

Strategies And Suggestions For The Development Of Sports Tourism In Pakistan

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ABSTRACT

The proportion of sports tourism in the global economy is increasing, and has made prominent contributions to the global economic development. At present, all countries in the world are doing their best to develop this industry that is both environment friendly and has great economic potential. Pakistan being a developing country has the basic conditions to develop sports tourism, but has remained unsuccessful in doing so. To find out the potential reasons why Pakistan is not making the potential growth, the researcher gathered data from 30 participants including employee and managers of sports clubs and tourism companies, managers of government administrative institutions, and research experts. Phenomenological method was used to analyze the data. It was concluded that Pakistan has some major concerns in terms of underdevelopment of available natural and sports resources, negligence in terms of developing cultural foundation for developing sports tourism, less developed hardware facilities, security and infrastructure concerns, lack of professional talent and disregard of government with re

spect to devising economic and sports-tourism friendly policies. This article discusses the sports tourism development methods to explore a suitable route for Pakistan's rapid development of sports tourism, and devise suggestions to promote sports tourism. The development of tourism in Pakistan thus makes an important contribution to the economic growth of the country of Pakistan.

Keywords: Sports tourism, economic growth,

INTRODUCTION AND REVIEW OF LITERATURE

Sports tourism is a form of tourism/ travel activity in which people take part in sports or watch and observe participants purposefully. Sports and tourism were originally two unrelated industries (Higham & Hinch, 2018). The economic potential of these two fields was explored and recognized since the World Sports Tourism Congress held in Barcelona in 1990. Therefore,

all countries in the world have begun to invest in the construction of first-class sports facilities (Herstein & Berger, 2014) and hold various sports events to attract a large number of tourists. This will help the countries in generating income for their own economies (Bodet & Lacassagne, 2012).

According to United Nations World Tourism Organization (UNWTO) report (2013), sports tourism is a dynamic industry that is being

seen as an important source of income by many countries. Sports tourism has become a powerful economic growth force in today's world. According to Erixon (2018), US generated a sum of \$589 million in economic activity in which sports tourism was a major contributor. It was recorded that the GDP generated by sports tourism increased from 9.9% to 10.5% in 2018. Thus sports tourism also led to the development of other fields such as catering, accommodation, and transportation.

Other such examples include Sydney that generated a staggering \$21.2 billion in business when it hosted the 2000 Olympics (Prebensen et al., 2014). This must be the output value contributed by sports tourism, media communication, catering, hotel, transportation and other industries. So, sports tourism is currently considered to be a huge and important industry in the world. Various studies have shown that the sports tourism industry occupies an increasing proportion in the world economy and has gradually become an important force in the growth of the world economy (World Travel and Tourism Council, 2017).

One of the most prominent representatives of sports tourism is the World Cup football competition that is held every four years. It attracts tens of thousands of fans to the host country to watch the game. This huge number of fans brings huge sums of money to the host country by means of tickets, meals, lodging, transportation and the purchase of souvenirs etc. In addition to spectator sports tourism, countries around the world are also building a large number of leisure sports facilities to attract tourists to participate in and experience sports tourism. For example, these countries utilize their natural resource like mountains to carry out gliding, hiking, rock climbing, skiing and other related projects. Water resources are used to carry out sports like rafting, diving, canoeing, surfing and other such activities.

However, when all countries in the world

are vigorously developing sports tourism for the sake of economic growth, Pakistan despite being a developing country has ignored this important economic market. With reference to the development of two basic elements of sports tourism like natural resources and sports resources, there are many natural resources in Pakistan that are suitable for participation and experiential sports tourism. These include resources that are suitable for water, land and even event sports tourism.

Pakistan has towering peaks, rugged mountains, pristine lakes, deserts and beautiful coastlines (Arshad et al., 2018). Pakistan also has a wealth of sports such as cricket, hockey, and polo. These natural landscapes and sports projects have laid a solid foundation for the development of sports tourism. But lack of attention to sports tourism and maintenance of sports infrastructure can cause loss to Pakistan because Pakistan also has a huge consumer market with a population of more than 200 million (World Travel and Tourism Council, 2017). Other than this, Pakistan also has potential consumer markets in the form of not just its people but people from neighboring countries. However, the government of Pakistan lacks understanding of the importance of the sports tourism industry. This has led the government to not formulate supporting official incentive policies and thus the government has not built sports tourism infrastructures. Therefore, the corresponding professionals are also insufficient. In view of this situation, it is essential that suitable routes are explored for Pakistan's national conditions and the country can grow rapidly and formulate corresponding strategies to quickly promote the development of sports tourism. These steps are necessary to in order to catch up with the pace of world sports tourism development at the earliest and to make important contributions to Pakistan's economic growth.

At present, the situation of Pakistan does not allow to rapidly develop sports tourism from scratch. The years 2001 to 2014 were Pakistan's

worst and most violent years. During this period, the economy and infrastructure suffered enormous damage. In addition to the monetary losses, nearly 70,000 Pakistanis were killed in the war on terror. All aspects of economic and social life were affected by the violence that occurred during this period.

Tourism has also been affected, and is still suffering from subsequent effects. An analysis of the documents shows a drop in revenue for tour companies, which at one time all but came to a standstill because tourists were reluctant to travel. Due to the war on terror, Pakistan has faced lots of casualties, destruction of infrastructure and economic loss. This shaped Pakistan's image as a safe haven for terrorists. At present, although the scourge of terrorism has subsided but tourists are still reluctant to visit Pakistan due to media created negative image.

The external image of a country affects the attitude of travelers in choosing a tourist destination, and the attitude of tourists shows the image of country portrayed by international media. The positive image of the country should be portrayed and Pakistan's rich culture, versatility of the environment, and strong action is needed to counter Pakistan's negative image in the international media in order to attract tourists.

Other than addressing these concerns, there are also no people who have any practical experience in this field, nor there are sufficient number of sports tourism professionals. In addition to this, funding is also an important constraint that limits the construction of sports tourism infrastructure in Pakistan. Security issues are also a serious concern for foreign tourists. Years of war on terror had a fatal blow to Pakistan's tourism industry, and this negative image of security has plagued Pakistan and its flourishing industries (Arif & Shikirullah, 2019).

After analyzing the situation, the only possible response could be to learn from the countries who have been successful with sports tourism development. These countries have

people with professional talents and enjoy financial strength as they have worked on rapid development of the sports tourism industry.

Fortunately, China is cooperating with Pakistan to promote the "China-Pakistan Economic Corridor (CPEC)" project, which is a historical opportunity for Pakistan (Nicholas & Buckley, 2018). The CPEC project is a 3,000 kilometer connecting line connecting Pakistan's Gwadar Port and China's Shanghai Port through China's Xinjiang Province. This corridor will boost the economy and bring prosperity to the regions along the route, which will eventually stabilize the political situation in both countries (Kazmi, 2014; Sun, 2019). China being a well-developed country has successful sports tourism development experience, a large number of sports tourism professionals, massive economic strength, and most importantly, a consumer market with a population of more than 1.5 billion. The above conditions are enough to help Pakistan develop the sports tourism industry at a fast pace.

Despite two country-level policy support, regional barriers remain. At present, the main problems are political instability, imperfect infrastructure, different economic levels, and different cultural backgrounds. The researcher has visited tourism companies, government management departments and related industry university researchers in major cities in Pakistan, extensively listened to opinions and suggestions from all parties, and discussed the development route and suggested development strategies based on the current situation of sports tourism in Pakistan.

So, this paper discusses the sports tourism resources of Pakistan to promote the development of sports tourism in Pakistan. The objective of this paper is to also explore the perspective of people working in concerned tourism and sports department so that some suggestions can be put up to improve sports tourism in Pakistan. This move can help Pakistan to work on those suggestions to take benefit from

huge consumer market to ultimately achieve the vigorous development of Pakistan's sports tourism economy.

METHODOLOGY

The researchers in this qualitative research study conducted face-to-face interviews to collect data from the participants. The data was collected from 30 interviewees. This included employees and managers of different Pakistani tourism companies, and sports clubs, managers of government administration departments and scientific research experts. Participants were selected using purposive sampling technique.

Both men and women were included in the study from major cities of Pakistan such as Islamabad, Lahore, Sindh, Faisalabad, Peshawar, Kashmir, and Gilgit, because these major cities have most of the tourism resources and sports resources in Pakistan. As face-to-face interviews make it necessary for researchers to give

participants sufficient interaction space and time to gain insights into participants' perspectives and insights (Charmaz, 2014), the average time of interviews was about 40-80 minutes.

This research used a phenomenological case study design in order to get first-hand information from the participants and focuses on their lived experiences (Cresswell, 2012). This helped the researcher get answers to some important questions like how do Pakistan tour companies and sports clubs work? Why are they not doing sports tourism well? Why can't tourism and sports tourism flourish? Thus, the working mechanism of these companies was observed in natural environments and expert opinions were gathered.

Researcher gathered data on a total of 16 aspects from each respondent. These aspects are mentioned in the table given below:

Table 1. Aspects of Interview

Interview Aspects	
1. Current Status	9. Hardware Facilities
2. Current Sports Tourism Projects	10. Traffic Conditions
3. Main Sources of Customers	11. Security Conditions
4. Main Destinations	12. Professional Talents
5. Natural Resources	13. Government Policies
6. Sports Resources	14. National Development Advantages
7. Cultural Foundation	15. Suggestions
8. Consumer Market	16. Prospects

Procedure

Firstly, the researcher took permissions from the tour companies and other parties involved in the study. The data was collected from only those companies who gave permission to the researchers. The data collection period was of six

months. The summer in Pakistan starts in May and it is the peak time for people to travel. This continues until October. Therefore, the researcher collected data from May 10th 2021 until October 25th 2021.

The researcher and the company both

agreed to some common code of conduct for conducting the interviews. The researcher collected data through various ways that included interview field notes, interview recordings, interview emails, chat interviews, telephone interviews, etc. The researcher travelled to the sports clubs and tour companies.

The researcher conducted 20-days observation in various sports clubs and tourism companies to understand, compare and contrast the working mechanisms of sports clubs and tourism companies in Pakistan. The researcher silently recorded their working mechanisms and views on the development prospects of sports tourism. Researcher also wrote field notes and recorded conversations that sometimes took place on-site. This was done after due permission. These recordings helped the researcher in maintaining a balance between observing and talking so that nothing is missed out of the conversation.

Then after each interview, the interview recordings were improved based on live recordings. Observations helped the researcher to understand how sports clubs and tour companies developed and implemented their programs and also make sense of how the different branches in Pakistan coordinated. It also provided insight into the degree of autonomy of sports clubs. In

addition, the researcher reviewed documents and learnt how sports clubs and tour companies work. All observations were recorded in the form of field notes. Afterwards, the researcher transcribed all the field notes and field recordings to generate a large amount of data and save it into a data summary table.

Throughout this process, ethical considerations of participants' confidentiality and anonymity were ensured. Identity of the tourism companies and sports clubs was also de-identified. Prudent measures have been taken to minimize the risk to participants. In addition, study participants were informed that they have the right to withdraw from study at any time and that they will not be penalized for it.

RESULTS AND DISCUSSION

Data collection through multiple sources helped the researcher to validate the findings. The researcher was unable to gather data from same number of male and female participants because of two reasons; one being that less number of women are employed by sports clubs and tourism companies in Pakistan. The second reason is the cultural and religious sensitivity of Pakistan.

The demographics of the study participants are shown in Table 2 on the following page.

Table 2. Demographic Characteristics of Participants

Domains	Participants' Gender	Total	20-30 years	%	30-40 years	%	40-50 years	%	50 years +	%
Sports Tourism Company	Male	7	2	10.52	4	21.05	1	5.26	0	0
	Female	3	1	9.09	1	9.09	1	9.09	0	0
Sports Club	Male	4	2	10.52	1	5.26	1	5.26	0	0
	Female	1	0	0	1	9.09	0	0	0	0
Government Administration Departments	Male	6	1	5.26	1	5.26	3	15.78	1	5.26
	Female	2	0	0	1	9.09	0	0	1	0
	Male	2	0	0	1	5.263	1	5.26	0	0

Research Experts	Female	5	2	18.18	1	9.09	2	18.18	0	9.09
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Note. n = 30 Participants (Males = 19, Females = 11).

The above table shows that seven out of nineteen males were from sports tourism companies out of which four were between the age of 30-40 years. Five out of eleven females were research experts while three were from sports tourism companies. Two participants out of 30 had more than fifty years of age.

After the analysis of the transcripts, researcher concluded that people in Pakistan does not yet have a complete concept of sports tourism because most of the interviewees did not know what sports tourism is during the interview process. The researcher had to explain the idea to the participants to gather data. So, the researcher learnt that sports tourism is still at a very early stage of development in Pakistan.

At present, there are some sports tourism projects like hiking, rock climbing, paragliding, mountaineering and other projects in some cities of Pakistan including Gilgit, Hunza, Kashmir, Swat, Peshawar and other areas in the northern mountains. Other sports tourism projects have not been carried out yet, nor have sports tourism been developed in combination with tourism resources

in other places. People are more aware of traditional sightseeing tourism. And in the interview process, most of the interviewees believed that these basic sports tourism projects belonged to the category of traditional tourism. Sports and tourism are two unrelated industries according to their perspective. Their understanding of sports is that of traditional competitive sports, such as: cricket, hockey, kabaddi, football, basketball, etc. They think of tourism as a sightseeing activity from one place to another. They were very curious about how the combination of the two separate industries of sports and tourism work together.

The researcher collected data from participants on different domains including current developmental status, perceptions of people regarding cultural foundation of sports tourism, trends in consumer market, availability of facilities, security situation, presence of professional talent to work on development of sports tourism and much more. The following table (Table 3) represents the data gathered on these aspects of study.

Table 3. Responses of Interviewees on Interview Questions.

Questions	Positive Response (%)	Negative Response (%)
Current Development Status		
Status quo	30.00	70.00
Current sports tourism projects	36.67	63.33
Destinations	43.33	56.67
Sports Tourism Resources		
Natural resource	73.33	26.67
Sports resource	63.33	36.67
Advantages	56.67	43.33
Consumer Market		
Resource	76.67	23.33
Market	93.33	6.67
Cultural Foundation		

Sports tourism	40.00	60.00
Hardware Facilities		
Facilities level	20.00	80.00
Traffic condition	63.33	36.67
Security Situation		
Safety condition	56.67	43.33
Professional Talent		
Response on Professional Talent	30.00	70.00
Government Body		
Policy	6.67	93.33

Note. n = 30 Participants.

The above table shows that majority of the participants were unaware of the current state of affairs in the country. Hardly 30% people had the idea about the sports tourism projects that were going on in the country. People generally confuse sports tourism with traditional sports activities and projects. This is because of lack of awareness and training. The answers of the people on questions of sports tourism destinations (only 43.3% positive response) represents that they are unaware about what they can offer to the customers. This also hampers the development of this promising field.

In terms of **sports tourism resources**, majority of the interviewees agreed that these natural resources (73.33%) and sports resources (63.33%) are a blessing for the country and they add as an advantage (54%). They can help the country in utilizing the consumer market and make the best out of the situation.

Interviewees responded that Pakistan has mountains, glaciers, lakes and deserts that attracts adventurers and climbers from all over the world, especially K2. The northern region of Pakistan has numerous ancient forts, buildings and valleys like Hunza and Chitral valley, which are home to small communities of the pre-Islamic animist Kalash people. Pakistan has historical places with rich history like the site of Alexander's battle on River Jhelum. They mentioned that six major sites in Pakistan are described by UNESCO as World Heritage Sites include Taxila Ruins, Mohenjodaro Archaeological Site, Ancient

Fortress of Rohdas, the Kabule Gate, Shalimar Gardens, and Lahore Fort. This is just to mention a few. In terms of sports, Pakistan has a wide variety of sports resources. Skiing, Hockey, Para gliding, desert safaris/races, international volley ball and international shooting competition., hockey, Cricket, and tennis, Polo, white water rafting, hunting, kabadi, etc. These resources have created the ground for sports tourism development in Pakistan. So, from the perspective of the basic resource elements, Pakistan is fully equipped to carry out sports tourism.

Participants also responded that there may be less **consumer resources** (77%) which Pakistan has but there is a huge consumer market (93.3%) that Pakistan can cater. 90% of the tourists are from Pakistan because the population of Pakistan exceeds 200 million. International tourism only account for 10% for Pakistan. This is a prominent indication that still there is a lot of room for development and improvement in the sports tourism market in Pakistan

With reference to the **cultural foundation of sports tourism**, the situation is frustrating. One of the interviewee from sports industry stated that "In Pakistan, students don't get any honors for sports activities, but think that only those students who are not interested in learning can participate." This idea prevails in the minds of the parents and they do not agree on their children indulging into sports at school or college or university. The interviewee continued:

“My parents would tell me that if you want to get what you want in life, you have to do more cultural studies or your future is bleak”. Exercise is vital for physical and mental health, and years of training and hard work is required to become a sports professional. It is rare for them to find financial support during the years of their professional development. Another sports interviewee said: “I’m really sad, my dad thinks sports is a complete waste of time and resources, he always reprimands me for playing cricket. I go to play cricket but have fear of being abused by my family. I don’t tell anyone while playing.” Parental attitudes are the last line of defense preventing students from becoming ideal athletes. According to the interview results, Pakistan still has more work to do in the construction of sports and cultural infrastructure.

In terms of **sports hardware**, Participants had only a 20% positive response because sports facilities in Pakistan needs to be upgraded. Till now, facilities are only available for traditional sports such as cricket. The public has few facilities to practice their chosen recreational sports, and students end up playing in the streets. One athlete interviewee said: “It’s my love of cricket that drives me to play wherever I find an open space, where I grew up without a standard cricket pitch.” The lack of sports facilities prevents people from adopting sports as a profession. One of the sports department official said that “the country cannot produce world-class players unless the necessary facilities are provided, which requires a lot of government investment. So far, there has been a lack of willingness on the part of the government to go all-in on this.”

Many countries have started understanding the fact that **world-class facilities** are required to host sports events and to make it a source of attraction for tourists. Facilities include practice area for the players. Sports tourism brings employment opportunities and foreign exchange which positively impacts the country’s

economy. But such sports related facilities are rare in Pakistan. An administration official stated that “We need to build world-class sports facilities to attract foreign players. The government needs to prioritize sports tourism, which will convey a positive image of the country.”

For inviting foreign tourists, having world-class accommodation is a priority, both in terms of safety and facilities. While choosing a destination, tourists are provided guidance regarding all these aspects. Pakistan unfortunately lacks the facilities necessary for sports tourism especially in renowned tourist spots like Murree, Abbottabad, Swat and Kalam. “The tourism department believes that many tourist destinations need five-star hotels. However, this will take many years to achieve because the government is short of funds,” said a tourism administration official. Often, such projects need support of private sector as well. However, private sector participation has been limited. This leads to delays in **infrastructure** construction because the government did not have the resources necessary to complete these projects. “The government’s lack of transparency and a culture of corruption are real barriers to private sector investment. They have to bribe many officials to get contracts, which increases the cost of the project,” said the private tour company CEO. Countries from all over the world are encouraging private sector investment in projects related to tourism as it lessens the pressure on current governments and encourages transparency. However, Pakistan does not appear to be able to engage a substantial private sector in tourism-related investments.

Security situation has always been a drawback for Pakistan. Since 2000, terrorist attacks have worsened the security situation in Pakistan. This has led the international community to believe that Pakistan is not a safe country, and thus the number of tourists visiting Pakistan has decreased significantly. However, a

lot has changed since then, the law-and-order situation is getting better day by day, and the influx of tourists is increasing. The large number of tourists present at tourist attractions across the country speaks for itself of the improved law and order situation.

The **country's international image** is a key factor to be considered by any organization arranging sports events in order to attract tourists. Punjab and KPK sports tourism department officials, Pakistan Sports Council and players have repetitively mentioned the issue of country's negative image. A sports industry interviewee "Too many bad things have happened in the past decade, especially the attack on the Sri Lanka team when a sporting event was organized in Pakistan in 2009 was fatal." Numerous studies have showed that Pakistan's negative security image is correlated with low tourism (Arshad et al., 2018; Hussain et al., 2019). This is because the war on terror has severely damaged the country's reputation and image.

The situation is now much improved and Pakistan should portray its positive image to the world because the country's image plays an important role when tourists choose the destination to visit. An interviewee from sports world mentioned that "You see, when the semi-finals and finals of the PSL were decided to be held in Pakistan a few years ago, many foreign players refused to come to Pakistan." This happened because the players were concerned about their security. Though, the security staff convey messages to the tourists depicting that their safety will be ensured. But this is not just the matter of stating that security will be ensured. A tour company employee said that "The accompanying security staff conveys a negative perception of the safety of the tourists themselves, the free movement of tourists is hindered by security concerns, and they cannot enjoy Pakistan's diverse environment." Another travel company personal said: "For tourism to flourish, the country needs to provide a diverse

environment, free movement and a rich culture, and Pakistan is fortunate to have all of this. However, Pakistan's laws and security needs to be improved. There has been a lot of improvement over the past few years and will continue to improve, but there has been no simultaneous effort to demonstrate this improvement in modern electronic media."

Availability of **people with professional training** is also a concern in Pakistan. It's very unfortunate that educational institutions are not offering degree programs in sports tourism. An interviewee presented his views by stating that "Sports tourism is a huge industry that requires a large number of highly trained and knowledgeable people. But the reality is that the number of individuals qualified for sports tourism is low, as there are no institutions that offer specialized training." Another tourism sector interviewee pointed out that "Once we acknowledged that it was an industry with huge benefits, the development of professionals started to improve. However, so far, this has not been the case." Without the guidance of professionals in the sports tourism industry, we cannot grow. The country will be unable to realize its true potential thus will be remaining unable to ensure true development.

Lastly, only 7% people appreciated that **government of Pakistan** is putting an effort to promote this field. Majority believed that the benefits of the integration of sports and tourism have not yet caught the attention of the Pakistani government. Pakistan has many beautiful places and hosting micro-level sports events will attract tourists and satisfy the sports craze of many tourists. However, arranging these sports competitions will certainly involve the sports committee. The sports committee is reluctant to take on this role. An interviewee from sports administration stated that "The sports committee's work is limited to traditional competitive sports like cricket and hockey, and we don't have much expertise in sports tourism."

Currently each province in Pakistan has its own tourism sector. However, majority of tourism related issues are sorted out by the federal government, such as visas, sometimes causing unnecessary delays and disappointments for tourists. "There is little coordination between one set of governments that issue visas and the other that manage tourism" said interviewees from the tourism sector. Another interview from the sports department said that "The sports committee is equally powerless because we are completely isolated and unable to coordinate with the tourism department. When you make us work together, the ego question arises, who will do things under whom and who will be Boss. The law says nothing about that."

Shortage of funds raises other important concerns. Tourism Administration interviewees said: "The shortage of available funds prevents us from effectively participating in these activities around the world, and those who participate are not to learn something, but to enjoy their time. Many officials are representatives of the tourism department, lack the qualifications and experience required for the job. As a result, they are just passing the time rather than having some effective policy to bring about a positive change." He continued to say that "All these high-level appointments are representatives of other sectors and they are totally unfit for the job. This nepotism is damaging to the tourism sector, both in terms of efficiency and growth." To better explore this important area, sound policies are needed to address better coordination among departments/ministers. So far, events in Pakistan have shown the opposite. The sports tourism sector cannot be better harnessed for economic growth unless improved facilities are offered for tourist attraction.

After reviewing all this, it can be concluded that people who though are working in sports and tourism fields were unaware of the true nature of their working. This is also because government has given hardly any attention to

promoting sports tourism. Hardly 7% of the interviewees responded positively to the question regarding the efforts government is making to support this field.

Suggestions

Based on the current situation of Pakistan's sports tourism, suggestions for improvement of Pakistan's sports tourism industry are as follows:

- Pakistan has a wide variety of sports to develop sports tourism. Pakistan can take this advantage to hold various international and intercontinental competitions and can transform conventional sports into recreational sports tourism with entertainment. It can ensure economic growth of the country as well.
- Pakistan has abundant natural resources. These resources should be rationally utilized in series to make it meet the basic requirements for sports tourism development.
- Government and non-government authorities can join hands to construct various sports hardware facilities by attracting private investment and even foreign capital. Examples could include various international standard sports venues, five-star and seven-star hotels in sports tourism scenic spots, and other sports facilities required for promoting sports tourism projects, etc.
- Special attention should also be laid on escalating the construction of expressways leading to sports tourism scenic spots in various regions, improve the quality standard of Grand Trunk Road, and adding more domestic regional flights to the flight schedules so that sports tourism tourists can have a better experience in less time.
- Improving security conditions is the most

notable concern. Special efforts should be laid onto ensuring better security measures in particular areas. This goes hand in hand with creating a safe country image for Pakistan Internationally. Enhancing the positive image of Pakistan in the world can improve business for the country and can also help in improving country's image.

- For coming up with national policies to work on the development of sports tourism, Pakistan should look at the examples of countries who have successfully developed sports tourism. The help from successful models can help Pakistan in devising better plan that is fool proof and can help the country grow speedily. The plan should be comprehensive and various supporting policies should be introduced domestically for a test run. Moreover, visa restrictions on foreign tourists should also be relaxed.
- After working on sports tourism facilities, Pakistan should invite foreign tourists by actively publicizing about the tourist attractions it can offer to the people. Pakistan can start with inviting tourists from countries with which Pakistan has friendly relations like China. China is the country with the strongest tourism spending power in the world. The number of tourists going abroad from China ranks first every year in the world. As Pakistan has brotherly relations with china, Pakistan can work on its policies to invite large number of Chinese tourists.
- Other than working on developing infrastructure and devising policies, Pakistan can help itself by promoting sports and sports tourism through its culture. Pakistan can take help from its institutions like school, colleges,

university and other educational institutions to build the foundation of sports tourism culture so that people have more inclination towards sports and related leisure activities. This will lead the institutions to focus on training professionals with sports tourism degrees and produce their job market. These trained individuals can then prove to be an asset for the country. They can go abroad to gain further expertise and the country can thus offer international level facilities to the tourists visiting the country. This will surely help in enhancing sport tourism market for Pakistan.

CONCLUSION

The analysis shows that jobs in the field of sports tourism were mostly produced after 2000. Most interviewees emphasized on the inadequate infrastructure and tourist facilities, security issues, tourism human resource development, tourism marketing, lack of education regarding tourism, environmental protection, extremism, solid waste management, currency inflation, national economic crisis, media's role, dearth of inter-sectoral coordination, pollution, destination capacity, and government policies etc. According to the interviewees, these major problems are hindering Pakistan from developing as a country with strong economic streams.

Interviewees suggested that governments should formulate sustainable policies for tourism to provide appropriate infrastructure, raise awareness, and promote tourism education. Participants think that political stability of the country, industry professionalism, conservation of resources, and inter-sectoral coordination are vital to promote sports tourism in Pakistan.

Most of the issues highlighted in the study remain unresolved, all of which need immediate resolution and policy implementation in a practical spirit. Similarly, through the

analysis of the literature and after gathering participants' perspective, it was determined that Pakistan has a very large development potential in the field of sports tourism. More such prospects can be explored if this field is given due attention and is studied deeply. The prospects could include perception of locals participating in tourism, the needs of tourists and their aspirations, the impact of tourism on country's image, tourism planning and policy making, research in the field of hospitality, natural and cultural resource management, sports tourism human resource development, potential tourism issues and prospects, and other such areas that are either directly or indirectly related to sports tourism. In conclusion, sustainable sports tourism development in Pakistan requires a comprehensive and integrated effort of different stakeholders.

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