

IDENTIFYING THE OPPORTUNITIES AND CHALLENGES IN POTENTIAL CULTURAL HERITAGE TOURISM DESTINATION- A CASE OF SINDH, PAKISTAN

Dr. Sadia Shaikh¹, Muhammad Faisal Sultan² and Waqar Akbar³

Abstract

This empirical study was conducted to provide a structural context for deliberating the potential of the Upper Sindh region, in Pakistan, as a vibrant tourism destination, on the grounds of its rustic natural beauty, rich and resplendent history, and its archaeological, cultural heritage. The strong historical background of Sindh dates to the Indus Civilization, which has evidenced the royal regimes and dynasties and have left their historical marks on the sands of time. These landmarks are not only of interest to historians and archaeologists but also can be of immense interest to modern day tourists. The need is to develop the infrastructure to support tourism, which must not be left only to government tourism departments but should be taken up by private entrepreneurs. The study is focused on evaluating the appropriateness of this area, based on key determinants of such a prospect available in the literature on cultural tourism. In the process, an effort was also made to identify opportunities available to be tapped, and challenges to be addressed, in order to meet the expectations as well as satisfy the needs of potential tourists, both national and international. The primary data was collected in this regard through a closed-ended questionnaire adapted from prior studies associated with the theme and sample has been collected through convenience sampling from urban areas of Sindh. The results of the study indicated that cultural tourism has a definite impact on the heritage and increases the probability of profit for the destination through enforcing cultural associations. This study will help policymakers to devise appropriate policies to promote Sindh as a prospect cultural tourism destination.

Keywords: Cultural Heritage, Sindh, Tourism Destination, Exploratory Factor Analysis.

JEL Classification: Z000

¹ Assistant Professor, Benazir School of Business, Benazir Bhutto Shaheed University, BBSUL, Karachi.
Email: sadiakhuram@live.com

² Assistant Professor, Faculty of Management Sciences, KASBIT, Karachi, Pakistan. Email: mfaisal@kasbit.edu.pk

³ Assistant Professor, Department of Business Administration, SZABIST, Karachi, Pakistan.
Email: waqar.akbar@szabist.edu.pk

Introduction

Tourism industry holds an essential value in the development process of a country's economy. It plays a significant role in creating job opportunities and fostering the economic development of a country (Popescu, 2016a). The tourism industry has seen tremendous expansion around the globe as many countries are endeavoring to expand their tourism industry in order to derive benefit in the shape of enhanced economic output (Popescu, 2016b). According to the World Tourism Organization (UNWTO, 2019), the tourism industry has witnessed continued expansion and diversification worldwide, making it one of the largest and rapidly developing economic sectors in the world. Various new destinations have emerged, reviving, and challenging the traditional ones. According to the UNWTO annual report 2019, international tourist arrivals grew by 6% in 2018 to reach 1.4 billion tourists worldwide.

The statistical figures for South Asia show that the region has also seen tremendous growth in terms of international tourists' arrivals. The overall increase in tourist arrivals is estimated at about 6% for the year 2018. However, the market share of Pakistan tourism is extremely limited, representing about 0.1% share of the total Asian market, but the data shows that the country has experienced an increase in tourism activities throughout past years. The number of tourist arrivals increased to 1.75 million in 2017 alone, resulting in the direct contribution of tourism to Pakistan's GDP of US\$19.4 billion in 2018.

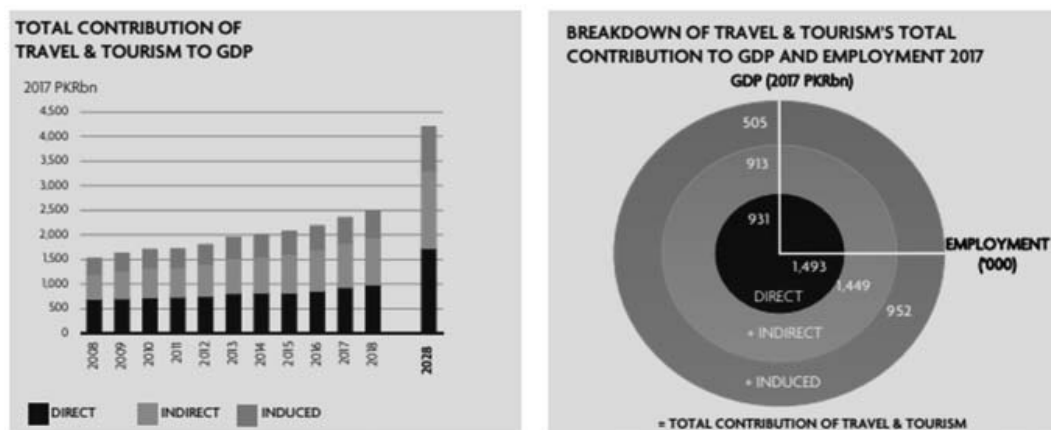


Figure 1: Contribution of travel & tourism in GDP and Employment

Source: World Travel and Tourism Council (WTTC) 2018.

As postulated by Tindeche, Mărcuță and Honțuș (2018), the tourism industry is usually backed and upheld by the Governments and treated as an important macroeconomic impetus to generate

employment opportunities. Similarly, the private sector investments dominate the tourism sector in Pakistan whereas the public sector merely plays the role of a facilitator only (Planning Commission, 2011). However, in Pakistan, this sector is not very actively involved in promoting different travel destinations in the country. Travel and tourism competitiveness index (TTCI, 2017), indicates that the country ranked 124 among 136 countries around the globe included in the survey. “Pakistan has been confronting multifarious predicaments at the policy formulation as well as execution levels to utilize the natural tourism potential of the country due to many constraints including societal and religious fanaticism, futile promotional strategies, absence of primary infrastructure, and ineffective tourist services” (Planning Commission, 2011).

Even compared to other countries in South Asia the tourism industry in Pakistan has not been able to pick up internally as well as for foreign tourists in competition with other countries in the region, internationally. One of the reasons for weak domestic travel may be related to the overall socio-economic condition prevailing in the country which makes people hesitant to travel anywhere.

Pakistan was positioned as one of the top twenty (25) tourist destinations for its diversity and presence of world heritage sites by the World Economic Forum’s Travel & Tourism Competitiveness Report published in 2009. But the image of Pakistan as an unsafe travel destination has not been helpful and is often wrongly portrayed, particularly in the media. If the socio-economic condition of the leading travel destinations is reviewed it is seen that conditions elsewhere too are not always incredibly positive and favorable, yet tourism activity is on the rise there. All this is because of the positive image of these countries which is presented in order to promote the tourism industry (San Martín, Herrero, & García de los Salmones, 2018; Kazmi, 2008). It is emphasized in the available literature that a destination’s attractiveness is derived largely from its image (Tarlow, 2002). A number of local tourists in Pakistan go abroad to spend their vacations, or for other tourism-related activities. These local tourists could be attracted towards domestic tourism destinations given the right incentive.

Tourism Potential of Sindh

Pakistan is home to some of the world’s oldest civilizations. It is a populous country with deep-rooted traditions. The subsistence of Indus Civilization relics in the South, the remarkable heritage of Mughal Emperors in the Punjab, and the remnants of Gandharan Civilization in the North and are incomparable examples of Pakistan’s cultural assets (Planning Commission, 2011).

Among the four provinces, Sindh particularly has a strong historical background. Its history dates back to some four thousand years. The area is widely recognized as one of the oldest cradles of civilization in the world. Sindh’s historical background is reflected in the traditions and customs of the people who live here – the region’s past has left a profound impression on the existing social norms. Any tourist visiting the area cannot avoid experiencing its cultural essence and feeling its vibrancy. Interestingly enough, there is still great diversity in the customs, culture, and cuisine savored by the

people living in the area - that could come as a surprise to foreign tourists who normally expect more homogeneity in a region's culture. A major reason for this diversity is that numerous tribes and armies of people have arrived here over centuries from distant lands and settled here to become its naturalized citizens (Dawn, 2019).

The promotion of this area's culture and heritage would not only help earn much needed foreign exchange, but it will also create sources of income for the people, improve their living standards and perhaps help preserve Sindh's heritage assets with greater commitment and in a more positive manner. There are numerous tourist attractions in Sindh for all classes of tourists, such as locales endowed with natural scenic beauty, areas carrying the marks of colorful and eventful history, and also truly ancient sites. From rich heritage landmarks to amazing crafts nurtured over the years, Sindh offers a unique blend of art and culture to enjoy and carry lasting memories of, for the serious traveler (Dawn, 2019).

Unique Destination Experience- The Sindhi Culture

The economy of Pakistan has been supplemented with \$ 283 million due to two main elements i.e. natural beauty and sacred places. In fact, Pakistan is the country which has holy places not only associated with Muslims but also with Sikh, Hindu and Christians and others (Rasul, Fatima, & Sohail, 2016). Although research work conducted in this regard has been very limited especially, very few studies were found which highlighted tourism for the economic development or poverty alleviation. Within the limited literature available, Mangan and Lohano (2015); and Rasul, Fatima and Sohail (2016), have conducted studies on tourism related to the Sindh province and theorized that Sindh province has a variety of sources which might enhance revenue streams through fostering tourism. Therefore, the essence of this paper is not based only on nature-based tourism nor only on religious tourism and hence through this study authors want to highlight the impact of cultural heritage of Sindh on the tourism development. The finding of the study will add to the existing body of literature as there are very few studies available on the subject. Moreover, this study attempts to validate the tourism potential and tourists demands for Sindh tourism which will contribute to propose the sector-specific policy implications.

Research Objectives

The research undertaken as part of this study was designed to unravel concrete evidence to back the development of the Upper Sindh region, from the point of view of potential tourists, as a favorable travel destination that would attract visitor traffic from within the country; other countries in the region; and the rest of the world. The focus of this research is primarily to understand the importance of nineteen (19) elements, identified through literature, on tourism destination development and to match the presence of these facilities in Sindh, as a cultural heritage tourism destination. These nineteen infrastructural elements include accommodation, regional cuisines, low

cost affordable packages, high-cost luxurious packages, interesting day trip activities, availability of transport facilities, accessibility of location, cleanliness of destination, authenticity of heritage sites, diverse cultural attractions, favorable climate conditions, nightlife entertainment, sports and recreational activities, arrangement of cultural festivals, religious events, and availability of unique opportunities to relax.

Literature Review

The tourism industry has been experiencing rapid growth worldwide over the last few decades and is considered as the third largest industry after oil and automobile (Haller, 2016). The emerging competencies within the industry have further stimulated the yearning to explore new frontiers and develop distinctive and innovative ways to market tourism destinations (Fyall, 2019). The spread of globalization has aroused the need among the custodians of the industry to compete and offer unique tourism products to circumvent the competitive clash (Tribe, 2016).

Every likely destination has been gearing up to compete globally and the yields driven by the tourism industry in terms of revenue generation have generally moved upwards adding to the progress and economic betterment of populations across the world (Adu-Ampong, 2018). This observation presents considerable motivation and rationale for countries to advance in the right direction, to stimulate better strategy development and to attract more tourists to further advance their tourism industry (Hall & Jenkins, 2003).

Wallace and Pierce (1996), categorized traditional tourist destinations based on five considerations: attraction, transport, accommodation, supporting facilities and infrastructure. Attraction, according to them was the main factor which drives a tourist towards his travel destination. The other considerations are expected to be available in order to complete the journey to the traveler's satisfaction.

Tourism has become far more competitive today, requiring tourist destinations to provide an array of services and facilities for the more discerning customer or traveler. In addition, it must deliver unique expectations in terms of distinctiveness and exclusivity in the tourism experience it creates. This experience may be described in terms of adventure tourism, cultural heritage tourism, ecotourism, or even cyber-tourism. The underlying features of the tourism experiences have been theorized as four realms: education, esthetics, escapism and entertainment (Gilmore & Pine, 2002; Stamboulis & Skayannis, 2003), however only circumstantial evidence exist to support this notion.

In the cultural context it has been said that: "Distinctiveness refers to the way a particular cultural product distinguishes itself in the cultural market place; the attributes encompass its scale of being spectacular - authenticity & preservation, unusual, time-bound (seasonality & availability), and prestige or a combination of these attributes" (Lindberg, 2009).

Alternative tourism, a recent phenomenon, has taken various forms in its recent history. It is said that alternative tourism has focused on the protection of the natural and cultural environment (Shin, 2010). But it also tends to cater to other niche markets, where tourists choose a destination with specific tourism products and places, apart from the conventional tourism elements like sun, sand, and beach. Russo and Van Der Borg (2002), refer to the subject of tourist's easiness and comfort towards cultural destinations and state that investments in cultural infrastructure, resources, and events, could be a means of securing a niche position in the destination's marketplace. Destinations need to manage and promote their cultural and heritage resources by building strong infrastructures based on their unique cultural themes, promote traditional cultural resources, arrange cultural events, and continuously reinvigorate their historical and cultural heritage.

Cultural Tourism

With a rapid increase in tourism development, the industry has witnessed the emergence of cultural tourism as a major form of alternative tourism. The discerning tourist has demonstrated a keen interest in diversified cultures and heritage of diverse locations. Cultural resources have provided the means to meet tourists' psychological needs, enabling them to touch the true essence of history and origin of values. With cultural tourism, the vibrancy of culture and adventuring of tourism come together to satisfy the specific needs and concerns of tourists whose main inspiration of travel stretches from activities including experiencing the performing arts, visual arts, crafts, museums and cultural centers, historic sites and interpretive centers, cultural industries and cultural events. (Lindberg, 2009). Richards (1997), defined cultural tourism as, "all movements of a person related to precise cultural attractions, such as sites related to national legacies, artistic and cultural exhibitions, arts and drama presentations, beyond their usual residence place or environment".

The time period from the late 1980s has been an era wherein increased attention has been paid to cultural tourism, with a focus on extensive research (Balcar & Pearce, 1996). Cultural tourism is determined towards conservation and restoration of the domestic culture (Nusser, 2005). The preservation of heritage and promotion of cultural aspects are the key features for cultural tourism development. Developments of villages based on their cultural origins create cultural villages.

Cultural heritage tourism can generate substantial economic benefits on economies and local regions owing to cultural tourism local traditional jobs are maintained or revived (MacDonald & Jolliffe, 2003). The Nordic World Heritage Foundation (NWHF) highlighted, that although culture heritage establishes the basis for tourism development, tourism has the influence to create incomes that make preservation and maintenance of cultural resources possible (Lindberg, 2009).

Promoting cultural and heritage tourism products create new opportunities for tourists to acquire knowledge about the diversified cultures, customs, values, and traditional lifeways of the destination. Pakistan has a vast potential for tourism due to its rich culture and heritage (Arshad, Iqbal,

& Shahbaz, 2018). However, Ullah, Khan and Haq (2018), assert that, due to lack of unified planning and management strategies, the tourism industry in Pakistan has not been promoted significantly and lagging behind. Similarly, Arshad, Iqbal, and Shahbaz (2018) suggest that due to many vacuums and loopholes in the system, the tourism potential of the country has not been exploited and issues need to be genuinely addressed.

Research Hypothesis

The following hypothesis were established on the basis of research objectives of this study:

- H1A:* There is no difference in the availability of proper accommodation facilities in Sindh as a cultural tourism destination.
- H2A:* There is no difference in the availability of authentic regional cuisine facilities in Sindh as a cultural tourism destination.
- H3A:* There a no difference in the availability of low-cost tourism packages in Sindh as a cultural tourism destination.
- H4A:* There is no difference in the prevalence of high-cost luxurious packages in Sindh as a cultural tourism destination.
- H5A:* There is no difference in the occurrence of interesting day trip activities in Sindh as a cultural tourism destination.
- H6A:* There is no difference in accessibility to transport facilities in Sindh as a cultural tourism destination.
- H7A:* There is no difference in the accessibility of tour locations in Sindh as a cultural tourism destination.
- H8A:* There is no difference in the availability of shopping facilities in Sindh as a cultural tourism destination.
- H9A:* There is no difference in the requirements of safety and security measures in Sindh as a cultural tourism destination.
- H10A:* There is no difference in the requisite for the cleanliness of location, in Sindh as a cultural tourism destination.
- H11A:* There is no difference in the presence of the unspoiled nature in Sindh as a cultural tourism destination.
- H12A:* There is no difference in the presence of authentic heritage sites in Sindh as a cultural tourism destination.
- H13A:* There is no difference in the presence of diverse cultural attractions in Sindh as a cultural tourism destination.
- H14A:* There is no difference in the expected and preferred climate conditions in Sindh as a cultural tourism destination.
- H15A:* There is no difference in the occurrence of nightlife entertainment in Sindh as a cultural tourism destination.

H16A: There is no difference in the presence of sports and recreational activities in Sindh as a cultural tourism destination.

H17A: There is no difference in the arrangements of cultural events in Sindh as a cultural tourism destination.

H18A: There is no difference in the arrangement of religious events in Sindh as a cultural tourism destination.

H19A: There is no difference in the availability of a unique opportunity to relax in Sindh as a cultural tourism destination.

Research Methodology

This paper has used both descriptive and inferential statistics, following the footsteps of Rasul et al. (2016), and Mangan and Lohano (2015), in order to provide a thorough analysis of variables and parameters used in the study. Both reference papers have used descriptive as well as inferential statistical techniques in order to highlight the reliability of data and inference of data on entire population on the bases of sample derived. The data is collected through close-ended questionnaire from 264 households through stratified random sampling technique. According to Ali and Bhaskar (2016), descriptive statistics are effective to generate summary of all the variables associated with the data, while the inferential statistics are used for the purpose of inference on the bases of sample deducted from the population.

Survey research techniques have been used to identify and investigate the prospect of leveraging the rich cultural heritage of Sindh to convert it into a cultural heritage tourist destination. The data for the study was collected from the target sample from three cities namely Karachi, Sukkur and Khairpur. While Sukkur and Khairpur are part of the research area, Karachi is Pakistan's largest metropolis with a diverse population base and a higher proportion of experts and regular travelers. Moreover, the population of this study is all the Non-Sindh residents who visit various tourist places of Sindh Province of Pakistan.

Research Area

The focus of this research is on the Upper Sindh area comprising three districts: Khairpur, Sukkur and Larkana. Each of these districts is rich and diverse in its cultural heritage and offers unique tourism opportunities. The three districts form a geographical triangle and are connected to each other through road, rail, and airways.

Sukkur

Sukkur is at a distance of about 400 km from Karachi, from where it is accessible by air, by road or by train. The district consists of rich cultural and architectural resources including the magnificent Sukkur Barrage, rare wildlife attraction of blind dolphin, the Lansdowne Bridge, the

temple of *Sadh Belo* built on *Bukkar Island*, the Minaret of *Mir Masum Shah*, the tomb of seven sisters *Sateen Jo Aastan*, the Paleolithic *Aror* hill site, and the *Seeraj-ji-Takri* - a Buddhist archaeological site, as well as many other such sites.

Khairpur

Khairpur district is located in the southeastern part of Sindh, at a distance of about 380 km from Karachi, and is accessible by road and rail. The city is famous for its date palms and has an array of tourist attractions including *Faiz Mahal*, a remnant of the *Talpur* dynasty, the magnificent Kot Diji Fort, and *Sachal Sarmast* shrine. Other than numerous historical and ancient sites Khairpur district is the gateway to the *Nara* desert comprising many ancient sites, temples, natural lakes with fish to catch and the stopping point for migratory Siberian birds in the winter season.

Larkana

The city of Larkana is the fourth largest in Sindh, and the nearest city to the famous tourist site of Mohenjo-Daro a magnificent archaeological site that dates back to 2600 BC. The site has been a great attraction for historians and archaeologists all over the globe.

Tool and Techniques

The approach used in this research is quantitative in nature. SPSS software was used for the analysis of statistical data. The survey tool was adopted from the study of Rasul et al. (2006) and in framing the questions, research variables were drawn from Crouch and Ritchie (2000), Destination Competitiveness Model. Nineteen (19) infrastructural elements for a competitive cultural tourism destination were identified and incorporated in the study. The questionnaire mainly consisted of three parts, the first one comprising of questions related to respondents' profile and demographics; the second part contained questions with respect to tourist satisfaction related to the infrastructure of a competitive destination; whereas the third part consisted of questions related to the availability of facilities and the satisfaction level of tourist regarding Sindh as a cultural tourism destination. The survey was conducted during the summer months of 2018. The field teams approached the respondents face-to-face at the key tourists' places, hotels, bus terminals and airports at the cities mentioned above. In total 500 tourists were contacted in person, of them 426 agreed to participate in the survey indicating the response rate of 85.20 percent. Empirical data was collected to understand the market potential for tourism development, to know customers' preferences and expectations from a vibrant tourist destination – comprising one or more destinations - especially rich in terms of culture and heritage.

The data was tabulated, summarized, and analyzed with descriptive statistics in coherence with McGill and Dombrowski (2017), exploratory factor analysis (EFA) was conducted. Moreover, in

order to check the proportion of variance in variables that might be caused by underlying factors, the Kaiser Mayer Olkin (KMO) test and Bartlett's test of sphericity were also run. Lastly, the pair sample test was done to compare the paired means with a t-test to see which hypotheses are accepted and what are real factors and opportunities to develop cultural tourism in Sindh.

Data Analysis and Results

Table 1 summarizes the demographic information of the respondents. The table illustrates that the majority (66.2%) of the respondents were male. As far as the age distribution of sample respondents is concerned, the majority (45.07%) was in the age group of 31-40 years and only 1.41% were senior citizens. This sample shows that male, university graduates (78.87%) of the age bracket of 31-40 clearly dominated the sample.

Table 1
Respondents' Profile

Demographic Factor	% of Total Respondents
Gender:	
Male	66.20
Female	33.80
Total %	100
Age:	
21-30	15.49
31-40	45.07
41-50	26.76
51-60	4.23
61-65	7.04
65+	1.41
Total %	100
Education:	
Secondary School	1.41
Intermediate	16.90
University	78.87
Others	2.82
Total %	100

Factor Analysis

The factor analyses approach is used to configure the multivariate data. An extensive review of literature derived nineteen (19) infrastructural elements for a competitive cultural tourism destination. Furthermore, the exploratory factor analysis has been employed to validate the association of each construct with the items taken for the study.

Table 2
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	4111.137
	df	171
	Sig.	.000

The results of exploratory factor analysis in table 2 show the KMO statistics of 0.779 which validates that the study sample size is adequate enough to run the factor analysis on the data. The Bartlett test of Sphericity test generates the chi-square value of 4111.137 which is highly significant at $p < 0.05$ suggesting that there is no identity matrix in the variables used in the factor analysis.

Table 3
Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.398	33.672	33.672	6.398	33.672	33.672	3.443	18.123	18.123
2	2.523	13.281	46.953	2.523	13.281	46.953	3.117	16.407	34.531
3	1.365	7.186	54.139	1.365	7.186	54.139	2.768	14.566	49.097
4	1.140	6.001	60.139	1.140	6.001	60.139	1.770	9.317	58.414
5	1.065	5.605	65.744	1.065	5.605	65.744	1.393	7.330	65.744
6	.890	4.686	70.429						
7	.785	4.132	74.561						
8	.772	4.065	78.626						
9	.684	3.597	82.223						
10	.606	3.190	85.413						
11	.544	2.865	88.278						
12	.463	2.435	90.713						

(Table Continued...)

13	.422	2.220	92.933
14	.325	1.713	94.646
15	.317	1.666	96.313
16	.233	1.225	97.537
17	.204	1.071	98.608
18	.149	.785	99.394
19	.115	.606	100.000

Extraction Method: Principal Component Analysis.

For factor analysis to produce appropriate results it is essential that there should be a sound relationship among the items of the construct and for that Bartlett test of Sphericity has to be significant. The statistics in table 4. the Total Variance Explained show that 19 infrastructural elements should be reasonably grouped into five categories which cumulatively explained 65.274% of the variation in destination competitiveness variable.

Table 4
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.398	33.672	33.672	6.398	33.672	33.672	3.443	18.123	18.123
2	2.523	13.281	46.953	2.523	13.281	46.953	3.117	16.407	34.531
3	1.365	7.186	54.139	1.365	7.186	54.139	2.768	14.566	40.097
4	1.140	6.001	60.139	1.140	6.001	60.139	1.770	9.317	58.414
5	1.065	5.605	65.744	1.065	5.605	65.744	1.393	7.330	65.744
6	.890	4.686	70.429						

The five factors have been extracted on the basis of their eigenvalues in which a factor is chosen if it has an eigenvalue 1 and above. The exploratory factor analysis (EFA) results in table 5 show that all factor loadings are greater than 0.5 cutoff value which means that all constructs are significantly related to the study items. Moreover, the Cronbach's alpha as a measure of internal consistency illustrates that all values are higher than 0.7 which determines the close relationship of each set of items in their respective group.

Table 5
Exploratory Factor Analysis (EFA)

Factors	Exploratory Factor loadings	Cronbach Alpha
INF#1	.866	.774
INF#2	.644	
DSTUT#2	.841	
DSTUT#4	.816	
DSTUT#1	.679	.873
DSTUT#3	.564	
ATTR#2	.848	
ATTR#3	.767	
ATTR#1	.594	.856
ACVT#2	.848	
ACVT#3	.749	
ACVT#4	.665	
ACVT#1	.590	.807
PHENT#4	.804	
PHENT#1	.789	
PHENT#5	.716	
PHENT#3	.634	.884
PHENT#6	.547	
PHENT#2	.504	

Furthermore, the Cronbach's alpha as a measure of internal consistency illustrates all values are higher than 0.7 which determines the close relationship of each set of items in their respective group. Table 5 indicated that values for EFA are lesser than 0.7 for some elements associated with constructs which need to be evaluated. However, the value of Cronbach Alpha for all the constructs is more than 0.75 which legitimates the use for these constructs.

The pair sample test in table 6 illustrates that the difference in means of all the pairs except pair 5th and pair 18th are statistically significant with all p values $p < 0.05$ in the two-tailed test, so except for H₅A and H₁₉A, all hypotheses are accepted. In the next section, the statistical results for all hypotheses are discussed in detail.

Table 6
Paired Sample t-test

Perceived Importance of tourist infrastructure- TI VS actual satisfaction level with TI		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Proper Accommodation Facility (Hotel) – No Proper Accommodation Facility (Hotel)	3.638	1.2149	.05884	1.4946	1.814	27.76	425	.000
Pair 2	Local Cuisine- No Local Cuisine	3.339	1.0480	.05081	1.3252	.83227	14.413	425	.000
Pair 3	Low Cost Packages – No Low-Cost Packages	2.996	1.1004	.05331	1.3818	2.5974	9.248	425	.000
Pair 4	High Cost Luxurious Packages- No High Cost Luxurious Packages	4.380	1.6902	.08192	1.7481	2.4779	7.737	425	.000
Pair 5	Interesting Day Trip Activities – No Interesting Day Trip Activities	1.217	1.2347	.05981	.08939	0.1473	0.471	425	.638
Pair 6	Transport Facilities - No Proper Transport Facilities	2.212	1.2332	.05978	1. 0937	1.2877	20.26	425	.000
Pair 7	Accessibility- Inaccessibility	3.437	1.2734	.06172	.27305	.51569	6.389	425	.000
Pair 8	Shopping- No Shopping	3.141	1.2811	.06208	.77938	1.0244	14.519	425	.000
Pair 9	Safety & Security- Lack of Safety & Security	3.352	1.2871	.06238	.13090	.37614	4.064	425	.000
Pair 10	Overall Cleanliness- Insufficient Cleanliness	3.126	.97328	.04716	-2.536	2.0199	4.80	425	.000
Pair 11	Unspoiled Nature- Lack of Unspoiled Nature	3.003	1.1130	.05397	-.4411	-.23195	6.263	425	.000
Pair 12	Authentic Heritage Sites- Lack of Authentic Heritage Sites	3.155	1.2067	.05847	.47663	.70647	5.117	425	.000
Pair 13	Diversity of Cultural/Historical Attractions- No Diversity of Cultural/Historical Attractions	2.963	1.1696	.05668	.49422	.71705	10.684	425	.000
Pair 14	Climatic Conditions-Unsuitable Climatic Conditions	3.955	1.1210	.05436	.48471	.69839	6.883	425	.000
Pair 15	Night Life & Entertainment- No Nightlife & Entertainment	3.462	1.2544	.06078	.31716	.55608	5.184	425	.000
Pair 16	Sport & Recreational Activities- No Sport & Recreational Activities	4.530	1.2737	.06189	.67094	.4265	5.876	425	.000
Pair 17	Cultural Events- No Cultural Events	5.914	1.1831	.05733	.57745	.8083	1.038	425	.000
Pair 18	Religious Events & Festivals- No Religious Events & Festivals	4.108	1.3444	.06538	.88558	1.459	2.511	425	.000
Pair 19	Opportunity to Relax- No Opportunity to Relax	2.051	1.3509	.06551	.04425	.21327	1.290	425	.198

Research Findings and Conclusions

On the bases of the result achieved through statistical inferences the following assertions have been established:

- *H1A is accepted which indicate that there is no difference in the availability of proper accommodation facilities in Sindh as a cultural tourism destination.*
- *H2A is accepted which asserts there is no significant difference in the availability of authentic regional cuisine facilities in Sindh as a cultural tourism destination.*
- *H3A is accepted which demonstrate that there is no difference in the availability of low-cost tourism packages in Sindh as a cultural tourism destination.*
- *H4A is accepted which signifies that there is no difference in offered high-cost luxurious packages in Sindh as a cultural tourism destination.*
- *H5A is rejected which indicates that there is a significant difference in the occurrence of interesting day trip activities in Sindh as a cultural tourism destination.*
- *H6A is accepted that there is no difference in accessibility to transport facilities in Sindh as a cultural tourism destination.*
- *H7A is accepted reflecting that there is no significant difference in the accessibility of tour locations in Sindh as a cultural tourism destination.*
- *H8A is accepted signifying that there is no difference in the availability of shopping facilities in Sindh as a cultural tourism destination.*
- *H9A is accepted suggesting that there is no difference in requirements of safety and security measures in Sindh as a cultural tourism destination.*
- *H10A is accepted indicating that there is no difference in the requisite for the cleanliness of location, in Sindh as a cultural tourism destination.*
- *H11A is accepted indicating that there is no difference in the presence of the unspoiled nature in Sindh as a cultural tourism destination.*
- *H12A is accepted asserting that there is no difference in the presence of authentic heritage sites in Sindh as a cultural tourism destination.*
- *H13A is accepted demonstrating that there is no difference in the presence of diverse cultural attractions in Sindh as a cultural tourism destination.*
- *H14A is accepted reflecting that there is no difference in the expected and preferred climate conditions in Sindh as a cultural tourism destination.*
- *H15A is accepted suggesting that there is no difference in the occurrence of nightlife*

entertainment in Sindh as a cultural tourism destination.

- *H16A is accepted indicating that there is no difference in the presence of sports and recreational activities in Sindh as a cultural tourism destination.*
- *H17A is accepted representing that there is no difference in the arrangements of cultural events in Sindh as a cultural tourism destination.*
- *H18A is accepted indicating that there is no difference in the arrangement of religious events in Sindh as a cultural tourism destination.*
- *H19A is rejected demonstrating that there is a significant difference in the availability of unique opportunity to relax in Sindh as a cultural tourism destination.*

Based on the above hypothesis results, it can be concluded that the perception of local residents is indicating betterment in the facilities associated with tourism in Sindh and thus they indicate a potent change in the difference of these facilities in the development of Sindh as a tourism destination. Moreover, on the bases of findings obtained following inferences have been made:

Sindh has a vast reservoir of heritage sites, including two World Heritage Sites of Mohenjodaro and Makli Necropolis, along with innumerable heritage centers such as Khairpur, Rohri, Sukkur, Larkana, Shikarpur in Upper Sindh and Hyderabad and its surrounding areas in Lower Sindh. Once restored and properly marketed, these sites could become incredibly attractive tourism destinations. Serious implementation and measures are needed to preserve authentic sites and prevent misuse or harm being caused. Proper protocol must be assured for those visiting these sites, and the presence of guides with the right orientation and training is essential to turn every trip into a rich experience. The province is culturally, archaeologically, and geographically rich in all aspects and capable of providing diverse experiences. Hence, the market should not only be limited to local tourists but should be strongly focused on foreign tourists as well.

Regardless of the security concerns and deteriorating law and order situation, there is a continuous increase in tourist traffic in Pakistan. The results revealed that the facilities associated with tourism in Sindh Province are also increasing and perception of respondents also indicated that their improvement is significant in the destination development to foster tourism-related activities. Moreover, through gauging knowledge about the main facets of tourism, the presence of day trip activities related to heritage and cultural tourism may also have an effective impact which may aid in increasing tourism activity.

Factors like accommodation, authentic cuisine, heritage monuments, cultural sites, religious and cultural events, sports facilities, and shopping elements are all present in Sindh, providing evidence of a strong base for the development of a tourism destination. Moreover, climate conditions also not expressively impact the preference of visitors. Therefore, it is assumed that there is no difference

due to the change in the atmosphere of Sindh and the visitor's enjoyment remains constant. Overall, the tourism industry in Pakistan faces many challenges and competition from destinations across borders, but proper planning and promotion on the basis that all heritage sites are unique will pay rich dividends.

Recommendations and Area for Future Research

On the bases of the detailed conclusions drawn from results, it is suggested that officials associated with the tourism industry should take a keen interest in developing tourism in Sindh, as majority of the respondents approved the region's potential as a cultural tourism destination. These recommendations are important as Sindh is supplemented with the immense heritage of natural, cultural, and regional heritage and improvement in opportunities of tourism in the location will obviously improve visit rate and aid in economic development.

Moreover, in contrast to the international tourist destinations, it is recommended that the private-sector corporations must also start taking interest in tourism activities of Sindh to target the foreign and domestic tourists as well. Presence of day trip activities and unique opportunities to relax elements were found missing in the proposed region. Contribution by the public as well as private sector may help resolve these concerns.

Lastly, there is a stern requirement of undertaking similar research studies on Pakistan tourism, in general, and on Sindh particularly, as there is a dearth of relevant studies on cultural, heritage, and alternate tourism in Pakistan. Studies can be conducted to identify and document the heritage sites of Sindh Province and meaningful insights could also be provided for the conservation of these sites to market them as unique tourism products.

References

- Adu-Ampong, E. A. (2018). Tourism and national economic development planning in Ghana, 1964–2014. *International Development Planning Review*, 40(1), 75-95.
- Ali, Z., & Bhaskar, S. B. (2016). Basic statistical tools in research and data analysis. *Indian journal of anaesthesia*, 60(9), 662-669
- Arshad, M. I., Iqbal, M. A., & Shahbaz, M. (2018). Pakistan tourism industry and challenges: a review. *Asia Pacific Journal of Tourism Research*, 23(2), 121-132.
- Balcar, M. J., & Pearce, D. G. (1996). Heritage tourism on the west coast of New Zealand. *Tourism Management*, 17(3), 203-212.
- Crouch, G. I., & Ritchie, J. B. (2000). The competitive destination: A sustainability perspective. *Tourism Management*, 21(1), 1-7.
- Dawn. (2019, February 13th). Sindh has great potential to attract tourists, Retrieved from <https://www.>

- dawn.com/news/1463435
- Fyall, A. (2019). Tourism Destination Re-positioning and Strategies. In *The Future of Tourism* (pp. 271-283). Springer, Cham.
- Gilmore, J. H., & Pine, B. J. (2002). Differentiating hospitality operations via experiences: Why selling services is not enough. *Cornell Hotel and Restaurant Administration Quarterly*, 43(3), 87-96.
- Hall, C. M., & Jenkins, J. M. (2003). *Tourism and public policy*. Cengage Learning EMEA.
- Haller, A. P. (2016). Tourism industry development in the emerging economies of Central and Eastern Europe (Hungary, Bulgaria, Romania). *Sea-Practical Application of Science*, 4(11), 181-187.
- Kazmi, A. (2008). *Factors Affecting Tourism in Pakistan*. Retrieved from Travel Current Affairs: www.chowrangi.com
- Lindberg, K. (1999). Sustainable tourism and cultural heritage: A review of development assistance and its potential to promote sustainability.
- MacDonald, R., & Jolliffe, L. (2003). Cultural rural tourism: Evidence from Canada. *Annals of tourism research*, 30(2), 307-322.
- Mangan, T., & Lohano, H. D. (2015). Impact of Nature-based Tourism on Local Livelihoods: Evidence from Keenjhar Lake in Pakistan. 54(4), 963-976
- McGill, R. J., & Dombrowski, S. C. (2017). School psychologists as consumers of research: What school psychologists need to know about factor analysis. *Communiqué*, 46(1), 16-18.
- Nusser, B. (2005). Rural Tourism in Morocco The Community-Based Project in the South-Moroccan Village of Timidarte.
- Planning Commission. (2011). *The Framework for Economic Growth*. Planning Commission, Government of Pakistan. International Growth Centre.
- Popescu, A. (2016a). Research on the Concentration of Tourist Arrivals in Romania. *Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development*, 16(1), 417-424.
- Popescu, A. (2016b). The correlation between tourism accommodation capacity and tourist inflow by micro-region of development in Romania. *Scientific Papers: Management, Economic Engineering in Agriculture & Rural Development*, 16(4).
- Rasul, F., Fatima, U., & Sohail, S. (2016). Religion Tourism and Entrepreneurial Development (A Case Study Hazrat Data Ganj Bakhsh Shrine). *South Asian Studies (1026-678X)*, 31(1).275-289
- Richards, G. (1997). Cultural Tourism in Europe: The Social Context of Cultural Tourism. *Wallingford: CAB International*.
- Russo, A. P., & Van Der Borg, J. (2002). Planning considerations for cultural tourism: a case study of four European cities. *Tourism Management*, 23(6), 631-637.
- San Martín, H., Herrero, A., & García de los Salmones, M. D. M. (2018). An integrative model of destination brand equity and tourist satisfaction. *Current Issues in Tourism*, 22(16), 1992-2013.

- Shin, Y. (2010). Residents' perceptions of the impact of cultural tourism on urban development: The case of Gwangju, Korea. *Asia Pacific Journal of Tourism Research*, 15(4), 405-416.
- Stamboulis, Y., & Skayannis, P. (2003). Innovation strategies and technology for experience-based tourism. *Tourism Management*, 24(1), 35-43.
- Tarlow, P. (2002). Event risk management and safety. *John Wiley & Sons, New York*, 6.
- Taylor, J. P. (2001). Authenticity and sincerity in tourism. *Annals of tourism research*, 28(1), 7-26.
- Tindeche, C., Mărcuță, A. G., & Honțuș, A. C. (2018). Evolution of Tourism in the World and National Context. *Evolution*, 18(1).
- Tribe, J. (2016). *Strategy for tourism* (No. Ed. 2). Goodfellow Publisher Limited.
- Ullah, Z., Khan, J., & Haq, Z. U. (2018). Coastal Tourism & CPEC: Opportunities and Challenges in Pakistan. *Journal of Political Studies*, 25(2), 261-272.
- UNWTO. (2019, January). World Tourism Barometer and Statistical Annex, *UNWTO World Tourism Barometer*, 17(1), 1-40.
- Wallace, G. N., & Pierce, S. M. (1996). An evaluation of ecotourism in Amazonas, Brazil. *Annals of tourism research*, 23(4), 843-873.
- WTTC. (2018). Travel & Tourism Economic Impact Pakistan. *World Travel and Tourism Council*.