

CPEC AND TOURISM IN BALOCHISTAN

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ABSTRACT:

CPEC is a lucrative project for progress of country ,and tourism is the key component of it . Tourism in Balochistan is a developing industry, the port of city of [Gawadar](#) is a quickly transforming city that serve as a centre of industrial activities and commercial whalings . The objectives of the research paper is to attract the national and foreigner tourists towards the worthseeing places of Gawadar ,and also to generate the revenue and to boost up the economy .The tourists places will also reflect the culture of Balochistan and the traditional values of these native people .The qualitative method will be applied upon this research paper .The data collection will takes place through primary and secondary sources of interview ,books , internet websites ,journals ,magazines and newspapers etc .The theory of tourism will be applied on this research work to gauge the advantages of tourism and its impacts on the economy of the country .The geographic and socio- economic approach will be applied in order to assess the geostrategic position of this area and how this place of attraction for the tourists .Although ,there are bottlenecks exists in the way of the implementation of CPEC projects ,because there are gaps between theory and practice .The visible sights and tourists places are not yet to be developed .

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KEY WORDS: CPEC , Tourism , culture , revenue .

1-INTRODUCTION:

CPEC contribute a lot towards strengthening industry of tourism .CPEC is a mega project which attracts trade ,investment and other commercial whaling's ,and it will also boost up tourism sector .Due to CPEC project ,the Chinese people are attracted to visit different scenic places of Pakistan .It will contribute to enhance the revenue of country . Pakistan have lot of potential to attract foreign tourists especially Chinese tourists.”According to tourism academy of China and Ministry of culture and Tourism ,

”According to the China Tourism Academy, a think tank under the Ministry of Culture and Tourism, “the number of trips made by Chinese people to other countries or regions reached 135 million in 2016, compared to 5 million in 1995. This represents an annual increase of 17.6 percent on average over 21 years.”(1)

This amount for tourism is highly attractive for Pakistan, and it contribute towards enhancing revenue and overcoming economic problems. . “According to the China Tourism Academy, a think tank under the Ministry of Culture and Tourism, “the number of trips made by Chinese people to other countries or regions reached 135 million in 2016, compared to 5 million in 1995. This represents an annual increase of 17.6 percent on average over 21 years.”(2)

2- OBJECTIVES:

- 1- To prove that CPEC is a very lucrative project and the promotion of tourism is an essential part of it .
- 2- To prove that tourism will further augment the sino-Pak relations by attracting the foreign tourists in Balochistan .
- 3- To prove that industry of tourism will boost up Pakistan economy by enhancing revenue of Pakistan .

DATA COLLECTION:

The data collection will take place through secondary sources i.e. newspapers, journals, internet websites ,books and magazines etc .

DATA PREPARATION :

The data was prepared by thoroughly studying all the available material in form of books ,reports ,newspaper and internet websites . The web sketch was draft by giving proper shape to the research paper . The paper was divided in different segments or part. It includes introduction , objectives , literature review ,significance of study ,data analysis and conclusion . The data was arranged to fill these segments of research work .

DATA EXPLORATION :

The whole accumulated notes were studied and they were sorted out according to the requirement of research paper .The important themes and references were sorted out .

DATA REDUCTION:

The data reduction stage plays a significant role in coding of the data . In this study , the Neuman,s model for data coding :

Sorting and classifying .

Open coding .

Axial Coding .

Selection Coding .

Interpreting and Elaborating .

DATA INTERPRETATION:

In this stage the data were interpreted under themes . The different themes were elaborated according to the research requirement.

APPLICATION OF MODEL OF THEORY ON THIS RESEARCH WORK :

The model of tourism planning will be applied on this research work .The theory of tourism will be applied to assess the benefits of tourism. The model of tourism planning

Can suggest a best strategy for developing new tourists sites. The tourism is considered as a luxury item. There is a shift of paradigm in the concept of tourism in the 20th century. The tourism is not only an exercise in leisure and pleasure ,but it is also as an exercise of business and economics . It is taken as consumer product ,and tourism is sold in a vibrant market .

4- RESEARCH QUESTIONS .

1-What steps will be taken to promote infrastructure and beautiful picnic resorts to attract the tourists?

2-How much cost it will take to promote tourism in Balochistan ?

3-What will be impacts of CPEC on the tourists industry of Pakistan ?

5- LIETRATURE REVIEW :

How is tourism in Baluchistan?

“Baluchistan is the least developed province of country. This area is neglected for so many years in terms of its development .The poor infrastructure ,road connectivity problems hindered the development of tourism sector .The CPEC will surely augment the ways for tourism in Balochistan by opening the new avenues in tourism sector .The province is abounding with ample recreational spots that can easily attract the native and foreigners .The tourists and visitors should be provided facilities in order to promote tourism .The tourism can be promoted in these areas ; Hanna Lake,Gadani Beach, Churna island , Hinglaj Mata, Bolan Pass ,Pir Ghaib ,Quaid-e-Azam residency , Princess of Hope and khojak Pass .”(3)

CPEC needs to invest for high-end maritime tourism:

“Baluchistan province has immense potential to develop tourism at coastal line .It is the right time for Pakistan to initiative to develop tourism by developing coastal areas of Balochistan under CPEC project .The tourism can be developed by providing the presence of superior services to the tourists. There should be adoption of such type of arrangements that can attract foreign tourists .It includes ;cuisines, relaxing environment ,a reliable transport and professional staff etc .”(4)

6- SIGNIFICANCE OF RESEARCH WORK :

This research carries the pivotal importance because industry of tourism is key ministry in world . The Gawadar is a virgin soil ,and it has the capacity to prove an ideal place due to sea .The tourism is the mainstay of the economy .The existing natural beauty will be augmented by developing attractive infrastructure in order to attract the tourists. Travel and tourism is an extremely lucrative industry. It has the potential to contribute immensely to the economic and social growth of the country as well as improve the state of its security. Recent media attention as well as rapid development of infrastructure present us with an opportunity to promote tourism in Balochistan which would increase employment

opportunities for the local population, help alleviate poverty, and, encourage economic growth. It would also stimulate social growth through interaction and mobilization, which at present, is a significant need of the region.

MAIN BODY :

DEVELOPMENT OF TOURISTS SIGHTS:

The infrastructure development is the major part of tourism of CPEC .It includes safari , aquarium and beautiful park .Gawadar port is a virgin deep sea port ,where there is a lot of potential to construct huts for the tourists . Tourism Industry of Pakistan will also open avenues of collaboration for Chinese and local entrepreneurs. The entrepreneur will get benefit mutually get benefit from this joint venture in tourism sector .With the advancement of China in each and every sector including tourism sector,the people are travelling and spending their holidays abroad especially in winter season . “According to the UN World Tourism Organization is playing a key role in promoting tourism contributes to sustainable development and alleviate poverty and proliferate employment opportunities .The tourism council creates almost 10% employment opportunities .”(5)The developing tourism will improve the overall state of the province and lot of the population .The various cultural shows , festivals and other events can also attracts the tourists .It will promote the economic growth and the local population .

CPEC AND TOURISM IN BALOCHISTAN:

The trend of tourism in Balochistan is getting popularity due to national and International tourists .The province of Balochistan is splendid with various tourists spots where the tourists from all over the world come to spend their vacations .This province is endowed with four seasons, landscape,rivers ,beaches ,minerals ,water resources ,natural resources , beautiful languages and unique culture . etc . The Gawadar is a gateway to CPEC &OBOR ,and which are based on coastal highway by connecting this province with other provinces etc.This M8 connected to Karachi Sindh via Pasni ,Ormara ,Hingol and Hub .The Gawadar is worthy place to be developed for tourist purpose . Therefore ,the tourism in Gawadar really going to be promoted due to existence of worthseeing beaches ,unique sunrise and sunset points ,interconnecting Islands ,shining

deserts Hingol park and a virgin soil of this area .Gunz is a very .The beautiful place due to its particular location including sunsets points , golden desert and greenish water.Balochistan is full of scenic and historical places that can attract tourists .There is a dire need that the government should pay attention to these tourists .The jiwani is a very beautiful coastal area ,and it can be developed for tourist attraction ,which is on the top in CPEC project.It is clear that the region will extract the economic benefit from tourism by its exotic beauty and awe inspiring environment . The influx of tourists will eventually help in poverty alleviation. The Balochistan Tourism Development Corporation now working upon to construct the large numbers of motels and restaurants at each picnic spot by developing infrastructure in this area. The government should enhance security measures to improve the tourism by improving the transport facility. The number of tourists will proliferate when they will be provided with facilities of motels and safety and other luxuries etc .

THE BALOCHISTAN HAS A POTENTIAL TO BECOME A WORLD TOURIST SITE:

Balochistan has an unexplored sea and virgin soil embodies a lot of potential of emerging as a global tourists attractions ,which contributes towards direct foreign investment .This province is full of mineral resources which are lying untapped for want of capital .”According to geological survey of Pakistan ,the region is full of deposits of rare earth ,precious and semi- precious metals, minerals and variety of stones for example Onyx ,copper which are used in industries etc .The construction of Gawadar port and other infrastructural facilities such as road connectivity will contribute towards boosting up the local economy and also will improve the standard of living of people .All the stakeholders have a unanimous consensus that the CPEC mainly focuses on the construction of Gawadar port .

TOURISM AND GENERATION OF REVENUE:

The Gwadar master plan identifies four potential sources of revenue: the port, industries, energy, and tourism.The CPEC project provides ample opportunities of investment in tourism sector from

Khanjrab to Gawadar .The local and foreign community should be provided with high quality facilities in order to promote tourism .There is a need to improve the law and order situation to promote tourism in Balochistan .According to analysis the tourism have been promoted and it has contributed towards enhancing the revenue .The element of tourism can also improve the diplomatic ties with various countries of the world .Pakistan can earn millions of rupees in terms of foreign exchange by developing tourism industry in Balochistan .The policy of tourism is mainly focusing upon to catch the attention of foreign tourists for its colossal potential in tourism sector .Balochistan province is endowed with extreme ravishing beauty ,and diversity of climate and there is a potential to promote the tourism . Unfortunately ,no fruitful effort have been made to develop tourism industry in Balochistan .This province remained neglected and unattractive for foreign tourists and investors .

CULTURAL TOURISM:

It will not only reflects and preserves the cultural tourism .It will projects the baloch culture to the outside world .It will provides a broader narratives for the city of Gawadar .The various types of cultural festivals will takes place by exhibiting embroidered colourful dresses , souvenirs ,crafts and other cultural items . The foreigners will be highly attractive towards the folk dance .The cultural tourism contributes towards the sustainable flow of the visitors of city and will also proliferate the explorers and leisure tourists .The city became the hub of cultural activities

.8-CONCLUSION:

The tourism is one of the major component of CPEC .The government is embarked upon the policy to develop the sector of tourism in Gawadar by building attractive places ,motels and hotels for tourists .The tourism is affiliated with liberal culture policy .The tourism is the major component of culture of Balochistan province . The tourism will also reflect the balochi culture by reflecting the various aspects in motels , hotels and tourists sites etc .The tourism is an important sector to generate revenue and boost up the economy of Balochistan and Pakistan .

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