

TOURISM

Sector Brief

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Sindh Board of Investment
Government of Sindh



INTRODUCTION

The travel and tourism sector is the third largest sector in terms of revenue. It offers opportunities of employment, foreign exchange earnings and investment promotion and contribute to economic growth.

The city of Karachi, despite having modern facilities, provide room for a lot of initiatives for domestic tourism and local entertainment.

Sindh has numerous tourist attractions which includes 5000 years old ancient site of Mohen-jo-Daro near the city of Larkana. Islamic architecture is quite prominent in the Province with the Jama Masjid in Thatta built by the Mughal emperor Shahjahan and numerous mausoleums dot the province including the very old Shahbaz Qalander mausoleum dedicated to the Iranian-born Sufi. Shrines of Sufi saints attract thousands of devotees from all over the world despite difficult journeys.

Apart from attraction of historic, many scenic lakes like Keenjhar and Haleji, the beaches of Karachi, geographical diversity of deserts like Thar & Umerkot, and temperate hill station sites at Gorakh Hills and Bado Jabal have potential to become tourist attractions in Sindh.

MARKET ANALYSIS

The 352 km long coastline, the turtle beaches of Karachi and abundant land in city's outskirts provide several opportunities for developing facilities for the city of 16 million souls. The sufi shrines of Sindh, despite lack of facilitation, regularly attract thousands of devotees from all over the world. Sindh's deserts and hunting sites are also favorite sites for adventurers from several countries. The great Indus civilization has many important sites in Sindh including Mohen-jo-Daro. The geographical diversities of hills and deserts open a wide range of tourist attractions.

An organized tourism sector, which provides facilities at tourist sites can promote the great tourism potential of Sindh, has a bright future.

Investment Potential

Tourism in Sindh offers several opportunities which include urban entertainment and countryside adventure tourism, history tours and Sufism devotee pilgrimages.

Some Potential Investment Projects

- Deep Sea Diving
- Cruise/Ferry Service
- Water Sports
- Development of Beach Resorts
- Hotels and Rest Houses
- Eco-Tourist Resorts at Keenjhar & Haleji Lakes, Gorakh Hills
- Dolphin Park
- Roller Coaster Park
- Resort City on Beaches
- Safari Park
- Fast Food Restaurant Chain
- Desert Safari
- Devotional Tours of Sufi Shrines
- History tours of ancient sites







Sindh Board of Investment

is the primary investment promotion agency of the Province positioning Sindh as an attractive destination for investment.

SBI strives to find new avenues for public private collaboration, develop investment opportunities for large, medium and small investors and facilitate investment projects.

IMPORTANT CONTACTS

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