

DEVELOPMENT OF HERITAGE TOURISM TO STRENGTHEN LOCAL ECONOMY IN HAZARA, PAKISTAN UNDER CPEC INFRASTRUCTURE

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Abstract

The ancient Urasa, modern Hazara region of Khyber Pakhtunkhwa province of Pakistan has remained a junction between central Asia, western Asia and Southeast Asia during Achaemenid, Greeks and Mauryan periods of Indian history. The trade and commerce between central Asia and western world has taken place through ancient silk routes passing through Hazara region. The ancient Silk Route was an ancient trade route, linking China with the West, that carried goods and ideas between the two great civilizations of Rome and China in the past. The recent economic project, China Pakistan economic corridor (CPEC) between Pakistan and China also aims to develop trade and diplomatic links through overland route that connects Kashgar-China and Gwadar-Pakistan. The purpose of this trade route is to enhance geographical linkages which will focus on an improved transportation system, promoting people to people contact through academic, cultural and knowledge activity. CPEC envisages regional connectivity, will not only benefit China and Pakistan but will have a positive impact on Iran, Afghanistan, India, and the Central Asian republics. CPEC is considered as a game changer for Pakistan's economy due to having positive impacts on many economic factors. It has great impact of tourism factor that is becoming a key source of income and employment today, in Pakistan like many other countries of the world. Due to CPEC, the tourism industry of Pakistan recently has flourished at high rank with many national and International tourists throughout the globe. The present paper aims to discuss the role of CPEC in boosting heritage tourism in Hazara region of Khyber Pakhtunkhwa province that preserves the heritage remains of Buddhists, Sikhs, Christians, Hindus and Muslims communities in its domain.

Keywords-CPEC, Heritage tourism, Hazara region, tourist's attraction

Introduction

Heritage refers to our ancestors' legacies. It is what we have today and what we will leave to future generations. In the tourism context, McNulty (1991) described heritage tourism as relating to monuments, museums, battlefields, historic structures, and landmarks in the tourism environment. Collins (1983) noted that cultural traditions such as family patterns, religious practises, folklore traditions, and social norms should be included in the definition of heritage tourism. Natural heritage can include gardens, scenic wilderness regions, and important cultural landscapes in addition to an area's cultural and constructed settings (Tassell&Tassell, 1990).Heritage tourism broadly involves in examination of tangible remains of the past and natural lanscapes to get information about local cultural traditions (Zeppel& Hall, 1992).

The present paper explains the importance of an area which has remained a junction of multi-religious practices, folklore, cultural exchanges, trade and commerce, tradition and social customs during ancient time through silk routes, the modern Karakorum Highways. In present day the same routes are being used in form of CPEC to connect central Asian world to European world. The purpose of this trade route is to enhance geographical linkages which will focus on an improved transportation system, promoting people to people contact through academic, cultural and knowledge activity. CPEC has great impact of tourism factor that is becoming a key source of income and employment today, for involved countries like Pakistan. The tourism industry of Pakistan recently been flourished at high rank with many national and International tourists throughout the globe with the development of CPEC infrastructures. The present paper aims to discuss the role of CPEC in boosting heritage tourism in Hazara region of Khyber Pakhtunkhwa province that preserves the heritage remains of Buddhists, Sikhs, Christians, Hindus and Muslims communities in its domain and unto which extent the region can play to strengthen country economy by promoting heritage tourism.

Problem Statement

The Lack of adequate road infrastructure was the main problem and cause less mobility of the people and now considers as essential needs/services, which results in limited investment, limited tourist's attraction, and less number of development opportunities. Similarly, lack of identification of heritage destinations due to limited archaeological investigations attracted limited heritage tourists in the region. The

expansion of roads under CPEC is considered as a source of opening of both natural and heritage tourism and large numbers of industrial development which may lead to poverty alleviation in Hazara division and also strengthening country's economy. The recent discoveries of multi-religious archaeological sites belongs to Buddhist, Hindus, Christian, Sikhs and Muslims periods may attract thousands of national and international tourist throughout the globe. Hence, the present paper is designed to shed light on the economic development of the country as whole and the region individually by promoting heritage tourism under present CPEC road infrastructure.

Research Objectives

- To develop heritage tourism in the region to eliminate poverty by creating jobs and business opportunities.
- To enlist explored and un-explored multi-religious heritage sites for promoting religious tourism in the region.
- To provide model for promoting heritage tourism for all sectors i.e. public, private and volunteers

Methodology

Hazara region

The Hazara region is comprised of modern five north-eastern districts of Khyber Pakhtunkhwa of Pakistan. Each of its districts preserves the hidden as well as explored Archaeological remains that represent the historical importance of this region. In 1970, the Hazara region along with two tribal agencies was merged to form a new Hazara Division on the dissolution of West Pakistan. Hazara remained a district until its conversion into a division in 1976 (Watson, 1907: 225-226). Initially the only two districts Abbottabad and Mansehra were included in Hazara division but after few years two another districts were created, the district Haripur in July 1991 and district Battagram was spun off from Mansehra 1976 District. Later on, the Northern part also included in Hazara region and given the status of district Kohistan which is presently further divided into three districts i.e. Upper Kohistan, Lower Kohistan and KolahiPalas as shown Figure 1: Geographical location of Hazara region

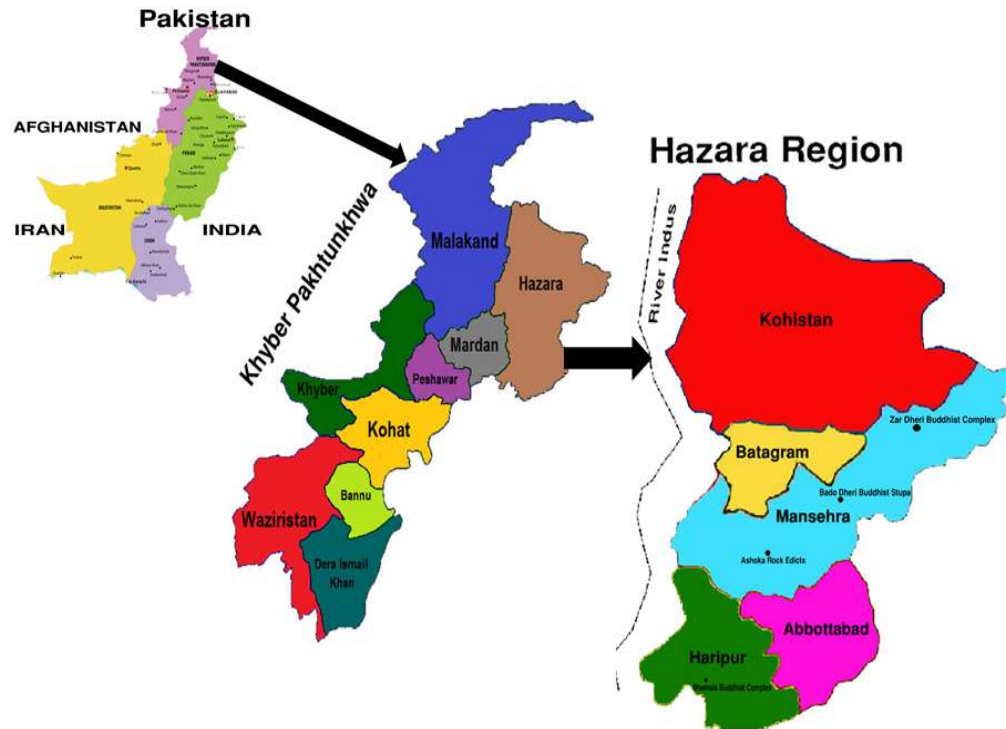


Figure 1: Geographical location of Hazara region (Source: Google Map)

Road Infrastructure in Hazara under CPEC

In April 2015, Chinese President Xi Jinping opened the China-Pakistan Economic Corridor (CPEC), a \$46 billion investment in Pakistan's energy and transportation sectors. Transportation is the second-largest component of CPEC investment in Pakistan's transportation network, behind electricity. \$11 billion – or roughly \$24 billion – of the estimated \$46 billion would be spent on modernising Pakistan's transportation infrastructure, including as highways and railway networks. Gilgit Baltistan and Pakistan's capital are connected by the KKH Phase II project, which began on April 28, 2016 and is expected to be finished in March 2020. The project has received 90% of its finance from the China Exim Bank, with the remaining 10% coming from Pakistan. Between Havelian, Abbottabad, and Mansehra, it comprises of three interchanges spaced 39 kilometres apart as well as five tunnels located in the Abbottabad, Karmong, Battal, and Mansehra regions as shown in figure 2 (Waqar & Zia, 2018).



Figure 2 Road infrastructure in Hazara through CPEC (Source: Google Map)

Potential of Heritage Tourism in Hazara

The Hazara region is comprised of modern five north-eastern districts of Khyber Pakhtunkhwa of Pakistan. Each of its districts preserves the hidden as well as explored Archaeological remains that represent the historical importance of this region. Most of the archaeological remains of Hazara region are not known due to limited explorations and excavations ever conducted in the region. But some remarkable discoveries made by national and International Archaeologist during 20th and 21th centuries from the Hazara region are discussed in this paper. Based on Archaeological evidences the history of Hazara can be terraced back to Achaemenid Persians who ruled from 558-327 BCE and replaced by Alexander the Great in 327 BCE. Ashokan rock edicts on the modern Karakoram highway (Ancient Silk Rout) in present district Mansehra of Hazara region are the most authentic source of Mauryan rule after Alexander the great. Hazara region remained a central point of the ancient Silk route that passed from all its districts and it was through this historically and culturally important highway that Buddhism reached China and Central Asia (Dani, 1999: 27-28). The modern district of Haripur is one of the most ancient regions of Hazara division. The archaeological remains excavated by Eden Johnson in 1964

from Khanpur cave have pushed the cultural history of Hazara region back pre-historic period (Ali, 2009). Similarly, Department of Archaeology, Hazara University Mansehra discovered four new pre-historic sites during Archaeological exploration in 2007-08 (Ali, 2009). The Prehistoric zone is followed by the Gandhara Grave Culture sites in the region as we have no evidence of the Chalcolithic and Bronze Age cultures so far reported from the entire Hazara division.

Menander's silver coin from Bedadi Mansehra (Ali, 2009), as well as pottery from Pir Manakrai (Khan, 2003) and Panian in district Haripur (Qamar & Khan, 1998) that are strikingly similar to that from Bhir Mound, Sirkap, and other ancient Gandhara sites, provide a wealth of information on the Indo-Greeks, Indo-Scythians. The Parthians were succeeded by the Kushans and subsequently the Kushano Sasanians until the fifth century CE, when the White Hunas invaded. The Kushans left a cultural heritage in the shape of Buddhist monuments (Stupas and monasteries), which may be seen across the Hazara region.

Recent discovery of Archaeological heritage in Hazara Division

The Archaeological field investigations resumed in the northern part of Khyber Pakhtunkhwa with the establishment of Directorate of Archaeology Govt. of Khyber Pakhtunkhwa in 1992 and of course with the establishment of the department of Archaeology Hazara University Mansehra in 2006. It was long period from 1922 to 1992 when Mr. Hargreaves, then the superintendent of frontier circle of Archaeological survey of India, documented many archaeological sites in the northern part of Pakistan. With the administrative support of directorate of Archaeology and Museum govt. of Khyber Pakhtunkhwa, the department of Archaeology Hazara University Mansehra took serious steps to explore, record and preserve the rich cultural and archaeological heritage of the country in general and Hazara (the most northern Division of Khyber Pakhtunkhwa province) in particular.

- **Archaeological Survey of District Abbottabad**

Soon after its establishment, the Department of Archaeology Hazara University Mansehra started its extensive archaeological investigations in the region. The proper investigation was started from District Abbottabad in 2007, followed by District Haripur in 2008. The purpose of this exploration was to document, preserve and establish the complete archaeological profile of the region. The result of this exploration revealed almost four hundreds of archaeological sites belonging to

Gandhara Grave culture, Buddhists, Islamic, Hindu Shahi, Sikhs and British Periods as shown in figure 3 (Ali et al., 2009).

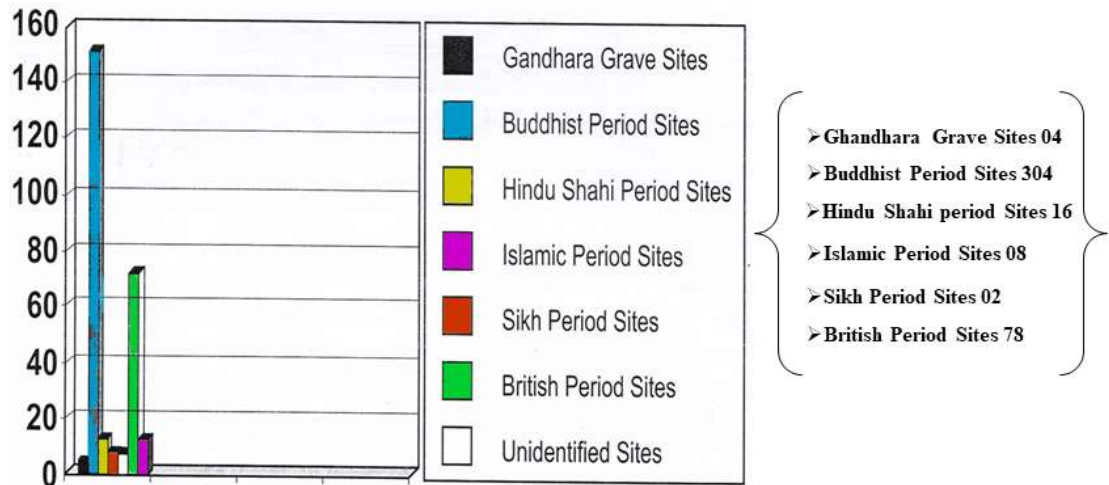


Figure 3 Multi-religious Archaeological sites reported from District Abbottabad (Source: Pakistan Heritage Vol. 1)

- **Archaeological Survey of District Haripur**

Haripur is one of Hazara division's five districts, which is the former North West Frontier Province's (now Khyber Pakhtunkhwa) north-eastern division and the sole region east of the Indus. The Directorate of Archaeology and Museums of Khyber Pakhtunkhwa performed the region's first extensive archaeological studies in 2003. In Tehsil Khanpur, there were 68 sites explored, and in Tehsil Ghazi, there were 41. However, the crew was unable to document the archaeological sites throughout the district this time as well. Thus, recognition must be given to Hazara University's Department of Archaeology, which, despite limited resources, was able to uncover hidden archaeological treasures not only in Haripur district, but also in other parts of the country (Ali et al., 2010).

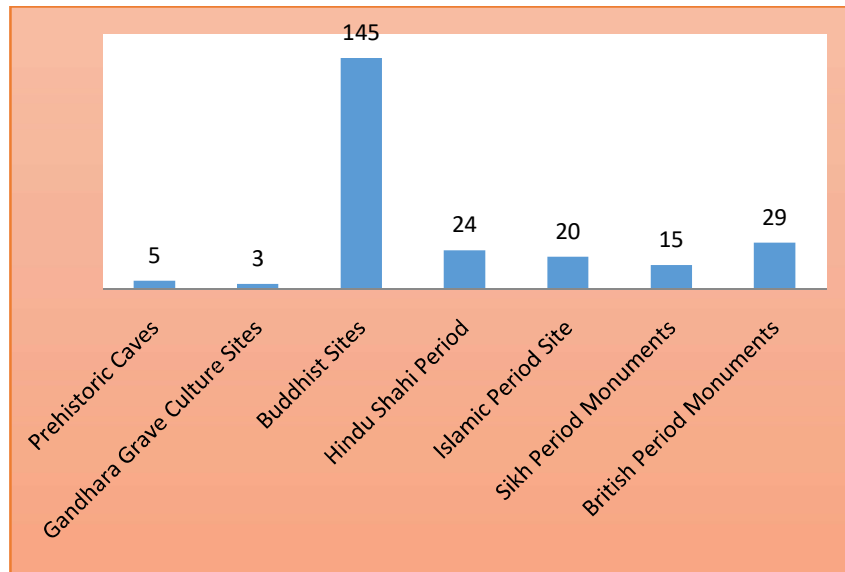


Figure 4 Archaeological Survey of Haripur (Source: Pakistan Heritage Vol.2)

- **Archaeological Survey of District Mansehra**

Despite its rich cultural and archaeological heritage, Mansehra remained untouched until 2006, with only a few expeditions and excavations carried out in the area. From 2006 to 2008, the Department of Archaeology at Hazara University in Mansehra carried out the first ever significant and intensive archaeological studies. However, due to a lack of funds, it was halted, only to be restarted by the same department in 2016 with the help of NFCH (Shakir, Junaid & Nawaz, 2021).

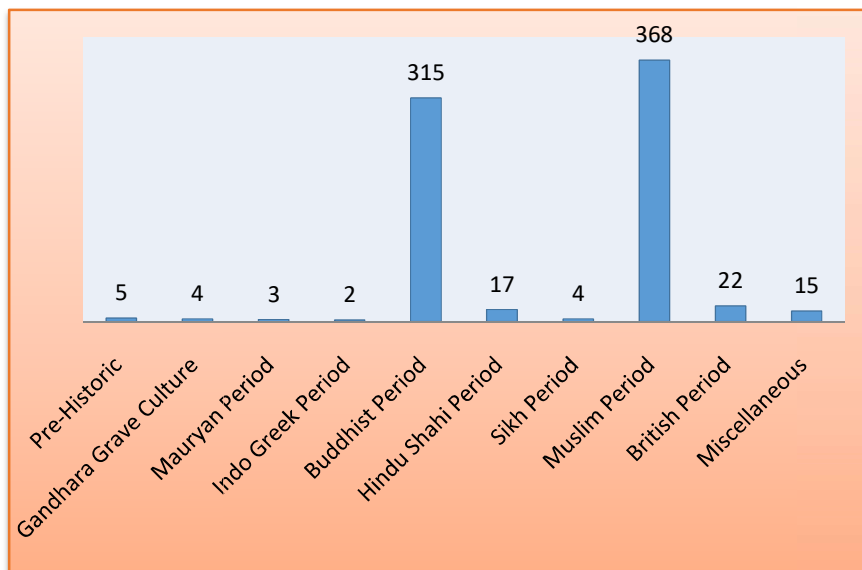


Figure 5 Archaeological Survey of Mansehra (Source: Archaeological Survey Report, 2021)

The archaeological survey of others three districts of Hazara division i.e. Torgahr, Battagram and Kohistan is in progress by the department of Archaeology Hazara University Mansehra and discovery of large numbers of heritage sites for many ancient religions is expected.

Value of Heritage Tourism

- **Symbolic Value**

Heritage tourism promotes cultural identity knowledge and pride. The concept of a national cultural heritage is particularly important to rising states in the postcolonial world, and cultural property preservation is a highly political subject.

- **Historic Interest**

Heritage tourism gives visitors the opportunity to learn about past eras and civilizations. Heritage tourism represents a flourishing of a region's traditions and cultures. Non-literate societies and portions of literate society that are typically overlooked in traditional "historical" documentation value heritage in particular.

- **Informational Value**

Both public education and scholarly study rely on cultural heritage. Material culture is used by archaeologists, historians, and ethnographers to examine ancient and traditional cultures. It provides information to tourists that how other cultures dealt with adversity can aid us in meeting the pressures of our own reality. Studying other cultures can lead to fresh intellectual breakthroughs. For academics, the most useful information comes from examining cultural property in its native setting.

- **Aesthetic Value**

Tourists can gain an aesthetic and emotional experience from cultural heritage, which can contribute to personal growth and development. Furthermore, these structures, artworks, and artefacts can serve as a source of creative inspiration for current artists, both those working in traditional and modern styles.

- **Economic Value**

Heritage tourism, which is based on archaeological sites, monuments, historic buildings and quarters, as well as archaeological and ethnographic artefacts in museums, is a major source of revenue for many countries. As a result, tourism, whether local, national, or international, creates jobs and revenue.

Status of tourism in Hazara during pre and post CPEC

In 2017, 1.75 million tourists visited Pakistan in 2017 alone. Statistics from the Pakistan Tourism Development Corporation (PTDC) show that 30pc travellers were domestic. In 2018, the country is expected to have earned over \$2 billion in foreign exchequer revenue from foreign visitors, despite its full potential of over \$25 billion per year. Almost everything was going according to plan for the government to boost the number of overseas visitors to the country. However, the Covid-19 outbreak at the start of 2020 brought all operations to a halt as the world came together to stop the coronavirus from spreading by enforcing lockdowns and halting international travel – something that had never happened before.

The strategy to confine the contagious disease initially brought almost everything to a standstill and tourist destinations emerged as the worst-hit in the aftermath. The information and communication revolution has aided rapid economic recovery in Pakistan and other countries, particularly China, the world's second largest economy. Government officials and business leaders, on the other hand, believe that other economies will need another six months to open up, even as the world welcomes newly introduced vaccines. Officials in Pakistan believe that 2021 will be a year of economic growth, with a modest rebound in international tourism in the second half of the year.

In 2022, the green valleys of Hazara attracted nearly three lakh tourists, hikers, and adventure sports enthusiasts. During the Eid holidays, around 3,63,000 tourists visited seven of the province's most popular tourist spots, including Hazara and Malakand divisions, according to a statement released by the Tourism Department of Khyber Pakhtunkhwa. This had a good influence on the rural economy. In Abbottabad, NathiaGali, Ayubia, Donga Gali, Harnoi, Bagnotar, Khanspour, Kaghan, Naran, SaifulMalook in Manshera, Kalam, Bahrain in Swat, Kumrat in Dir Lower, Chitral, and other tourist resorts received the most visitors.

Likewise, over three lacks tourists and adventure sports lovers visited Swat's tourists destinations including Kalam, Malam Jabba, Margozar, Gabin Jabba and upper areas and enjoyed pleasant weather after recent rainfalls there. Great rush of tourists were witnessed in hotels, motels, inns, restaurants and private rooms vacated by the local residents to gain maximum capital and explored the natural beauty. Families and children have also visited famous Mahodandlake, Margozar and Margazar white

palace where they spent some times in its relaxed atmosphere. Saidu Sharif museum had also attracted a large number of visitors where statues of Ghandara civilization were kept preserved. According to the KP government, the tourists generated Rs66 billion worth of business activity in the province in total, adding Rs27 billion to the local economy in net terms (Express Tribune, 2021)

The credit for increased tourist inflow and boom in the hotel industry also goes to the multibillion-dollar China-Pakistan Economic Corridor (CPEC) under which the dilapidated road infrastructure has been replaced with a state-of-the-art network that has reduced travel time, fueled consumption and ensured safe and secure traveling.

The world standard road network has led to an increase in the number of hotels, restaurants and motels. The Karakoram Highway (KKH) Phase-II project (Havelian to Thakot) under the CPEC has contributed immensely towards increasing the tourist rush to the idyllic tourism spots of Khyber Pakhtunkhwa and the Northern Areas. It has opened new avenues for hotel and tourism industry.

Issues and Challenges in Hazara for promoting Heritage Tourism

Tourism is a major economic development instrument that generates jobs, expands business prospects, and boosts local economies. If cultural heritage tourism development is done properly, it helps to safeguard our country's natural and cultural riches while also improving the quality of life for people and visitors. The tourism industry's principal role in the previous year was to advertise ready-to-use products to travellers. Tourism, preservation, heritage, and culture are considerably more likely to collide nowadays, with certain state tourism departments now assisting in the development of heritage resources and a number of preservation organisations selling their sites to tourists.

The promotion of heritage tourism in Hazara is beset by a slew of underlying challenges, all of which are linked to the society's complexity. The tourist sector is mostly driven by private companies with the primary goal of making a profit. There are a number of difficulties that must be addressed in order to build a successful heritage tourism business, particularly in terms of recognising the diverse views of tourism operators, cultural heritage management, and the communities themselves. Tourism operators manage a tourism business and service customers, but they have challenges in getting access to the sites and items they wish to see. The tourism industry is reliant on a market that is subject to significant seasonal volatility, such as holiday seasons and yearly events. To provide dependable and efficient service to local

and international clients, tourism operators require a high level of assurance in terms of access, scheduling, and amenities. The primary responsibility of heritage managers is to safeguard and conserve the sites under their management. Cultural heritage, such as artistic performances, dancing, and events, may not be directly impacted by the tourism industry's growth and increased visitor numbers, but cultural heritage sites may be. Public access to heritage sites is not always appropriate or may have to be restricted due to the site's fragility. Aside from that, heritage managers have a great ethical commitment to provide public education and enjoyment about the sites they oversee.

Apart from tourism operators and heritage managers, there is also the local population in the vicinity of the heritage site, which may be eager to expand tourism but also protective of their privacy and concerned of the effects that tourism may have. As a result, it's critical to identify the needs, interests, and aspirations of the local community early on. Local communities should be involved in the heritage site's tourism planning, development, and operation. It will be easier to ensure that tourism activity is sensitive to community goals and ambitions if local communities are involved. It will also be able to capture the essence of the location and its inhabitants. A list of challenges that tourism operators, heritage managers, and local communities encounter in the cultural heritage tourism industry are given below. In Hazara, one of the concerns and obstacles in managing cultural heritage assets is money. Managing cultural heritage assets, such as old buildings, is seen by some as extensive and costly, and is usually supported by the government or a private institution. Some of the major issues related with tourism operators, heritage managers and local communities are observed and enlisted below;

- **Issues related to Tourism Operators**
 - i. Tourism operators are looking to make profit
 - ii. There is difficulty for tourism operators in funds raising
 - iii. Cost of establishing and managing operations
 - iv. Long lead time to receive approvals
 - v. Long lead time to foster and develop a target market especially an
 - vi. international market and reach profitability
 - vii. Cost of providing service infrastructure in remote locations
 - viii. Cost of continuing to develop and service markets.

- **Issues with Heritage Managers**

- i. Tension between the need to protect the site and the pressure to provide for public access
- ii. Pressure for scant resources for conservation to be diverted to managing tourism
- iii. Assessment of the impacts tourism might have on the site and fear for the impacts that may be difficult to predict
- iv. Sensitivity regarding the information about the location, direction of heritage site which public access may be undesirable
- v. The effect of increasing visitor to the surrounding areas, wildlife and vegetation
- vi. The physical capacity of the site to handle visitor
- vii. Cumulative effects of tourism growth over time
- viii. The need to provide visitor facilities
- ix. Fears of loss of control of interpretation and inaccuracy and manipulation of messages
- x. Effect and influence of volunteers and sponsors on the management of the site
- xi. The cultural and intellectual property implications of tourism such as respect for sensitive information, copyright and use of images in Marketing and promotion

Issues related with Local communities

- i. Whether the visitor attraction is presenting a local community perspective
- ii. Whether community leaders have been identified and actively consulted
- iii. Whether religious or cultural sensitivities associated with the use or presentation of heritage site have been adequately taken into account
- iv. How local people can take an active role in negotiating the presentation, management and operation of the attraction
- v. How tourism industry give benefits for local people in maximized
- vi. How negative impacts of tourism development can be reduced

Development of heritage tourism in Hazara through CPEC

Heritage tourism, as one of the tourism industry's sub-sectors, has played a key economic role as one of the industry's significant foreign currency earners, particularly in developing countries (Kruger and Douglas, 2015). In developing

countries like Pakistan, Heritage tourism can play a vital role in decreasing unemployment ratio and income inequality (Scholtz & Slabbert, 2015).

Chinese investors are eager to invest in Pakistan's tourism sector, as the CPEC projects would open up new business opportunities once the road and train links between the two nations are completed. People will be able to travel more easily after the development of rail and road linkages between Kashgar and Pakistan (Manzoor, & Wei, 2018).

Hazara region remained a central point of the ancient silk route that passed from all its districts and it was through this historically and culturally important highway that Buddhism reached China and Central Asia during 3rd century BC to 5th century CE. The same ancient silk route was used for trade purpose, linking China with the West, that carried goods and ideas between the two great civilizations of Rome and China in the past. The present economic project, China Pakistan economic corridor (CPEC) between Pakistan and China also aims to develop trade and diplomatic links through overland route that connects Kashgar-China and Gwadar-Pakistan and the entire Hazara region is part of this route as well.

This CPEC envisages regional connectivity has great impact of tourism factor that is becoming a key source of income and employment today, in Pakistan like many others countries of the world. It will increase job opportunities and tourism in the region. Road infrastructure, hotels, health and other facilities would help improve the living standard of the people of this area.

Model for Heritage tourism development in Hazara region

Tourism is a growing industry in Pakistan due to its diverse culture, people and landscape. There are number of varieties of attraction that ranges from the ruins of ancient civilization such as Mohenjo-Daro, Harappa and Taxila, to the Himalayan hill stations that attract those interested in field and winter sports. Historical places that can yield huge foreign exchange if properly and methodically exploited. The present Pakistani Government has focus of its economic and financial capabilities towards tourism as well. Heritage tourism has been overlooked for managerial, economic and political reasons (Haq & Medhekar, 2019).

- **Drivers for developing heritage tourism**

The authenticity, arts, rituals, history, culture, architecture, competition, festivals, religion, gastronomy, folklore, nature, pilgrimage, and nostalgia have all been

credited with growing interest in visiting heritage places. To put it another way, the uniqueness of each site is what attracts travellers (Van der Merwe and Rogerson, 2013).

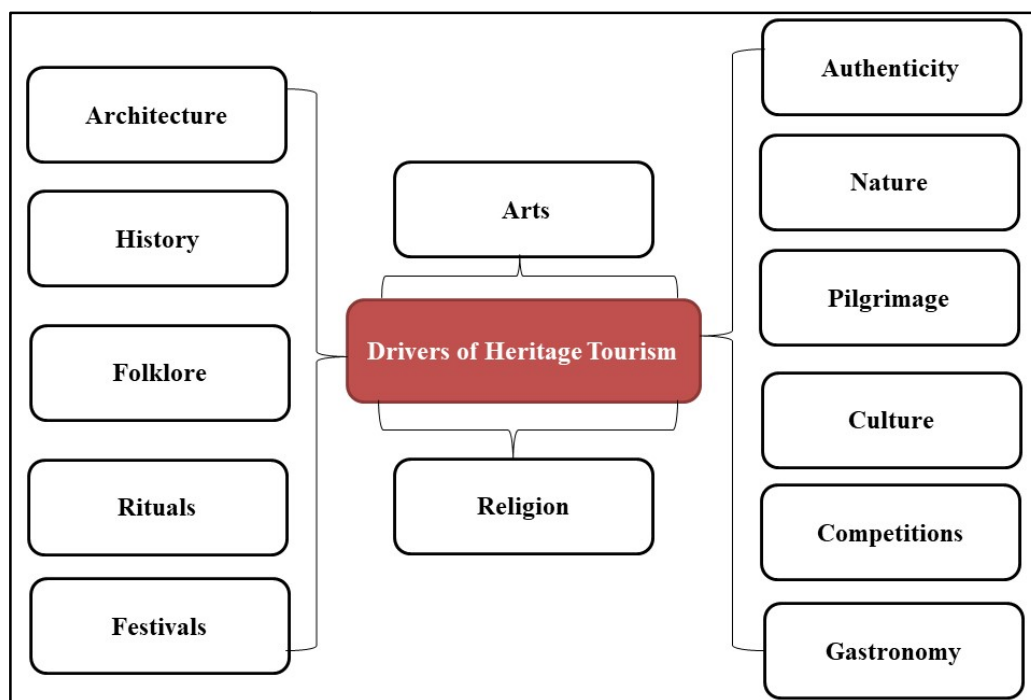


Figure 6 Drivers for developing heritage tourism

- **Participants in Heritage tourism Developments**

Heritage tourism involves numerous parties and authorities in a number of ways (Bott, Grabowski and Wearing, 2011). Public sector, corporate sector, and local inhabitants make up the three main stakeholders in the development of sustainable heritage tourism (Timur and Getz, 2008). Residents of the area were formerly prohibited from taking part in tourism-related activities, but the evolving nature of historic management has led to their engagement in legacy tourism (Scheyvens, 2002). Their inclusion may be justified by their need to preserve heritage places from any damaging activity, such as marauding, vandalism, etc. Thus, it is crucial to preserve their sense of ownership; as a result, their intimate relationship with the heritage sites may be necessary for the long-term preservation of the past, strong branding of the sites, and enduring local-tourist ties (Ramshaw, 2014; Ghanem and Saad, 2015). For instance, the villagers in Mali, in north-western Africa, are completely involved in heritage tourism operations to the point that they take part in decision-making relative to the management of the heritage sites. Importantly, they take part in heritage tourism-related local economic development activities, cooking

native foods for guests and exposing them to the structures' architectural features, among other things. As a result, there are now much more tourists visiting the region's historic monuments (Farid, 2015).

The authors have created a model for developing heritage tourism in Hazara up to international standard by following author by following Australian Heritage Commission model as shown in figure 7 below.

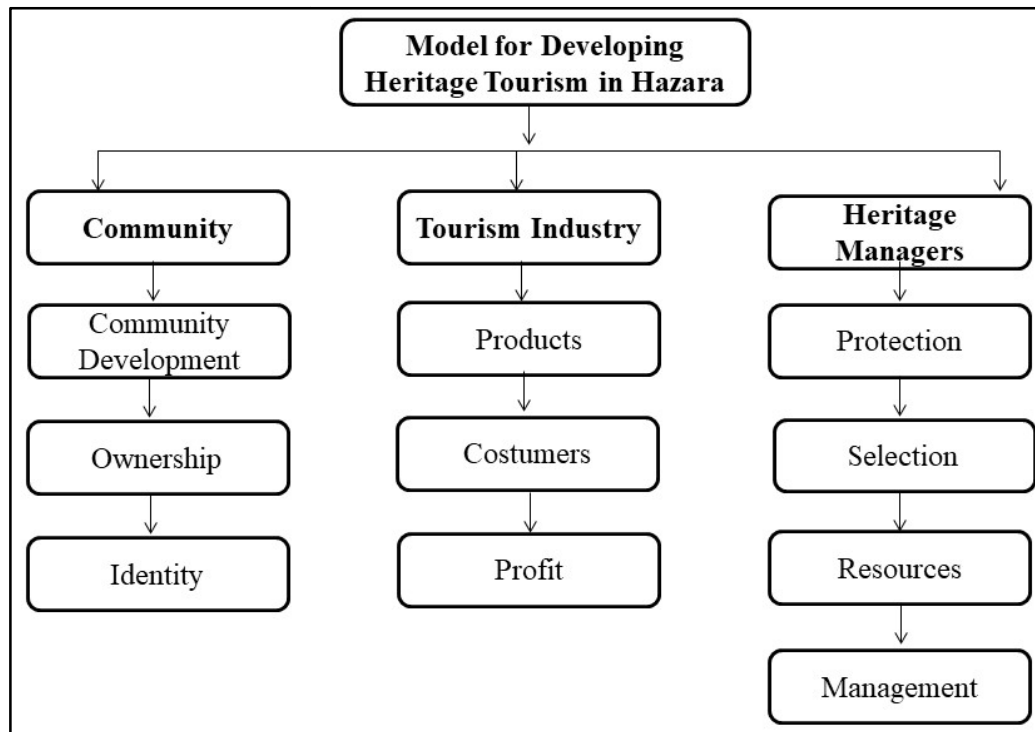


Figure 7 Model for developing heritage tourism (created by author by following Australian Heritage Commission model (2000)

A separate heritage tourism company may be required to develop heritage tourism in the region where three actors groups will participate equally, the tourism operators, heritage managers and the local community by following the Australian heritage commission model. The tourist's operators can provides services upon the tourist preferences, what and where they want to see having concern with the heritage managers. The tourist operators will have to present heritage in meaningful, motivational and effective ways to attract tourists as much as possible. This would be possible when the tourist operators have strong knowledge about the heritage and its importance of the region.

The heritage managers will play vital role in this model and their functions and duties may not be limited to heritage protection and maintenance according to provincial

antiquity act only, instead they may be responsible for proper declaration and interpretation of the heritage as well. The heritage managers may also be responsible for providing accessibility of heritage sites to the tourists. They may have strong relation with tourism operator and local community as well as follow the general flows of visitors. The third involved group is the local community, which is the most important in the AHC model. The local community is the owner of specific heritage and often local communities themselves are a part of heritage, i.e. they are either protected or not. The members of local community will help to attract visitors and may act as ambassadors of the heritage in broader sense.

Strategies for Developing Heritage tourism in Hazara using UNESCO Model

As the most rapidly growing and one of the most profitable industry branches in the world, tourism offers incomparable possibilities for the economic development of local communities of heritage. The economic crisis during the recent years was the reason of the increased international and local tourism significance and the increase of the economic influence of tourism upon the aforementioned regions. It encouraged both scientists and heritage and tourism organizations to pay more attention to culture and the influence of heritage upon the economic development.

It determined that UNESCO and the Northern Countries' World Heritage Fund (NWHF, 2004) started creating heritage and tourism development practice that from the very beginning was mostly oriented towards South-Eastern Asia and the problems of those countries - the huge flows of tourists, the immense influence of international hospitality business and the education of local inhabitants. As the aim of both UNESCO and the NWHF is to turn tourism into a sustainably developing industry that invests into heritage as the preservation of the main tourism resources, these organizations constantly carry out the research on tourism industry as well as develop the industry management practices that would not only help to protect the cultural values of that site, but also would meet the economic expectations of the inhabitants of a certain site of heritage. As the evaluation of the experts of the NWHF shows, namely the communities of heritage are the most important constituent of the development of heritage tourism: in case the inhabitants do not cherish the cultural values they possess and do not contribute to the development of the heritage industry, tourism as well as heritage would also vanish in that region totally and irrevocably (UNESCO, 2000).

i. Fiscal strategy

Due to this measure, the local heritage managers may properly evaluate the costs of the adjustment, presentation, declaration as heritage of the heritage objects as well as determine the main mechanisms of obtaining profit from heritage and find new sources of income.

ii. Sustainable tourism strategy

This part of the system is meant for the analysis of the measures that should be taken in order to improve the knowledge of tourism operators and the information about the cultural heritage of a site, its value. It also establishes the means and methods how the tourism industry could contribute to the development of sustainable tourism and the conservation of heritage as the limited resource of tourism.

iii. Education strategy

It is a social element that was included into the NWHF model because of political reasons. This measure aims to develop the capacities and knowledge of employees working in the field of tourism and heritage, and it is also meant to purposefully plan the engagement of socially vulnerable groups into the heritage and tourism development

iv. Cooperation strategy

As the NWHF model is based upon the creation of a network, it is necessary to form the organizational structure that suits all the interested parties and that would carry out the functions of the process supervision and monitoring. The main condition, that usually brings most difficulties in the formation of this strategy, is the fact that such an organization must be based upon the equality principle, but usually all the parties are very much concerned to have the decisive influence in the management of the organization.

Heritage tourism in Hazara and Development of local Economy

Heritage tourism has become the most popular category of tourism in terms of attractions and visitor spending. Millions of tourists arrive each year. According to statistics, heritage tourism accounts for 40% of overseas trips. According to data, heritage tourism is rising at a pace of 15% every year (Nguyen & Cheung, 2014). Local economies have benefited greatly from the development of heritage sites. The relationship between heritage and economy provides the foundation for tackling major socioeconomic concerns such as a lack of human and infrastructural capital, limited access to credit, and urban players' domination (Kausar & Nishikawa, 2010).

Local economic development is thought to be a realistic technique for alleviating poverty, unemployment, and inequality in developing countries like Pakistan. The heritage sites can be utilized as a strategy to eradicate poverty and earn economic benefits.

In the context of Hazara, it has potential to promote both eco-tourism and religious tourism by having hundreds of multi-religious archaeological sites and many well-known natural tourists' destinations in its domain. These heritage resources can be used as a mechanism for local economic development. Numerous visitors have been attracted to Hazara because of its scenic valleys and historic buildings, museums and pilgrimages. The revenue generated from these visits can have positive contribution towards the Gross Domestic Product (GDP) of the country and resulted in creation of new job opportunities. The Bhamala Buddhist site near Khanpur Dam in Haripur has been considered to be the most popular heritage sites in the country that attracts thousands of local visitors and many international delegations who are interested in Buddhist heritage tourism. This attraction has been resourceful to the local communities by generating employment and providing financial muscle to fund educational programmes undertaken within its proximity. Similarly, there are hundreds of others such sites that have economic value for the local community but unfortunately these sites are not reachable to tourists due to lack of awareness and facilities. If these sites explored and properly promoted for tourist purposes, it may feed many hotels, dormitories, various modes of transports i.e. aeroplane, railways, taxis and automobile etc. indirectly by the tourists. Archaeological heritage of Hazara can also be used for marketing, advertising and events purposes, the lushly valleys with cultural landscapes may be useful for scenery embellishments. This will help to eliminate poverty and creating jobs and business opportunities.

Conclusion

The economic impact of heritage sites is based on the heritage tourism industry and related businesses revenue. Cultural tourism, unlike other forms of tourism and development tools, has one exceptional advantage - this form of business requires a relatively small capital investment, while much greater return. Modern heritage industry is a part of creative industries, although it is a little bit different from other cultural industries: heritage is not only inherited - it is created, constantly reproduced and sold. Mostly the process when legacy is converted into heritage is called

interpretation. Resources, i.e., legacy becomes heritage through interpretation: legacy is interpreted to convert into the heritage and the heritage again is interpreted when it is presented to the public. Only then legacy becomes (or does not become) heritage. After analyzing different studies carried out on the economic impact of heritage tourism, it may be argued that heritage tourism has a significant positive impact on social and economic life in regions. Especially because the heritage tourism requires a large initial investment, but it has a high both direct and indirect effect on the area: emerging heritage industry, growing population of the area of employment. The heritage industry also has a huge impact on the induced and other directly connected areas of the economy. Discussed heritage management system is selected from a number of different models that have been built in different countries at different times. In addition, according to Ashworth (2008), the global trend encourages to repeat what has already been done, and not to develop something new. This forms a paradoxical situation where the heritage of a particular place and culture, in fact, contributes to creating a homogeneous world of globalization. In the modern world it is no longer enough to say that heritage sites are very different and unique. All of the mentioned heritage management systems emphasize that the most important thing is that tourist and heritage interact with each other, creating a very different structures in a particular place. As a result, it is indeed very difficult to form a management model that is suitable for all heritage areas. On the other hand, the same globalization and rapidly changing consumer (content marketing), gradually formed a certain standard heritage management elements (e.g. heritagging, stakeholder management, heritage marketing, cooperation, heritage branding etc.), which must be discussed and refined for all heritage areas, aimed at sustainable development and economic success.

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