

EFFECTIVENESS OF THE FACTORS FOR TOURISM INDUSTRY IN PAKISTAN: A QUANTITATIVE ANALYSIS

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Abstract

Tourism is one of the world's fastest growing industries, yet it is beset with problems in Pakistan. Pakistan is endowed with a wealth of natural and cultural resources that can be utilized for long-term tourism but due to lack of resources and commitment it has resulted in the country's tourism potential being underutilized. Tourism is critical to a country's economic development. Travel and tourism has a strong relationship with a variety of industries within the national economy, resulting in significant indirect earnings. It also promotes foreign investment, chances for change, and corporate, local, and public infrastructure developments. Because of its rich culture, geography, biological diversity, and history, Pakistan has a lot of tourism potential. Swat, Malam Jabba, Behrain, Kalam, Shangla, Balakot, Kaghan, Naran, Ayoubia, Murree, Chitral, Gilgit Baltistan, Hunza, and Neelum valleys all have tourism attractions like Historical and archaeological sites, as well as other mountainous ranges. The country has the potential to draw visitors from all over the world. The tour industry's development in Pakistan is still hampered by a lack of promotion and infrastructure improvements. If problems are resolved, it will not only help to attract tourists, but it will also aid Pakistan's economy and development.

Keywords: Accommodation, Challenges, Infrastructure, Transportation, Tourism, Pakistan.

INTRODUCTION

Tourism is a societal, cultural, and economic aspect that involves people travelling to nations or locations outside of their homes for personal or professional reasons (Aftab & Khan, 2019). It is a multifaceted business activity with outstanding process technology ability due to its labor-intensive nature, revenue generation through tax collection, primarily from the hotel sector, massive foreign exchange income, cross-cultural apprehension and cooperation, marketing opportunities, and country economic development (Ahmed, 2003).

Pakistan is endowed with a wealth of natural and cultural resources that can be utilized for long-term tourism (Baloch & Rehman, 2015). The country has the potential to draw visitors from all around the world. The most important aspect of developing Pakistan's tourist business is attracting visitors. Tourism can become more competitive if a variety of appealing aspects are combined, such as sightseeing, shopping, gaming, tradition, history, wildlife, and recreational opportunities (Alastal & Burdey, 2017).

There are numerous things that can influence international travel. The most important are improvements in bilateral relations, increased customer confidence across emerging economies, rising levels of travel discounts and promotions, rising levels of disposable income, reductions in hotel prices, an increase in tourism packages, political stability, the removal of monetary taxes on tourist departure,

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and the availability of travel product information via the internet and social media (Fakhar, 2010). Tourism contributes a significant amount of money to the local economy in the form of payments made by tourists for goods and services. Pakistan offers excellent tourism possibilities, with a diverse range of cultures, fascinating landscapes, beautiful beaches, and a plethora of attractions and places that cater to both local and foreign visitors (Fakhar, 2010).

LITERATURE REVIEW

The tourism business has been extensively studied in industrialized countries, but it remains mostly unknown in underdeveloped countries (Alasttal & Burdey, 2017). Pakistan has exceptional tourist potential because it is blessed with four seasons, the world's second highest peak, K2, the coldest locations in the north, and the warmest places in the south. Along with the numerous obstacles that Pakistan's credibility has faced, the media has harmed Pakistan's global image by portraying social issues, accidents, political warfare, and bloodshed (Alasttal & Burdey, 2017). The time when gorgeous places and natural beauty of the country were portrayed on media flew by with the liberalization of the media. In fact, Pakistan's travel industry has been severely harmed in recent decades. Global tourism has grown in importance in many economies throughout the world over the last few decades. Students, parents, retirees, and others may benefit financially from tourism since it provides part-time jobs (Arshad et al., 2018). Pakistan's share of the global tourism market was just 0.09 percent, far short of its potential. Pakistan received 6.7 percent of a total of 18.26 million international visitors in South Asia, compared to 46 percent for India (Arshad et al., 2018). More than half of all foreign tourists visit Pakistan to see friends and family.

According to Arshad et al., (2018), Pakistan is dealing with a serious terrorism problem that is negatively harming international tourism. Pakistan joined the fight against terrorism after the 9/11 attacks in the United States. Because of the struggle against terrorism, the country has suffered significant human and financial losses. An act of terrorism that devastated the infrastructure had a significant impact on the tourism industry. Pakistan's tourist industry is suffering as a result of terrorism. The terrorist incident has had a significant impact on tourism activities. Foreign tourists avoid countries with a scared climate as a result of terrorist attacks.

Tourists travel to visit a variety of locations and things, such as diverse weather, nature, culture, people, customs, arts, cuisines, languages, festivals, old historical structures and landmarks, and so on. The reason Pakistan has so much potential in the tourism business is because it has everything necessary to suit the needs of visitors (Aftab & Khan, 2019). Fakhar et al., 2010. Cooperation tourism has been severely harmed as a result of Pakistan's unfavorable global image. According to the current United Nations Development Program (UNDP) report, tourism is one of the world's fastest growing sectors; nevertheless, most people in Pakistan are unaware of this. The lack of skilled workers has been recognized as the key factor for Pakistan's tourist sector's poor growth. Furthermore, employee attitude, conduct, and performance are identified as significant drivers of satisfactory provider in the traveler enterprise, which in turn lead to customer loyalty and contentment. One of the most serious issues confronting the tourism sector is the loss of educated and skilled workers (Khalil et al., 2007). They discovered that tourism had a negative impact on visitor influx in Pakistan. Second, better infrastructure has been found to be positively related to the inflow of tourists to Pakistan's tourist sites. The importance of the tourism industry in developing countries has grown as it generates foreign exchange sales and contributes to the overall socio-financial development of these countries.

Tourism has a crucial role in the outflow of fraudulent activities. (Meo & colleagues, 2021).

According to Prideaux (2000), passengers must have simple access to the target country and to tourists' destinations there. Infrastructure is critical for this cause. Many authors have mentioned infrastructure, particularly transportation infrastructure, as a key determinant of tourism (e.g., Kaul 1985, Gunn 1988, Inskeep 1991). Paved roads make it easier to get to the location. Kaul (1985) was the first to claim that infrastructure is a major component in attracting tourists (M. Ahmed & colleagues, 2016).

Most tourists, as citizens of industrialized countries, are accustomed to modern and environmentally friendly transportation infrastructure, and they expect to find similar conveniences in their destination country (Aftab & Khan, 2019). Tourism, a multifaceted business activity, has grown to be a multitrillion-dollar sector around the world. Its importance in terms of a country's economic, service, and employment generation performance is well acknowledged around the world. However, despite its bright potential, Pakistan's tourism industry is in shambles (Alasttal & Burdey, 2017). On empirical grounds, the study seeks to diagnose the cause of Pakistan's tourism growth's crawling character and recommend methods and means to expand the enterprise by making the best use of the country's natural historical and cultural resources.

Tourism has discovered its potential as an economic engine for a country in this age of global technology (Khadaroo & Seetana, 2007). Tourism is seen as a critical source of lowering a country's current account deficit through foreign exchange profits and growth. It has gained traction in international relations as a foundation for strengthening political, cultural, and economic links between nations (Khadaroo & Seetana, 2007).

Some researchers have discovered a bidirectional relationship between tourist and economic growth, implying that tourism and economic expansion are spiraling. Because of the threat of terrorism, foreigners avoid such countries. Empirical study demonstrates a detrimental association between terrorism and tourism activities in a number of countries (Seddighi et al., 2001; Chen & Noriega, 2004) (Khan & Rasheed, 2016).

Accommodation is a critical and essential issue in the tourism industry, and it is a significant component in ensuring that tourists and visitors have a pleasant stay at the location (Karim & colleagues, 2021). Security difficulties, which include Pakistan's current insurgency, are the most significant negative factors affecting the tourist business in Pakistan, according to travelers and locals. Even native tourists are hesitant to travel within their own country. The second reason for the drop in tourists is the unfavorable picture of Pakistan that the media portrays to the rest of the globe (Karim & colleagues, 2021).

According to (Karim et al., 2021), accommodation consists of a variety of services such as hotel service, lodges, camp sites, domestic stays, and caravans, as well as bread and breakfast for the duration of the stay at the location. Despite the unique types of lodging offered to visitors or tourists, hotels have shown to be more practical in metropolitan environments. The study stressed the importance and significance of lodging, as well as the need to acknowledge the lack of controlled development on accommodation for long-term tourist planning and development (Baloch & Rehman, 2015).

Furthermore, the attraction of historic places and buildings attracts both local and foreign tourists, contributing to the tourism industry; therefore, the valuation of such places is critical for the economy (Ahmed, 2003). Although the Karakoram highway (KKH) connects the country's northern regions to the rest of the country, there may yet be room for improvement in terms of the road's condition, which makes the long journey from Islamabad more tedious for the visitor (Khalil et al., 2007). Along the KKH, there are no suitable resting sites with rest, food, toilets, or telecommunication centers. There are a few hotels, PTDC motels, and other lodging options in key cities and villages along the route, but they are few and far between. Because these facilities aren't standardized, passengers have no idea what kind of services

and facilities to expect.

Tourism infrastructure development is taking place throughout the Northern areas without any land use planning or zoning, which could result in unplanned and unmanageable towns and cities, ultimately destroying the natural beauty of the region, on which the entire tourism industry is built (Aftab & Khan, 2019). Tourists typically travel to visit unique places and things such as various weather, nature, cultures, people, customs, arts, cuisines, languages, festivals, ancient historical buildings and sites and so on. The reason Pakistan has such a strong tourist industry is that it possesses all of the necessary resources to accommodate visitor demand.

Economic growth and tourism receipts in Pakistan have a short- and long-term causal relationship. He came to the conclusion that there is a long-term link between the development of the tourism sector and Pakistan's economic prosperity (Khalil & colleagues, 2007). In addition, corruption and inefficiency plague government organizations and large tourism enterprises. The management of these institutes is woefully lacking in expertise and tourism competencies, reducing the share of economic benefits to the local population. Furthermore, the tourism industry faces significant concerns and obstacles, notably in terms of human resources. One of the most serious issues that the tourism industry faces is a lack of educated and trained workers.

Pakistan's northern mountainous regions, which include the Great Himalaya, Karakoram Hindu Kush, and Pamir, create the world's densest conflux of high peaks, are well positioned and highly regarded in adventure tourism (Baloch & Rehman, 2015). According to the Government of Pakistan Tourism website (<http://www.tourism.gov.pk>), Pakistan's Northern Area is home to a considerable number of world's tallest peaks, posing a challenge to mountaineers all over the world. Tourism has a strong need for human resources and offers a wide range of work opportunities in a wide range of businesses of various sizes and sorts (Shaikh et al., 2013). Governments that rely on tourism for a large portion of their revenue invest heavily in the country's infrastructure. They want more tourists to visit their country, which necessitates the provision of secure and advanced amenities. As a result, new roads and highway developed parks, upgraded public spaces, new airports, and possibly better schools and hospitals are being built. Infrastructures that are both safe and creative allow for a smooth movement of products and services. Furthermore, local residents benefit from opportunities for economic and educational advancement (Baloch & Rehman, 2015).

Because customers' expectations have risen in the medium-sized hotel services business, the management of resort services in the region has demanded constant improvement and development in the supply of services to the target customers. However, Pakistan's government and tourist industry must create internet travel platforms (Hasni et al., 2021). Users of social media participate with many sites in order to stay up to date when planning their trips and to discuss their personal experiences with reference to their tour, lodging, transportation, and customer service, among other things (Aftab & Khan, 2019). Customers may now share their journey reports with a greater and wider audience than ever before thanks to these platforms. Tourist destination promotion has taken on a new shape thanks to social media campaigns. Furthermore, social media platforms are playing an increasingly important role in tourism promotion and service provider knowledge of their excellent services through feedback received from customers on social media (Aftab & Khan, 2019).

Peace and stability are necessary for tourism to flourish. Conflicts and perceived terrorist threats, on the other hand, stifle tourism. Terrorist assaults and security issues stymie tourism. Because of the lack of security and peace, armed conflicts obstruct tourism (Nadeem et al., 2020). Law enforcement agencies are the last line of defence in the fight against terrorism and perceived security threats, and their primary

mission is to maintain the country's law and order situation. Military expenditures were sparked within countries by the demand for security (both external and domestic), and so the necessity for military expenditures stems from perceived security worries and threats, which are closely linked to the tourist industry. Security risks change traveler behavior. According to Nadeem et al., (2020), army expenditures are an indicator of a country's safety spending. To limit the negative consequences of terrorist operations and activities and to secure their national interests, countries invest extensively in security and military spending.

METHODOLOGY

The methodology represents details about the research methods used and explained in the study. The approach used in this business report is deductive in nature. We did quantitative research. We collected primary data. We did our research through SPSS tool. Data was collected through a set of questionnaires as it's the practical possible means to gather the information for the study from some participants in a short time. Our research sample size is 100, since our research is quantitative so we don't need recruitment because we conducted questionnaires under the SSUET premises.

Four constructs were used in the studies which were changed to five-point Likert Scale. Usually, the respondents always feel comfortable to fill out this type of questionnaire which is comprised of Likert Scale. Three constructs are used as Independent variables which are "Infrastructure", "Transportation" and "Accommodation". A construct named "Tourism Intention" is used as dependent variable. The statistical package for Social Sciences (SPSS) is used for the statistical analysis.

The conceptual framework is summarized in the figure below, followed by discussions that will support the relationships of the independent and dependent variables.

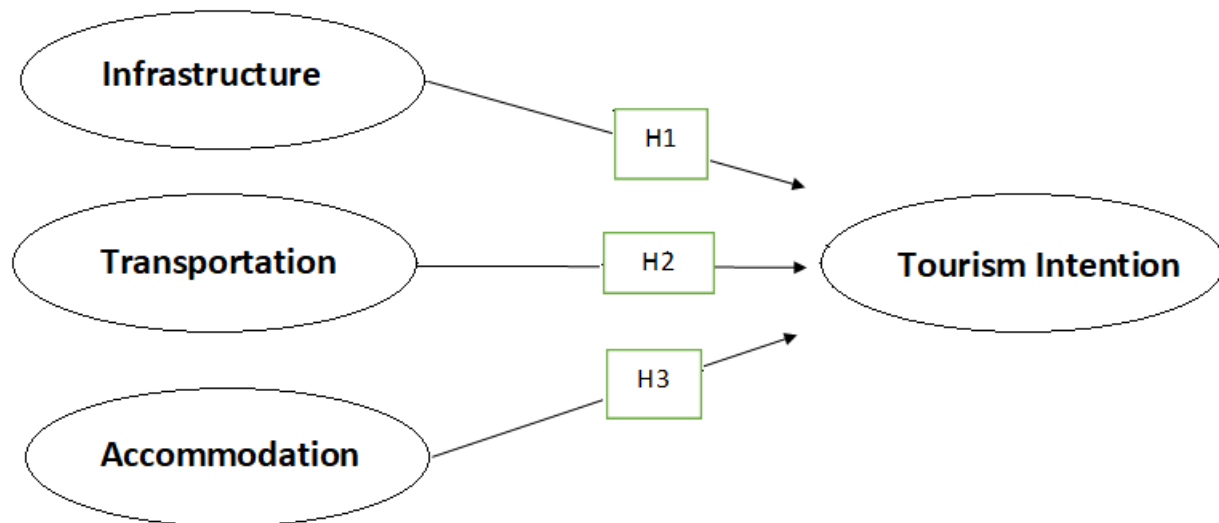


Figure 1: *Conceptual Framework*

Hypothesis

Following hypothesis has been formulated;

1. Accommodation has a significant effect on Tourism intention.
2. Transportation has a significant effect on Tourism intention.
3. Infrastructure has a significant effect on Tourism intention.

RESULTS

Descriptive Statistics

Descriptive Statistics Skewness and Kurtosis analyses are used for evaluating the uni-variate normality of the adopted constructs. The results are summarized in below Table 1:

Table 1:

Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
TI001	92	1.00	5.00	4.2283	.86575	-1.503	.251	3.139	.498
infraAVG004	92	2.00	5.00	3.9422	.59462	-.277	.251	.349	.498
transAVG004	93	1.67	5.00	4.1295	.57958	-1.169	.250	2.899	.495
accomoAVG004	93	2.33	5.00	3.9606	.56005	-.358	.250	.035	.495
Valid N (listwise)	92								

Table above shows that the highest Skewness level (SK=-1.503) is for the construct Tourism Intention (Mean=4.22, SD= 0.865), and the lowest (SK=-0.277) is for the construct Infrastructure (AVG004) (Mean = 3.94 SD=0.594). Conversely the highest Kurtosis level (KR=3.139) is for the construct Tourism Intention (TI001) (Mean=4.228, SD=0.865). As Skewness and Kurtosis ranges from -1+1 to -3+3, (Haier et.al) therefore our two adopted constructs fulfill uni-variant normality requirements and two construct data does not fulfill uni-variant normality distribution.

Reliability Analysis

The two most important factors of precision are Reliability and Validity. Reliability is measured by taking and analyzing several measurements on the same objects. Internal consistency of the adopted constructs has been measured through Cronbach's Alpha. Summarized results are described in the Table below.

Table 2:

Reliability

Constructs	Cronbach Alpha	No. Items
Infrastructure	0.573	3
Transportation	0.572	3
Accommodation	0.416	3

*Dependent Variable= Tourism Intention

Since our dependent variable was Tourism Intention, so we did not take any items of it. The above table shows that the highest reliability is 0.573 is for the construct Infrastructure, while the reliability for Accommodation is the lowest i.e. 0.416. All the Cronbach's alpha values are greater than 0.6 indicating better consistency (Hair, 2015; Iqbal and Usmani, 2009). This indicates that our two constructs are acceptable which are "Infrastructure" and "Transportation". One construct is unacceptable which

“Accommodation” is.

Regression Analysis

Multiple Regression analysis is used to test the overall model that states, “Infrastructure”, “Transportation” and “Accommodation”.

Table 3:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.309 ^a	.096	.065	.83726

*Predictors: (Constant), accomoAVG004, infraAVG004, transAVG004

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.932	.792		2.440	.017
	infraAVG004	.273	.161	.187	1.688	.095
	transAVG004	.232	.185	.155	1.249	.215
	accomoAVG004	.067	.183	.043	.365	.716

*Dependent Variable: TI001

Table shows that the combined effects of independent variables on dependent variable. Our two hypotheses are failed to reject which are Infrastructure and Transportation. One is failed to accept which is accommodation.

CONCLUSION

The tourist industry is regarded as the backbone of every country's economy. On a global scale, it is transforming into a huge revenue-generating sector. Pakistan is known for its breathtaking natural beauty, dazzling landscapes, lush green valleys and mountains, mystical blue seas, and vast deserts. Pakistan has a diverse range of attractions and beautiful sites to offer travelers, but it has struggled to build its tourism business. The significant impact of tourism on the country's economy necessitates public participation. Tourism expansion is influenced by the country's economic growth, as seen by the establishment of infrastructure such as tourism resorts.

The government's role in tourist expansion has never been one of pushing. The Pakistan Travel Mart (PTM) can be developed sustainably if the government of Pakistan focuses on improving tourist hard and soft infrastructures, stabilizing law and order, particularly in tourist resorts, promoting PTM's positive image through national and international mass campaigns, developing tourist human resources, and promoting national, regional, and local tourist products.

Unavailability of skilled labour, poor law and order situation, and inadequate physical and soft

tourist infrastructures, security issues, human resource development for tourism industry, tourism marketing, extremism, inflation and high prices, solid waste management, economic crisis in the country, lack of tourism education, role of media, pollution, unawareness, and lack of interdepartmental coordination were identified as the main reasons for Pakistan tourism sector's slow growth. The government should design a long-term tourism policy that includes proper infrastructure, political stability in the country, increasing awareness, professionalism in the business, tourism education, resource conservation, inter-departmental coordination, and proper marketing, among other things.

The Covid-19 pandemic has had a significant influence on tourism, affecting economies, livelihoods, public services, and local business. The tourist industry has suffered as a result of a number of factors, one of which is a lack of suitable lodging for both local and foreign visitors. Our study will be distinct from previous studies since we will include COVID 19 in our analysis, as we all know that COVID 19 has had a negative impact on Pakistan's tourism business.

Implications

This study has recognized key problems that hinder the progress of tourism industry in Pakistan which convey great implications to the policy makers that elimination of these problems would significantly enhance the growth of tourism sector in Pakistan. Secondly, this study has also highlighted the areas which have potential to attract national and international tourist. Finally, the findings of this study would enhance the prevailing literature on tourism sector in Pakistan.

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