

Maritime Tourism Potential of Lasbela District (Pakistan): The Course of Sustainability

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Abstract

For a coastal state, the domain of Maritime Tourism is crucial for enhancing the capacity of maritime affairs. An integrated approach is required to address issues that link marine tourism with the country's inland tourism and policies. With the growing population burst, coastal cities are immensely under pressure as they host more individuals than inland cities. Moreover, coastal cities possess significantly smaller land areas than non-coastal ones. As a coastal state, Pakistan has considerable resources to become an emerging blue economy. This study emphasizes Pakistan's Balochistan province, specifically the area occupied by the Lasbela district. It reveals a domestic sketch of the tourist attractions of Lasbela and provides a way for policymakers to take a deep insight into current needs, future challenges, and opportunities for sustainable development. This study underlines descriptive research and uses a longitudinal design to increase the clarity of the subject.

Keywords: *Maritime, tourism, Pakistan, Balochistan, Lasbela*

1. Introduction

Pakistan's tourism industry adds only a fraction to the national exchequer, contrary to regional countries. Exploit the true potential of the Pakistan tourism industry requires striving, determination, and

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coherence. Incoherent planning and muddled procedures will only create hurdles and impede the sector in the long term. Randomness in growth and expansion must be replaced by systematic and purpose-built designs which give rise to sustainable development. All development phases and scenarios must carry the characteristics of compatibility to address the demands of the time in the long term. Pakistan was ranked the top tourist destination for 2020¹, the leading travel destination for 2018², and among the ten most remarkable places in 2019³, which shows glimpses of Pakistan's true potential as a tourist destination. However, the element of Pakistan's maritime tourism remained unnoticed owing to negligible facilities and promotion. With proper planning, Pakistan's domestic tourism can become the basis for flourishing inbound tourism.

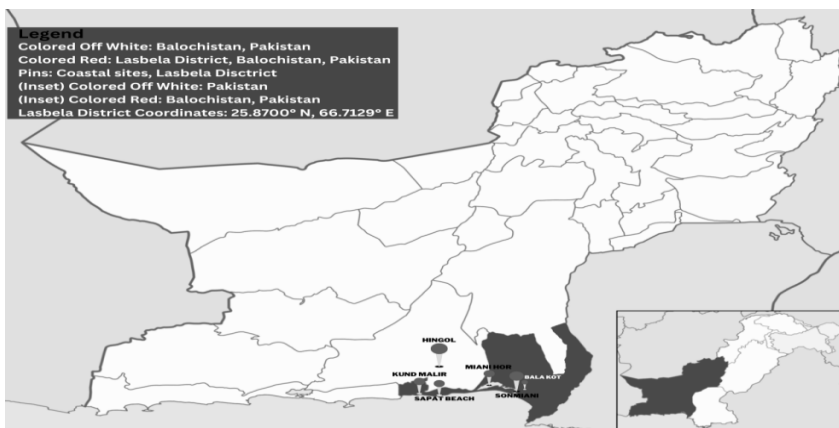


Figure 1: Maritime tourist sites of Lasbela District, Balochistan, Pakistan, basic image retrieved from Wikimedia Commons, further edited to insert pin locations

¹ CN Traveler. 2020. Top Tourists Destinations for 2020. Accessed August 03, 2021. <https://www.cntraveler.com/gallery/top-tourists-destinations-2020>.

² Jamal, Sana. British adventurers back to explore Pakistan's mountains. November 30, 2018. <https://gulfnews.com/world/asia/pakistan/british-adventurers-back-to-explore-pakistans-mountains-1.60605937>

³ Abel, Ann. The 10 Coolest Places to Go in 2019. December 12, 2018. <https://www.forbes.com/sites/annabel/2018/12/12/the-10-coolest-places-to-go-in-2019/?sh=7e4ce97f1fdc>.

Pakistan's rank was 125th among 142 maritime countries, in 2017, in the coastal tourism domain⁴, although the country's overall rank among maritime nations with the longest coastlines is 74th ⁵. Pakistan requires a strategy based on community development along the coast to explore the maximum potential of marine tourism in Pakistan and harness its total capacity. The more sustainable policy will also include poverty reduction plans through coastal area growth. First, policymakers need to identify what roles maritime tourism can play in lifting the current economy and promoting the country's priced tourist attractions to develop community and environment-friendly policies. Taking onboard all local, national, and regional players would be the key to understanding the implications and consequences of improvement in coastal tourism, which will also increase the likelihood of improving this domain.

All relevant stakeholders must focus on specific maritime tourism strategies, such as marketing, branding, certification, and standardization while improving and restructuring the maritime tourism infrastructure in coastal areas of Pakistan. At the same time, government policies must cooperate with potential projects for marine tourism development. All local communities linked to Pakistan's maritime domain deserve their norms, customs, and domestic needs to be fully protected and honored. More so, development must preserve these virtues at all costs. This study is concerned with policy perspectives, both specific to coastal area projects and generic to Pakistan's maritime tourism. I hope policymakers and other readers find this study unique, extensive, informative, and valuable.

⁴ Siddiqui, Tariq Moin. 2019. Pakistan's potential for maritime tourism. April 23. <https://www.geo.tv/latest/235036-pakistans-potential-for-maritime-tourism>.

⁵ Askari, Muhammad Usman, Muhammad Tahir, and Nafisa Shaheen. 2020. "Blue Economy of Pakistan: Challenges and Prospects." *Journal of the Punjab University Historical Society* 33 (2). http://pu.edu.pk/images/journal/HistoryPStudies/PDF_Files/4_v33_2_2020.pdf.

Tourism shares an 11percent of the global GDP. It employs over two hundred million skilled and semi-skilled individuals while projecting opportunities to over seven hundred million international tourists. In Asia, countries with rigorous development in the tourism sector, such as China, Japan, Malaysia, and even the Philippines and India, are catching more travelers yearly, and this number is constantly growing. For Pakistan's tourism, these countries have set examples to follow. This study encompasses the necessary aspects to gain people's attention towards the promotion of coastal tourism, and the Lasbela district is presented as one potential area that can catch tourists as much as any foreign beach site. However, much sustainable development is required. This study also paves the way for further research and development in the Lasbela district.

In this regard, the work of national and international scholars helped a lot in this study. According to Belcher (2018), food, like other forms of "material culture," carries information about the values of the people who consume it. We may learn more about the significance of food in many cultural contexts, such as ritual, social status, and even basic survival, by looking at the ethnographic and historical symbolism of individual meals. Symbolic information about a society's socioeconomic and ethnic composition, religious beliefs, and interpersonal networks may be encoded in the preparation and consumption of food. When thinking about South Asian culture, it is important to remember that fish have always been a big deal. Research on Sustainable Tourism has been analyzed by Zolfani et al. (2015) to chart its development and highlight its core fields of study, periodicals, papers, and authors. They conducted a comprehensive, methodical review of the existing academic literature to do this. In the last several decades, sustainable tourism has emerged as a significant field of study and professional practice. The work of Zolfani et al. (2015) presented a categorization system and a thorough literature analysis to explain, classify, and analyze their study's findings on sustainable

tourism definitions and applications. UNDP is the United Nations' worldwide development network, working to improve people's lives by promoting reform and linking nations to helpful information and resources. The group has been actively studying local populations, ecosystems, and capabilities in Pakistan's marine area. According to Jamil and Hashmi (2009), Pakistan has considerable difficulties promoting environmental conservation as an element of sustainable development. Loss of biodiversity, declining forest cover, and degraded wetlands exacerbate the consequences of climate change in Pakistan, as they have in many other nations across the globe. Global poverty and irresponsible growth pose the biggest dangers to Pakistan's delicate ecosystems and indigenous peoples. Their work shows how Pakistan's communities have made good, long-lasting changes to their lives by coming up with creative ways to deal with the many problems they face. This analysis also used literature from writers who focused on regions other than Pakistan's coast. Egberts and Hundstad's (2019) work is relevant in this respect. According to the writers, the history of a location is crucial to the tourism industry in coastal areas. Their research examined the significance of history in Surlandet (Norway) and the Dutch Wadden Sea region. Even though their cultural records are linked, how the two places try to attract tourists is very different in how much emphasis they put on cultural and other kinds of heritage.

2. Methodology

A more logical strategy is required to comprehend the means required for this research. So, to back up the stated goals, the current study relies heavily on mixed methods, which include a more sizable number of qualitative elements. This research is primarily descriptive and does so to provide essential background. The author of this article drew on studies that examined the topic from various angles, including geographical, chronological, thematic, sociological, and ideological. The purpose of this analysis, which is based on previous research, is to

learn more about how the government of Pakistan and its supporting institutions have dealt with the marine tourism industry. Because of the worldwide nature of the tourism industry, research from international writers has also been considered. The new longitudinal study spans many points in time and includes time stamps from the past to further interpret its findings. Primary sources, such as official records and reports written by groups with a direct stake in the nautical sphere, are mined for information on these past events and problems. The qualitative studies scholars and social scientists conducted can be primary sources. The use of secondary sources, such as research papers, comments, brief stories, reports, and journalistic op-eds, is also encouraged.

3. The Balochistan Coast

The coastline of Pakistan is over 1000 km. Spectacular locations along the coast are just as good as western beaches. The economic significance of these sites must be developed to deal with the influx of tourists. The researchers must assess these sites on a case-to-case basis, examine their potential as tourist destinations, and harness their fiscal and cultural capacity.

The coastline of Pakistan is divided into two parts, i.e., Makran Coast and Sindh Coast. Despite maintaining remarkable beauty, the Makran coast is not a preferred tourist-stopping place. In contrariety to the Sindh Coast, where most beaches are either urbanized or close to the city center and are comfortably approachable to ripen into preferred tourist destinations, the Makran Coast is remote, natural, and undeveloped. Therefore, the Makran Coast has not gained its rightful share though it carries incredible cultural, economic, and ecological capacity.

Table 1. Prominent locations across the Balochistan coast carry extraordinary potential for maritime tourism. Most of these sites are designated Ramsar Wetlands of international importance.

Prominent Coastal Sites of Balochistan		
<i>Gwadar Bay</i>	<i>Gwadar district</i>	
<i>Jiwani</i>	<i>Gwadar district</i>	Wetland
<i>Khor Kalmat Lagoon</i>	<i>Ras Malan-Gwadar Complex</i>	
<i>Astola Island</i>	<i>Ras Malan-Gwadar Complex</i>	
<i>Ormara (Turtle Beaches)</i>	<i>Ras Malan-Gwadar Complex</i>	
<i>Hingol National Park</i>	<i>Lasbela district</i>	Wetland
<i>Kund Malir Beach</i>	<i>Lasbela district</i>	Wetland
<i>Sapat Beach</i>	<i>Lasbela district</i>	
<i>Miani Hor Lagoon</i>	<i>Lasbela district</i>	Wetland
<i>Balakot (ancient archeological coastal village linked to the Harappan civilization)</i>	<i>Lasbela district</i>	

Source 1: Derived from (M. M. Khan 2015)

3.1. Hingol National Park

Located in the Lasbela district on the Makran Coast of Baluchistan, the national park covers 1650 square km. It is less than 200 km from the city center. The national park area was reserved in 1988. Vegetation, an arid climate, and muddy regions can be found in the general area of the park. It can also be referred to as semi-desert in some places. A variety of birds and fish species can be found in the estuary of the Hingol River. The cliffs on the valley's side reflect the river's crystal-clear water in the blue sky.

The valley supports many unique bird species. Crocodiles, Oliver Ridley, Green Marine Turtles, and a variety of fish such as Mahseer and Dolphins can be found in the river. Ibex, Urial, and Chinkara are some of the wild creatures that can be found at the recreation center. Many warm-blooded animals are in the recreation

center, including the Indian Fox, Jungle Cat, Jackals, and Blandford's Urial. They talked about the flying creatures, Houbara Bustard, Dalmatian, Spot-charged pelican, Logger falcon, Red-headed Merlin, Kestrel, Gray Partridge, See-see Partridge, Eagle-owl, and Sind pied woodpecker. There are three types of vultures: The Egyptian vulture, the Cinereous vulture, and the Eurasian Griffon vulture. Stone-Curlew, Indian, and Close-Barred Sand grouse are some Sand grouse varieties.

3.1.1. Hinglaj Mata Mandir

The Hinglaj Mata Mandir is in the Lasbela district of Balochistan, along the Makran coast, and is also known as the Mandir of Hingol Devi. It is one of the fifty-one "powerful centers" of Shaktism, a sect in Hinduism, where pilgrims come for the Teerth Yatra and stay for four days. It is the biggest Hindu festival in Pakistan. "According to Hindu mythology, Lord Vishnu cut up the dead body of Sati into fifty pieces, which fell to the earth. It is believed that her head fell at Hinglaj, and it has since been the site for pilgrimage"⁶. To visit Mata Mandir, thousands of Hindu pilgrims come to Hingol every year, which exceeds 250,000, especially during the days of the Yatra.

3.1.2. Princess of Hope

The Princess of Hope resembles a beautiful lady looking into the infinite depths of the sky. The name was given by the famous Hollywood star, and UN goodwill ambassador Angelina Julie, upon her visit to Hingol National Park in 2002. The name reflected the characteristics of a princess and was immediately accepted for the statue. "Earlier, the statue, standing silently near the shores of the

⁶ Khan, Naimat. 2019. Thousands of pilgrims throng Hinglaj for Pakistan's largest Hindu festival. May 2. <https://www.arabnews.pk/node/1491321/pakistan>.

Arabian Sea, would have been hit by strong winds and dust storms, but it would have remained the same without its identity”⁷.

4. Kund Malir

The Kund Malir seashore is close to the Hingol River, and it is “a small town of Baloch fishermen, situated on a hill while the sea flows in its footsteps. Bluewater and waves over the white sand attract the passers-by”⁸. This seashore is 240 km from Karachi, the capital of Sindh, on the Makran Coastal Highway. “The Sindh and Balochistan coast experience almost the same range of temperature and rainfall, having long, warm summer (21° to 39° C) and a short, mild winter (10° to 20° C), and rainfall is low”; less than 250 mm/annum⁹.

Kund Malir seashore is an all-weather tourist attraction and is a quiet and relaxing spot. It is one of the best seashores in the region. There are no tourism offices that try to get people to come. Local visitors can only visit the area on their own. To appreciate travel and enjoy natural excellence, one must take vital things, such as food, a camera, and other items. There may be a food shortage along the way and few places to sell it on the road. Mobile phone signals may also disappear in certain areas, and “due to a lack of electricity, night tourists bring in generators or charged lights”¹⁰, especially those who come for extended hours or camping. People are drawn to the beauty of nature because they can see what nature has kept for them. This

⁷ Kanwal, Raana. 2020. The Story Of The “Princess Of Hope” Standing In The Desert Of Balochistan! October 22. <http://blogs.dunyanews.tv/27611/>.

⁸ Kanwal, Raana. 2019. Kund Malir — for the love of seas, mountains and deserts. August 5. <https://dailytimes.com.pk/443289/kund-malir-for-the-love-of-seas-mountains-and-deserts/>.

⁹ Zafar, Fatima Hayat Shaheen, Zarien Ayub, Aasia Karim, and Muhammad Zahid. 2018. "Seasonal variations in physico-chemical parameters of Buleji and Paradise Point rocky shores at Karachi coast." 5 (2): 154-168. doi:10.30897/ijegeo.

¹⁰ Kanwal, Raana. 2019. Kund Malir — for the love of seas, mountains and deserts. August 5. <https://dailytimes.com.pk/443289/kund-malir-for-the-love-of-seas-mountains-and-deserts/>.

coast is more beautiful and touching because of the desert. It is incredible, with crystal clear water, palm trees, and golden sand. In 2019, Kund Malir beach was included among the top 50 most beautiful Asian beaches, and the “list was prepared by collecting the insider knowledge of over 600 journalists, editors, bloggers, and agencies, who have made travel their life¹¹.

5. Sapat Beach

Sapat beach is in the Lasbela district of Balochistan province, along the Makran Coastal Highway. The water glows like diamonds at night as the moon plays with the waves. At Sapat, water along the beach has bioluminescent properties. There are a few beaches in the world with such a mesmerizing quality of water that glow sparkling blue at night. “Emitted from algae or small crustaceans, bioluminescence is an unforgettable experience you should witness at least once in your life. Bioluminescence is best seen when there is no moon or a cloudy night, so keep this in mind if you are hoping to catch it”¹². Bioluminescent beaches around the world include Tausan beach (Malaysia), Toyama Bay (Japan), Vaadhoo Island (the Maldives), Krabi beach (Thailand), Tasmania beach (Australia), Sam Mun Tsai beach (Hong Kong), Koh Rong (Cambodia), Mosquito Bay (Puerto Rico), Sapat beach (Pakistan) and Bhit Khori beach (Pakistan). Sapat beach is in Balochistan, and the other, Bhit Khori beach, is in Sindh province.

The golden sand and the beach give a perfect return for time and money. It is a fantastic place for both sand-sun-sea and full-moon-at-a-cool- beach lovers. Many unexplored caves in the cliff system known as Buji Koh give tourists a look at the area’s natural beauty. The shelters offer tourists an opportunity to explore and discover.

¹¹ Ibid.

¹² Traveloka. 2018. 8 Bioluminescent Bays And Beaches That’ll Leave You Spellbound. Junes 2. <https://zafigo.com/stories/>.

Tourists are advised to take extra food, gas, and maps with them, as mobile signals here can go down for longer.

6. Miani Hor Lagoon

Among the top tourist destinations in the world, the Wetlands of Miani Hor can be found. Miani Hor, located in the Lasbela district of Balochistan province, is “a large shallow sea bay and estuarine system with several low-lying islands and extensive mangrove swamps and intertidal mudflats separated from the adjacent Sonmiani Bay by a broad peninsula of dunes. The Hor receives freshwater input from several seasonal streams rising in the hills of eastern Balochistan to the north and empties into Sonmiani Bay through a broad channel at its eastern end”¹³.



Figure 2. Miani Hor Lagoon, Balochistan Province (Ramsar Convention Bureau 2001)

¹³ Ramsar Convention Bureau. 2001. "Information Sheet on Ramsar Wetlands: Categories approved by Recommendation 4.7 of the Conference of the Contracting Parties." ramsar.org. April 24. <https://rsis.ramsar.org/RISapp/files/RISrep/PK1068RIS.pdf>.

“Pakistan’s warm waters have long been a refuge for millions of birds that migrate from Siberia to avoid the stinging winter every year”¹⁴. “The Miani Hor area is important on account of having large concentrations of water birds during the season”¹⁵. It “has a surface area of 363 km² with a single inlet connecting the lagoon with the Arabian Sea”¹⁶. Water birds love this place, and this Ramsar-protected area of Miani Hor is a significant “staging and wintering area for migratory shorebirds, flamingos, and pelicans. In addition, large flocks of little ringed plovers, sanderlings, curlew sandpipers, Caspian terns, herring gulls, lesser black-backed gulls, and slender-billed gulls”¹⁷, osprey and turnstone are frequent and common. Besides this, cetaceans (large aquatic mammals) have also been found there. It is home to an Indigenous population of Indo-Pacific humpback dolphins.

“Miani Hor supports an average of 22,700 water birds regularly”¹⁸, and around 60,000 water birds have been counted (in 2000). The lagoon’s inlet is about 2 km wide. Miani Hor lagoon’s coast is linked to Sonmiani, Damb, and Bheera villages. In 2005, the provincial government of Balochistan initiated modernization and

¹⁴ Latif, Aamir. 2019. Pakistan: Migratory birds find new destination. August 2. <https://www.aa.com.tr/en/asia-pacific/pakistan-migratory-birds-find-new-destination/1386876>.

¹⁵ Ibid.

¹⁶ Ahmed, Naeem, Dilawar Abdul Razzaq, Naimatullah Sohoo, and Syed Ghayyour Ahmed. 2014. "A Study of the Dynamics of Miani Hor Coastal Lagoon, Pakistan and Failure of Damb Fish Harbour." *International Journal of Science and Technology* 3 (8): 501–510. https://www.researchgate.net/publication/292138672_A_Study_of_the_Dynamics_of_Miani_Hor_Coastal_Lagoon_Pakistan_and_Failure_of_Damb_Fish_Harbour.

¹⁷ Ramsar Convention Bureau. 2001. "Information Sheet on Ramsar Wetlands: Categories approved by Recommendation 4.7 of the Conference of the Contracting Parties." [ramsar.org](https://rsis Ramsar.org). April 24. <https://rsis.ramsar.org/RISapp/files/RISrep/PK1068RIS.pdf>.

¹⁸ Khan, Muhammad Moazzam. 2015. Template for Submission of Scientific Information to Describe Areas Meeting Scientific Criteria for Ecologically or Biologically Significant Marine Areas. Marine Fisheries Department, Government of Pakistan. <https://www.cbd.int/doc/meetings/mar/ebaws-2015-02/other/ebaws-2015-02-template-pakistan-04-en.pdf>.

development of the vicinity with the construction of fish landing facilities and a fish harbor, but this project was not materialized. As Pakistan needs an uplift regarding maritime trade and tourism, the sanctuary must be prioritized and completed shortly, which will undoubtedly help increase and value the addition of fish and fishery products. The harbor will also be a place of interest for tourists coming to the vicinity. "The site contains one of the most robust and productive stands of mangrove forests"¹⁹. The mangroves found here are of three types, i.e., *Avicenna marina*, *Rhizophora Mucronata*, and *Ceriops Tagal*²⁰. Winder and Porali rivers drain into the lagoon.

"Although the (local) communities exploit the resources of the Miani Horecause of traditional management practices, the resources are still not over-exploited"²¹. Shrimp, crabs, and small fish are abundant in these shallow waters, especially shrimp is of exceedingly high quality. According to Ramsar Convention Bureau, the vicinity of Miani Hor is owned by the state's revenue department, whereas a small northern portion of the mangrove forest is the property of the provincial government's Forest Department.

¹⁹ Ramsar Convention Bureau. 2001. "Information Sheet on Ramsar Wetlands: Categories approved by Recommendation 4.7 of the Conference of the Contracting Parties." ramsar.org. April 24. <https://rsis Ramsar.org/RISapp/files/RISrep/PK1068RIS.pdf>.

²⁰ Ahmed, Naeem, Dilawar Abdul Razzaq, Naimatullah Soho, and Syed Ghayyour Ahmed. 2014. "A Study of the Dynamics of Miani Hor Coastal Lagoon, Pakistan and Failure of Damb Fish Harbour." *International Journal of Science and Technology* 3 (8): 501–510. https://www.researchgate.net/publication/292138672_A_Study_of_the_Dynamics_of_Miani_Hor_Coastal_Lagoon_Pakistan_and_Failure_of_Damb_Fish_Harbour.

²¹ Khan, Muhammad Moazzam. 2015. *Template for Submission of Scientific Information to Describe Areas Meeting Scientific Criteria for Ecologically or Biologically Significant Marine Areas*. Marine Fisheries Department, Government of Pakistan. <https://www.cbd.int/doc/meetings/mar/ebaws-2015-02/other/ebaws-2015-02-template-pakistan-04-en.pdf>.

7. Balakot

The area around Sonmiani Village has a lot of historical and archaeological significance. This area, locally known as Balakot, is linked to the ancient civilization of Harappa and is one of the four ancient sites along Pakistan's coast. The other three sites include Bhambore, Rato Kot, and Juna Shah Forts²². Balakot dates "to the period of South Asia's earliest civilization ...that flourished in the centuries just before and after 2000 B.C."²³. It "lies in the Las Bela District of Balochistan, about 90 km north-northwest of Karachi ...is approximately 180 x 150m in size and encompasses an area of 2.7 ha"²⁴. It was discovered in the 1920s and has since astonished and captured the aesthetics of scientists, travelers, and history lovers. "Its geographic range, from the Arabian Sea to the foothills of the Himalayas, far exceeds that of the coeval Sumero-Babylonian or Egyptian cultures of the Near East"²⁵. "Based on the hiatus of approximately 200 years between the Balakot and Harappan Phase occupations, it is thought that this site was 'recolonized' during the Harappan Phase to procure, process, and produce dried fish for inland or perhaps extra-regional trade in the Arabian Gulf area"²⁶.

Thousands of years old history and the record of the people that impacted regional trade and politics for centuries can be seen at Balakot. The Miani Hor lagoon, a Ramsar site, is only ten miles away

²² MFF Pakistan. 2016. A Handbook on Pakistan's Coastal and Marine Resources. IUCN. https://www.iucn.org/sites/dev/files/pk_coastal_resources_handbook.pdf.

²³ Harappa. n.d. Balakot . <https://www.harappa.com/category/place/balakot>.

²⁴ Belcher, William R. 2018. "Fish Symbolism and Fish Remains in Ancient South Asia." In *Walking with the Unicorn: Social Organization and Material Culture in Ancient South Asia*, edited by J. M. Kenoyer, 33–47. Archaeopress Publishing Ltd. <http://www.archaeopress.com>.

²⁵ Harappa. n.d. Balakot . <https://www.harappa.com/category/place/balakot>.

²⁶ Belcher, William R. 2018. "Fish Symbolism and Fish Remains in Ancient South Asia." In *Walking with the Unicorn: Social Organization and Material Culture in Ancient South Asia*, edited by J. M. Kenoyer, 33–47. Archaeopress Publishing Ltd. <http://www.archaeopress.com>.

from the Sonmiani Bay area. The area is best for ancient history lovers, beach finders, and lagoon travelers. The footprints of one of the world's most prominent and influential civilizations, the Indus Valley civilization, can be found in Balakot.

8. Recommendations

8.1. Infrastructure Development at Hingol National Park

International and local tourists can be attracted to Hingol National Park in several ways with the addition of little infrastructure development like road-rail facilities, a conducive secure environment, and modern night stay facilities.

- ***Construction of a Railway Line.*** A railway line within the Hingol National Park is highly recommended. It will carry tourists from place to place and work as a guide for travelers to enjoy the ride. The railway will turn the raw potential of Hingol as a tourist attraction into a well-managed Safari Park.
- ***Protection of Hingol River and Development of River/Water Sport.*** The Hingol River is a lifeline for this national park. Hence, a strategy is required to secure and protect the river and keep it flowing. It is further recommended that a small dam is constructed to stop a substantial portion of water from draining into the sea and being wasted. This way, the biodiversity which relies on this river becomes sustainable. The Hingol River is also a terrific opportunity to promote tourism for Hingol National Park. This river would be perfect for rowing sports competitions, training, and fun rowing if water storage facilities are constructed. Moreover, the crocodiles' sanctuary at the Hingol River can also be demarcated and protected.
- ***Preservation and Development of Nani Mandir.*** Hinglaj Mata Mandar, a sacred place for Hindus, needs to be preserved and

renovated, and the area around it needs to be developed in the pattern of Kartarpur Gurdwara. Hindus spread around the globe, India, and even from within Pakistan need to be brought in an organized and secure manner for their ritual performance at this specific holy site. Before the subject venture, the Sind tourism department needs to create a modern facility for boarding and lodging, making it a unique religious tourist attraction.

- ***Securing the Princess of Hope.*** The area around Princess of Hope needs to be preserved, and existing rock formations need to be converted into an aesthetical panorama by inviting skilled sculptors from all over the world to transform the many similar pieces of rocks into sculptures like Princess of Hope. The area's grandeur will reflect the Terracotta warrior site at Xian, China. Infrastructure specific to tourism needs to be established at the site to handle the influx of local and foreign tourists.
- ***Promotion of Hingol for Filmmaking.*** Hingol National Park is a superb vicinity for filmmaking. An international level of marketing and advertising of the park targeted toward Hollywood, the UK Film Industry, European Cinematographers, and the Iranian Film Industry is required. The government can arrange regular visits from famous film producers, such as James Cameron, Ridley Scott, Walter Hill, etc., as Angelina Jolie visited the park in 2002. These visits will make headlines in entertainment dailies and attract other videographers to see the vicinity, particularly for documentary and science fiction film productions. Moreover, it is the perfect place for National Geographic and the Discovery Channel to produce documentaries that include breathtaking imagery. Also, it will allow the local industry to facilitate the professionals for film/visual production and earn extra bucks.

8.2. Kund Malir can be the Top Tourist Destination

Kund Malir beach quickly finds its way to the list of top golden beaches of Pakistan and needs the immediate attention of the government's tourism department. This beach can become the best with little effort and modernization. The vicinity around Kund Malir beach is perfect for desert safari. The idea could be an adapted form of the Dubai Desert Safari. Hotels and motels must be constructed to accommodate tourist inflow. Restaurants that sell Balochi food and seafood may also be a value addition. Kund Malir can become a fabulous place for regular watersport activities. It is a well-suited beach for watersport competitions to encourage the media and tourists to visit the site and acclaim the gifted beauty. As this beach is yet clean, natural, and pure, there is a need to adopt prior practices of sanitation and cleanliness to preserve the beauty of the beach and keep it pollution-free as it is now.

8.3. Sapat is a Beach for Newly Married Couples

Sapat Beach can be designated as the "beach for newly married couples," as it is a fabulous place for spending honeymoon nights. The hill along the beach can be transformed to construct huts and restaurants. Also, measures for its preservation will keep the beauty of the beach intact. It must not meet the same fate as Paradise Point's natural sandstone rock formation, which has lost its famous semi-circular shape. Sapat has the same rock formation that needs the governmental department's attention for preservation. The government must declare Sapat beach and Buji Koh as protected tourist sites to preserve their natural environment from degradation and encroachment.

8.4. The Center for the Promotion of Coastal Tourism

Miani Hor is an exquisite tourist site where a center for promoting coastal tourism, especially concerning fishery, is strongly

advised. A yearly awareness campaign for the protection and safety of Miani Hor would be vital for preserving its natural capacity.

- ***Shallow Waters ferry service.*** A one-day ferry service is recommended for tourists who want a nice ride from the shallow waters of Miani Hor up to the deep blue Arabian Sea and back.
- ***Monitoring of Indigenous and Migratory Birds.*** Miani Hor supports an average of 23,000 water birds regularly. This data was collected a couple of decades ago. Hence, the establishment of a Bird Monitoring Center is recommended. The data collected from the center would be immediately available online for tourists and researchers through a dedicated portal.
- ***Enforcing Laws on Hunting.*** Although home and visiting birds are not yet endangered, growing hunting activities are becoming a matter of concern locally. So, to stop irregular hunting, a law should be vigorously enforced.
- ***Safety of Indigenous Mammals.*** At Miani Hor, there is an Indigenous population of Indo-Pacific humpback dolphins. This dolphin may be used as a marketing symbol to protect this mammal and promote tourist activities. Figuratively, an aerial view of Miani Hor also resembles a dolphin.
- ***Enhancing Jellyfish Production.*** Jellyfish is also a unique factor for Miani Hor. There is a need to enhance the jellyfish population. It can be done by protecting the natural environment necessary for the growth of jellyfish and establishing facilities for the artificial increase of jellyfish species. Jellyfish here have the potential to become a tourist attraction.

8.5. Promoting Balakot through Conferences

Annual conferences, scholarly and tourist gatherings, and history and media seminars in Balakot will market this essential ancient place, and ordinary people will know about it. Conference halls for regular and archeological conferences may be constructed here. The step will become a promotional aspect of this ancient archeological site. Moreover, a medium-sized Expo Center may be valuable to the site. It is recommended for the provincial government of Balochistan conduct an annual "Balakot International Conference," not only to attract tourists but also to motivate archaeologists and historians from around the world to come and work on this historically valued civilization that shaped this region of the world.

- ***Establishment of the School of Archeology.*** It is recommended to encourage scholarly work that an institution solely to teach archeology may be close to the vicinity, i.e., Balakot School of Archeology. The annual fund may be allocated to motivate and encourage domestic and international scholars, primarily to support archeological, scholarly, and historical work regarding Balakot and associated areas.
- ***Establishment of a bus terminal for Tourists.*** A tourist dual-decker bus service is strongly recommended at a meager cost for all tourists. It may be launched to travel between Balakot, the Sonmiani bay area, and the lagoon of Miani Hor. Tourists can have fun while visiting and traveling all three sites by bus during a day-long trip.

8.6. Protection from Encroachment

The areas of maritime significance should be protected by law, and further real estate construction and economic or other activities may not be permitted.

8.7. Building Huts and Hotels

Along most of Pakistan, there are no huts, which can be constructed with the help of private leisure companies. There are few hotels close to the tourist spots for visitors, especially those who intend to enjoy exquisite nights along Pakistan's charismatic shiny seashores. Domestic and international food chains have this excellent opportunity to come forth. Until now, visitors and tourists are compelled to carry food with them and leave before the food runs out.

8.8. Tax-Free Food Chains

Restaurants for local and international food should be opened with a public-private partnership. Occasionally, investors face low turnouts of visitors. It is advised that all restaurants, private guest houses, and other provisions may be exempted from tax for the next thirty years. Subsequently, tax exemption will help the investors to facilitate tourists for their necessities at a low price. The district administration must ensure price control in the coastal area.

8.9. Provision of Allied Tourist Facilities

Modern infrastructure that includes high-speed internet, communication, transport systems, lodging, and food availability is required. It will help tourists stay for longer hours and spend more nights here, generating extra revenue.

8.10. Facilitation of Tourists with Literate Guides

Secure facilities for tourists for sightseeing must be provided. Moreover, properly registered and literate guides must also be made available. It can be done by encouraging locals to join the guiding profession through courses offered by the tourism department.

8.11. Protection and Assessment of the Ecosystem

Most areas of Pakistan's coastline contain a diverse ecosystem, natural habitats, and high genetic diversity in the form of animal and bird species. Environmental assessment, control, and regular study of environmental degradation, especially at the Ramsar sites, are highly recommended. The concerning wildlife and tourism departments need an in-depth study of wildlife, biodiversity, and environmental capacity assessment. Non-governmental organizations that contribute to wildlife safety, growth, and security, must also join hands with the government to save precious animal and bird species along Pakistan's coastline.

9. Conclusion

Due to dwindling land resources, coastal countries have focused more on the blue economy. Because of this, Pakistan must investigate aspects of the blue economy, such as marine tourism, to fortify its shaky economy. Economically speaking, nautical tourism is a cornerstone for every nation that has access to the sea. Although conditions are favorable, more infrastructure must be built to accommodate the growing number of visitors. The sea has been people's primary means of entertainment for generations, and the options available seem to expand. For its part, Pakistan will follow these similar guidelines if it hopes to attract domestic and international visitors to its coastal areas. Maritime tourism is a growing sector of the travel industry with the potential to contribute to the development of any country's economy significantly. For a developing nation like Pakistan, this economic sector is crucial. Since Pakistan's founding, marine concerns have been ignored, and sea blindness has prevailed. Pakistan must now recognize the value of this cornerstone of the ocean economy. Economic growth and job creation are only two of the many areas that benefit from the tourist industry's massive global financial outlay. It is a crucial tool for bolstering Pakistan's international

standing by highlighting its nautical heritage and opening the door to the many beautiful destinations dotted around the country's coastline. It's also crucial for promoting a country's "soft power" abroad. Therefore, a country like Pakistan must adopt it as soon as possible to help differentiate between fiction and truth about the world community's perception of the country's image. Once marine tourism in Pakistan picks up steam, visitors from other countries will experience firsthand the country's diverse social, cultural, religious, and ethnic atmosphere, elevating the country's standing among the international community.

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