

TOURISM

POTENTIAL OF TOURISM INDUSTRY

Tourism is considered to be a key source of poverty reduction and economic growth in poor countries. Job creation through tourism is labour-intensive and employs a large share of unskilled or semi-skilled workers, including youth and women. Tourism also usually benefits locations where other employment opportunities are limited. Tourism sector employs thousands of small and medium enterprises and covers locations with widespread poverty.

VISION

Preservation, development and beautification of existing and potential tourist locations to attract tourists from within as well as outside the province / country.

OBJECTIVES

- Provision of infrastructure and allied facilities for the promotion of tourism
- Preservation and development of existing and potential tourist resorts
- Promotion of eco-tourism in collaboration with related stakeholders
- Mass awareness to promote domestic tourism

STRATEGIC INTERVENTIONS

- Renovation / Up-gradation of Chairlift / Cable Car System at Patriata and Provision of Missing Facilities at Patriata Skyride Project
- Improvement and up-gradation of Tourist Resort at Kallar Kahar
- Construction of Boundary Wall Around TDCP Land at Harbanspura / Johar Town, Lahore.
- Rehabilitation of Ferry Vessel (Indus Queen) at Kot Mithan, Rajanpur to preserve its cultural and historical heritage.
- Development of Resort for Religious Tourism at Nankana Sahib
- Development of Eco-Tourism in Soon Valley at Khabekhi and Uchali Lake.
- Lahore Tourist Bus Service
- Installation of Chairlift from Khar to Fort Monroe
- Feasibility Study for Identification of Potential Areas for Promotion of Tourism
- Development of Master Plan of Fort Monroe City

- Development of Flag Hoisting Ceremony at Wahga, Ganda Singh Wala and Haveili Lakha (Depalpur) for Tourists

TREND OF ALLOCATIONS

Rs. in million

Sr. No.	Year	Allocation
1	2010-11	1,675
2	2011-12	250
3	2012-13	300
4	2013-14	334
5	2014-15	990

MTDF 2014-17
Tourism
Development Programme 2014-15

(Million Rs.)

Sub-Sector	Capital	Revenue	Total	F. Aid	Total
Ongoing Schemes					
Regular	5.023	98.878	103.901	0.000	103.901
SPDP	43.163	6.350	49.513	0.000	49.513
Total	48.186	105.228	153.414	0.000	153.414
New Schemes					
Regular	42.586	794.000	836.586	0.000	836.586
Total	42.586	794.000	836.586	0.000	836.586
Total (ongoing+new)	90.772	899.228	990.000	0.000	990.000
Development Program 2015-16					
Ongoing Schemes					
Regular	48.000	280.000	328.000	0.000	328.000
Total	48.000	280.000	328.000	0.000	328.000
New Schemes					
Regular	372.000	800.000	1,172.000	0.000	1,172.000
Total	372.000	800.000	1,172.000	0.000	1,172.000
Total (ongoing+new)	420.000	1,080.000	1,500.000	0.000	1,500.000
Development Program 2016-17					
Ongoing Schemes					
Regular	500.000	1,000.000	1,500.000	0.000	1,500.000
Total	500.000	1,000.000	1,500.000	0.000	1,500.000
New Schemes					
Regular	400.000	600.000	1,000.000	0.000	1,000.000
Total	400.000	600.000	1,000.000	0.000	1,000.000
Total (ongoing+new)	900.000	1,600.000	2,500.000	0.000	2,500.000
MTDF 2014-17: Grand Total					4,990.000

TOURISM: SUMMARY

(Million Rs.)

Type / Sub Sector	No. of Schemes	Provision for 2014-15				Projection for 2015-16	Projection for 2016-17
		Capital	Revenue	Foreign Aid	G. Total (Cap+Rev)		
<u>ON-GOING SCHEMES</u>							
REGULAR	6	5.023	98.878	0.000	103.901	0.000	0.000
SPDP	1	43.163	6.350	0.000	49.513	0.000	0.000
Total: ON-GOING SCHEMES	7	48.186	105.228	0.000	153.414	0.000	0.000
<u>NEW SCHEMES</u>							
REGULAR	7	42.586	794.000	0.000	836.586	328.000	0.000
Total: NEW SCHEMES	7	42.586	794.000	0.000	836.586	328.000	0.000
Grand Total	14	90.772	899.228	0.000	990.000	328.000	0.000

TOURISM

(Million Rs.)

GS No	Scheme Information Approval Date / Location / scheme ID	Est. Cost	Accum. Exp June,14	Provision for 2014-15			MTDF Projections		Throw fwd Beyond June, 2017
				Cap	Rev	G. Total (Cap+Rev)	2015-16	2016-17	
1	2	3	4	5	6	7	8	9	10

ON-GOING SCHEMES

REGULAR

2398	Renovation / Up-gradation of Chairlift / Cable Car System at Patriata 03.01.2014 Rawalpindi 33-1402111-001	144.519	137.231	0.000	7.288	7.288	0.000	0.000	0.000
2399	Revamping of Existing Facilities and Provision of Missing Facilities at Patriata Skyride Project. 11.10.2013 Rawalpindi 33-1302111-002	22.673	15.076	0.000	7.597	7.597	0.000	0.000	0.000
2400	Tourist Resort Kallar Kahar 28.05.2013 Chakwal , Kallar Kahar 33-1304131-003	9.386	4.916	0.000	4.470	4.470	0.000	0.000	0.000
2401	Construction of Boundary Wall Around TDCP Land at Harbanspura / Johar Town, Lahore. 13.11.2013 Lahore 33-1318187-004	13.291	8.268	5.023	0.000	5.023	0.000	0.000	0.000
2402	Land Acquisition for Chairlift at Fort Monroe. 11.10.2013 Dera Ghazi Khan 33-1329000-006	60.100	30.000	0.000	30.100	30.100	0.000	0.000	0.000
2403	Rehabilitation of Ferry Vessel (Indus Queen) at Kot Mithan, Rajanpur. 13.11.2013 Rajanpur 33-1330227-005	49.543	0.100	0.000	49.423	49.423	0.000	0.000	0.000
Sub-Total: REGULAR		299.512	195.591	5.023	98.878	103.901	0.000	0.000	0.000

SPDP

2404	Establishment of Tourism Setup at Kot Mithan including TDCP Resort, Meusum. 31.01.2014 Rajanpur 33-1430227-007	79.513	30.000	43.163	6.350	49.513	0.000	0.000	0.000
Sub-Total: SPDP		79.513	30.000	43.163	6.350	49.513	0.000	0.000	0.000
Total: ON-GOING SCHEMES		379.025	225.591	48.186	105.228	153.414	0.000	0.000	0.000

NEW SCHEMES

REGULAR

2405	Development of Eco-Tourism in Soon Valley at Khabekhi and Uchali Lake. Un-Approved Khushab 33-1407143-010	120.000	0.000	0.000	120.000	120.000	0.000	0.000	0.000
2406	Lahore Tourist Bus Service. Un-Approved Lahore 33-1418187-009	90.000	0.000	0.000	90.000	90.000	0.000	0.000	0.000

TOURISM

(Million Rs.)

GS No	Scheme Information Approval Date / Location / scheme ID	Est. Cost	Accum. Exp June,14	Provision for 2014-15			MTDF Projections		Throw fwd Beyond June, 2017
				Cap	Rev	G. Total (Cap+Rev)	2015-16	2016-17	
1	2	3	4	5	6	7	8	9	10
2407	Development of Resort for Religious Tourism at Nankana Sahib. Un-Approved Nankana Sahib 33-1422201-008	90.000	0.000	42.586	0.000	42.586	48.000	0.000	0.000
2408	Installation of Chairlift from Khar to Fort Monroe Un-Approved Dera Ghazi Khan , Fort Monroe 33-1429305-013	750.000	0.000	0.000	470.000	470.000	280.000	0.000	0.000
2409	Development of Master Plan of Fort Monroe City Un-Approved Dera Ghazi Khan , Fort Monroe 33-1429305-014	20.000	0.000	0.000	20.000	20.000	0.000	0.000	0.000
2410	Feasibility Study for Identification of Potential Areas for Promotion of Tourism Un-approved Punjab 33-1499000-011	20.000	0.000	0.000	20.000	20.000	0.000	0.000	0.000
2411	Development of Flag Hoisting Ceremony at Wahga, Ganda Singh wala and Haveili Lakha (Depalpur) for Tourists. Un-Approved Lahore, Okara, Kasur , Lahore, Depalpur, Kasur 33-1488000-012	74.000	0.000	0.000	74.000	74.000	0.000	0.000	0.000
Sub-Total: REGULAR		1,164.000	0.000	42.586	794.000	836.586	328.000	0.000	0.000
Total: NEW SCHEMES		1,164.000	0.000	42.586	794.000	836.586	328.000	0.000	0.000
Grand Total		1,543.025	225.591	90.772	899.228	990.000	328.000	0.000	0.000