



Final Draft; Sindh Tourism Policy 2025

A preliminary draft of Sindh Tourism Policy was initiated and shared in November, 2022 by Mr. Feyaz Ali Shah, Managing Director, Sindh Tourism Development Corporation (STDC). Key stakeholders from the Travel Trade, Pakistan Hotels Association, Chamber of Commerce and other travel and tour companies were gathered and invited for their review and feedback shaping this policy document to maximize its effectiveness. As concerned stakeholders collaboration is instrumental in fostering sustainable tourism development in Sindh.

Later on a Conference on draft Sindh Tourism Policy was held on December 14, 2023 at Beach Luxury Hotel Karachi to overview the document and panel discussions on Key Policy Initiatives followed by email communications to focus on making the policy feasible for both stakeholders and tourists. After incorporating inputs from all industry members, the final draft was submitted to the World Bank Group in Islamabad for technical support along with valuable contribution from Mr. Dinshaw B. Avari on behalf of Pakistan Hotels Association to further enhance the draft.

On January 08, 2025, STDC invited all industry members and stakeholders with updated final draft for a roundtable Meeting at Avari Towers Karachi to gather insights, discuss the potential impact of the policy and assess its effect on the development and growth of Tourism, Hospitality and related services sectors in Sindh. Participants deliberated their views on different aspects of the document, pointing out some important missing topics, i.e. Coastal Tourism, policy framework and implementation mechanism etc.

The key roundtable meeting was convened by Syed Feyaz Ali Shah, Managing Director, Sindh tourism Development Corporation (STDC) and chaired by Mr. Khair Muhammad Kalwar, Secretary Culture and Tourism Government of Sindh. The Meeting focused on discussing the draft of the Sindh Tourism Policy, which has been developed in consultation with stakeholders from the travel, trade and hospitality industry.

Marking the third such meeting on the draft of Sindh Tourism Policy, it was attended by various eminent figures of these sectors including Mr. Hanif Rinch, Vice Chairman, of the Travel Agents Association of Pakistan (TAAP), Mr. Hanif Dosani, Mr. Muhammad Raza, Mr. Ather Bhutto and Ms. Fouzia Azhar from Pakistan Hotels Association (PHA) and other key stakeholders, experts and industry leaders. The draft was prepared after extensive consultation with stakeholders across the travel, trade and hospitality sectors aiming to promote and sustain tourism in the province. The Policy's prime objective is to create a vibrant, sustainable tourism ecosystem by enhancing infrastructure, improving services and promoting Sindh's rich cultural, historical and natural heritage to national and international tourists.

Participants provided valuable feedback during the session and shared insights on the policy's direction, including the inclusion of strategies to improve tourist facilities, ease of travel, marketing and promotional activities and the development of tourist hubs in key regions of Sindh. The attendees emphasized the need for policies that focus on capacity building, sustainable tourism practices and community involvement in tourism development ensuring long-term benefits for the local population. Once the draft policy has been refined based on the discussions and recommendations from the stakeholders, it will be presented to the Sindh Cabinet for approval. The document is expected to serve as a significant step forward in the development of Sindh's tourism sector, creating new opportunities for economic growth, job creation, and regional development.

The roundtable highlighted the government's commitment to fostering a thriving tourism industry in Sindh, underlining the importance of collaboration between government bodies, industry representatives and other stakeholders to ensure the successful implementation of the policy. In his concluding remarks, Mr. Khair Muhammad Kalwar expressed his appreciation for the valuable contributions of all participants and assured that their recommendations would be incorporated into the final version of the policy. He also reaffirmed the government's commitment to creating a robust tourism industry in Sindh positioning the province as a key destination for travelers from around the world.

PAKISTAN HOTELS ASSOCIATION