

Knowledge Sharing Workshop
December 1st , 2018
Proposal

Introduction:

1. Under a Government of Australia's Department of Foreign Affairs and Trade (DFAT) funded Non-Lending Technical Assistance (NLTA), a number of studies were conducted for preparation of the Punjab Tourism for Economic Growth (PTEG) as well as promotion of cultural and heritage tourism. The studies looked at economic potential of tourism around various sites over the last 4 years. All the background work establishes that tourism potential of the country in general and that of the Punjab province, is substantial whether it is faith based or leisure tourism. The studies conducted were shared with Tourism Development Corporation of Punjab (TDCP) and PTEG.

Role of Private Sector:

2. The federal and the provincial governments have declared tourism as one of the priority sectors for job creation and economic development. As international experience tells, tourism grows with private sector in lead and government facilitating and regulating the sector. The federal and the provincial government encourages private sector, international and domestic, to invest in the sector.
3. A World Bank team met the Tourism Committee of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI) and the Travel Agents Association of Pakistan (TAAP) to have their views on potential of tourism growth in Pakistan. The discussions reveal that the private sector is exploring the potential on their own and look forward to working with the concerned governments. However, one of the areas where private sector, especially TAAP, expressed desire for support was research-based knowledge that could help them develop packages.

Proposal:

4. It is proposed to organize a joint PTEG-FPCCI workshop to share knowledge accumulated through the NLTA. This would help sharing information on the trends as well as potential of various sub-sectors of tourism in Pakistan. The proposed date is November 8, 2018.
5. Broad outline of the program is as follows:
 - A. Opening Session

- i. Welcome by P&DD
- ii. Introduction to the workshop by PTEG
- iii. Private Sector's perspective by FPCCI
- iv. Overview of the NLTA and key takeaways
 - v. World Bank's Perspective
- vi. Inaugural Address
- B. Working Session
 - i. Detailed presentation on the background work
 - ii. Discussions between government and private sector reps on way forward
- iii. Documenting action plan
- C. Closing session
- iv. Agreed actions:
 - a) Private Sector
 - b) Provincial government
 - c) Federal government
- a. Recommendations for consideration:
 - a) Private sector
 - b) Provincial government
 - c) Federal government
- v. Comments by DFAT
- vi. Comments by World Bank
- vii. Closing remarks