

THE IMPORTANCE OF PEACE FOR THE PROMOTION OF TOURISM IN PAKISTAN

*Dr. Saeed Ahmed Rid**

ABSTRACT

According to the World Economic Forum (WEF) Pakistan is among the top twenty-five percent of global destinations for its World Heritage Sites like Mohan-jo-Daro, Taxila, Takht-i-Bahi, Rohtas Fort, Lahore Fort, and Makli Hills. Besides, the world's most beautiful landscapes of the world in Gilgit-Baltistan, Skardu, Chitral, and Sawat valley. Jaglot in Gilgit is the junction of three mightiest mountain ranges, the Himalaya, Karakorum and Hindukush, and Pakistan's K-2 is the second-highest mountain on Earth, after Mount Everest. On the other hand, on religious tourism side Pakistan contains the most sacred places of Sikh religion like Kartarpur sahib, Nankana Sahib, Punja Sahib and for Buddhists Bhirmound, Sirkap, Sirsukh, Dharmarajika Stupa, Kunala Stupa, Mohra Moradu Stupa, Julian Stupa, Jandial Temple, and Taxila; for the Hindus Katas Raj temple, Shiv Mandir and Sadh Belo Sukkur. Despite all this Pakistan fails to attract as much attention of the international tourists as it should. We all know peace and tourism go hand in hand. Without peace, tourism is not possible. Therefore, peace and security in Pakistan holds the key for attracting tourists. In this paper, an attempt is made to study how the absence of peace has destroyed tourism in Pakistan and what Pakistan has done in last decade to bring internal peace which has improved the overall image of Pakistan and has boosted the tourism industry in Pakistan.

Keywords: *Peace Tourism, Religious Tourism, Heritage Tourism, Indus Valley Civilization, India-Pakistan Relations*

*Assistant Professor at National Institute of Pakistan Studies (NIPS), Quaid-i-Azam University, Islamabad. Email: saeedrid@qau.edu.pk.

INTRODUCTION

“Without peace, there is no tourism. I call on all of you to help build a –‘peace-sensitive tourism sector’, one that plays a key role in building peace and ending conflicts, provides tourism stakeholders with tools to realize this potential, promotes tourism education as peace education, and links tourism to other peace building initiatives” (Pololikashvili, 2024).

Tourism is internationally recognized as a catalyst for peace, economic growth, cultural exchange, and regional development. Pakistan has immense untapped tourism potential in the global tourism sector because of its rich cultural heritage, diverse landscapes, and five thousand years old historical Indus valley legacy. Pakistan’s natural landscape is remarkably varied, ranging from the snow-capped peaks of the Karakoram and Himalayan ranges to the arid expanses of the Thar and Cholistan deserts, and the scenic coastlines along the Arabian Sea. These geographical features make Pakistan an attractive destination for nature-based and adventure-based tourism.

Furthermore, Pakistan is home to six UNESCO World Heritage Sites—including Mohenjo-daro, Taxila, Takht-i-Bahi, Rohtas Fort, the Lahore Fort, and the Makli Necropolis—which serve as tangible representations of its ancient and medieval civilizational history. In addition to its historical landmarks, the country’s religious and cultural diversity significantly enhances its tourism appeal. Sacred sites for Muslims, Hindus, Sikhs, and Buddhists—such as Kartarpur Sahib, the Katas Raj Temples, and various Buddhist monastic complexes in Taxila—attract pilgrims and heritage tourists alike (Ahmed et al, 2022).

Northern regions such as Gilgit-Baltistan, Swat, and Chitral are also gaining popularity for adventure tourism activities including trekking, mountaineering, rock climbing, and skiing. Despite this potential, Pakistan’s tourism sector remains underdeveloped due to the multiple challenges such as inadequate infrastructure, poor

maintenance, security concerns, administrative corruption and limited international outreach.

Among the various challenges, the most significant has been the persistent deterioration of the security environment since the 1980s (Rizvi, 1993). This prolonged instability—driven by political unrest, regional conflicts, internal militancy, and geopolitical tensions—has significantly hindered the country's ability to attract and sustain international tourist flows. The negative perception of safety has not only discouraged potential visitors but also limited foreign investment in tourism infrastructure and services.

In this paper the history of tourism development in Pakistan is traced and it is analysed that how peace is important for the promotion of tourism, what are the theoretical connections between peace and tourism, what is peace tourism and what policy makers should do to promote peace and tourism in Pakistan. The complementarity between peace and tourism is established.

Research Questions

The purpose in this research is to study how absence of peace has impacted the tourism industry in Pakistan and on the other hand how relative peace during last decade has a positive impact on the tourism industry in Pakistan? This the study, addresses following question:

1. How is tourism linked with peace in peace and conflict resolution theories?
2. How was the tourism industry thriving in Pakistan until late 1970s?
3. How the absence of peace since 1980s has impacted the tourist industry in Pakistan?
4. What is Pakistan doing to bring peace and improve tourism industry in Pakistan
5. How has tourism thrived in last decade because of the relative peace in Pakistan?

LITERATURE REVIEW

Complementarity of Peace and Tourism

The complementarity of peace and tourism is well established in peace theory. The scholars have generally agreed that peace and tourism share a complementary and interdependent relationship, wherein peace provides a necessary precondition for tourism development. In turn, tourism can contribute to the consolidation of peace through economic, cultural, and social mechanisms.

Several empirical studies have confirmed that tourism requires peace and security as one of the prerequisites because tourism is not possible during war and violent conflict. Neumayer (2004), in a cross-national analysis of 111 countries, found that civil unrest and terrorism significantly limit the international tourist arrivals, confirming that peace and security are essential for the tourism sector. Similarly, Sönmez (1998) argued that the perception of safety plays the most important role in decision-making for travel specially travel for the leisure. The tourists always try to avoid destinations associated with violent conflict or political instability. These findings position peace as a necessary—though not sufficient—condition for tourism growth.

On the other hand, a growing body of literature has also explored how tourism actively promotes peace. Galtung (1969) divides peace into “negative peace” (absence of violence) and “positive peace” (presence of goodwill and cooperation). Tourism is seen as a vehicle for promoting positive peace through cross-cultural dialogue, mutual economic development, and the rebuilding of trust in post-conflict societies by facilitating the community meetings (Novelli et al, 2012). D’Amore (1988) described tourism as a form of “people-to-people diplomacy,” which fosters understanding and reduces prejudice through direct intergroup contact.

The famous ‘Contact hypothesis’ of Allport (1954) and the social-psychological approach of Kelman (1967) forms the central argument for the People-to-People contacts and the Peace Tourism. The contact

hypothesis works on basic premise that a prolonged conflict creates stereotypes and prejudices and dehumanizes the other because of the communication gap and ignorance between people in conflict and that contact (tourism) between members of parties in conflict will improve the relations between them by reducing prejudices and stereotypes and humanizing the other (Allport 1954). In the tourism context, this has been supported by studies in multi-ethnic or post-conflict societies, such as Northern Ireland (Kelly, 2006), where heritage and cultural tourism played an important role in building sustainable peace.

As far as the literature on peace tourism in Pakistan is concerned, it is still limited and underdeveloped. Nonetheless, a few articles are written on the Kartarpur Corridor, which is hailed as a milestone in promoting interfaith harmony between India and Pakistan. Baniwal (2020) considers Kartarpur Corridor as a “bridge of peace,” as it provides a rare opportunity for people-to-people contacts between India and Pakistan.

Madhekar and Haq (2019) studied how Kashmir can be used as an abode of peace tourism between India and Pakistan. On the other hand, Hasan and Khalid (2020) looked at how Kartarpur Corridor is a peace symbol in India-Pakistan conflict and inter-faith harmony. Gohara and Shah (2022) looked at Kartarpur Corridor near Lahore and Panja sahib in Hassan Abdal as two sites of religious tourism development, which promote people-to-people contact between the two countries.

So far, no research is available on how Pakistan, which was once considered a favourite place for the tourists has become least attractive location because of how the absence of peace has negatively impacted the tourism industry in Pakistan and how relative peace during last decade helps the tourism industry to flourish in Pakistan. This research is an attempt to fill that gap in the academic literature.

RESEARCH METHODOLOGY

This is basically a descriptive qualitative research which provides comprehensive, understanding of the complementarity of peace and tourism. The qualitative research methods are used because they help more in-depth understanding of the phenomenon. However, secondary quantitative data is used to support the arguments wherever possible. Moreover, this is primarily desk research because enough secondary data is available to conduct this research successfully. All available primary and secondary sources on the topic are used to conduct this research.

DISCUSSION AND ANALYSIS

The Tourism Heydays of Pakistan

In 1960s, Ayub Khan laid the foundations of a tourism policy in Pakistan. He was the first Pakistani ruler who considered tourism could be a tool for national development, economic growth, and international image building for Pakistan. The Pakistan Tourism Development Corporation (PTDC) was conceptualized by the Ayub Khan regime, although it was formally established later in 1970 (Hayat and Azmatullah, 2024). The establishment of PTDC was the first serious effort to coordinate and promote tourism activities in Pakistan at a national level.

However, it was the Prime Minister Zulfikar Ali Bhutto, who brought the real boom of tourism in Pakistan. In 1972, he established the tourism division under the Ministry of Minorities and Religious Affairs to conduct the tourism related activities. Later in 1989 during the first tenure of Benazir Bhutto government a separate ministry and division was created for tourism and Mr. Yousuf Raza Gilani was appointed as the first minister of tourism (Hayat and Azmatullah, 2024). Moreover, in terms of legislation the Pakistan Hotels & Restaurants Act, 1976 and Rules, 1977; Travel Agencies Act, 1976 & Rules 1977, and Tourist Guides Act, 1976 were passed to streamline the tourism industry in Pakistan by Zulfikar Ali Bhutto government.

He also launched PIA hotel projects along the airports in Pakistan to facilitate the tourists.

In 1958, Mohenjo-Daro airport was launched in Larkana with Z.A. Bhutto's personal efforts to facilitate international archaeologists' visits to the historical Mohenjo-Daro site. PIA started its normal operation in Larkana airport since 1967. In collaboration with UNESCO, PM Zulfiqar Ali Bhutto had also organized an international Symposium on Mohenjo-Daro on February 23, 1973, which was attended by Sir Mortimer Wheeler, George F. Dales, government officials and the representatives of UNESCO. Prominent archaeologists, M. Rafique Mughal, Ahmed Nabi Khan, F.A. Khan, M.A. Haleem, A.H. Dani and others read papers (Khan, 1975).

The highlight of the tourism scene in 1970s was that Pakistan became one of the popular sites along the Hippie trail for the Western countries. The Hippies would enter Pakistan through the famous Khyber Pass and travel to Peshawar - Swat - Kalash Valley - Chitral - Hunza - Lahore and then enter India through Wagah. Many of them would go to even Karachi and stay a few days there before coming back to Lahore for entering India (Paracha, February 09, 2014).

The data on foreign tourist arrivals in Pakistan also indicate there was a sharp rise in the interest of international travellers in Pakistan. Pakistan because of its scenic sites, cultural charm and historic places, and cheap and secure travels was becoming a hot cake among low-budget global travellers. The Statistical data indicates foreign arrivals increased from 72,000 in 1965 to nearly 292,000 by 1980, illustrating steady growth of international visitors in just fifteen years (Paracha, August 22, 2013).

Decline in Peace since 1980s Harmed the Tourism Industry

Since the 1980s, a consistent decline in internal peace and stability can be observed in Pakistan. It was mainly sparked by the Soviet intervention in Afghanistan and the Afghan jihad (1979–1989), which introduced a wave of militancy, arms proliferation, and sectarian violence in Pakistan. This militarization of the state and society,

combined with the spread of extremist jihadi groups and frequent violent incidents in all major cities of Pakistan, deeply eroded the country's image as a safe destination for travellers.

During the 1990s, the influence of the Taliban gradually expanded along Pakistan's northwestern border, particularly in the region then designated as the Federally Administered Tribal Areas (FATA). This rise in militant activity exerted significant pressure on the state's administrative apparatus and weakened traditional tribal governance systems such as the *Maliki* structure, which was historically based on the *Pakhtunwali* code and supported by colonial-era legal frameworks like the Frontier Crimes Regulation (FCR) (Khan, 2012). Concurrently, sectarian violence escalated across the country, with militant organizations such as Sipah-e-Sahaba Pakistan (SSP) and Sipah-e-Mohammad engaging in increasingly frequent and violent confrontations (Rana, 2011). These conflicts were no longer confined to remote areas; major provinces like Punjab also witnessed sectarian clashes, reflecting the deepening polarization within Pakistani society. Moreover, the targeting of foreign nationals in some incidents drew sharp international condemnation and contributed to the growing perception of Pakistan as a hub of extremism in global media narratives (Fair, 2011).

The situation kept worsening throughout the 1990s and 2000s because the civil war continued in Afghanistan after the Soviet withdrawal in 1988. Later, Taliban emerged as a new political reality in Afghanistan during early 1990s and after the 9/11 in 2001, Pakistan once again became the frontline state against terrorism in the US led 'War on Terror' under President Bush.

Pakistan's role as a frontline state in the Global War on Terror made Pakistan the main target of terrorist organizations. Pakistan entered its army for the first time in tribal areas, and in reaction, local terrorist organizations like *Tehrik-i-Taliban Pakistan* (TTP) emerged. The suicide terrorist attacks, which were so rare, become routine in Pakistani tribal areas after 9/11. The worsening law and order situation and the increasing trend of terrorist incidents led several

European and Asian countries to issue travel advisories for Pakistan to their citizens, which caused a decline in international tourist arrivals in Pakistan after 9/11.

The absence of peace impacts International Tourists

The international tourist arrivals in Pakistan started getting stagnant in 1990s, as the peace became a rare commodity in Pakistan. Because of the Gulf war in 1990 and then continuous civil war in Afghanistan and the increasing domestic unrest during early 1990s the international tourist arrivals started going down. But some kind of a recovery was observed after the mid-1990s as the inbound international tourist arrivals reached 556,800 arrivals by 2000 (see table-1).

However, the 9/11 terrorist attacks, and Pakistan's subsequent alignment with the U.S.-led Global War on Terror, the terrorist incidents started happening in Pakistan and the international arrivals declined for two years 2001 and 2002. However, after 2003 things started improving as President Musharraf tried his best to improve the law and order and the trade facilities for the international visitors. The size of international arrivals went higher between 2004 and 2006, with the peak reaching approximately 897589 in 2006—an all-time high (Pakistan Tourism Development Corporation, 2011). This short-lived growth was a result of President Musharraf's policies of visa facilitation, international promotional efforts, and relative domestic stability.

However, it all changed in 2007, when the former Prime Minister of Pakistan, Benazir Bhutto was killed in Rawalpindi in December 2007, and the Red Mosque operation, and an escalating wave of terrorism and suicide bombings created an environment of acute insecurity in Pakistan. As a result, international arrivals fell to 822,828 in 2008 as most of the Western governments issued travel advisories to their citizens against non-essential travel to Pakistan (See Table-1).

Hence, while Pakistan demonstrated occasional capacity to attract foreign tourists, especially during periods of relative peace, the persistent challenge of terrorism and the international image of Pakistan as unsafe did not allow Pakistan to achieve its true potential. The fluctuations in international arrivals from 1995-2009 show a strong correlation between peace and political stability in the country and the region.

Table 1: Tourist Arrival by Mode of Transport and Receipt of Foreign Exchange

Year	Arrival by (Number)				Annual rate of increase (%)	Foreign exchange	
	Air	Sea	Land	Total		Receipt (Million US \$)	Rate of Increase (%)
1995	237,776	322	50,267	378,365	-16.7	114.1	4.8
1996	316,754	380	51,528	368,662	-2.6	145.9	27.9
1997	312,736	135	61,924	374,795	1.7	116.9	-19.9
1998	354,100	1,400	73,300	428,800	14.4	97.9	-16.2
1999	353,600	1,800	76,800	432,200	0.8	76.4	-22.0
2000	475,000	2,600	79,200	556,800	28.8	84.4	10.5
2001	406,800	--	92,900	499,700	-10.3	92.2	9.2
2002	407,800	--	90,300	498,100	-0.3	105.4	14.3
2003	385,300	--	115,600	500,900	0.6	135.6	28.7
2004	536,100	--	111,900	648,000	29.4	185.6	36.9
2005	681,760	--	116,500	798,260	23.2	185.3	-0.2
2006	763,430	--	134,159	897,589	12.4	260.1	40.4
2007	731,580	--	107,920	839,500	-6.5	276.1	6.2
2008	718,043	--	104,785	822,828	-2.0	243.5	-11.8
2009	678,790	36,651	139,464	854,905	3.9	240.6	-1.2

Source: Pakistan Tourism Development Corporation (2011).

Improvement in Peace led to the improvement in Tourism in Pakistan

The year 2009 was the climax in many ways. It was this year on March 3 when the Sri Lankan cricket team was attacked by twelve gunmen near Gaddafi Stadium, Lahore on the third day of their test match and the international cricket went away from Pakistan because of the security concerns (*The Guardian*, March 4, 2009). The test cricket did not return to Pakistan until March 2022 when the Australian cricket team toured Pakistan for the test series after the gap of thirteen long years.

Moreover, it was the same year 2009 when Pakistan government had launched Operation *Raah-i-Nijat* against Baitullah Mehsud and *Tahrir-i-Taliban* Pakistan (TTP) by the unified command of the armed forces to crush the terrorists and purge Pakistan from the scourge of terrorism (*Dawn* editorial, October 20, 2009). This operation turned out to be the turning point in counterinsurgency and gradually the internal situation started improving in Pakistan (Haider, 2014). Operation *Rah-e-Nijat* signified a different approach as unlike previous fragmented or region-specific operations- Operation Enduring Freedom (2001–2002), Operation *Al Mizan* (2002–2006), Operation *Zalzala* (2008), and *Rah-e-Rast* (2007–2009)- *Raah-e-Nijaat* was more cohesive, the whole-of-nation approach based and a very determined attempt by the Pakistani state to establish its writ in the tribal areas, long considered a safe-haven for insurgents (Rana, 2011).

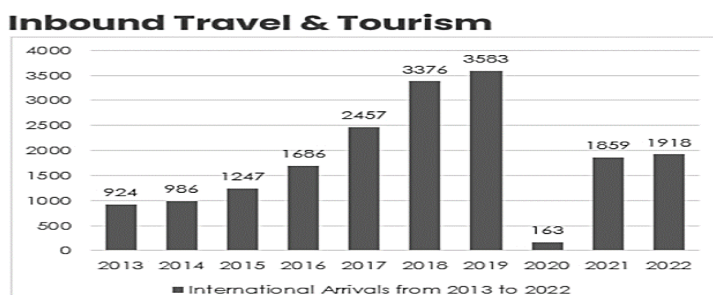
Rah-e-Nijaat's relative success was a turning point for Pakistan's efforts against militancy, as it led to the gradual disruption of the operational infrastructure of militant outfits in Pakistan. Moreover, it helped restoring the state writ in the tribal areas, which were never under the state control since the British times. This gradually shifted the public support for the decisive military action against terrorism. This transformation in public perception and change of the strategy from a simple military action to the whole-of-nation approach involving the political support of all political parties and the people at large led the groundwork for the success of the subsequent

operations against TTP and other militant forces (Tripathy and Rid, 2010). The success of the operation *Zarb-e-Azb* (2014) and *Radd-ul-Fasaad* (2017) further strengthened institutionalization of the counterinsurgency mechanisms in Pakistan (Haider, 2014).

The improvement in law-and-order situation and gradual success of all those operations led to the overall improvement in the image of peace and security in Pakistan. Slowly and gradually international cricket also started returning to Pakistan. The Zimbabwe cricket team was the first test-playing nation which toured Pakistan in 2015 for two T20 international matches and three one-day internationals at Gaddafi stadium, Lahore (Inani, 2015). Then Sri Lanka cricket team toured Pakistan for three T20 internationals in 2017 and finally, the Australian cricket team toured Pakistan for the longer version 5-day test matches as well in 2022.

The gradual improvement of peace and security situation in Pakistan led to the gradual increase in inbound international tourism to Pakistan. This change is evident from the gradual improvement in figures of international arrivals in Pakistan (see figure 1 below). It started with a modest increase, less than 70,000, achieving the figures of 924000 in 2013 from approximately 855,000 in 2009 in four years' time (see Table 1 and Fig 1). But then in five years-time by 2019 the figures of international arrivals more than tripled to reached to all time high of 3583000. This phenomenal growth was result of relative peace and the success of Pakistan in handling the scourge of terrorism.

Fig. 1: International Arrivals from 2013 to 2022



Source: PTDC (2022).

In 2019, Pakistan's tourism potential received significant international recognition. Major global media outlets highlighted the country as an emerging travel destination. CNN and *Forbes Magazine* featured Pakistan for its untapped natural beauty and cultural richness, framing it as one of the world's most promising tourist destinations. Similarly, the award-winning travel publication *Condé Nast Traveler* included Pakistan in its list of the "Best Holiday Destinations for 2020," praising its unique combination of mountainous landscapes, cultural heritage, and adventure opportunities (PTDC, 2022, p.5). Moreover, the British Backpacker Society ranked Pakistan among the world's friendliest countries and described its northern scenery as "beyond anyone's wildest imagination," further affirming its potential appeal for international travellers (PTDC, 2022).

The tourism sector in Pakistan experienced a significant downturn in 2020 due to the global outbreak of the COVID-19 pandemic. International tourist arrivals slumped dramatically to just 163,000, one of the lowest figures but understandable in the context of COVID restrictions on travel and movement (see Fig.1 above). The pandemic caused unprecedented disruption across the tourism industry, adversely affecting travel, hospitality, and related services throughout the world including Pakistan. However, once pandemic subsided, Pakistan saw steady improvements in its tourism indicators throughout 2021 and 2022. By the end of 2022, international tourist arrivals had increased to approximately 1.91 million, signalling a good recovery from the pandemic-induced slump.

The peace dividends for tourism in Pakistan are also evident from the fact that Pakistan has improved its performance on World Economic Forum's (WEF) Travel & Tourism Development Index (TTDI) between 2019 and 2024 by climbing twenty ranks to reach the rank 101 (*Link News*, May 21, 2024). According to recent projections, Pakistan's travel and tourism market is expected to generate over four billion US dollars in revenue by 2025 (Abbasi, 2025). Moreover, with an anticipated compound annual growth rate (CAGR) of 6.75% from 2025 to 2029, the tourism sector in Pakistan is projected to reach a

market volume of approximately 5.53 billion US dollars by 2029 (Statista, 2025). These figures suggest a strong growth trajectory and reflect the increasing potential of Pakistan's tourism sector, particularly as global travel stabilizes post-pandemic and domestic tourism infrastructure continues to improve.

Promoting Ethnic Peace through Tourism in Pakistan

Peace and tourism go hand in hand. Not only peace is essential for the tourism industry to flourish but at the same time, tourism can also be used to promote internal peace and regional peace. Religious tourism between India and Pakistan as a tool for promoting regional peace is already well researched as discussed in literature review.

In the absence of the lack of interest of the international tourists because of the situation of peace, domestic tourism has also gone up many folds in recent years in Pakistan. Pakistan has a substantial domestic tourism market, with an estimated fifty million potential domestic travellers (TDAP, 2022). These tourists typically travel with families or in groups, often using personal vehicles, with an average group size of approximately five individuals.

I have observed there is an increasing trend of families and friends from Sindh tour Punjab and Northern areas every summer. This kind on inter-provincial domestic tourism can be a very useful tool for promoting mutual understanding and ethnic peace among different provinces of Pakistan. There is a lack of interprovincial communication among the people of Pakistan and domestic tourism can surely be a useful tool to bring people closer to each other.

The tourists from Punjab and Khyber Pakhtunkhwa (KP) can also be interested in Sindh if Sindh Culture and Antiquities department facilities such tours and creates better facilities at important tourist sites like Mohan-jo-Daro, Rani Kot, Umerkot, Tharparkar, Kot Diji etc. Moreover, the tradition of All-Pakistan study tours among students can be revived and promoted. More educational trips for the students, the faculty and administrators of schools, colleges and universities should be arranged between the provinces of Pakistan. This will not

only help the tourism industry to flourish and create more jobs for the people of Pakistan, but it will also promote mutual understanding and cooperation among the people of Pakistan.

CONCLUSION

This study shows peace is not only important but a necessary condition for the promotion of tourism sector. The rise and fall of tourism industry in Pakistan with the ups and downs of the situation of relative peace confirms there is a strong co-relation between peace and tourism. Tourism is always one of the dividends and gifts of peace. No doubt without peace, tourism can not flourish because no one would like to go to a place where his life and property may come under a threat.

Pakistan was a favourite destination of the international tourists like the global Hippie travellers until late 1970s. But after the Soviet intervention in Afghanistan and subsequent Afghan war in 1980s and then the civil war in Afghanistan during 1990s made the South Asian region, a volatile disturbed region. The 1990s also saw the violent mass freedom movement in Kashmir and the rise of militant *jehadi* organizations in Pakistan. This whole situation was not conducive for the tourism industry, which paid the heavy price as Pakistan slumped on the world scene in terms of a desired destination for the global tourists.

This trend kept getting worse after 9/11 as Pakistan became the frontline state in US-led war against terrorism. Pakistan became a victim of the worst kind of terrorism as it was the direct target of the global terrorist networks like Al-Qaida, TTP and later even organizations like Daesh became active against Pakistan. The Pakistan armed forces launched several military operations against terrorist hidings in the tribal areas of Pakistan, which had become the safe haven for them. After the success of operation *Raah-e-Nijaat* in 2009, gradually peace situation started improving in Pakistan.

The gradual improvement in peace situation from 2009 onwards led to the gradual rise of tourism industry in Pakistan. This is why during last five years before the pandemic the international arrivals in Pakistan were more than tripled and now Pakistan is seen as one of the favourite destinations for the global tourists who want a reasonable and safer travel to the beautiful sites of Pakistan. If this trend continues and the regional and internal peace prevails in Pakistan, then by 2029 Pakistan can emerge as one of the top destination tourists in the Asia-Pacific region.

REFERENCES

- Abbasi, K. (2025, March 12) 'Pakistan's travel, tourism market likely to generate \$4bn in 2025: report'. *The News*. <https://www.thenews.com.pk/print/1291064-pakistan-s-travel-tourism-market-likely-to-generate-4bn-in-2025-report>. Retrieved from June 30, 2025.
- Ahmed, M., Ahmed, S., & Abbas, R. (2022). Tourism in Pakistan, Challenges and Opportunities. *Journal of Social Sciences Review*, 2(3), 130-137.
- Allport, G. W. (1954). *The Nature of Prejudice*. Cambridge, MA: Addison-Wesley.
- Bainiwal, T. S. (2020). "Religious and Political Dimensions of the Kartarpur Corridor: Exploring the Global Politics behind the Lost Heritage of the Darbar Sahib, *Religions*, 11(11)-560; <https://doi.org/10.3390/rel11110560>
- CEIC Data (n.d.). Pakistan Tourism Revenue Growth (1996 – 2020). <https://www.ceicdata.com/en/indicator/pakistan/tourism-revenue-growth>. Retrieved from June 27, 2025.
- D'Amore, L. J. (1988) Tourism: A Vital Force for Peace, *Tourism Management* 9(3): 151–154.
- Fair, C. C. (2011) The Militant Challenge in Pakistan, *Asia Policy*, 10: 105–137.

- Haider, A. (2014). Counterinsurgency: The Myth of Sisyphus. In Moeed Yousuf (ed.) *Pakistan's Counterterrorism Challenge*, New York: Georgetown University Press.
- Hasan, A. Qadir and Khalid, Irum (2020) Religious Tourism and Peace Building: Kartarpur Corridor as a Peace Symbol in India-Pakistan Conflict and Inter-Faith Harmony, *A Research Journal of South Asian Studies*, 35(1): 145 – 154.
- Hayat, Rabia and Azmatullah (2024) "Tourism in Pakistan: Policies, Potential and Challenges". *Remittances Review*, 9(1): 2198-2214.
- Gohara, Muhammad, Reza, Asad and Shah, Tyeba (2022) Religious Tourism Development in Pakistan and its role in Peace Building (Kartarpur and Panja Sahib), *International Journal of Social Science Archives*, 5(2): 22-32.
- Inani, Rohit (2015, May 20). Pakistan Welcomes First International Cricket Tour Since 2009 Lahore Attack. *Time Magazine*. Accessed on July 01, 2025. <https://time.com/3890334/pakistan-cricket-lahore-zimbabwe-terrorism/>
- Kelly, Ian (2006). "Peace Through Tourism: A SWOT Analysis," *International Journal of Tourism Research* 8(3): 213–228.
- Kelman, H. C. (1997). "Social-Psychological Dimensions of International Conflict." In I.W. Zartman & J.L. Rasmussen (Eds.), *Peacemaking in International Conflict: Methods and Techniques*. Washington, D.C.: United States Institute of Peace Press.
- Khan, Ahmed Nabi (1975). *Proceedings of International Symposium on Mohenjo-Daro*. Karachi: National Book Foundation.
- Khan, Hamid (2012) *Constitutional and Political History of Pakistan*, 3rd ed. (Karachi: Oxford University Press).
- Link News (2024, May 21, 2024) "Pakistan climbs 20 spots on WEF's global tourism index". Accessed on June 30, 2025.

<https://mettisglobal.news/pakistan-climbs-20-spots-on-wefs-global-tourism-index/>

- Medhekar, A., & Haq, F. (2019). Promoting Kashmir as an Abode of Peace Tourism Destination by India and Pakistan. In Alexandru-Mircea Nedelea (ed.), *Marketing Peace for Social Transformation and Global Prosperity*, IGI Global Scientific Publishing.
- Neumayer, Eric (2004) "The Impact of Political Violence on Tourism: Dynamic Cross-National Estimation," *Journal of Conflict Resolution*, 48(2): 259–281.
- Novelli, Marina; Morgan, Nigel; & Nibigira, Carmen (2012) "Tourism in a Post-Conflict Situation of Fragility," *Annals of Tourism Research*, 39(3): 1446–1469.
- Paracha, Nadeem F. (2013, August 22). The 'swinging seventies' in Pakistan: An urban history. *Dawn*, Accessed on June 12, 2025. https://www.dawn.com/news/1037584/the-swinging-seventies-in-pakistan-an-urban-history?utm_source=chatgpt.com
- Paracha, Nadeem F. (2014, 09 February). Happy trails. *Dawn*, Accessed June 12, 2025. <https://www.dawn.com/news/1085720>.
- Pololikashvili, Z. (2024, September 27) The speech by UN Tourism Secretary-General on the World Tourism Day in Tbilisi, Georgia.
- PTDC (2022). *Pakistan Tourism Barometer (Edition 2022)*. Islamabad: Pakistan Tourism Development Corporation.
- Rana, Muhammad Amir (2011). *Radicalization in Pakistan* (Islamabad: Pakistan Institute for Peace Studies).
- Rizvi, Hassan Askari (1993). *Pakistan and the Geostrategic Environment: A Study of Foreign Policy*. New York: St. Martin's Press.

Sönmez, Sevil (1998) "Tourism, Terrorism, and Political Instability," *Annals of Tourism Research*, 25(2): 416–456.

Statista. (2024). *Travel & tourism – Pakistan: Market forecast*. Accessed on June 30, 2025. <https://www.statista.com/outlook/mmo/travel-tourism/pakistan>

Tripathy, Sasmita & Rid, S. A. (2010). Democracy as a Conflict Resolution Model for Terrorism: A case study of India and Pakistan, *RCSS Policy Studies 49*, Colombo: Regional Centre for Strategic Studies (RCSS).

Received: July 6, 2025

Revision Received: August 1, 2025

Published: August 25, 2025