

TOURISM DEVELOPMENT AND ECONOMIC GROWTH IN PAKISTAN; A THEORETICAL ANALYSIS

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Received: 20 November, 2023 **Revised:** 27 December, 2023 **Accepted:** 05 January, 2024 **Published:** 15 January, 2024

ABSTRACT

The travel and tourist industry is highly interdependent on other sectors of the economy, which means that it generates substantial indirect income, attracts international investment, opens up new avenues for trade, and funds both public and private development and infrastructure projects. Pakistan is culturally diverse, geographically diverse, and historically rich, all of which contribute to the region's vast tourist potential. In recent years, tourism has emerged as a powerful tool for generating substantial financial benefits. With its proximity to some of the world's highest mountains, lakes, and natural scenery, Pakistan's tourism industry is ripe with opportunity and draws in tourists from near and far. A review of Pakistani studies pertaining to the tourist sector is presented here. Examining the complex relationship between tourism, GDP growth, and technological improvements, this research highlights how the tourist industry significantly influences global economic dynamics. Our findings provide light on the multiplicative effects of tourism on GDP, employment, and general economic growth. We highlight the relationship's intrinsic complexity via a comprehensive literature review; this is especially true in light of our increasingly interdependent global economy.

Keywords: Tourism; Literature review; Pakistan; Economic Growth.

INTRODUCTION

Given the far-reaching consequences on monetary systems and their dynamics, studying the link between tourism development and economic growth is becoming more relevant in today's dynamic global economy. Despite its apparent opacity, the developments of tourism and economic growth have considerable impacts on the economy that need thorough examination. This research seeks to shed light on the many facets of tourist development and economic growth so that its implications for various sectors, markets, and larger economic systems may be better understood (KAMRAN & ILYAS, 2013). When people travel to other nations or locations for personal or professional reasons, it affects society,

and the economy. It is a multi-faceted commercial activity that can generate a lot of jobs due to its labor-intensive nature, bring in a lot of money through taxes, foster cross-cultural understanding and cooperation, open doors for entrepreneurs, and help the country's economy grow. This area contributes to the reduction of poverty and the preservation of peace by means of rapid and wide fiscal action. Another name for it is the biggest voluntary transfer of wealth from wealthy to impoverished countries. A number of economies throughout the globe have seen a surge in international tourism in the previous few decades. Many individuals, including students, parents, and

retirees, may be able to supplement their income via part-time employment that are created by the tourism industry (Tasneem et al., 2022).

A significant focus in modern talks about global economies is the junction between tourist development and economic expansion. The importance of the tourist industry is growing as countries aim for long-term economic growth and sustainable development. By delving into the many facets, processes, and consequences that define this dynamic interplay, this study aims to unravel the complex link between tourist development and economic growth.

The role of the tourist industry in boosting national economies has become more apparent as countries face the possibilities and threats of the modern era. Travel and tourism are more than just a business; they are complex phenomena that affect many parts of a country's economy. Policymakers, economists, and tourist sector stakeholders must comprehend the intricate intricacies of this connection (Po & Huang, 2008).

Recent research has concentrated on the topic of tourist industry development. There is now widespread agreement that it does more than just boost GDP; it also generates jobs, encourages the expansion of the tourist sector, and, ultimately, boosts the economy as a whole. Consequently, the majority of governments now prioritize the growth of the tourist industry. World Tourism Organization projections put the number of foreign travelers at 1,602 million in 2020 and the value of their spending at around \$200 billion (Ferguson, 2007). In addition, after accounting for about 10.4% of global GDP in 2004, the World Tourism Travel Council predicts that this figure will rise to 10.9% in 2014. According to (Pulido-Fernández & López-Sánchez, 2011) the tourist sector as a whole expanded by 5.9% in 2004 to reach US\$5.5 trillion, when all factors such as investment, consumption, government expenditure, and exports are included. In 2014, the projected 10-year growth rate was \$9.5 trillion. It is crucial for governments to conduct comprehensive investigations into all facets of tourist development and economic growth for these exact reasons (Office, 2015).

Intermediation and the formation of a conduit across cultures are two of global tourism's most important functions in promoting world peace. There are two

ways in which destination nations benefit micro-level from global tourism, both of which contribute to higher household wages. First, it helps local businesses take advantage of economies of scale, which increases efficiency; second, it promotes effectiveness by increasing competition among companies engaged in tourism. An increase in tourists means more money in the host country's coffers and more jobs, formal and informal alike. This industry has the potential to increase GDP growth and alleviate extreme family poverty. Greater tourism could help economies with middle- and low-income levels, but wealthy nations don't seem to feel the same way. Countries with a larger market for business travel abroad tend to have more robust exports and trade growth (Shahzady, 2023).

Since tourism has both direct and indirect effects on economic processes, it is a natural decision to focus on its development and economic growth. Due to the increasing connectivity of economies, it is crucial for scholars, corporate leaders, and policymakers to understand the complexities of tourist development and economic growth. Because of their effects on long-term sustainability, market dynamics, and resource allocation, developments in tourism and economic growth are noteworthy from an economic standpoint. In an effort to contribute to the broader discussion of economic phenomena, this research aims to provide a more nuanced perspective on the link between tourist development, economic growth, and the trajectory of economies (León-Gómez et al., 2021).

As the paper progresses, the next parts will thoroughly analyze the evolution of tourism and its impact on economic growth. In order to shed light on the conceptual underpinnings and historical progression of tourism development and economic growth, the literature study will conduct a survey of current academic publications. Using economic frameworks as a lens, the major body of the paper will conduct an in-depth examination of tourist development and economic growth. The next parts, "Conceptual Framework, discussion and analysis," will compile all of the findings and make conclusions on the relationship between tourism's growth and the economy as a whole. At last, the conclusion will summarize the main points, talk about the consequences, and suggest some places where future studies may go.

LITERATURE REVIEW

The results of previous research on the links between tourist development and economic growth are "unfortunately blurry" because they vary across countries, regions, and even time periods within the same nation, as well as between regions using different methodologies. But when such nations are formulating their own plans, such country analyses are priceless. Nonetheless, in an era when the globe has shrunk to the size of a global village, Kim, Chen, and Jang have urged for more comprehensive studies, implying that scholars may find it interesting to analyze the correlations between economic growth and tourist arrivals in different nations (Kim & Chen, 2006).

Scholars and researchers have spent a lot of time discussing and studying the relationship between tourist development and economic growth. This dynamic connection is further impacted by the incorporation of technology and its sociological ramifications, which countries are realizing play an increasingly important part in their economic frameworks when it comes to tourism. The purpose of this literature review is to examine previous studies that have examined the relationship between tourist development and economic growth, paying special attention to how technological advancements have influenced and improved this relationship (Bilen et al., 2017).

There has been a lot of writing on the connection between tourist development and economic growth. The complex nature of this connection is often emphasized by scholars, who are quick to point out that tourism may spur economic growth. This view is shown by the research of (Dritsakis, 2012) which found that tourism does more than just bring in money; it also helps build infrastructure, creates jobs, and stimulates other industries.

Research on how technological advancements have affected tourist growth has grown in stature in the last few years. The groundbreaking impact of technology on the travel sector is highlighted by the research of (Lee & Chang, 2008). Both the promotion of locations and the vacation planning process have been profoundly affected by the rise of digital marketing tactics, smartphone apps, and internet platforms. Not only does this technology integration make tourist operations more efficient, but it also

helps the economy thrive by making more places accessible and reachable.

The widespread usage of information communication technology in the tourist sector, known as e-tourism, has attracted interest due to the possible economic benefits it may provide. The research conducted by (Tang et al., 2018) explores the financial effects of e-tourism, drawing attention to its function in making destinations more competitive and in generating income. Tourism services that include technology, such as online booking platforms and augmented reality experiences, improve the entire experience for tourists and contribute to the sector's economic success.

A critical component that needs careful investigation is the social impact of technology integration in the tourist industry. Researchers examine the social dimensions of technology in tourism, focusing on the ways it impacts destination sustainability, cultural exchange, and passenger behavior. A well-rounded strategy for maximizing technological potential is required because, as the tourist industry becomes more reliant on technology, social concerns and economic development are inextricably linked (Werthner & Klein, 1999).

There is a lot of promise in using technology in tourism, but there are also certain problems and ethical issues to think about. Data privacy, digital inequality, and the effects of automation on jobs in the tourist industry are some of the topics covered in the research by Xiang et al. To guarantee that technology advances favorably impact both the development of tourism and economic growth, it is crucial to recognize and handle these problems (Xiang et al., 2015).

Sustainable tourism is all the rage, and researchers are trying to figure out how to use technology to help reach sustainability targets. Harnessing technology to encourage sustainable tourist practices may help the economy flourish in the long run while reducing the negative effects on society and the environment.

CONCEPTUAL FRAMEWORK

Modern studies have increasingly focused on the ways in which technology has altered many parts of our existence, most notably the ways in which we communicate, learn, and do our jobs. In order to shed light on how these fields are changing in the digital

era, this section will examine previous research and academic discussions to determine the many ways in which technology has affected these areas.

Cooperation with the Growth of the Tourist Industry and the Economy

Before delving into more general questions, such as how technology will affect tourism and GDP growth, it is helpful to review the literature on how technology has altered the nature of communication, education, and the workplace (Sofronov, 2018). As stated in the literature study on "Tourism Development and Economic Growth," technical progress is now fundamental to the tourism business, impacting marketing of locations, trip planning by visitors, and the industry's total economic value. There has to be a comprehensive grasp of these areas in the digital age because of the effects of technology on the tourist industry and how it affects communication, education, and the workplace (Czernek, 2013).

Technological Impact and Its Economic Consequences

A nation's and an industry's economic future is shaped by the ripple effect of technological advancements in areas such as communication, education, and the workplace. A more linked global economy is a direct result of the speed and efficiency made possible by digital technology in the field of communication. Businesses are able to work together more effectively across borders because to real-time communication technologies like video conferencing and collaborative platforms. This has led to more international cooperation and better economic exchanges (Koh, 2007).

Sustainable Tourism

One way that ecotourism might help achieve the United Nations' Millennium Development Goals is by lowering poverty rates. Cultural and natural assets are often seen as a single product in ecotourism. Cultural resources in ecotourism mostly consist of local cuisine, arts and crafts, festivals, events, and museums. Ecotourism is a kind of sustainable tourism that aims to minimize negative impacts on natural environments by visiting fragile, undeveloped, and protected regions.

The goal is to teach tourists about conservation, help local people financially, and honor local traditions and human rights. When planning an ecotour, Pakistan should be high on your list of potential locations. Mountain ranges (including the Himalayas, Karakoram, and Hindu Kush), ice caps, rocky outcrops, alpine meadows, woods (both coniferous and sub-mountain), wildlife (both native and migratory), beaches, coastline, marshes, and deserts make up this landscape (Altaf & Hussain, 2021).

Pakistan is home to 10 different mammalian orders, ranging from the smallest Mediterranean pigmy shrews to the largest blue whales. Excursions like as camel and yak safaris, white water rafting, trekking, mountain biking, hunting wild boar, fishing for trout, bird watching, and Indus dolphin viewing are all on the menu. and many more outdoor activities are available in Pakistan, a country known for its great adventure and natural beauty (Lala et al., 2020).

Various cultural events highlight the local cuisine, apparel, and hospitality, such as the Shandur Polo Festival, Silk Rout Festival, Kalash Festival, and Khanpur Water Sports Festival. At an elevation of about 3,700 metres above sea level, on the world's highest polo field the Shandur Pass each year, the Shandur Polo Tournament takes place. There will be folk music and dance performances, as well as the establishment of a tented community, during this event (Mardhani et al., 2021).

Impact of tourism on Pakistan's GDP and employment

Forecasts indicate that the travel and tourist industry will add 5.1%, or PKR 833.8 bn, to the economy in 2017, and another 5.6%, or PKR 1,432.1 bn, to the economy by 2027. In 2016, this sector contributed 7.6 billion USD, or 2.7% of GDP. In 2016, travel and tourism accounted for 6.9% of GDP, or \$19.4 billion. By 2017, projections indicate a 6.0% growth, and by 2027, it will have climbed to 5.8% of GDP, or \$36.1 billion, or 7.2% of GDP. In 2016, the travel and tourism industry directly supported 1,337,000 jobs, or 2.3% of the overall workforce. By 2017, that number was expected to rise to 1,368,000 jobs, and by 2027, it was projected to reach 1,757,000 jobs, or 2.3% of the total workforce (Nunkoo & Seetanah, 2018).

Much as in the rest of the developing world, many Asian nations see tourism as a potent tool to bring in foreign currency and stimulate their economies. It boosts sales of things like handicrafts and attracts investors. Pakistan is a growing nation with a lot of potential economically and a wealth of beautiful natural and historical sites. The trade balance, which is the monetary inflow and outflow of products and services traded, and the flood of tourists would do wonders for the economy. Investment in this industry, projected at PKR 342.8bn or 9.3% of overall investment in 2015, according to the World Travel and Tourism Council (WTTC, 2015), might even aid backward regions in Pakistan. In 2016, it's expected to increase by 11.4%. But projections show a 7.6% annual increase over the following decade, reaching PKR 729.7bn in 2026, accounting for 11.2% of the total (SHT, 2020).

Despite this, the sector was indirectly responsible for 3.550 million jobs, or around 6.0% of the total workforce. For 2017, the number of jobs is expected to rise 3.0% to 3.657 million, and for 2027, it is projected to rise 2.7% annually, reaching 4.783 million jobs (6.3% of total). The travel and tourism business relies heavily on traveller exports. At 3.6% of total exports in 2016, the tourism industry is poised for a 3.1% gain in 2017 thanks to an anticipated 1.179 million foreign visitor arrivals. The number of foreign tourist visits is projected to reach 1942.8 million by 2027, representing 2.8% of the total. In comparison, the total investment was 3.6 billion USD in 2017 (9.3% of the total investment), and by 2027, it will have climbed to 8.3 billion USD, representing 11.4% of the total (Askari et al., 2020).

Arrival of tourists from around the world

International tourism is highly vulnerable to security threats, according to the World Bank's World Development Indicators. Total visitor numbers grew by 8% per year from 1995 to 2000, while foreign tourist arrivals fell by 11% between 2001 and 2003 due to security measures implemented in the US following 9/11.

We were on the cusp of seeing record-breaking levels of international tourism in 2007 and 2008. In the years between 2003 and 2011, the number of international tourists reached a record high of 1.16 million, an increase of 11% each year. Terrorist strikes in the country's interior caused a 17% decline

in tourist arrivals in 2012. An increase in visitors may be attributable, in part, to the marked improvement in national security throughout 2015 and 2016. (Bhammar et al., 2021).

DISCUSSION

Tourists had difficulties in obtaining visas for Pakistan due to the country's uncertain safety and geopolitical instability. When visitors go from India into Pakistan, this issue takes on a greater significance. The tourist industry is interdependent on several other branches, including those dealing with forests, the environment, wildlife, transportation, etc. They are all working alone, cut off from any potential social connections that tourism may provide. As a result, many potential avenues for increased tourism and financial benefit will be closed.

It has slipped Pakistan's notice. The shortage of qualified workers was cited as the primary cause of the sluggish expansion of Pakistan's tourist industry. Employees' attitudes, actions, and performance are identified as the main factors influencing customer happiness and loyalty in the tourism business, which in turn drives superior service. Customer satisfaction and loyalty may be effectively attained in the tourist industry if staff members approach their work with a positive attitude, according to past study (Sadiq et al., 2021).

When compared to other similar businesses, the tourism industry has a smaller percentage of its workforce having bachelor's degrees in tourism and hotel management. That implies that sectors unrelated to tourism are competing for skilled workers. Government authorities and large tourism firms mostly shape tourist policy in developing nations.

As a result, the expertise of local human resources is severely undervalued. Corruption and inefficiency plague government institutions and large tourist enterprises. Less money makes it to the locals since the institutions' administration is so uninformed and unprepared for the tourist industry. In addition, the tourist industry is dealing with a lot of issues, the most pressing of which are related to human resources. A shortage of qualified workers ranks high among the issues faced by the tourist sector. Experts agree that human capital is the tourist industry's most precious commodity.

Consequently, policies should be put in place at the governmental and corporate levels to ensure that the workforce has the necessary attitude, knowledge, skills, and education. Therefore, in order to equip future tourism workers with the necessary skills, school curricula should be changed (Wen & Saleem, 2021).

The lack of a sufficiently trained workforce is a worldwide issue for the tourist industry. In developing nations like Pakistan, where the tourist industry has been struggling to attract and retain top talent, the situation is much direr.

The availability of a trained workforce in the tourist sector is affected by a number of well-known variables. High staff turnover, low compensation, irregular hours, bad working conditions, and a lack of incentives all play a role (Eluwole et al., 2022).

Lack of a national-level tourism organization

The Federal Ministry of Tourism was disbanded in June 2011 after the 18th amendment to the Pakistani Constitution. Because of this, there is no one to keep tabs on the tourist industry on a national scale. The federal government is the only entity capable of resolving issues pertaining to tourism, such as improving the country's reputation overseas, easing the process of obtaining tourist visas, managing domestic security, and ensuring consistent high-quality service (Rana & Bhatti, 2018).

Inadequate priority given to the tourism sector

Despite its obvious significance to Pakistan's economy and population, the country's provincial and federal governments have failed to adequately fund the tourist industry. The travel and tourism competitiveness report from 2015 confirms this reality as well; Pakistan scored 120 in the area of industry prioritization, which fell to 122 in 2017, and the Pakistanis scored 123 in the area of travel and tourism facilitating situations (Adnan Hye & Ali Khan, 2013).

Protection of visitors

Tourists from all over the world are avoiding Pakistan because of the country's terrible terrorist situation. Pakistan became involved in the fight against terrorism after the events of September 11 in the United States. Combating terrorism cost the nation dearly in terms of both lives and money.

Damage to infrastructure caused by terrorist attacks has a devastating effect on the tourist industry. Due to the country's dangerous climate and deteriorating infrastructure, tourists are staying away from Pakistan. The number of tourists affected by terrorist attacks is substantial. Tourists from other nations avoid countries with a high terrorist threat level. There is a negative correlation between tourist activity and terrorism, according to empirical studies in numerous nations.

The nation's image and tourism can only benefit from making sure tourists are safe. Among the main obstacles to the expansion of this country's tourist business is the present state of law and order. There is an increasing pervasiveness of terrorism in our everyday life. Terrorism has damaged the country's image internationally and given people's lives no purpose. In the short and long term, terrorist attacks in Pakistan have a devastating effect on the country's tourist industry (Ahmed, 2003).

The lack of friendliness and safety conditions is one of the key hurdles to increasing tourism in the country. Due to fear of reprisal and a desire to avoid danger, tourists steer clear of areas and routes accompanied by security guards. The security forces' personnel often feel threatened since they live in the same hotels as the visitors. The visitors are irritated because of these things.

FINDINGS

The study findings show that the tourist sector and economic development are highly dependent on each other. Importantly, the tourist industry generates a lot of money in a roundabout way by interacting with other parts of the economy. This occurrence provides a solid financial foundation for development initiatives, whether they are governmental or private, and it also draws investments from throughout the world. Tourists are becoming an increasingly important economic factor in Pakistan due to the country's world-famous cultural, geographical, and historical diversity.

Pakistan, which is fortunate to be located near beautiful lakes, mountains, and other natural attractions, has seen the transformational impact of the tourist sector in recent years. The strategic location of Pakistan makes it an ideal destination for tourists from all over the world. In this setting, the research delves into the intricate web of connections

among tourism, GDP development, and technical progress.

Based on the findings, the tourist industry is a major economic force that influences GDP, the number of new jobs created, and the rate of economic growth worldwide. According to the thorough literature assessment, this finding indicates the need of doing substantial study in order to fully understand the complex dynamics of this connection. In light of an ever more interdependent global economy, this intricacy takes on more importance.

The study also explores how the tourist sector has a significant impact on Pakistan's GDP and job market. Looking forward, the industry is expected to contribute significantly to the economy in the years to come, according to projections. Three main tenets of Pakistan's development story are the creation of jobs, the expansion of the economy, and the improvement of global connectedness via tourism.

CONCLUSION

The research sheds light on the complex interplay between Pakistan's tourist sector, economic growth, and the difficulties the country is now experiencing. Visa complications, a shortage of skilled workers, and inadequate government prioritization are just a few of the challenges that the tourism business faces, despite its enormous potential. In order to encourage tourist growth, the results highlight the immediate need for policies that target workforce development, the restoration of national-level tourism organizations, and increased security measures.

In the future, the public and commercial sectors of Pakistan will need to work together to fully develop the country's tourist industry. Crucial actions include recognizing the importance of safety, building a competent staff, and reestablishing a national tourist organization. Economic development, job creation, and international connection are all boosted by the tourist sector, according to the report. Through deliberate interventions, Pakistan has the potential to transform itself into a world-class tourism destination by capitalizing on its diverse culture and beautiful landscapes. Essentially, the research highlights the existing obstacles and urges for thorough changes to allow Pakistan's tourist industry to realize its full economic and cultural potential.

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