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INSTITUTE



SERENA HOTELS

INTERNATIONAL CONFERENCE ON
TOURISM POTENTIAL OF PAKISTAN



ICTPP

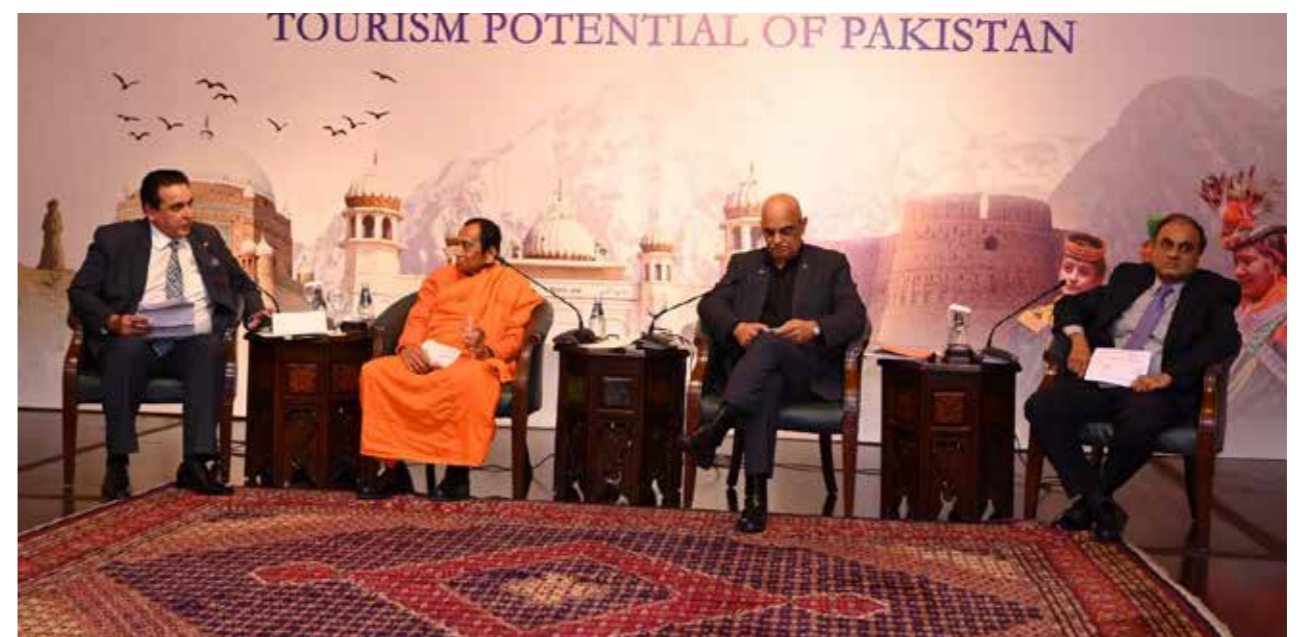
INTERNATIONAL CONFERENCE ON
TOURISM POTENTIAL OF PAKISTAN

6th NOVEMBER 2024

International Conference TOURISM POTENTIAL OF PAKISTAN 2024

Sanober Institute Islamabad, in partnership with Serena Hotels, convened an International Conference on the Tourism Potential of Pakistan on 6 November 2024 at the Serena hotel Islamabad. The Conference brought together notable experts from home and abroad to carry out a detailed overview of the tourism potential of Pakistan, and design a roadmap comprising doable actions to be taken in the public and private sectors to translate the potential into reality.

Ambassador Aizaz Ahmad Chaudhry, Chairman Sanober Institute, welcomed the guests and explained the significance of tourism sector of Pakistan. Senator Mushahid Hussain Sayed and Dr. Haroon Sharif delivered keynote speeches. The guest of honor was Engineer Khurram Dastgir. The speakers in the inaugural session took stock of the global scene in tourism industry and noted that tourism has emerged as a dynamic sector in the global economy. Numerous countries of the world have used tourism to promote their positive image as well as socio-economic development. He noted that Pakistan has all the elements that can make it an attractive tourist destination. Pakistan is home to mighty mountains, revered religious shrines, rich archaeological heritage, and a remarkable coastline.



Notable Speakers and Attendees Included:

Four separate panel discussions focused on the awe and lure of the majestic mountains of Pakistan, pristine beaches of the country, and Pakistan's rich archaeological heritage. Pakistan is also home to multiple faiths where thousands visit shrines of religious reverence for Hindus, Sikhs, Buddhists, and Sufi saints of Pakistan. The speakers included the following:



**Ambassador
Naghmana Hashmi**

(Former Amassador to China, EU, Brussels, Luxembourg and Ireland)



**Vice Admiral Khan Hasham
Bin Saddique SI(M) HI(M) (Retd)**

former Vice Chief of Naval Staff, Pakistan's Ambassador to Saudi Arabia, President of IPRI, and MD Bahria Foundation



Dr. Jasdeep Singh (Jesse)

Indian-American entrepreneur and philanthropist, served as Chairman of the Maryland Governor's Commission on South Asian Affairs.



Mr. Aftab ur Rehman Rana

(Managing Director of Pakistan Tourism Development Corporation and the President of Sustainable Tourism Foundation Pakistan and Vice President of Adventure Foundation Pakistan)



**Air Vice Marshal
Ijaz Mahmood Malik (Retd)**

Sitara-e-Imtiaz (Military), Hilal-e-Imtiaz (Military)
Founding Managing Editor " Fascinating Pakistan" A tourism , heritage magazine



Ramesh Singh Arora

Minister for Minorities in Punjab, Ambassador at Large for the Kartarpur Corridor and Pardhan of the Sikh Gurdwara Parbandhak Committee



**Dr. Shezra
Mansab Ali Khan Kharal**

Member of the National Assembly of Pakistan since February 2024. Previously she served in this position from March 2015 to May 2018.



Christian Trommsdorff

(President of the GHM (Groupe de Haute Montagne, see ghm-alpinisme.fr), an elite amateur alpinists club, and as the acting organiser of the « Piolets d'Or » event)



Dr. Rohantha Athukorala

(The Country Head for South Asia's leading AI brand mapping company, Clootrack Software Labs, overseeing operations in Sri Lanka, the Maldives, and Pakistan)



Raja Amer Iqbal

(Former President Rawalpindi Chamber of Commerce and Industry)



Mr. Yannick Graziani

Alpine guide and a passionate mountaineer



Changgaiz Hussain Khan

(Chairman of Team Balochistan, is a social entrepreneur, humanitarian, and tourism promoter)



REV.Dr. Sir Sumana Siri

(He embarked on Medical Studies for 6 years in Homoeopathy and Naturopathy (Hahnemann Medical College & British institute of Homoeopathy) also he is a Life Member of the Oxford Union



Mr. Victor Saunders

British mountaineer, writer, and high mountain guide



Dr. Qamar Cheema

Executive Director at Sanober Institute, is an academic and strategic analyst.



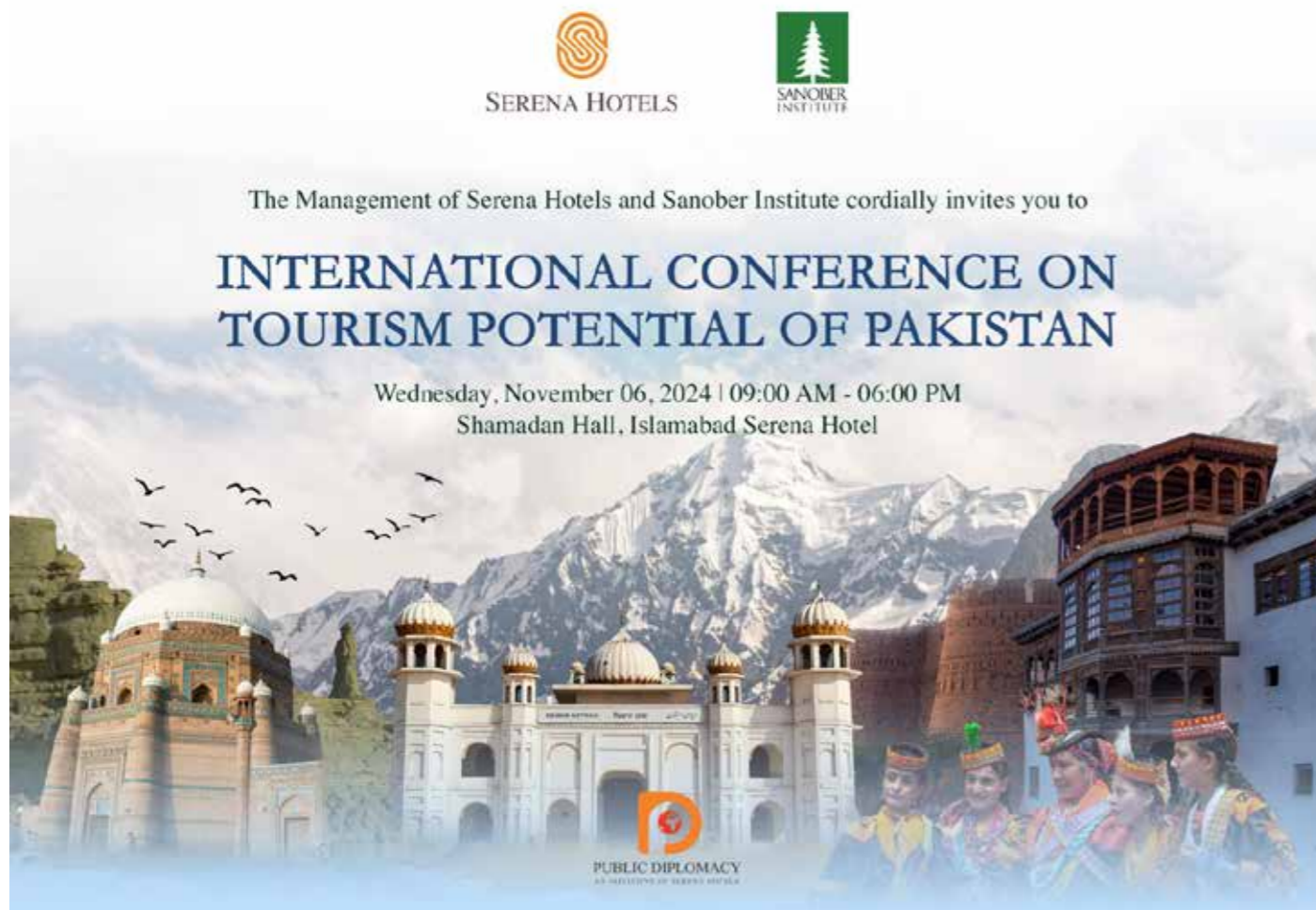
Ambassador Imran Shauket

Ambassador on Buddhist Heritage Promotion" for Pakistan for Green Tourism, established under the Special Investment Facilitation Council (SIFC)

- **Ambassador (R) Naghmana Hashmi**, who moderated the panel on mountain tourism.
- **Christian Trommsdorff** a French-German national raised in the Alps (Grenoble), has crafted a distinguished career in mountaineering, merging his engineering background with a lifelong passion for climbing.
- **Yannick Graziani**, an esteemed alpine guide and passionate mountaineer who has dedicated over two decades to high-altitude climbs across remote mountain ranges, especially in the Himalayas and the Karakoram.
- **Victor Saunders**, a celebrated British mountaineer, writer, and high mountain guide, who has dedicated over four decades to pioneering ascents in some of the world's most challenging ranges, including the Himalayas and Karakoram. He has written several well-received books.
- **Aftab Ur Rehman Rana**, with over 37 years in Pakistan's tourism and hospitality sector, is the Managing Director of Pakistan Tourism Development Corporation and President of the Sustainable Tourism Foundation Pakistan.
- **Vice Admiral (R) Khan Hasham Bin Siddique** is former Vice Chief of Naval Staff, Pakistan's Ambassador to Saudi Arabia, President of IPRI, and MD Bahria Foundation.
- **Dr. Rohantha Athukorala** is a business professional currently serving as the Country Head for Clootrack Software Labs, overseeing operations in Sri Lanka, the Maldives, and Pakistan.
- **Air Vice Marshal (R) Ijaz Mehmood Malik**, a consultant for Sustainable Tourism Development, is the founding Managing Editor of "Fascinating Pakistan," a tourism and heritage magazine, and serves as Executive Director of "Discover Pakistan,".
- **Changgaiz Hussain Khan**, recently appointed Chairman of Team Balochistan, is a distinguished social entrepreneur dedicated to transformative welfare work and Corporate Social Responsibility (CSR) initiatives in Balochistan.
- **Dr. Qamar Cheema** **Dr. Qamar Cheema**, Executive Director at Sanober Institute, is an academic and strategic analyst.
- **Jasdip Singh (Jesse)**, an Indian-American entrepreneur and philanthropist, served as Chairman of the Maryland Governor's Commission on South Asian Affairs.
- **Sardar Ramesh Singh Arora**, Minister for Minorities in Punjab and the first Sikh parliamentarian in the Punjab Assembly, has championed minority rights, interfaith harmony, and cultural diplomacy.
- **Shezra Mansab Ali Khan**, is parliamentary secretary for foreign affairs and is elected Member of National Assembly from Nankana Sahib.
- **Raja Amer Iqbal**, former President of the Rawalpindi Chamber of Commerce and Industry, is a business leader focused on trade and economic policy and has authored numerous articles on economic issues.

- **Reverend Dr. Sir Sumana Siri**, a distinguished scholar and Buddhist monk born to Singaporean parents, has made significant strides in his academic and humanitarian pursuits. In 2000, he set a world record by walking the entire Great Wall of China.
- **Imran Shaukat** is the “Ambassador on Buddhist Heritage Promotion” for Pakistan for Green Tourism, established under the Special Investment Facilitation Council (SIFC). He promotes Pakistan's Buddhist heritage by hosting leaders and facilitating key publications, including “The Buddhist Civilization of Gandhara” and “Onward to Gandhara” by Most Venerable Arayawangso of Thailand, as well as the documentary “Tipitaka: The Living Messages – The Man of Gandhara.”
- **Ambassador Imran Siddiqui** is Additional Secretary for Asia Pacific in Ministry of Foreign Affairs and has organized conferences on Gandhara civilization and Ancient Pakistan.





The Conference underscored the need to harness Pakistan's rich cultural heritage, showcase its diverse landscapes, and project historical landmarks as avenues for economic growth and global recognition. The speakers emphasized that Pakistan's vast geographical diversity—from the stunning mountainous regions of Gilgit-Baltistan to the coastal stretches of Sindh and Balochistan—offers unique attraction for both local and international tourists. However, they noted that realizing this potential requires dedicated efforts to develop tourist-friendly infrastructure, enhance safety and security, and promote eco-tourism to preserve natural sites.

Speakers and participants called for strategic investments in tourism facilities and public-private partnerships, highlighting the media's essential role in promoting Pakistan's image internationally. They stressed the need for cohesive policy reforms that encourage travel, celebrate local culture, and showcase traditional festivals, cuisines, and crafts. They believe that tapping into Pakistan's tourism potential could drive economic growth, create jobs, and instill a greater sense of national pride while showcasing the country's true beauty to the world.

Given the impediments to developing tourism as an industry, the conference sought to make tangible recommendations to transform tourism into an image-building and revenue-generating industry that can bring socio-economic dividends for the people of Pakistan.

The final report of the event, containing the recommendations of the speakers, moderators, and guests, will be prepared and launched, shortly.

