

TOURISM & ARCHAEOLOGY

Vision

To Use the state's natural and heritage resources to faster the development of tourism as a viable sector of the economy in a manner:

- ◆ Which complements the scale, quality and unique features of the community;
- ◆ Which balances the interests of tourism with the interests of other industries and:
- ◆ Which balances the need of visitors with the need of residents and:
- ◆ Encourage and facilitate the private sector to invest in tourism sector in AJK.

Economic/Social Potential

Scenic Beauty

Azad Jammu & Kashmir is blessed with:

- ◆ Immense natural beauty
- ◆ Numerous picturesque spots
- ◆ Dense green alpine forests
- ◆ Crystal blue glacial lakes
- ◆ Winding rivers, silvery streams, majestic Mountains
- ◆ Flora & fauna and bracing climate

All go together to make it an excellent tourist resort:

Historical and Archaeological Assets:

Azad Kashmir is rich in archaeological and historical heritage. It has a good number of archaeological sites, historical forts and other monuments which have withstood the ravages of time and other factors to unfold the ancient history of the State of Jammu & Kashmir.

Main Archaeological & Historical Assets:

- ◆ Red Fort, Muzaffarabad
- ◆ Black Fort, Muzaffarabad
- ◆ Sharda Fort & Buddhist place of learning
- ◆ Bagh Fort
- ◆ Baral Fort & Rani Bowli in Sudhanoti
- ◆ Mangla Fort District Mirpur
- ◆ Ramkot Fort District Mirpur
- ◆ Baghsar Fort District Bhimber
- ◆ Throchi & Bhrund Forts (Kotli)
- ◆ Mughal Mosque (Bhimber)
- ◆ Sarae Saadabad (Samahni)
- ◆ Burjun Fort, Mirpur

Cultural Heritage:

Azad Jammu & Kashmir is famous for its strong cultural and artistic base.

- ◆ Folk festivals,
- ◆ Folk dances,
- ◆ Horse & Cattle shows,
- ◆ Tent pegging and such event are known parts of State's culture.

Moreover traditional Kashmiri art & craft:

- ◆ Papier Machie,
- ◆ Shawls, Namda & Gubba ,special dresses and jewelry are the pride of Kashmiri art and culture.

Religious Tourism:

It is an important segment of tourism potential of AJK. There are a good number of shrines (Mazarat). Prominent among these are:

- ◆ Darbar Pir Sakhi Alloud-Din Muzaffarabad,
- ◆ Darbar Sain Saheli Sarkar Muzaffarabad,
- ◆ Darbar Pirchinassi Muzaffarabad,
- ◆ Darbar Khari Sharif Mirpur,
- ◆ Darbar Baba Shadi Shaheed District Bhimber
- ◆ Darbar Mai Toti Sahiba District Kotli

A large number of pilgrims visit these shrines round the year.

Mountain Based Adventure Tourism:

Azad Jammu & Kashmir is blessed with varied mountainous landscape ranging from low hills to high mountains (2000 to 6000 m):

- ◆ “Sarawali Peak” of Nanga Parbat Complex rising at 6326 M (20,750 ft) being the highest in the territory.
- ◆ The area has great potential for soft to medium grade adventure tourism.

Mountaineering:

Peaks parallel to the Kaghan Valley in the Northern sector:

- ◆ Jagran Valley,
- ◆ Ratti Gali pass West of Dawarian,
- ◆ Noori Nar Gali West of Sharda,
- ◆ The peaks of ridges descending from Nanga Parbat massif ranging from 4500 to 6000 m and 6324 m high “Sarawali Peak” are most suitable for technical climbing. These provide compatible challenge within small budget and less time.

Trekking

- ◆ The main potential of AJK lies in the soft to hard trekking.
- ◆ The heavily forested slopes of the mountains in the Neelum Valley in the west & north provide good trekking areas from moderate to hard trekking.
- ◆ The high hills of Kafir-Khan (3000-3508m), in Muzaffarabad and Ganga Choti (3045 m) in Bagh in the Southern sector can also be termed as trekking peaks.

Summer Camping & Hikes

There is a large number of places in the Northern and Southern districts of AJK which provide excellent opportunities for summer and winter camping and smaller hikes. Summer camping falls under very soft adventure especially for youth from schools and colleges.

Water Based Adventure Tourism

- ◆ Blessed with large crystal olive green and blue water streams and rivers, both northern and southern sectors of Azad Kashmir provide great opportunities for water sports activities. These activities include:
 - ◆ White Water Rafting - Canoeing/ Kayaking- Sailing
 - ◆ Wind Surfacing - Boating - Rowing - Hovercraft

Para-gliding

The people of Muzaffarabad witnessed the first ever thrilling event of Paragliding on 24th September, 2005 when 12 adventure lovers with their gliders took off from Lohar Gali and after demonstration about 45 minutes in air landed on the ground near Thori Park. This adventurous event due to its potential has now become popular to a wider section of adventure seekers, especially among youth at domestic level.

Strategy

Tourism be given the status of industry in AJK

- ◆ Establishment of a Tourism Development Cell (in Tourism Directorate)
- ◆ Departing from public sector led conventional mode of tourism development
- ◆ Faster the process of public private partnership(PPP).
- ◆ Government to play the role of facilitator only.
- ◆ Mainstreaming tourism planning, development and implementation.
- ◆ Providing air and construction of Road Links to the tourist destinations
- ◆ Resort Development
- ◆ Establishment of Hotels/ Motels
- ◆ Promotion of Adventure Tourism
- ◆ Development of Recreational Facilities
- ◆ Identification, Preservation & Protection of Archaeological / Historical Assets
- ◆ Establishment of Publicity Network for publicity Promotion through electronic & Print Media
- ◆ Establishment of Transport Services for Tourists
- ◆ Up-gradation & extension of existing facilities
- ◆ Privatization of the existing infrastructural potential in AJK
- ◆ Incentives for local communities and their capacity building by inviting them to involve in tourist activities and Tourism Department providing them skills, soft loans, rebates on mark ups, basic facilities like phone, internet, electricity, roads and trainings etc.
- ◆ Institutionalizing the tourism training / education network by inducing the universities to establish Tourism Development Institutes / Departments.

- ◆ Inducing the Federal Tax Establishment to introduce Tax Free Regime for the development of Tourism in AJK. (This becomes more important in view of the fact that existing tourist venues in Pakistan are becoming gradually underutilized because of law and order situation – alternatively tourists might opt for AJK)
- ◆ A new Tourism Inclusive Development / Regulatory Regime employed in the road and hydro sectors - inducing tourism friendly project conception / implementation, and development of tourist and tourist publicity sites on highways.

Establishment of Planning Management Office (PMO) for Tourism Development in AJK to

- ◆ Strategize the priorities regarding tourism promotion.
- ◆ Plan and execute the projects
- ◆ Involve consultancy and consultation
- ◆ Evolve a three years tourism plan followed by subsequent five year plans
- ◆ Evolve new business processes.

Approach

- ◆ A warm and welcoming environment to greet tourist in AJK
- ◆ Accessible staff always available to meet needs of the Tourist Development of statewide Tourist Resorts and Information centers network and linkages with tourism promotion institutions of Pakistan
- ◆ Documentation and Interpretation of Tourism Potentials of AJK

Salient Features:

Tourism Sector's projected outlay for the year 2013-14 is planned Rs. 115.00 million. This allocation shows an increase of around 67% over year 2012-13 allocation for the sector and constitutes about 1.01% of the core ADP 2013-14. Tourism schemes portfolio comprises of 23 schemes, with an allocation of Rs. 115.000 million. Ongoing schemes are allocated 96.5% of ADP, while 3.5% is allocated to new schemes. Two schemes have been completed in this financial year while the numbers of schemes targeted for completion in 2013-14 are 05. Total Financial outlay of the sector from GoAJK is as under:-

Rs. million

Source	Revised Allocation 2012-	Allocation 2013-14
Development	68.708	115.000
Non-development	90.000	95.000

Main physical Targets and Achievements

S.#	Description	Unit	FY 2012-13		FY 2013-14
			Planned	Actual	Target
1	Development of Tourist Resorts in AJK	Nos.	8	70%	80%
	i. Purchase of Land	Kanal	10	-	100%
	ii. Construction of Motels	Nos.	3	65%	85%
	iii. Construction of Tourist Lodges	Nos.	4	70%	90%
	iv. Tourist Huts	Nos.	4	50%	80%
	v. Cafeteria	Nos.	4	50%	90%
	vi. SPA Resort at Tattapani	Nos.	1	55%	100%
	vii. Tuck Shops	Nos.	5	65%	100%
	viii. Tourist Information Center	Nos.	5	25%	70%
	ix. Tourist Welcome Booths	Nos.	5	75%	100%
	x. Tourism Complex	Nos.	1	-	25%
	xi. Repair & Renovation of Rest Houses	Nos.	13	35%	100%
2	Link Roads	Nos.	5	60%	80%
3	PC II, Survey & Feasibility Study for Chairlifts / Cable Cars	Jobs	1	completed	-

Completion Status of Projects

No. of Projects

Year	Planned	Actual
2012-13	5	2
2013-14	5	-

Summary

PUBLIC SECTOR DEVELOPMENT PROGRAMME 2013-14, AZAD JAMMU & KASHMIR

(Rupees in Million)

Ser. No.	Sector/Sub Sector	No. of Schemes	Approved(Rev.)/Estimated Cost			Financial Progress				Allocation 2013-14			Progress in %age terms		Expenditure Beyond 2013-14
			Total	FEC Own Res.	Foreign Aid (Credit)	Expenditure upto June, 2012	Budget Estimates, 2012-13	Revised Estimates, 2012-13	Expected Expenditure upto June, 2013	Total	FEC Own Res.	Foreign Aid (Credit)	upto June, 2013	Expected upto June, 2014	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Tourism

a). Tourism															
	On Going	18	933.190	0.000	0.000	292.271	72.200	68.708	360.979	111.187	0.000	0.000	39%	51%	461.024
	New	5	262.000	0.000	0.000	0.000	33.800	0.000	0.000	3.813	0.000	0.000	0%	1%	258.187
	Total	23	1195.190	0.000	0.000	292.271	106.000	68.708	360.979	115.000	0.000	0.000	30%	40%	719.211
Tourism															
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PUBLIC SECTOR DEVELOPMENT PROGRAMME 2013-14, AZAD JAMMU & KASHMIR

SECTOR: Tourism
SUB-SECTOR: Tourism

(Rupees in Million)

Unique Reference No.	Ser. No.	Name of the Project with Status & Location	Date of First Approval/ Completion as per last PC-1	Approved(Rev.)/Estimated Cost			Financial Progress				Allocation 2013-14			Progress in %age terms		Expenditure Beyond 2013-14
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0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
ONGOING PROJECTS																
TOU 11	1	Establishment of Tolpir Hill Resort, Districts Poonch & Bagh	04-Jan-06 03-Jan-09	36.000	0.000	0.000	27.330	3.000	1.100	28.430	7.570	0.000	0.000	79%	100%	0.000
TOU 12	2	Establishment of Tourist Resort at Tattapani, Districts Kotli & Poonch	04-Jan-06 04-Apr-14	13.580 49.377 Revised	0.000	0.000	13.862	5.000	5.200	19.062	15.000	0.000	0.000	39%	69%	15.315
TOU 14	3	Development of Chikkar Sudhangali Hill Resort	11-Sep-07 10-Sep-10	65.513	0.000	0.000	31.944	8.000	7.825	39.769	8.790	0.000	0.000	61%	74%	16.954
TOU 100	4	Additional Accommodation Facilities at Existing Tourist Resorts in AJK	16-Jun-07 30-Jun-11	39.000 72.000 Revised	0.000	0.000	61.088	4.828	5.300	66.388	5.612	0.000	0.000	92%	100%	0.000
TOU 101	5	Establishment of Publicity Network in A.K	16-Jun-07 15-Jun-10	40.000 40.184 15% Ex.	0.000	0.000	30.407	5.000	9.777	40.184	0.000	0.000	0.000	100%	100%	0.000
TOU 102	6	Establishment of Chair lifts/Cable Cars in A.K (PC-II)	31-Jul-07 30-Jun-12	5.000 7.500 Revised	0.000	0.000	7.123	0.377	0.377	7.500	0.000	0.000	0.000	100%	100%	0.000
TOU 103	7	Development of Dheerkot Tourist Resort	11-Sep-07 10-Sep-10	57.000	0.000	0.000	24.578	5.000	1.300	25.878	6.687	0.000	0.000	45%	57%	24.435
TOU 104	8	Development of Tourist Resort Dao Khan District Muzaffarabad	11-Sep-07 10-Sep-10	49.335	0.000	0.000	11.934	8.000	6.800	18.734	5.000	0.000	0.000	38%	48%	25.601

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0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
TOU 105	9	Development of Tourist Resort Areas in Azad Kashmir, Pirchinasi Hill Resort, (Phase-1)	21-Sep-04 20-Sep-07	26.770	0.000	0.000	19.203	4.000	1.400	20.603	6.167	0.000	0.000	77%	100%	0.000
TOU 108	10	Development of Food Points at Muzaffarabad PC-II	25-Mar-08 25-Mar-09	3.500 0.187 C.C.	0.000	0.000	0.187	3.313	0.000	0.187	0.000	0.000	0.000	100%	100%	0.000
TOU 111	11	Development of Nagishower Tourist Resort District Sudhnoti	05-Apr-09 04-Apr-12	91.382	0.000	0.000	1.130	1.000	0.000	1.130	4.900	0.000	0.000	1%	7%	85.352
TOU 114	12	Upgradation of Existing Tourist Facilities in AJ&K.	04-Apr-12 04-Apr-15	74.000	0.000	0.000	0.000	8.455	18.539	18.539	15.000	0.000	0.000	25%	45%	40.461
TOU 119	13	Development of Road Side Facilities in AJ&K	01-Apr-10 31-Mar-13	95.000	0.000	0.000	0.094	2.000	3.500	3.594	5.000	0.000	0.000	4%	9%	86.406
TOU 122	14	Upgradation of Tourism Development Master Plan & Establishment of Implementation Cell in AJK (PC-II)	07-Apr-09 06-Apr-10	5.000 0.164 C.C.	0.000	0.000	0.164	1.000	0.000	0.164	0.000	0.000	0.000	100%	100%	0.000
TOU 133	15	Construction of Tourist Lodge Khoiratta District Kotli	09-Mar-10 15-May-15	10.725 27.000 Revised	0.000	0.000	5.635	5.090	5.090	10.725	16.275	0.000	0.000	40%	100%	0.000
TOU 135	16	Construction of Tourism Complex at Muzaffarabad	29-Mar-13 28-Mar-15	177.000	0.000	0.000	0.000	0.100	0.500	0.500	10.000	0.000	0.000	0%	6%	166.500

PUBLIC SECTOR DEVELOPMENT PROGRAMME 2013-14, AZAD JAMMU & KASHMIR

SECTOR: Tourism
SUB-SECTOR: Tourism

(Rupees in Million)

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0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
TOU 140	17	PTDC TFC Muzaffarabad (Shifted from KA&GB)		25.588 5.778 C.C.	0.000	0.000	5.778	1.000	0.000	5.778	0.000	0.000	0.000	100%	100%	0.000
TOU 274	18	Construction of Tourist Resorts in Neelum Valley	28-Mar-08 28-Mar-11	59.000	0.000	0.000	51.814	7.037	2.000	53.814	5.186	0.000	0.000	91%	100%	0.000
Total OnGoing (Tourism)				933.190	0.000	0.000	292.271	72.200	68.708	360.979	111.187	0.000	0.000	39%	51%	461.024

PUBLIC SECTOR DEVELOPMENT PROGRAMME 2013-14, AZAD JAMMU & KASHMIR

SECTOR: Tourism
SUB-SECTOR: Tourism

(Rupees in Million)

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0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
NEW PROJECTS																
TOU 128	1	Construction of Tourist Lodge at Naar	Un-App	12.000	0.000	0.000	0.000	5.100	0.000	0.000	0.100	0.000	0.000	0%	1%	11.900
TOU 130	2	Construction of Tourist Rest House at Qamroti Khad Gujran District Kotli	Un-App	20.000	0.000	0.000	0.000	0.000	0.000	0.000	0.100	0.000	0.000	0%	1%	19.900
TOU 131	3	Enhancement of Tourist Facilities with Private Sector Partnership in AJK.(Total Cost Rs.400 Million)	Un-App	80.000	0.000	0.000	0.000	15.000	0.000	0.000	0.100	0.000	0.000	0%	0%	79.900
TOU 136	4	Construction of Tourist lodge in AJK	Un-App	50.000	0.000	0.000	0.000	5.100	0.000	0.000	0.100	0.000	0.000	0%	0%	49.900
TOU 139	5	Promotion of Tourism Facilities at Banjosa Lake	Un-App	100.000	0.000	0.000	0.000	8.600	0.000	0.000	3.413	0.000	0.000	0%	3%	96.587
Total New (Tourism)				262.000	0.000	0.000	0.000	33.800	0.000	0.000	3.813	0.000	0.000	0%	1%	258.187
Total (Tourism)				1195.190	0.000	0.000	292.271	106.000	68.708	360.979	115.000	0.000	0.000	30%	40%	719.211
Total Tourism				1195.190	0.000	0.000	292.271	106.000	68.708	360.979	115.000	0.000	0.000	30%	40%	719.211