

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
- ❖ Ramkot Fort
- ❖ Baghsar Fort
- ❖ 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,
- ❖ Namda & Gubba,
- ❖ Shawls, 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 Sain Saheli Sarkar,
- ❖ Darbar Pirchinassi,
- ❖ Darbar Khari Sharif,
- ❖ Darbar Baba Shadi Shaheed
- ❖ Darbar Mai Toti Sahiba.

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 sectors 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.
- ❖ Main streaming 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 2012-13 is planned Rs. 106.000 million. This allocation shows an increase of around 38% over year 2011-12 allocation for the sector and constitutes about 1.1% of the core ADP 2012-13. Tourism schemes portfolio comprises of 24 schemes, with an allocation of Rs. 106.000 million. Ongoing schemes are allocated 68% of ADP, while 32% is allocated to new schemes. Number of schemes targeted for completion in 2012-13 are 05.

MAIN PHYSICAL TARGETS AND ACHIEVEMENTS ARE AS FOLLOWS

S.#	Description	Unit	FY 2011-12		FY 2012-13
			Planned	Actual	Target
1	Development of Tourist Resorts in AJK	Nos.	7	65%	100%
	i. Purchase of Land	Kanal	65	30%	30%
	ii. Construction of Motels	Nos.	2	50%	100%
	iii. Construction of Tourist Lodges	Nos.	3	65%	100%
	iv. Tourist Huts	Nos.	10	1%	9%
	v. Cafeteria	Nos.	4	1%	100%
	vi. SPA Resort at Tattapani	Nos.	1	50%	100%
	vii. Tuck Shops	Nos.	5	65%	100%
2	Link Roads	Nos.	4	Completed	3%
3	PC II, Survey & Feasibility Study for Chairlifts / Cable Cars	Job	1	In progress	Completed
4	PC II, Survey for establishment of Food Points in Muzaffarabad	Job	1	In progress	Completed
5	PC II, Tourism Development Master plan and implementation cell	Job	1	In progress	Completed

**COMPLETION STATUS OF PROJECTS
NO. OF PROJECTS**

Year	Planned	Actual
2011-12	3	-
2012-13	5	-

PUBLIC SECTOR DEVELOPMENT PROGRAMME 2012-13, 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 2012-13			Progress in %age terms		Expenditure Beyond 2012-13
				Total	FEC Own Res.	Foreign Aid (Credit)	Expenditure upto June, 2011	Budget Estimates, 2011-12	Revised Estimates, 2011-12	Expected Expenditure upto June, 2012	Total	FEC Own Res.	Foreign Aid (Credit)	upto June, 2012	Expected upto June, 2013	
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
ONGOING PROJECTS																
TOU 11	1	Establishment of Tolipir Hill Resort, Districts Poonch & Bagh	04-Jan-06 03-Jan-09	36.000	0.000	0.000	24.724	10.296	3.260	27.984	3.000	0.000	0.000	78%	86%	5.016
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	13.772	13.550	0.090	13.862	5.000	0.000	0.000	28%	38%	30.515
TOU 14	3	Development of Chikkar Sudhangali Hill Resort	11-Sep-07 10-Sep-10	65.513	0.000	0.000	22.210	13.983	9.261	31.471	8.000	0.000	0.000	48%	60%	26.042
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	51.067	14.469	16.105	67.172	4.828	0.000	0.000	93%	100%	0.000
TOU 101	5	Establishment of Publicity Network in A.K	16-Jun-07 15-Jun-10	40.000	0.000	0.000	20.225	16.976	8.000	28.225	5.000	0.000	0.000	71%	83%	6.775
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	6.515	0.980	0.608	7.123	0.377	0.000	0.000	95%	100%	0.000
TOU 103	7	Development of Dheerkot Tourist Resort	11-Sep-07 10-Sep-10	57.000	0.000	0.000	24.838	13.204	3.810	28.648	5.000	0.000	0.000	50%	59%	23.352
TOU 104	8	Development of Tourist Resort Dao Khan District Muzaffarabad	11-Sep-07 10-Sep-10	49.335	0.000	0.000	6.816	16.875	4.904	11.720	8.000	0.000	0.000	24%	40%	29.615

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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	17.219	8.709	2.465	19.684	4.000	0.000	0.000	74%	88%	3.086
TOU 108	10	Development of Food Points at Muzaffarabad PC-II	25-Mar-08 25-Mar-09	3.500	0.000	0.000	0.084	3.416	0.103	0.187	3.313	0.000	0.000	5%	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	1.000	0.000	0.000	1%	2%	89.252
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	1.000	0.000	0.000	8.455	0.000	0.000	0%	11%	65.545
TOU 119	13	Development of Road Side Facilities in AJ&K	01-Apr-10 31-Mar-13	95.000	0.000	0.000	0.010	0.500	0.084	0.094	2.000	0.000	0.000	0%	2%	92.906
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	0.000	0.000	0.119	0.500	0.045	0.164	1.000	0.000	0.000	3%	23%	3.836
TOU 133	15	Construction of Tourist Lodge Khoiratta	09-Mar-10 08-Mar-12	10.725	0.000	0.000	0.100	0.427	5.535	5.635	5.090	0.000	0.000	53%	100%	0.000
TOU 140	16	PTDC TFC Muzaffarabad (Shifted from KA&GB)		25.588	0.000	0.000	5.778	0.000	0.000	5.778	1.000	0.000	0.000	23%	26%	18.810

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TOU 274	17	Construction of Tourist Resorts in Neelum Valley	28-Mar-08 28-Mar-11	59.000	0.000	0.000	46.233	9.115	5.730	51.963	7.037	0.000	0.000	88%	100%	0.000
Total OnGoing (Tourism)				767.690	0.000	0.000	240.840	125.000	60.000	300.840	72.100	0.000	0.000	39%	49%	394.750

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NEW PROJECTS																
TOU 128	1	Construction of Tourist Lodge at Naar	Un-App	12.000	0.000	0.000	0.000	0.000	0.000	0.000	0.100	0.000	0.000	0%	1%	11.900
TOU 131	2	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	0.000	0.000	0.000	15.000	0.000	0.000	0%	19%	65.000
TOU 132	3	Promotion & Development of Water Sports Activities at Mangla Lake	Un-App	100.000	0.000	0.000	0.000	0.000	0.000	0.000	5.000	0.000	0.000	0%	5%	95.000
TOU 134	4	Adventure Based Tourism Promotional Activities in AJ&K	Un-App	100.000	0.000	0.000	0.000	0.000	0.000	0.000	5.000	0.000	0.000	0%	5%	95.000
TOU 135	5	Construction of Tourism Complex at Muzaffarabad	Un-App	100.000	0.000	0.000	0.000	0.000	0.000	0.000	0.100	0.000	0.000	0%	0%	99.900
TOU 136	6	Construction of Tourist lodge in AJK	Un-App	50.000	0.000	0.000	0.000	0.000	0.000	0.000	0.100	0.000	0.000	0%	0%	49.900
TOU 139	7	Promotion of Tourism Facilities at Banjosa Lake	Un-App	100.000	0.000	0.000	0.000	0.000	0.000	0.000	8.600	0.000	0.000	0%	9%	91.400
Total New (Tourism)				542.000	0.000	0.000	0.000	0.000	0.000	0.000	33.900	0.000	0.000	0%	6%	508.100
Total (Tourism)				1309.690	0.000	0.000	240.840	125.000	60.000	300.840	106.000	0.000	0.000	23%	31%	902.850
Total Tourism				1309.690	0.000	0.000	240.840	125.000	60.000	300.840	106.000	0.000	0.000	23%	31%	902.850