

**Post Conflict Tourism Revival: A Case Study of District Swat**



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**PIDE2017FMPHILDS39**

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**A research thesis submitted in partial fulfilment of the requirements for  
The Degree of Master of Philosophy in Development Studies**

**PAKISTAN INSTITUTE OF DEVELOPMENT ECONOMICS  
ISLAMABAD**

2020



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**CERTIFICATE**

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Date of Examination: January 29, 2020

## **Acknowledgement**

First and above all, I praise Allah, the Almighty for providing me with this opportunity and granting me the capability to proceed successfully. This thesis appears in its current form due to the assistance and guidance of several people. Firstly, I would like to express my sincere appreciation and gratitude to my mentor **Dr. ZULFIQAR ALI KALHORO** and extend to my co mentor **M. AQEEL ANWAR**. He was my esteemed prompter, his warm encouragement, thoughtful guidance, critical comments and correction of the thesis made me able to complete this task.

I want to express my deep thanks to respected **Dr. ZULFIQAR ALI KALHORO**, Dean Pakistan Institute of Development Economics (PIDE), for the trust, candid behaviour and valuable advice during the whole period of my study. I am indebted to all my teachers of the department who have been the constant source of encouragement and enthusiasm not only during this thesis project but during my entire course work.

I warmly thank and appreciate my parents and brothers for their material and spiritual support in all aspects of my life.

I would never forget all the chats and beautiful moments I shared with some of my friends and my classmates. Other close friends I would like to mention here are, **Wajid Ali, Sajjad Ahmed, Mohammad Talaal, Tanvir Hussain, Abdul Wahab, M Abbas, Nafees Ahmed, Hysam Haleem and Arif Islam** special gratitude to all of them for their priceless support during the stressful and difficult moments.

Rahmat Ali

## **Summary**

Tourism is one the emerging sector of the world which spread peace and improves social conditions of the people (Premodh, 2009). In addition conflict is a social phenomenon which can exist throughout the corner of the world, as tourism is a fragile sector, can be directly and drastically influence by the conflict. On the other hand it is a labor intensive sector and most of the developing countries are focusing to improve and invest more in tourism sector. In this context Pakistan lack behind due to corruption, political instability, insecurity and regional conflicts. A little bet research work has been done in this sector in Pakistan especially regarding violence and tourism. A qualitative research study is conducted in Swat valley, in which forty respondents were taken for semi- structure interview, the data has been thematic analysis. It is concluded that lots of effort have been done in reviving tourism in conflict zone area.

## **List of abbreviations**

AD	Anno Domini
ADB	Asian Development Bank
BC	Before Crest
CD	Compact Disk
GDP	Gross Domestic Product
KP	Khyber Pakhtunkhwa
NGO	Non-Government organization
NOC	Non Objection Certificate
NWFP	North West Frontier Province
PAITHOM	Pal-Austria Institute of Tourism and Hotel Management
PATA	Provincial Administrative Tribal Area
PDMA	Provincial Disaster Management Authority
PIA	Pakistan International Airline
PTDC	Pakistan Tourism Development Corporation
PTI	Pakistan Tehreek-e- Insaf
SPS	Swat Public School
TNSM	Tanzim Nifaz-e-Shariat-e-Muhammadi
TTCI	Travel and Tourism Competitiveness Index
UNDP	United Nations Development Program
UNHCR	United Nation High Commissioner for Refuge
UNWTO	United Nations World Tourism Organization
US	United States
USAID	United State Agency for International Development
USSR	Union of Soviet Socialist Republic
WB	World Bank

## Contents

Acknowledgements .....	i
Summary.....	iii
List of abbreviations .....	iii
Chapter 1 .....	1
Introduction .....	1
1.1 Tourism .....	1
1.2 Global Tourism .....	1
1.3 Tourism in Pakistan.....	4
1.4 Perspectives on Tourism in Pakistan.....	5
1.5 Political Condition of Swat .....	6
1.6 Statement of the Problem .....	8
1.7 Objectives.....	9
1.8 Research questions .....	9
Chapter 2 .....	11
Review of Literature .....	11
2.1 Tourism and Terrorism.....	11
2.2 Peace and Tourism .....	11
2.3 Conflict Resolution through Tourism.....	12
2.4 Arm Conflict and Tourism .....	12
2.5 Political Turmoil and Pilgrimage Tourism.....	13
2.6 Shared Tourism Offering Conflict.....	13
2.7 Theories of Conflict .....	15
2.8 Conceptual Framework .....	18
Chapter 3 .....	20
Research Methodology .....	20
3.1 Research design.....	20
3.2 Thematic Analysis.....	20
3.3.1 Familiarisation with the Data.....	20
3.3.2 Coding.....	21
3.3.3 Converting codes into themes .....	21
3.3.4 Reviewing themes .....	21
3.3.5 Defining the themes .....	21
3.3.6 Report writing .....	21
3.4 Units of Data Collection.....	21
3.5 Locale.....	22

3.5.1 Stratified Sampling .....	23
3.5.2 Convenience Sampling .....	24
Chapter 4 .....	25
Finding and Discussion .....	25
4.1 Finding and Discussion .....	25
4.2 Peace building in Swat .....	25
4.3 Military operation.....	25
4.4 De-radicalization .....	26
4.5 Elimination of Curfew.....	27
4.6 Normalization.....	27
4.7 Peace Festivals and Tourist Facilitation .....	28
4.8 Repairing of Infra-structure.....	29
4.9 Restoration of Fishing Resort.....	30
4.10 Revival of Music and Dance as a part of Culture .....	30
4.11 Revamping Recreation Parks .....	31
4.12 Tourist Guideline.....	32
4.13 Communication System .....	35
4.14 Role of Provincial Government in Promotion of Tourism in Swat .....	35
4.15 Swat Beautification Project .....	36
4.16 The KP Tourism Police .....	38
4.17 War-on-terror and Security Issues.....	38
4.18 Demand of Tourism .....	40
4.19 Resent PTI Government Policies for the Promotion of Tourism in Swat Valley .....	41
4.20 Communicate all Inclusive Policy for Promoting Tourism .....	41
4.21 Establishment of Integrated Tourism Zones.....	42
4.22 Camping Pods .....	42
4.22 Swat Expressway.....	42
4.23 Re-opening of the Swat Saidu Sharif Airport.....	43
4.24 Identification of new lakes in Kalam.....	43
4.25 Way to Gilgit and Kumrat .....	44
Conclusion and Recommendation .....	44
5.1 Conclusion.....	44
5.2 Recommendation.....	47
References .....	49

## List of Tables

Table 1 Stratified Data Sampling.....	23
Table 2 Convenience Data Sampling.....	23
Table 3 Convenience Data Sampling.....	24

# **Chapter 1**

## **Introduction**

### **1.1 Tourism**

When people move from their home to unusual place for the purpose of relaxation, it is considered that the duration should be less than one year as well as earning activity would not be taken into consideration. It is also stated that tourism is directly linked with tourist and can be defined as any person who stays outside from his usual environment for at least 24, hours. Anthropologists and Sociologists regarded that any person who is free from their duties like employment, study, family and community engagement leave home temporarily to gain relaxation is known as tourist, relaxation is one of the basic needs of a particular person so for this purpose each one travels due to which tourism flow all over the world (Wyllie, 2011).

Tourism is a short term activity in which individuals or groups move from their home to a particular place. In addition tourism was a traditional term, with the passage of time formed sustainable tourism with the advancement of culture, economies and knowledge focusing on organized tour, proper study and protection of tourist destination. The activity is mainly based on management and collaboration between travel agents, tour operators and tourists, seeking for major elements such as aesthetic sites, destination, attraction, accommodation, accessibility and auxiliary services (UNWTO, 1993).

In 1963, the United Nations conference on International Travel and Tourism was held in Rome to elaborate the concept of tourism in which a revised concept of visitor was prepared and adopted stated that any person of residential place travel to un-usual place for any purpose rather than occupation comes in the category of visitor. However it is stated that tourist is a person who temporary move from its residential place to a non-residential place for the purpose of leisure for instance recreation, holiday, studies, health and sports who stay for at least twenty four hours. On the other hand this stay may be for the family and business meeting and if a person stays less than twenty four hours who comes in the category of excursionist (Hunziker and Krapf, 1942). Here the study will aim to describe the pre and post analysis of tourism in District Swat; however focus will be an eco-tourism, in addition it will try to explore that what kind of strategies are adopted for tourism revival in district Swat.

### **1.2 Global Tourism**

Tourism is one of the fastest growing industries in the world, it is estimated that by the year 2020, the number of international tourists will be 1.6 billion that would cost over US\$ 2 trillion,

it means that average tourism figure will grow from 4.3 percent to 6.7 percent annually. According to World Tourist and Travel in 2000, world tourism sector contributed US\$ 3.6 trillion which grown to 6.6 trillion by the year 2010. According to World Tourism Organization from 1989 to 1998 number of global tourism arrival grew at an annual rate of 10 percent while global tourism receipt grew at 9 percent. From 1990 to 1995 the number of global tourist declined due to the Gulf war and a poor global economy especially due to the Asian economic crises (Hawkins and Lamoureux, 2001).

International tourism grew 3.6% throughout of the world in 2015, furthermore international arrival increased to 4.4%. It is stated that the rate of tourism in this year grew faster than merchandise trade which provided US\$ 1.4 trillion amount in the same year. Tourism income was increased to US\$ 1,232 billion that was contributed 7% of total world export and 30% of service export. The United States, China, Spain and France remained the world's top tourism destination this year, the United States earned US\$ 178 billion, the share of China was US\$ 114 billion, Spain was US\$ 57 billion while France contributed US\$ 46 billion in the world (UNTO, 2016).

## **1.2 Types of Tourism**

The United Nations classified tourism into three forms that is domestic tourism, inbound tourism and outbound tourism. A form of tourism in which residents of a state travel from one place to another within the state is known as domestic tourism. A type of tourism in which nonresidential tourist travel to unfamiliar state known as inbound tourism. A type of tourism in which residents travel to another country known as outbound tourism (Ganesh and Madhavi, 2009).

Tourism can also be categorized into other forms such as:

### **1.2.2 Archeological and Historical Tourism**

Pakistan is the home of oldest civilization such as Gandhara civilization<sup>1</sup> of Buddhist situated in Takht Bhai and Pushkalawati Indus Valley civilization of Mohenjo-Daro and Harapa as well as the Mughal Empire (Fakhar, 2009). It is stated that that word Gandhara associated with an ancient kingdom of Mahajanapada existed in East Afghanistan, it is considered as the 6<sup>th</sup> gorgeous place on the Earth from Zend Ayesta. Major cities of Gandhara civilization present

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<sup>1</sup> Gandahara civilization: Discovered in the 20<sup>th</sup> century, found in the archeological site of Taxila.

in Pakistan are situated in Peshawar is Purushapura (also called the city of men) and Takshashila city present in Taxila, which belongs to first millennium BC to the eleventh century AD, lots of museum representing Gandhara civilization are present in Pakistan, in addition the historical sights of Mughal Empire and colonial era monument have an ability to attract large number of tourist throughout the world (Arshad, Iqbal and Shahbaz, 2018).

### 1.2.3 Religious Tourism

The type of tourism aims to visit religious places called religious tourism for instance Vaishno Devi in Jammu-Kashmir and Golden Temple at Amritsar (India), Mecca in Saudi Arabia, Bethlehem. In this context Pakistan relies on Hinduism<sup>2</sup>, Sikhism<sup>3</sup>, Islam and Buddhism, it is also called the birthplace of Sikhism. The followers of Guru Nanak's<sup>4</sup> travel here for worship in Gurdwaras at Nankan sahib and Hassanabdal. Pakistan is also a hub of shrines of Sufis and saints which attracts lots tourist throughout of the world. These shrines consist of Hazrat Baba Fariddudin Ganj<sup>5</sup>, Datha Ganj Baksh Ali Hujwari<sup>6</sup>, Mian Meer Shah Hussain<sup>7</sup>, Bahauddin Zakaria, Lal Shabaz Qalandar and Shah Abdul Latif Bhattai<sup>8</sup>. In addition Pakistan also possesses Kalash<sup>9</sup> tourist sight which linked to Albanian roots of the European culture and their fetes are quiet noticeable for their colouring, singing, and dancing in the globe (Arshad, Iqbal and Shahbaz, 2018).

### 1.2.4 Adventure Tourism

These types of tourism consist of sky-diving, hiking, horse-riding, surfing, bungee jumping, rafting and skiing etc. In the Northern area of Pakistan like Balakot, Malam Jaba, Ayobia, Shangla, Maeree, Chitral, Hunza, Naran, Kaghan, Neelam and Gilgit possess a significant position in the world, there are astonishing valleys, rivers, lakes, glaciers and peaks four highest mountains that as Karakoram, Himalaya, Pamir and Hindu Kush that have enormous views and ability to attract climbers, mountaineers, hikers and trekkers of the world (Khalil et al. 2007).

Among fourteen highest peaks of the world, Pakistan holds five peaks that comprising the world second highest peak of the world K-2(8,611 m), Nanga Parbat(8,125 m), Gasherbrum I (8068 m), Broad Peak (8047 m), and Gasherbrum II (8035 m) here four of the peaks are situated in Karakorum range while Nanga Parbat is situated in the Himalaya range. On the other hand regarding adventure tourism Pakistan possess Deosai plateau recognized as the highest plateau in the world which situated in the western border of Himalaya and Karakorum. Many species of animals and plants are present here, it has a greenery and pleasant weather during summer

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<sup>2</sup> Hinduism: A type of religion believed that life never end with death.

<sup>3</sup> Sikhism: A monotheistic religion that believe in one God.

<sup>4</sup> Guru Nanak: Book of the Sikhism or leader of Sikhism.

<sup>5</sup> Hazrat Baba Fariddudin Ganj: A Punjab preacher and mystic who become renowned in 12<sup>th</sup> century.

<sup>6</sup> Ali Hujwari: A muslim preacher of Indian-subcontinent in 11<sup>th</sup> century.

<sup>7</sup> Meer shah Hussain: A Muslim Sufi who were renowned in 16<sup>th</sup> century.

<sup>8</sup> Abdul Latif Bhattai: A Muslim Sufi of 16<sup>th</sup> century belong to Sindh.

<sup>9</sup> Kalash: situated in Chitral district of Khyber Pakhtonkhwa linked with ancient Hinduism.

as well as a comfortable place for brown bear habitation in the Himalaya region (Arshad, Iqbal and Shahbaz, 2018).

### 1.2.5 Eco-tourism

A natural based desirable form of tourism which involves some sought of education and learning in order to protect natural environment and develop peaceful society. It is hard to understand ecotourism tourism because it is often interchangeably used with sustainable tourism, cultural tourism, ethical tourism, natural tourism, heritage tourism and ecological tourism. It does not spread conflicting objectives so it provides a model where non-governmental organizations, government, business managers and tourists willing to promote ecotourism (Chandil and Mishra, 2016).

### 1.3 Tourism in Pakistan

Pakistan is the home of one of the oldest civilization such as Gandhara civilization<sup>10</sup> of Buddhist situated in Takht Bhai and Pushkalawati Indus Valley civilization of Mohenjo-Daro and Harapa as well as the Mughal Empire (Fakhar, 2009). It is stated that that word Gandhara associated with an ancient kingdom of Mahajanapada situated in East Afghanistan, it is considered as the 6<sup>th</sup> gorgeous place on the earth from Zend Ayesta<sup>11</sup>. Many important cities of Gandhara civilization present in Pakistan are situated in Peshawar is Purushapura (also called the city of men) and Takshashila city present in Taxila, which belong to first era BC to the eleventh century AD, there are many museums in Pakistan which represent Gandhara civilization. In addition the Mughal Empire, colonial era monuments also attracts large number of tourists from all over the world (Arshad, Iqbal and Shahbaz, 2018). On the other hand Pakistan relies on Hinduism<sup>12</sup>, Sikhism<sup>13</sup>, Islamic and Buddhism, it is also called the birthplace of Sikhism. The followers of Guru Nanak's<sup>14</sup> travel here for worship in Gurdwaras at Nankana sahib and Hassan Abdal. Pakistan is also a hub of shrines of Sufis and saints which attracts lots tourist throughout of the world. These shrines consist of Hazrat Baba Fariddudin Ganj<sup>15</sup>, Datha Ganj Baksh Ali Hujwari<sup>16</sup>, Mian Meer Shah Hussain<sup>17</sup>, Bahauddin Zakaria, Lal Shabaz

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**Conflict:** conflict is the combination of three things that are attitude, behaviour and perception.

<sup>10</sup> Gandahara civilization: In Pakistan, discovered in the 20<sup>th</sup> century, found in the archeological site of Taxila, Takht Bhai and Charsada in KP, however it was existed 5,000 BC.

<sup>11</sup> Zend Ayesta: A sacred book of Zoroastrianism

<sup>12</sup> Hinduism: A type of religion believed that life never end with death.

<sup>13</sup> Sikhism: A monotheistic religion that believe in one God.

<sup>14</sup> Guru Nanak: Book of the Sikhism or leader of Sikhism.

<sup>15</sup> Hazrat Baba Fariddudin Ganj: A Punjab preacher and mystic who become renowned in 12<sup>th</sup> century.

<sup>16</sup> Ali Hujwari: A muslim preacher of Indian-subcontinent in 11<sup>th</sup> century.

<sup>17</sup> Meer shah Hussain: A Muslim Sufi who was renowned in 16<sup>th</sup> century.

Qalandar and Shah Abdul Latif Bhattai<sup>18</sup>. In addition, Pakistan also possess Kalash<sup>19</sup> tourist sight which linked Albanian roots of the European culture in the world (Arshad, Iqbal and Shahbaz, 2018). Pakistan is considered to be the home of Adventure Tourism (Iqbal, 2010). In the northern area of Pakistan like Balakot, Malam jaba, Ayobia, Shangla, Maeree, Chitral, Hunza, Naran, Kaghan, Neelan and Gilgit possess a momentous position in the world, there are gorgeous valleys, rivers, lakes, glaciers and peaks. Four highest mountains Karakoram, Himalaya, Pamir and Hindu Kush that have enormous views and ability to attract climbers, mountaineers, hikers and trekkers of the world (Khalil et al, 2007). A natural based desirable form of tourism which involves some sought of education and learning in order to save nature and develop peaceful society. It is hard to understand ecotourism tourism because it is often interchangeably used with sustainable tourism, cultural tourism, ethical tourism, natural tourism, heritage tourism and ecological tourism. It does not spread conflicting objectives so it provides a model where non-governmental organizations, government, business managers and tourists willing to promote ecotourism (Chandil and Mishra, 2016).

#### **1.4 Perspectives on Tourism in Pakistan**

The number of foreign tourists in this region is increasing day by day, 798,260 number of tourist has been recorded in 2004. In addition the number of tourist increase from 8.6 percent to 10.1 percent by the year of 2004 -2005 (Khalil, Kakar and Waliullah, 2007). Pakistan is the home of oldest civilization in the globe possessing natural beauty, high mountains, varieties of seasons, religion and historical places unique art and craft as well as rich culture and heritage, which attracts large number of tourist in all over Pakistan. In 2009, total number of domestic tourists in Pakistan was recorded is 46.07 million in which 50% of the people traveled for the purpose of social obligation (to meet their friends and family), 14% people traveled for recreational activities while the remaining people traveled for the purpose of health, religious and business activities. According to the World Tourism Organization's Report in 2012 total number of tourism were 1,035 million in which 0.966 million came to Pakistan as compared to 0.557 million in the year of 2000. Pakistan share's in the world tourism was only 0.09% in 2012 which was negligible, in South Asia total number of tourists was 14.37 million in which Pakistan share's was 6.7% as compare to India's 46%. If we talk about foreigner tourist it is noted that most number of people traveled to Pakistan were Europeans about 44% of Europeans traveled Pakistan in 2009. In this context second position hold by Pakistan among the South

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<sup>18</sup> Abdul Latif Bhattai: A Muslim Sufi of 16<sup>th</sup> century belong to Sindh.

<sup>19</sup> Kalash: situated in Chitral district of Khyber Pakhtonkhwa linked with ancient Hinduism.

Asians countries that were recorded 21% in the same year. Most of the people come to Pakistan to meet their friends and families while ample number of tourist travels for recreational activities. Tourism status of a state is ranked by Travel and Tourism Competitiveness Index (TTCI) Report comprising 90 various factors that is health and hygiene, safety and security, enabling environment, human resource and labor market etc. Regarding TTCI Pakistan shown a negligible position in 2015, a total of 141 countries were measured in which Pakistan possessed 125 positions at average rate in detail she got 130<sup>th</sup> of enabling environment, 138<sup>th</sup> of safety and security, 102<sup>nd</sup> of health and hygiene, 138<sup>th</sup> of human resource and labor market however she carried 141<sup>st</sup> at tourism sustainability. Although Pakistan is considered one of the cheapest country for tourist which ranked 9<sup>th</sup> in the world regarding price competitiveness and hold 60<sup>th</sup> position in Culture Resource and Business Travel (Rana, 2015).

### **1.5 Political Condition of Swat**

The beautiful valley of Swat is a part of Provincial Tribal Area situated in a geostrategic important region of the world, which joined three significant areas of Asia such as South Asia, China and Central Asia. It is subjective to the government of Khyber Pakhtunkhwa. It acquires an importance of Gandahara civilization and famous for natural beauty, fertile land, peaceful environment, minerals, emerald, agricultural yield, cultural heritage and archaeological sites. Beside this, Swat possessed a fair justice system recognized by worldwide in which procedure of litigation were very simple, each and every case were decided in one or two hearing the decision was hurriedly implemented with impel cost, the Sharia law was little by the state at that time. In 1969 the Swat state emerged with Pakistan and administered under the Pakistan criminal code, then after it was divided into two sections by the provincial government of North West Frontier province that is civil and criminal code. One set of criminal charges to be decided by the state code and the second schedule listed “Tribal” crimes to be decided by local, officially appointed councils nominated by the political division executive officer. It was too long legal procedure similar to frontier crimes regulation<sup>20</sup>. Then in February, 24, 1990 the provincial government declared it PATA that is admitted by federal government at 12 February 1994 (Anwar and Ahmad, 2017).

Unfortunately the situation became disturbed when Sufi Muhammad left Jamat.i.Islami and started a movement called Tanzim Nifaz-e-<sup>21</sup>Shariat-e-Muhammadi (TNSM) in 1992. He

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<sup>20</sup> Sufi Muhammad: A religious extremist who found TNSM.

<sup>21</sup> Tanzim Nifaz-e-<sup>21</sup>Shariat-e-Muhammadi: An organization developed by Sufi Muhammad in 1990.

attracted people by the name of Islam in the Lal <sup>22</sup>Qila Dir with the help of Mullahs<sup>23</sup>. It is stated that he was an enthusiastic believer of Whabi<sup>24</sup> school of thought who stayed an active member of Saudi-sponsored groups from the Afghan war in 1980 to 1998. The TNSM rejected the democratic form of government and their motto was Sharia or Shahadat and their participants were known as black turbans. Sufi was blocked to enforce the sharia law in the region in 1994 but his followers shown aggressiveness, all of the rebellions were defeated and their leader was sent into prison. In the district new government was introduced by Benazir Bhutto in 1994, while this form of government was changed by Muhammad Nawaz Sharif in 1997. The problem was postponed for some time but Sufi's followers increased its inspiration in Hazara division as well as in Bajaur Agency<sup>25</sup>. Leaders of that time failed to provide peace as well as futile to report the complaints of the people, left the region vulnerable which gave opportunity to Mulana Fazlullah<sup>26</sup> to raise the flag of rebellion easily in this region and did so in 2005. On the other hand when United Nation invaded Afghanistan in October 2001, Sufi Muhammad led over ten thousand volunteers to resist America in November 2001, after four months he came to Kurram agency in March 30, 2002 where he was captured with arms explosion and sentenced to life imprisonment in the Dera Ismail Khan prison. When Sufi lost his power, during that time thousands of his companions and inexperienced young followers were killed, alongside this tragedy was in process another event occurred in Swat in shape of earthquake of October, 8 of 2005 during this grieving moment gave an opportunity to religious organization like TNSM to help the victims which helped them to gain support of the local peoples. On the other hand in Bajaur Agency in Damadola<sup>27</sup> village a village was hit by missiles on October 30, 2006 in which head of the seminary Maulana Liaqat,<sup>28</sup> dozens of children as well as eighty people were killed. Maulana Faqir<sup>29</sup> brother of Liaqat who was the leader of TNSM in Bajaur agency announced that he would take revenge for the attack and avenged by a suicide bomber a few weeks later in November 8, 2006 targeted Punjab Regimental Training school at Dargai in which more than 45, Pakistani Army recruits were killed that was the turning point for the Taliban<sup>30</sup> resurgence in Malakand, after this Taliban grew in number day by day. Another factors greatly helped the militants in Swat was the operation of Lal Masjid or Operation

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<sup>22</sup> Lal Qila Dir: renowned place for extremists.

<sup>23</sup> Mulla: the religious leader of Muslims

<sup>24</sup> Wahabi: the religious system created by the Saudi government.

<sup>25</sup> Bajaur Agency: An agency of FATA

<sup>26</sup> Mulana Fazlullah: Son-in-law of the Sufi Muhammad who started Tehreek Taliban Pakistan in Swat.

<sup>27</sup> Damadola village:

<sup>28</sup> Maulana Liaqat:

<sup>29</sup> Maulana Faqir: : A member of the Mamund tribe in Bajaur Agency

<sup>30</sup> Taliban: Militant of swat.

Silence<sup>31</sup> conducted in Islamabad in July 2007 by Pakistani Army in which large number of innocents children were killed and the Swat-based militants fully exploited the wave of sympathy for the victims in their own favour, all of these factors tend to create a drastic conflict, in which the militant targeted the hotels, infrastructure, and communication system due to which the whole of the tourism sector of Swat was badly affected (Malik, 2015). When the leader of the TNSM Sufi Muhammad led 10,000 militants' Afghans in 9/11, to fight against America in 2001, he was arrested and his organization was banned by the Pervez Musharraf. After the capture of Sufi Muhammad his son-in-law Mullah Fazlullah has taken the responsibility to run this extremist organization, he become beloved to many people by delivering Islamic teaching, soon he collected many from the people and built a Madrasa called Imam Dherai, then he started a radio station known as FM 30, through which he exploited the people against the government and finally declared war against the government in 2007 (UNDP, 2012).

### **1.6 Statement of the Problem**

Tourism is one of the emerging sectors of the world which spread peace and improves social conditions of the people (Premodh, 2009). In sub-continent first effort has taken to promote tourism was named as Indo-Pak sub-continent to promote tourism in 1945. During 1990, the number of foreigners tourists in Pakistan were 424 thousands, however in the same year the number of domestic tourist were 36 million, unfortunately the number of foreigners tourist decreased after 9/11 (Ishfaq, et al., 2011). In 2006 tourism's share from District Swat in GDP was 6.3% which decreased to 2.4% in 2007 (Manandhar and Rasul, 2006). In addition flow of tourist towards Swat in July, 2008 stopped at all and tourists diverted towards Naran and Kaghan due to which all of the people became jobless in Swat. Tourism produces economic opportunities which tend to grow an economic growth of a particular area or state previously tourism sector was developed and particularly focused by the developed nations, recently developing countries are giving priority to develop tourism sector because it requires less amount to invest in this sector. Pakistan is also a developing country having rich historical, cultural and economic tourist sights. Alluring ecomical regions consist of Mari, Chitral, Hunza, Gilgit, Naran, Kaghan and Swat. Swat is gifted with natural beauty, high mountains, fresh rivers, snowfall and green forest which attracts lots of tourists from all parts of the world, it is also called the Switzerland of the Pakistan, but unfortunately this beauty was destroyed by the Swat conflict and tourism is decline so the purpose of this study aims to examine tourism

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<sup>31</sup> Operation Silence: An operation conducted in half of 2007 in Swat against militants.

revival in district swat. Lots of propagandas were also spread about security issues in Swat, few researchers worked on tourism in Swat, however fewest of them worked on tourism and terrorism, work on tourism revival is missing in the region so here in this study also focused to describe pre and post analysis of tourism especially eco-tourism in District Swat as well as to describe that how tourism revival took place and what kinds of strategies are adopted for tourism revival in District Swat.

### **1.7 Objectives**

Following are the objectives of my research:

1. To evaluate the role of tourism in the development of present socio-economic condition of the people of conflict zone.
2. To evaluate policies regarding tourism revival in district swat.

### **1.8 Research questions**

Following are the questions of my research:

1. What is the role of tourism in the development of present socio-economic condition of the people of District Swat?
2. What kind of policies are adopted for tourism revival in District Swat?

### **1.8 Significant of the Study**

This study will be helpful to provide the relationship between conflict and tourism, impacts and consequences of conflict on tourism; on the other hand data collected about post conflict tourism would be helpful to shape policy regarding tourism management. Further it provides information that how this war-torn area is affected by terrorism, then how all of the issues are managed, who are the stakeholders that help in tourism revival in the valley, what kind of policies are shaped by the government for the tourism revival as well as the promotion of tourism in the valley. However this study also adds some qualitative work to the existing literature of tourism and also intended to grab the attention of the researchers towards this issue in a particular area. This study unfolds the issues regarding tourism as well.



## Chapter 2

### Review of Literature

#### 2.1 Tourism and Terrorism

Teitler and Bental, (2010) stated that tourism is very sensitive to terrorism, in addition the authors shown that 9/11 attack in 2001 have drastic consequences on world tourism. The World Travel and Tourism Council 2002 estimated that America lost ninety two billion US dollars, United Kingdom lost twenty billion US dollars, Germany lost twenty five billion dollars in travel and tourism. On the other hand the number of tourists decreased from 2.4 billion to 1.4 billion in Israel due to El-Aktza Intifada <sup>32</sup>in October 2000. The authors argued that terrorism tend stricken transportation mode for instance flight in the United States of America and buses in the Israel has decreased ominously afterward terror attacks, which affected daily activities of the people including tourism. In addition daily consumption of the people in Israel decreased by 5 percent per capita consumption as compare to 10 percent relatively to its level of lacking terror.

#### 2.2 Peace and Tourism

Upadhayaya, Boker and Sharma, (2011) stated that tourism is responsive to peace meanwhile it is very sensitive to conflict. The authors argued that if tourism actors are practical and not apocalyptic it could be constructive social force to tourism sector. The authors argued that conflict can badly affect the tourism sector of both developing as well as developed countries, but developing countries are more defenseless due to less resources and mechanism to mitigate the situation. The authors worked on the impact of a decade long (1996-2006) armed conflict on tourism in Nepal and explores the coping strategies applied by this sector to revive and sustain itself. The authors analyzed that since in 1950 when Nepal got freedom its open his borders for external tourist and attracted lots of tourist due to its natural beauty, pilgrims, traditional culture holiday market and adventure lovers. Unfortunately the situation became worse when the communist party run a conflict known as “People’s War” in order to transform the socio economic and political structure of Nepal which the tourism sector of the Nepal.

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<sup>32</sup> El-Aktza Intifada: A conflict between Israel and Palestinians

### **2.3 Conflict Resolution through Tourism**

Sonmez, and Apostolopoulos, (2000) stated the conflict and aggression can exist in primitive societies, however in increasing contact and interaction among people tend to reduce hostility as well as tend to enhance mutual acquaintance, creating opportunity to understand each other which tend to decrease tension, prejudice and conflict. The authors analysed that how tourism manage intercommunity conflicts in Cyprus through tourism cooperation. In addition they worked on joint tourist ventures, free tourist migration, collaboration and tourism –based community interaction between Turkish-Cypriot and Greek-Cypriot. However in order to serve their own strategic interest in the Middle East Great Britain created communal differences between Greek Cypriot and Turkish Cypriot in the period of 1925-1960 which tend to increase antagonistic nationalism between the two groups within their own motherland, in 1950 Greek Cypriot made union with Greece and Turkish Cypriot made union with British. In 1960 three powers consist of Turkey, Greece and Great Britain interested to impose Cyprus is a free state but mistrust and antagonism remained the same between the two groups. The crack between these two groups was undeniable for which United Nation and European Union tried hard to resolve but in vain, the only policy which resolved that tension was a policy known as Conflict Resolution through Tourism Cooperation that provided the facilitation of greater and freer contact between Greek Cypriot and Turkish Cypriot by providing various types of restrictions for tourist between these two groups.

### **2.4 Arm Conflict and Tourism**

Shah, Wani and Mustafa, (2013) explored the impact of arm conflict on tourism sector of Azad Jammu Kashmir, the authors stated that God gifted a natural beauty to Azad Jammu Kashmir, simply called the paradise on earth having lots of aesthetic tourist spot that can attract numerous tourist through of the world, on the other hand it can play an important role in the economic development. Unfortunately the greatest handicap of Kashmir is its geo-political status and arm conflict that badly impacted every socio-economic activity in Kashmir especially tourism sector is badly affected from last two decades. It is shown that before 1989 lots of tourist were attracted to Kashmir but the ongoing arm conflict erupted in the early 1990 there was a virtual shut down of tourism sector which impacted the economy of every household of the Kashmir, the statistic shown that how this tourism sector is suffered that is in 1988 the total number of tourist were 7.2 lakh while in in 1991 the total number of tourist reduce to 6,287 and that is negligible.

## **2.5 Political Turmoil and Pilgrimage Tourism**

Tabasum et.al, (2017) stated that tourism was considered the backbone of Jammu and Kashmir that has been badly affected by arm conflict, the authors mainly focused on the political turmoil impacting pilgrimage tourism in Jammu and Kashmir. The authors argued that instead of natural beauty Jammu Kashmir is also renowned for pilgrimage tourism for Hindus and Muslims including Vaishno Devi and Amarnath are the important tourist sites of Hindus while the Hazratbal and Charar-i-Sharif are the important tourist spots for Muslims, it is also stated that in Jammu and Kashmir half of the tourism rely on pilgrim tourism. People visit to their pilgrims for spiritual satisfaction, unfortunately the numbers of pilgrim tourist decline yearly due to insurgency and military intervention in Jammu and Kashmir.

## **2.6 Shared Tourism Offering Conflict**

Nawara, (2011) stated that The Middle East Conflict shown is one of most critical war in the world which has been lasted for decades. In addition the author also shed line on that here in Middle East two parties are fighting for their rights having strong reason that are the Palestine and Israel, both hold an argument that their homeland but both are different religious belief. However this place is important to Christian as well so Israel as the “Holy Land” of the three world religions Judaism, Christianity and Islam and its geographical location in between Africa and Asia gives the small state big importance that negatively affected the tourist sectors of these areas as a whole.

Fernando, (2017) stated that Sri Lanka would be one the best tourist country among Asian’s countries. Although due to war, political violence and unsustainable economic policies she lost to get such position. A three decades nationalist war started from 1983 to 2009, badly affected the tourism of Sri Lanka, although tourism boost up afterward the expiration of war in Sri Lanka which contribute more the economic growth of the state. The author argue that on the basis of three important factors every state focus on tourism sector that as tourism can play a considerable role in increasing foreign exchange earnings as well as in contributing economic growth, it can also playing an important role by creating employment opportunities because here limited human capital skills is required as a labor-intensive industry and finally tourism is a clean industry which is more environmentally friendly sector and does not lead to antagonistic impact on environment. In addition the author states that Sri Lanka has a unique and strategic tourist destination, at the end of thirteen century an untouchable premium island were found, after being visited by Marco Polo known as Ceylon that was known as the pearl of Indian

Ocean, although during the post-independence period there have been ups and downs in the number of tourists arrival in Sri Lanka, Sri Lanka fulfils the standards required to be measured as one of the best tourism country. The author says that one of the characteristic of Sri Lankan tourism attraction is the remain of British accommodation, on the other hand the induction of jet aircrafts for civilian transport in 1950 also result a rapid growth of international tourism in the state due to which Sri Lanka possessed an opportunity to established a hub of tourism in between the East and West due to its strategic unique vital location as well as ample accommodation facilities. In order to promote tourism in Sri Lanka the government established a plan in 1966 known as a 10 year master plan for tourism, supported by USAID, after launching this plan it is witnessed that tourist arrival increase by 23% on average per annum from 1966-1970, although first youth uprising in 1977 negatively impacted tourist sector due to which the growth decreased to 14%, however a rapid increase in growth was shown from 1972- 1982 that was 24% per annum. A far reaching economic reform package was introduced by United Nations Program in 1977 which also attracted lots of international tourist in Sri Lanka this economic reform linked with the 2nd 10 year tourism master plan persuaded a regaining of tourism arrival from 184,732 in the year of 1989 to 393,669 in the year of 1992. However the Eelam Separatist started in 1990 in which the head of Sri Lanka was eliminated by the Eelam separatists in the year 1993, badly affected the tourism sector of the states, on the other hand the rebellions targeted tourist hotels, the Central Bank, business spots and the Colombo International Airport by the year of 2001 due to which tourism sector faced a stark crises and the economy recorded negative economic growth for three decades. A ceasefire was conducted by the United Nation Program between the government and the Eelam separatist in 2002, however the war started again in 2006 and ended in 2009. After the end of the nationalist war the government established a plan known as a 5 year master plan of 2011-2016 by launching a Tourism Development Strategy. In order to rebuild marketing and management strategies Sri Lanka has launched a tourism slogan known as “Sri Lanka- the wonder of Asia” which attract many tourists and regain tourism in Sri Lanka.

Rechard, (2014) states that rebuilding tourism requires negotiating investment, marketing as well as a technical process of repairing facilities. However tourism is one the vulnerable sector which is fragile accurately, it just relies on fun, serenity, relaxation, enormous scenery, adventure, amenity and stimulating cultures. The author urged that Malcolm should add one more important “S” to Malcolm Crick’s four “S’s” of tourism that is stand for security “Other four are the sun, sea sand and sex”. In addition the author examined how revival of tourism

took place in Philippine, he found that for tourism activities a plan were adopted in 1970 as a part of National Economic Development Authority, two year later a martial law was propose by the president Marcos which depress tourism arrival, many tourist spots were destroyed on that time a few Filipinos could enjoy the hotel and conventional facilities. However a movement was began known as light-a-fire in which luxury hotels were burnt, however in the southern Philippine, Japanese tourist were kidnaped as well due to which Japanese government took strong action against the government of Philippine, the hotels depleted. In an effort to reveal the acts of violence as mere media excitement, Marcos hosted the American Society of Travel Agents World Congress in 1980. After his welcoming speech to the agreement in which he noted how peaceful the Philippines was, a powerful bomb went off near him and the conference was subsequently cancelled (Bredemeier 1980). In order to satisfy tourism activities in the state in 1986 Marcos was forced to exile and the Philippine tourism development was evacuated. On those days internal tourism was also controversial because of the haphazard marketing of the nation which resulted in such assurances as “A tanned peach on every beach” and Jose Aspire who owned a string of notorious motels promoted Sex tourism and paedophilia (Richter 1989). The Catholic Church, the Ecumenical Coalition on Third World Tourism, and a host of other groups became increasingly vocal about the more sordid forms of tourism (Hall 1992). However when Marcos went to America his successor Corazon Aquino took great initiatives to rebuild tourism in Philippine, focus was given to correct the excesses of the Marcos years, assure that proper accounts were kept and to establish a routine planning. Although the new ruler also used tourism to highlight the excesses of the previous regime. Sites associated with Marcos’s abuse of power or of demonstrations against him became part of a “Freedom Tour” in addition the government promptly stopped sexy advertising in an effort to de sleaze tourist sector. The government also announced that paedophiles would be put on trial and the nations that sent such citizens were warned about the penalties.

## **2.7 Theories of Conflict**

Allan, (2006) stated that everyone might things war is a conflict, but it is not true and is not limited to society’s obviously violent circumstances only it can be exist in different forms as shown by various theorist like Karl Marx (1800), Dahrendorf (1929), Collins (1941) and Coser (2003) gave their own opinions about conflict. In addition the author wrote about the theories of these philosophers sated that according to the Marx , conflict can arise in a society due to class system of bourgeois and proletariat in which the working class brings a revolutionary

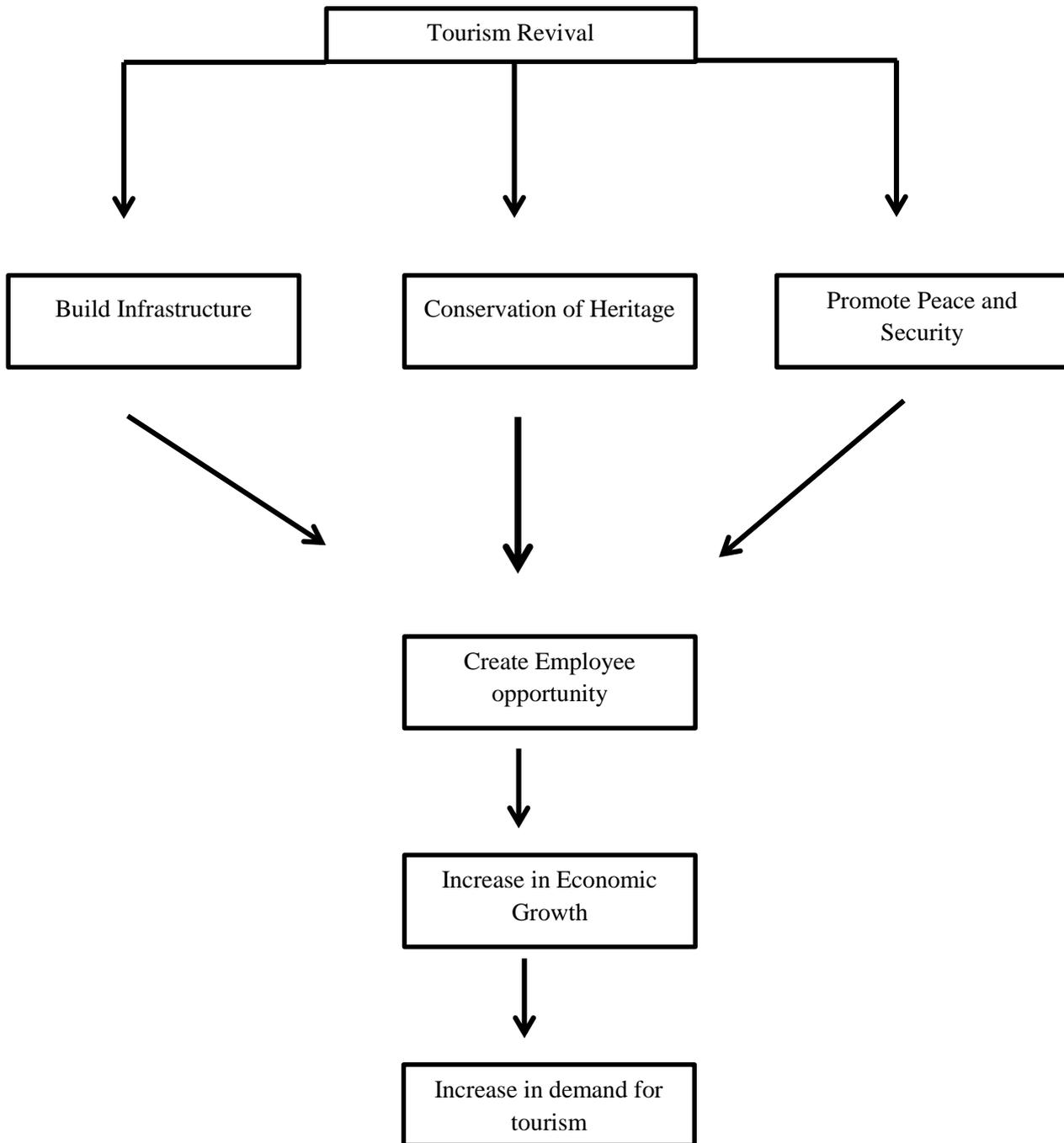
change in the society. However Weber urged that both state and economy create a condition which tends to create conflict. In addition Weber stated that a functional state requires that all of its system must be legitimated and this legitimation is one of the factors of creating conflict in a society. Collins (1975) stated that emotional solidarity and symbolic goods are the main factors which creates conflict in a particular society. Weber argued that conflict is arising due to unequal distribution of resources and power. However Simmel and Coser argued that conflict can be forms in two shapes it may be less violent or more such that if it arise to achieve a rational goal so conflict will tend to be less violent for instant workers strike about their jobs rights, here the workers do not struggle to become violent they just want to achieve their particular goals. However conflict can be more violent if it involves emotional attachment and supreme goals for instant when United States started war against Gulf state they never showed that their oil interest but expressed that it is a war of protecting human rights, perceive freedom and defeat oppression. In addition the author said that conflict can be internal within in groups, society of nation; however it may be external between groups, society or nations.

Galo, (2012) stated that conflict is a part of society, after World War Second other appearance types of conflicts, which are more multifaceted than old one, abstracted and approached simplistically, using a linear type of reasoning. Its overlooked complexity requires underestimated thinking, rarely leading to disastrous results. This complex dynamics makes a conflict to change over time because feedbacks are often ignored here and fickle tracks are rarely taken into account. The author said that it should require to a shift from a pre-complexity mind-set to mind-set to understand the complexity of the conflict because its elements are different, on one side there are parties involved in the conflict it may be just two or multiple with intricate relations between them. More prominently, there are often numerous as well as varied objectives, some may even be hidden, not defined once and for all, and may evolve over time. This is virtually always in the case of conflicts ascending among different groups within a country or in international conflicts.

March, (2005) wrote in his research paper that how tourism revival took place in Japan after the World War Second, the author mentioned that both inbound as well as outbound tourist were strongly restricted in Japan after the immediate end of World War II. Neither the foreigner businessman nor the inbound tourists were allowed until 1947. In December 1947 the liner President Monroe and his friends were allowed to travel the Far East through boat at Yokahama while restricted to visit Tokyo, however the tourist also visited the US Army base and

Kamakura (New York Times, 1947). In addition a visit to Tokyo was allowed after the two months later when the New York Times conceded two large photos of these tourists. Although the author said that the first foreigner tourist to this war-torn state was General Douglas MacArthur, appointed as a Commander of the Allied Powers on 30<sup>th</sup>, August 1945. In addition domestic airlines were not allowed by the general until 1951, however SCAP allowed foreigners tourist in Japan only for two months to visit Tokyo in 1947, after that Japanese Airlines Services were able to participate trade with foreigners, then in 1948, Nihon Tourist was established in Japan which is the predecessor of Kinki Nippon Tourist. Then in 1952, for the sake of fair and ethical trading Japanese government established Travel Intermediary Law which boost up tourism in Japan, in 1953, due to flourishing of inbound travel International Air Transport Association gave permission to seven Japanese travel firms to function as travel agencies. On the hand Japanese tourism boost up by sporting team, Japanese Athletic team travel New Delhi in 1951, then in 1952, Japan participated in the Oslo Winter Olympics as well as Helsinki Summer Olympics at that time Japanese teams were just allowed for one overseas trip within six months after sixth month their passport were expired. However this passport ban was removed in 1964, when Japanese team role over the Olympic game re-emerging their state into the international society.

## 2.8 Conceptual Framework



**Figure 2.1 Conceptual Framework**

Deduced from Premodh. N (2009), Kumar. A (2016), Jovanovic. S and Illic. I (2016) and Athanasopolou. A, (2013).

Among the fastest growing industries in the world one are the tourism industries, which is labour intensive as well as harmless to environment as compare to other industries like making daily use goods. By the grace of almighty Allah, Pakistan's is provided with natural beauty, culture and heritage. Unfortunately less attention is given towards tourism sector. In this

context one of the renowned place is the Swat valley in Pakistan, unfortunately tourism sector of Swat was completely damaged due to conflicts before a decade. In the above diagram it is shown that for tourism revival the most important factors is to promote peace within a particular area, peace is considered as a backbone for tourism revival (Premodh,2009), on the other hand protection and conservation of heritage would have a great influence on tourism revival because it is heritage that give recognition to a particular area. At last but not the least important factor in tourism revival is infrastructure development of a particular area, it is infrastructure that meets the satisfaction and needs of the tourist during their stay at a particular destination (Jovanovic and Illic, 2016). All of these factors associated with tourism would tend to increase economic growth of a particular are as well as demand for tourism.

## **Chapter 3**

### **Research Methodology**

#### **3.1 Research design**

Research design is a comprehensive scheme of a researcher in which he or she makes a strategy in order to find answer of research problems or objectives although it also outlines the operational implications to analyse the research data (Kerlinger 1986). So the research design for this study is descriptive in nature focusing to add something new to the existing literature.

#### **3.2 Thematic Analysis**

As it is a qualitative research various methods are used to analyze the collected data that are grounded theory, constant comparative analysis, ethnographic method, phenomenological approach, discourse and narrative analysis etc. However in this research the systematized data are thematically analyzed, as thematic analysis is based on six joint steps; all the steps are followed as well as carefully understood.

According to Braun and Clarke (2006), thematic analysis is a particular type of qualitative research analysis in which the organized data is profile into themes or patterns. It is mostly used in qualitative research and may also be rarely used in other types of researches; in addition the authors argued that it is a method rather than a methodology (Braun and Clarke, 2013). For the variety of exertion in teaching and learning it also offers the characteristic of flexibility as well, however it also give confusion while differentiating it from content analysis. Here the collected relevant data is organised into semantic them (not diverting from participants views and written documents) and latent them (to observe the basic ideologies, concepts and assumptions). In addition thematic analysis can be done in six steps that are:

##### **3.3.1 Familiarisation with the Data**

First step of thematic analysis is to understand each and every thing relevant to your research study, this stage is very boring, laborious and time consuming but it is a key phase of analysis at this stage all of the interviews are need to be transcribed to create meaning of the collected data, for this purpose all the interviews are recorded carefully and properly transcribed as well; all of the interviews were in Pushto and Gawre languages are converted into English, rough notes are prepared and studied twice, irrelevant data is removed.

### **3.3.2 Coding**

Thematic analysis also focus to generate initial codes of the collected data, codes are the cloths which give shape to a large amount of data it also convert data into small piece of meaning, it could be done some one become familiar to his collected data, in this context all the transcribed data is highlighted with pen manually and converted into initial codes.

### **3.3.3 Converting codes into themes**

In this stage all the codes are carefully examine through which themes are generated, themes can be further classified into sub-themes as well, in this context all the transcribed data is converted into themes and sub-themes as well.

### **3.3.4 Reviewing themes**

At this stage some of the themes might be collapsed with each other, might be changed and removed as well. For making a complete sense all the themes and sub-themes are manually reviewed, shuffled and organized.

### **3.3.5 Defining the themes**

This stage rely on that are these themes making sense and sub-themes are relevant to them or not. All the themes and sub-themes are properly defined to give a complete sense.

### **3.3.6 Report writing**

After covering all of the stages relevant journals, newspapers and articles are studied and prepared on report on it.

## **3.4 Units of Data Collection**

UDC1: By selecting UDC1 a semi structured interview was conducted from residents of the Swat. In semi structure interview a researcher doesn't bound to asked formalized questions, here the researcher generally asks an open-ended questions (Doyle,2018). Focus would be given to the educated people.

UDC2: By selecting UDC2 the focus group discussion was conducted with tourism official, here those officer would be selected who working in PTDC ( Pakistan Tourism Development Cooperation) hotels, PAITHOM and ASHA these are the people who allocate tourism activities in Swat, in addition they have know-how about tourism policies. Focus group discussion is a qualitative research method in which particular person is gathering to discuss a topic of their interest (Devauld, 2018).

UDC3: in UDC3 a semi-structure was conducted from hotel owners and tourists. Here those hotels are targeted that were exist before and after conflict, further priority are given to those tourist who visited Swat before and after conflict as well as adult people will be selected for getting reliable data.

### **3.5 Locale**

The district Swat consists of seven tehsil that is tehsil Babozai, tehsil Matta, tehsil Kabal, tehsil Bahrain, tehsil Khwazakhila, tehsil Barikut and Tehsil Charbagh hence the research would be narrower down to tensil Baharain and tehsil Charbagh. The Swat valley is situated in Malakand Division of Khyber Pakhtonkhwa province, however it is considered is a part of Provincial Administrative Tribal Area (PATA), Article 246 of the Constitution of Pakistan 1973. It's border expended to district Buner, in south it joined to Malakand, in the west it touch the district Lower Dir and Upper Dir district to the West, in the North it joined to Chitral and Gilgit and Kohistan and Shangla districts are situated in east of district Swat. Most of the people in Swat live in rural area that is 86.62 per cent while the remaining 13.38 per cent live in urban area. Saidu Sharif is considered is the capital of swat and Mingora is the main city of swat situated lmost 160 kilometres away from the capital Khyber Pakhtonkhwa Peshawar and 250 kilometers away from the capital of Pakistan Islamabad. Many ethnic groups reside here consist of Yousafzai, Syed or Mian, Gujjar and Kohistanis, although a small number of Sikhs and Hindu also live in this valley (Fleishner, 2011; Salman, 2012). About 93% of the people speak Pashto while the rest of the 7 per cent speak Gujjre, Kohistani and Torwale. This valley received a diminutive "Switzerland" of Pakistan (CPPR, 2010; Fleischner, 2011), having popular destinations for national and international tourist due its natural beauty, moderate climate, primal rivers, snow covered peaks and decent geography. The famous and accessible tourist spots consist of Madyan, Bahrain, Kalam, Matitan, Mahodand Lake, Malam Jaba, Marghazar and Saidu Sharif these spots are easily reachable by roads however the flood and conflict have significantly spoiled the infrastructure (Elahi, 2015).

### **3.6 Sampling**

It is difficult to conduct whole population because of limited time, energy and so to limit our correspondences we a take a part from population that is called sample and the number of people including in this sample is known as sample size.

### 3.5.1 Stratified Sampling

Stratified sampling is adopted for UDC1. A type of sampling in which number of sample is classified into various groups on the bases of their education, age and other factors (Thomson, 2012) here samples are classified on the base of their education, age and knowhow about tourism. This type of sampling doesn't hold any criteria to select the target people. The common type of sampling generally used in social science research, Here 21, correspondents were interviewed consist of 7, educated people having master degrees in social sciences, 7 people were interviewed having ages above forty years and other 7 correspondents were taken who are associated with tourism, all of them were males and women were restricted due to culture barrier. However the same type of sampling is used for the hotel owners, there are more than 150, hotels further these hotels are classified into three categories that as A,B and C in which 10 hotel owners were interviewed that are 4, from A, 3, from B and 3, from C.

**Table 1 Stratified Data Sampling**

S.No	Age	Qualification	Designation
1	25	B.A	Teacher
2	55	F.A	Former
3	37	Metric	Mechanical engineer
4	63	B.A	Businessman
5	47	M.A	Policeman
6	33	F.A	Forest guard
7	40	M.A	Teacher
8	25	M.Phil.	Student

**Table 2 Convenience Data Sampling**

S.No	Age	Qualification	Designation
1	48	B.A	Self-employed
2	38	Matric	Businessmen
3	65	F.A	Former
4	40	B.A	Businessman
5	47	M.A	Political leader
6	29	B.Sc.	Forest guard
7	49	M.Sc.	Teacher

8	54	M.A	Self-employed
9	43	B.A	Businessman
10	51	F.A	Property dealer

### 3.5.2 Convenience Sampling

Data for UDC2 was collected through convenience sampling. A type of non-probability sampling in which respondents are selected on the basis of their suitable approachability (Thomson, 2012). Here 10, tourism official are selected who are easily accessible as well as volunteer. However priority is given to those who have command over tourism, the members consist of president of All Swat Hotel Association, Kalam Hotel Association, PAITHOM and official of PTDC.

**Table 3 Convenience Data Sampling**

S.No	Age	Qualification	Designation
1	33	M.A	President of KHA
2	60	M.Phil.	Peace activist
3	40	B.A	Junior Manager
4	45	M.A	Manager
5	54	M.A	Hotel owner + president of ASHA
6	39	F.A	Ex-manager in PAITHOM
7	32	B.A	Worker at PAITHOM
8	57	M.A	Journalist
9	47	M.A	New editor
10	23	BS(honors)	Accountant

## **Chapter 4**

### **Finding and Discussion**

#### **4.1 Finding and Discussion**

The collected data is transcribed, coded and converted into various themes and sub-themes observed during finding in discussion in order to reach in-depth content.

#### **4.2 Peace building in Swat**

Noll, (2009) conflict is a natural phenomenon which can exist throughout of the world and can be simply defined as the clash of interest may intra or inter. We can say that conflict is the opposite of peace. Peace means absence of war, it can be further classified into positive and negative peace, when there is absence of violence we can called it negative peace, and it comes by force rather than collaboration for instance peace comes through united nation or our law enforcement. On the other hand positive peace comes through cooperation rather than prosecution it tries to restoration and reconciling through artistic conversion of skirmish it is a mutual discussion and agreement between two bodies for instance a lawyer in a court show an example of positive peace. However peace building is the combination of peacemaking, preventing diplomacy and peace keeping (United Nation's report an agenda for peace, 1992). It is the strengthening of political, social, economic, and environmental as well as security dimensions (OECD, 2005).

#### **4.3 Military operation**

A report of ISPR in 2012, represented the speech of lieutenant general Khalid Rabbani stated that after 9/11 more than 1087, military operation took place by Pak-army in Pakistan against Taliban consist of 766 minor and 323 major operation. Some of the major operations are:

- Operation Enduring Freedom (2001-02)
- Operation Al-Mizan (2002-06)
- Operation Rah-e-Rast (2009)
- Operation Rah-e-Nijat (2009-10)
- Operation Khyber I and II (2014-16)
- Operation Zarb-e-Azb (2014-16)

In April, 2009 to June 2009, Operation Black Thunderstorm was launched in Mingora, Buner and Shangla in order to clear these regions from the control of Taliban; similarly Operation Rah-e-Rast was launched in May, 2009, in order to restrict the control of Taliban in the whole of Malakand division, after four months Pak-army restored the writ of the state in Swat district, after that many minor operations were conducted at least one in a month.

“When the people of Swat returned home to home search operation was conducted by Pak-army in which all the weapons possessed by the locals were collected, no is allowed to fire the bullets at any occasions, later on some of the weapons were handed over to those who have legal permits”

Peace is one of the basic components of tourism; most of the people in the world are atrocious in nature hence they move where there is serene environment. In this context lots of efforts have done to keep peace in the region.

#### **4.4 De-radicalization**

To keep peace in the region first of all Pak-army took the initiative of de-radicalization, it is the preventive measurement of counter-terrorism, through which violent religious and political ideology shape a non-violence view (*collinsdictionary*). Rana, 2011 stated that a multi-faced approach is required to restore peace and counter terrorism in a particular society. In this context a radicalization program was launched by Pak-army in 2009, funded by the provincial government cost 4.4 billion in which all the extremists and supporters of the Taliban were surrendered and handed over to their custody. In addition the program is classified into three projects that are **Sabaon**, **Mishal** and **Sparlay**. The **Sabaon** dealt below than eighteen years old or juveniles, gave them formal education , developed their psychological thing and gave them vocational training as well. This project also help to repair damaged houses of the conflict, 400 individuals have been reintegrated into society so far in this project. However **Mishal** dealt above eighteen years old extremists , here with the help of psychological therapy low-cadre militants were identified who were directly involved in the sabotage were released and gave them financial support for their livelihood. However Sparlay focus on the family members of detained persons.

“One of the respondent (Molwe saib) that we are hired to recite some of the verses of Surah Tuba at 10 am daily and transcribed its meaning to the militants”

#### **4.5 Elimination of Curfew**

(Tara Mckelvey, 2011), wrote in his article “A return to Hell in Swat” that one day I drank tea with a Pashto-speaking Special Services Group commando, I asked what was it like under the Taliban, he replied H-e-l-l then explained that when Taliban took control over Swat they capture all the police stations and sealed their sing over there, all the government servant especially policeman were ordered to leave their post otherwise they would be punished or slaughter publically, no one is allowed to hear music, all of the musician ran-away from Swat, no one is allowed to watch television, all of the people were ordered to trim their moustaches and long their beard, assassinating those who was working with Polio, people were hang from trees and cut their neck.

“When operation Rahi-nijat took place the people of swat are not allowed to enter Swat, they couldn’t imagined to return their homes might be forever, for this purpose first of all we gathered an educated and popular people of swat, made a **Jerga** consist of 30-40 members claim our issue with evidence and satisfied the government if we didn’t do so we will be still IDP’s”

The first and foremost thing for tourism revival is to promote peace and calmness, in this context when people of swat return to their home after few months, the situation were too harsh for the residents. Initially all the residents of swat were called by Pak-army through loudspeaker in mosques and collected in **Imamdherai** ground, made an announcement to impose daily curfew in the area (Khan, 2010). Then they started search operation house to house to capture wanted people who were in relation with the Taliban, in addition their relative were inform to visit nearest army’s check-post twice a day (at morning and evening). At the start no one allowed to open their shops and come out from the home, twenty four hours curfew was imposed daily.

“When people came back to swat the situation was too harsh no one is allowed to come out from their home twenty four hours curfew was imposed daily in this condition how could a tourist travel swat so we requested to col. Delawar to calm down this situation so curfew is reduced to 18 hours and people are allowed to open their shops and visit to market just from 6 am to 12 PM, then a few days later it reduce to 12 hours and curfew was schedule as 6 am to 6 pm due to which tourist start here but only relatives visited swat in those days”

#### **4..6 Normalization**

After giving relaxation in curfew it comes to normalize the situation for local and especially for tourist.

“Then a few months later major general Ishfaq Nadem called a meeting in Malakand for the purpose of tourism revival in swat, at that time there were 105 check posts in swat (after 2 km each check post) we requested him if you really want tourism revival in swat you should have to reduce the number of chick posts, he agreed but not to eliminate four of them i.e Landaky check post, Fizagat check post, Gulibagh and Madyan check post”

(Yousafzai, 2018) after a series of protest the number of check-post reduce six from fifty one, people of all swat from many region requested to eliminated all of the check-post in Swat claiming that we want to peaceful life this check-post tend to waste precious time as well as tiresome due to long wait. In addition after a long discussion these six posts are handed over to the local police as well as special service lane is reserved for women and emergency. However four big check-posts as mentioned above are handed over to the civil administration (Ahmad, 2018).

#### **4.7 Peace Festivals and Tourist Facilitation**

(Kamran, 2010) with the collaboration of Pak-army PARRSA arranged Aman Mela in order to gain momentum in the tourism industry of Swat, the president of SHA Zahid khan stated that the Mela would be arranged in two phases, first phase would be held in Mingora grassy ground on June, 29 while the second phase would be started in Kalam on Jul, 11 to 18.

“With a long discussion among 40 committee members for tourism revival in Swat it is suggested that festival should be arranged in order to spread message of peace in Swat as festival arranged by the king of Swat at the occasion of Eid, planning started to arrange this festival in Fizagat, then location is shifted to hockey ground and finally arranged in the grassy ground Mingora called the Aman festival”

In addition the president also announced that we would run nonprofit business this year, for this purpose 50 % discount would be given to every tourist staying in PTDC and Serena, food would be also served in condense rate, however 10% discount would be given in Daewoo Swat and 20% discount is allowed on handicrafts.

“In January, 2010, we offered free accommodation to tourist, 5,000 tourists free of cost visited swat when they returned peacefully it was a good sign of tourism revival”

This festival aims to spread a voce of peace, restore tourism sector and promotion of economic opportunities in Swat with the hope that it would review 30-50% tourism in this area. During this festival several programs were organized such as peace and car rallies, circus, dance and music night, photo exhibition, Mushaira, boating, trout fishing, volley ball and cricket tournaments etc.

(The Express TRIBUNE, 2011) many people also enjoy winter tourism in Swat specially those who love skating, in swat skating competition was held every year smashed by Taliban during conflict, they also burnt ski resort of Malam Jaba constructed by Austrian government in 1988. Luckily this resort is repaired by Pak-army after three years and skating competition is reviewed in which more than 40 enthusiasts took participation and watched throughout of the world.

“Swat is hub of tourism not for summer tourism but also for winter tourism in this context we requested Pak-army to restore ski resort of Malam Jaba, its chair left damaged by the Taliban as well as restore skating in the area”

#### **4.8 Repairing of Infra-structure**

(Bangash, 2012) Infrastructure is considered is the backbone in the tourism sector, in this context all the social infrastructure was severely damaged during Swat conflict, on one side militants destroyed many homes, buildings, hotels, bridges, shops and roads on the other hand lots of infrastructure also damaged by caring out military operation in Swat. Vary statistics are shown by different surveys, one of the survey shown that from 8,000 to 10,500 houses were damaged during Swat conflict (ADB and WB, 2009).

“UNHCR started an initiative to repair the particular houses damaged during Swat conflict, they built disposable tin houses in the regions”

According to World Bank report about 500 hotels were functional in Malakand division before conflict in which some 60 hotels were totally damaged in swat. In addition an institution developed in Swat by the Austrian government known as PAITHOM cost PKR 140.5 million (KP tourism policy, 2010) in 2001, to manage tourism activities in the region was plundered by Taliban and later on declared as a temporary imprisonment center by Pak-army.

“All those hotels were damaged in conflict Saudi ambassadors gave 7.5 million to restore it, as well as American government gave 4.3 million dollars for hotel restoration, in which each hotel got 19 lakh for renewing their hotels. In 2012 World Bank 13 million dollars were given for the hotels up gradation in which swat got 9 million dollars distributed among 350 hotels in swat (each hotel got 25 lakh)”

Similarly communication system was also demolished; approximately forty three bridges were damaged at that time cost about PKR 251.9 million in the region (WB and ADB, 2009).

“At that time all the bridges were closed so we requested to open the bridges and built alternate way for risk. Some of the bridges were damaged so with help of America those were constructed”

More than 660 kilometers road was also damaged during this skirmishes cost PKR 137.7 million as well as power energy sector paid PKR 300 million loss in district Swat (District Swat Socio-Economic Baseline and Displacement Impact pg. 34). However with the help of other organizations PAARSA took the responsibility to recover all of these damages.

“Another step for tourism revival is to repair all damaged roads, for this purpose we sent proposal to Asian Development bank and Arabia government. At the start 65 million was served for Chakdra road with the help of Recharad broke. In 2011 Asian offered 2.5 billion for Kalam road before this 10 million were given by Saudi bank MOU was in the hand army and single bidder due which all the amounts collapsed. After this 22 billion was given by Asian bank again to repair this road but their lots of corruption so it is still in progress”

#### **4.9 Restoration of Fishing Resort**

(Olson, 2013) Aesthetic of Swat valley is badly devastated by conflict, as US with in relation with Pakistan since 65, years, in this context both of the countries trying jointly to recover tourist sector of Swat. Although American government took an initiative consist of three components that are rehabilitation of hotels, convince people of the world to visit Swat as well revival fisheries (trout fish of this valley is renowned throughout of the country) through the USAID firms project. In this project about 239 hotels were repaired as well as 22 fisheries have been restored successfully cost \$ 5.4 million in 2010.

“Many people were visit to see fish forms in Madyan, Chail, Bahrain, Kalam and Lalko before conflict, all of these forms were damaged, with the help of USAID some of the forms are restored in Chail, Lalko, Madyan and Bahrain”

#### **4.10 Revival of Music and Dance as a part of Culture**

(Room, 2016P) The ruler of Swat Miangul Jahanzeb was a great fan of music and art, when he became the ruler in 1949; he paid attention towards modernization, peace, communication, health as well as improving the social art and culture. In his regime state days were celebrated with music and dance. He organized a community for them in Mingora known as the Banr community of professional musicians. After this music gigs became a vital part of Swat culture life, implanted codes for them and gave them strong protection for instance if they were

perform in wedding so they are bound to perform outside similarly if they were perform outside guards were organized for them. However for male child's circumcision drums were beaten inside the house if they were found to perform outside of the house were fine RS 200 penalty. However in 1960, music are allowed in communal and social event too, every year three big events were celebrated with great music that are Warkoti Akhtar (Eid-ul-fitar) celebrated with dance, music and other entertaining activities for three days, Loy Akhtar (Eid-ul-azha) celebrate for six days and official day of the state 5<sup>th</sup> June, although these days were extended with the request of the people as well. In 1965, for the recreational purpose there were to cinemas is Swat that are Tariq cinema and Swat cinema in Mingora.

“During the period of Wali Saib (Miangul Jahanzeb) three Meley were held at police lane and celebrated with great zeal and enthusiasm in which women were gathered in the Ziarat of the locality while men were enjoying dances and music in the Mela, outsiders were also allowed to enjoy these activities”

The Fazlullah hold strong position in Swat, he considered dancing and music as a sin so declared it Haram for the people, all the cinemas were burnt, one of the musician Shabana was killed as she already left singing other were beaten and displaced, those who heard music were strongly punished due to which all of the musical activities vanished completely.

“In those days Mulana collected Television, CDS, tape recorders and computers from the people and burnt them, mobile phone of the people were checked at every check post of people, music was found in their gallery were broken instantly. As music Tang-takoor is the basic part of Pakhtun culture was completely demolish”

After revival of peace in Swat Pak-army arranged musical program in Wadoodia Hall participated by famous Pakhtoon singars like Karan Khan, Nazia Iqbal, Rahim Shah and Gul Panra etc.

#### **4.11 Revamping Recreation Parks**

(President's Council on Physical Fitness and Sports, 2008) numerous studies have been found that there is a strong positive correlation between recreational parks and physical fitness. For tourists availability of recreational parks increases more in their enjoyment as well as tends to encourage the physical level of the people. It also provides social and economic benefit to the environment, it also helpful to secure from other activities like crime, taking drugs and robberies etc.

“There was only one recreational park in Swat before conflict situated one kilometer away from Mingora city known as Fizagat park, this park was constructed by the municipal committee in 1984, locals and outsiders went there for fun, now there are more 5, recreational parks in Swat”

(Hudson, 1998) argued that the establishment of recreational park play a crucial role in tourism sector. Although Fizagat Park was not harmed during conflict but fully closed due to fear of the Taliban, it is mostly visited by women than men at that time women were completely banned to come out of their homes. In 2010, this park was badly damaged by Swat flood and its renovation took place by the municipal committee in 2012 allocated RS 3.5 million with the collaboration of PAARSA, then in 2013, Japanese government funded RS 14 million for the beautification this park (Dawn, 2015).

### SPS Trekking Club

SPS Trekking Club played a remarkable in the promotion of tourism in Swat, as the club emerged in 1988, by starting his first journey during school time on week-ends in Mingora and gradually flourished to the other areas, in 1991, they on a longer trip and successfully conquered Kacha Kani about 17,300 (Mashriq, 2014) feet above the sea level, the members of the club are from around the countries and aims to explore the beauty of the nature. In this context SPS trekking club explored new and unforgettable tourist destinations in Swat valley such as Jarogoo Abshar, Lo- sar and Shingrai etc.

“In the promotion of tourism in Swat valley two of the club play an important role that are the SPS Trekking club and the Swat Scout Super club, they are trying to discover new destination around the region”

### **4.12 Tourist Guideline**

Before Swat conflict there was a little know-how about tourism in the region, it was the time when there was no 3G, 4G worked as well as lack of communication technology, at that time we can say that tourists travel Swat unseeingly. However more attention is given as well as development take place for tourist facilitation.

“Before this we travel swat blindly it was the time when there were no android mobile versions, most of the people were not aware of tourism, I come to know about this place (Kandhol lake) on Facebook”

In this context after swat conflict, for the tourist guideline with the help of communication technology many tourism pages are created on internet in which tourist are guided through

Facebook, instagram or what's app etc. in addition a tourist guideline book is prepared by Altaf Rana about swat valley, he is well experience hiker and traveler as well as more than 25 years of experience in the tourism sector worked with international development agency for revival of tourism in swat. This guide book is available in both in English and Urdu languages, it shares information about 80, tourist spots in Swat, gives materials about 178, hotels of Saidu Sharif, Mingora, Malam Jaba, Miandam, Madyan, Bahrain and Kalam. It also provides information about 7, trekking routs in Swat valley for hikers and trekkers, list of each hotel's phone number and internet links<sup>33</sup>. In addition PTDC in Saidu sharif provide a written tourist guideline pamphlet to every tourist visiting there by sharing information as given below:

When did tourist visit swat in large number?

Hmm by the grace of Allah almighty swat has blessed with an aesthetic climate which can attract tourist all the time however I think that most suitable for a tourist to visit swat is during April to October large number of tourist come in June-July they enjoy greenery, water fall etc. in addition these two months are also suitable for hiking however this number are divided in to two when it is summer but this time many tourism come to enjoy snow fall in Malam Jaba, Madyan, Bahrain and Kalam.

How tourist reach to swat means what kinds of easy transportation?

According to me easy and affordable way to arrive swat is to travel by road and most of the people do so because during their traveling they also enjoy other places like Takht bhai, Malakand etc . the people comes through motorway from Islamabad to Mardan as well as from grand trunk road, by road they can reach within five hours from Islamabad to swat which is 250 kilometers away from swat. On the hand it is expected that swat motorway would be completed at the end of 2019 which will reduce this destination in to half, however it is also expected that swat airport will be re-open at the end of this year too.

Which is the stable tourist destination?

A tourist can stay anywhere in swat because there has facility of hotel, guest house and motel etc, however they can find and book place of their choice through [www.tourswat.com](http://www.tourswat.com) in addition the people of swat are too hospitable, tourist may stay in their Bithak, Hujra or Dira etc.

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<sup>33</sup> [stfpak@gmail.com](mailto:stfpak@gmail.com)

The places which are most visited in swat?

Hmm the tourists comes to swat stay first in Mingora after taking rest (depending on their choice) they visit Saidu Baba mosque situated in Saidu Sharif two kilometer away from Mingora one of the historical shrine for tourists. Then they start their journey towards Marghazar 8 kilometers away from saidu sharif to see white palace ( a residential place where the king of swat spent his summer) now converted into a hotel.

Swat museum

Many tourist visit swat museum to see memorable things associated with kings of swat, their old culture which is now modified.

Historical places in swat

Swat also possess many historical places which are visited by students and research scholars consist of Buth kara stupa, Jahan bad Buddha, odigram, Barikot, Raja Gira, Shingardar stupa, Namugram stupa, Nijigram stupa and Gugdara etc.

Natural beauty of upper swat

Allah almighty blessed enormous natural beauty to upper swat consist of Malam jaba 9,200 above the sea level situated 45 kilometers away from Mingora impressing from natural beauty Austrian government built a resort here, unfortunately damaged by Taliban during swat conflict. However this place is also famous for winter snow skating arranged by pak-army in every year attracting lots of winter tourist.

Miandam and Cheel

Many tourist visit miandam and cheel both possess a suitable climate are opposite to each other people come to see trout fish found in cheel these location are 56 km away from Mingora.

Madyan and Bahrain

Madyan is about 58 km away from Mingora situated in the bank of river swat this place is famous for wood furniture. Bahrain is 8 km away from madyan people come here to see the place where two river meet i.e river swat and Daral.

Kalam

Kalam is also called the fakhre-swat a green valley situated 99 km away from Mingora. People comes here because there are lots of lakes like kandol mahdand etc on the other hand its mountain peaks are covered with snow throughout the year, this place also connect with chitral, kumrat and utror etc.

#### **4.13 Communication System**

With the passage of time communication technology has been improved in Swat valley, if we take about mobile network, only jazz and paktel (later on converted into zong) worked in the region. Although at that time most of the people used PTCL, which is a little bet damaged in conflict while completely demolished by Swat flood in 2010, especially in Madyan, Bahrain and Kalam, 3G and 4G were imagine in those days. Now a day every mobile network working in Swat valley, they are providing fast internet services as well, all of these networking companies are trying to cover tourist spots in the region. However at that time diesel was used in these companies but now they are using their own hydro power especially in Bahrain, Lalku and Kalam.

#### **4.14 Role of Provincial Government in Promotion of Tourism in Swat**

(Saeed and Khan, 2018) The previous PTI provincial government did well in the promotion of tourism in the Swat valley, as it is stated that tourism is a labor intensive industry and KP has granted with natural beauty by the almighty Allah, the PTI government aims to boost up the truism sector of KPK especially Naran, Chitral, Galyat and Swat. Through diverse culture, heritage and natural legacy KP government have the potential and opportunity to boost up this sector as previously misused by the other governments. As in PPP government tourism sector of Swat is adversely affected so the government is trying to improve public-private partnership in tourism sector, developing infrastructures, refining markets and facing war-on-terror. In addition for the promotion of tourism various goals are established that are:

- Aims to makes KP one of the best tourism market in Asia.
- In the duration this five year, developed twenty new tourist destinations.
- Improve visa process.
- NOC elimination for highest tourist destinations.

“Many things did well by the previous provincial government (PTI) that are reduce in corruption, improved police, education and health sectors in Swat but the most important thing is it boost up our tourism sector”

The most neglected sector of 2013, government has been improved by PTI government by doing number of projects and schemes, as this sector was placed at 30<sup>th</sup> position by the federal government in case of funding, due to effort of PTI it came down to 8<sup>th</sup> position. On the other this is only government that launched its first provincial tourism policy in 2016. This tourism policy intended to encourage public-private partnership, explored new tourist destinations, sponsored tourist resorts and commercialized rest-houses all over the province. However the project also spent RS 2.3 billion (Dawn, 2016) on integrated development unit in Kalam, Naran, Shangla and Chitral. However other reforms were carried out on roadside facilities such as building of tuck-shop, prayer area and tyre-shop. On the other hand in PTI government the annual development program reach to RS 811.722 million in 2017-18 from 311.204 million in 2012-13 (Dawn, 2017) this figure shown the efficiency of the government in the tourism sector.

#### **4.15 Swat Beautification Project**

In order to advance tourist spots in Swat previous KP government launched the beautification project by spending RS one billion (Ali, 2018). The project is winded up in six months by performing various activities like building roads, planting trees, relining, cleaning block drain, putting signboard and painting walls (Dawn, 2019). The provincial government has provided one billion Pakistani to the District Swat Administration for the beautification project of Saidu Sharif the capital city of Swat and surrounded areas in Malakand division of the Khyber Pakhtunkhwa, the project will be completed by the end of March, 2018. The project aims to renovate roads, cleaning of drains, signboard, horticulture art and painting and boundary walls on the roadsides. However this project will also contribute to the overall development of the historic city as well be helpful in attracting tourists to this home of nature Amir Afaq (deputy commissioner) of District Swat. People from different walks of life have pinned high hopes on this project launched by the Khyber Pakhtunkhwa government in the scenic valley.

“For the promotion of tourism in Swat the PTI previous government did well, they started a credible project of Swat beautification, which covered precious work in Saidu Sharif, Fizagat and Kalam etc.”

One of the phases of this project was building or revamping roads, In this context importance is given to the Kalam road by spending RS 1.3 million (Swat News, 2018), as well as restoration of Qambar to Fizagat bypass road. They also revamped two of the recreational parks there in Kalam. In addition the restoration of Wadudia hall and grassy ground also took place in this

project. However district commissioner Amir Afaq added Swat hold its historic position through of the world possessing Ghandahara civilization as well as indigenous art and crafts so wall painting should be shown the culture heritage of Swat that would attract many tourists in the region. In this context in Saidu Sharif, Kalam and other places on many buildings and hotels road sides walls are painted showing lovely culture heritage of Swat.

#### **4.15 Promotion of Eco-tourism**

In order to promote eco-tourism in District Swat the provincial government Started Eco-tourism and Camping village project with help United Nation Development Program, with implementing partner The Department of Culture Sports Tourism Archaeology and Youth Affairs Department Khyber Pakhtunkhwa, the project will aim invest on Swat, Buner, Battagram and Chitral and the total budget will be 2.2 million (UNDP) with a specific duration of two years (2017-2019). The project also intends to introduce eco-friendly products made of green wood a blend of recycled materials such as plastic bags and scraps used to construct structures such as gazebos, staff accommodation quarters, kitchen, dining area, benches and picnic tables. The use of green wood to make these 'green structures' for the camping villages will ensure low carbon footing and contribute to the project's aim of promoting eco-friendliness. In addition Camping villages will also facilitate tourists in adventure-tourism. For this purpose, the project will train local youth as adventure-tourism guides. The project also aims to establish five Camping sites (02 Chitral, 01 Swat, 01 Buner and 01 Battagram) providing Khyber Pakhtunkhwa with some great new tourist hubs, Develop income generation, and business development opportunities for youth, Train hundred youth in business development and entrepreneurial skills to encourage them to set up their own tourism-related business. Existing small-scale businesses provided with trainings and orientation to make the best use of the economic opportunity provided by the camping villages and provide tourist-friendly services. Awareness sessions for local youth from each location on the indigenous, cultural, historical and environmental importance of the tourist sites. In which one Camping site in Swat has been established and handed over to the Tourism Department, Government of Khyber Pakhtunkhwa. Site establishment work on the remaining 4 camping sites is underway and will be completed by October 2019 (Tourism Cooperation Khyber Pakhtunkhwa).

#### **4.16 The KP Tourism Police**

(Afridi, 2019) In order to facilitate tourist KP government took the initiative to replace Thailand tourism policy in the province, in which the Thai police are given training sessions to the KP police, the provincial government established a separate department for them, in addition for the proper guideline of the tourist the staffs need to be learn the local culture and history as well. Initially the provincial government established this police department for the tourist facilitation of Naran and Galyat, although one of the units is extended to Swat in this season.

“One of the good decision of the government is the extension of tourism police unit in the Swat valley, now tourist can move everywhere in Swat safely”

#### **4.17 War-on-terror and Security Issues**

According to (Pizam and Mansfield, 2005) personal security is the most important thing for any wishful tourist destination, in addition political unrest, crime and conflict can badly affect a well tourist destination. Although conflict is a very factor common in poor countries, after the economic stagnation it is experienced that around 60% of the poorest countries are involved in civil conflict having different intensity and duration (Kahler, 2007). However the world organization such as United Nation Development Fund, International Monetary Fund, United National World Tourism Organization and other NGOs viewed that tourism has potential to reduce poverty, diversify economy, and promote peace as well as post-conflict stability. In this regard Ferdos wrote in his article that Pakistan is a poor country and has been involved in a series conflicts since it came into being in 1947. After one year of independence it fought its first war against India, then In 1965, fought its second war against India again following by the separation East Pakistan in 1971. In 1969, when USSR attacked on Afghanistan; Pakistan involved itself in the war of militancy for more than ten years, at that time General Zia-ul-haq started the process of Islamization, in which some 35,000 ([www.redwin.com](http://www.redwin.com)) young Muslims were trained and fought in Afghanistan in the name of Jihad. During that time numerous Madrasas were built in Pakistan where youth were trained for jihad against communist USSR. In 1997-98, Iranian revolution negatively impacted Pakistan's internal security situation through Shia-Sunni sectarian contention, then in 2001, Parvez Musharraf diverted to USA against Afghanistan by joining war-on-terror which later on converted into Swat conflict. In general series of these conflicts adversely affected the image of Pakistan and particularly the image of Swat that once recognized for his green meadows, snow-cap Mountains and slashing rivers now recognized for blast and terror, no one go to dare there (Dawn, 2009).

There is ebb and flow in security issue since operation Rahi-rast took place by the Pak-army in the Swat valley. At the start even residence faced severe security issue, in 2010, a suicide bomb blast has been occurred killed five civilians and fifty injured at Mingora bus station (Dawn, 2010).

“One of the presidents of All Swat Hotel Association and peace activist Zahid Khan was targeted by an anonymous person in the market, by the grace of almighty Allah the bullet just hit his nose”

After that calmness has been seen till 2012, when OBL wanted to attack the US President Obama due which propaganda was spread that OBL is seen in Afghanistan and Pakistan (Samaa, 2012), at the same year **Malala Yousafzai** was also shoot by someone on the way while going to school. After the death of OBL the situation become normal, in 2014, **Malala Yousafzai** flew to her own homes while getting the Noble Peace Prize in the history; she met to her family and friends and said to permanently return to Swat after completing his education (News/Asia, 2018).

“Security has been quite and normal in Swat valley since three years now, number foreign tour groups as well as individual went there last year, so don't see any security concern in Swat region”

“Yes it was not safe couple of years back but now it is safe, all is good there now”

### **Socio economic development of the people**

Tourism is factory without smokestack and even developing countries can easily get benefit from this sector. As it provides economic growth which tend to decrease in budget deficit, invest on infrastructure, school, hospitals and other sectors, it also tend to develop the welfare of the state by investing and protecting of natural resources. On the other that tourism is one of the main industries that affect socio-economic condition of the people after the oil industry (Mammadov, 2014). Tourism decrease unemployment ratio by providing new vacancies in the sector, increase budget due to demand of local and foreign tourists (Alizayev, 2011). In this context it has seen that after the revival of tourism in Swat valley, more investment occurred in tourism sector, more hotels and restaurants are constructed which generated more vacancies in this sector. However tourism also tends to drop work force and minimize people migration, development of this region improve the life style and social infrastructure of the people (Gurbanov, 2007).

“After the conflict more forty new hotels and restaurants are constructed in the region, which provide more vacancies in the market, on the other hand most of the people flew to Saudi, Malaysia, and other middle east countries for seeking jobs opportunities now they are engaged in tourism sector, before conflict most of the people invest in property sector but now they are investing to build new hotels and restaurant “

“It tend to increase our salaries as well before conflict they gave us six thousand per month, now they are offering twenty thousand similarly an egg seller get an average of RS 200 per day getting an average 600 per day yet”

However most of tourists chose better place to travel, in this context tourism play an important role in investment in the development of roads, education and culture, on the other hand it may lead to change socio-culture environment of the people, tradition, negative habits and deterioration of local language (Yelmaz, 2007).

“Change we are seen, alternative bypass is constructed, five star hotels are built, infrastructure are improve but it also change the life style of the people as gathering of Bitak is no more now, increase in private school systems, less than 2% people speak their pure language, people’s marriage and dressing system are changed”

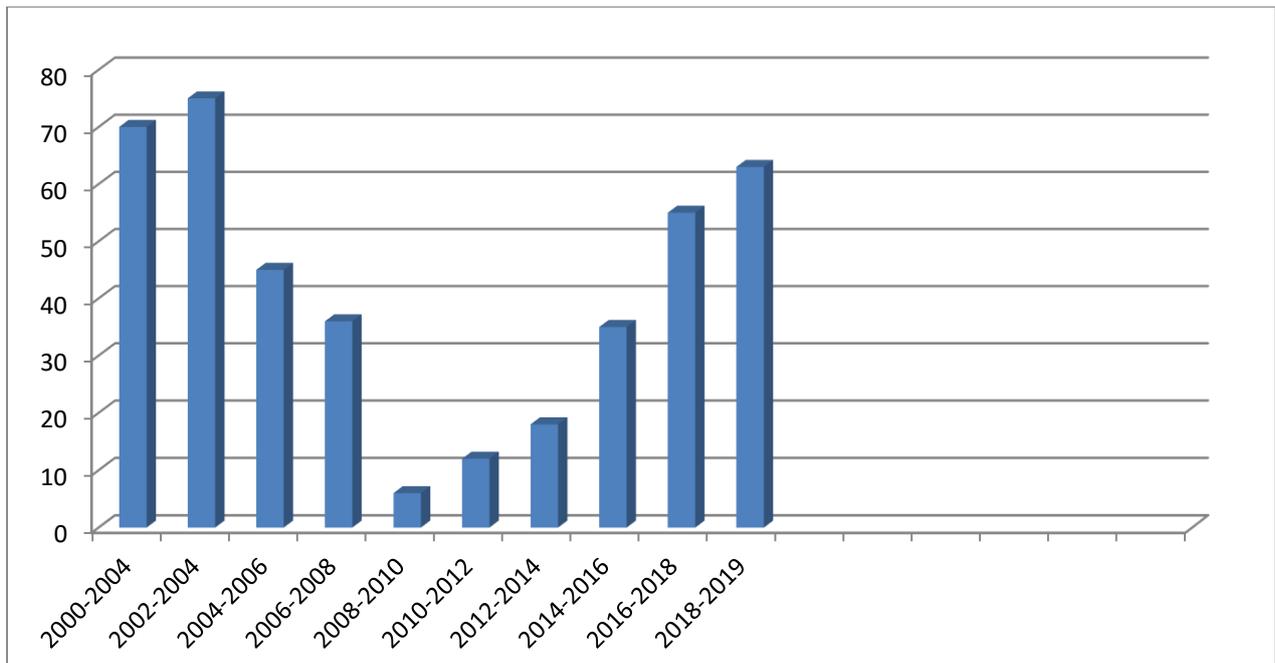
#### **4.18 Demand of Tourism**

As the revival of tourism is a hectic task in the region, luckily it improved very well annually, while checking the demand of tourism in the region nineteen years tourists entries record is collected from ten hotels in Kalam such are the Green hotel, Honeymoon, Sangam, G. Star, Mid hill, Morcopolo, Kalam continental, Shinreela and Daryal hotel. On the other hand three years data is collected from the near check post in the region, after that a rough graph is drawn to show the annual demand of tourism in the region.

“By the grace of Allah the numbers of tourists are increasing day by day, I can’t say it is as before conflict but improve well in this few years”

“With the increase in number of tourist our salaries are also increased, before conflict I got six thousand per month now I am getting eighteen thousand per month in the same hotel”

“At check post we scanned NICS of each tourist but in these two three years we didn’t scan that to large crowd in addition an estimated more than one lakh and forty thousand tourist vehicles are recorded this year in Kalam valley”



**Figure 4.1**

#### **4.19 Resent PTI Government Policies for the Promotion of Tourism in Swat Valley**

Even the first and foremost aim of recent PTI government is to promote tourism sector all over the state in general and particularly at provincial level, in this context they have done more than enough to promote tourism sector in Swat valley as compare to the others government.

#### **4.20 Communicate all Inclusive Policy for Promoting Tourism**

In order to promote tourism in Pakistan PM Imran Khan hold a join meeting along with Atif Khan, Waqar Zakeria, Tauqeer Shah, Zulfiqar Ali Khan and Sirajul Mulk stated that government would established a comprehensive tourism policy for the promotion of tourism in the state, in addition he added that there are more than hundreds of tourism places in northern areas that need to be explore due to which at least ten out of thousand would get employed in tourism sector, on the other hand we have historical places like Moenjadaro, coastal areas and many religious sites which have the potential to attract lots of tourists in the region. We have to develop special resorts in order to promote adventure tourism in various tourist destinations, in addition we have to find all obstacle of tourism and promote it at provincial levels, while the federal government will assess the provincial government in removing hurdles faced the provincial government.

#### **4.21 Establishment of Integrated Tourism Zones**

In order to promote tourism sector of Khyber Pakhtunkhwa, Zulfiqar Bukhari Chairmen of National Tourism Board established tourism zone in Khyber Pakhtunkhwa and stated that the same kind of zones will be set up in Punjab, Sindh and Baluchistan later on. In addition the KP government plans to establish eleven more tourism zones all over the province in order to attract more tourists in the region, for this purpose they identified eleven spots in which three are situated in the Swat valley such are Gabin Jaba (9,200 feet above the sea level), Mankyal (8,700) and Boyu (11,000 feet above the sea level). These integrated tourism zones would aim to guarantee preservation of the natural beauty, forest, promote eco-tourism, save biodiversity and vitrin the potential of tourism in the region.

#### **4.22 Camping Pods**

One of the great job done by the KP recent government is the opening up of the camping pods by the Tourism Cooperation Khyber Pakhtunkhwa at Bashigram about five kilometers away from Madyan (The, News, 2019). These pods were already available at Sharan in Kaghan , Thandian in Abbotabad and at Shikhabadin in Lakki Market. Now two and four beds tent are available for the tourists as well as for family with affordable rate.

“KP previous government already launched camping pods at Bashighram, which attracted lots of tourist within few months due to which government are planning establish this pods in Kalam and Shangala as well”

#### **4.22 Swat Expressway**

In order to easy access and facilitate the tourists previous PTI government took the initiate to construct expressway about 81, kilometers expressway which covered seven districts of the Malakand division and aims to explore the hidden treasures of the Swat, Chitral, Upper dir, Kohistan, Buner, Shangla and district Bajorr. This expressway is started from Swabi (Karnal Shir Khan Inerchange) and reach to Chakdara Swat by passing 1,300 meters twin tunnels on National Highway N-45 and through bridges. However the opening ceremony was held on May, 25, this year and tourist’s vehicles are allowed on this EID-ul-Fitar. However it is expected current expressway will be connected to Mingora very soon for which PC1 and feasibility study has been completed as well as submitted to the federal government. It is also state that this project will connect Chitral and Swat through Lowari tunnel and forward connecting it with the Afghanistan and Central Asian Republic that would make Pakistan is a center of trade and tourism. In addition one of the tracks of CPAK will also touch to Swat expressway near Noshehra that would aid more to the tourism of this region. According to the

KPTC, at this expressway traffic would be control through Intelligent Transport System through cameras as well as immediate held would be provided through computer in case of road misshape. However for the facilitation of tourists one of the units of KP tourism police would establish at near Swat expressway as well.

“One of the great jobs done by the previous government is the construction of motorway to Swat which reduce five hours journey up to three and half hours that has been almost completed”

#### Launching a special helicopter service in reaching far-flung destinations

In order to facilitate tourist, tourism minister Atif Khan announced to launch a Special Helicopter Service in Swat in Chitral, to make it easier for tourists to reach a popular destination. In addition he said that due to lack of infrastructure many tourist destinations in Kalam, Kumrat and Chitral are not reachable, too far and dangerous so traveling in helicopter will cut down such difficulties as well as make it easier for the tourist to reach such a popular destination.

#### **4.23 Re-opening of the Swat Saidu Sharif Airport**

One of the good decision took place by the recent government is to re-open the Swat Saidu Sharif Airport which was constructed in 1978, used to operate two flight per day from Islamabad and Peshawar but immediately closed when the law and order situation disturbed in the valley (Dawn, 2019). In this context for the purpose of tourist facilitation in Swat valley, minister for communication Murad Saeed met with the chief operating officer of PIA to re-open the prolong closed airport in the region, in addition the minister stated that the re-opening of the Swat airport will help in the promotion of tourism in Swat valley.

“Renovation of the Swat Saidu Sharif airport is started and would be functional on October this year”

#### **4.24 Identification of new lakes in Kalam**

One of the tourism policies of the previous government was to identify new tourist destinations, in this context the recent government identified more than ten new lakes in Kalam apart from Mahudand lake such are Androab, Godar, Kanhol, Spin Khwarr, Kharkharrai, Dhamaka, Mail Dand, Shidal Dand and Khapiro lake etc. however the government are also planning to construct a proper path to reach these destinations.

“A month ago tourism minister Atif khan along with CM Mahmood Khan and Shahram Tarakai visited all of these sites as mention above, at the end Atif Khan stated that we are planning to build chairlift and construct

proper road to the Kandhol lake, further we would construct six recreational parks and ski resort in Kalam within our tenure”

#### **4.25 Way to Gilgit and Kumrat**

Kalam is situated an aesthetic position that connect directly with Chitral and Kumrat valley through mountains, in this context government started road in Othror valley that directly connect Kalam to Kumrat valley, the same kind of road would be started very soon in the region that would connect it directly to Chitral.

## **Conclusion and Recommendation**

### **5.1 Conclusion**

One of the bloodstained conflict in the history, displaced more than eighty person people of the Swat valley not badly affected economy, education, infrastructure, communication and health sectors but also give a black spot to this beautiful valley, which once recognized for his greenery, flexible climate, fresh rivers and snow covered mountains, rich culture, archeological sites and heritage. People from around the world blindly flew this beautiful valley because of peace and security. One of the correspondent stated that a visitor (man or woman) can went alone from Malakand to Kalam, no one dare to harm them during the regime of the Abdul-haq Jahanzeb and even in the whole regimes of Swat state only six death cases were fond that shown a great example of peace in the Swat valley (Islam, 2014). Unfortunately this valley

became a ground of battle where murder and bomb blast come to be a daily activity and where no one dared to visit.

On the other hand Swat valley got its recognition throughout of the world, before conflict few of the people would know about Swat but now it become very famous it is known around the world because of the conflict. In addition social linkages are developed among people when people displace from their homes due to these social network when people visit Swat valley they spread their message to other friends and family this is one of the great factors due to which number of tourist increased annually.

The phenomenon of Talibanization and dissemination of TNSM are associated with the demand of sharia and religious thirst of the people, trace back to the emerging of Swat state. It comes from the history and archeology of Swat that Swat was on of the areas of Buddhist where the great Ashoka flourished his religious thought Buddhism until 1100 AD (Orakzai, 2012). In the given year Sultan Mahmood captured this region from Raja Geera and handover to the Swatis and Dalazak, later on Youzafzai came this region, fought against Swatis and Dalazak in which these two tribes were defeated and they were moved to the Hazara and Abotabad region. There was no organized government in Swat till 1849 AD, when a Jirga was met and implemented fist Sharia government in the region (Islam, 2014). The people of Swat were obedient of law and there was a fair justice system every kind of issues were solved within two are three days, when the state merged with Pakistan in 1969, the system was converted into court in which the same kind of case was pending for years, people get bored from the court system and finally get involved in TNSM a movement started by Sufi Muhammad with a slogan of Sharia or Shahadat in 1989 (Yousafzai, 2009). In 2002 the leader of this movement was captured, sentence for ten years as well as his organization was banned (Ali, 2009). However the same kind of movement was started by Fazlullah the son-in-law of Sufi Muhammad and implement the Sharia law in region in February 2009 (Hilali, 2009), which later on got the shape of extremism, however those people were involved in it who were unemployed, immature or Dushmandar to get their revenge they joined Talibanization (Rome, 2010). In addition security issue is raised through our culture or giving protocol to the foreigners or elite for instance when Queen Elizabeth II visited Swat in 1961, she called it the Switzerland of the East, then in 2002, when Swiss tourist visit Swat, the administration gave her protocol in the shape of Gul Khan, during her returned she was asked about the beauty of Swat; she replied aesthetic but I don't carry Gul Khan in my home (Islam, 2014).

Swat valley got huge lose due to militancy, gigantic number of migration took place, it caused damaged to the people's properties, it also damaged schools, hospitals, infrastructure and communication system, even more than three month took place in the revitalization of one of the basic needs electricity in the region, most of the people became jobless. Hotel industry of the Swat valley was ruin for almost more than a year and half, even the same time took place in peace keeping in the region. In the regard of peace keeping in the region enormous efforts have been done such as de-radicalization, search operations, elimination of curfew, reduce the number of check –posts etc. Initially search operations were took place in order to collect weapons and catch those people who actively participate in extremism; those people were also caught who even assessed the Taliban in the region. After that Pak-army started a de-radicalization process for the brainwashing of the people who were in their custody in which members are classified into three groups that are juveniles, adult and leaders, in addition with the collaboration of PAARSA a persuading programs was started for these people in all juveniles and some of the adults are released, leaders are still in their custody however this program is still in progress. On the other hand at the start for more than a month all of the markets, schools and even hospitals were closed due to curfew in the region, with the passage of time a little bit relaxation is given and gradually no more curfews in the region. In addition with a join meeting and conciliation the number of check-posts are reduced and finally handover to the local police by Pak-army.

Remarkable efforts have been done in reviving tourism in the region in which many stakeholders took participated, initially Pak-army arranged numerous festivals at Mingora, Kalam and Malam Jaba, All Swat Hotel Association invited lots of tourists free of cost in region by giving the free accommodation and even foods, transportation network especially Daewoo gave 30% discount in the fare (Dawn, 2010) local people lodged these tourists in their Bitak or Dira as well as hospitalized them very well, finally media has done more than enough in reviving tourism in the region.

Some of the foreign countries also took active part in reviving tourism in Swat valley, in this context with the collaboration of Saudi and Malaysia government compensation are given to the all hotel owners for the restoration by the provincial government, bridges are constructed with help of USA and infrastructure are developed with the grant of Asian Development Bank and Saudi government, however Saudi government also provided funds for the restoration schools and hospitals, in addition recreational park Fizagat is restored with the collaboration of the Japanese government. In addition the role of PAARSA and other non-government

organization like UNHCR, UNICEF, SRSP, PADO, ACT, red-crescent cannot be ignored in peace keeping and other activities in the region.

Previous PTI government did well in the promotion of tourism in the region, they started beautification project in the area in order to attract more tourists and demand of tourism, in this context they improved public-private partnership, developed infrastructures, improved communication and transportation system launched camping pods they also covered a fence to historical and archeological sites and preserved heritage in the region. In this project they re-constructed roads, modified Wadudia Haal and grassy ground, stand street lights in different regions, planted trees and painted road sites building walls representing culture and heritage of the indigenous people. However for the security and protection of tourists they also established Tourism Police Unit in the region. However it is also witness that due to the corrupt politician the project remain incomplete in some regions in Swat valley.

Regarding livelihood with the passage of time socio-economic conditions of the people are up to some extent improved, most of the who were working in abroad are now working in their own homeland, investment in tourism sector is increased, more hotels and restaurants are constructed which generated more employment opportunities in the region on the other hand improvement in the salaries also been occurred in tourism sector in Swat valley, in addition number of tourists are increasing annually. All hotels hired experience and qualified staffs, having relevant degree in tourism or BBA. Attitude of the people, hoteliers and shopkeepers towards tourism are changed, tourists are treated as a guest everywhere in the region.

It is also seen that the number of tourists are yet not satisfactory but improving annually, in addition up to fifty percent tourism is recovered in the region.

The recent government are trying their best to promote tourism in Swat valley, as they are trying to discover new tourist destinations in the region, improving public-private partnership developing infrastructure etc.

## **5.2 Recommendation**

Regarding infrastructure, Kalam roads became one of the hard fish and political issue, more than a decades past since conflict construction are starting for a few months in summer then stop in winter due to cold weather and snow fall, on the other hand during this time when the tenure of one government end the replacing government start it from the beginning. At the start Asian Development Bank and Saudi government granted billions of rupees but the existed

government consumed it on by just building up of road from Madyan to Bahrain only. The previous PTI government started it again to complete it within three years, they but failed to complete it in their whole tenure, in their new government more than a year is passed away however the working is still in progress, as a backbone for tourism this issue could be solved as soon as possible.

The previous PTI government up to some extend did well in promoting tourism in the region by starting the beautification project, unfortunately the project remain incomplete that need to be started again.

One of the tourism institutions PAITHOM was developed by the Australian government in 1988, in the region by promoting tourism in Swat valley. They constructed on of the beautiful resort in Malam Jaba as well as plan to construct the same kind of resort on others areas in Swat, they also started training regarding tourism in the region and delivered its contribution in promoting tourism in Swat valley until 2007, targeted by Taliban and later on covered by the Pak-army, this institution should be started immediately.

Sometime due to demand of tourism, tourists come in large number especially on Eids, caused a huge traffic of vehicles as well as crowded, there is no alternative road for controlling such a huge traffic, it should draw into consideration.

With the passage of time more hotels and restaurants are constructing, the problem is that, that all the sewerage and sanitation system are flow to the river Swat, due which cause water pollution in the region as well most of these hotels threw their garbage into the river, an effective and an abrupt policy should be adopted to solve this issue.

The indigenous people are very poor as most of them are illiterate and associated with agriculture sector. Regarding tourism most of the hotels and restaurants are owned by non-local, all of these hotels are non-local staffs due to which non-local get more benefit and local don't have any opportunity to engage in tourism sector, there is a need to involve indigenous people in tourism sector.

It is observed that their no regular check and balance in hotels and transportation shopkeepers, sometimes time the hoteliers charge more than double from tourists, the same policies are adopted by the shopkeepers at tourist destinations, on the other hand a local transporter charge a double or even a triple fare due to demand of tourism in the region, there should be a strong check and balance on hoteliers, shopkeepers and transportation.

It is seen that most of the tourist destinations in Swat valley like Kalam, Malam Jaba, Chail and Lalku don't have the facilities of banking system as well as first aid hospitals, it should also be kept in consideration.

In Kalam rather than Mahudand lake more eight other lakes such as Andorab, Godar, Spin Khwarr, Kharkharai, Kandhol, Shidal Dhand and Khapiro lake are identified but there is no proper way to reach it these lakes are needed to be developed in future.

Most of the hotels and restaurants are constructed in the region are situated on the bank of main road which don't have vehicle parking facilities which cause traffic issue, in this context permission shouldn't be given to those who want to construct new hotel or restaurant in the region without vehicle parking, however who don't have vehicle parking facility need to find alternate solution.

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