

**THM-204: PAKISTAN- TOURISM DESTINATIONS (03 Credit hrs)**

**PRE-REQUISITE**

THM-103: Introduction to Tourism and Hospitality

**LEARNING OUTCOMES:**

After the successful completion of the course the students will be able:

1. To know about the tourism attractions of Pakistan.
2. The level of facilities required at international standards.
3. To develop various types of tourism activities according to the natural and cultural resource available in Pakistan.
4. To apply principles of ethics, cultural sensitivity, and modern business practices.
5. To demonstrate an ability to engage in collaborative actions.

**CONTENTS**

This course focuses on the classification of the tourism resources of Pakistan. The course further makes clarification of tourist's circuits and paths, tourist facilities. The student will get knowledge about the popular destinations in Pakistan. The course also emphasis to permeate students with an appreciation of the finite natural and cultural resources, and the importance of prudent and responsible management.

**Module-1 Tourism in General:**

History and development of tourism in Pakistan. Tourism at Glance, Types of resources, Classification of resources, National and provincial tourism bodies, Tourist paths, Tourism circuits, Tourist facilities and services.

**Module-2 Natural Resources:**

Natural Tourism resources in Pakistan-Tourist pattern and potential with relation to varied landforms (mountains, deserts, beaches, & islands), water bodies and biotic wealth (flora-fauna). Popular tourist destination for land based, water based and air based tourist activities. National Parks and Natural Reserves in Pakistan.

**Module-3 Cultural Heritage Resources:**

Muslim, Buddhist, Sikh, Hindu, Socio cultural resources - Important fairs and festivals  
Manmade resources: Adventure sports – museums, zoo, theaters, Commercial attractions  
-Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation. Gastronomic tourism. Module-4 Neotourism:

Emerging Tourism Destinations: Ecotourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism, CEPEC and benefits to Tourism Industry

**Module-5 Popular Tourist destinations:**

Hill Stations: Murree, Ziarat, Naran, Kaghan, Galliyat, Study of Hill Station attractions and their environment, Case studies of Swat valley, Hunza valley and Galliyat.

**Module-7 Practical/Visits:**

Visits to tourist destinations and preparation of visit report

**ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

**RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:**

1. Tahir Jahangir, A Travel Companion to the Northern Areas of Pakistan (Karachi, Oxford University Press, 2004).
2. Mock Johan (2002) Trekking in the Karakoram & Hindukush, onely Planet walking guide. 2nd Edition.
3. Siddiqui, Z (1988) Tourism marketing: Pakistan in UK's context.
4. Pakistan Guide by Isobellsha.