

## De-Constructing the problematic Maritime Tourism in Pakistan: Opportunities and Challenges

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### Abstract

Pakistan is blessed with over 1000 Km long coastline with numerous opportunities of tourism. Maritime Tourism is a significant peace contributor with positive effect on economic development and employment around the world. It is additionally an undeniably perspective in the life of individuals, increasingly more of whom are voyaging and travelling, either for business or leisure time. However, the vital role of maritime tourism and its impact on economic development in Pakistan has hardly been realized. The study is qualitative and exploratory in nature. This research is the outcome of detailed review of available material and publications on this subject by the official sources. The official reports, government publications, books, newspapers, websites and many other official sources also used to collect the primary data. The main objective of this research is to review the facilities, opportunities and challenges of maritime tourism in Pakistan, and to develop a link for the economic activity along the coastlines. The reviewed literature depict that the maritime tourism has become a new business hub that forms a considerable component of the rising global tourism business. The security situation, natural disaster, negligible infrastructure and comparatively poor education are the main reasons that tourism could not flourish on coastal area of Pakistan. Despite lot of opportunities like scenic views, historical sites, religious places, mud volcano, blue lagoons, ancient monuments and sandy beaches, maritime tourism in Pakistan has yet not gain momentum at desired pace. This research is conducted to find out the opportunities, challenges and reasons, why tourism is at slow pace around the coastal area of Pakistan. The proposed way forward will help the policy makers in devising strategies to promote Marine tourism that will further leads to develop the tourism industry in Pakistan.

**Keywords:** Maritime Tourism, Coastline, Mud volcano, Ecosystem, Natural environment, Beach, Blue lagoons, Fish harbor, Shorelines.

### 1. Introduction

Maritime tourism is defined as “the sector of the tourism industry that is based on tourists and visitors taking part in active and passive leisure and holiday pursuits or journeys on (or in) coastal waters, their shorelines and their immediate hinterlands” (Tourism Development International, 2007). In fact, maritime tourism is one of the most important economic pillars of any country. Specific environment is more important for tourism at coastal zones. For many centuries the sea sides have been a most important source for recreation and variety of activities seem to be constantly increasing (HALL, 2001; MILLER, 1993; ORAMS, 1999; ORAMS, 2007). Marine tourism generally has three categories, namely (Tourism Business Africa, 2014)

I. Boating and cruising - which incorporates yachting, cruising, and shipping;

II. Sports and diversion – which incorporates marine exercises, for example, plunging, swimming and sailing

III. Leisure class – comprising of eco-marine the travel industry, for example, visits to Marine Protected Area’s (MPAs), and experience and review the travel industry; for instance, whale viewing and shark diving individually. The present investigation centers around the relaxation classification.

Maritime tourism is an important category of tourism that has an essential role in the economic development of any country with great potential for innovation and growth. This industry is an essential contributor of national growth and economy, particularly for countries like Pakistan. (Bhatti, 2019). However, as per the Travel & Tourism Competitiveness Index (2019), Pakistan is at 121 positions out of total 140 countries in the world even below then Bangladesh. The tourism industry is a significant financial activity with a comprehensively positive effect on economic development and employment around the

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world (Debeş, 2011, Horng, & Tsai, 2012). It is also likewise a vital instrument for fortifying the nation's image on the world promoting their values and moving forward towards the attractions of their own possibilities.

The marine tourism is very effective segment of the travel industry with respect to the marine environment and conditions of any particular coastal area. Although numerous nations have utilized the travel industry profitably, even some of those who do not have much better sea condition, some cannot ready to utilize the maritime opportunities due to lack of protective condition, and the absence of facilities for the travelers and lack of awareness. Pakistan tourism industry present's share in GDP is just 2.8 % which is almost negligible as compared to the average tourism GDP share in the region. Pakistan contributed 0.09 % in global tourism and 6.7 % in South Asian tourism respectively in 2016 (Khan, 2018).

Despite of the immense opportunities in tourism sector of Pakistan, the country is still facing lack of integrated planning to exploit these opportunities. Strategic intervention needed for sustainable development of tourism sector in Pakistan. (Ullah, Khan & Haq 2018). In 1989, the tourism sector got the status of an industry in Pakistan, however, this sector could not reach the expected height due to lack of robust planning and proper management. (Ullah et al, 2009). Therefore, this study is conducted to highlight the opportunities and challenges of this sector and propose the way forward to make a maritime tourism a sustainable development industry in Pakistan.

## 2. Rational of the Study

According to Hall (Hall, 2001) the coastal and maritime tourism are incredibly related to each other owing to common factor of Sea beach front. Undeniably, marine tourism is completely associated with sea and the marine environment (Lekakou and Tzannatos, 2001), nonetheless, the water element is not the only criteria. As Orams (1999) explains marine tourist travel away from their place of residence and move close to sea. Marine tourism covers a wide range of activities like cruising and sailing (Diakomihalis, 2007; Honey and Krantz, 2007). Rest of the water sports includes scuba diving, fishing, water skiing, water surfing, visiting maritime parks, wildlife mammal watching, etc (European Commission, 2014; Diakomihalis, 2007). As quite a few scholars believe (Honey and Krantz, 2007; Hall and Müller, 2004), the most significant category of coastal tourism is the one related to second home (second home tourism), planned either as part of urban development scheme or within tourism resorts along with hotel facilities. Maritime tourism is the oldest form of tourism and the largest segment of the tourism industry. Maritime tourism and spending time on seaside were a preferred activity of the Roman Era (Orams, 1999). Nonetheless, trips along the coast in organized manners started in early 19<sup>th</sup> century in western countries, whilst cruises began in the late 19<sup>th</sup> and early 20<sup>th</sup> century,

generally heading towards the Mediterranean and the Caribbean (Miller and Auyong, 1991; Honey and Krantz, 2007). At the beginning of the 2<sup>nd</sup> millennium A.D., more than 30,000 cruises organized yearly, for 2000 various maritime destinations around the globe (Honey and Krantz, 2007). Maritime tourism is one of the sources of the blue economy of that specific maritime nation. Marine tourism as "recreational exercises that includes travel away from one's place of home and which have as their host or focus the marine condition (where the marine condition is characterized as those waters which are saline and tide influenced)"

## 3. Importance of Maritime Tourism

Maritime environment around the world repeatedly changed inconsistently with long-term sustainability. With the outburst of population, energy needs and economic growth, international trade via sea is on increase continually. More so demands for marine sources of food, energy, minerals will also continue to grow. Similarly, owing to increased maritime trade, passenger transport and containers movements, oceans around the world continuously are becoming over crowded. Ship building/repair, fisheries, sea mining, marine aquaculture, ocean renewable energy, maritime tourism are also picking up momentum, which are all related to ocean-based industries (OECD, 2016; Dwyer, 2018b). Although nothing specific about Pakistan maritime tourism mentioned by the author, but the generic maritime affairs discussed aptly.

In another study author mentioned, that the oceans and maritime tourism industry expanding economic activity specifically in maritime states. As these tourists needs explicit services, which ultimately have economic, social and environmental effects on communities and other industries. The maritime tourism also faces complex policy problems that need to be resolved on priority, if it is to be developed in a sustainable way (Head and Alford, 2015). Pakistan also needs to resolve the tourism policy issues particularly related to coastal community, on priority to attract foreign tourists.

Yet another study reveals that the world economy creates the economic basis owing to sustained growth in domestic and international tourism. As incomes increase, people generally opt for tourism as opposed to products buying/shopping. More people in a better global economy, means more tourists. International tourist activities worldwide projected to increase by 3.3% per year till 2030 to reach 1.4 billion by 2020 and 1.8 billion by 2030. This entails an annual regular increase of 43 million international tourists globally (UNWTO, 2011). Maritime tourism is also with same demographic, community, political, financial, ecological and industrial factors that influence global tourism flows in general (Dwyer, Edwards, Mistilis, Scott and Roman, 2009).

#### 4. Opportunities in Maritime Tourism in Pakistan

Number of scenic sites along the Pakistani coast is available which if properly build and managed can bring not only business opportunities but also maritime tourist from round the globe. Some of the famous sites seeing points depicted as under:

##### 4.1 Economic Opportunity

Before discussing the all seaside spots for picnic, fishing, boating and swimming etc., it is very much clear that

maritime tourism is a great hub of economic activity as well.

In Pakistan there are already lot of economic activities took place along the sea shore, like sea trade, fishing areas, harbor trade international sea routes for central Asian states, Arabian Sea connectivity to the Middle Eastern region, emerging importance of Gwadar port all these create an economic friendly environment to contribute to Pakistan national income. It is undoubtedly can improve GDP and many employment opportunities can also be created.

Coastline of Pakistan



##### 4.2 Hungol National Park

Pakistan is having around 1000 Km of coastline comprising of the coast of Sindh with 266.5 Km and coast of Baluchistan with 734.5 Km length. Hingol National Park is situated on Makran Coast of Baluchistan covering 1650 Square Km area, which was declared as reserved for park in 1988. This largest park is something like 190 Km from Karachi city center. It is pertinent to note that the park area is separated into three districts of Baluchistan covering Lasbela, Awaran and Gwadar. The general area of the park comprises of various topographical feature, vegetation, arid and mountain, where as many tracts are covered with dirt sand so can be considered as semi desert. Diverse verity of birds and fish species is found at the estuary of the Hingol River that is part of this beautiful park. Whereas the hungol valley also has beautiful cliffs, ramparts and pinnacles along the 350 miles long hungol river in which crystal-clear water is always flowing and reflecting the incredible blue sky. The hungol valley is also famous for support to invertebrates and many kinds of unique verity of bird’s species. Whereas Hingol River is famous for nurturing crocodiles, Oliver Ridly, Green Marine Turtles and variety of fish such as Mahasheer and Dolphins. Park is also recognized as an excellent habitual to the estuary of the Hingol waterway which underpins a huge decent

variety of winged creatures and fish species. The recreation center is an amazing territory to wild creatures including numbers of Ibexes, and Urials and Chinkara, other than the Varity of the occupant and transient fowls.

Warm-blooded animals in the recreation center incorporate Sindh Leopard, Indian Fox, Jungle Cat, Jackals, Sind Wild Goat, Blandford’s Urial, Chinkara Gazelle, Honey Badger, Indian Pangolin, Hedgehog, Porcupine, Indian Gray Mongoose, Cairo Spiny mouse, and the Rock Mouse. With respect to the flying creatures, Houbara Bustard, Dalmatian, and Spot-charged Pelican, Lagger Falcon, Red-headed Merlin, Kestrel, Gray Partridge, See Partridge, Eagle-owl, Sind pied woodpecker, Hume’s talk, Brownstone pipit, Striped Burning, Fincher Larks, Hoopoe, Shrikes, and Wheatears. Adjacent to Bonnelli’s, Imperial Tawny and Golden Eagle are additionally found here. There are three assortments of vultures, in particular, Eurasian Griffon Vulture, Egyptian Vulture, and the Cinereous Vulture. With respect to sand grouse, there are numerous assortments like Stone Curlew, Indian, Coroneted, Painted and Close-Barred Sand Grouse (Ghazi.52, 2016). International and local tourist can be attracted with the addition of little infrastructure development like road rail facilities; conducive secure environment and modern night stay facilities.

#### 4.3 Sea View Karachi

Clifton Beach, most commonly known as Sea View Karachi, is situated on the Arabian Sea that extends from Kamari to DHA (Defense Housing Authority) area. It is the main seashore in the area of Sindh which is an open day in and day out not only for the local population but also for visitors and tourists. Karachi is the fabulous waterfront city touches the Arabian Sea shores and Clifton Beach implied to give the best relaxation and recreational open doors entertainment. The seashore situated close to the areas of Saddar Town (City Center) which is the downtown area. The Sea view apartments, opposite to seashore are a gated neighborhood, which is evaluated among the top properties in the city. Sea view beach is the most modern area as compare to other sea beaches of Karachi. The recent development is addition of series of restaurants commonly known as Du Duryea selling sumptuous food, where elite of the city found around until late night.

#### 4.4 Korangi Creek

Korangi Creek is a cantonment area having Army and Air Force installation in the city of Karachi, Pakistan. The British Colonial Army set it up in nineteenth century during British Raj by Fort Wrigley. It moved to Pakistan Army after independence in 1947. Other than the cantonment area, the korangi town is also accommodating a large civil population, an industrial area and Karachi fishery area. Bulk of the fish catch from Arabian Sea is landed at korangi fish harbor for further selling. It is not that classical visiting spot but visitors do come for fishing and families get together.

#### 4.5 Ibrahim Hyderi

Ibrahim Hyderi is a lower to middle salary region and the general population of around one million. The most distinctive component of the area is it is contiguous to Korangi Creek. The popular Korangi Road encompasses the industrial area; the zone has a wharf stretching out to Korangi Creek. The break water generally known as Ibrahim Hyderi Fish Harbor which is having critical economic significance for the local fisherman of the area. The fish they got from here is prepared and after value addition sent to the market for selling. The fish harbor needs to be modernized as per EU Standard with modern facilities. A large number of people regularly visiting areas for fishing and boat ride.

#### 4.6 Paradise Point

Arabian seashore in Karachi also known as Paradise Point is a sandstone rock projection, which once had a characteristic curve, which was washed away with heavy swell during moon soon seasons during the decades of 1990's. The seas beach has attractions for tourists and families, which include beach side pony and camel rides,

entertainment points, cafés, and swimming in the Arabian Sea. Paradise Point Beach is open through Mauripur Road (some time ago Hawkesbay Road) or the Mubarak Goth Road from Karachi. Nathiagali Beach is found west of Paradise Point Beach. Lots of visitors and tourists visit this spot every day, although it is at a close proximity of the city but no night facilities are available, which if added will attract number of visitors around the clock.

#### 4.7 Hawke's Bay Beach

Hawkesbay is seashore located 20 km from Karachi while moving towards caps Monze. Name of this beach is on the name of Bladen Wilmer Hawke, who built a seashore house in 1930s. Several individuals appeared around here every day for swimming, camel and pony ride and for pleasure drive trips. The sea beach is famous for green ocean turtle and Olive ridley ocean turtle around winter seasons. WWF has likewise composed a "wetland focus" on this seashore for information with respect to turtles. It is also a famous site, always crowded, families move around and enjoying swimming along seaside. Although swimming around is prohibited especially during summer seasons from April to August ever year.

#### 4.8 Sand spit Beach

Sand spit is a coast side in the southwest of Karachi. It is a well-known spot of tourist for locals and visitors coming from upcountry. The area is famous for marine life green development and crabs. The shallow water around is perfect for swimming and sunbathing. Sandspit Beach is a genuine celebrated family spot in Karachi. Tourist can enjoy horseback and camel riding. Sandspit Beach is a settling ground for Green and Olive Ridley Turtles, protected by the Sindh Wildlife Department. Settling occurs in pre-winter months. Starting late, the WWF-Pakistan has drawn in with turtle security practices by establishing a Wetland Center at Sandspit Beach. There is a lot of room for development so investors are welcome to invest and develop most modern facilities around which are the biggest deficiency of the area.

#### 4.9 Ras Muari Beach

Cape Monze is a coastline close to Gadani Beach around 80 Km from Karachi, which is generally known as Ras Muari. The locals also know Ras Muari as Jhill Poshete. There is a lighthouse, which was built by the British regime in 1914 for the course of vessels. Turtles follow along the beach, which provide most conducive environment for hitching. Generally, youngsters from Karachi visits the area on weekend for fishing and family get to gathers owing to its picnic spot area.

#### 4.10 French Beach

French Beach Karachi is one of the prides of this city because of its secure and private environment. Karachi has

plenty of seashores yet not every one of these resembles French Beach. It is found halfway between the Turtle Beach and Paradise Point. It is well known for various facilities that are offered there, alongside the stunning picturesque excellence by itself. The seashore is splendid with individuals living in tents close to it. The administration has been hoping to modernize it in all perspectives. It additionally has a wild yet quiet inclination to it, which pulls in numerous globe-trotters and surfers to it. The French Beach is one of the most visited seashores in Karachi. The away from with a bit of green and unadulterated darker shores make it a goal you wouldn't have any desire to miss. Being a private visiting area, visitors need to make booking prior to arrival. Modern huts if constructed, can add value to the existing structure.

#### 4.11 Sunehri Beach

Sunehri Beach Karachi (Golden Beach) is superb seashore for Families, situated close to Gaddani area, which is 43 Km from Karachi city and around 1 hour 30 minutes journey from city center. Sonera Beach is a famous touring spot of Karachi, for which generally families plan pleasure trip on weekends. Visitors start off from far flung areas of the city for pleasure drive and for fishing, cached fished from the site is baked on spot for lunch with joy. Other activities include, water sports into the seashore, resting into water, driving vessels, messing around, appreciate riding on camels and numerous different exercises kids and families enjoys around. While travelling towards Sunehri seashore different well-known spots are enrooted for short stay like French beach, Hawkes Bay beach, and furthermore can be seen mountains of Hingol National Park, which meet the sands of the Arabian Sea glances extraordinary at night. In addition, it's the best places to visit in Karachi, numerous travelers, guests, families, and tourist, love to come here to appreciate the dusk and caught in their cameras.

#### 4.12 Manora Island

Manora Island is at a distance of boat ride from Keamari Harbor, the passage way to Karachi port. The island was the stronghold where Karachi's Talpur rulers given up to the British, who later raised a (still-unblemished) beacon in its place. This century old lighthouse is still guide the ships to Karachi harbor at night. The island has a little seashore disregarded by the remaining parts of a nineteenth-century Hindu sanctuary. Swimming around the Island is not recommended owing to solid flows, current and contaminated water but still visitors from up country keep swimming and many even lost their lives during every summer seasons. There are many food selling spots and small restaurant around the seashore, some of them also sells fresh fish. The fundamental motivation to come to Manora Island is to appreciate the ocean breezes on the boat trip around here. Boat ride in the harbor will likewise run longer excursions, but photography is not allowed in the harbor area. Among all the small Islands Monara Island

is most famous due to Qasim Fort that was constructed by British Forces during Second World War, presently being used by Pakistan Marine Force as Training center. Pakistan Naval Academy commonly known as PNS Rehabar is also at the same Island. A small but century old church is also located on the same island which is also a center of attraction.

#### 4.13 Pir Ghaib Waterfall

Pir Ghaib Waterfalls is a cascade in the Valley of Bolan, 70 kilometers (43 miles) from Quetta, in Baluchistan, Pakistan. Here water falls down from rugged mountains, clearing its path through numerous streams and lakes among the obscure palm trees. There are route cascades and two separate cascades stream into a bigger pound of cool water. This site if developed as per international standard can attract number of local and foreign tourists, further more this is the most suitable place for international investment with high rate of return.

#### 4.14 Bhit Island

Baba Bhit Island is the locality of Kemari Town of Karachi, Pakistan. It includes two little angling islands which are in the focal point of the harbor of Karachi. The approximated territory of these islands is 4 km<sup>2</sup> and the populace is around 25000. The territory is bit neglected by the local government in view of its division from the terrain. There are ethnic gatherings in Baba and Bhit Island including 90% Kutchi and 10% Sindhi where as 100% population is Muslim. In fact, the entire village is of Fishermen Community living in the area around 300 years of age. Presently it is not a tourist site but it can be converted into one of the beast heritage site of the fishermen community, if properly marketed can fetch number of visitors and huge revenue can be generated.

#### 4.15 Shams Pir

Shams Pir is an island situated in inside the Karachi Fish Harbor, near Sandspit Beach Kamari Town of Karachi, Pakistan. The name Shams Pir is obscure for a Mazar of Saint name Hazart Shams Pir situated on this Island. Since the site is linked through carpeted road with city center, number of tourists keep visiting the area on a short day trip. This area needs to be developed owing to its natural location and scenic sea view. The number of visitors keeps increasing with every passing day as it is becoming more famous place now.

#### 4.16 Kund Malir

It is the biggest region of Baluchistan around shores of North Arabian Sea, with numerous worth visiting spots. Kund Malir seashore is situated close to Hingol River. This seashore is around 150 km from Karachi, the capital of Sindh on Makran Coastal Highway and its just 4 hours drive

from Karachi. Kund Malir seashore is a quiet and relieving spot to visit during all weather conditions. Kund Malir sea shore is viewed as one of the best sea shores of the world with no legitimate offices to pull in visitor, nonetheless, only local visitors make efforts at their own to visit the area, Kund Malir is a desert sea shore which furthermore make it novel spot around. The path to the Kund Malir Beach is sheltered and well built however, it come up short on the essential side so one must take vital things to appreciate the travel and enjoy the natural excellence (Kund Malir, 2014). Natural beauty is splendid all around waiting for the tourist but unfortunately, the Sindh tourism department to the required level is not projecting this site, despite the fact a large number of visitors from Karachi regularly visits the area.

#### 4.17 Churna Island

Churna Island is located seaward side close to Mubarak Village, at the out suburb of Karachi. Island can be reached via road and through boats from Karachi city. Churna Island is uninhabited island situated in the North Arabian Sea, approximately 9 km (5.6 miles) west of the mouth of the Hub River, at the limit between the territories of Baluchistan and Sindh. Churna is roughly 1.2 km (0.75 mile) long and 0.5 km (0.31 mile) wide. Beginner jumping, swimming and stream skiing are being well known in and around the Island, especially to the youngsters coming from Karachi and surrounding areas. A portion of the seashores, including Gaddani and Sonara (at the mouth of the Hub River) are thronged by picnic parties, particularly on weekends. Because of intensity plants and a generously huge ship breaking industry present in the territory, nature is truly being influenced. Considering high biodiversity and the dangers it is confronting, the zone requires quick strides for its assurance to keep on giving job openings and the travel industry offices for the national and international travelers. An administration choice could be to control business and recreational exercises in the Churna Island Complex and assign it as a 'no-take zone or marine ensured territory. Owing to close proximity of Karachi, it could be developed even by the local investors or as a joint venture with public and private partnership.

#### 4.18 Astola Island

Astola Island is situated along the coast and first Marine Protected Area (MPA) of Pakistan proclaimed by the Government of Baluchistan, but need to be converted into a visiting park. The Island is situated at the longitude of 25° 7'21.51"N and Longitude 63°50'51.53"E, in the Baluchistan territory of Pakistan. The island covers around 400 square km of area and is found 39 km east of Pasni, Baluchistan (Ilyas, 2017). The island involves rough slopes which are around 246 feet above ocean level (Sadia, 2011) and covers a zone of around 3 km long and 1 km wide. Generally, visitors come in boats and take a round of the island for fishing and coral sightseeing, since there is

nothing on the island so visitors don't land on ground. The island is a Ramsar site dependent on the settling region for Green Turtle and biodiversity of winged creatures. The coastline along the base of the precipice includes a little sandy-cum rough seashore, where as the most part of the eastern side of the island is sandy. It is home to a few types of marine and earthbound creatures and plants. The island is accounted for to help a huge number of rearing ocean-winged creatures, including a few types of terns. Marine turtles are additionally said to settle on the island There is an unmistakable probability that Hawksbill Turtle (*Eretmochelys imbricata*) homes there (Scott, 1989). The entire Island need to be outsourced to any private investor for converting into a Disney land like facility, which will not only attract local visitors but tourist from other parts of the world will be moving to this site. Nonetheless, modern ferry service needs to be started from Karachi to Astola Island, Gwadar and back at the earliest to facilities the visitors coming from Karachi via small boats.

After discussing the Opportunities in Maritime Tourism in Pakistan, let's have a look on various issues and Challenges facing Maritime tourism in Pakistan.

### 5. Challenges for Maritime Tourism in Pakistan

Pakistan has vast range of picnic resorts along the seashore as discussed above but all these are not operational and not open for the tourists so it is not contributing to the country's GDP. Here is the detail of challenges and way forward

#### 5.1 Economic Challenges

Maritime tourism contributes 2.7 % to Pakistan GDP whereas majority of GDP comes from northern areas and other sectors; however coastal tourism has meager percent of this contribution (Akhtar, 2019). At present, world tourism sector is contributing more than 10 % in the global economy in terms of GDP and created jobs up to 292 million and this figure will rise up to 380 million in 2027 (Sofronov, 2017). Pakistan Maritime tourism needs to be brought into mainstream and ministry of tourism must play its role for upbringing of this particular sector. Various operators plan numerous infrastructure development targets on seaside but continually they face constrained to get credit from banks or help from government sector to venture their projects of development. Appropriate information is required in this regard through one window operation for the investors to get financial support from government and banks to materialize their projects. The other negative factors which are affecting maritime tourism is high inflation rate especially for domestic tourism, if the people live from hand to mouth and have no money to travel, then tourism will become a leisure activity for elite class only. Inflation rate in Pakistan is also a big obstacle in the promotion of local maritime tourism. Thus, efforts need to be made to control inflation rates as a result, in terms of traveler activities, the possible

opportunities shall be created for all segments of the society.

### 5.2 Environmental Challenge

Marine tourism is linked to the natural marine environment, protection and enhancement of this environment is paramount for sustainable economic viability. More than 28 beaches are available along coastline of Pakistan. (20 beaches are in Sindh and 8 are in Baluchistan). Pollution free beaches offer tremendous opportunities of developing marine tourism in Pakistan. (Khan, 2018). Thus, the wide range of activities within marine tourism include fishing, scuba diving, windsurfing, and cetacean watching many more related activities can be generated through appropriate management. The awareness of environmental pressures to increase visitor through interpretation programs and wildlife trips have been viewed as an environmental benefit which can also increase the likelihood of tourists joining conservation groups or donating to conservation causes. Thus, conducive environment needs to be created prior launching a mega tourism gala.

### 5.3 Community Challenges

A key feature of sustainable coastal and marine tourism is that local community development, thereby helping to alleviate poverty, improve livelihoods and encourage better management and conservation practices in communities (Dwyer, 2018). However, coastal regions often struggle to create and fully capture economic benefits generated by tourism (Čavlek, Ladkinand Willis, 2017). The traditional leakages issue has evolved to encompass off shoring, a collective term to capture the movement, relocation and concealment of resources associated with global capitalism (Dwyer, 2018). Nonetheless in Pakistan local community development is directly linked with education. The role of education is essential for viable tourism. The people of some countries are dealing with tourism and try to earn handsome amount of money by overcharging tourists without taking care of next year's inputs. Thus, most of the people dealing with tourism issue e.g. guides, sellers, bus or taxi drivers, hotel/motel workers that are uneducated, and have language problems face a big issue for foreign tourists. For the betterment of travel industry, the touristic countries, which have dominantly educated people, pay regular construction and infrastructure, settlement plan, ecotourism, sustainable tourism a lot of importance to protect their own landscapes, hinder water pollution in their own interest. Thus, Pakistani local community of coastal area must be educated to a level to communicate with tourist freely. Presently this is one of the biggest issues that even tourist guide is also not available all along the Pakistani coast.

### 5.4 Socio-Cultural Development Challenges

Maritime tourism has significant perspective in the life of individuals. It is a substantial source of income for certain nations and has utmost significance for making new jobs and closing the exchange trades shortage (Singh, 1997, Baloch, 2007, Ullah et al, 2009). According to the Pakistan Tourism Development Corporation (2018), only 1.75 million foreign tourists visited Pakistan in 2017, which is a black picture of tourism sector in the country. Socio-economic condition of the local people is miserable and their literacy rate is only 10 % (Majeed, Zaman, Ali, & Ahmed, 2010). Karachi, being the big coastal metropolitan city, have relatively better facilities alongside coasts but other cities in spite of having great natural resources are lacking basic education, health and other social facilities which are hindrance in the development of marine tourism. Religious and heritage sites including Nani Mandir, Lion Baluchistan & Princes of Hope, rare WWII Museum, and Hingiol National Park Buzzi pass. Mud volcano's and stunning views of Astola Island etc. alongside the coasts in Pakistan are the most attractive natural resources and can be used to attract maximum tourists. (Akhbar Nama, 2015). Despite all sites, tourists will not be attracted until Socio-Cultural Development Challenges all along the Pakistani coast are not addressed.

### 5.5 Impolitic Government Vision and Policies

Pakistan has a tourism destination in the international market but we have no proper integrated policy can serve the catalyst to develop and promote tourism industry especially maritime tourism. Presently there is no national organization, which can ensure the coordination between federal and provincial governments departments looking after the tourism. There is an immediate need to prepare national integrated tourism policy and national tourism board which can bridge the gap and serve to revive tourism industry including maritime tourism in Pakistan. All issues relating tourist, investors, developers, tourism promoters must be resolved through one window operation to address this particulate challenge. Moreover, all policies must be long term, sustainable, tourist and investors friendly, with some tax exemption to attract tourist and investors.

### 5.6 Security issues

Terrorism and violence are among the most important factors controlling tourist flows particularly in the global south. The overall tourism growth is adversely affected by terrorism in Pakistan especially after 9/11. According to the Rahman, Holdschlag, Ahmad, and Qadir (2011), war on terror caused detrimental effects on the tourism industry of Pakistan, especially in the areas where international tourism has already played a prominent role in regional development. The highest negative factor affecting the country as indicated by foreign visitors and even the

domestic tourists is that they don't have a sense of security any longer to visit any country where terrorist activities are existing. For instance: before 2007, there was distress in Pakistan because of political reasons that was still fine for the visitors, however after 2007 it become impossible for the tourists to visit in light of the fact that ongoing war against terrorist. Nonetheless, security situation started improving since 2017 and doors were again opened for tourist in 2018 when tourist visits started picking up but the year of 2019 brought good luck for the tourist when momentum picked up as new government declared special policy for tourist. At beginning of year 2020 once again, Pakistan was declared as family station by many western countries, which has brought a great message for the Western tourist. Now once again Pakistan has become safe haven for foreigner as well as local tourists.

### 5.7 Lack of Facilities

The coastal areas are extremely underdeveloped lacking basic facilities (Akhtar, 2019). Facilities include the inaccessibility of high-quality hotels, cafés, internal and external transportation framework, and health facilities. The framework of transportation likewise has important role to get traveler reach to site, destination and different visiting places. Tourists must be helped with transport opportunities like plane, road transport, train, underground metro and taxi service. Medical clinics and clean and healthy environment in the coastal area will leave positive impact on individuals who need to make a journey as a visitor. The absence of web and cell services in many parts of coastal area is a major issue faced by tourists. Then, absences of good financial facilities like "ATM machines, credit or visa card acceptance is additionally an issue for travelers to coastal areas of Pakistan. Nonetheless, Pakistan Navy has recently established a state of the art 100 bed hospital at Ormara but need more such facilities all along the coast. Government should promote activities including planned visits of historic, natural sites near the sea, snorkeling, diving, water surfing, jet skiing, parasailing, sailing, Marinas, beach games, boat cruise, fishing, whale and dolphin watching, Ecotourism, but prior to that beach infrastructure including accommodation and restaurants all along the Pakistani coast needs to be built.

### 5.8 Absence of Media campaign

A negative perception about the entire region by the dominant media is a damaging factor for Pakistani tourism. Fake and fabricated news reports have further exhorated the situation. (Holdschlag, Ahmad, and Qadir 2011). The media should assume a positive role while projecting the actual picture of Pakistan. Proper marketing plan need to be prepared for the presentation of tourism industry and its potential to the world. The changed environment after 2018, which is terrorism free Pakistan and tourist friendly Pakistan, needs to be projected by all local private and public channels in Pakistan.

## 6. Way Forward

Based on the reviewed literature, opportunities and challenges it is apparent that future of Maritime tourism is bright in Pakistan but for further sustainable development, active planning and coordination among all relevant stakeholders is necessary. Immaculate preparation with proper guidelines with the help of local communities a long-term vision can yield desired results of maritime tourism in Pakistan. Beach fronts need to be developed to promote maritime tourism all along the coast. The private sector with tax exemption may be encouraged to invest in the maritime tourism sector in order to improve country blue economy.

Maritime tourism in Pakistan can be further divided in to three segments like site seeing places, beach sites and Religious cum heritage sites which including Nani Mandir, Lion Baluchistan & Princes of Hope, rare Museum, Churches and Hungol National Park and Buzzi pass. A careful separate planning for all three segments is to be considered by both provincial (Sindh and Baluchistan) and Federal government. Basic amenities like hotels, cafés, internal and external transportation, health facilities including Medical clinics and web, cell phone services, ATM machines, credit or visa card acceptance must be provided all along the coast of Pakistan. After ensuring provision of necessary infrastructure development, basic amenities and tourist friendly environment, tourism department of Pakistan must contemplate marketing of its tourism as a fresh brand. This is to be projected by all local private and public channels and through social and print media with in Pakistan and abroad. Media and "advertisement sectors should be used effectively to eliminate the bad image of country and advertise opportunities for maritime tourism" National and International collaboration is also necessary for the greater output and significant growth in maritime tourism. Government should take strict security & peaceful measures for enhancing the domestic and foreign maritime tourism accordingly.

## Conclusion

Maritime tourism is the fastest-growing industry in the world, but in Pakistan despite have unbelievable beaches, subject industry is not flourishing owing to absence of basic amenities. Pakistan is blessed with all ingredients necessary for successful maritime tourism industry but the only challenge, which is hindrance in the development of this sector, is from within (Akhtar, 2019). Despite having "beautiful places with great potential for tourism, relevant authorities in Pakistan could not exploit these opportunities efficiently and effectively. As for as tourism earning is concern, Pakistan only bring back one per cent of the \$31.4 billion in South Asia spent by foreign tourists in 2017 despite having miles of sandy beaches, coastal highway, warm waters, mangroves and lagoons. In contrast, India was the biggest beneficiary with foreign tourists spending \$21bn (Hassan, 2019). Now the future of



Maritime tourism is bright in Pakistan, owing to the seriousness of the present government.

Among many reasons, decent accommodation, restaurant or other facilities available always needed NOCs, deprived security situation, inflation rate, absence of media role, climate change, natural disaster, growing pollution, issues in the management of international collaboration and lack of awareness among masses, adversely affected maritime tourism in Pakistan.

Stakeholders should focus on new innovative approaches, strict security issues, proper waste management, enough budget allocation, ensuring relevant facilities for the tourists' available, adequate development of Beach front and media management in order to improve maritime tourism and attract foreigners back home. Both Federal and Provincial governments need to plan and coordinate practically for the effective development of maritime tourism. Pakistan should also create a suitable environment to increase marine tourism revenue by exploiting its own existing natural resources.

### Recommendations

1. Sustainable Maritime tourism requires active planning and coordination among all relevant stakeholders. National and international collaboration is also necessary for the greater output and significant growth in maritime tourism.
2. Government should take strict security & peaceful measures for enhancing the domestic and foreign maritime tourism.
3. Religious and heritage sites alongside coasts must be renovated to attract maximum tourists. Qualified guides must be made available on these sites with exact historical background in multi languages for easy understanding of the tourists.
4. Highways and branch lines to be constructed and renovated all along the coasts with modern but affordable transport facilities.
5. One window operation from airport until visiting site be assured for foreign tourist and relevant facilities must be provided to local visitors to promote domestic tourism.
6. Proper planning and regulating ecotourism with appropriate guidelines, involvement of local communities and a long-term vision for ecosystem protection can yield desired results of maritime tourism in Pakistan, which is to be assured by local government departments.
7. Beachfronts especially close to Karachi and Gwadar needs to be developed along with basic facilities and tourist information centers on priority to promote maritime tourism.
8. The facilities like comfortable accommodation, hotels, restaurant, Cafes, transport, entertainment services and medical facilities for tourists are ensured round the clock.
9. Print, electronic and social media to be used effectively for the projection of true image of the country while highlighting the available opportunities of maritime tourism.
10. Private sector after giving tax exemptions must be encouraged to invest in the maritime tourism sector in order to improve country's fragile economy.

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