

**Report of the
Fourth D-8 Senior Officials Meeting on Tourism
04 August 2023, Bhurban, Murree, Pakistan**

The Fourth D-8 Senior Officials Meeting on Tourism was held on 04 August 2023 in Bhurban, Murree, Pakistan. The meeting was chaired by the Managing Director of Pakistan Tourism Development Corporation, Mr. Aftab Ur Rehman Rana and attended by Senior officials from the Member States. List of participants is attached as **Annex I**.

Agenda Item 1: Opening statement by Managing Director of Pakistan Tourism Development Corporation (PTDC) and Welcome Remarks by His Excellency Ambassador Isiaka Abdulqadir Imam, Secretary General, Developing Eight Organization for Economic Cooperation

Managing Director of Pakistan Tourism Development Corporation, Mr. Aftab Ur Rehman Rana, welcomed Members to the meeting. He expressed desire for the D-8 Organization to work towards deepening the existing cooperation in the tourism sector. His statement is attached as **Annex II**

In his opening remarks, D-8 Secretary-General, Ambassador Isiaka Abdulqadir Imam emphasized the importance of tourism cooperation. He encouraged Member States to implement the D-8 Comprehensive Strategy on Tourism and Crescent Moon Initiative. He also highlighted the importance of finalizing the draft Islamabad Declaration 2023 as the meeting's outcome document. His Statement is attached as **Annex III**.

Agenda Item 2: Consideration and Adoption of the Draft Agenda

The Meeting considered and adopted the agenda. The adopted agenda is attached as **Annex IV**.

Agenda Item 3: Business Arrangements

Pakistan, as the host country, briefed the meeting on the business arrangements of the meeting.

Agenda Item 4: Secretariat Report

The D-8 Secretary-General briefed the meeting on the outcomes of the Second D-8 Ministerial Meeting on Tourism which was held in Kuala Lumpur on 20 November, 2019.

Agenda Item 5- Implementation progress on D-8 Comprehensive Strategy on Tourism 2020-2030 and Crescent moon initiative

Member States briefed the meeting on the progress made in implementing the Comprehensive Strategy on Tourism 2020-2030 and the Crescent Moon Initiative.

The meeting reviewed the Member States' briefings and discussed the comments/inputs on the implementation progress of the Comprehensive Strategy on Tourism.

The meeting urged all Member States to strengthen tourism collaboration, particularly in the areas of capacity building and training by developing joint training programs as well as promote digitalization of the tourism industry among and beyond D-8. The meeting also stressed upon member states to focus on the implementation of the D-8 Comprehensive Strategy on Tourism and the Crescent Moon Initiative.

Agenda Item 6- Member States Country Presentations on Travel and Tourism Industry Development:

Bangladesh, Egypt, Iran, Indonesia, Malaysia, Nigeria, Pakistan and Turkiye delivered presentations on the Tourism sectors and its developments.

Their presentations are attached as **Annex V**.

The meeting took note of the presentations and praised member states for their efforts in reviving the tourism sector following the COVID-19 pandemic.

As part of the Islamabad Declaration, the delegation of the Islamic Republic of Iran proposed declaring one of the D-8 cities as 'The Tourism City of the Year'. The Meeting accepted the proposal of the Islamic Republic of Iran and agreed to include it in the Islamabad Declaration 2023.

The Chairperson and Secretary General thanked Member States for their contributions and updates to the meeting. In his remarks, the Secretary General proposed the following initiative, which may also be included in the Islamabad Declaration 2023:

- Member States may volunteer to organize capacity-building and training workshops on periodical basis.
- A Forum on Investment potentials in tourism sector may be held on an annual basis.

Provincial Tourism Departments from Azad Jammu and Kashmir, Balochistan, Gilgit Baltistan, Khyber Pakhtunkhwa, Punjab and Sindh shared presentations on investment opportunities in their respective provinces in the tourism sector.

Their presentations are attached as **Annex VI**.

Agenda Item 7. Private Sector Session.

Representatives from private sector made presentations on tourism promotion and investment opportunities.

Islamic Chamber of Commerce, Industry and Agriculture (ICCIA) delivered a comprehensive presentation on sustainable tourism, and expressed their intention to host a Sustainable Tourism Development Forum in November 2023 in Islamabad, Pakistan. The Chair suggested that D-8 Organization may organize a sideline event at the Forum.

President of Pakistan Association of Tour Operators also delivered a detailed presentation on tourism potentials in Pakistan.

The representative of Civil Aviation Authority of Pakistan also shared upcoming opportunities for private sector in aviation and airport operation in Pakistan.

The presentations are attached as **Annex-VII**.

Agenda Item 8- Preparation for the 3RD D-8 Ministerial Meeting on Tourism Cooperation

The meeting deliberated upon the following documents:

- Draft Agenda
- Draft of Joint Media Statement
- Draft of Islamabad Declaration on Tourism 2023

After deliberations the meeting adopted the aforementioned documents. The adopted documents are attached as **Annex-VIII**.

Agenda Item 9- Other Matters

There was no discussion under this agenda item.

Agenda Item 10- Date and Venue of Next Meeting

The Secretariat will liaise with member states, seeking the next volunteer to host the Fifth Senior Officials and the Fourth Ministerial Meetings on Tourism.

Agenda Item 11- Consideration and Adoption of Report

The report of the Fourth D-8 Officials Meeting on Tourism was considered and adopted.

Agenda Item 12: Closing Remarks

The Secretary-General commended the Chairman for his effective handling of the proceedings and thanked the Government of Pakistan and PTDC for graciously hosting the event.

The delegates also expressed gratitude to the chairman for presiding over the meeting effectively, as well as to the Government of Pakistan for its generous hospitality and excellent meeting arrangements.

The Chairman thanked the delegates for their valuable contributions and wished them a successful outcome for the subsequent Ministerial meeting.

The meeting was adjourned on 04 August 2023.

LIST OF ATTENDEES FOR 4TH D-8 SENIOR OFFICIALS MEETING

4 August 2023

Sr	Name	Designation	Country/ Organization	Contact Details
1.	Ambassador Isiaka Abdulqadir Imam	Secretary General	D-8 Secretariat	
2.	Ahmar Ismail	Director - I	D-8 Secretariat	
3.	Muhammad Bilal Khan	Executive Assistant	D-8 Secretariat	
4.	Mr. Aftab-Ur-Rehman Rana	Senior Official – MD PTDC	Pakistan	md@tourism.gov.pk +92 300 9742158
5.	Mr. Mohammad Abdullah Al Mamum	Director – International Organizations Wing	Ministry of Foreign Affairs – Bangladesh	dirio@mofa.gov.bd
	Mr. Yusran Hadromi	Charge D'Affaires/Head of Delegation	Indonesia	axelsyah.miraza@kemlu.go.id
6.	Mr. Axelsyah R Miraza	Third Secretary	Indonesia	axelsyah.miraza@kemlu.go.id
7.	Mr. Mohammad Ghasemi	Deputy General Director of Ministerial and International affairs	Iran	Mqasemi917@gmail.com; cc: Nasrin.azimipanah@gmail.com
8.	Mr. Sadegh Ghorbani	Senior Expert, Office for Multilateral and International Economic Cooperation	Iran	Mqasemi917@gmail.com; cc: Nasrin.azimipanah@gmail.com
9.	Mr. Amr Abdallah Mohammed Morsey	Counsellor	Embassy of Egypt in Pakistan	pakegyptembassy@gmail.com
10.	Mr. Muhammad Azhar bin Mazlan	High Commissioner	High Commission of Malaysia	mwislamabad@kln.gov.my mdazhar@kln.gov.my

11.	Mr. Muhammad Zulasri Rosdi	First Secretary	High Commission of Malaysia	mwislamabad@kln.gov.my mdazhar@kln.gov.my
12.	Mr Mohammed Tafida	Minister Counsellor	Nigeria	tafida07@gmail.com
13.	Ms. Emel Derinoz Tekin	First Counsellor of the Embassy / Charge d'Affaires	Turkiye	emel.derinoz@mfa.gov.tr
14.	Mr. Bilal Ahmed Shah	Director (ED & OIC)	Ministry of Foreign Affairs	
15.	Mr. Saadiq ur Rehman	Director Airport Services	Pakistan Civil Aviation Authority	+92 300 8240038
16.	Mr. Omair Khattak	Deputy Director	Khyber Pakhtunkhwa culture and tourism authority	omair11@gmail.com +92 321 9590009
17.	Mr. Asif ullah	Secretary	Tourism Department, Gilgit Baltistan	auk494@gmail.com +92 355 5999102
18.	Ms. Midhat Shahzad	Secretary	Tourism Department, Azad Jammu & Kashmir	midhat.secy@gmail.com midhatak@yahoo.com +92 345 5777784
19.	Mr. Wahid Arjumand	GM Operations	Tourism Development Corporation of Punjab	gmoperationstdcp@gmail.com gmo@tdcp.gop.pk +92 300 4583070
20.	Mr. Dawood	Director	Tourism Department, Balochistan	tareends@gmail.com +92 333 7852984
21.	Mr. Syed Feyyaz Shah	Managing Director	Sindh Tourism Development Corporation	feyaz.shah@yahoo.com Cc: md@stdc.gos.pk

				+92 321 7053020
22.	Mr. Sadrudin	Secretary General	Pakistan Association of Tour Operators (PATO)	pato.secretariat@gmail.com +92 313 5009980
23.	Mr Azmat Hussain	Vice president	Pakistan Association of Tour Operators (PATO)	pato.secretariat@gmail.com +92 332 8501039
24.	Mr. Nadeem Riaz Chaudhry	Executive Committee Member	Pakistan Hotels Association (PHA)	nadeem.riaz@pchotels.com +92 302 8622204
25.	Ms. Kiran Afzal	Senior Private sector Specialist	World Bank	kafzal@worldbank.org +92 333 5106518
26.	Muhammad Ali	Regional Cooperation Coordinator	Asian Development Bank	mali.consultant@adb.org +92 321 9159446
27.	Mr. Muhammad Idris	Acting Manager, Events Management Department	Islamic Chamber of Commerce, Industry & Agriculture St 2/A, Block 9, KDA Scheme 5, Clifton, Karachi, Pakistan.	idris@iccia.com +92 321 9285525
28.	Mr. Mukhtar Ali	Manager (TIC's)	PTDC	Mukhtar.ptdc@gmail.com
29.	Ms. Namrah Shariq	Program Officer (Print & Electronic Media)	PTDC	ammedia@tourism.gov.pk
30.	Mr. Muhammad Asim	Assistant IT	PTDC	info@tourism.gov.pk

**BY THE D-8 SECRETARY-GENERAL, H.E. AMBASSADOR
ISIKA ABDULQADIR IMAM, FOR THE 4th D-8 SENIOR
OFFICIALS MEETING ON TOURISM COOPERATION,
AUGUST 3-4, 2023, BHUBHAN, MURREE, PAKISTAN**

Honourable Chairman,

Excellencies,

Distinguished Delegates,

Ladies and Gentlemen,

Assalamu'alaikum and good morning to you all.

I feel greatly delighted to echo the Chair in warmly welcoming all of you to the 4th D-8 Senior Officials Meeting on Tourism Cooperation. It is an immense honor and privilege for me to stand before you today as the Secretary General of the D-8 Organization for Economic Cooperation. This would be my first time of attending meeting of Senior Officials in charge of tourism in our member

countries, since I assumed duty at the D-8 Secretariat a year and a half ago.

Before I proceed, I would like to extend my heartfelt appreciation and gratitude for the warm hospitality accorded us by the Pakistan Tourism Development Corporation (PTDC), since our arrival for this event. It is an honour for me to be back here again in Pakistan.

My appreciation also goes to the Government of the Islamic Republic of Pakistan for the excellent arrangement made for this meeting. We are indeed very grateful for your commitment to make this event a resounding success. As such, I trust we can have constructive discussions to strengthen cooperation among us to promote tourism.

**Distinguished Delegates,
Ladies and Gentlemen,**

Today's meeting is a timely and important one, as it is the first meeting we have after the Covid-19 pandemic is over. Here we take stock of our achievements and progress – and also our shortcomings and challenges. We can also pool our resources to chart a way forward to strengthen our efforts to rejuvenate tourism cooperation.

I am happy that we can organize this meeting because we cannot afford to lose this momentum. The logic behind this is that tourism is a significant contributor to our economy. Tourism catalyzes economic development, cultural exchange, and sustainable growth. It creates jobs, stimulates local economies, and promotes understanding between nations. Because of the uniqueness of our member countries, spread over three continents, we need to

harness the power of tourism to uplift our societies and connect our people. For this purpose, we need to leverage on the potentials of tourism to boost our economy and improve the livelihood of citizens of our member states.

To instill our discussion, my remarks will be comprised of three major components. Namely, the strategic backdrop in the area of tourism, the D-8 past activities in tourism cooperation, and the proposed way forward.

Excellencies, Ladies and Gentlemen.

As we know, on 5 May 2023, after more than three years, the World Health Organization declared that Covid-19 is no longer a global threat. This is a crucial moment to rejuvenate our tourism industry, which was severely impacted by the Covid-19 pandemic. And it is still clear in our memory the devastating impact the Covid-19

pandemic wrought on the tourism industry. The numbers are grim. More than 2.9 million lives were lost during the three-year pandemic. On tourism, there was a 74% decline in international arrivals throughout 2020-2022, compared to the figure in 2019. It was equivalent to over 1 trillion US Dollars in revenue lost. The impact on international air travel has been even more severe, with a 90% drop in 2019, resulting in a 1.8 trillion US Dollars loss from the airline industry, alone.

The light, thankfully, is now shown at the end of the, pitch-black, tunnel, caused by the pandemic. All the global tourism indicators showed a positive trend of rebound. The most recent annual research from the World Travel and Tourism Council demonstrates significant improvement and recovery in the tourism industry. For instance, in 2022, the Travel & Tourism sector contributed 7.6% to global GDP; an increase of 22% from 2021 and only 23% below 2019 levels. In the same year, there were 22 million new jobs,

representing a 7.9% increase on 2021, and only 11.4% below 2019.

Domestic visitor spending increased by 20.4% in 2022, only 14.1% below 2019, while international visitor spending rose by 81.9% in 2022, but still 40.4% behind 2019 numbers. Most of the D-8 Member States exhibited the same trend. And if the trend continues, I am confident we can fully recover in 2024, that is, to reach the statistics of 2019. As we emerge from this global crisis, we must redouble our efforts to rebuild our tourism sectors. We must identify creative ways to accelerate tourism recovery.

**Distinguished Delegates,
Ladies and Gentlemen,**

We may now look back to the past activities of the D-8 Organization, particularly since the Second D-8 Ministerial Meeting

on Tourism in Kuala Lumpur on 20 November 2019. As you may recall the 2nd D-8 Ministerial Meeting on Tourism adopted two important instruments namely, the **D-8 Comprehensive Tourism Strategy** and **Crescent Moon Initiative**. The two initiatives are aimed at fast-tracking the development of the tourism industry in D8 countries, through innovative measures such as capacity enhancement, product development, digitalization and innovative tourism offerings as well as destination awareness and management, experience sharing and connectivity as well as artifacts and souvenirs.

We have to admit, however, that not many have been done as a follow-up, mostly due to the pandemic. Through this meeting, let us shift into top gear and accelerate our collective efforts to materialize those two crucial documents.

Excellencies, Distinguished participants, Ladies and Gentlemen.

The Third D-8 Ministerial Meeting on Tourism tomorrow is expected to adopt the 'Islamabad Declaration', as its outcome. The host country, through the D-8 Secretariat, has circulated the draft to all Member States for your consideration. The 'Islamabad Declaration' will serve as a roadmap and guideline for us to accelerate our programs to rejuvenate tourism. It will also catalyze our collective effort to implement the two documents above. Therefore, I call upon all distinguished delegates to deliberate on the draft Declaration. Please provide your insights, input, and suggestions so that we have a presentable draft to our respective Ministers.

Excellencies, Ladies, and Gentlemen.

All those documents provided us with a solid foundation to strengthen our collaboration moving forward. We need to translate those documents into result-oriented programs and initiatives. For

speedy implementation of these important trade instruments, and to instill discussion in our meeting of today, I would like to propose the following action points, for our collective consideration:

- **Capacity-building programs and Enhanced Collaboration:** Let us strengthen intra-D-8 collaboration by sharing best practices, knowledge, and expertise. By pooling our resources and learning from each other, we can create a vibrant and competitive tourism ecosystem. We can also design our programs to promote youth participation in tourism.
- **Promoting investment for tourism infrastructure development,** particularly to upgrade transportation networks and expand airport facilities to provide easy access to tourist destinations.
- **Cultural Exchange and Cultural Heritage Preservation:** we should promote exchange of cultural exhibitions, festivals, and artistic performances to foster better understanding and appreciation of our shared heritage. We must combine our efforts to preserve and promote our cultural heritage and restore historical sites.
- **Muslim-Friendly Travel, or 'Halal Tourism',** is gaining better traction worldwide. The halal tourism market is expected to expand to 300 billion US Dollars in 2023. This Halal Tourism can become our core strength in developing the tourism industry.

- **Tourism Digitalization**, or utilizing ICT to expand tourism, from online visa applications, to digital marketing campaigns to promote an easier tourism experience.
- **Tourism Research and Data Sharing**, which is crucial to review our policies and making the necessary adjustments to support the tourism industry. We can collaborate with other organizations, such as the United Nations World Tourism Organization and the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC), to develop periodicals on D-8 tourism statistics.

May I also use this opportunity to propose the establishment of a new flagship program, "**Discover D-8: Explore the Diversity**".

This program will aim at pooling our resources and creating joint marketing campaigns to attract more international tourists and showcase the rich tapestry of our cultures and landscapes in order to promote D-8 countries as a unified and diverse tourist destination, globally. A detailed concept note is being prepared by the Secretariat and will be circulated to the member states in due course, for consideration.

In conclusion, **Honourable Chairman, Distinguished Delegates, Ladies and Gentlemen,** I want to once again underline the importance of our today's meeting, which is to accelerate the tourism industry's rejuvenation after the Covid-19 pandemic. Therefore, I am happy that we can organize this meeting and the Ministerial Meeting tomorrow.

Our progress and how far we can achieve our shared goals rely mostly on the Member States. The Member States' activity and attention are the main ingredients to our collective success. Be rest assured, that the D-8 Secretariat will incessantly knock on the Member States' doors to ensure that we carry out all of our expressed commitments. Therefore, let us seize the next two days to redouble our resolve to achieve our shared objectives.

As I draw the curtain on my address, I want to congratulate the Government of the Islamic Republic of Pakistan on the launch of 'Tourism Brand Pakistan initiative (Salaam Pakistan)', which is scheduled to take place tomorrow, 4 August 2023. This is another landmark initiative of Pakistan to further tourism and unlock the potentials in the sector.

I wish you all fruitful discussions, and may the outcomes of this meeting strengthen our ties and pave the way for a brighter and more inclusive future for our people

Thank you, and may this meeting be a resounding success.



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4th D-8 Senior Officials Meeting on Tourism Cooperation, Bhurbhan, Pakistan 04-05 August 2023

AGENDA

OPENING SESSION

1. Opening Remarks and Introduction

- Welcoming remarks by host country, Pakistan, by the Chairperson PTDC/ Minister.
- Opening remarks by the D-8 Secretary General
- Group Photo

2. Adoption of the Agenda

- The Chairperson may wish to brief the agenda, for consideration and adoption by the meeting.

3. Business Arrangements

- Pakistan, as the host country, may wish to brief on business arrangements for the meeting.

4. Secretariat Report:

- The D-8 Secretariat may wish to highlight the results/outcomes of the previous meeting based on the summary record of discussion.
- The Chairperson may wish to invite D-8 Member States to provide additional comments on the report.

5. Implementation progress on D-8 Comprehensive Strategy on Tourism 2020-2030 and Crescent moon initiative

- The Chairperson may wish to invite D-8 Secretariat to brief the meeting on progress made on the implementation on the comprehensive Strategy on Tourism 2020-2030.
- The meeting may wish to discuss and provide comments/inputs on implementation progress of the comprehensive Strategy on Tourism 2020-2030.

6. Member States Country Presentations on Travel and Tourism Industry Development:

- D-8 Member States may wish to present on the current state of the travel and tourism industry in their respective countries (not more than 10 minutes each).

INFORMATION SHARING

7. Private Sector Session

- The representatives from private sector may wish to brief the meeting on the travel and tourism trends, opportunities and issues in the Muslim tourism market or D-8 countries.
- The meeting may wish to discuss with the private sector representatives the best ways to utilize their expertise in contributing to the development of tourism industry in D-8 countries.

8. Preparation for the 3RD D-8 Ministerial Meeting on Tourism Cooperation

- The Chairperson may wish to invite D-8 Secretariat to brief the meeting on the preparation for the 3rd D-8-MMT to be held on August 05, 2023, in Bhurbhan, Pakistan.
 - Draft Agenda
 - Draft of Joint Media Statement
 - Draft of Islamabad D-8 Tourism Declaration
- The meeting may wish to consider the draft Agenda and the Draft Joint Media Statement of the 3rd D-8 MMT.
- The meeting may wish to discuss and consider the draft Islamabad D-8 Tourism Declaration.
- The Chairperson may wish to invite Pakistan to brief the Meeting on the logistics arrangements of the 3rd D-8 MMT.

OTHER MATTERS AND CLOSING SESSION

9. Other Matters

- The Meeting may wish to discuss any other matters.
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10. Date and Venue of Next Meeting

- The Chairperson may wish to invite Member States to volunteer for the 5th Senior Officials and the 4th D-8 Ministerial Meetings

11. Consideration and Adoption of Report

- The Meeting may wish to consider and adopt the report of 4th Senior Officials Meeting on Tourism Cooperation.

12. Closing Remarks

- The Chairperson may wish to deliver the closing remarks.

AGENDA ITEM 4: Implementation progress on D-8 Comprehensive Strategy on Tourism 2020-2030 and Crescent Moon Initiative

SPEAKING NOTES

**Excellencies, Senior Officials, ladies and gentlemen,
Assalamualaikum,**

- **Prior to the COVID-19 pandemic, Malaysia had the honour of hosting the 2nd D-8 Senior Officials and Ministerial Meetings on Tourism Cooperation on 18-19 November 2019 in Kuala Lumpur, which adopted the D-8 Comprehensive Strategy on Tourism and Crescent Moon Initiative as a framework for tourism cooperation which draws on the strengths and priority areas of D-8 Member States.**
- **While the world may be a different place today, Malaysia believes that the strategies and initiatives outlined then remain relevant within the context of tourism recovery. Towards that end, Malaysia supports the efforts of the D-8 Secretariat to facilitate joint implementation of the D-8 Comprehensive Strategy on Tourism and Crescent Moon Initiative. Malaysia further proposes that Member States may be encouraged to consider leading one or more activities on a voluntary basis.**
- **It is our hope that with proper execution and progress monitoring, all D-8 Member States will be able to benefit immensely from the strategic direction and specific initiatives that could contribute substantially to tourism development, particularly during this critical period of recovery. Thank you.**

BRIEF AND SPEAKING NOTES

4th D-8 Senior Officials Meeting on Tourism Cooperation

4 August 2023, Bhurbhan, Pakistan

AGENDA ITEM 5: Member States Country Presentations on Travel and Tourism Industry Development (10 mins each)

SPEAKING NOTES

**Excellencies, Senior Officials, ladies and gentlemen,
Assalamualaikum,**

- **To begin with, Malaysia appreciates the efforts of the D-8 Secretariat and the host country, Pakistan, in convening today's meeting which allows members of the D-8 Tourism fraternity to reconnect after a long absence prompted by the worldwide pandemic.**
- **Malaysia is encouraged to note that global international tourist arrivals have reached 80% of pre-pandemic levels in the first quarter of 2023, according to the World Tourism Barometer. Although recovery in Asia remains a year behind other regions at 54% of 2019 levels, tourism continues to grow from strength to strength as an important driver in accelerating overall growth.**
- **Today, Malaysia's tourism industry enjoys a healthy recovery at more than 90% of pre-pandemic levels, which the Government hopes to boost further with a grand Visit Malaysia campaign that the country is currently gearing up for. That said, it is imperative that tourism in the post-COVID-19 era not only focuses on recovery in terms of numbers but also on strengthening resilience and preparedness for new or unforeseen challenges.**

BRIEF AND SPEAKING NOTES

4th D-8 Senior Officials Meeting on Tourism Cooperation

4 August 2023, Bhurbhan, Pakistan

- **Driven by a national high yield tourism agenda in its National Tourism Policy (2020-2030), Malaysia aims not for “business as usual” to recapture the tourism of the pre-pandemic era, but rather to redefine Malaysia as a safe, innovative and trusted destination. Instead of “build back better”, we aim to “build forward better”.**
- **Towards this end, Malaysia is fully committed to implementing the strategic actions of its Tourism Recovery Framework (TRF) 2.0, which comprises 5 pathways to recovery and resilience in the medium to long-term:**
 - i. **Support Tourism Businesses with Recovery Measures;**
 - ii. **Restore Travellers’ Confidence and Seamless Intraregional & International Travel;**
 - iii. **Reinvent Tourism Products and Services to Drive Competitiveness;**
 - iv. **Align Tourism with Sustainability and Inclusivity; and**
 - v. **Reinforce Recovery with Long-term Resilience and Crisis Preparedness.**
- **Finally, Malaysia strongly recommends continued engagement and exchange of expertise among D-8 Member States, particularly in the areas of Muslim-Friendly Tourism and Hospitality and other emerging niche areas of growth, digitalisation, technology adoption and sustainable tourism investments for the industry to emerge stronger and more resilient to future disruptions.**

Thank you.

STATEMENT DELIVERED
BY
MOHAMMED TAFIDA
MINISTER COUNSELLOR
HIGH COMMISSION OF NIGERIA
ON THE OCCASION OF THE
4TH D-8 SENIOR OFFICIALS MEETING
ON TOURISM COOPERATION
ON FRIDAY 4TH AUGUST 2023
IN BHURBAN, PAKISTAN

Mr. Chairman

Excellencies, Ambassadors/High Commissioners present

Distinguished Representatives and Delegates from D-8 Member States

Secretary-General of the D-8

Ladies and Gentlemen

At the onset allow me to welcome Mr. Aftab-ur-Rehman Rana, Chairman of this auspicious occasion. I wish to express my delegation's support to you as you preside over deliberations today. I wish to thank the Ministry of Foreign Affairs of the Islamic Republic of Pakistan, the D-8 Secretariat, and the Pakistan Tourism Development Corporation (PTDC), for successfully hosting and organizing this important event. Successful deliberations today will be very crucial to discussions in the forthcoming Ministerial Meeting so it is my hope that the Senior Officials Meeting will be very productive.

I would also like to commend His Excellency, Ambassador Isiaka Imam, Secretary-General of the D-8 for his exemplary leadership and his commitment to the ideals of the Organization.

The tourism industry makes significant contributions to economies that implement sound policies which create enabling environments for its sustenance as it boosts revenue, creates jobs, and instills a sense of cultural exchange between peoples of the world. In 2022 travel and tourism contributed 6.9% to Nigeria's GDP, which was equal to an estimated \$23 billion. This indicates an improvement compared to the preceding years of 2020 and 2021.

Without having to mention the details of how disastrous the COVID-19 pandemic has been to lives and livelihoods or how greatly it disrupted the growth and development trajectory of the global economy, it is important to state that this edition of the Senior Officials Meeting presents us with the opportunity to do some stock taking or performance evaluation which the challenges posed by the pandemic denied us some years ago. The tourism industry appears to be the worst hit as over 80% of its value chain was lost.

International travels were prohibited, social gatherings and non-essential activities were grounded in most countries of the world.

Despite these setbacks, however, activities are beginning to pick up and the world seems to be putting its hopes on the tourism industry for some positive turnaround as it is one of the fastest growing sectors in the global economy. According to the United Nations World Tourism Organization (UNWTO) the tourism industry could play a crucial role in the revival of the economy as it offers immense potential for growth, innovation, and product diversification within the ecosystem.

Nigeria remains committed to objectives set out by the Crescent Moon Initiative and the Comprehensive Tourism Roadmap, with the latter outlining a strategy that serves as a framework for cooperation in the tourism industry. In line with the initiative of the D-8 designated Airport in each member state for the promotion of people-to-people and b2b contacts as well as tourism and travel facilitation among member states, the Nigerian Government has conceived the idea of building an aerotropolis in the Nnamdi Azikiwe International Airport, Abuja which will showcase Nigeria's rich cultural heritage and tourism potential while boosting businesses and investment.

The D-8 Organization was established for a genuine cause for the benefit of its member states and in this regard, Nigeria stands ready to contribute its quota, play the requisite role in ensuring the Organization lives up to its mandate.

I thank you all.



Investment Proposals Tourism Department Government of the Punjab

Proposals for Investment

1. Kotli Sattian Resort & Chairlift
2. Derawar Fort
3. Murree Cable Car
4. Tourist Resort / Adventure Park Dhok Tallian
5. Rohtas Fort
6. Dharabi Lake
7. River Front Tourist Resort Attock
8. Cultural & Heritage Village Lahore

1. Kotli Sattian

Current Visitors Footfall at Kotli Sattian : 200, 000 per year

Foreign Visitors: 1000/12% of Total



Adventure Park

- Activities
 - Zip line
 - Obstacle courses
 - Mountain climbing
 - Gravity-based rollercoaster
- Project Cost: USD: 3.500 Million
 - IRR: 28%
 - MIRR: 16%
 - NPV: USD 5M
 - Pay-back period: 3.1 years



Treetop trail/Canopy Walk

- Activities
 - Hiking
 - Camping
 - Unique suspended walkway
- Project Cost: USD: 0.600 million
 - IRR: 30%
 - MIRR: 17%
 - NPV: USD 950,000
 - Pay-back period: 2.5 years



Chairlift

- Activities
 - Sightseeing
- Project Cost: USD 10.000 Million
 - IRR: 28%
 - MIRR: 17%
 - NPV: USD 12 M
 - Pay-back period: 4.6 years



Executive Hotel

- Activities
 - 20 bed luxury hotel
- Project Cost: USD 3.00 Million
 - IRR: 22%
 - MIRR: 15%
 - NPV: USD 4.2M
 - Pay-back period: 3 years



Kotli Sattian

Total Project Cost: USD 17.100 Mil

IRR: 27%

NPV: USD 22.572 M

Pay-back period: 3.5 years



2. Derawar Fort Bahawalpur

Current Visitors Footfall at Derawar Fort: 40,170 per year

Domestic Visitors: 39,768

Foreign Visitors: 402



Desert Safari and Hot Air Balloons

- Activities
 - Hot air balloon rides
 - Camel ride/ATVs
 - Glamping
 - Star-gazing
 - Cultural performances
- Project Cost: USD 1.1M
 - IRR: 24%
 - MIRR: 18%
 - NPV: USD 2.6M
 - Pay-back period: 3.5 years



Executive Heritage Hotels

- Activities
 - 5 to 18 bed luxury hotels
- Project Cost: USD 5M
 - IRR: 22%
 - MIRR: 15%
 - NPV: USD 4.2M
 - Pay-back period: 3 years



Luxury Camps

- Activities
 - Star-gazing
 - Traditional food
 - Traditional music
- Project Cost: USD 500,000
 - IRR: 29%
 - MIRR: 18%
 - NPV: USD 759,149
 - Pay-back period: 2.5 years



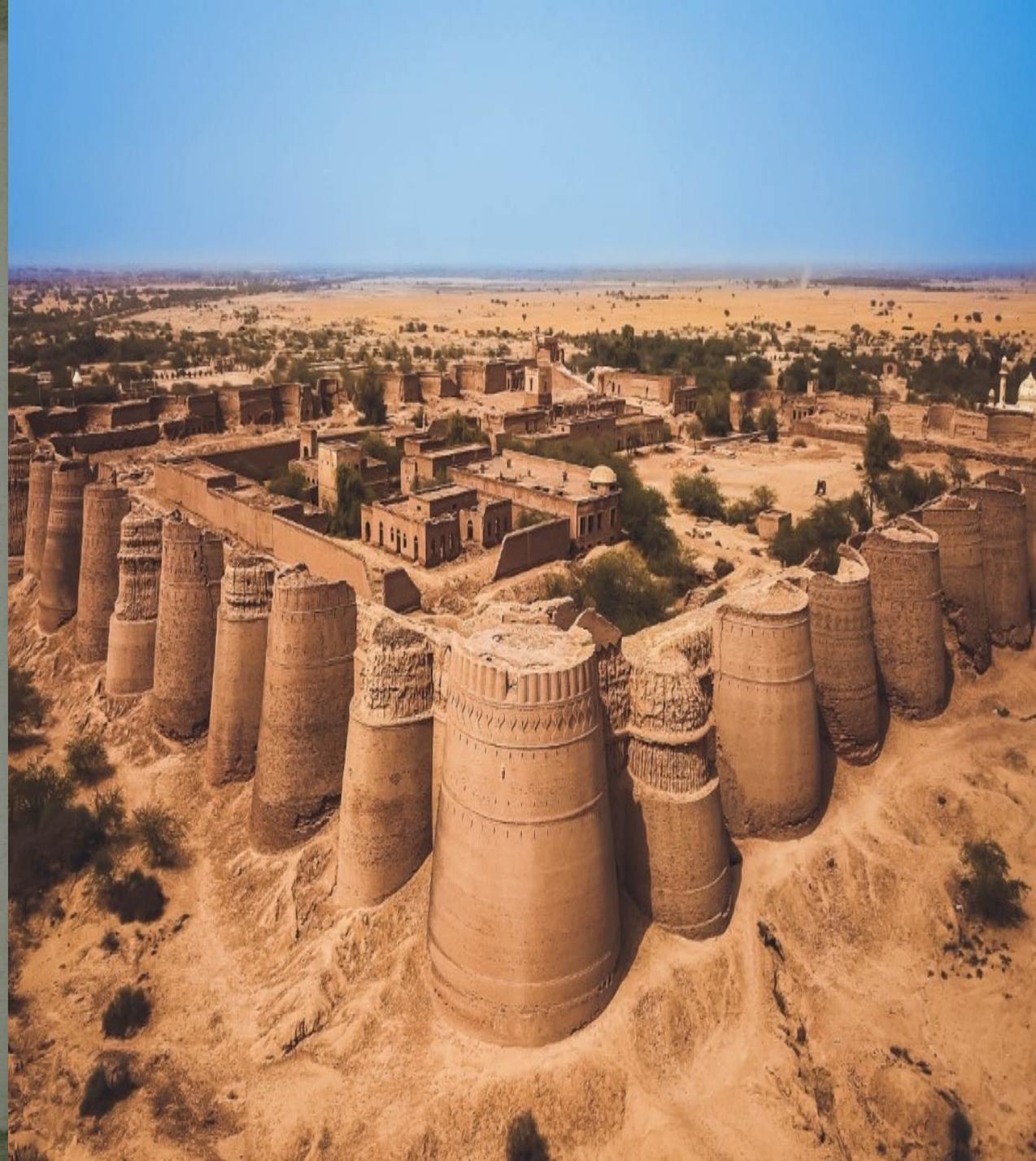
Derawar Fort - Bahawalpur

**Total Project Cost: USD
6.6M**

IRR: 26%

NPV: USD 7.2M

Pay-back period: 3 years



3. CABLE CARS IN MURREE

BASTAL MORR TO PINDI POINT ROUTE



CABLE CAR
CONSULTANTS



SMEC



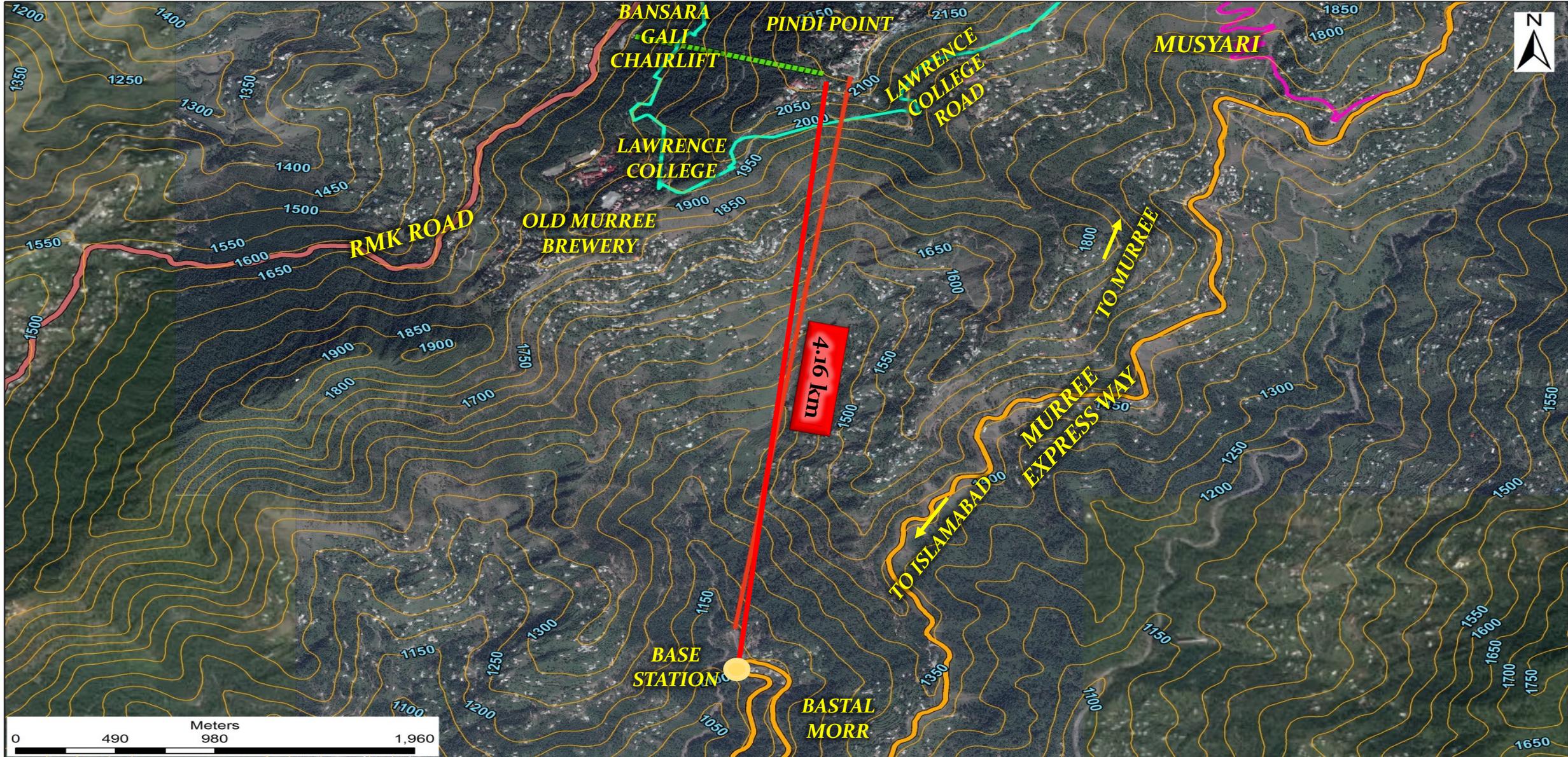
PRELIMINARY STUDIES BY CONSULTANTS

- **NESPAK-ECSP-CCC-SMEC experts have made a preliminary assessment of this route on the basis of the following studies:**
 - **Site Reconnaissance**
 - **Desk Studies**
 - **Initial Topographic Survey**
 - **Satellite Imagery Interpretation**
 - **Preliminary Social Assessment**
 - **Preliminary Environmental Assessment**

PRELIMINARY ASSESSMENTS

- At the base station site, about 15 kanals of land is useable. Land in the surroundings at present in the form of inhabited areas, small terraces, tracks, sloping areas, densely vegetated areas, etc.
- A single Car Parking Plaza with a capacity of about 850 cars can be constructed at Bastal Morr, provided that stable and competent ground is confirmed by geotechnical investigations.
- Cable Car Technology with 10 persons per Gondola capacity seems appropriate with the provision of a mid-station.
- Along the route, stable and unstable grounds as well as streams exist. Hence careful siting of pylons would be required based on the results of geotechnical and landslide studies.
- Cutting of trees is inevitable.
- Social concerns of locals have to be addressed.

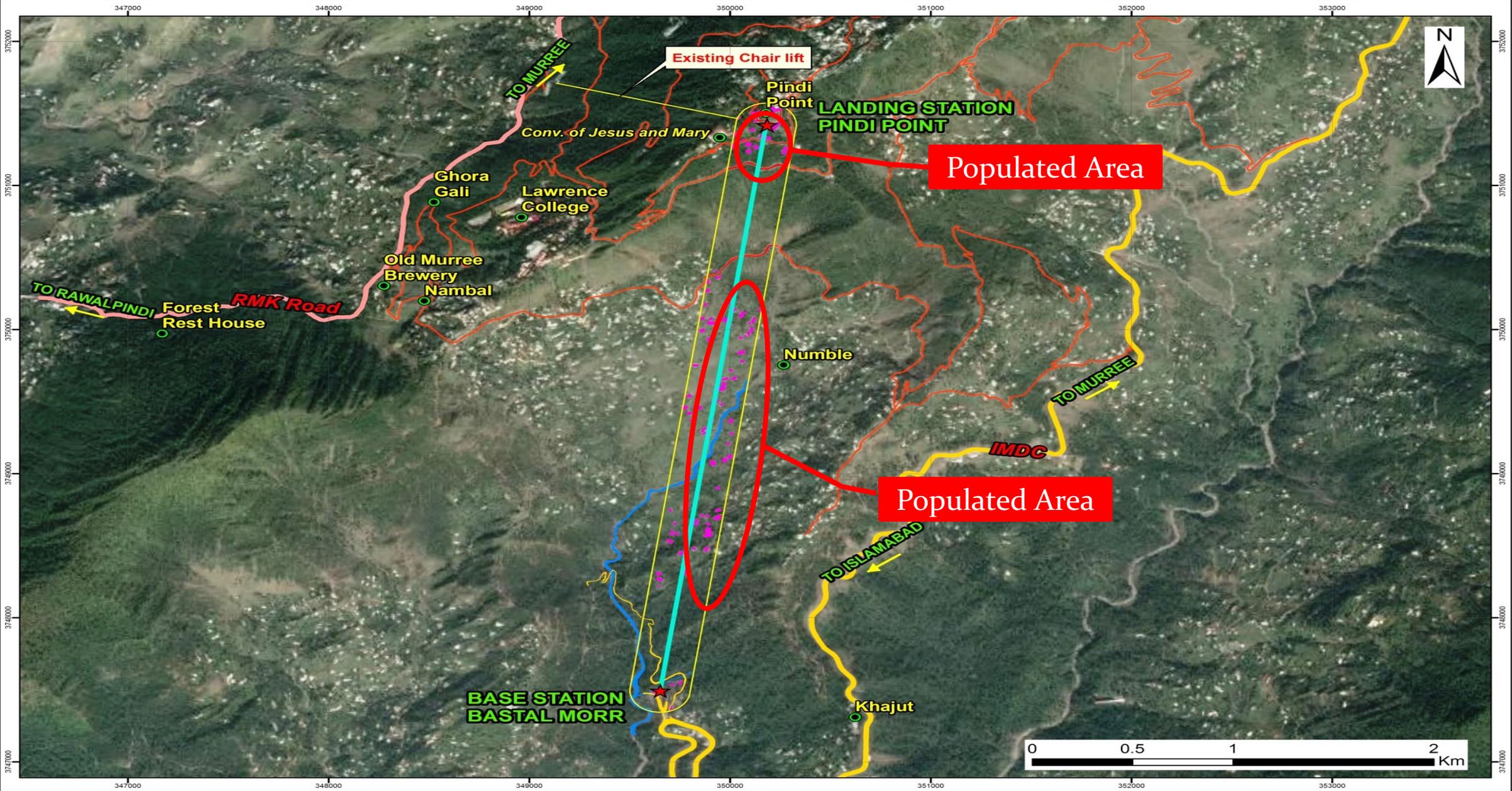
PROPOSED ROUTE ALIGNMENT (BASED ON SRTM DATA)



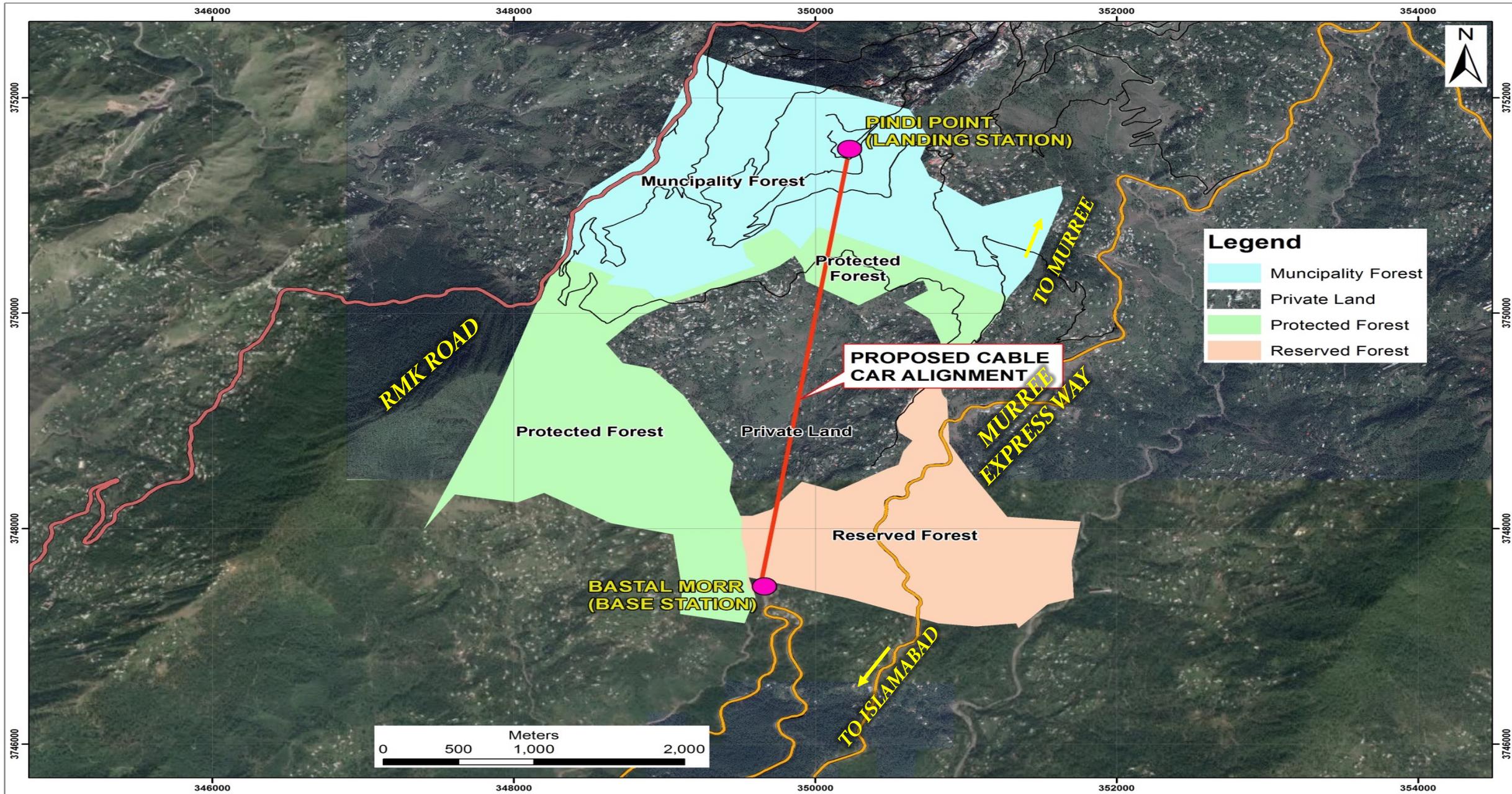
SALIENT FEATURES

Sr. No.	Criteria / Features	Description
1	Route Length (km)	4.16
2	Area suitable for Car Parking Plaza at Bastal Morr (Kanals)	15
3	Car Capacity of 9 Story Parking Plaza	850
4	Possible Intermediate Station	1
5	Area of Landing Station at Pindi Point (Kanals)	5
6	Estimated Min. no. of Trees to be Cut	200
7	Estimated Min. no. of Houses Affected	60
8	Geological Hazard	Medium

POPULATED AREAS ENROUTE



RESERVED / PROTECTED FORESTS ENROUTE



Financial implication

Total Project Cost: USD 170.00 Million

IRR: 12.89%

Pay-back period: 10 years

4. Tourist Resort / Aqua / Adventure Park Dhok Tallian

- Dhok Talian Lake is located at around 40 km from Kallar Kahar via Kallar Kahar Katas road and 23km from Chakwal. It is just 02 km from the main Choa-Chakwal road.
- Land measuring 160 kanal is being acquired by TDCP for development of Tourist Resort / Aqua / Adventure Park.



Proposed Development Plan

- a. Hotel / Resort
- b. Family Chalets
- c. Floating Huts
- d. Glamping pods
- e. Lakeview Restaurant
- f. Aqua Theme Park
- g. Food court
- h. Zip Line Platform
- i. Water Slides
- j. Tuck Shops and Fast Foods
- k. Welcome Gate
- l. Leisure Garden
- m. Fishing Huts
- n. Wall Climbing
- o. Mechanical Rides



**Total Project Cost: USD 10.000
Million**
IRR: 15%
NPV: 12.5 M
Pay-back period: 7 years



5. Rohtas Fort

Current Visitors Footfall at

Rohtas Fort: 230,000 per yea

Domestic Visitors: 228,85

Foreign Visitors: 1,150



Hotels

- Description
 - Two Types of Hotels
 - i. High Income
 - ii. Middle-Low Income
- Project Cost: PKR: 215.4 Million
 - IRR: 25% High Income and 28% Middle-Low Income.
 - MIRR: 14% High Income and 15% Middle-Low Income
 - NPV: Rs. 187.2 Million High Income and Rs. 41.2 Million Middle-Low Income
 - Pay-back period: 4.5 years High Income and 3.6 Years Middle-Low Income



Glamping Pods

- Activities
 - Historically accurate tents (Inside Fort)
 - Period costumes and props.
- Project Cost: PKR: 30.00 M
 - IRR: 28%
 - MIRR: 17%
 - NPV: Rs.52.2 Million
 - Pay-back period: 5.1 years



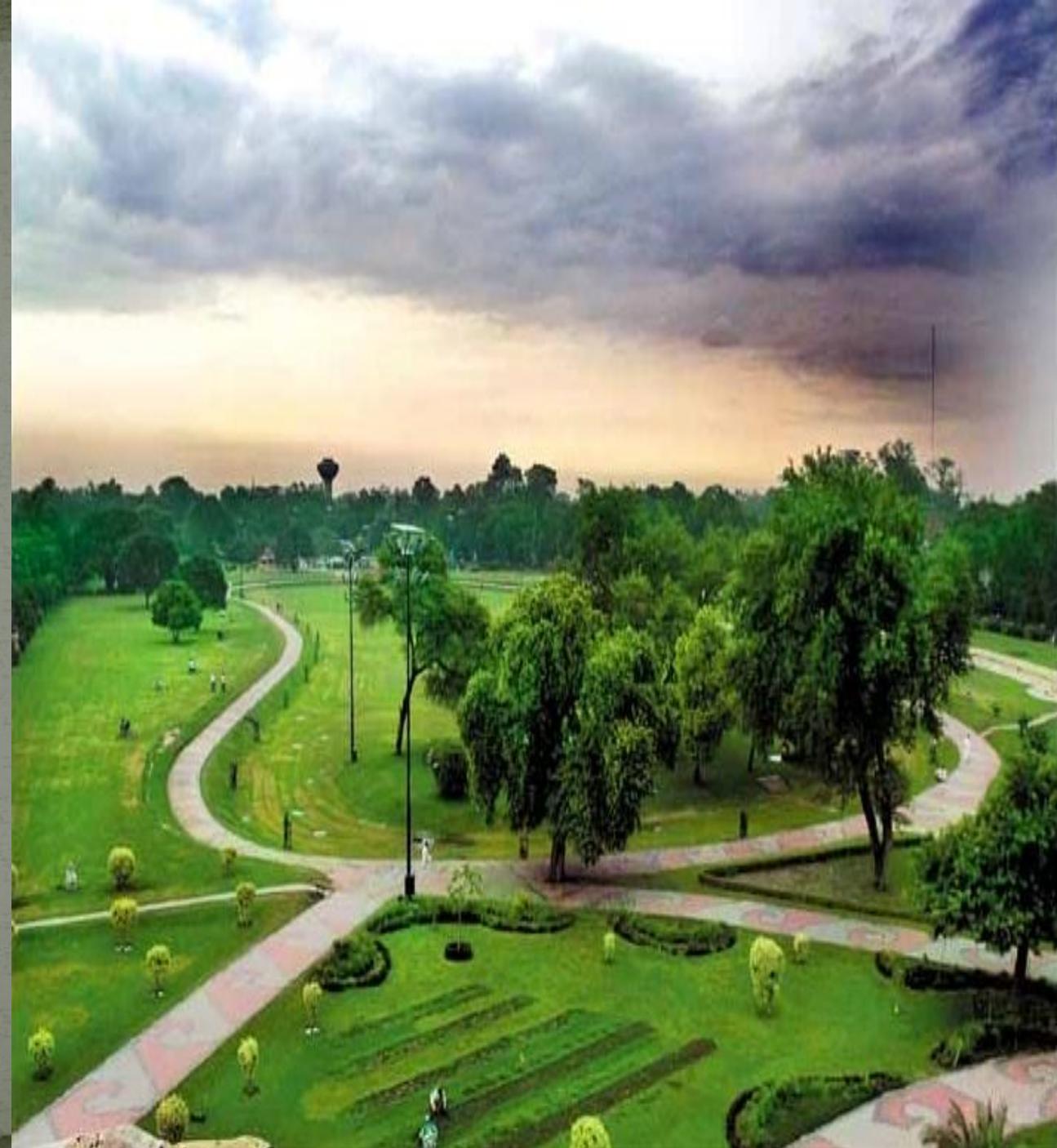
Shuttle Service

- Activities
 - Service will run from the GT road gate and bring visitors to the Fort's main entrance.
- Project Cost: PKR: 40 M
 - IRR: 24%
 - MIRR: 15%
 - NPV: Rs. 45.52 Million
 - Pay-back period: 5.7 years



Family Leisure Park

- Activities
 - Outside the Fort
 - Cultural Proposal around Rohtas Fort
- Project Cost: PKR: 80 M
 - IRR: 25%
 - MIRR: 15%
 - NPV: Rs. 91.2 Million
 - Pay-back period: 5.2 years



6. Dharabi Lake



Aquatic Water Sports Center

- Activities
 - Kayaking
 - Sailing
 - Paddle Surfing
 - Water-Zip lines
 - Aquatic Playground
 - Windsurfing
 - Canoeing
 - Lake cruises
- Project Cost: PKR: 650 M
 - IRR: 21%
 - MIRR: 17%
 - NPV: Rs. 1,496.487 Million
 - Pay-back period: 3.5 years



Villas

- Activities
 - Luxurious villas (Maximum 10 villas) with 4 to 8,
 - person capacity close to the shore.
- Project Cost: PKR: 500 M
 - IRR: 28%
 - MIRR: 18%
 - NPV: Rs. 731.27 Million
 - Pay-back period: 2.5 years



7. River Front Tourist Resort Attock



Location



Salient feature

- Hotel facilities including restaurant, game room, electronic games/rides etc.
- River Huts and Family chalets
- Tourist Information Center and Guided Tour Booking Office.
- Terraced restaurant with a view of the river
- Snack stalls and shops
- Kids play area
- Gazebos and relaxing spots and track for walking
- Open air BBQ spots
- Pathway to river bank along with horse/camel rides
- Mechanical rides
- Boating Deck
- Luxury boat
- Camping sites
- Prayer area
- Public washrooms
- Bird aviary

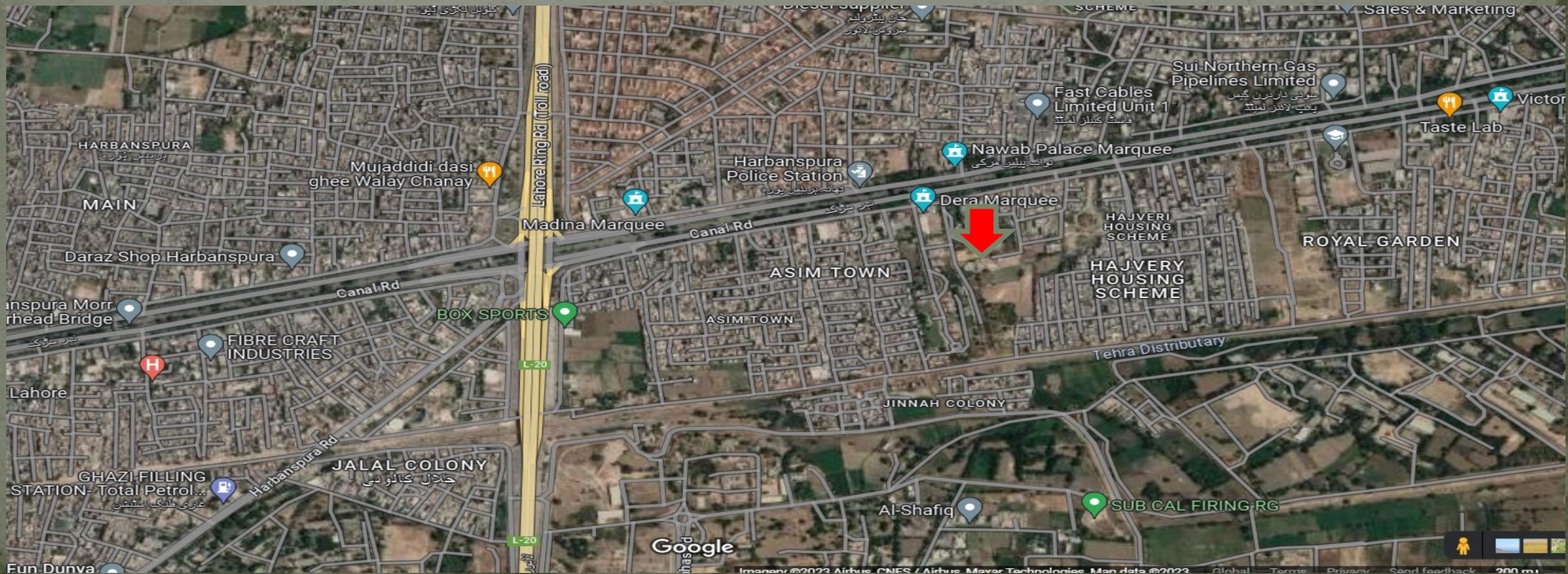


**Total Project Cost: USD 10.000
Million**
IRR: 15%
NPV: 12.5 M
Pay-back period: 7 years



8. Cultural, Heritage and Organic Village Lahore

TDCP owned land measuring 52-kanal at Harbanspura. The land has a good approach road i.e, Main Canal Road and close Ring Road and Allama Iqbal International Airport Lahore. Several quality educational institutes are also in the area. The land was un-even and to make the site attractive for private investors the necessary levelling and dressing is in progress through development scheme



Salient Features of Project

- Thematic Entrance Façade
- Open Restaurant Serving Traditional Local Foods
- Multimedia/Conference Hall
- Cultural areas to depict Punjab Culture, North, Center and South Punjab.
- Village ambience like Cholistani Ghopas, Traditional Village Houses
- Residential Block for Tourists giving ambience of local village.
- Food, Art and Craft Bazar.
- Monuments of Punjab



Salient Features of Project

- Local artesian display.
- Mosque/Prayer Area
- Security camera along with its control room
- First aid facilities
- Open Gazebos/Huts/Ghopas with sitting area
- Offices for the staff
- Tourist information and booking center
- Cultural performance stage
- Illumination of the vicinity



Total Project Cost: USD
10.000 Million
IRR: 15%
NPV: 12.5 M
Pay-back period: 7 years





Sindh Tourism Development Corporation

=

=

Sindh

The land of Civilizations, Resilience, Opportunities



Sindh Tourism Development Corporation

- ❖ Sindh is the third largest province of Pakistan in terms of area (140,914 sqm) and 2nd largest in terms of population (54,858,515). It has a great role in Culture, Economy and Tourism of Pakistan.
- ❖ **The Indus Valley Civilization** was a Bronze Age Civilization matured period 2600–1900 BCE, which was mostly centered in Sindh. The archeological heritage site of Mohenjo-daro, some 435 km away from Karachi in the province of Sindh was built around 2500 BCE. It was one of the largest civilized settlements contemporaneous with the civilizations of ancient Egypt and Mesopotamia.



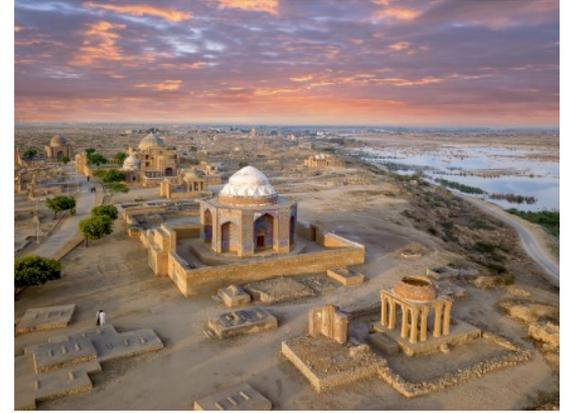


Sindh Tourism Development Corporation

Historical monuments of District Thatta:

The **District of Thatta**, at the distance of 100 km from the city of Karachi, has been the capital of three successive dynasties and later ruled by the Mughal emperors of Delhi, was constantly flourished from the 14th to the 18th century. The remains of the city and its necropolis provide a unique view of civilization in Sindh. **Makli Necropolis**, the UNESCO world heritage site is the largest graveyard site in the world with approximately 500,000 to 1 million tombs. Built over the course of 400 years period.

The **grand Mosque of Shah Jahan** in the District Thatta, with its complex of blue and white buildings capped by 93 domes was built in 17th century was built during the reign of Mughal Emperor Shahjahan. The grand Mosque is considered to have the most elaborate display of tile work in South Asia and is also notable for its geometric brick work.





Sindh Tourism Development Corporation

The **Chaukhandi** tombs form an early Islamic cemetery situated 29 km east of Karachi, Sindh province of Pakistan. The Chaukhandi tombs are remarkable for the elaboration and exquisite stone carving. The style of graves architecture is typical, which only exists in Sindh. That style is found no where else in the Islamic countries

Bhanbhore, about 65 km east of Karachi city, is the historical city of Debal, which the Arab general Muhammad bin Qasim conquered in 711–712 after defeating Raja Dahir, the last Hindu ruler of Sindh. The city of Bhanbhore dates from the 1st century BC to the 13th century AD. Archaeological records reveal remnants of three distinct periods on the site: Scytho-Parthian (1st century BC to 2nd century AD), Buddhist (2nd century AD to 8th century AD), and early Islamic (8th century AD to 13th century AD). The city was gradually deserted after the 13th century due to change in the course of the Indus river.





Sindh Tourism Development Corporation

Fresh Water Lakes in Sindh Province:

Keenjhar Lake, spread in the area of 134 sq.km with the depth of 8 meters is situated about 36 km from Thatta District, the largest fresh water lake in Pakistan and an important source of drinking water for the adjoining areas and the city of Karachi. The lake is the natural terrain for the migratory birds in the winter season. It is one of the popular and ideal tourist resort sites. Sindh Tourism have a luxury tourist resort at this site with 22 luxury huts for visitors.

Haleji Lake, almost 6 sq.km in size is the sanctuary for the migrating birds. The lake was converted into the reservoir to provide additional water to the city of Karachi during the WWII for the troops stationed at Karachi. The serene environment of this natural lake gives a unique experience of peacefulness to its visitors. Sindh Tourism have a luxury tourist resort at this site with four luxury motel rooms for visitors.





Sindh Tourism Development Corporation

Fresh Water Lakes in Sindh Province:

Manchar Lake, is the largest shallow fresh water Lake in Pakistan. It is situated at a distance of 18 kms from Sehwan Sharif on west side of the River Indus, in district Jamshoro, some 310 km from the city of Karachi. The total area of the lake varies from 350 square kilometers to 520 square kilometers depending on the season. Lake Manchar is populated by the MOHANA tribe (Fisherman), who are sometimes referred to as the "Boat People" spending their lives on boats. The lake supports thousands of fisher folk, who depend on the freshwater fish in the lake. Sindh Tourism have a two room resort at this site .

Baqar Lake, some 219 km away from the Karachi City of Karachi is located at the tail end of Nara canal near the Achro city (the door step to the Thar Desert), on north east site of Sanghar district Sindh. This freshwater lake is also one of the popular sanctuary for the seasonal migratory birds. Sindh Tourism have tourist resort with four cottages for the visitors.





Sindh Tourism Development Corporation

Gorakh Hill is situated at an elevation of 5,688 ft (1,734 m) in the Khirthar Mountains, 94 kilometers (58 mi) northwest of Dadu city and 400 km from the city of Karachi. While in winter it has sub-zero temperature, however, one can encounter snowfall at Gorakh hill station. The unique temperature allows visitors to make a trip at any month of the year to enjoy the serene panoramic view from the top of the hill. The place is ideal for adventure tours, hiking, mountain climbing. Sindh Tourism have a two room resort at this site.





Sindh Tourism Development Corporation

- **Umarkot Fort**, built in 11th century by Umer, the first king of the Soomro dynasty (1050-1350) A.D. is located in Umerkot, Tharparkar - Sindh some 310 km distance from Karachi city. It remained capital of Sindh for some time. Umerkot has many sites of historical significance such as Mughal emperor Akbar's birthplace near to Umarkot Fort.
- **Ranikot Fort**, also known as "The Great Wall of Sindh" is a historical fort near town of Sann, Jamshoro District, Sindh and is believed to be the world's largest fort with a circumference of approximately 32 kilometers. The site was nominated in 1993 by the Pakistan National Commission for UNESCO World heritage status, and has since been on the tentative list of UNESCO World Heritage Sites.





Sindh Tourism Development Corporation

The Kot Diji Fort, formally known as **Fort Ahmadabad**, dominates the town of KotDiji in Khairpur District, Sindh, about 25 miles east of the Indus River at the edge of the Nara-Rajasthan Desert and 415 km away from Karachi. The Kot Diji Fort was built by Mir Sohrab Khan Talpur, between 1785 and 1795. The site sits on a hill at the southern end of the Rohri Hills, and sits above a prehistoric mound of the same name, where remains of a pre-Harappan civilization have been found.





Sindh Tourism Development Corporation

The Faiz Mahal is a palace in District Khairpur, Sindh, built by Mir Sohrab Khan in 1798 as the principal building serving as the sovereign's court for the royal palace complex of Talpur monarchs of the Khairpur dynasty.





Sindh Tourism Development Corporation

The Lansdowne Bridge over the river Indus at Sukkur is a 19th century bridge that spans the Indus River between the cities of Sukkur and Rohri, in the Sindh province.





Sindh Tourism Development Corporation

Tharparkar, also known as Thar, is a district in Sindh province in Pakistan headquartered at Mithi. Before Indian independence it was known as the Thar and Parkar or Eastern Sindh Frontier District. The district is the largest in Sindh, and has the largest Hindu population in Pakistan.

Karoonjhar Mountains are located in south-eastern edge of the Tharparkar district in Sindh, Pakistan. The range is approximately 19 kilometers long and reaches a height of 305 meters, and contains vast deposits of granite and Chinese clay.

Naukot Fort is a fortification that was established by Mir Karam Ali Khan Talpur in 1814. It is situated in Mithi Taluqa, Tharparkar District, approximately 64 km in the south of Mirpur Khas town, Sindh. Its location gave it its other common name, "The Gateway to the Thar Desert".





Sindh Tourism Development Corporation

The **Nagarparkar Jain Temples**, located in the region around Nagarparkar in southern Sindh province, consists collection of abandoned Jain temples, as well as a mosque heavily influenced by the architectural style of the temples. Buildings in the region date from the 12th to the 15th centuries - a period when Jain architectural expression was at its zenith. The temples were inscribed on the tentative list for UNESCO World Heritage status in 2016 as the Nagarparkar Cultural Landscape.

Sindh Tourism Development Corporation have tourist resorts at Mithi (Marvi Rest House) having 15 rooms and Rooplo Kolhi Resort at Nagarparkar having 20 rooms for visitors.





Sindh Tourism Development Corporation

Port City of Karachi

Over 1000 kms long coastline of Pakistan is divided into two main areas Sindh and Baluchistan (Makran coast). The coastal belt of Sindh, besides Karachi stretches over 500 km. Karachi, the port city, is the largest city in Pakistan and 12th largest in the world, with a population of over 20 million. It is the premier industrial and financial center of Pakistan with two sea ports with cargo terminals and one International airport connecting entire international network through sea, air and surface. The most cosmopolitan city, linguistically, ethnically, and religiously diverse, as well as one of Pakistan's most socially liberal cities.



In the name of

ALLAH

The
Beneficent
The Merciful



“Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere.

Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment Opportunity.”

Gloria Guevara Manzo, President & CEO
World Travel & Tourism Council

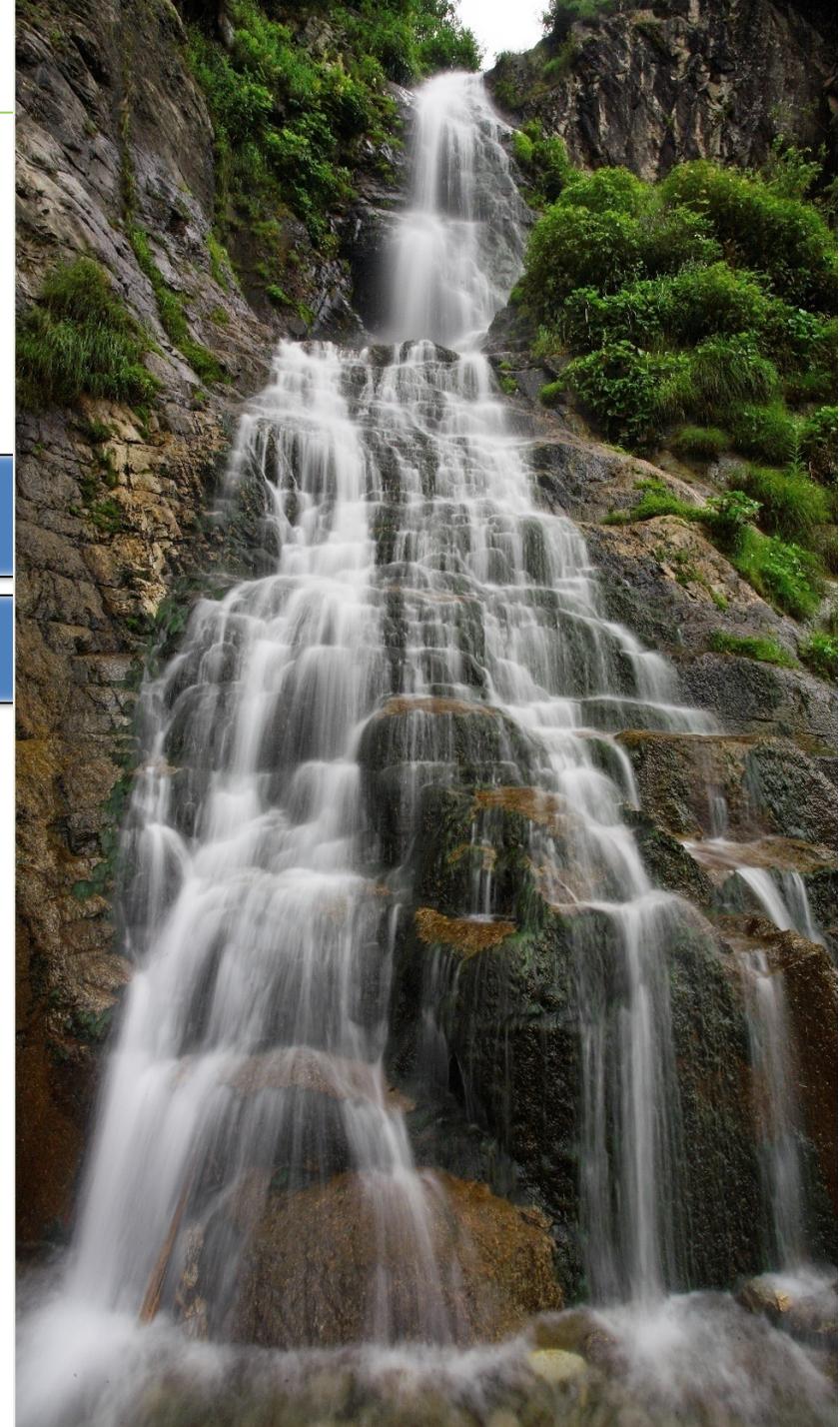
Sequence

AJK Tourism Potential

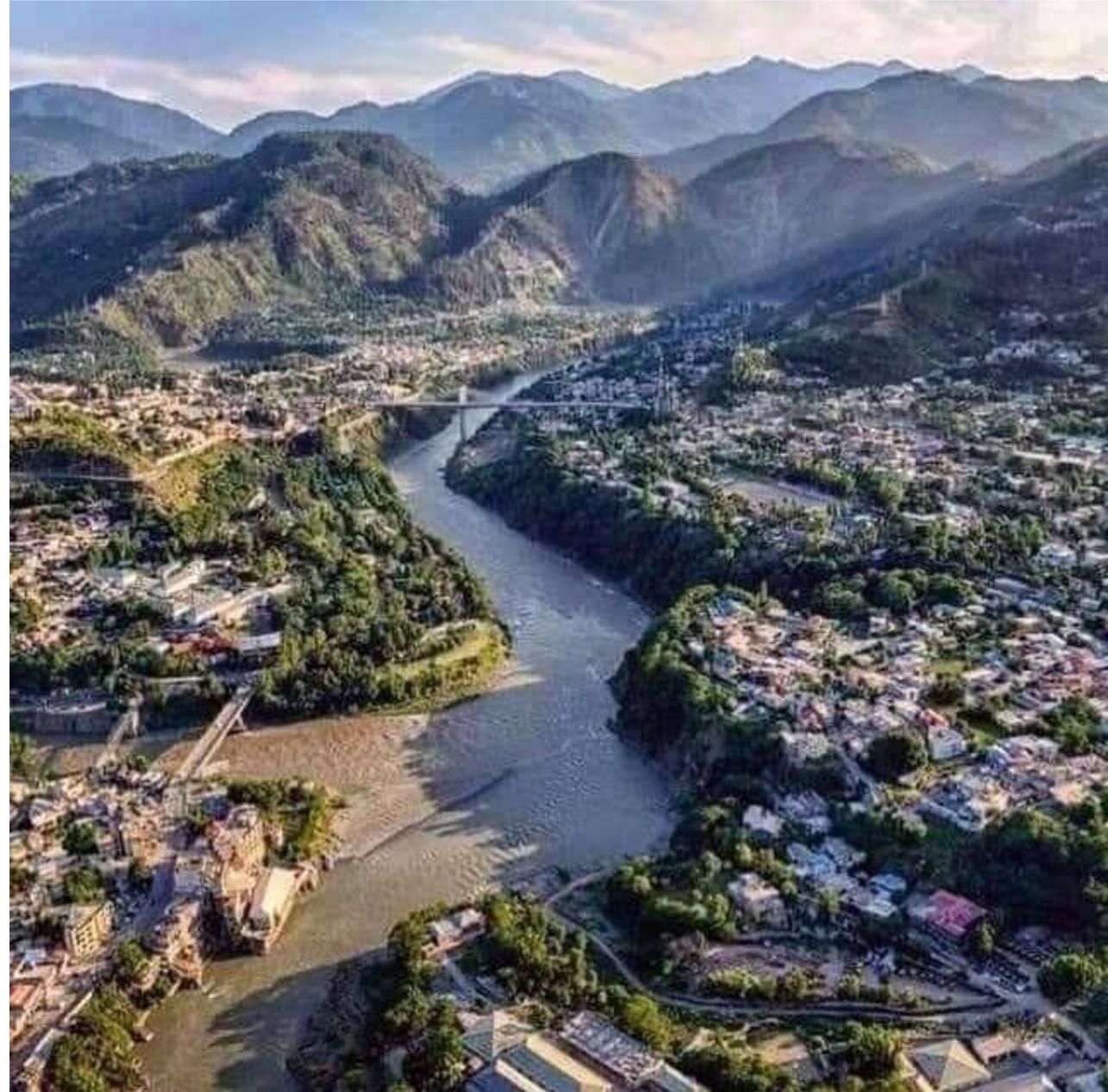
AJK Vision and Mission

Investment Mechanism

Investment Opportunities



**AJK TOURISM
“POTENTIAL
AND
PROSPECTS”**



TOURISM POTENTIAL

Historical Tourism

Religious

Hinduism

Buddhism

Muslims

Sikhs

Dogras

Remains

Forts

Temples

Gurdawaras

Old Mosques

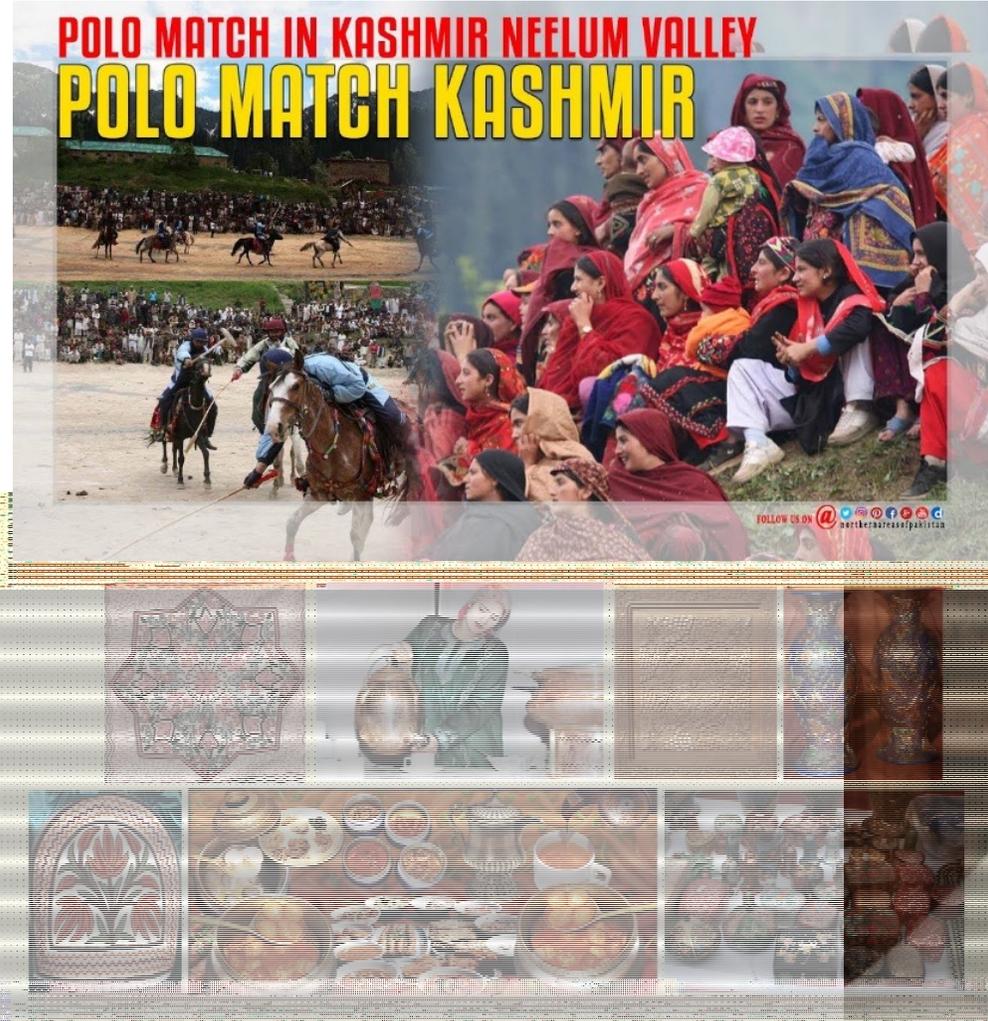


TOURISM POTENTIAL

- **Flora & Fauna Tourism**
- **National Parks**
- **Protected Areas**
- **Special Routes**
- **Hill Stations**
- **Birds Watching**



TOURISM POTENTIAL



Cultural Tourism

- Kashmir Cuisine
- Traditional Dresses
- Handicrafts
- Sports

ACCOMPLISHMENTS

❖ Legislation/Regulation

- AJK Tourism Policy-2019
- AJK Tourism Promotion Act-2019
- AJK Hotels Act 2021
- AJK Travel agencies Act 2021

❖ Development

- Conservation of Heritage
- 1st Museum of AJK
- Simulacrum 1st AJK Capital
- New Sites development



AJK Tourism Policy

Vision

- “Best Tourist Destination through *Sustainable Tourism development & inclusive growth*”

Mission

- Provision of enabling environment
- Best facilitation for tourists
- Creating investment opportunities
- keeping intact empathy towards custodian communities



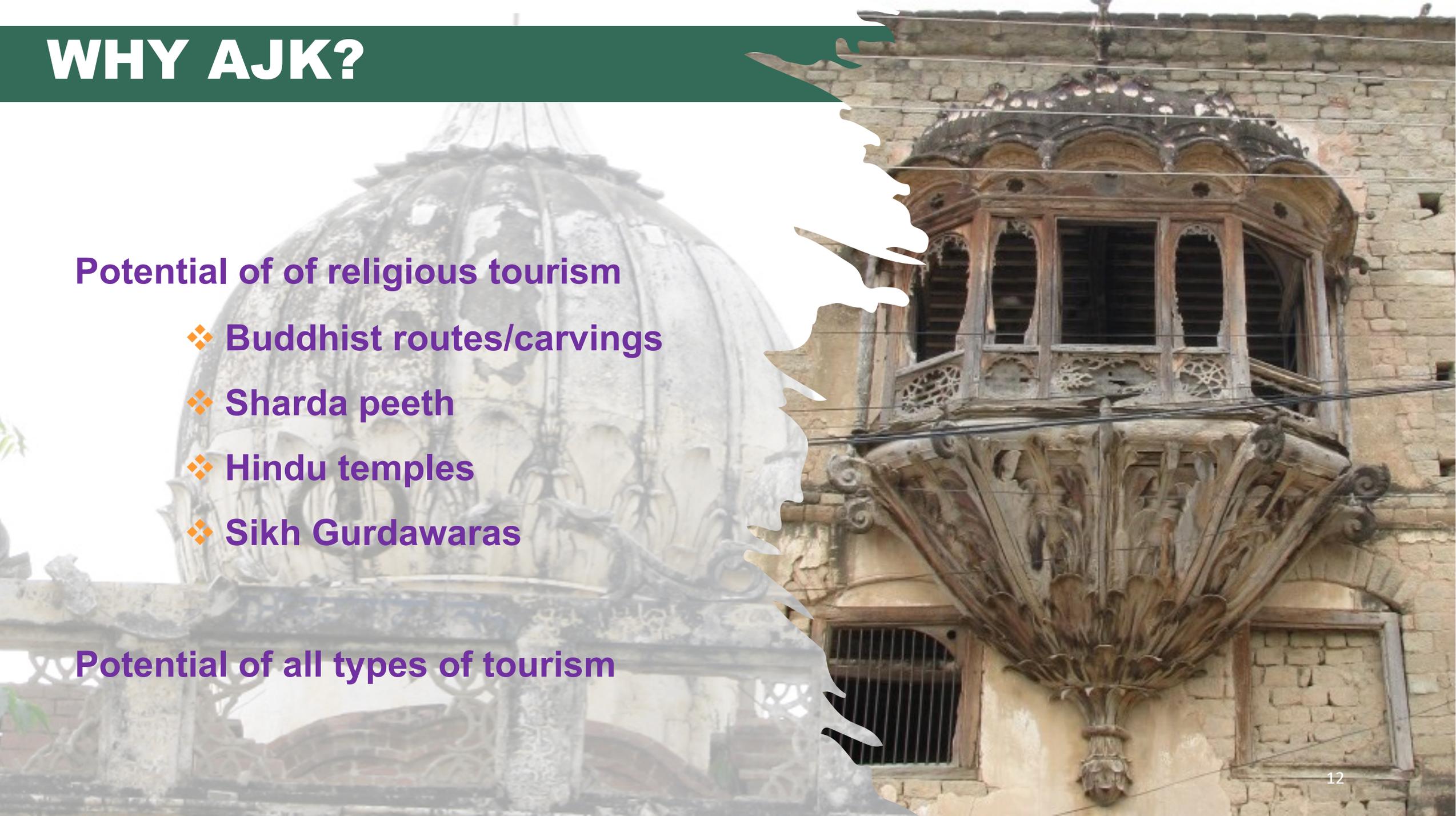
**Investment
Opportunities**



WHY AJK?

- ❖ **unique valley, mountains, pastures, rivers, streams, glacial lakes and forest**
- ❖ **improved communication/infrastructure**
- ❖ **huge opportunities for private investment**
- ❖ **highly marketed best destination**
- ❖ **peaceful, tranquil and serene location.**
- ❖ **rich of heritage sites**

WHY AJK?



Potential of of religious tourism

- ❖ Buddhist routes/carvings
- ❖ Sharda peeth
- ❖ Hindu temples
- ❖ Sikh Gurdawaras

Potential of all types of tourism

Why AJK

1

- **Conducive Environment for tourism Investment**

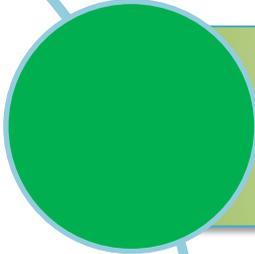
2

- **Inclusive growth for socio economic enhancement**

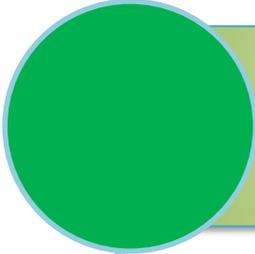
3

- **Economic growth through Value Chain businesses**

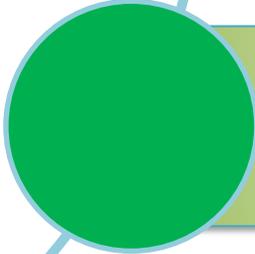
Investment Strategy



Government as regulator/ facilitator



Tourism Promotion Act-2019 (amendment 2022)



Land bank for tourism investors

Tourism Promotion Act-2019

Three modes of investment:

1

Call for proposal

2

Unsolicited proposals

3

Leasing of Land and Infrastructure

Tourism Promotion Act-2019

What to offer:

- Land bank available for private investment - 500 kanals (approx.)
- New sites development with feasibility studies (14)
- Heritage sites to be developed as tourism destination (5)
- Identified sites for adventure tourism (10)
- Heli tourism service-routes (6)
- Infrastructure for private investment- (20)



Tourism Promotion Act-2019

How to offer:

- Unsolicited proposal processed
- Bidding process-as per common practice
- Minimum time for processes

Authorised Foras:

- Project planning unit (PPU)
- State Tourism Executive Committee (STEC)



Land Bank

Riverside Tourist Destination

- Keran Bela 22 Kanals
- Kel seri Bela 87 Kanals
- Taobut Bela 68 Kanals

Cost	2100 m
Public Sector	100 m
Private Sector	2000 m
Feasibility Study	Yes



S. No.	Public Sector Investment	Cost (In Million)	Private Sector Investment	Cost (in Million)
1.	Provision of basic means of communication (External Electrification, Water supply and Fencing)	100.000	Resort Development <ul style="list-style-type: none"> • Camping Pods • Recreational Facilities • Food Park • Solid waste Management and allied activities 	2000 M
2	Total	100.000		2100 M

New Sites Development

1. Tolipir Tourism Site

Estimated Cost 2200 m

- **Public Sector Share** 200 m
- **Private Sector Share**

Feasibility Study 2000 m

Yes



S. No.	Public Sector Investment	Cost (In Million)	Private Sector Investment	Cost (in Million)
1.	<ul style="list-style-type: none"> Provision of basic amenities Land Transfer for the purpose 	200.000	Site development for <ul style="list-style-type: none"> Camping-site Parking area Trekking Allied facilities Chair-lift installation Solid waste Management and allied activities 	2000.000
2.	Total	200.000		2200 M

New Sites Development

2. Ganga Choti Tourism Site

Estimated Cost: 3000 m

- **Public Sector Share**
- **Private Sector Share** 500 m

Feasibility Study 2500 m
Yes



S. No.	Public Sector Investment	Cost (In Million)	Private Sector Investment	Cost (in Million)
1.	<ul style="list-style-type: none"> Provision of basic means of communication (External Electrification, Water supply) Land Transfer for the purpose 	500.000	Development of <ul style="list-style-type: none"> Camping site Food Park Trekking sites Parking area Chairlift installation Solid waste Mgt. and allied activities 	2500.000
2.	Total	500.000		3000 M

New Sites Development

3. House Boats and Water Sports at Mangla lake

Estimated Cost

2100 m

- **Public Sector Share**
- **Private Sector Share**

100 m

2000 m

Feasibility Study

yes

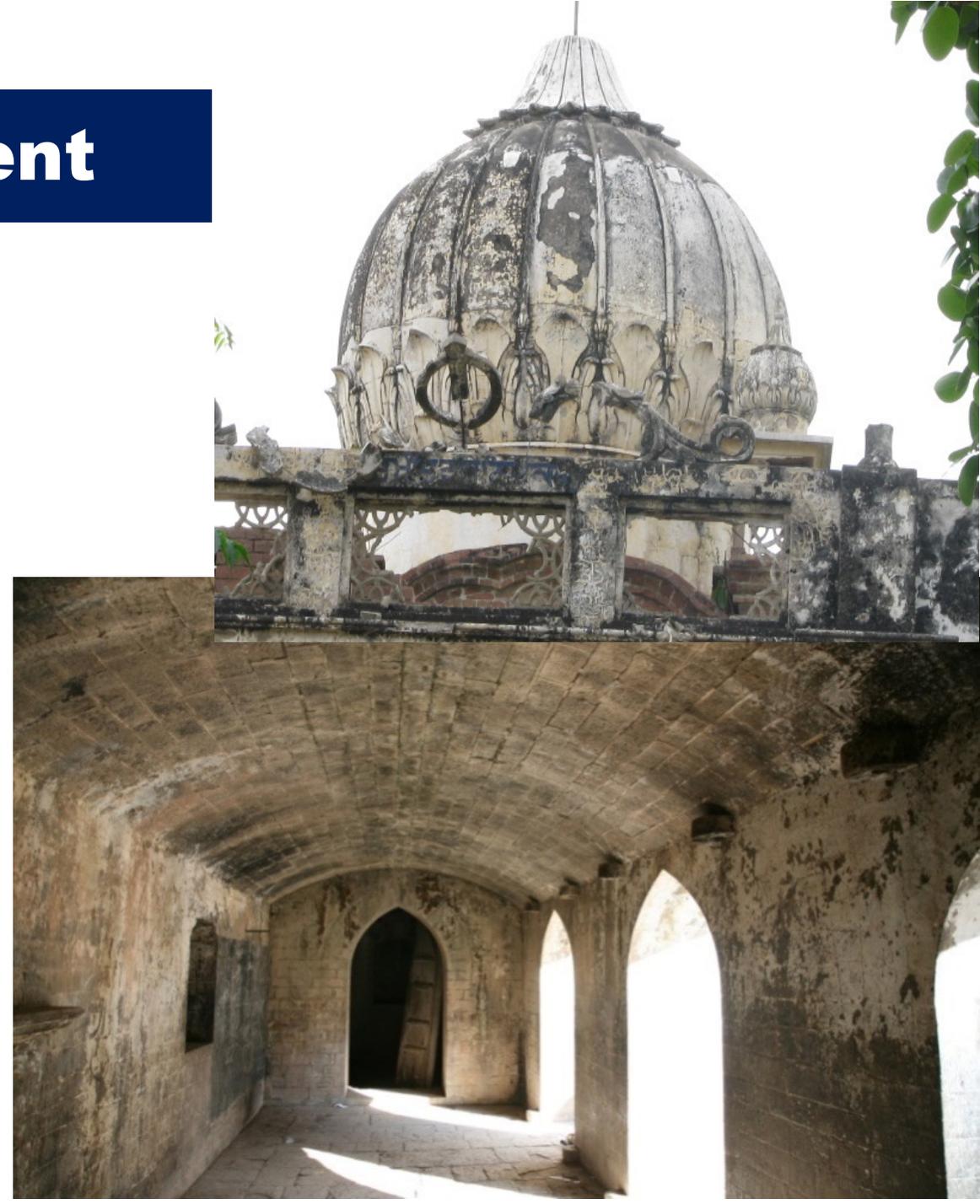


S. No.	Public Sector Investment	Cost (In Million)	Private Sector Investment	Cost (in Million)
1.	Land transfer	100.000	<ul style="list-style-type: none"> House Boats and allied activities Solid waste Management and allied facilities 	2000.000
2.		100.000		2100.M

Heritage Sites Development

Restoration/ Renovation of Archaeological Assets.

Estimated Cost	2200 m
• Public Sector Share	200 m
• Private Sector Share	2000 m
Feasibility Study	Yes



S. No.	Public Sector Investment	Cost (In Million)	Private Sector Investment	Cost (in Million)
1	Land Transfer adjacent to Heritage Sites	200.000	<ul style="list-style-type: none"> ➤ Renovation/Preservation of Archaeological Assets • Ali Baig Gurdawara (Bhimber) • Ain Fort (Sudhnoti) • Bhurund Fort (Kotli) • Raamkot Fort (Mirpur) • Fairy Houses (Khuiratta Kotli) 	2000.000
3	Total	200.000		2200 M

Sites for Adventure Tourism

- **Zip line**

- Taobutt -Arang Kel -Baboon meadow
- Ganga Choti-Lasdanna

- **Paraglding**

- Pirchinasi- Chak Dhamni Rawalakot-Ganga Choti

- **White Water Rafting**

- Neelum, Jhelum and Poonch Rivers



Heli Tourism

Proposed Routes

- ❖ **Rout 01 Islamabad-Naran-Neelum Valley**
- ❖ **Rout 02 Islamabad-Muzaffarabad-Neelum Valley**
- ❖ **Rout 03 Islamabad-Muzaffarabad/Pirchinasi**
- ❖ **Rout 04 Islamabad-Rawalakot-Banjosa**
- ❖ **Rout 05 Islamabad-Mirpur-Raamkot Fort-Mangla**
- ❖ **Rout 06 Islamabad-Bagh (MTBC-helipad)**



**“Travel brings
POWER AND LOVE
back into your Life”**

- Rumi



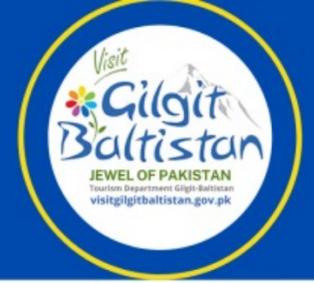
Investment Opportunities In Tourism Sector



Asifullah Khan
Secretary Tourism and Culture
Department of Tourism, Govt of GB



GILGIT-BALTISTAN AT A GLANCE *(The Competitive Advantage;)*



1.5M
Population

3
Divisions

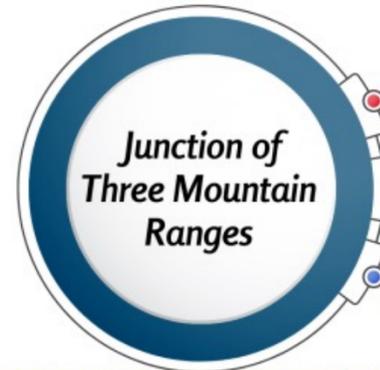
72,496
Sq.Km
Area



Gateway

CPEC

CENTRAL
ASIA



- 1 The Karakoram
- 2 The Himalyas
- 3 The Hindukush



Hindukush

Karakoram

Himalayas

Gilgit River

Indus River

Confluence of Indus & Gilgit River

Junction Point of The Three Mightiest Mountain Ranges
Karakoram, Hindukush, Himalayas



Policy Vision

“Promote sustainable tourism through protecting, conserving, enhancing and managing the rich natural and cultural heritage resources of the area in order to reduce poverty and improve the living conditions of people without compromising the interests of the future generations”



3

Mountain Ranges

Karakoram,
Himalyas, Hindukush

3

International Borders

China, Afghanistan and India

2

World Highest Peaks

Mighty K-2 & Nanga

Parbat Peaks

Over 8000 Meter

5

101

Peaks

Over 7000 Meter

7222

Glaciers

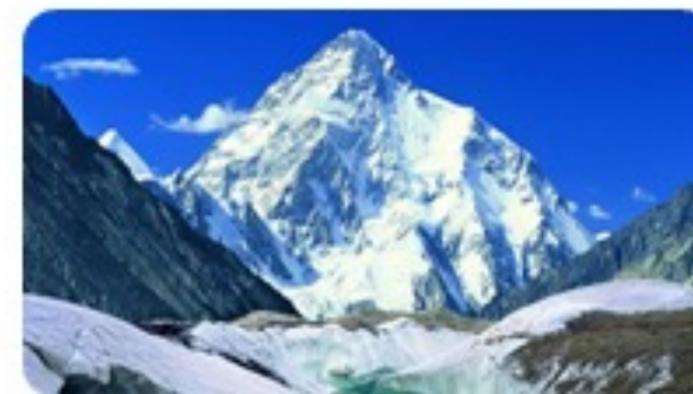
Source RGI
Randolf
Glaciers
Inventory

119

Lakes

7

National Parks



GILGIT-BALTISTAN AT A GLANCE

(The Competitive Advantage;)



Ethnic Groups



Ethnic Languages
with 36 dialects



Historical
Forts



Asia Pacific Heritage
Conservation
UNESCO & British Airways
Award
Winning Historical Sites



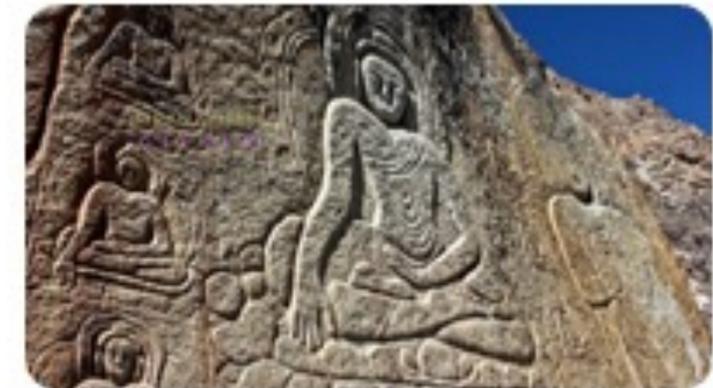
Identified
Archeological
Sites



Rock
Carvings
and
Inscriptions



Historical
Pologrounds



ACTIVITIES



The diverse landscape of Gilgit-Baltistan offers unlimited recreational activities in addition to spending the summer vacations, sight seeing tours and group tours to various destinations. Tourists have unlimited options to witness;

- Free Style Polo
- Desert Safaris (Sarfaranga Cold Desert)
- Mountain Cycling (Tour De Khunjerab)
- Winter Sports, ice skating, ice hockey etc.
- Water Sports (Rafting & Ski Jet)
- Skiing, Ski Traversing
- Trekking, hiking and mountaineering
- Cultural and Archeological Sites and communities
- Trophy Hunting and National Parks
- Paragliding





BY AIR (From Islamabad)

Weekly 2 Flights
from
Lahore, Karachi,
Faisalabad & Multan
to
Skardu have been
Operated in 2021



Skardu Airport

Daily 3-4 Flights from
Islamabad to Skardu



Gilgit Airport

Daily 3-4 Flights from
Islamabad to Gilgit

Up-gradation of Skardu Airport to International Airport (2nd Dec,2021)



The Skardu Airport was previously only operational for domestic flights. However, its status was elevated on December 2, 2021 as it began welcoming international flights as well.



By Road (Bus, Coach, Car)

Three National Entry Points

1. Babusar Pass (GLT-Babusar 180km) Open during June-November
2. KKH Via Chilas-Kohistan (Open throughout the year)
3. Via Ghizer-Chitral (Recently Gilgit-Shandur Expressway (PKR50Billion) up-gradation is under process.

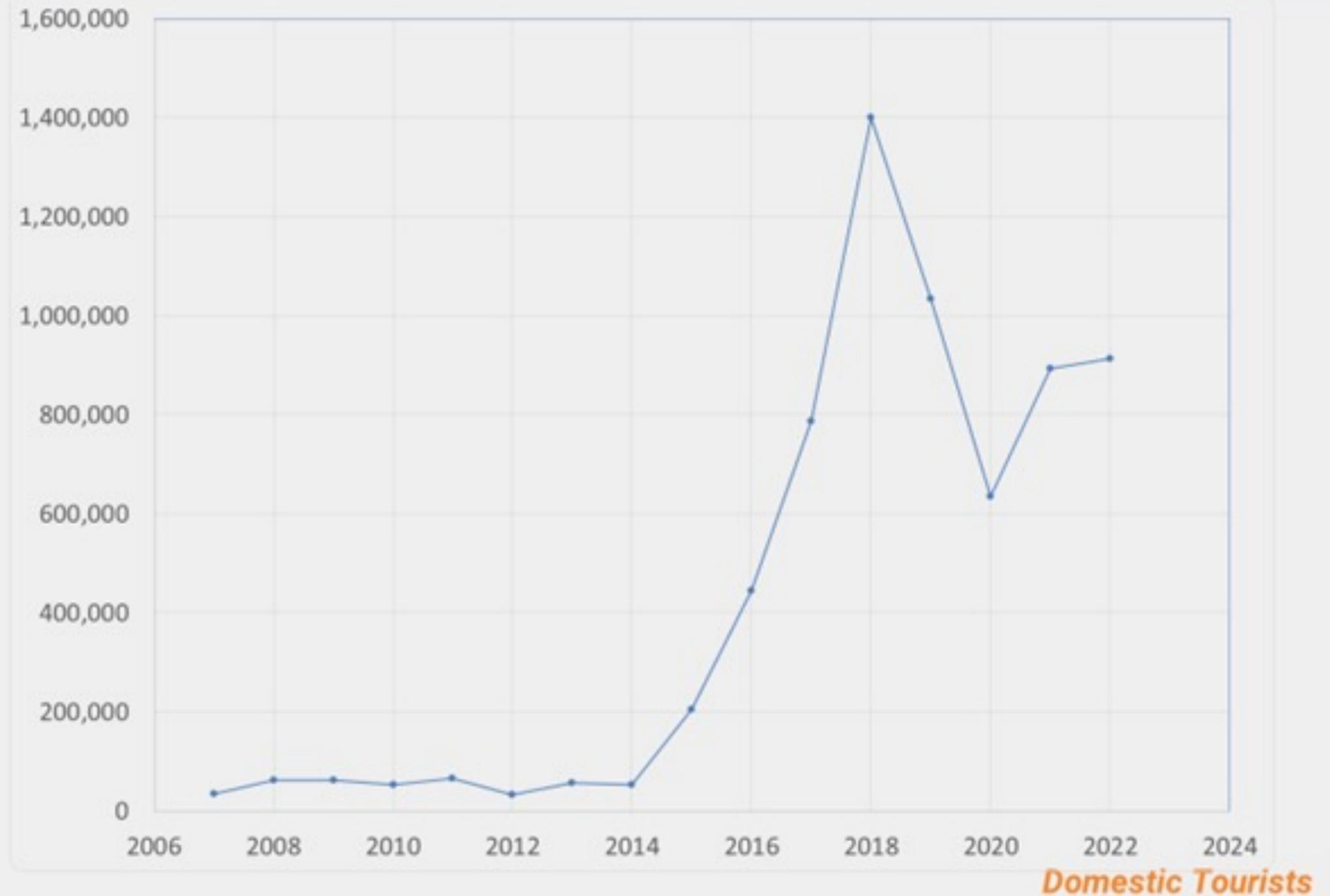
One International Entry Point via Khunjerab Pass from China

GBPWD has drafted a concept clearance proposal for the Skardu Yaqand road in January 2021. The proposed road will provide the shortest and alternative route to CPEC. The Shigar Yaqand route is one of the ancient caravan routes from Skardu to Yarkand. (This route is 350 Km shorter than Karakoram Highway.)

DOMESTIC ARRIVALS (2007-22)

Year	No. of Tourists
2007	34,108
2008	62,544
2009	62,341
2010	53,028
2011	66,475
2012	33,217
2013	56,415
2014	53,746
2015	204,733
2016	444,458
2017	787,436
2018	1,400,655
2019	1,033,851
2020	634,344
2021	893,129
2022	912,587

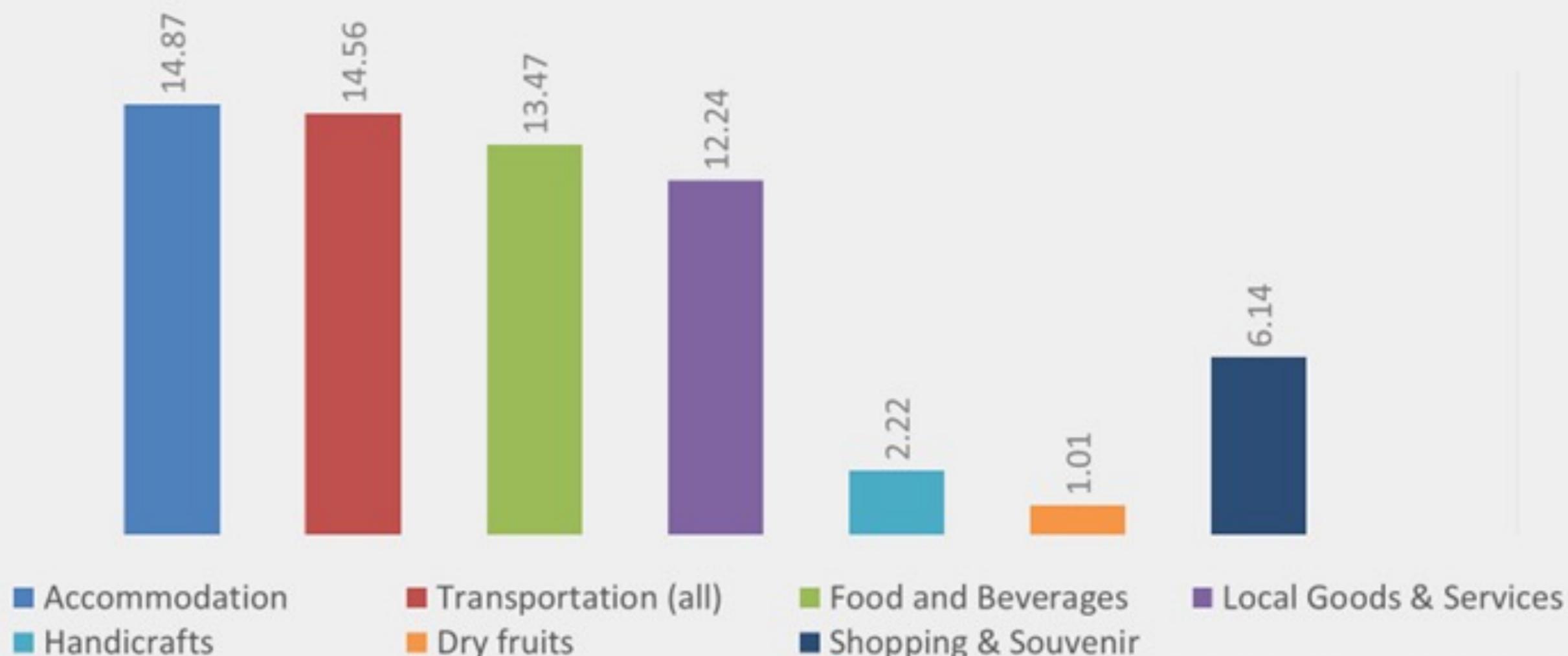
No of Tourists



Economic Impact of Domestic Tourism

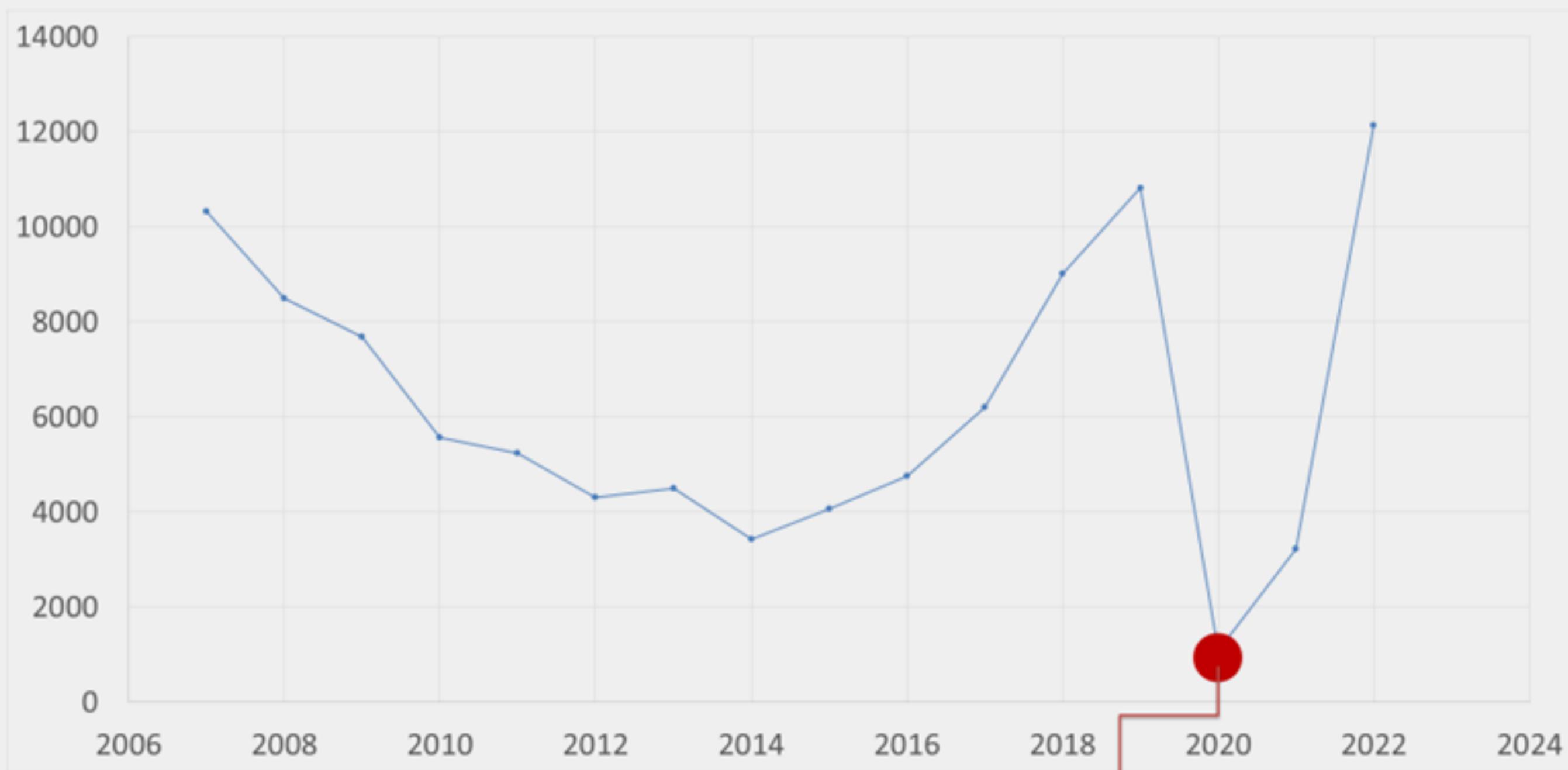
Variable	Total Domestic Arrivals in 2022	Average Spending of 3 days trip to GB (PKR)	Total Economic Activity (PKR in billions)
Domestic	912,587	70,674	64.50

Impact on Tourism value chain



Source: Survey Tourism Department GB 2022

INTERNATIONAL ARRIVALS (2007-22)



COVID-19 Impact

Source: Survey Tourism Department GB 2022

DESTINATION CARRYING CAPACITY

1106



Hotels

10122

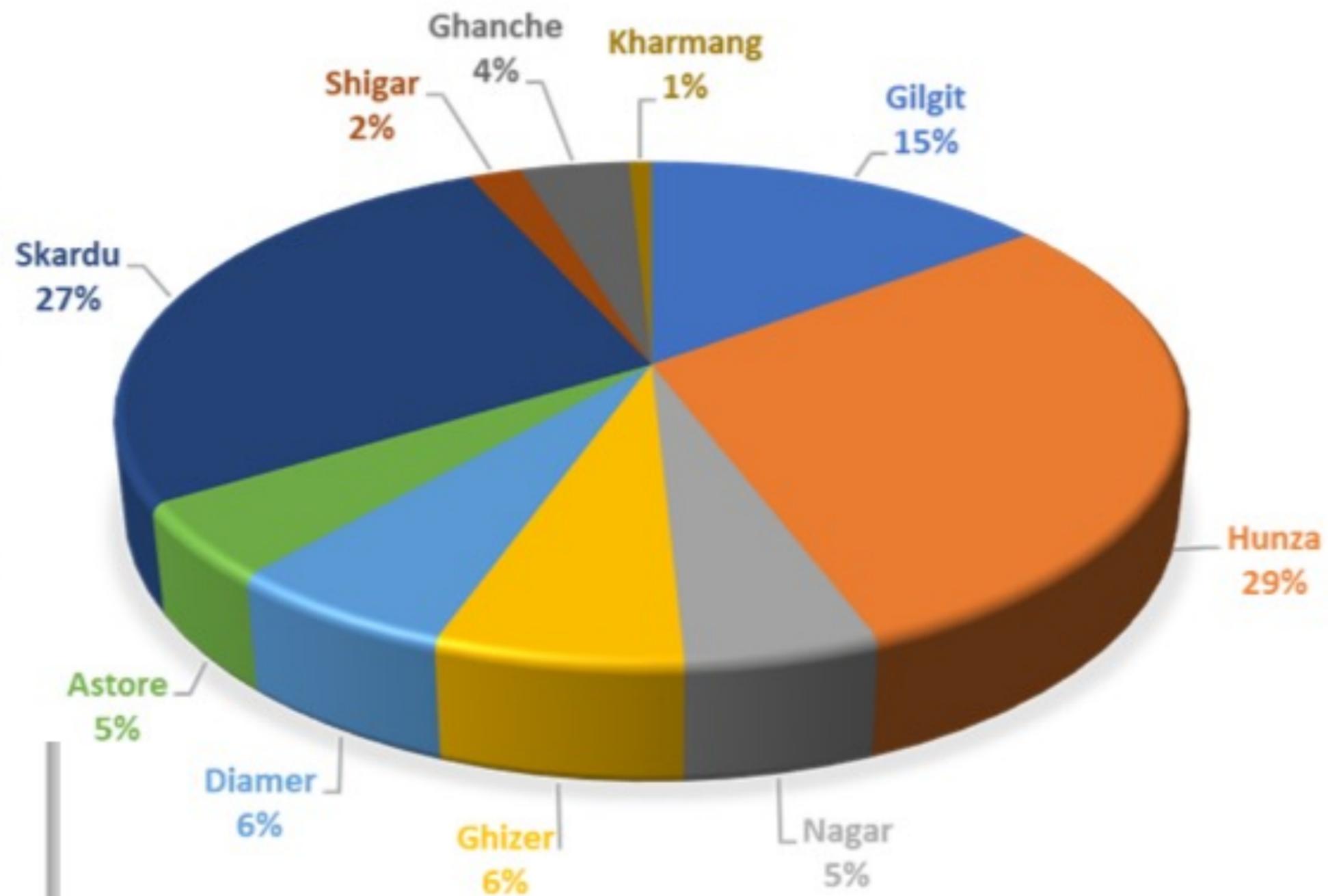


Rooms

17176



Beds

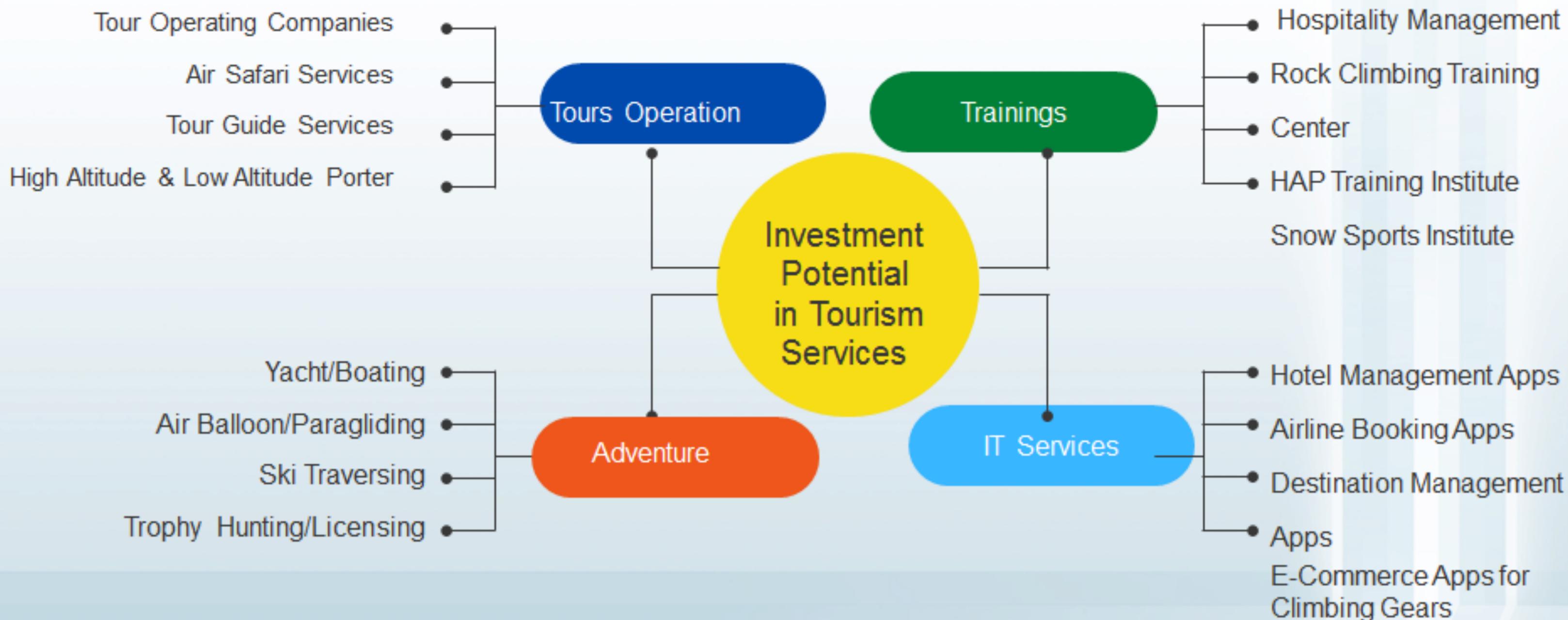


These Hotels ranges from historical, forts, traditional huts to contemporary designed buildings equipped with latest facilities. In addition there are temporary accommodation facilities in the form of camping sites



INVESTMENT OPPORTUNITIES

Services Sector-Tourism



INVESTMENT OPPORTUNITIES

Adventure Sports



Establishment of Free Style Polo Clubs

- The Game of Polo is known as the “Sport of Kings” and carries a kudos of no other sport. Polo is experiencing massive growth and is associated with prestige, style and glamour, making it the ideal vehicle for brand promotion.
- Gilgit-Baltistan is home to 74 historical polo-grounds. More than 100 teams are playing at District and union levels across GB.
- There is huge opportunity to invest on Polo Grounds, Polo Teams and establishment of Polo Clubs to initiate a Polo Premier league in GB.
- Shandur Polo Festival & Rama Polo Festivals are the most famous events in GB can be partnered with media houses for brand promotions of Multinationals.



INVESTMENT OPPORTUNITIES

Identified Projects



S #	Project Name	Total Investment	Financing Mode	Concession period	Sites Identified
1	Ski Resort Development	PKR 5.2 Billion	Public Private Partnership through BOT mode	30 years.	<ol style="list-style-type: none"> 1. Naltar, Gilgit. 2. Bagrot (Gargo), Gilgit 3. Gappa, Nagar 4. Chilim & Deosai Astore 5. Rama Valley Astore 6. Rattu, Astore 7. Babusar, Diامر 8. Khunjerab, Hunza
2	Cable Car Installation	PKR 6.3 Billions	Public Private Partnership through BOT mode	30 years	<ol style="list-style-type: none"> 1. Upper Kachura, Skardu 2. Rama Valley Astore 3. Gappa Valley Nagar 4. Naltar Valley, Gilgit 5. Chunda Valley Skardu 6. Phander Ghize
3	Camping Pods	PKR 606.8 Million	Public Private Partnership through BOT mode	15 years	<ol style="list-style-type: none"> 1. Phandar Ghizer 2. Kutwal, Haramosh 3. Askoli, Shigar 4. Derlay Lake Astore 5. Parishing Astore 6. Thalay valley Ghanche 7. Ishkoman, Ghizer

INVESTMENT OPPORTUNITIES

Identified Projects



S #	Project Name	Total Investment	Financing Mode	Concession period	Sites Identified
4	Hotels	PKR 413.2 million	Public Private Partnership through BOT mode	20 years.	1. Phandar Ghizer 2. Aliabad Hunza 3. Eidgah Astore 4. Ghakuch
5	Establishment of Mountaineering and Rock climbing Institute	PKR 2275.83 Million	Public Private Partnership through BOT mode (Govt Share for land PKR RS 32.59 Million)	30 years	1. Passu, Gijal Hunza
6	Establishment of Hospitality management Insitute	PKR 2526.61 Million	Public Private Partnership through BOT mode (Govt Share for land PKR RS 505.32 Million)	30 years	Hussainabad Skardu

Sr. No		Characteristics
1	Development Modality	Public Private Partnership on BOT Mode.
2	Role of Government of Gilgit-Baltistan	<ul style="list-style-type: none">• Provision of government land (where available), facilitate acquire land acquisition, facilitation, and project security• Facilitating legal approvals/permits• Review & monitoring
3	Role of Private Sector (Investor)	<ul style="list-style-type: none">• Plan, design, build, finance, and operate the facilities during the Concession Period• Collection of revenues from the project during the Concession Period
4	Development Period	<ul style="list-style-type: none">• Handover to the Government after the Concession Period (at least 25 Years)<ul style="list-style-type: none">a) Conducting technical feasibility (8months- varies with the project)b) Pre- Construction Period: (6months-varies with nature of the project)

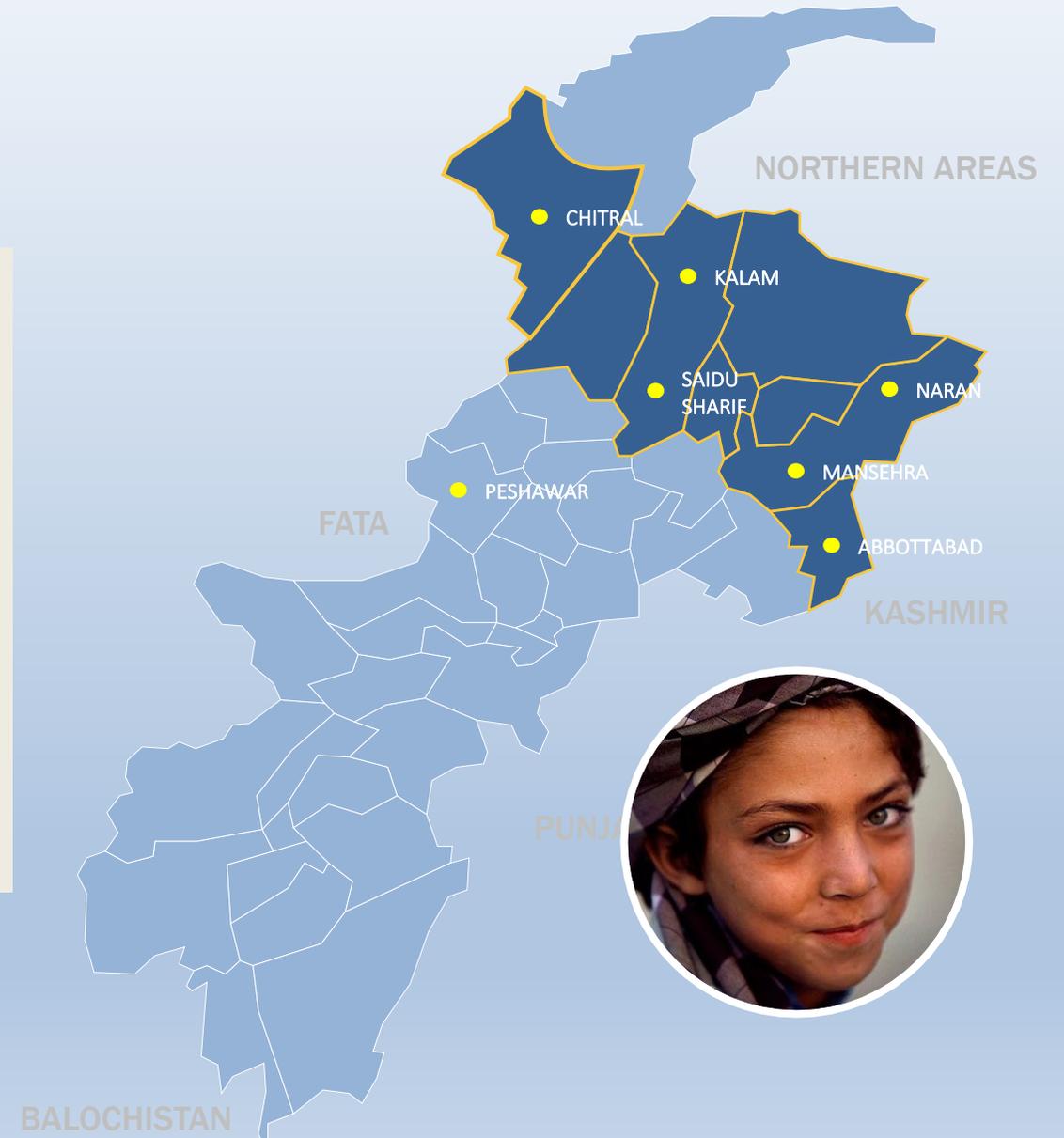


Civil Secretariat near PHQ Hospital
Government of Gilgit-Baltistan.
Phone: +92-5811-920214
Fax: 05811-920215 Email: info@pnd.gog.pk

THANK YOU

Shahara Qaid-e-Azam Near General Bus Jutial,
Gilgit, Gilgit-Baltistan 15150
Phone: 05811-920173. Fax: 05811-920689
Email: info@visitgilgitbaltistan.gov.pk.

- **Tourism Economic Profile- Industry analysis**
- **KP Tourism Act 2019- Legislative Support for PPP's**
- **Eco Tourism Growth- Camping Pods**
- **Strategic Investment Projects- Integrated Tourism Zones**
- **Emerging Investment Proposals**
- **Hund Recreational Theme Park**
- **KMCC Project**
- **Investor Engagements**



Tourism Economic Contribution

Pakistan is ranked as top 10 improvers in the World Bank's Ease of Doing Business Report 2020.



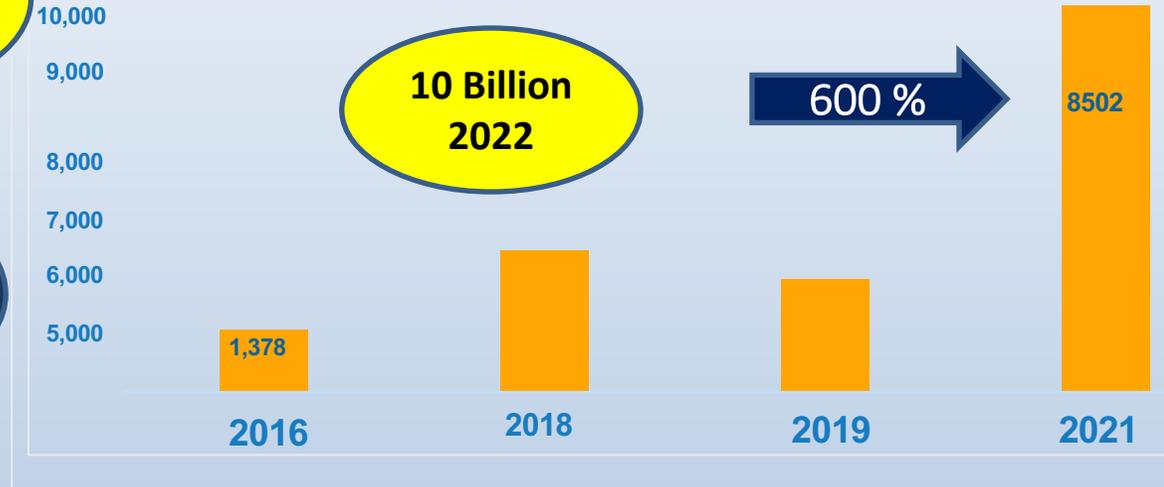
Tourism Contribution to Economic Growth



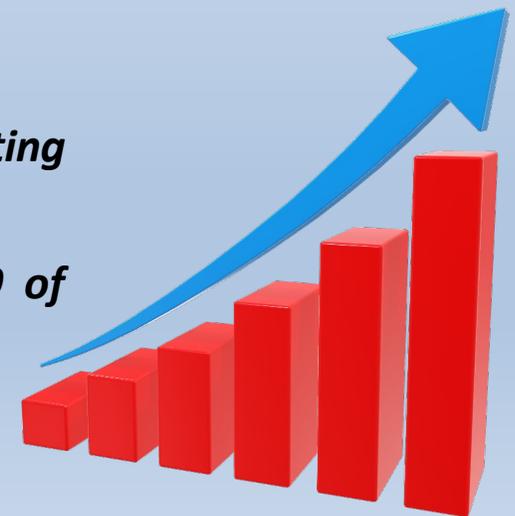
50 Billion
PKR 2022

3.6 Mn
Arrivals

Development Allocations in KP



Source: Bureau Of Statistics, Khyber Pakhtunkhwa



- The province hosts three fourth of the country's tourism assets, with sites representing archeological, cultural, historical and religious significance.
- The increased budgetary allocation to the sector with Tourism Policy/Tourism Act 2019 of KPK are manifestation of the same.

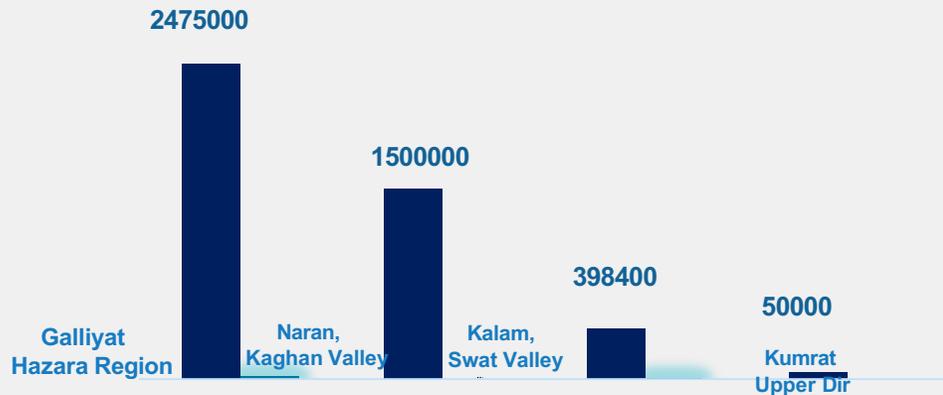
Footfall & Revenue

10 Million arrivals by 2025

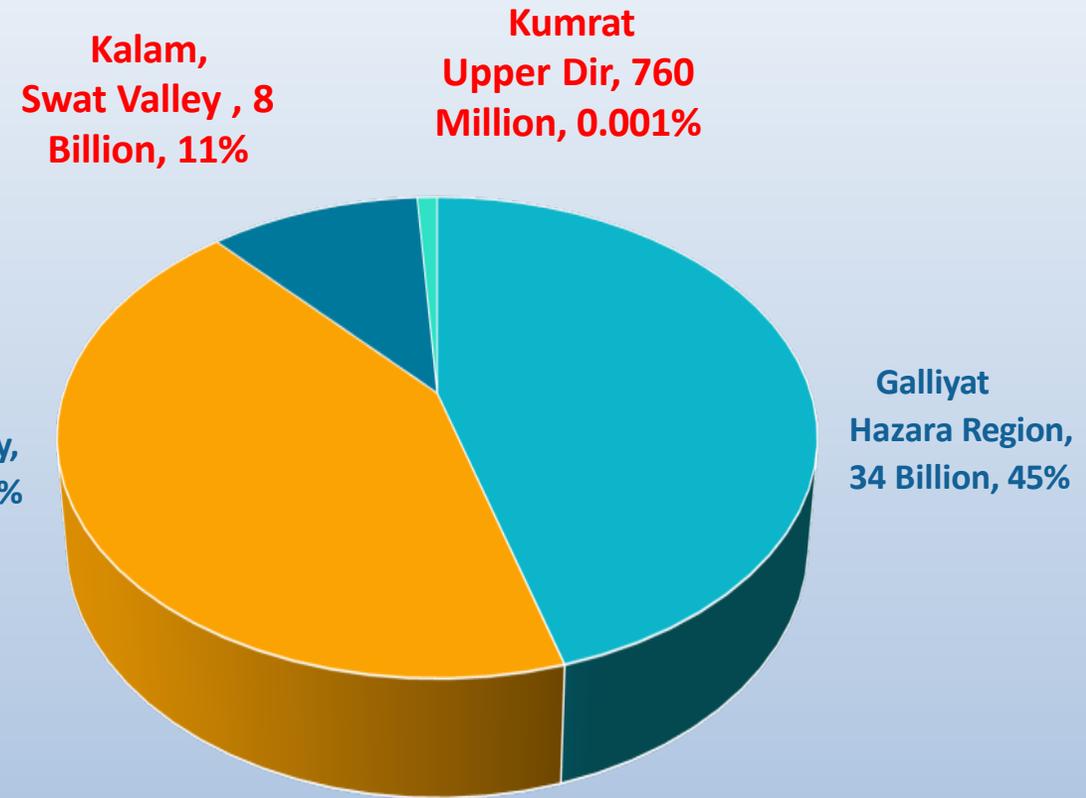
KP Contributes 37% of total tourist influx

- 04 Established Tourist Destinations
- **Kalam, Kumrat, Naraan & Galyat**
- Around 9000 individual directly employed
- USD 640 million Contribution

Estimated Annual Arrivals



8/21/23



Estimated Revenue PKR 100 Billion

Source: Khyber Pakhtunkhwa Tourism Sector Analysis published in August 2018



NATURE'S
camping
PARADISE

CAMPING PODS

AN ECO-FRIENDLY
INITIATIVE BY
DEPARTMENT OF TOURISM
KHYBER PAKHTUNKHWA



*Invest in your
memories*



Camping Pods (Eco-Tourism Project)



Attracting Investments under Public Private Partnership (PPP)

Introducing the Integrated Tourism Zones (ITZs)

- ITZ is **maiden concept** in Pakistan. The major components of the ITZs project include **roads, pathways, tracks** and **WASH (Water, Sanitation and Hygiene)**, **stable supply of electricity** and **other utilities and eco-restoration**;
- 3 Potential Sites** identified as Integrated Tourism Zones

1

MANSEHRA-KAGAN-NARAN ECOTOURISM CLUSTER

ITZ GANOOOL

Building on its reputation as The Land of Fairies – a mature tourist destination of endless valleys, winding roads and breathtaking peaks and ridgelines

2

SWAT-KALAM ECOTOURISM CLUSTER

ITZ MANKIYAL

Revitalizing and preserving the beautiful Swat Valley known as Switzerland of the East and building upon the rich historical heritage of Swat Region

3

DROSH-CHITRAL ECOTOURISM CLUSTER

ITZ MADAKLASHT

Capitalizing on the intersectionality of cultures and the uniquely rugged natural landscapes of Chitral, taking off from the bustling network of towns in the region



ITZ GANOOOL

A scenic mountaintop village nestled amidst nature's splendor.

ITZ Ganool	
Envisaged area	59.6 acres
Gross Floor Area	25.9 acres
Development cost*	PKR 5.5bn

Market Segment

- Special Interest Tourists (Culture)
- International Tourists

Key Attractions

- MICE – Meetings, Convention & Exhibition
- Creative Cultural Centre
- Retail Village & Premium Outlet
- Local Skills Development Centre

Supporting Attractions

- Food Village
- Culture-themed Hotel and Resort
- Hillside Resort



BATAKUNDI

SAIF-UL MULUK LAKE

Naran

ITZ Ganool

Muzaffarabad

SHOGRAN

Kaghan

BALAKOT

Abbottabad

Mansehra

An established tourism bloc with Naran as the center point

A midway point with various offerings of tourist towns in a hilly and valley setting

Located on top of a hill with a total area of 63 acres, ITZ Ganool is located within the 'already-matured' Mansehra-Kagan Ecotourism Cluster. This Cluster will be one of the first clusters to be developed and managed properly, to spearhead the transformation of Khyber Pakhtunkhwa into a "Premier Eco-Adventure Tourism Destination".

S-3

S-2

N15

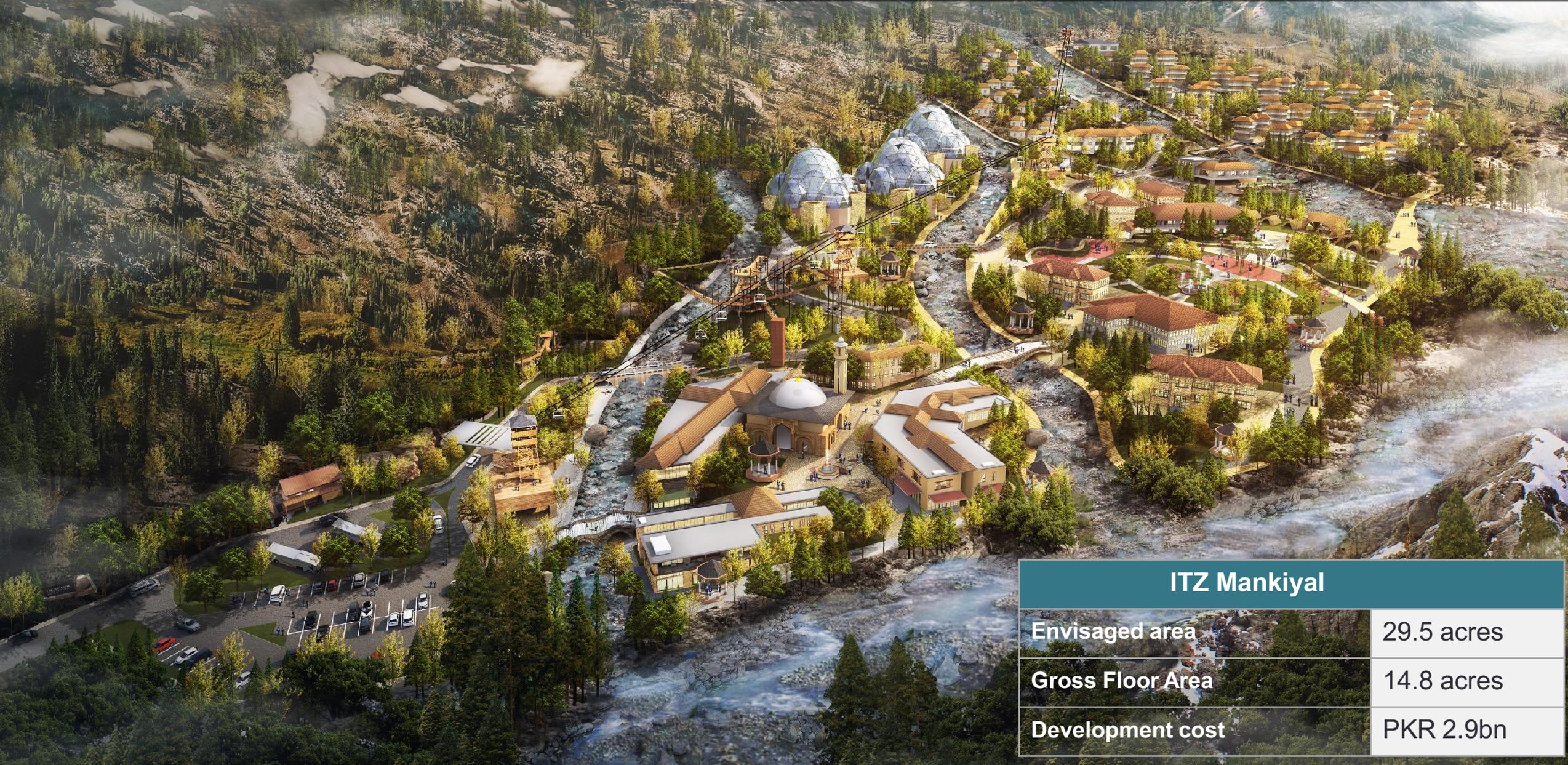
N35

M-15

N35

ITZ MANKIYAL

*Portal into Hindu Kush's biodiversity:
Swat River and beyond.*



ITZ Mankiyal	
Envisaged area	29.5 acres
Gross Floor Area	14.8 acres
Development cost	PKR 2.9bn

ITZ Mankiyal is nestled in a scenic valley alongside a pristine river, within the thriving Swat tourism region and the Swat-Kalam Ecotourism Cluster. This Cluster will be one of the first clusters to be developed and managed properly,

The stepping stone towards nature

ITZ Mankiyal

Kalam

Bahrain

N95

N35

N90

MINGORA

An aerial photograph of a resort town nestled in a valley. The town features numerous buildings with red-tiled roofs and white facades, interspersed with green trees. A river flows through the valley on the left side. In the background, there are rolling green hills and a large blue dome-shaped structure. A yellow rectangular frame is overlaid on the center of the image, containing text.

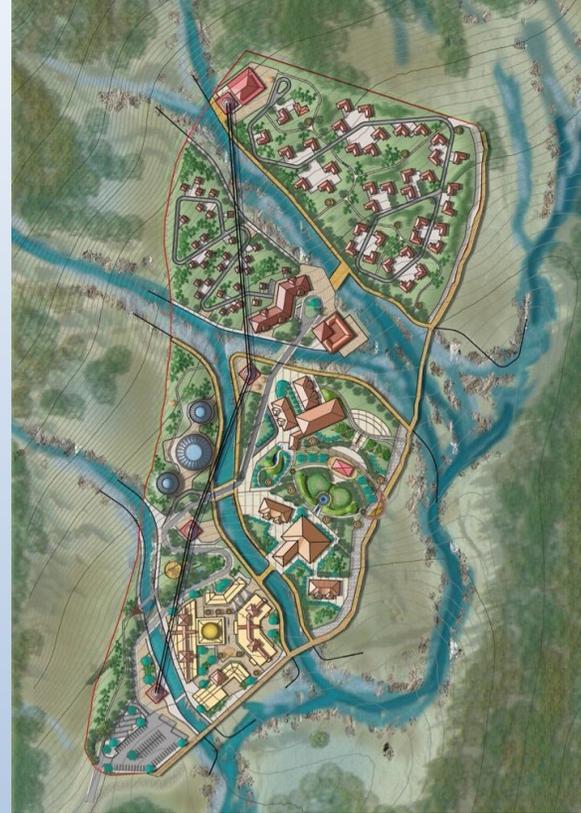
Integrated Tourism Zone

MANKIYAL

Swat, Pakistan

Investment Distribution

A single developer or a consortium of developers to develop and auction/ lease/ sub-develop (50 years) an ITZ.



ITZ Ganool

Envisaged area	59.6 acres
Gross Floor Area	25.9 acres
Development cost*	PKR 5.5bn

ITZ Mankiyal

Envisaged area	29.5 acres
Gross Floor Area	14.8 acres
Development cost*	PKR 2.9bn

ITZ Madaklasht

Envisaged area	69.4 acres
Gross Floor Area	24.5 acres
Development cost*	PKR 3.8bn

Development cost includes landscape & beautification and infrastructure cost as per the financial model provided by the advisors of KITE. The cost has been escalated to account for escalation during the extended construction period.

- 1. Expansion of Swat: 03 Additional Sites Identified**
- 2. Shangla: 4 New Sites for Development**
- 3. Kohistan's Growing Potential: 2 Newly Discovered Sites**
- 4. Abbottabad Expands: 4 Promising New Sites Discovered**
- 5. Exploring New Horizons in Dir Upper: 3 Fresh Sites Identified**
- 6. Dir Lower Unveils 3 New Sites for Development**
- 7. Bunair's Flourishing Landscape: 4 Recently Discovered Sites**



GABIN JABBA -LALKOO

- ❖ Gabin Jabba which means in Pashto honey marshes, is located approximately 65 km from Mingora on Matta Sakhra/Lalkoo road in Swat, Khyber Pakhtunkhwa
- ❖ It is an area with lush green meadows, thick forests, snow clad mountains, mineral springs and high peaks
- ❖ Gabin Jabba is one of a beautiful 8 open meadow in the area, where quite large parcel of land Aprox 1509 Kanal flat land

ATTRACTIONS

- ❖ **DARAL LAKE:**
Daral Lake also known DaralDand is an alpine scenic Lake approx.. 6-8 hours trek from Gabin Jabba
- ❖ **SAIDGAI LAKE**
Saidgai Lake is Balloon shaped, deep blue, surrounding mountains composed of massive stones which indicates the massive snowfall in winter.

800 Kanal forest land available

Proposed Intervention- Ski Resort/Hotels



SERAI

- I. Serai is a wide valley with ample land for potato, peas and turnip cultivation and the people of Mankial exploit the land diligently.
- II. The cold and freezing springs and streams in the valley form a web that provide drinking and irrigation water

CHUKAIL BANDA

- Chukail Banda (Valley) is located in the north of Serai valley.
- Chokail is also famous for the endangered Markhor and elusive Snow Leopard.



BALAKOT/DAWANR

The valley of Mankyal has a T shaped location. Towards the western end, above the main road, the villages of Balakot and Dawanr are located face to face the towering summits of Mankyal with lush green meadows and watery peaks.

Mapping Potential Tourist Sites District - SHANGLA

Badar Sar (distance km)

Alpurai: 20 km (Metallic 40 km, Jeepable 12 km)
Lilownai: 12 km (Jeepable Rd)
Besham: 52 km (Metallic 40 km, Jeepable 12 km)
Shngla top: 35 km (Metallic 23 km, Jeepable 12 km)

259 Kanals Forest Land is available for Chair
Lift/Camping Pods and Chalets/Huts



Mapping Potential Tourist Sites District - SHANGLA

Pir Sar (distance km)

Alpurai: 40 km (Metallic Rd)
Besham City: 08 km (Metallic Rd)
Shangla top: 55 km (Metallic Rd)

18 Kanals to be Acquired for Camping
Pods/Chalets and Restaurant



Mapping Potential Tourist Sites District – KOHISTAN

The land of Mountains

Supat Valley Upper Koshistan

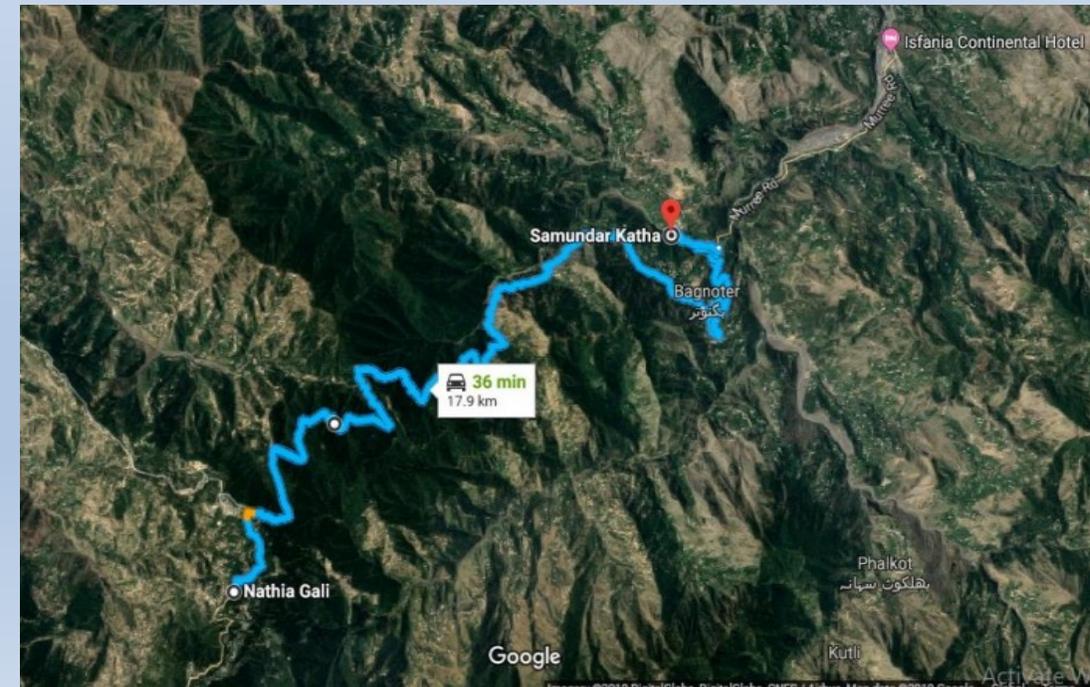
- 110 km from Dassu
- In between Khizer and Diamir districts
- 100 overnight stays in potential
- 40% high spenders

20 Kanals to be Acquired for TFH/TFC's.
Medial tourism and Huts are potential
Opportunities



SAMUNDAR KATHA LAKE

- ❖ Samundar Katha Lake is located at Village Samundar Katha which is a part of beautiful UC Nagri Bala adjacent to Nathiagali
- ❖ 9 km from main Murree road while travelling towards Nathiagali
- ❖ Nathiagali towards Samundar Katha it takes only 36 minutes via Murree road covering 18 km distance
- ❖ The Lake is formed by local flowing Kathas and a nearby small but fluent waterfall surrounded by green hills from all sides



HUND RECREATIONAL PARK



RIAA
Barker
Gillette



Hund Theme Park – Swabi

- The project involves technical, financial and legal feasibility and transaction advisory for the Development / Construction of a Recreational Park at Hund Swabi.
- The Hund Swabi Recreational Park Project targets recreation spot for residents, visitors / tourists from Islamabad, Peshawar and adjoining areas.
- **Development activities in the project will include:**
 - 13 different amusement rides including a large Ferris wheel
 - Lake with water sports
 - Separate swimming pools for gents and females with water amusement facilities
 - Rehabilitation of the Hund Heritage Museum, drawing on the rich historical and cultural importance of the area of Hund
 - Buildings include admin block, theatre, bazaars, chalets, viewing platforms, toilet blocks, island restaurant and mosques
 - Zip line and adventure sports
 - Food stalls



DASHBOARD



Concession Period
27 Years



Construction Period
24 Months



Operation period
25 Years



Commercial Loan Period
2 + 6 Years



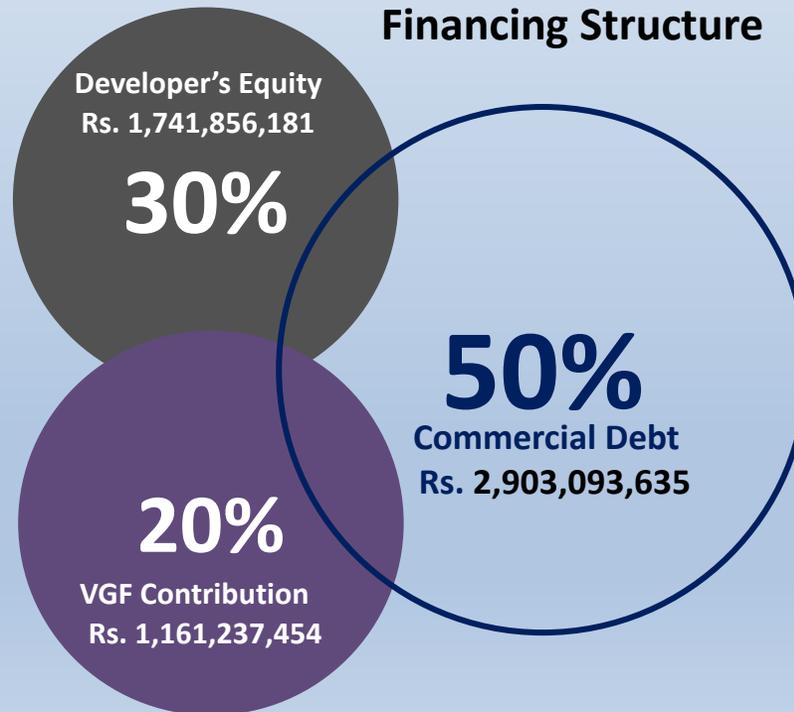
Project Cost

Rs. 5,806,187,270

EPC COST	RS. 4,786,406,100
NON-EPC COST	RS. 375,545,580
IDC	RS. 622,112,740
TAXES & WC	RS. 22,122,850

EPC Cost Breakdown	Unit	%	PKR
Earthworks & Roads	PKR	10.6%	506,642,850
Buildings (Architecture & Structure)	PKR	24.0%	1,148,499,000
Buildings (MEP)	PKR	3.2%	152,640,450
Wet Utilities Infrastructure	PKR	7.4%	355,363,200
Dry Utilities Infrastructure	PKR	9.9%	473,033,250
Water Filtration & Waste Water Treatment	PKR	2.1%	99,030,600
Solid Waste Management	PKR	1.0%	48,204,450
Landscaping	PKR	1.2%	59,130,000
Rides & Sports (Based on USD @250)	PKR	40.6%	1,943,862,300
EPC Cost		100%	4,786,406,100

Financing Structure



OUTPUTS - KPIS

	FCFF	FCFE	Dividend
NPV (PKR. Mn)	2,636.02	1,324.20	1,267.85
IRR	19.83%	25.45%	25.36%
Payback Period (Ops Yr.)	9.5 Years	10.42 Years	9.92 Years

Min DSCR	1.24	AVG DSCR	1.31	Max DSCR	1.48
----------	-------------	----------	-------------	----------	-------------

Kumrat-Madaklasht Cable Car (KMCC) PROJECT

- A Pre-feasibility study for ascertaining the provision of Cable Car System between Kumrat and Madaklasht valleys in Upper Dir and Chitral districts
- Approximate length of **14 – 16 km**, negotiating a pass of nearly **5,280m** high
- The proposed **Base Station** is located at Kumrat valley and **End Station** at Madaklasht having some Intermediate Stations.

Infrastructure Development & Allied Facilities include

- Car parking plaza for 500 vehicles
- Hotels at Base Station
- Skiing facilities at Intermediate Stations
- Mosques and Walking Tracks
- Surveillance roads between Base and End Stations
- Hydropower plants of sufficient capacity



- To promote Investment opportunities, Investment readiness conferences were arranged.
- **Two conferences** i.e., in **Islamabad** on December 19, 2022, and in **Karachi** on December 21, 2022.
- Different investment projects and the concept of Integrated Tourism Zones (ITZs) were pitched.
- Presidents of all the chambers of commerce and different potential investors were invited, who attended the conferences and appreciated the efforts of KPCTA.





Khyber
Pakhtunkhwa

Thank you



Balochistan Tourism

Tourism Potential

Balochistan has a lot of Scope in
all Major Tourism sectors

TOURISM MARKET

Balochistan has significant potential for tourism due to its diverse landscapes, cultural heritage, and historical sites.



BALUCHISTAN TOURISM

TOURISM SECTORS

HERITAGE TOURISM

MARINE TOURISM

RELIGIOUS TOURISM

ADVENTURE TOURISM



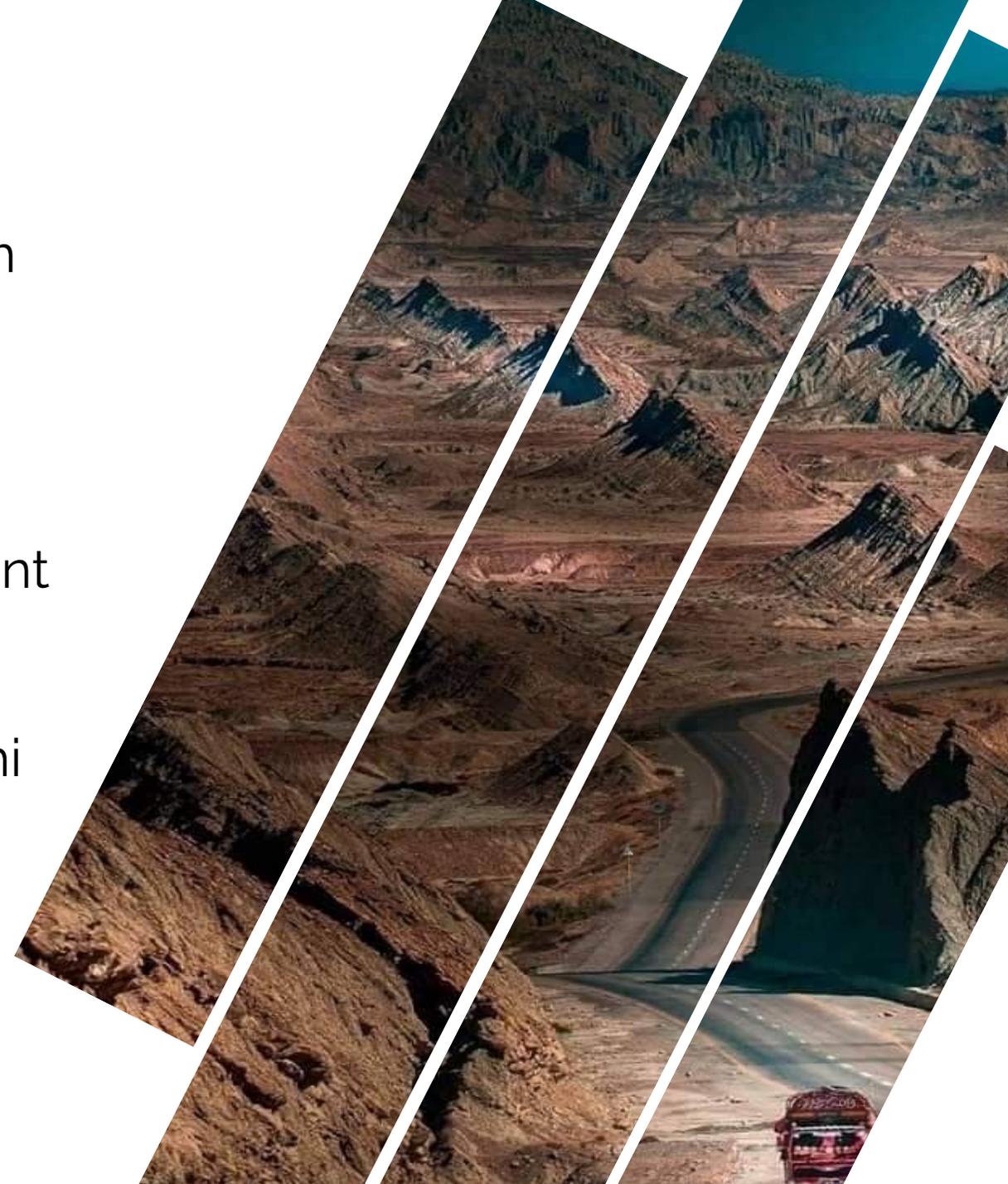


ADVENTURE TOURISM

ADVENTURE TOURISM

Project regarding the Adventure Tourism in Balochistan

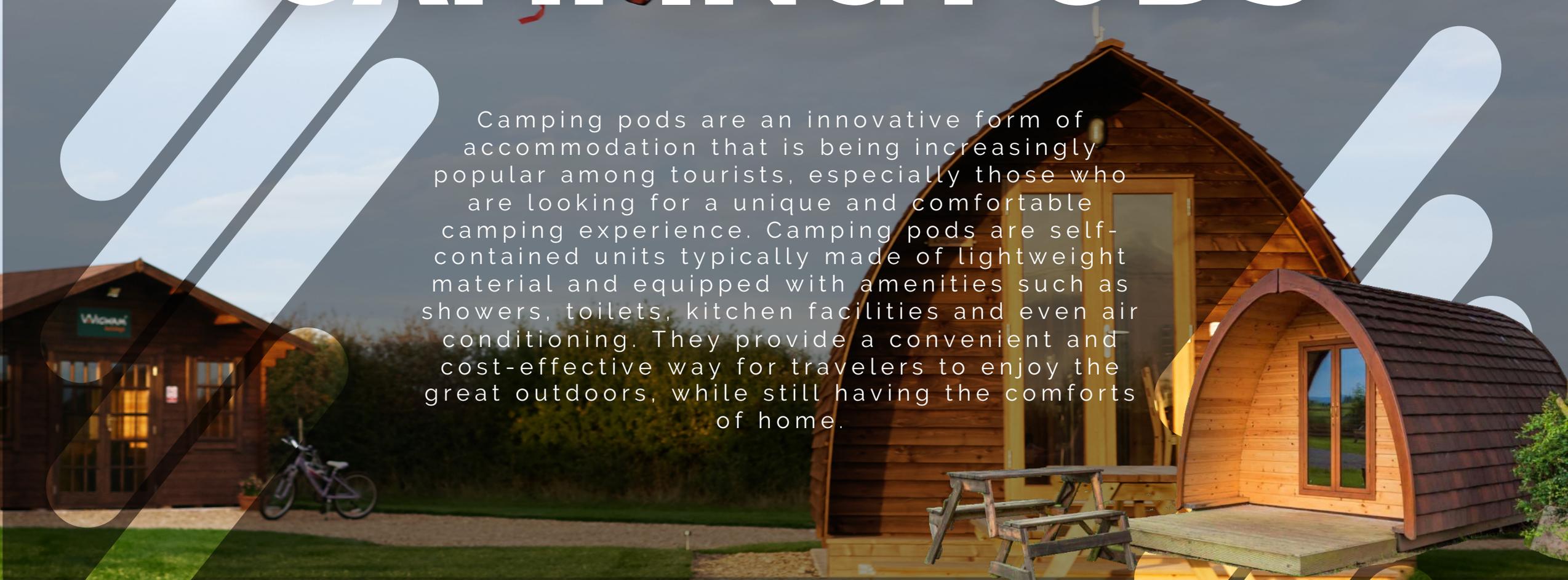
1. CAMPING PODS in (Ziarat, Shin Ghar, Quetta)
2. CAMPNIG VILLAGE in (Ziarat Zero point , Silyaza Zhob)
3. CHAIR LIFTING in (Ziarat)
4. Service/ Rest Area in (Zhob to Karachi Highway and Costal Highway)





CAMPING PODS

Camping pods are an innovative form of accommodation that is being increasingly popular among tourists, especially those who are looking for a unique and comfortable camping experience. Camping pods are self-contained units typically made of lightweight material and equipped with amenities such as showers, toilets, kitchen facilities and even air conditioning. They provide a convenient and cost-effective way for travelers to enjoy the great outdoors, while still having the comforts of home.





STANDARD POD

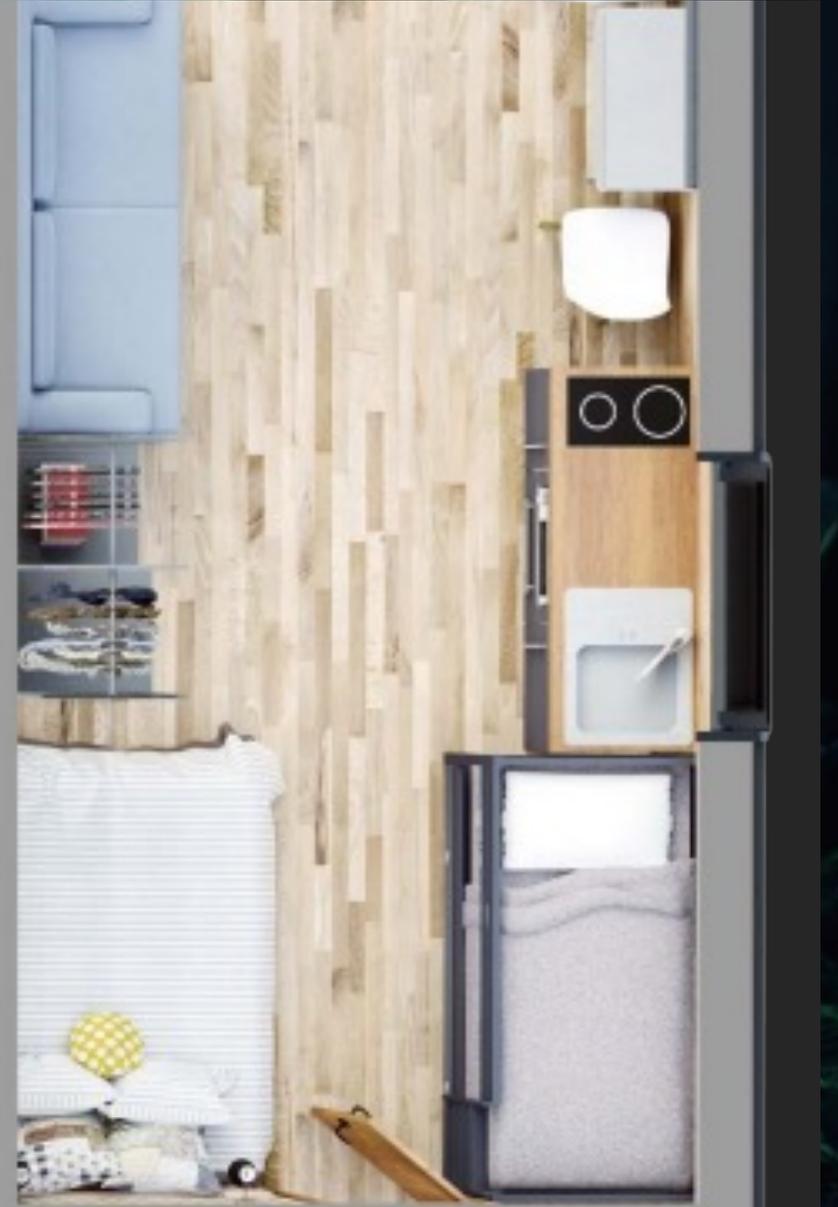
- Sleeps 4
- 5.5m x 3.3m





Deluxe bunker
pod

- Sleeps 6
- 7.2m x 3.3m



CAMPING Villages



camping villages will provide tourists with an affordable and enjoyable way to experience the sights and sounds of the countryside. Camping villages will be Established in Ziarat Zero point Silyaza Zhob kargasa etc..



CHAIR LIFTING

- Potential location Ziarat

SERVICE & REST AREA

- To provide roadside convenience services to the long-distance travelers.
- These areas also provide an Emergency services in extreme cases like Snow and flood.
- It will also provide facilities to the tourists regarding the information of Tourist points/services.



SERVICES



TOURIST INFORMATION
CENTER



MOSQUE



WASHROOM



FOOD



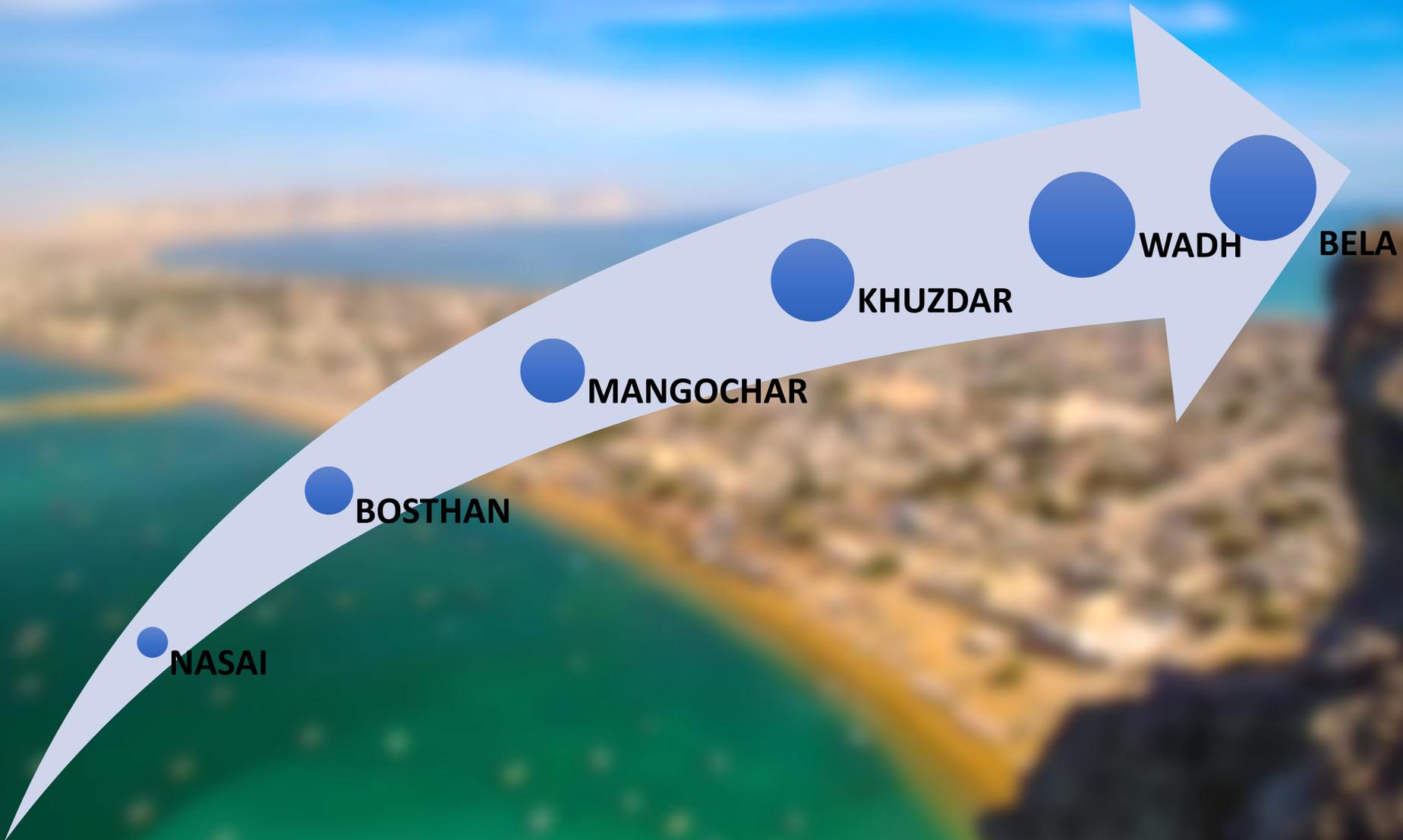
REST AREA



FUELING/REPAIR



ZHOB-KARACHI



NASAI

BOSTHAN

MANGOCHAR

KHUZDAR

WADH

BELA



HERITAGE TOURISM

HERITAGE TOURISM

- Development of museums
- Conservation of heritage sites (Mehrgarh, Miri Qalat, periano ghundai, Rana ghundai, Dabar kot, chakar fort et)





RELIGIOUS TOURISM

RELIGIOUS TOURISM

Shri Hinglaj Mata Temple: This ancient Hindu temple is situated in the Hingol National Park, Makran Division. It is one of the most revered pilgrimage sites for Hindus in Balochistan. One of the 51 shakti (3 in Pakistan) in Shaktism of Hinduism, nearly 250,000 individuals take part in the spring yatra.

- **CHANDRAKUP MUD VOLCANO:** Largest and tallest (330 feet tall; 49 feet diameter) Volcano of Pakistan

Shri Hinglaj Mata Temple

By giving access and fiscality to international tourist hinglaj Mata temple will help to boost Religious tourism In the region



MARINE TOURISM

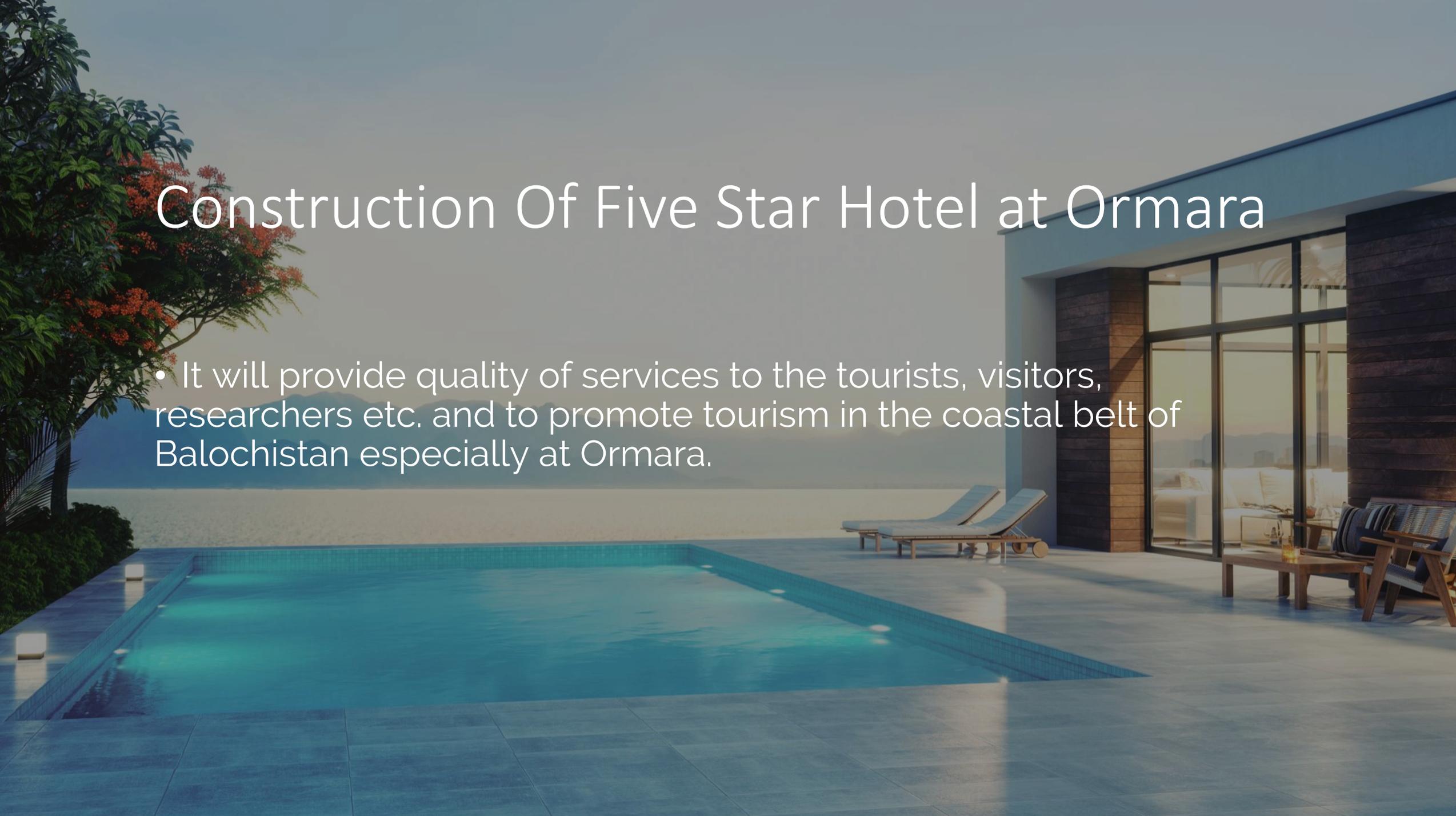
MARINE TOURISM

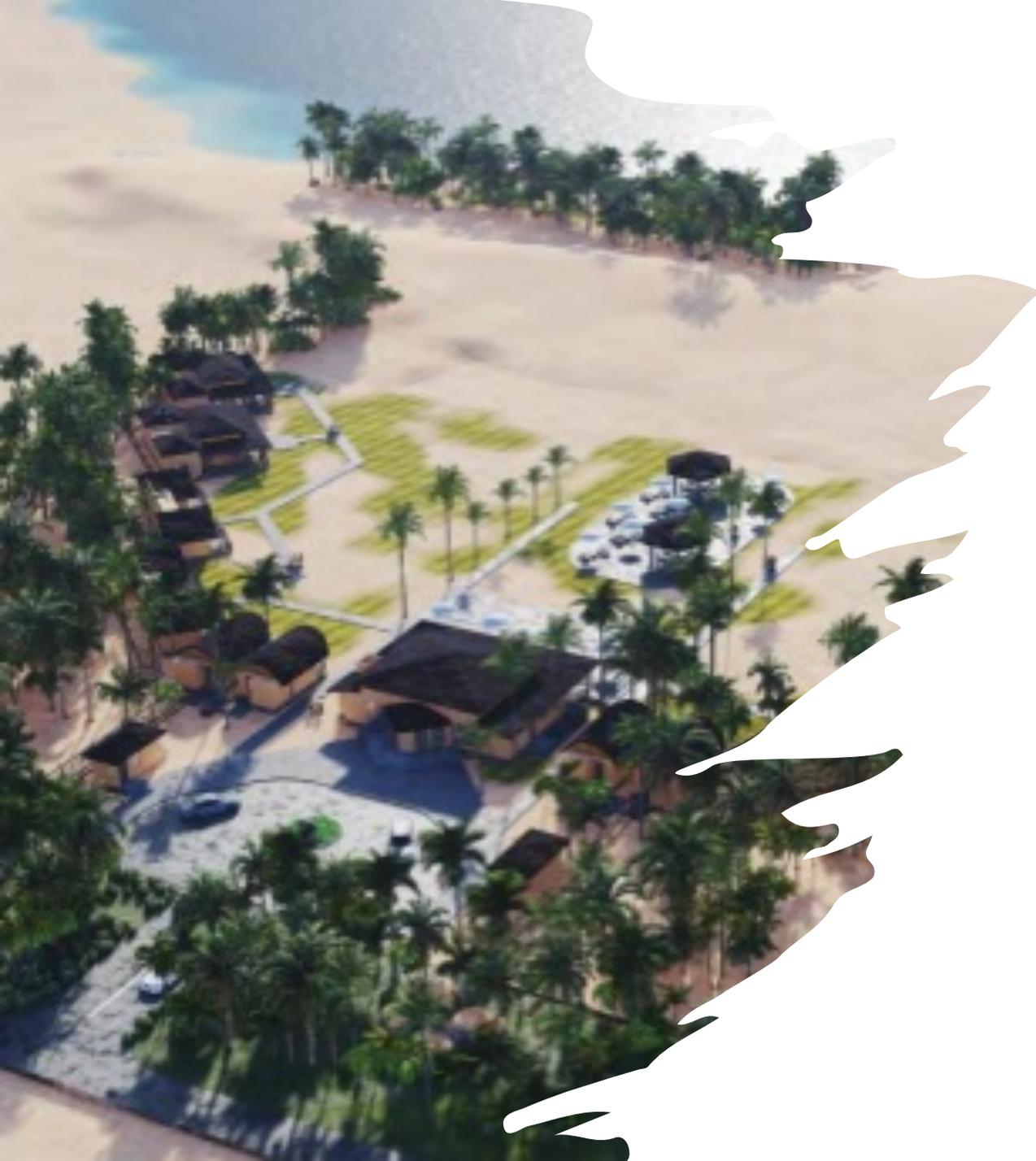
- Construction Of Five Star Hotel At Ormara
- Construction Of Resorts and Floating Restaurant, At Ormara, Gadani And Jiwani Beaches
- Construction Of Canopy On Major Beaches
- Construction Of Service And Rest Area On Costal Highway
- **Jetty for water sports**



Construction Of Five Star Hotel at Ormara

- It will provide quality of services to the tourists, visitors, researchers etc. and to promote tourism in the coastal belt of Balochistan especially at Ormara.





Construction Of Resorts

- Potential Locations Ormara, Gadani And Jiwani Beaches Gwadar

Jetty For Water Sports

- It will attract tourist and also help local economy
- Potential locations (Gwadar, Gadani, jewani)

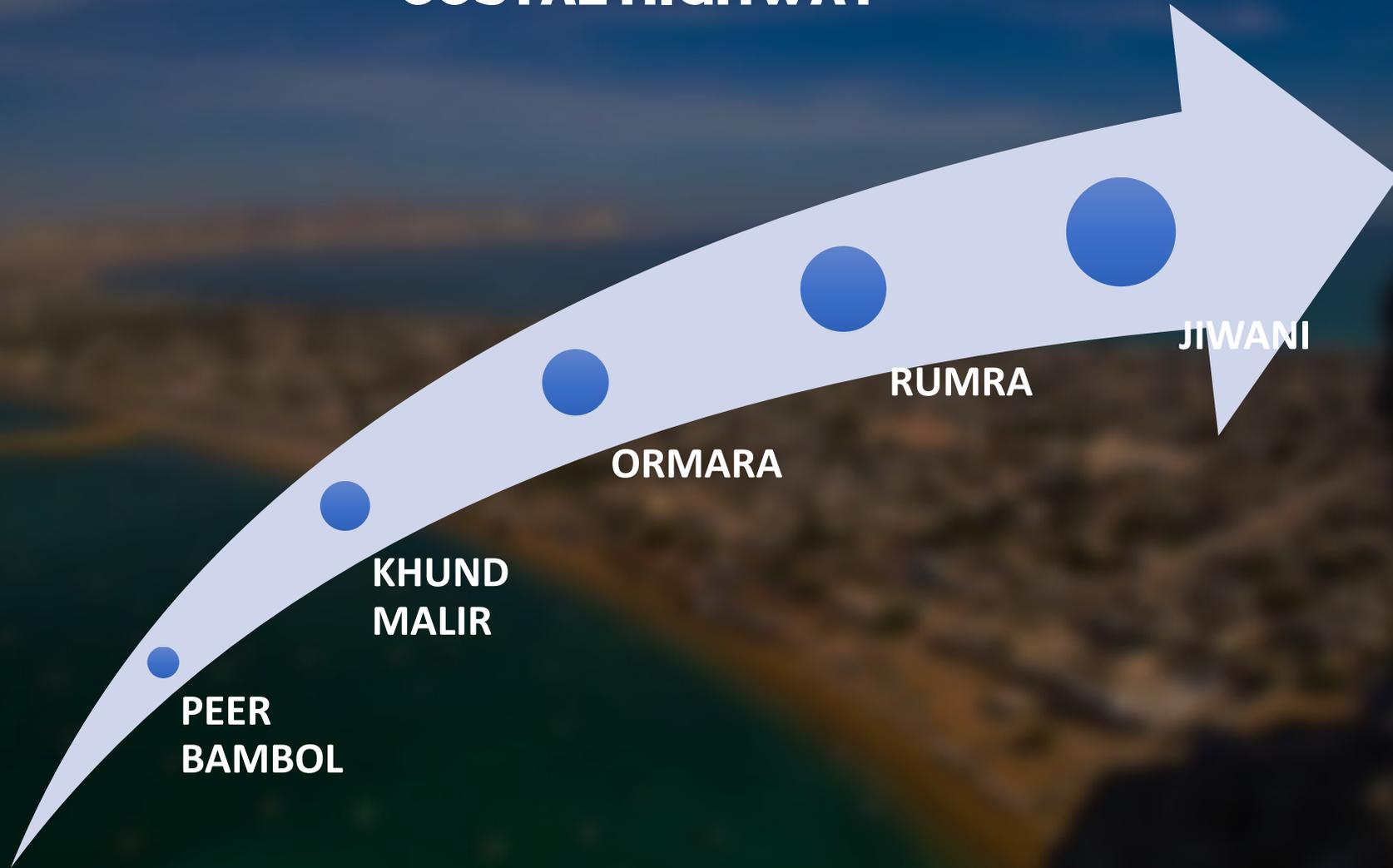




CANOOPY

provide tourists with a comfortable and safe shelter from the elements - be it rain, wind, or sun - while they are exploring and enjoying their vacations in popular tourist spots

COSTAL HIGHWAY



**PEER
BAMBOL**

**KHUND
MALIR**

ORMARA

RUMRA

JIWANI



THANK YOU

D-8 

4th Senior Officials Meeting on Tourism Cooperation

ICCIA

Islamic Chamber of Commerce, Industry and Agriculture

ICCIA Presentation on Sustainable Tourism



الغرفة الإسلامية للتجارة والصناعة والزراعة

Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture



الغرفة الإسلامية للتجارة والصناعة والزراعة
Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture

ICCIA

IS THE LARGEST REPRESENTATIVE
OF THE PRIVATE SECTOR OF OIC COUNTRIES

Makes up much of the South-South Countries

High growth markets

One of the largest Youth Population



MEMBER COUNTRIES

Far East & America

-  Malaysia
-  Indonesia
-  Brunei Darussalam
-  Suriname
-  Guyana

Observer:

-  Arab chamber
-  Brazilian chamber

Central & Southern Asia

-  Uzbekistan
-  Kyrgyzstan
-  Turkmenistan
-  Tajikistan
-  Kazakhstan
-  Pakistan
-  Afghanistan
-  Bangladesh
-  Azerbaijan
-  Maldives
-  Iran

Fertile Crescent & Europe

-  Iraq
-  Syria
-  Lebanon
-  Jordan
-  Palestine
-  Turkey
-  Albania

Observer:

-  Turkish Cyprus
-  Bosnia & Herzegovina

GCC & Arabian Peninsula

-  Saudi Arabia
-  UAE
-  Kuwait
-  Qatar
-  Bahrain
-  Oman
-  Yemen

North Africa

-  Algeria
-  Egypt
-  Tunisia
-  Libya
-  Morocco
-  Sudan
-  Mauritania

West Africa

-  Benin
-  Gambia
-  Guinea Bissau
-  Guinea
-  Niger
-  Nigeria
-  Mali
-  Senegal
-  Sierra Leone
-  Cote d'Ivoire
-  Burkina Faso
-  Togo

East & Central Africa

-  Uganda
-  Djibouti
-  Somalia
-  Comoros
-  Cameroon
-  Chad
-  Gabon
-  Mozambique



RENEWED STRATEGY

*Expanding the role of the OIC
Private Sector in realizing the UN
Sustainable Development Goals
Agenda 2030 and OIC Program of
Action 2025*



الغرفة الإسلامية للتجارة والصناعة والزراعة
Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture

STRATEGIC PILLARS

Be an Engine for
Mobilizing
Investment

Influence Policy
making related to
Private Sector

Development of
the Private Sector
and its
representatives
(Chambers of
Commerce)



الغرفة الإسلامية للتجارة والصناعة والزراعة
Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture

INVESTMENT ENGINE INVESTMENT FORUMS

2023

01 **PAKISTAN** | Sustainable Tourism Forum (Annual)

02 **AZERBAIJAN** | Sustainable Agriculture Forum (Annual)

03 **JORDAN** | Digital Economy Forum (Annual)

04 **MOROCCO** | Traditional Handicrafts and Heritage Industries (Annual)

05 **INDONESIA** | Big 3 Forum (Annual)



الغرفة الإسلامية للتجارة والصناعة والزراعة

Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture

SUSTAINABLE TOURISM FORUM

NOV.2023

ISLAMABAD - PAKISTAN

SUSTAINABLE TOURISM FORUM

Islamic Chamber of Commerce, Industry and Agriculture (ICCIA) jointly with the Destination Events will organize the **Sustainable Tourism Forum** in Pakistan in collaboration with the Pakistan Tourism Development Corporation (PTDC), Federation of Pakistan Chamber of Commerce & Industry (FPCCI).



العرفة الإسلامية للتجارة والصناعة والزراعة
Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture



**DESTINATION
EVENTS**



SUSTAINABLE TOURISM FORUM



The Forum is designed to be a mega event, to attract tourism industry key stakeholders from all OIC Countries.

The Forum will be attended by Ministers, top officials from the public and private sectors, investors and stakeholders from OIC member Countries, International Organizations working in the tourism domain, tourism organizations, tourism and tour operator companies, hotels, academia, and media.



OVERALL GOAL

The Forum aims to present investment opportunities in the Tourism sector and showcase the abundant resources and potential in the tourism industry, not only in Pakistan but all other OIC Countries.

SUSTAINABLE TOURISM

WHAT IS?

Sustainable Tourism is a way of traveling that leaves a minimum negative impact on the places visited and preferably rather leaves a positive impact on society. Sustainable tourism, relies on the premise of taking care of the environment, society, culture and economy.

- One of the world's fastest growing and most important industries
- A major source of income for many countries.



SUSTAINABLE TOURISM SDGS

The historic agreement among world leaders at the United Nations in 2015 on a universal 2030 Agenda for sustainable Development committed all countries to pursue a set of 17 Sustainable Development Goals (SDGs) that would lead to a better future for all.

The bold agenda sets out a global framework to end extreme poverty, fight inequality and injustice, and fix climate change until 2030. Tourism can and must play a significant role in delivering sustainable solutions for people, the planet, prosperity and peace.





**ORGANISATION OF
ISLAMIC COOPERATION**

SUSTAINABLE TOURISM OIC RESOLUTIONS

**Resolutions on Tourism Development
among the OIC Member States and Baku
Declaration adopted by the 11th Session of
the Islamic Conference of Tourism
Ministers (ICTM), held in Baku, Azerbaijan
on 27-29 June 2022**

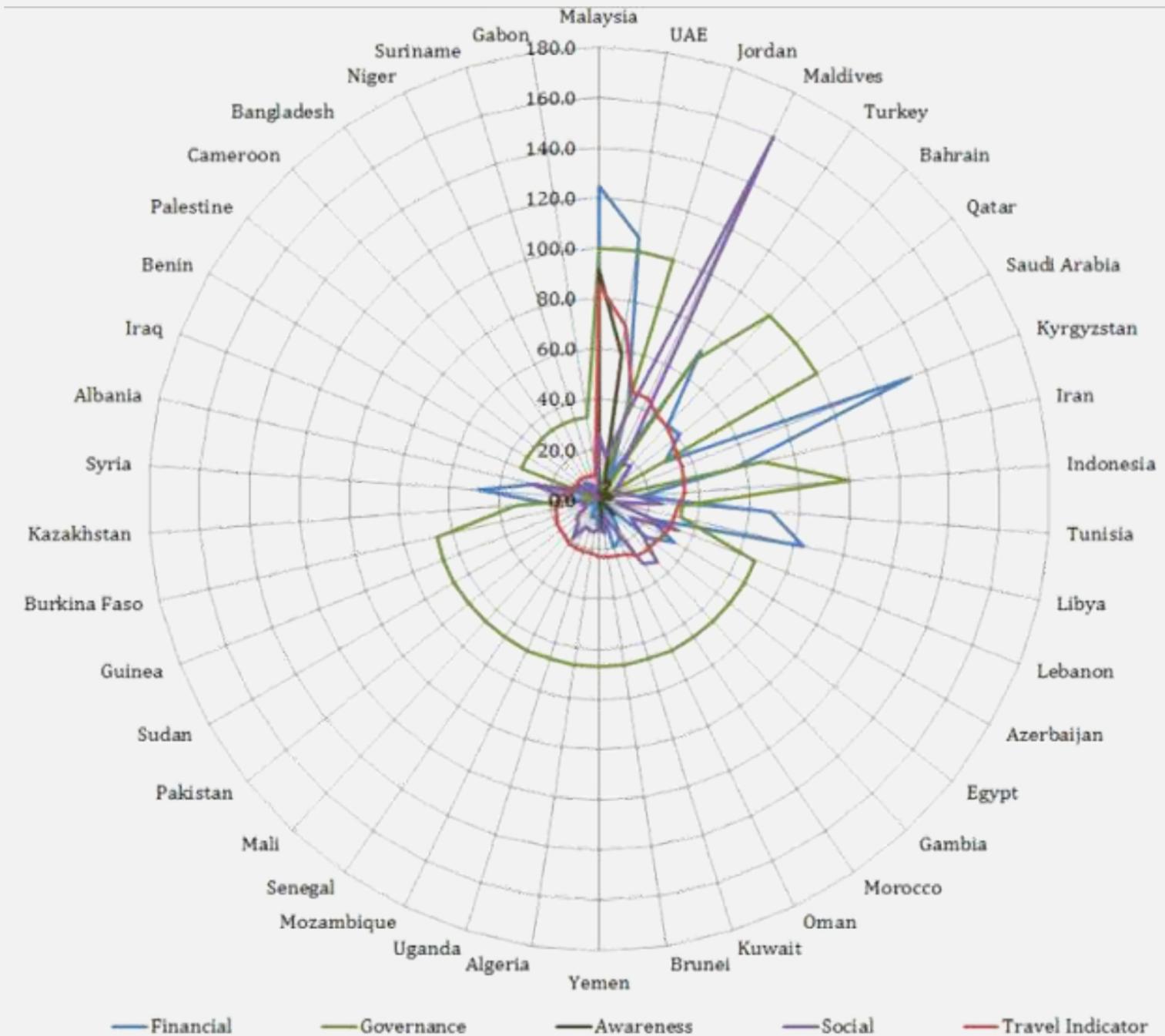
OIC RESOLUTIONS

Also welcomes the offer of the Islamic Republic of Pakistan to host First OIC Forum on Sustainable Tourism, in collaboration with OIC General Secretariat and ICCIA, and requests the Member States and other stakeholders to actively participate in the Forum;

Reiterating the relevance of sustainable tourism to the actualization of OIC poverty eradication strategies and policies and as a potential contributor to sustainable development

Implement projects aimed at sustainable tourism development of coastal and other areas in the Member States.

Establish and implement policies at all levels aimed at sustainable human resource development in the area of tourism and promote greater exchanges among the relevant educational institutions of the Member States



SUSTAINABLE TOURISM

TOURISM SECTOR RANKS 4TH

As a trade in services category, Tourism ranks fourth after fuels, chemicals and food products. As a major source of foreign exchange and investment, tourism also creates much needed employment and investment opportunities

Tourism's unparalleled cross-cutting nature and multiple links to the other economic sectors, further positions it as an efficient multiplier in global development strategies



SUSTAINABLE TOURISM

PAKISTAN

Pakistan has great opportunities for the tourism development based on its spectacular natural landscapes and unique cultural heritage. Tourism is one of those economic activities that have the potential to bring considerable benefits to the nation. If it is managed effectively, tourism can be used as a vehicle to deliver socio-economic benefits directly to rural and remote areas.



Contribution of
Travel & Tourism
to GDP

5.9% of total economy

Total T&T GDP = PKR2,285.8 B
(USD 18,756.5 M)

+4.7%

2019 Travel & Tourism GDP growth
vs +1.9% real economy GDP growth



Contribution of
Travel & Tourism
to Employment

3,881.9 jobs (000's)
(6.2% of total employment)



International
Visitor Impact

PKR 116.2 B
in visitor spend (3.1% of total exports)
(USD 852.2 M)



40%

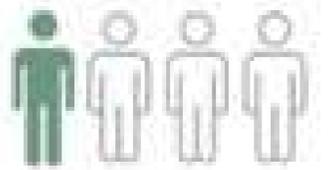
Travel & Tourism GDP
Growth vs overall
global GDP in 2019

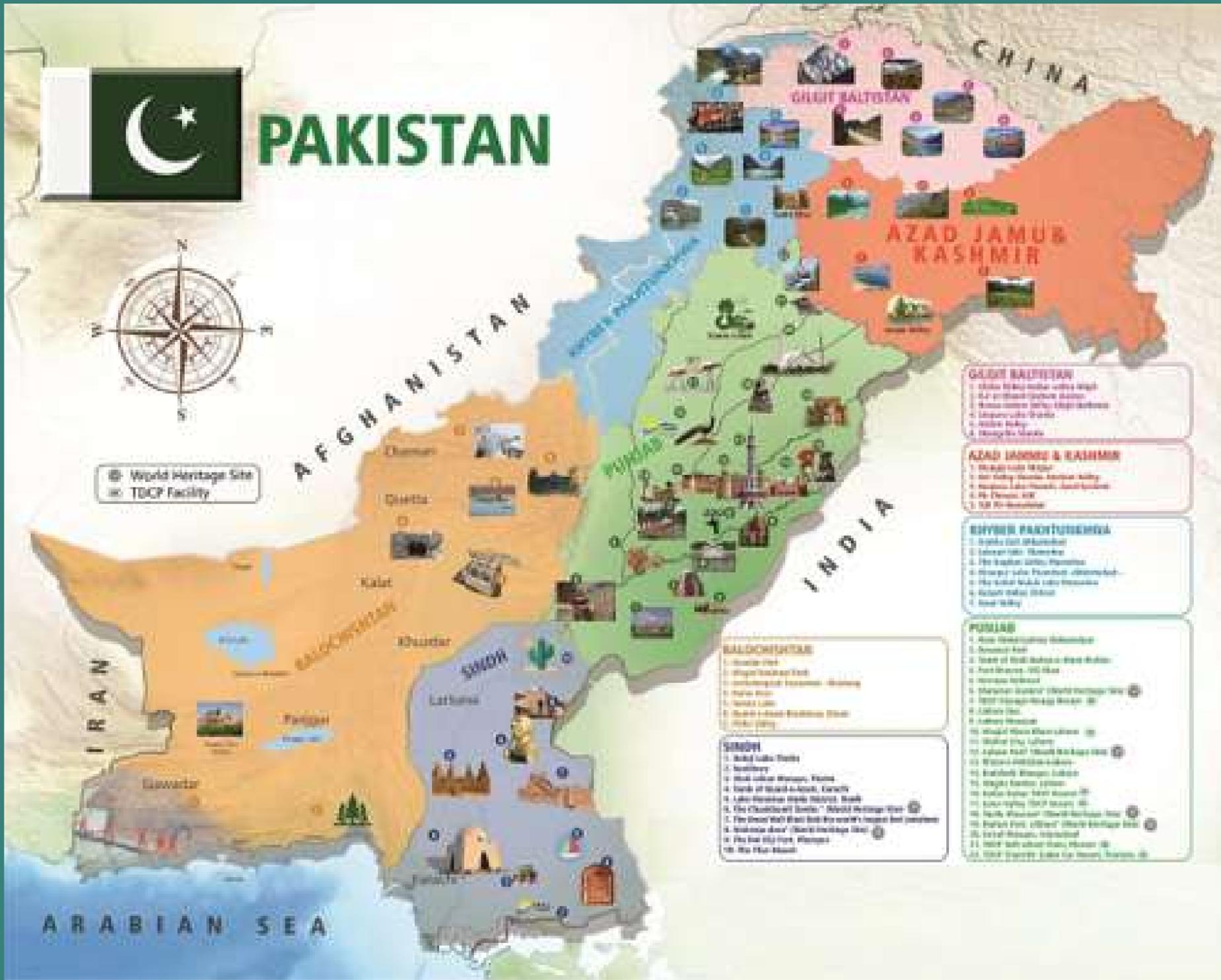


330 Million
Jobs Globally (1 in 10 jobs)

1 in 4

net new jobs were created by Travel &
Tourism over the last five years





SUSTAINABLE TOURISM PAKISTAN

DID YOU KNOW?



- Pakistan is home to the second highest mountain K2, third highest Tirich Mir and the three highest mountain ranges in the world (Hindukush, Karakoram and Himalayas).
- Islamabad ranked # 2 just behind London in the top 10 beautiful capitals of the world.
- The world's largest deep-sea port, Gwadar, is in Pakistan.
- World's highest paved road, the eighth wonder of the world (the China-Pakistan friendship highway or the Karakoram Highway) is in Pakistan.
- Pakistan's Edhi Foundation proudly runs the world's largest volunteer ambulance service.
- Pakistan's Sialkot produces over half the world's footballs, making the country world's largest producer of hand-sewed footballs. The official footballs in the last two FIFA World Cups were made in Pakistan.
- Pakistan has the fourth largest irrigation system in the world (Indus Basin).
- The highest polo ground in the world is in Shandur, Pakistan.
- The world's oldest and largest civilizations (Indus Valley Civilization) flourished in the region of Pakistan.
- Tarbela Dam of Pakistan is the largest earth-filled dam in the world, and also the largest dam by structural volume.
- Samina Baig, a Pakistani high-altitude mountaineer, became the first and youngest Muslim woman to climb Mount Everest (2013) and all the Seven Summits (2014), having done so at the age of 21. A documentary film "Beyond the Heights" was made on her expedition to Mount Everest.

OBJECTIVES OF FORUM

To introduce Pakistan as hub for the Sustainable Tourism in the OIC Countries

1

To highlight the abundant investment opportunities in the Tourism Sector of OIC Member States.

2

To promote intra-OIC tourist flows, through visa facilitation to the extent permitted by the laws of Member States.

3

Publicize and highlight the investment opportunities in sustainable tourism, which exist in the OIC Member States, and the best practices of some Member States.

4

Enhance the role of Public-Private Partnerships (PPPs) in the expansion and upgrading of the existing tourist capacities.

5

Promote awareness about Sustainable Tourism in the Member States and beyond.

6

To promote regional and cross-border tourism projects in the Member States to attract investments.

7

Establish stakeholder tourism alliances to strengthen joint tourism marketing and promote cooperation efforts at the sub-regions level and the OIC region as a whole.

8

Promoting activities for the construction of new facilities of appropriate quality and service standards, using up-to-date technologies.

KEY STAKEHOLDERS

Ministries of Tourism
from OIC and other
Countries

Public and Private
organizations working
for the promotion and
development Tourism
Sector

World Tourism
Organization
(UNWTO)

World Tourism
Forum (WTF),
Istanbul-Turkey

Investment
Promotion
Organizations (IPOs)

Investors from the
OIC Countries

Key Stakeholders
from all OIC & other
Countries.

International
Organizations working
in the domain of
Tourism

Banks and Financial
Institutions

Tourism Associations

Tourism and Tour
Operators

Online Tourism
companies

Airlines

Hotels

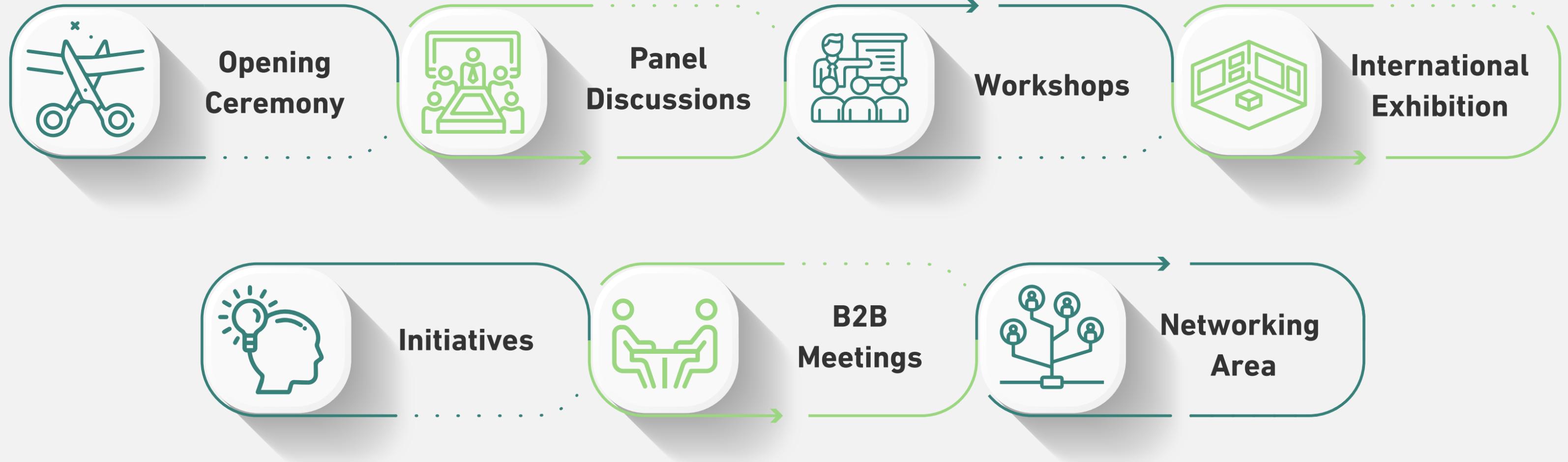
Academia / Research
Centers

Media

WHOM I WILL MEET?



FORUM ACTIVITIES



D1 / FORUM PANELS



PANEL 1

Ministers from the OIC countries that have sustainable tourism in their priority.

Sustainable Tourism and Societal Impact: Exploring the Opportunities



PANEL 2

Stakeholders from the Tourism Industry, Hotel, Aviation, chain management, Travel agencies.

The Challenges and Barriers of Sustainable Tourism



PANEL 3

International Institutions and private sector companies contributing to integrating innovative solutions and technology in the tourism sector

Innovation in Sustainable Tourism



PANEL 4

Successful Ventures in the field of sustainable Tourism

Charting a Sustainable Future: Inspiring Success Stories

D2 / WORKSHOPS

1

Unlocking Sustainable Potential in Tourism Destinations

2

**Strategies for maximizing societal impact
and minimizing negative footprint**

3

**Green Hospitality: Innovations in Sustainable
Accommodation and Operations**

4

**Climate Change and Sustainable Tourism:
Mitigation and Adaptation Strategies**

INTERNATIONAL EXHIBITION EXCHANGE & DISCOVER



Hotels

Airlines

**Tourism
Organizations
and Companies**

**Entrepreneurs /
Technology
companies**

**Cultural
Organizations**

**International
Organizations**

ICCIA will launch the Directory of OIC Touristic Sites



DIRECTORY OF OIC TOURISTIC SITES

Directory of OIC Touristic Sites publication aims to enhance global awareness of the great capabilities and civilizations that characterize the countries of the Islamic world, and the related support for the development of tourism activities in OIC member countries. It sheds light on the most important heritage sites in the countries of the Islamic world, in order to be an easy guide everyone who intends to visit the countries.

THE PATH TO A SUSTAINABLE EVENT

To truly promote sustainability, we must lead by example! Therefore, we are committed to organizing a sustainable event that not only supports sustainability but also embodies it in its execution.

1

Sustainable registration badges

2

Sustainable swag bags

3

Sustainable catering boxes

4

Local and organic food options



NETWORKING OPPORTUNITIES



**RECEIVING
OPPORTUNITIES**

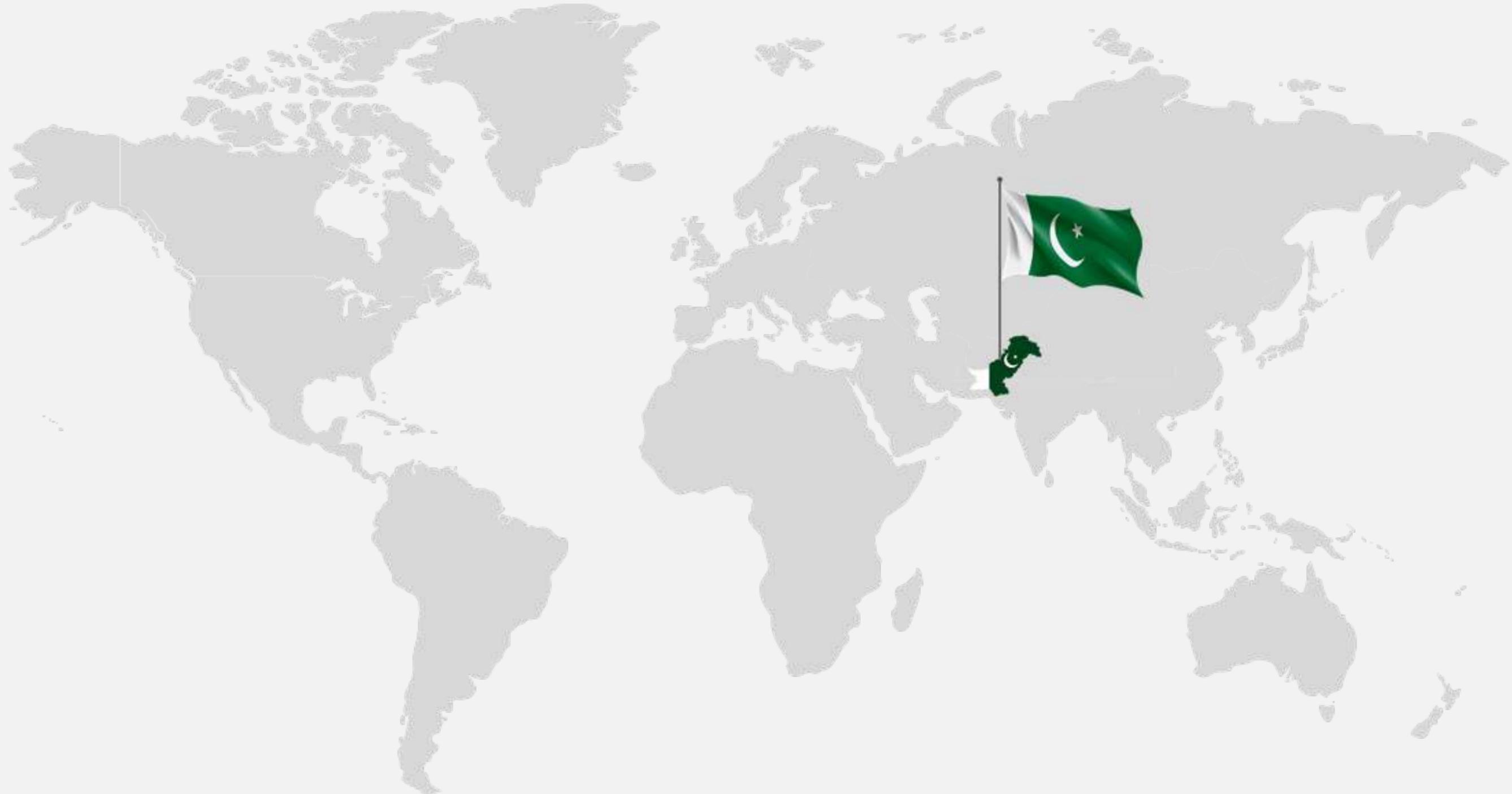


**CONTACT
AN INVESTOR**



**DETERMINE
A PARTNER**

BUSINESS OPPORTUNITIES DESTINATION



MARKET POTENTIAL

By sponsoring ICCIA's forum, you will have access to the public and private stakeholders in the 57 member countries.



57 OIC Countries

4 Continents

Countries:
Asia (28) Africa (26) Europe (1)
South America (2)

Around 2 Billion
Population

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP BENEFITS



**Promotion
and Visibility**

**Company
Profile
Presentation/
Documentary**

**Strategic
Partnership
Opportunities**

**Booth
Space in
the Exhibition**

**International
Exposure**

**Potential
Investment
Opportunities**

**(n) Invitation
Cards**

**Access to
New Markets**

**Speaking
Opportunities**

PARTNERSHIP OPPORTUNITIES

KNOWLEDGE PARTNER

International Organizations –
Research Institutions

MEDIA PARTNER

Local and International News Agencies,
TV Channels and Newspapers

SERVICE PARTNER

Airlines – Hotels – Catering Suppliers –
Transportation, Tour & logistics Companies

STRATEGIC PARTNERS

The Sustainable Tourism Forum will be jointly organized by the ICCIA and Destination Events in collaboration with the Pakistan Tourism Development Corporation (PTDC) and the Federation of Pakistan Chambers of Commerce & Industry (FPCCI).

PTDC

Pakistan Tourism
Development Corporation



<https://tourism.gov.pk/>

FPCCI

The Federation of Pakistan Chambers
of Commerce and Industries



<https://fpcci.org.pk/>

DE

DESTINATION EVENTS

CO-ORGANIZER

A purpose-driven organization dedicated to improving linkages and bridging gaps between stakeholders in vital industries and sectors of the global economy. At Destination Events, we believe in driving progress in the travel and tourism sector through the organization of international trade and travel expos and summits. Our highly successful Pakistan Travel Mart and Pakistan Tourism Summit have become a cornerstone of Pakistan's tourism industry, bringing together stakeholders from across the region to discuss investment opportunities, showcase resources and potential, and develop sustainable tourism practices.

ORGANIZER

Islamic Chamber of Commerce, Industry and Agriculture (ICCIA) is an affiliated Institution to the Organization of the Islamic Cooperation (OIC). It works with the Private Sector of 57 Member OIC Countries, through their National Chambers / Federations / Unions of Commerce & Industry as well as Muslim business communities in Non-OIC Countries. The major objectives of the ICCIA are as follows;

Acting as an engine for mobilizing investment;

Policy making related to private sector;

Development of private sector and its related representatives (Chambers of Commerce)



الغرفة الإسلامية للتجارة والصناعة والزراعة

Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture



الغرفة الإسلامية للتجارة والصناعة والزراعة

Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture



[/iccia_ar](#) [/iccia_en](#) [/cicia_fr](#)

www.iccia.com

ISLAMABAD DECLARATION ON D-8 TOURISM COOPERATION 2023

We, the Ministers of Tourism and Heads of Delegations from the People's Republic of Bangladesh, Arab Republic of Egypt, Republic of Indonesia, Islamic Republic of Iran, Malaysia, Federal Republic of Nigeria, Islamic Republic of Pakistan, and Republic of Turkiye, convened on 5 August 2023 for the Third D-8 Ministerial Meeting on Tourism, with the purpose of reaffirming our commitment to promoting tourism cooperation.

Building upon the commitment we made at the Second D-8 Ministerial Meeting on Tourism in November 2019 in Kuala Lumpur, Malaysia, we aim to **Enhance** cooperation in promoting tourism, culture, and socio-economic activities, ultimately leading to economic prosperity and the well-being of our people.

We **Commend** Pakistan for its relentless efforts in revitalizing one of the most important sectors of cooperation among D-8 Member States and its dedication to translating existing cooperation into tangible outcomes.

We **Recognize** the crucial role of governments and the private sector as catalysts and facilitators in promoting tourism cooperation and socio-economic growth. To facilitate such cooperation, we emphasize the importance of enhancing commercial activities, including the development of tourism infrastructure through private sector investment promotion and capacity building tourism human resource among D-8 Member States.

Recognizing the global developments on tourism and their impact on national economies, we **Emphasize** the need for better coordination and closer engagement at the level of public and private sectors of D-8 Member States.

Furthermore, we **Reaffirm** our determination to mitigate the effects of the Covid-19 pandemic, which has significantly affected tourism jobs and businesses, as well as combat the impacts of climate change. We are committed to joint efforts aimed at effective adaptation to climate change and reducing vulnerability among the people of Member States, particularly in light of global warming and its repercussions on emerging economies focussing on sustainable development of tourism.

Given the current collaboration among D-8 Member States, we **Emphasize** the importance of further deepening existing relationships and expanding the scope of tourism cooperation into new areas of interest.

We hereby,

1. Affirm to implement the D-8 Comprehensive Strategy on Tourism and Crescent Moon Initiative.
2. Welcome the deliberations and decisions of the Senior Officials Meeting and expressed commitment to implement the decisions taken.
3. Agree to embrace the application of new technologies to further integrate tourism into the digital economy; including linking all Member States national tourism websites to the D-8 portal on tourism with a view to encourage exchange of best practices and knowledge sharing.

4. Welcome the organization of joint cultural events, road shows and producing tourism documentaries as they will be significantly helpful to all D-8 Member States.
5. Appreciate the designation of D-8 Airports by some member states in relation to the Kuala Lumpur Declaration 2019 and encourage other member states to consider designating airports and also mandate the Secretariat to prepare a report on the latest status of the implementation of the idea and provide recommendations on how to implement it effectively.
6. Welcome the enhancement of D-8 Tourism cooperation at international tourism fairs and to organize travel fairs and exhibitions among Member States.
7. Encourage the establishment of an online platform to promote and market handicrafts and local products.
8. Recognize the need to promote the role of SMEs in tourism cooperation, feasibility of establishing tourist accommodations, eco-tourism initiatives and potentials, Muslim Friendly Tourism, health tourism, adventure and city tourism, pilgrimage tourism, etc.
9. Recognize the need for Member States to facilitate tourist visa process in conformity with national regulations, taking into account the D-8 Agreement on Simplification of Visa Procedures for Businessmen.
10. Direct the D-8 Secretariat to consult with the Islamic Development Bank (IsDB) and other international financial institutions on establishing funding facilities to support the D-8 Project Funding Programme on tourism cooperation.
11. In-line with the strategic direction of the D-8 Comprehensive Strategy on Tourism direct the Secretariat to prepare the draft mechanism for choosing D-8 Tourism City of the year until the next D-8 Senior Officials meeting on Tourism.
12. Direct the Secretariat to organize Forum on Investment promotion in the tourism sector on annual basis.
13. Agree to hold D-8 Tourism Ministerial Meeting every two years and more frequent experts' meetings to follow up on the implementation of the D-8 Comprehensive Strategy and to discuss and adopt relevant decisions on tourism cooperation within member States.

Ministers and Heads of delegation attending the Third D-8 Ministerial Meeting on Tourism expressed heartfelt appreciation for the warm hospitality and excellent arrangements made by the Government of Pakistan especially His Excellency Awn Chaudhry, Advisor to Prime Minister on Tourism and Sports, Islamic Republic of Pakistan.

Joint Media Statement
3rd Ministerial Meeting preceded by 4th Senior Officials Meeting
on Tourism Cooperation, Pakistan, 4-5 August 2023

The Government of the Islamic Republic of Pakistan convened the Third D-8 Ministerial and Fourth Senior Officials Meetings on Tourism in Bhurban, Murree, Pakistan, on 4-5 August 2023. The Pakistan Tourism Development Corporation (PTDC) was the leading institution in hosting both the meetings in cooperation with the D-8 Secretariat.

Ministers responsible for tourism, D-8 Ambassadors in Islamabad, Senior Officials from D-8 Member States as well as key representatives from private sector of Pakistan participated in the Meetings. They engaged in fruitful discussions on advancing tourism cooperation among D-8 Member States.

H.E. Awn Chaudry, the Advisor to the Prime Minister on Tourism and Sports of Pakistan and the Chairman of the PTDC, chaired the Ministerial session.

In his welcome remarks, H.E. Awn Chaudry briefed the meeting on Pakistan's efforts to promote its tourism. He emphasized the crucial role of the tourism sector in the sustainable development and economic growth of the Member States. He also encouraged the Member States to further strengthen their existing cooperation in the tourism sector.

Bangladesh recalled the proposition of devising thematic tourism guidelines such as ecotourism, riverine tourism, wildlife tourism. In particular, Bangladesh is working on devising the thematic guidelines in coordination with different agencies. It also stressed the need of D8 member states to organize collaborative efforts, in this regard.

The Egyptian Minister of Tourism and Antiquities underscored that the Middle East region witnessed strong performance during the past months, and succeeded in restoring pre-pandemic numbers in the first quarter of this year, according to reports issued by the UNWTO. He also highlighted his country's efforts to promote tourism industry which led to a record growth in the Egyptian tourism history with more than 7 million tourists in the first half of 2023, with a prospect of an annual growth between 25-30% in the coming 5 years. He praised the new initiatives proposed by

the Secretariat to enhance cooperation among D8 countries and expressed Egypt's willingness to share its experiences in the field of management and training in the tourism sector.

H.E. Sandiaga Salahudin Uno, Minister for Tourism and Creative Industry of Indonesia, encouraged the D-8 countries to collaborate and promote quality, inclusive, and sustainable tourism that benefits local communities and protect the environment.

H.E Syed Ezzatollah Zarghami, Minister for Cultural Heritage, Tourism, and Handicrafts of the Islamic Republic of Iran, stated that the holy Qur'an, in its different verses, advises us to travel to other lands in order to reach a better understanding of the world, observe the way of living in other states and learn lessons from other human beings. In other words, the soul of these verses focuses paying special attention to intangible human heritage. In fact, this dimension of tourism is so valuable that it can foster an effective platform for promoting cultural exchanges, strengthening solidarity and creating peace among all nations. The rise of Islamophobia has subjected Muslims to racial discrimination, negative stereotyping and stigmatization. As a result, Muslims are experiencing insecurity in their daily lives and face denial of their basic human rights. Under such circumstances, tourism is the most effective way to remove these negative stereotypes by showcasing the real face of Islamic countries.

He also stated that the mechanism to annually select and declare a *D-8 Tourism City* can provide a unique opportunity for member states to introduce and brand their tourism destinations through a healthy competition. Therefore, the Honourable Minister suggested D-8 Secretariat to develop and implement this mechanism.

Malaysia stated that it looks forward to advancing regional and international cooperation in tourism by continuing to work closely with organizations such as UNWTO, APEC, IORA and D-8 and strongly recommends continued engagement and sharing of knowledge among members, particularly in the areas of digitalization, technology adoption and sustainable tourism investments, as well as emerging niche areas of growth, such as *Muslim Friendly Tourism*, for the industry to emerge stronger and more resilient to future disruptions.

Nigeria stated that it remains committed to objectives set out by the *Crescent Moon Initiative* and the *Comprehensive Tourism Strategy*, both serving as frameworks for international cooperation in the tourism industry. In line with the initiative of the *D-8 Designated Airports* in member states for the promotion of people-to-people and business to business contacts as well as tourism and travel facilitation, the Nigerian Government has taken the initiative of building an *aerotropolis* in the Nnamdi Azikiwe International Airport, Abuja, which will showcase Nigeria's rich cultural heritage and tourism potential while boosting businesses and investment.

His Excellency Mr. Nadir Alparslan, Deputy Minister of Culture and Tourism of Türkiye highlighted Türkiye's strategic roadmap in sustainable tourism, as the very first country in the world launching a sustainable tourism program at the national level. Deputy Minister also addressed the need for close cooperation between public and private sectors as a key to success and expressed readiness of his Ministry and affiliated institutions, including TİKA and Yunus Emre Institutes, for joint projects within D-8 framework.

Ambassador Isiaka Abdulqadir Imam, the D-8 Secretary-General, presented the progress of the D-8's tourism cooperation and recalled the adverse impacts of the COVID-19 pandemic on various aspects, particularly on tourism cooperation. He also underscored the importance of implementing the *D-8 Comprehensive Strategy on Tourism Cooperation* and the *Crescent Moon Initiative*, which the D-8 ministers responsible for tourism adopted in their Second meeting in Kuala Lumpur in 2019. He emphasized the novelty of those initiatives in converting the challenges posed by the pandemic into opportunities.

Underlining that tourism is one of the D-8's priority areas, the D-8 Secretary-General elaborated further on tourism's significance for D-8 Member States' economic recovery. He provided an overview of the Secretariat's efforts at promoting tourism cooperation, such as establishing collaboration with the United Nations World Tourism Organization (UNWTO) and other international and regional organizations.

The D-8 Secretary-General also lauded the idea of D-8 Designated Airports by the D-8 Member States as a means to promote people-to-

people and business-to-business interactions and facilitate tourism and travel among all Member States.

The D-8 Secretary-General requested the Ministers to provide policy guidelines to support the organization's objective in the tourism sector. He suggested tangible programs, such as exchange of information, ideas, and best practices and increasing member-state cross-border investments to develop the tourism sector. The ultimate goal, he added, is to create world-class tourist destinations in all of the D-8 Member States.

The Ministerial Meeting also deliberated and subsequently adopted the *Islamabad Declaration on Tourism Cooperation 2023*. The Declaration delineates member states' commitments and policy guides to implement the *D-8 Comprehensive Strategy on Tourism* and *Crescent Moon Initiative*. The Declaration also mentions the need for an adequate adaptation to climate change to strengthen the Member States' resilience against global warming and its repercussions.

The Ministers and Heads of Delegation also agreed to convene their 4th Meeting at a time and date to be conveyed through diplomatic channels. The Meeting concluded with the adoption of its Report and the closing remarks of the Chairman of the Meeting and the D-8 Secretary-General.

The Ministers and Heads of Delegation attending the Third D-8 Ministerial Meeting on Tourism expressed their heartfelt appreciation for the warm hospitality and excellent arrangements made by the Government of Pakistan, especially His Excellency Awn Chaudhry, Advisor to the Prime Minister on Tourism and Sports, as well as the Pakistan Tourism Development Corporation and the Ministry of Foreign Affairs of Pakistan.