

ENVIRONMENTAL IMPACTS ON TOURISM TRANSPORTATION

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TRANSPORTATION

INTRODUCTION:

Background:

The sector of tourism is the essential part for today's economy. Tourism is basically the short term movement from one place to another. Moreover; the destination is to move from normal places to a new one. It includes services, industries and other activities. Tourism affairs are handled by Ministry of tourism, private sector is also involved in affairs of tourism and policies includes in that development, promotion, marketing etc. The traveler sees what he sees, the tourist see what he has come to see (Moutinho, 2011). Basically, tourism is the activity of multidimensional, regular and planned activities has been developed in the industry around the globe. More than 200 million employees are working and contributing greater than US\$600 billion by applying the taxes directly and indirectly each year. Around the globe tourism is one of the best upward moving industry, which has a financial record of covering 10 percent GDP globally (Mamaghani, 2009).

Purpose:

The aim of the paper is to examine the environmental as well as economic impacts of Pakistan on tourism transportation. Also the study analyze the development of products and trends in

future, In addition, the purpose is to observe that how Pakistan is providing the substantial benefits of socio economic to its customers such as in the airlines, cruise and passengers in a transportation sectors. Also identifies the future trends of the economy of Pakistan.

DISCUSSION

Environmental Impacts on Tourism Transportation in (Pakistan):

Background of tourism in Pakistan:

Day by day, Tourism is becoming the necessary element in the life of people. Pakistan has 5000 travels agencies in the industry of tourism. Tourism transportation includes Road transport, water transport, air transport and rail transport. The products of tourism in Pakistan are comprises of four types are as follow: the archaeological tourism, historical tourism, conventional tourism and religious tourism. Religious tourism includes Shah Hussain, Data Ganj Baksh, Baba farid in panjab, Lal Shehbaz Qalandar, Shah Abdul Latif Bhtiati in Sindh (Mamaghani, 2009). Another one is historical tourism that includes Himalayas, Karakorum, Pamir, Mountain of K2 and Hindukash. Archaeological tourism consists of Tombs of Emperor Jehangir Badshahi Mosque, Empress Noor Jehan, Royal Fort, Rohtas Fort, Shah Jahan Mosque and the Shalimar Garden. Furthermore, the conventional tourism is about arts and crafts, festivals, traditions, sports and customs. These are the four tourism which are engaging in order to develop effective output from the efficient utilization of input. Pakistan has greater

demands of tourism transportation, it makes profitable for the job seekers as well as visitors (Evans, Stonehouse, & Campbell, 2012). The environment of tourism in Pakistan is not as friendlier as in international levels, but it has the attractive physical environment around the globe. Moreover, the natural climate is more beautiful in the province of Pakistan (Blanke, & Chiesa, 2013).

Impacts of Tourism in Pakistan:

In order to generate the high level of income, countries including Pakistan are vastly concerned over job creation, earning of foreign exchange, reduction of poverty, cooperation of cross culture and much more. However, the question arises about the environmental and economic impact on tourism of Pakistan, the paper examine that according to the past study, Pakistan was growing country by doing funding and investment in foreign countries (Blanke, & Chiesa, 2013). But unfortunately present learning stated that Pakistan is now facing complexity because of not paying enough attention and the major fault is made by present Government. Furthermore, Tourism also give negative and positive social impacts on economy such as traditional customs, festivals and handicrafts are encouraged by tourism with higher understanding and collaboration of different cultures (Beggs, Ross, & Goodwin, 2008).

Transportation for Tourism (Positive Impact):

Pakistan has positive impact on tourism transportation in earlier period and somehow slightly changes occurred in present. As cited in the paper that leisure tourism is considered to be price and income elastic (Beggs, Ross, & Goodwin, 2008). The positive outcomes related to tourism

are that there is a huge potential in the northern areas of Pakistan. Moreover, the positive impacts of tourism has been identified in this paper is that there were the increasing rate of employment and job opportunities, multiplier effect, foreign exchange generation, regional development enhanced in an isolated areas, spending increased because of increasing the revenue by people's money (Evans, Stonehouse, & Campbell, 2012).

In addition to this positive outcomes, tourism is beneficial for advertising agencies, architects, producers, accountant, electrician, government, vehicle manufacturer, wholesalers, office equipment suppliers, banks and much more departments are taking advantages through tourism transportation. Tourism is also beneficial for small enterprises. It also gives the advantage for generating the funds from the entrance fees and charges in order to maintain marine parks and preserve the animals (Mamaghani, 2009). Also, it promotes the natural resources and conservation of wildlife like rain forests. In Pakistan, tourism day by day boasting its improvement over generating the beautiful mountains across the province of country also the situation of security became better.

Positive and negative impact of tourism transportation in Pakistan with examples:

Pakistan has an association with all countries of the world by five international airlines: Islamabad, Lahore, Karachi, Quetta, and Peshawar. In order to develop the strong infrastructure of air transport in Pakistan, the government of Pakistan is positively and significantly improving its logistics and operations by new national aviation authority. Moreover, they consider the idea to build new airports in country in order to meet the demands of international as well as domestic air transport. On the other hands, the negative impacts of air transport is that airlines

of authorities of Pakistan recently faces the terrorist attacks on Karachi airport which has a negative impact on international air traffic therefore, government has to take some serious actions in order to solve and minimize that problem.

Another example of tourism transportation is railway, it can be seen easily, and the problems of railway in Pakistan are increasing day by day. In addition, train are arriving at station very late, people have to suffer this problem, also the expenses and charges are increasing in monthly bases, this can be a negative impact on tourism transportation. On the other hands, the operations of railway stations are trying to maintain by government efforts to facilitate the visitor's attraction that may generate the high revenue. Moreover, that development creates the positive impact on railway stations of Pakistan.

Transportation as Tourism (Negative Impact):

There are benefits as well have negative impacts on tourism in the economy of every country. Basically tourism gives benefit when the infrastructure is well managed by government. In order to establish the roads, hotels and center of visitors government has to make the higher revenue which badly effects on consumers and not satisfied with continuously increasing of taxes over these expenditures (Moutinho, 2011). Moreover, the negative impact of economy is sometime the people who are working in the environment of tourism have faced low income. The natural disasters, terrorism and recession of economy badly effect the destination of travelers which is also the disadvantage of them. Also, the cultural and natural resources like heritages sites, Water supply, beaches are threatened y tourism (Pan, & Ryan, 2009).

In Pakistan, there are a lot of negative impacts on the economy such as sometime they are over dependent on tourism, seasonal effects, opportunity costs, inflation, and creation of additional cost. These are the issues which are mainly seen (Moutinho, 2011). As there are many beautiful and attractive places in the province of Pakistan so the tourism organizations need to analyze and plan first then develop the strategy that how to evaluate the circumstances and affairs to cope up and maintain the sustainability in tourism transportation (Mamaghani, 2009).

Development of future trends in the economy of Pakistan:

From few years the airlines, cruise and passengers in the transportation sector are facing difficulties to fulfill their desired destinations. In the sector of airlines, organization need to cover up the few things in order to make effective and efficient business such as population, standard of living, availability, and demographic (Evans, Stonehouse, & Campbell, 2012).

“There is a need to streamline this un organized industry by making some laws as there are still loopholes, which can lead to tax evasion and fraud,” said Mukhtar, director of travel hut.

Major places which are visited by people are Lahore, highway of Karakorum, Karachi and Quetta (Pan, & Ryan, 2009). “People who follow global trends and keep up with local demands are earning a lot of money in this business”, says Wahid Mukhtar, director of Travel Hut. In past, the commission of fare price which is 9% is received by the travels agencies and from this acquiring 10% is reserved for federal board of revenue. Therefore that commission is collect through the services charges by 7%. As cited from the website, “Other countries support their economies by promoting their travel and tourism industries but in Pakistan this industry is given the least priority despite the huge potential,” says Muhammad Iqbal,

Chairman of the Travel Agents Association of Pakistan (Blanke, & Chiesa, 2013). Travels agencies support by governments in which provincial tourism departments, federal board of revenue, ministry of defense and federal investigation agency are engaged.

Sustainable Management:

Basically, sustainable tourism management work is not only protecting the environment but also have the responsibility to focus on social justice and viability of long term economy. Their primary purpose is to fulfill the desires and needs of their visited customers. The sustainable management concerned over few dimensions which are equality and social justice, physical environment and economic viability (Beggs, Ross, & Goodwin, 2008). In addition, their strategy for their shareholder is to develop the voluntary sector organization, departments of government and agencies, media, hosts community etc. in the geographical factors it includes rural areas, islands, mountain areas, towns and cities etc. furthermore, the functional management duty for sustainable tourism is to develop human resource management, financial management, operation management and marketing. These are the following strategies, duties and responsibilities which would be managed by management in order to sustain the tourism transportation (Blanke, & Chiesa, 2013).

Sustainable Management of Environmental Impacts on Tourism

Transportation of Pakistan:

Sustainable management of tourism in Pakistan (STFP) has been developed by group of professionals in the industry of tourism transportation. This foundation has been registered in

the Societies Registration Act XXI, 1860. Sustainable tourism foundation Pakistan (STFP) will work with provisional and federal governmental bodies and also with the organizations of private sectors, national, international and regional bodies to support the policy of adopting sustainable tourism (Blanke, & Chiesa, 2013). As seen in past they provided poor services, lack of infra structure mainly in rural areas, sufficient protection of environment, however in order to improve these circumstances their management are now come up with unique performance and better service provider to enhance the productivity in a effective manners. Pakistan has to maintain functional departments of tourism such as human resource, financial departments, operations departments and marketing as well. In order to implement the best procedure their criteria would be to develop physical environment, social justice and equality, and economic viability (Pan, & Ryan, 2009).

CONCLUSION:

The purpose of the paper is to observe the environmental as well as economic impacts of Pakistan on tourism transportation. Therefore the findings shows that tourism provides number of benefits to the organizations as well as visitor .In addition, tourism have both negative and positive impacts on the economy of any country. In Pakistan, the paper examined that there is a lack of coordination between departments who manage this functions. Present learning is concluded that Pakistan is facing problems in order to maintain and manage these affairs. Basically there are few issues which are mainly seen. As there are many attractive and

attractive places in the province of Pakistan therefore, the tourism organizations need to consider and plan first then develop the strategy that how to evaluate the circumstances and affairs to cope up and maintain the sustainability in tourism transportation. The natural disasters, terrorism and recession of economy badly effect the destination of travelers which is also the disadvantage of them. As Pakistan doesn't have the image in front of international market therefore, they should have a power to evaluate the circumstances and increase the productivity ratio in market. Government action are not enough for the benefits of tourism in Pakistan, the transportation sector is facing difficulties to fulfill their desired destinations such as in the airlines, cruise and passengers. In the sector of airlines, organization needs to cover up the few things in order to make effective and efficient business such as population, standard of living, availability, and demographic.

RECOMMENDATION:

The management need to analyze to develop the better environment, quality based services, and collaborative atmosphere. The agencies need to develop training sessions, maintain the functions which are engaging in running the system of tourism ,Government are increasing the taxes to fulfill their demands in order to improve tourism, however they don't need to do it with public that is the reason that people are not satisfying with. Moreover, Pakistan has the opportunity to enhance the facilities and provide benefit to nation in the sector of tourism transportation if they manage their task in an efficient manner.

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