



Barmula (1700 years old)



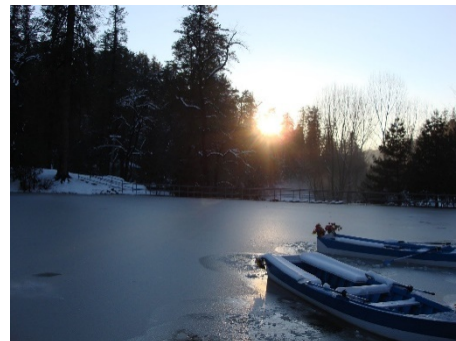
Pakistan: Action Plan

Cultural Heritage & Sustainable Tourism TDD
Tokyo, Kyoto - Japan
June 11-15, 2018



Pakistan: Key Takeaways from TDD

1. Long-term holistic planning/ granularity of indicators
2. Key role of Private Sector/ Community Ownership
3. Institutional Motivation/ Role Clarity for all the stakeholders
4. Attention to areas surrounding the site
5. Sustainable Tourism: Fusion between Tourist management + Heritage/Site Management.



Pakistan: Implications

1. Mapping, categorization and classification of properties
2. Human and Institutional Development
3. Urban regeneration/ sites preservation
4. Increase in number of foreign tourist
5. Local Infrastructure and Economic development leading to enhanced shared prosperity (local community).



Pakistan: Actions to be Taken

- **Short-term:**
 - Pakistan: Advocacy for enhanced inter-governmental coordination (Ministry of Information and National Heritage)
 - Punjab: Together with Archaeology Department, prepare inventory of sites (Tourism Department)
 - KP: Sensitization of concerned departments and review of existing plans (Tourism Department)
- **Medium-term:**
 - Pakistan: Digital Outreach (Ministry of Information and National Heritage)
 - Punjab: In the next FY Annual Development Plan (development schemes) for sites including suggestion for Rules of Business reforms (Tourism Department)
 - KP: Capacity building and stakeholders consultation, especially with communities, for preparation of ADP (Tourism Department)
- **Long-term:**
 - Punjab: Private sector led district level authority to work as a watchdog and manage sites (Tourism Department)
 - KP: Legislation and rules (Tourism Department)



Pakistan: Lending and TA Active or Needed

- **Technical Assistance Work Planned:**

- P158099 Punjab Tourism for Economic Growth, Active, IDA Credit US\$ 50 million, Counterpart Funding: US \$ 5 million, TA: Approximately US \$ 2 million
- P157800 Punjab Cultural and Heritage Tourism, Active, US\$ 0.5 m NLTA
- P163562 KP Integrated Tourism Project, Pipeline, IDA Credit US \$ 50 million, IDA Credit, Counterpart Funding: US \$ 5 million. TA: Proposed to be US \$ 5 million

- **Technical Assistance Needed:**

- Punjab/KP: (i) Creating cadre of guides (master trainers, curriculum, assessments); (ii) Training of site managers; (iii) media and communication; (iv) identification and preservation of cultural and heritage properties; (v) development of creative industry; and (vi) Urban regeneration

- **Investment Work Planned and needed:**

- P158099 US\$ 51 million approximately planned/ need: increase number of sites add US\$ 50 million
- P163562 US\$ 45 million approximately planned/ need: increase by US \$ 20 million

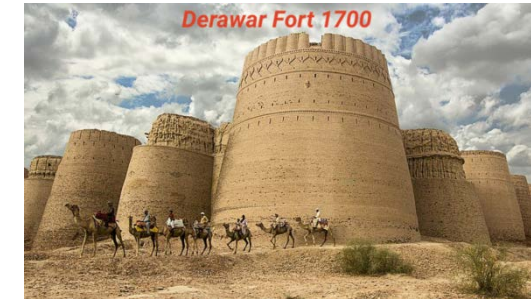
Pakistan: Support Needed

- **World Bank:**
 - P158099: Revise scope to increase number of sites, include Bahawalpur division
 - P163562: Revise scope to increase number of sites, add Kumrat and Galiat
- **TDLC Program (Japan)**
 - Organize South Asia specific deep-dive, moving to local deep dives
 - Support in setting up a department for liaising with TDLC and transfer of knowledge
- **Knowledge Products (Case Studies, Policy Notes, etc.)**
 - Tourism institutional framework review
 - Case studies: tourism friendly regulatory frameworks

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