

**RESEARCH PAPER****China-Pakistan Economic Corridor (CPEC): A Long-Term Sustainable Development Project, Challenges and Opportunities for Tourism Sector in Pakistan****¹Zaheer Ahmed*, ²Takaaki Nihei and ³Najaf Ali**

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***Corresponding Author:** ahmed-zaheer1@ed.tmu.ac.jp**ABSTRACT**

This study observes the challenges and opportunities existing by the China-Pakistan Economic Corridor (CPEC) for the long-term sustainable development of Pakistan's tourism sector, concentrating on infrastructure enhancements, connectivity, and their possible impression on the industry. CPEC, a mega project increasing infrastructure and connectivity involving China and Pakistan, holds considerable probable for changing Pakistan's tourism segment. However, challenges such as security troubles, insufficient infrastructure, ineffective marketing, and narrow access to tourist destinations hamper growth. Sustainable projects under CPEC aim to enhance the hotel industry and tourism infrastructure, contribution prospects for economic growth and cross-multicultural exchange. The study employs a qualitative method, evaluating existing literature, government reports, and stakeholder perspectives to assess CPEC's impact on Pakistan's tourism sector. CPEC's structure development can accelerate access to inaccessible and culturally rich regions, attracting diverse tourists. However, security and infrastructure gaps continue critical challenges. Coordinated efforts with government bodies, private businesses, and international partners are important to create a favorable environment for sustainable tourism growth in Pakistan.

KEYWORDS CPEC, Sustainable Tourism, Economic Growth, Connectivity, Pakistan**Introduction**

The greatest industry in the world is the tourism industry, which is widely regarded as a crucial sector for advancing the economy of any state (Qasim et al., 2022). The primary tool for fostering economic growth and igniting new economic activities is tourism in many nations (Rahman et al., 2013). Tourism stimulates the demand for goods and services, provides jobs within the economy, and aids in the development of a nation's infrastructure, resulting in economic benefits for host towns. Moreover, it promotes local pride and provides both direct and indirect economic support to the indigenous area (Qasim et al., 2022). The less developed nations improve revenue and earnings through the promotion of tourism, resulting in a decrease in poverty and an expansion of income opportunities (Manzoor et al., 2019). A substantial infrastructural and economic development initiative known as the China-Pakistan Economic Corridor (CPEC) proposes to link the Gwadar Port in southwest Pakistan with Xinjiang in northwest China through a system of roads, railroads, and pipelines. Although the CPEC primarily focuses on energy and transportation infrastructure, it has the potential to present Pakistan's tourism industry with both significant benefits and challenges (Mahmood et al., 2020).

Literature Review

In China and Pakistan, CEPE plays a crucial role in the sustainable development of entire regions. For locals, CPEC infrastructure development projects might open up business prospects and investment possibilities in the form of real estate investments, vehicle repair shops, and SMEs with little starting capital (Yasin & Qasim, 2020). The CPEC project will transform people's living standards, and the region's beauty, create accessibility, raise residents' status, and improve residents' quality of life through enhancing transportation, infrastructure, and roads. CPEC is a collection of ongoing infrastructure projects in Pakistan (Abbas et al., 2024). The project was initially valued at \$46 billion, but now it will cost \$62 billion to complete. Through this project, the Chinese province of Xinjiang is linked to the Pakistani port city of Gwadar. Under the mega project, China is making investments in several infrastructure projects, including the construction of roads, ports, railroads, industrial zones, telecommunications, health, and educational systems in Pakistan (Ullah & Anwar, 2020). The successful completion of these projects would significantly improve Pakistan's social and economic situation. Geographical and economic changes will occur in both countries as a result of fruitful analysis. This mega project is beneficial in many ways, including generating more investment and opening up job opportunities in local communities. It also improves transportation and integration systems (Awais et al., 2019).

Pakistan's location between the Middle East, South Asia, Central Asia, and China makes it excellent (Qasim et al., 2024). Pakistan is regarded as the middle place for any commercial activity or business trade due to its ideal location. Without a doubt, it is anticipated that the CPEC will provide many benefits, including the potential for economic development in both nations, particularly in Pakistan because of its wealth of natural and people resources. In Pakistan, the CPEC project is now being developed. Here are some examples which include energy projects, the building of the Gwadar port, road infrastructure, special economic zones, Lahore Mass Transit, fiber optics, etc. However, the railway, the establishment of industrial economic zones, and the international Gwadar airport will soon be put into action. The project has completely changed Pakistan's economy (Ismail, 2021). It will stimulate business development, increase employment opportunities, and manage the electricity shortage. Additionally, it will result in a greater connection between urban and rural areas, the attraction of global stakeholders, industrial revolutions, the promotion of local populations' health, and local population education (Qasim, 2022). Thousands of new job opportunities are created by this flagship project for local communities, rural areas are connected to major cities, new educational facilities should open, healthcare facilities should also improve, new technologies should be adopted, and Pakistan's social situation should be improved (Khan et al., 2018; Qasim et al., 2024). Through the project's contribution to a diversity of life amenities, like high-quality healthcare and education, primary markets, and low-cost banking, the CPEC will aid in reducing poverty and fostering social development. These innovative projects are anticipated to have positive effects on society by raising people's standards of living and altering their perspectives, in addition to bringing economic and social well-being (Saad et al., 2020).

CPEC and Sustainable Development

The mega project plays a significant role in boosting sustainable development in the region of Pakistan. Nowadays a crucial element that influences the host community's behavior in terms of tourist development is the local community's level of satisfaction with beneficial tourism. A straightforward route to tourist attractions is made possible by improved transportation and road infrastructure, which also strengthens economic activities that have a big impact on the level of living in the surrounding areas (Ismail, 2021). It is anticipated that the development of this global initiative will transform Pakistan's northern areas, particularly Khyber Pakhtunkhwa and Gilgit Baltistan, into the

nation's tourism hub. Beautiful resorts, lakes, and glaciers can be found in these regions (Khalil, 2021). According to several studies, improving local roads and transportation systems is crucial for boosting tourism in the region and developing new tourist attractions. Tourism and better road and transit infrastructure have been demonstrated to be significantly correlated in prior periodicals

- boost the economy of the country.
- Creation of jobs for the whole region.
- Enhancing the living standards of people.
- Built Road and Railway systems to make it an easy transportation system.
- Exports and imports have increased.
- Overcome energy crises.
- Security of life and property.

Although CPEC offers the chance to make a significant contribution to the region's and Pakistan's sustainable development, it also presents difficulties that must be carefully handled (Hussain et al., 2024). Sustainable development calls for an all-encompassing strategy considering social, environmental, and financial aspects. Successful implementation of this approach also depends on involving stakeholders at all levels of decision-making. A major infrastructure and economic development project, the China-Pakistan Economic Corridor (CPEC) is a megaproject offering chances as well as difficulties for reaching sustainable development (Anwar & Qasim, 2024).

Material and Methods

An integrated study methodology, including stakeholder perspectives, visitor surveys, and on-site observations, is examined to assess the influence of CPEC on Pakistan's tourism industry and to provide data-driven suggestions for sustainable growth.

Theoretical Framework

Dependency Theory

According to H.R. Sonntag asserts that dependent Theory provides a valuable understanding of the mechanisms of economic growth and the dependent connections that may emerge between countries. This hypothesis argues that the economic advancement of less developed nations (LDCs) is often obstructed by their reliance on more developed countries (MDCs). Dependency theory originated in Latin America throughout the 1960s, acquired prominence in academic circles, and achieved regional acceptance (Ruvituso, 2020; Acosta, 2022).

- Examining Economic Interdependence Look at how Pakistan's tourist industry depends on outside variables like China for infrastructure development investments and projects connected under CPEC.
- Evaluating Authority in the framework of CPEC, imbalances in power relations between China and Pakistan. The economic impact of China influences Pakistan's policy decisions and choices on the growth of tourism.
- Sustainability via that looked at how Pakistan's tourist industry may be sustainable depending on outside investments—including those from CPEC.

Using the Dependency Theory in this research article will allow one to understand the consequences of economic links and external dependencies—particularly those with China via CPEC—on Pakistan's tourist sector. Particularly concerning the tourism sector, this theory might help to identify potential challenges and opportunities for sustainable

development within the framework of the more all-encompassing one of economic reliance.

Results and Discussion

Opportunities for the Tourism Sector

Economic Growth

The possible financial gains of the China-Pakistan Economic Corridor (CPEC) might result in a safer environment for tourist-related businesses to flourish. In light of heightened economic activity, both residents and visitors will probably possess a larger income for purchasing goods and services. Pakistan is poised to reap significant economic advantages from the China-Pakistan Economic Corridor (CPEC), which can profoundly impact the nation. (CPEC) is anticipated to substantially augment job prospects in Pakistan (Awan et al., 2019). The following categories of employment prospects include the construction, logistics, and transportation industries, all of which will be essential throughout the project's development. The expansion of firms and services linked to heightened economic activity may lead to the establishment of enduring job possibilities. The China-Pakistan Economic Corridor (CPEC) has the potential to positively impact Pakistan's economy by stimulating commercial activity and investment. The country will undoubtedly become more conducive to commercial operations as transport infrastructure improves, therefore drawing both domestic and international investments (Khan et al., 2020).

This might lead to increased industrial production and overall economic expansion. The CPEC program does not concentrate on a single area in terms of infrastructure development. The area covered encompasses many provinces and territories, facilitating the progression of more equitable regional development (Qasim & Ahmed, 2022). The CPEC transportation network has determined a more direct and accelerated business route for Pakistan with China and other district countries. Pakistani goods may achieve more effectiveness in the international marketplace due to reduced travel intervals and lower transportation expenditures, perhaps resulting in intensified exports. The energy initiatives contained in CPEC aim to tackle Pakistan's energy failings. The development of energy infrastructure and the construction of power plants may increase the strength of the national energy supply, shrinking production disruptions and promoting industrial progress. Regarding CPEC, the government may produce revenue via many involves, such as imposing tolls on newly assembled roads and levying fees for employing ports and transportation hubs (Baig et al., 2020).

Improved Connectivity

The China-Pakistan Economic Corridor (CPEC) is extending road networks and other transportation structures, which may make formerly inaccessible places more convenient to visitors. This may disclose previously isolated tourist destinations. Through CPEC, China and Pakistan will begin a more proficient and cost-effective import route. This connection would make it sufficient for the two countries to connect in more mutual trade, and Pakistan would similarly be allowed to provide a gateway for Chinese cargo into the bigger markets of South Asia and the Middle East. The improvement of connectivity may affect Pakistan getting investments from beyond the country (Fu, 2024). Pakistan may be more appropriate as a site for enterprises looking to establish companies in the region residual to the convenience with which products and persons can be transported both inside the country and through borders. CPEC's infrastructure investments will improve connectivity inward Pakistan as well as with neighboring countries (Qasim et al., 2024). This may encourage regional combination and collaboration, resulting in convinced economic outcomes from cross-border exchange and cooperation on different edges. The

large network of highways, railroads, and ports established by CPEC has the prospective to considerably shrink transportation times and transportation budget. This enhanced competence could help corporations to reduce expenses, improve their supply chains, and promote the competitiveness of their products in worldwide markets. It is essential to adopt the possible weaknesses of increased connectivity, such as environmental influences, community movement, and the obligation for effective planning and parameters to promote sustainable development. It is necessary to preserve and upgrade the infrastructure to extend the long-term advantages of improved connectivity (Alam et al., 2021).

Job Creation

Pakistan is assumed to experience a noteworthy increase in employment opportunities due to CPEC. This contains opportunities for employment within the segments of construction, logistics, and transportation, all of which will be necessary during the project's development. The enlargement of businesses and services accompanied by increasing economic endeavors can yield long-term employment prospects. The projects allied with CPEC generate a significant quantity of employment opportunities during the stages of development and construction. The development of roads, infrastructure, and power plants demonstrates activities that expect significant labor ventures within this domain. Positions are obtainable for unskilled laborers, skilled engineers, and technicians, accommodating a varied number of individuals (Faisal, 2019).

CPEC projects need project administrators, architects, civil engineers, and technicians, among other specialists. The overall skillfulness level of the Pakistani labor force may increase as an outcome of the growing demand for technology and engineering education and training. If Pakistan wants to expand the benefits of job creation via CPEC, it must address capability difficulties such as labor rights, environmental concerns, and an adequate distribution of employment opportunities. Investments in learning and occupational training should also reproduce the skill demands of the developing labor market to undertake a workforce that is adequately provided to exploit the employment opportunities provided by CPEC projects (Ali, 2020).

Regional Development

Under the mega project CPEC, the development of infrastructure is not constrained to a particular region. It contains respective different provinces and states, which leads to a more reasonable distribution of regional progress and growth. There is a possibility that increased connections may lead to increased commercial activity and improved living conditions in less-developed regions (Mahmood et al., 2022). Regional development is an vital part of the China-Pakistan Economic Corridor (CPEC), which has the hypothetical to foster economic growth and reduce regional inequalities within Pakistan. Promoting stable economic growth across Pakistan's miscellaneous regions is one of the main goals of CPEC. With infrastructural development, economic potential, and accessibility to essential services, there have previously been large regional differences. By making investments in less developed regions, CPEC aims to reduce these inequities (Jamali et al., 2023). The CPEC is formulated up of many development passages that cross several Pakistani provinces and regions. The Western Route, Central Route, and Eastern Route are a few of these corridors. Each corridor promotes local development by improving economic activity in the regions (Ali, 2022).

The different Exclusive Economic Zones will be initiated along the corridor as part of CPEC. These zones are projected to draw local and international investment, produce jobs, and advance industrialization. For instance, the Gwadar Port is predicted to play a significant part as an economic hub in the southwest region (Ayesha & Haasis, 2020). In numerous regions of Pakistan, CPEC involves the building and transformation of vital

infrastructure, including roads, trains, ports, and energy capacities. This infrastructural upgrade improves connections and promotes regional economies. Focusing issues including environmental sustainability, fair benefit allocation, and local community association in decision-making activities are essential to regional development through CPEC (Ali, 2023). The equitable scattering of the economic compensation of CPEC throughout all regions of Pakistan also depends on transparent governance and efficient coordination between federal, provincial, and local authorities (Durani et al., 2018).

Promotion and Marketing

The administration may use the additional attention Pakistan is gaining as a result of CPEC to boost Pakistan as a tourist destination. Through actual marketing and promotion projects, Pakistan can be shifted to a safe and attractive travel destination (Aziz et al., 2023). The development of modern infrastructure, including hotels, resorts, and leisure facilities, along the CPEC route, can better Pakistan's thorough tourism industry. Tourists tend to visit locations with expensive accommodations and superior services more (Qasim et al., 2024).

Challenges for the tourism sector

Security Challenges

The first and most fundamental challenge in encouraging tourism is the safety issue. Security issues are among the major obstacles that Pakistan's tourism industry must conquer. Political uncertainty and terrorism are two security arguments that the nation has sometimes faced. The development of industry may be troubled by these worries turn away potential visitors. In several parts of Pakistan, specifically in the northwest border areas, there have been occurrences of terrorism and radical violence (Ismail et al., 2023).

Both people and tourists have previously been affected by terrorist attacks. Tourists are frightened of going to see the country by such happenings and refrain from doing so. Regional tensions, intensely with Pakistan's neighbor India, are a result of its terrestrial position. The security of visitors near border regions may be wedged by these hostilities, which sometimes cross over into border zones. Many foreign governments are concerned with travel cautions warning their citizens against visiting particular areas of Pakistan due to security concerns. Tourist arrivals may be intensely impacted by these warnings (Waldmüller et al., 2019).

Political instability

Political turbulence, protests, and flux can turn away tourists and destroy the sector's brand. For the tourism industry to continue to grow gradually there must be continuing political turmoil. Political instability describes a circumstance in which a nation or area consistently and significantly clashes with interruptions in its political system or government. These interferences can take many different shapes and have significant consequences on the stability, safety, and growth of a country. Political instability may be shown by frequent fluctuations in the top positions, such as through coups, resignations, or prosecutions. Instability and conflict can result from a lack of permanence in government. Protests, demonstrations, and social movements are frequent statistics of political unrest (Sultan et al., 2019).

These may be triggered by a variety of components, including cultural or religious conflicts, political persecution, and economic inequality. Political anger may result in military conflicts, such as civil wars, insurgencies, or interethnic clashes (Qasim et al., 2024). These conflicts can hint at considerable financial and personal concerns. The variability of the economy, price increases, joblessness, and economic catastrophes are all

factors that influence and promote political instability. People are more eager to engage in demonstrations or endorse extreme political movements when admitting challenges in fulfilling their basic needs (Ahmar, 2014).

Sectarian Challenges

Differences among varied religious, ethnic, or cultural groups occasionally lead to violence, contrast, or instability in society. These problems may be exhibited in many forms and have caused significant anxiety and conflict throughout history and in several regions of the world (EMOGHENE et al., 2020). It is frequently important to use a multidimensional method to manage religious concerns, which involves struggling to encourage announcement, understanding, and compromise among diverse groups, as well as tackling the underlying socioeconomic and political reasons for conflicts (Usman, 2021). Attending conflict resolutions and peacebuilding in areas compressed by sectarian aggression requires cooperation across international organizations, governmental bodies, and civil society entities.

Environmental challenges

The reduction of forest shields is a considerable environmental issue in Pakistan, specifically in regions such as Khyber Pakhtunkhwa and Gilgit-Baltistan. Several trees are being cut down for fuel and timber, which may damage ecosystems, decrease biodiversity, and cause soil erosion. Tourism events such as hiking and camping have the prospect of causing deforestation if they are not managed maturely. Pakistan is specifically susceptible to the impacts of climate change owed to the melting of glaciers in mountainous regions and other serious weather conditions (Ullah et al., 2018). The convenience of water resources, collectively with the protection and accessibility of tourist sites, may be altered by this changeover. The preservation of cultural inheritance sites is necessary for sustainable tourism, but it continues beyond environmental consequences. Historically noteworthy and culturally meaningful assets may be reduced as a result of inefficient administration and lack of management activities (Baig et al., 2023).

Cultural challenges

In the framework of Pakistan's tourism business, the term "cultural challenge" denotes to problems that happen with the protection and advancement of the nation's rich cultural heritage while instantaneously sufficient the demands and requirements of international tourists (Aziz, 2016). Pakistan's ancient and traditional civilizations may not match the prospect of international visitors. Preserving stability between maintaining cultural legitimacy and accommodating visitors' needs may be difficult. Cultural differentiation between tourists and the local population may indicate misunderstanding or cultural insensitivity. To promote friendly relations, tourism investors have to teach visitors about local civilizations and customs. The commercialization of traditional practices and actions for tourist reasons could lead to a loss of authenticity (Qasim et al., 2023).

Obtaining an equilibrium between preserving traditions and reaching them more sympathetic to tourists is a challenging mission. Considering the extensive range of cultural traditions that occur in Pakistan, it may be demanding to accommodate the flavors and prospects of tourists who come from different environments. It may be difficult to be confident that tourists have an approach to a wide range of cultural practices while yet acknowledging the customs of each community. Interaction between visitors and residents may be hampered by language obstacles. Supporting translators and bilingual resources may assist in the accomplishment of this gap. In the 21st century, encouraging tourism for economic development while safeguarding the cultural tradition that makes Pakistan an exceptional and attractive travel destination requires a careful balance among the cultural

contests in the tourism industry (Ali et al., 2024). To discourse these challenges and certify that tourism boosts the economy and cultural conservancy while also resilient beneficial contributions, collaboration among governmental entities, local communities, and the private sector is essential (Kumar et al., 2022).

Religious challenges

The elementary religious challenges facing Pakistan's tourism segment are the need to recognize and accept the country's embedded religious traditions while also embracing tourists from miscellaneous cultural and religious circumstances. Pakistan is an Islamic nation with a substantial Muslim populace, and Islamic traditions and customs are enormously principal to day-to-day living. Tourism-related events and practices must be cautious to respect these customs. Mosques, shrines, and chronological locations are among the frequent religious sites of importance to Muslims that can be located in Pakistan (Ali, 2022).

It is difficult to achieve a balance between traveler access and the purity of these places. Some tourists' ideas and activities might not be associated with the approved Islamic principles of Pakistan. Acknowledge of regional traditions and religious sympathy must be assisted. Concerning religious problems, Pakistan can begin a tourist environment that welcomes travelers from all walks of life while safeguarding its religious and cultural antiquity through educating the public, engaging the community, and keeping reputable values. Striking a balance involving promoting a satisfying and comprehensive tourism experience and admiring regional customs and values is important (Khalid et al., 2023).

Conclusion

The China-Pakistan Economic Corridor (CPEC) drastically impacts Pakistan's tourism division suggesting frequent opportunities for growth and enhancement. To essentially employ these potentials, it is crucial to address the numerous potential challenges. The China-Pakistan Economic Corridor (CPEC) describes both occasions and challenges for the tourism activity in Pakistan. The opportunity for heightened connectivity, economic growth, and assorted tourism opportunities must be leisurely against weighty challenges such as safety apprehensions, infrastructure development, environmental deprivation, and the conservation of cultural legacy. To abundantly utilize the tourism probable of CPEC while safeguarding sustainable growth in Pakistan's tourism sector, it is important to implement sustainable development practices, occupy in particular planning, and adopt collaboration between both the private and public sectors.

The opportunity of the tourism segment in Pakistan is seeing light due to CPEC. Improved connectivity ensuing from CPEC's infrastructure improvements may accelerate tourists' access to Pakistan's diverse landscapes, extending from the splendid Himalayas to the peaceful beaches of the Arabian Sea. This increased convenience may augment local economies, specify employment opportunities, further living conditions in communities beside the corridor, and upgrade both domestic and international tourism. The implication of CPEC's effect on economic development cannot be inflated. The construction of high-quality hotels, restaurants, and tourism-related services is assumed to develop as infrastructural development innovations and appeals to investors and companies. This can considerably enhance the general visitor familiarity and foster replicate visits. Pakistan's rich cultural and historical heritage is poised to benefit from CPEC.

An increased knowledge of Pakistan's different history and cultures may be boosted via better access to historically important spots, and possibly interesting heritage and cultural visitors. Adventure tourism in Pakistan has a remarkable amount of perspective because of the country's dry landscape, which suggests a wide variety of opportunities for those who are fascinated by nature and thrill-seeking. It is mandatory to

recognize the challenges that are yet to come. For a very long time, Pakistan has been a destination where approaching tourists have been troubled from staying due to security concerns. To make certain that the advantages of tourism progressed by CPEC are enhanced, it is compulsory to conquer these challenges. For the tourism business to grow, the government must determine an assurance to confirm the safety and security of travelers. This commitment must apply to both local and international visitors. While the China-Pakistan Economic Corridor (CPEC) is working to increase infrastructure, tourism-specific capabilities, and services need organized planning and investment.

It is fundamental to strike a delicate equilibrium between describing Pakistan's distinctive culture and tradition and preventing cultural weakening and manipulation as the tourist sector maintains to continue its rapid enlargement. It is of the highest prominence to determine laws and principles to protect the traditions and cultures of the local area while also promoting ethical tourism. The China-Pakistan Economic Corridor (CPEC) may have a progressive effect on Pakistan's tourist zone in terms of economic development, cultural enhancement, and ecological preservation. However, to undertake this pledge, the government, business sector, and local communities must work together. Pakistan can position itself as a top vacation destination while also contributing meaningfully to its long-term sustainable growth by determining security concerns, capitalizing on infrastructure, instigating sustainable practices, and preserving heritage sites. Although the corridor forward may be difficult, Pakistan's tourist sector and the nation at large are going to benefit from substantial advantages. The CPEC can renovate Pakistan's tourism industry via economic advancement, cultural enrichment, and environmental management. However, the federal government, businesses, and communities must work together to make this promise a reality.

Recommendations

- **Security:** Security is the main concern of any country to promote development, peace, growth, and prosperity. Without peace no country development.
- **Special Economic Zones:** Built Special economic zones in different areas of Pakistan to create jobs and boost of economy.
- **Infrastructure investment:** The government ought to make investments in infrastructure development, including highways, airports, lodging facilities, and visitor centers in well-known tourist locations for sustainable development in Gilgit Baltistan.
- **Promote Eco-Tourism:** Promote environmentally friendly travel strategies that place a priority on conserving animals and natural resources for sustainability.
- **promote E-Tourism:** To attract more tourists internet facilities must be developed across the board. So, through E-Tourism, people would be able to entertain more tourist influx.
- **Cultural Preservation:** For sustainable development take actions to preserve the local cultural heritage and to encourage ethical travel habits that could honor the regional folks.
- **Safety Measures:** Devise new laws relating to tourism to regulate the travel of the tourists flowing into the country. Laws should encompass the facilities as well as sanctions on going beyond the established limits.
- **Marketing & Promotion:** Educate the Indigenous people about the powerful marketing skills to exhibit Pakistan (Pakistan's soft image) as a travel destination, focused on both national and international travelers.
- **Skills Development:** Investment in training and skill development programs organized and sponsored by the government for the improvement of the tourism industry so that employees as well as indigenous people would be able to offer top-notch (first-class or superior) services to visitors.

- **Encouragement of local merchants:** To introduce locally manufactured things and locally cultivated agricultural things to the world, the government should encourage local merchants to merchandise local things by providing incentives to the local people to develop their comparative advantages.
- **Exploitation of natural resources;** The government should lease out the areas (lease out should be made to locals) where natural resources are found to exploit the hidden resources which are the biggest sources of economic development of natives of the country.

The outcome of the study, the mega CPEC can indeed provide a platform for sustainable development in Pakistan, including the tourism sector. However, effective management and planning are crucial to overcome challenges and leverage opportunities. It's important for stakeholders, including the government, local communities, and private enterprises, to collaborate in creating a balanced and sustainable tourism industry that benefits the country in the long run. In favor of pursuing dependable and up-to-date information, it is worthwhile to consult latest studies and reports concerning the specific impressions of CPEC on Pakistan's tourism industry.

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