

Chapter

16

Culture, Sports, Tourism and Youth

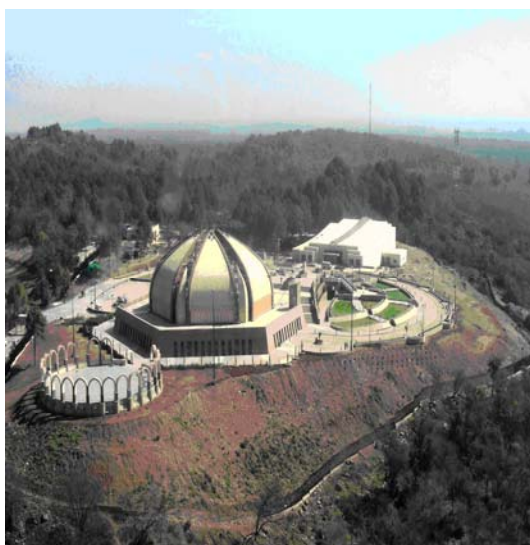
The Medium Term Development Framework 2005-10 (MTDF) envisaged an investment of Rs 6.5 billion for Culture, Sports, Tourism and Youth over a period of five years. Not only have annual allocations been enhanced progressively but also reforms introduced to ensure the preservation of the nation's cultural heritage, the dovetailing of cultural activities with a wider concept of tourism, the provision of sports facilities upto the district and tehsil levels and harnessing the energies of the Youth in productive endeavors.

16.1 Culture

Various projects are under implementation at major archaeological and cultural sites, apart from creative Works at National Monument, Museum of Ethnology at Islamabad and Renovation of Quaid-e-Azam's Birth Place. Pak-China Friendship Centre and National Museum of Pakistan are expected to commence shortly. In the MTDF Preservation and conservation of monuments and archaeological sites is recognized jointly as a federal and provincial responsibility and resources provided for the purpose. Museums and sites reflecting Pakistan's cultural values are being established and preserved.

Review of 2006-07

An amount of Rs 253.3 million was allocated for the sector. Two main projects namely National Monument of Pakistan in Islamabad and National Art Gallery were completed. A sizeable numbers of antiquities were acquired for the National Art Gallery. In the Archaeology and Museums sub-sector, the preservation and restoration works on archaeological sites all over the country were in progress. The archaeological remains of Gandhara civilization, Buddhist era, Mughal Period and pre-historic period are being protected all over the country.



National Monument



National Art Gallery

16.2 Sports

Around 100 projects are in the pipeline out of which 50 percent are already under implementation. Sports facilities are being provided even at grassroots level. Small sports stadia and grounds are under construction at Tehsil level and sports complexes at District level. Synthetic turfs are being laid in major cities. It has been decided by the Cabinet that the minimum annual allocation for Sports under PSDP will be Rs250 million. Sports facilities in the country at the grassroots level with community support are to be provided. Play grounds, sports stadia and complexes at district and tehsil level are also being constructed.

Review 2006-07

The major objective of creating playing sports facilities at local level was pursued. The sector was allocated Rs 331.5 million out of which Rs 140 million were utilized by March 2007 (Table 16.1). The amount was spent on sports stadia, complexes and synthetic hockey turfs throughout the country. The major projects include sports complexes and stadia at Skardu, Jhang, Silakot, Dir, Saidu Sharif, and Kasur.

16.3 Tourism

Tourism has emerged as a major revenue generating activity worldwide. Pakistan has yet to realize its full potential. The total investment in hotel and allied activities is around Rs40 billion. The annual revenue from foreign tourism has reached Rs700 million mark. Policy measures have been regarded as more effective areas of intervention. Research studies are underway to assess the impact of earnings from tourist activities. An international standard website for promotion of tourism is also being set up.

Policy framework of MTDF broadly covers five areas to develop tourism in the country.

- legislation, management, organization and facilitation;
- investment, funding, infrastructure, transport tax, and concessions;
- marketing, promotion and product development;
- environment, conservation and planning; and
- human resource development and community development.

The strategic elements to develop tourism industry are:

- Exploration of new market segments.
- Training in tourism services to be improved in collaboration with international tourism and hotel management institutes.
- The involvement of Pakistan embassies/ missions abroad for tourism promotion.
- making Pakistan a tourist destination through efficient marketing strategies,
- development of tourist products and enhancing annual revenues from tourism;
- development of infrastructure in areas having great tourism potential in order to facilitate private sector in setting up tourist facilities
- development of these sites into tourist attraction resorts and adequate projection of these sites.

Review 2006-07

A tourism marketing plan has been prepared by the Ministry of Tourism and 2007 is being celebrated as "Visit Pakistan Year". An amount of Rs115.6 million was allocated with a utilization of Rs 24 million upto March, 2007. The renovation and repair works on the PTDC motels damaged by the earthquake was completed. First bus terminal at Nankana Sahib will be established to facilitate Sikh Yatrees to visit the holy sites. Work on the website and research studies is also in progress.

16.4 Youth

The main thrust of the MTDf for youth development is:

- harnessing the potential of youth through skill development and provision of recreation facilities;
- providing skill training facilities at community level;
- guiding and counselling centres for help in education and career;
- Involvement of NGOs and CBOs in youth sector; and
- establishment of Youth Development Centres throughout the country.

Review of 2006-07

An amount of Rs 27.6 million was allocated for the sub-sector. Youth Development Centre at Quetta has been completed while work on the Center at Peshawar is in progress. A countrywide Internees Program for educated youth was launched by the Prime Minister under which ten thousand fresh graduates are being placed in big national organizations as interneers. Youth Parliament was set up. It aimed at creating awareness about the working of the Parliament. This is a unique project and engages youth in positive political activities. Realizing the role of skilled and technically educated manpower for development of overall national economy, the Government of Pakistan has established the National Vocational & Technical Education Commission (NAVTEC). Youth Volunteer Force has also been set up.

The Culture, Sports, Tourism and Youth Affairs Sectors as a whole were allocated approximately Rs 724 million during the year 2006-07. During first nine months of the year Rs 387 million were released against which Rs 244 million were utilized showing the utilization rate of 63 percent. Detail is reflected in the Table 16.1.

**Table 16.1 Culture, Sports, Tourism and Youth: Allocation and Utilization
FY 2006-07**

Rs Million

Sub-sector	Allocation FY 07	Releases July-March FY 07	Utilization July-March FY 07	Percentage Utilization against Releases
CULTURE				
Ongoing	238.6	198.5	165.1	83
New	14.5	9.8	2.2	67
Total Culture:	253.0	208.2	167.3	82
SPORTS				
Ongoing	151.0	117.7	37.5	78
New	180.5	20.0	10.0	11
Total Sports:	331.5	137.7	47.5	42
TOURISM				
Ongoing	3.6	1.0	1.0	28
New	112.0	24.2	13.0	22
Total Tourism:	115.6	25.2	14.0	22
YOUTH				
Ongoing	23.6	15.9	15.9	68
Total Youth:	23.6	15.9	15.9	68
Total	724.0	387.0	244.0	63

Program 2007-08**Culture**

A larger chunk of allocation will go to ongoing projects while a number of new projects will also be initiated. These are Shahdara complex of monuments, Master Plan for rehabilitation and cultural tourism at Moenjodaro, preservation and restoration of Mir Chakkar Fort Sibbi, Mehr Garh site and Harrapa Remains. National Museum of Pakistan and Pak-China Friendship Center will be initiated during the year.

Sports

An amount of Rs 500 million has been proposed for the sector, which will be spent mainly on ongoing projects in addition to initiating new projects. The major activity during the year will be construction of boxing gymnasiums at Islamabad and provincial capitals, and laying of synthetic turfs at Swat, Sukkur, Sargodha, Sibbi, Muzaffarabad and Gilgit. Mega projects for creation sport facilities in the provincial capitals will also be launched during the year.

Tourism

The allocation for the sub-sector is Rs 200 million for ongoing projects and new initiatives. The new projects include construction of Tourism House, which will be a state of the art building for housing the Tourism Ministry and Pakistan Tourism

Development Corporation. The existing tourist facilitation centers in various parts of the country will also be renovated.

Youth

The allocation for the sector has been increased threefold to the level of Rs 150 million. The major ongoing activities during the year include construction of Youth Development Centres at Malir and Sukkur. A block allocation has been provided for new schemes for bringing the Youth of the country into the mainstream.

The sector-wise allocation for the year 2007-08 has been placed at Rs 1100 million against the allocation of Rs 725 million last year, indicating an increase of 52 percent. Sectoral allocation is reflected in the Figure 16.1.

Figure: 16.1 Culture, Sports, Tourism and Youth Allocation 2007-08 (Rs Million)

