continuity has influenced the district's destiny, linking it with the provinces of Punjab, Baluchistan, and Sindh. Historical events, including the arrival of the British, ended the area's political isolation and opened it to new dimensions of development.

Despite many challenges, the district's Baloch population, known for their tribal chivalry and traditional values, has maintained a strong sense of cultural identity

**Figure 41: Tourism Sites in Rajanpur District**

Rajanpur Sites	Tourism Potential	Existing Condition	Location Coordinates
Shrine of Khawaja Farid, Kott Mithan	Heritage/Religious Tourism	Site Development in process	28.959413059123456, 70.36850397724099
Darbar Hazrat Khawaja Noor Muhammad, Hajipur	Heritage/Religious Tourism	Needs conservation	29.354531342263517, 70.32564651411163
Harrand Fort, Harrand	Heritage Tourism	Needs conservation	29.54656468190522, 70.12097074505787
Mound Dillu Roy	Heritage Tourism	Needs conservation /Archeological intervention	29.642863340175033, 70.5533328402096
Marri Hill Station	Recreational Site	Needs upgradation	29.505028368651658, 69.86630583440036

**5.3.1. Rajanpur Tourism Sites**

**Table 7: Tourism sites Characteristics**

Key Heritage sites	Supporting tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> <li>• Shrine of Khawaja Farid, Kott Mithan</li> <li>• Darbar Hazrat Khawaja Noor Muhammad, Hajipur</li> <li>• Harrand Fort, Harrand</li> <li>• Mound Dillu Roy</li> <li>• Marri Hill Station</li> </ul>	-	<ul style="list-style-type: none"> <li>• Intercultural immersion</li> <li>• Photography</li> <li>• Recreation</li> <li>• Festivals</li> <li>• Wildlife observation</li> <li>• Hiking and Trekking</li> </ul>	<p>Via Kot Mithan Road Harrand-Dajjal Road Via N55</p>
Tourism Facilities		Demographic Segment	
<ul style="list-style-type: none"> <li>• Agriculture and livestock</li> <li>• Urs Celebrations</li> <li>• Local Markets</li> <li>• Local Restaurants</li> </ul>		<p>Special interest groups (mountaineering, Historians, etc.) Domestic and religious groups Groups (youths, clubs, associations, etc.)</p>	

**• Shrine of Khawaja Farid, Kott Mithan**

Khawaja Ghulam Farid was a renowned Sufi poet and scholar of the 19th century. A revered saint poet holds an unparalleled position in the realm of spirituality and Sufi literature, particularly in the Seraiki language. Born in 1261 A.H. in Chachran Sharif, District Rahim Yar Khan. Khawaja Farid's



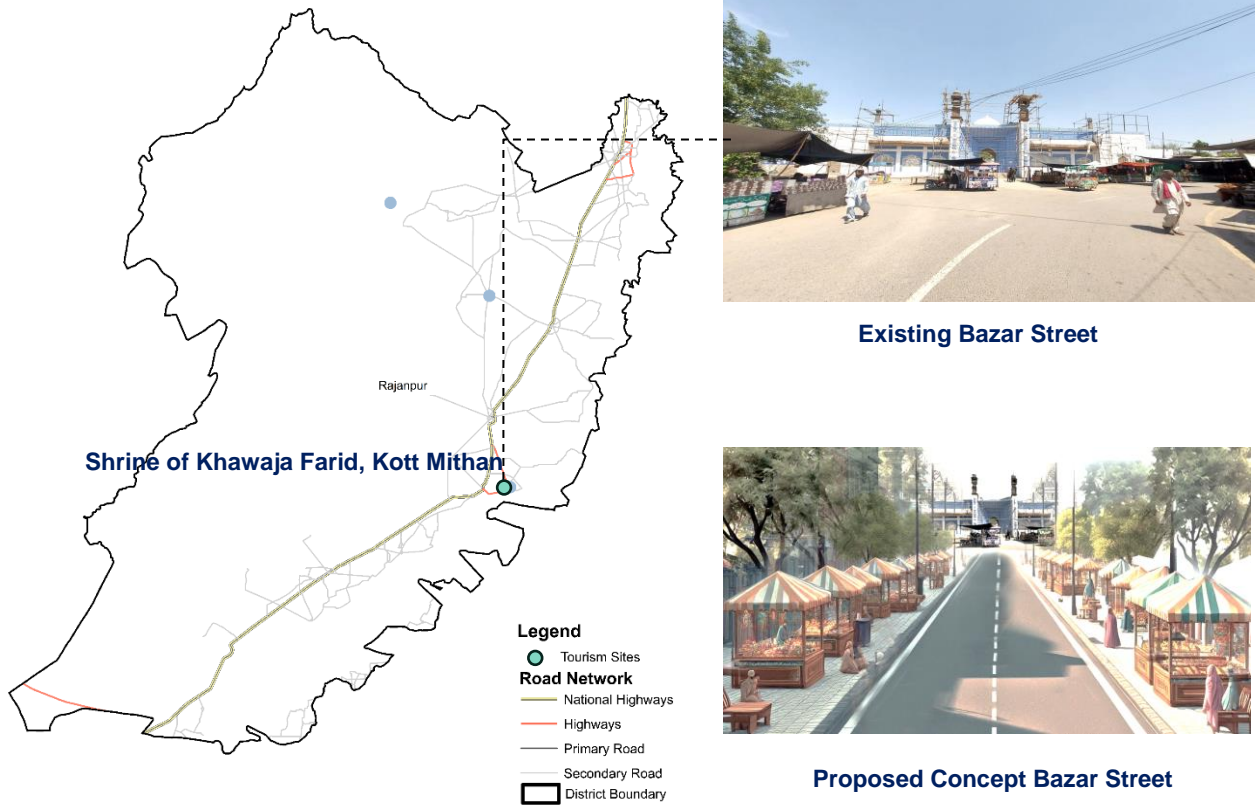
**Figure 42: Shrine of Khawaja Farid**

poetry, deeply embedded in Islamic teachings, emphasizes social equality and moral values. His works are celebrated for their spiritual depth, blending natural symbolism with Sufi philosophy, and have been translated into English. He memorized the Quran by age eight and mastered Arabic and Persian by sixteen. He spent much of his life in meditation and prayer in the Rohi desert, and his poetry reflects his mystical devotion. Renowned for its rhythmic beauty and profound mysticism, his poetry speaks to both the social and spiritual life of his time. He was also a staunch opponent of British rule and championed the cause of liberty. Khawaja Farid's Urs, celebrated on the sixth of Rabi-ul-Thani, attracts devotees nationwide, honoring his legacy of purity and spiritual excellence.



**Figure 43: Shrine of Khawaja Farid, Kott Mithan**

The shrine's architecture is a blend of Islamic and local styles, featuring intricate tile work, calligraphy, and traditional motifs. The structure itself is a testament to the craftsmanship and artistic sensibilities of the era



**Figure 44: Conceptual Design of bazar**

- **Darbar Hazrat Khawaja Noor Muhammad,**

Hazrat Khawaja Noor Muhammad was one of the most prominent mystics of his region. His spiritual influence extended to Hazrat Khawaja Ghulam Farid, who spent nine days in seclusion near the tomb of Hazrat Noor Muhammad, meditating at night and fasting during the day. Adjacent to his tomb is an ancient mosque. Hazrat Noor Muhammad holds an esteemed position among mystics, significantly impacting many saints of his era through his teachings and spiritual presence.



**Figure 45: Darbar Hazrat Khawaja Noor Muhammad**

- **Harrand fort (1206 - 1526 CE)**



**Figure 46: Harrand Fort**

Harrand Fort, located west of Dajal in Rajanpur district is a testament to historical resilience amidst natural challenges. Situated between the formidable Sulaiman Range and the mighty River Indus, the fort, originally built by Hindu Raja Harnakish, was strategically positioned to guard against invaders at the historic Chachar Pass. Over the centuries, the fort has seen various phases, including reconstruction by Sikh governor Sawan Mal in 1831 and subsequent use by the British as a

cantonment after annexation. The fort's unique hexa-decagonal design, spread over 50 acres with a kilometer-long outer wall and sixteen-sided bastions, reflects its architectural significance despite its current dilapidated state. Historically, it has been associated with legends of Alexander the Great and visits by notable invaders like Muhammad bin Qasim and Changez Khan, though these connections remain debated. The fort's deteriorated condition underscores the need for conservation efforts to preserve its rich heritage for future generations. It is believed to have been established during the reign of Alexander the Great and has seen various rulers and dynasties, including the Mughals and the Sikhs.



**Figure 47: Dilapidated condition of Harrand Fort**

- **Dillu Roy Therre:**

Dillu Roy Therre, located in Mauza Gadden Wala, about 5 kilometers west of Jampur city. Historical records indicate that Dillu Roy Therre dates to around 5500 to 6000 BC, making it a central city during the time of the Aryans' migration into the Indus Valley in the 3rd millennium BC. It served as a crucial junction linking the prominent cities of Harappa and Mohenjo-Daro. Over centuries,



**Figure 48: Dillu Roy Therre**

various civilizations including the Sumerians, Dravidians, and others passed through, leaving their marks on the city's development. Notably, during Alexander the Great's era, Queen Noshaba ruled over the city, situated near the western bank of the Indus River at that time. Excavations have unearthed artifacts such as intricately engraved clay utensils, a black stone idol of Mahatma Buddha now housed in the Bahawalpur Museum, stone wheels of catapults, lion statues, daily-use utensils, and golden coins. The city was fortified with a protective trench and barracks, reflecting



its strategic importance and advanced urban planning. The decline of Dillu Roy Therre began around 712 AH during the rule of Raja Dillu Roy of the Somra tribe, attributed to his tyrannical rule and subsequent earthquake-induced destruction. The site remains under the custodianship of the Department of Archaeology, with ongoing efforts to preserve and study its profound historical legacy.

**Figure 49: The Mound Dillu Roy**

- **Marri Hill Station**

Marri Hill Station is a tranquil and relatively undiscovered destination that offers a perfect blend of natural beauty and cultural richness

It is situated at an altitude of 4,800 feet, offers a cool summer retreat with stunning views from its highest peak, Dragal Mountain, at 5,400 feet.

Despite its poor road infrastructure and limited amenities, Marri attracts photography

enthusiasts and hikers for its scenic beauty. Potential architectural interventions could focus on developing eco-friendly visitor facilities, improving infrastructure for accessibility, preserving the natural environment, and integrating cultural elements to enhance visitor experience while promoting sustainable tourism practices



**Figure 50: Marri Hill Station**

### **5.3.1. Key Challenges and Potential interventions:**

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

- **Site development:**

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



- **Infrastructure and facilities Development**

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



**Figure 52: Parks and gardens**



**Figure 53: Shaded parking.**



**Figure 54: sustainable design practices in architectural developments**



**Figure 55: Visitor Information Center**

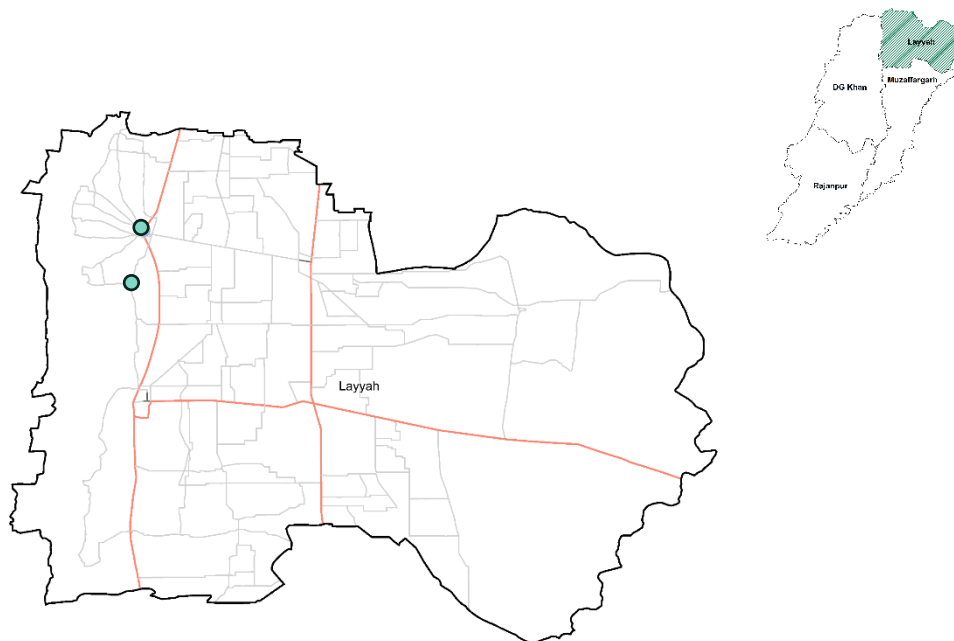
- **Human resource development**

Local Community training and workshops for facilitation of tourism activities

- **Marketing and promotion**

- i. Provision of destination themes(image)/ information about heritage/tourism sites.
- ii. Integration of stakeholders and industry to promote tourism sites.
- iii. Develop a comprehensive and user-friendly website that provides information on attractions, activities, and accommodations.
- iv. Utilize social media platforms to showcase region’s natural beauty, adventure opportunities, and cultural experiences. Develop a comprehensive and user-friendly website that provides information on attractions, activities, and accommodations.
- v. Gather feedback from tourists to continuously improve the tourism experience and address any concerns.
- vi. Regularly assess the impact of implemented strategies on tourism growth, community involvement, and environmental conservation.

#### 5.4. Layyah



Layyah District, located in southern Punjab and part of the Dera Ghazi Khan Division, has a rich history and significant administrative evolution. Layyah City serves as the district headquarters. The town was founded around 1550 by Kamal Khan, a Mirani Baloch and a descendant of Ghazi Khan, who established Dera Ghazi Khan. In 1610, the Jaskani Balochs seized control of Layyah from the Mirani rulers, holding it until 1787. Subsequently, Timur Shah Durrani appointed Abdun Nabi Sarai as Governor, but three years later, governance was transferred to Muhammad Khan Sadozai, who moved the administrative center to Mankera.

In 1794, Humayun Shah, a contender for the Kabul throne, was captured near Layyah and blinded by order of Zaman Shah. Under Sikh rule, Layyah regained its status as an administrative hub for the surrounding areas. Following British occupation in 1849, Layyah briefly served as the headquarters of a Civil Administrative Division before being reduced to a Tehsil headquarters within Dera Ismail Khan. In 1901, it became part of the newly formed Mianwali District, and later, it was integrated into the Muzaffargarh District.

Layyah district offers a rich tapestry of religious and spiritual attractions that make it a significant destination for religious tourism. The shrine of Hazrat Lal Esan, a revered Sufi saint, is one of the most important spiritual sites in the region. It attracts thousands of devotees who come to pay their respects and seek blessings.

The district of Layyah has three tehsils:

1. Chaubara Tehsil
2. Karor Lal Esan
3. Layyah Tehsil

**Table 8: Tourism Sites in Layyah District**

Layyah Sites	Tourism Potential	Existing Condition	Location Coordinates
Darbar Hazrat Lal Eason	Heritage/Religious Tourism	Needs Conservation	31.22833730166653, 70.95239046659007
Darbar Ali Rajan Shah	Heritage/Religious Tourism	Needs Conservation	31.146440825054018, 70.93020432769349
	Heritage Tourism	Needs Rehabilitation	29.54656468190522, 70.12097074505787

#### 5.4.1. Layyah Tourism Sites

**Table 9: Tourism Sites Characteristics**

Key Heritage sites	Supporting tourism sites	Main activities	Accessibility
<ul style="list-style-type: none"> <li><i>Darbar Hazrat Lal Eason</i></li> <li><i>Darbar Ali Rajan Shah</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Khawaja Ghulam Hassan Sewag Shareef</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Intercultural immersion</i></li> <li><i>Photography</i></li> <li><i>Recreation</i></li> <li><i>Festivals</i></li> <li><i>horse racing, tent pegging, camel fighting, bullfighting</i></li> <li><i>Urs Celebrations:</i></li> </ul>	<i>Via Karor- Bhakar Rd,</i>
Tourism Facilities		Demographic Segment	

<ul style="list-style-type: none"> <li>• Layyah City</li> <li>• Local Markets</li> <li>• Local Restaurants</li> </ul>	<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>
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- **Darbar Hazrat Lal Eson**

The shrine of Hazrat Lal Eson is a significant pilgrimage site. Hazrat Lal Eson was the grandfather of the famous Bahauddin Zakarya Multani



The city of Karor Lal Eason is well-known for its cultural and religious heritage, most notably the annual festival, Mela Chodhwein, held every

September in memory of Hazrat Lal Eson. This vibrant festival features performances by famous qawwals and local singers. The fair includes a variety of traditional events such as horse racing, tent pegging, camel fighting, bull fighting and racing, wrestling, kabaddi, and Dodda, attracting visitors from across the region.



- **Darbar Ali Rajan Shah**

Hazrat Muhammad Ali Raju, popularly known as Ali Rajan, is a significant historical and spiritual figure associated with Rajanpur.

The shrine of Hazrat Ali Rajan shah takes significant architectural influence from the Shah Rukne Alam Mausoleum. This influence is evident in several elements such as geometric structure of



dome, compelling monumentality and ornamentation style of intricate geometric patterns

#### **5.4.2. Key Challenges and Potential interventions:**

Layyah faces key tourism challenges including inadequate infrastructure, limited marketing, cultural and historical neglect, lack of skilled workforce, environmental degradation, safety concerns, and seasonal tourism fluctuations. To address these, interventions should focus on infrastructure development, robust marketing strategies, cultural preservation, skill development programs, environmental conservation, enhanced safety measures, and promoting year-round attractions. Collaborative efforts between the government, private sector, and local communities are essential to transform Layyah into a sustainable and attractive tourist destination.

- **Site Development:**

- i. Architectural lighting to highlight key landmarks, historical sites, and public spaces
- ii. Preservation and conservation of heritage sites.
- iii. Incorporate sustainable design practices in architectural developments, including energy-efficient buildings, green roofs, and eco-friendly materials
- iv. Establish parks and gardens with unique designs, sculptures, and recreational areas, providing a serene environment for both locals and tourists alongside Indus river



**Figure 57: (Left) Heritage Sites Signages. (Right) Recreational areas near Indus River**

• **Infrastructure and facilities development**

Limited infrastructure, including roads, transportation, and accommodation facilities, hampers tourist accessibility and comfort. Investing in infrastructure projects, such as road upgrades and the development of transportation and accommodation options, can enhance tourist accessibility and comfort

- i. Visitor information centers equipped with maps, brochures, and knowledgeable staff to guide tourists.
- ii. Signages to provide information and guidelines for the tourists.
- iii. Restaurants/food points/Kiosks to be added nearby heritage sites to promote local cuisines and facilitate travelers to generate revenue.
- iv. Implement sustainable waste management and recycling programs to maintain the natural beauty of the area.
- v. Shaded parking facilities in the vicinity of sites to be developed
- vi. Establish themed parks and gardens with unique designs, sculptures, and recreational areas, providing a serene environment for both locals and tourists



**Figure 58: Parking facility**



**Figure 59: Tourist Information Centre**

• **Marketing and Promotion:**

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

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

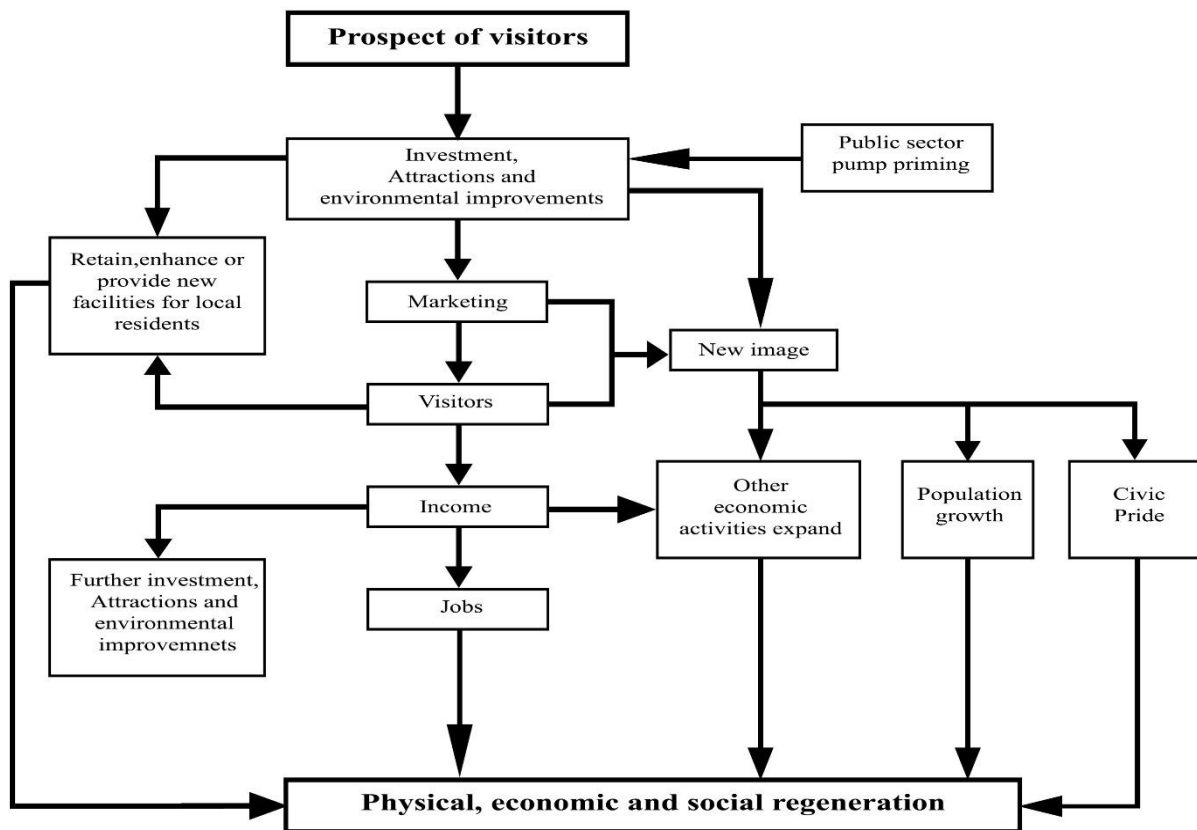
### **5.5. Tourism Strategy for Dera Ghazi Khan Division: Unlocking the Region's Potential**

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

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

Dera Ghazi Khan 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 Dera Ghazi Khan 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 60: Flow chart for the physical, social, and economic regeneration.**

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

**1- Enhancing Destination Branding and Image:**

- Develop a comprehensive branding strategy that highlights the unique cultural heritage, historical significance, natural beauty, and warm hospitality of Dera Ghazi Khan Division.

- Launch targeted marketing campaigns both domestically and internationally to change the negative perception and promote Dera Ghazi Khan 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 Dera Ghazi Khan 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 Dera Ghazi Khan Division, outlining key development projects, infrastructure requirements, and environmental sustainability measures.
- Enhance the capacity of tourism stakeholders through training programs, workshops, and knowledge sharing sessions to improve service quality, hospitality, and tourism management practices.

### **4- Improving Tourism Infrastructure:**

- Upgrade transportation networks, including road connectivity, airports, and railway stations, to improve access to tourist sites and enhance overall connectivity within Sahiwal Division.
- Develop and maintain visitor facilities, such as information centers, public amenities, parking areas, and restrooms, at key tourist attractions.
- Invest in sustainable tourism infrastructure, including waste management systems, renewable energy solutions, and eco-friendly accommodation options, to minimize the environmental footprint of tourism activities.

**5- Fostering Community Engagement and Empowerment:**

- Engage local communities in the tourism development process through capacity-building initiatives, encouraging entrepreneurship, and supporting community-based tourism initiatives.
- Promote cultural exchange programs, homestays, and community tourism experiences to provide visitors with authentic and immersive experiences while generating income and empowerment for local communities.
- Preserve and celebrate local arts, crafts, and cultural traditions by establishing craft centers, organizing cultural festivals, and facilitating the marketing and sale of local products.

**6- Strengthening Public-Private Partnerships:**

- Encourage private sector investment in tourism infrastructure, accommodation, and hospitality services through attractive incentives, streamlined processes, and public-private collaboration.
- Foster partnerships with travel agencies, tour operators, and hospitality providers to promote Sahiwal Division as a preferred destination and create diverse tourism packages catering to different market segments.
- Establish a tourism advisory board comprising industry experts, government representatives, and community leaders to provide strategic guidance, monitor progress, and ensure effective implementation of the tourism strategy.

**7- Enhancing Visitor Experiences and Services:**

- Improve the quality of tourist services, including accommodation, dining, transportation, and tour guiding, through the implementation of certification programs, training initiatives, and quality assurance mechanisms.
- Develop tourism information centers and digital platforms that provide up-to-date and comprehensive information about tourist attractions, itineraries, events, and safety guidelines.
- Encourage the development of specialized tour packages, such as heritage tours, adventure tourism, religious pilgrimages, culinary experiences, and nature-based activities, to cater to diverse visitor interests and preferences.

**8- Monitoring, Evaluation, and Sustainable Growth:**

- Establish a robust monitoring and evaluation framework to track the progress of the tourism strategy, measure its impact, and identify areas for improvement.
- Conduct regular visitor satisfaction surveys, collect data on visitor demographics, preferences, and expenditure patterns to gain insights into market trends and tailor tourism offerings accordingly.
- 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 Dera Ghazi Khan 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 Dera Ghazi Khan Division.

By implementing this comprehensive tourism strategy, Dera Ghazi Khan 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.