

## International Conference **Tourism Sustainability in the Global South**

4th – 6th May 2023

Institute of Business Administration, Main Campus, Karachi, Pakistan

### Conference Program

Time	Activity
<b>Day 1: May 4, 2023</b>	
09:00 am – 10:00 am	Registration
10:00 am – 10:15 am	Opening and Welcome Remarks: <ul style="list-style-type: none"> <li>- Institute of Business Administration, Karachi</li> <li>- Karakoram International University, Gilgit</li> </ul>
10:15 am – 10:45 am	Inaugural Talk by Sirbaz Khan - Mountaineer (Presidential, Pride of Performance Award winner)
10:45 am – 11:00 am	IBA-KIU MoU Signing
<b>11:00 am – 11:15 pm</b>	<b>Tea Break</b>
11:15 am – 12:15 pm	Panel Session 1: Synergizing Tourism and Culture: Opportunities and Challenges  Panelists: <ul style="list-style-type: none"> <li>- Aftab Ur Rehman Rana – Pakistan Tourism Development Corporation</li> <li>- Muhammad Umair – University of Punjab</li> <li>- Seema Karim - Grow Well Ventures</li> </ul> Moderator: Maria Hassan Siddiqui - Assistant Professor; Academic Director, AC Centre for Writing
12:15 pm – 01:30 pm	Technical Session 1: Socially and Environmentally Sustainable Tourism <ul style="list-style-type: none"> <li>- Four Presentations, 10 min each</li> <li>- Discussions and Q&amp;A</li> </ul>
12:15 pm – 12:25 pm	Sustainable Tourism for a Changing Climate: Analysis and Recommendations for Resilient and Net-Zero Local Economies by Saeed Ahmad Qaisrani
12:25 pm - 12:35 pm	Military Urbanism and its Impact on Tourism Sustainability by Hassan Zaheer
12:35 pm - 12:45 pm	Governance, Community, and Tourism: An Opportunity for Rural Sindh by Amna Kazmi
12:45 pm - 12:55 pm	A Sociological Analysis of cultural tourism in Karachi: Perspective of Tourists by Maryam Jan
12:55 pm – 01:30 pm	Q&A
<b>01:30 pm – 02:30 pm</b>	<b>Prayer Break &amp; Lunch Break</b>



02:30 pm – 03:30 pm	<b>Panel Session 2: Sustainable Ecotourism Development</b>  <b>Panelists</b> <ul style="list-style-type: none"> <li>- Attaullah Shah – Vice Chancellor, KIU</li> <li>- Azizan Marzuki, University Sains Malaysia (USM), Malaysia</li> <li>- Sirbaz Khan – Mountaineer (Presidential, Pride of Performance Award winner)</li> <li>- Saranjam Baig, Associate Professor of Economics, KIU/ Sultan Qaboos University</li> </ul> <b>Moderator:</b> Rehmat Karim - Associate Professor/Director, KIU Hunza Campus
03:30 pm – 04:45 pm	<b>Technical Session 2: Developing Sustainable Local Tourism Economies</b> <ul style="list-style-type: none"> <li>- Four Presentations, 10 min each</li> <li>- Discussions and Q&amp;A</li> </ul>
03:30 pm - 03:40 pm	Perceptions of Local Community in Development of Local Economy Due to Tourism (Case Study of District Hunza) by Wajhullah Fahim
03:40 pm - 03:50 pm	Forecasting Tourist Arrivals using Big Data by Wali Ullah
03:50 pm - 04:00 pm	Exploring the Role of Community-Based Tourism Initiatives in Promoting Socially Sustainable Tourism in Hunza, Gilgit: A Historical Comparative Analysis by Eshal Arooj
04:00 pm - 04:10 pm	Asilah Culture Festival: A Case Study for Pakistan by Seher Ali Shah
04:10 pm – 04:45 pm	Q&A
<b>4:45 pm - 05:00 pm</b>	<b>Tea Break</b>
05:00 pm – 05:45 pm	<b>Academic Circles:</b> <ul style="list-style-type: none"> <li>- Exploring Pakistan's Tourism Landscape of North &amp; South by Sirbaz Khan</li> <li>- Urban Culture &amp; Architecture of Karachi City by Soha</li> <li>- Rural Sindh: Culture, Heritage and Potential Tourism by Zaheer Ali</li> </ul>
05:45 pm – 06:30 pm	Campus Tour and relaxation time
<b>08:00 pm – 09:30 pm</b>	<b>Dinner</b>

<b>Day 2: May 5, 2023</b>	
09:15 am – 10:30 am	<b>Technical Session 3: Gender &amp; inclusivity in tourism</b> <ul style="list-style-type: none"> <li>- Four Presentations, 10 min each</li> <li>- Discussions and Q&amp;A</li> </ul>
09:15 am – 09:25 am	Assessing The Accessibility of Tourist Facilities and Services for People With Disabilities In The Tourist Sites Of Khyber Pakhtunkhwa, Pakistan by Umema Amin Siddiqi
09:25 am – 09:35 am	Pakistani Stakeholders' Vision of Tourism Development under China-Pakistan Economic Corridor Initiative by Wajid Ali
09:35 am – 09:45 am	Trophy hunting and Community-based Eco-tourism in Chitral by Zakir Ahmad



09:45 am – 09:55 am	Community Participation towards Sustainable Mountain Tourism Development: A Case Study in Hindukush Himalayan Pakistan by Saranjam Baig
09:55 am – 10:30 am	Q&A
<b>10:30 am – 10:45 am</b>	<b>Tea Break</b>
10: 45 am – 11:45 am	Panel Session: 3 Tourism Safety <ul style="list-style-type: none"> <li>- Peter MARTY - Professor, ZHAW Zurich University of Applied Sciences</li> <li>- Tanveer ul Hassan - Former AIG Tourists Police, GB</li> <li>- Ishaq Ali - Former AIG Tourists Police GB</li> <li>- Junaid Alam Memon - Professor and Director, Center for Business &amp; Economics Research</li> </ul> Moderator: Rehmat Karim – Director KIU, Hunza Campus, GB
11:45 am - 01: 15 pm	Technical Session 4: Responsible and sustainable tourism practices <ul style="list-style-type: none"> <li>- Five Presentations, 10 min each</li> <li>- 40 minutes for discussions and Q&amp;A</li> </ul>
11:45 am - 11:55 am	Public Policies and Institution for Fair Tourism Development by Mamona Yasmin
11:55 am - 12:05 pm	Does International Trade Promote Tourism in Pakistan? An Investigation of the Relationship between Trade and Tourism by Rahima Ghulam Hassan
12:05 pm - 12:15 pm	Shaping sustainable tourism in mountains: A policy reflection and way forward for Gilgit-Baltistan, Pakistan by Amjad Ali
12:15 pm - 12:25 pm	Sustainable Selves, Culture and Literary Tourism: The Case of Gilgit-Baltistan by Shahzeb Khan
12:25 pm – 12:35 pm	Bridging the Digital Divide in Agritourism: The Impact of ICT on Promoting Sustainable Development in Gilgit- Baltistan, Pakistan by Rakhshanda Ali Syed
12:35 pm – 01:15 pm	Q&A
<b>01:15 pm – 02:30 pm</b>	<b>Jumma Prayer and Lunch Break</b>
02:30 pm – 02:45 pm	Closing Remarks: <ul style="list-style-type: none"> <li>- Institute of Business Administration, Karachi</li> <li>- Karakoram International University, Gilgit</li> </ul>
02:45 pm – 03:15 pm	Closing Speech by Chief Guest: <ul style="list-style-type: none"> <li>- Heritage and tourism Potential in Sindh and Balochistan by Asma Ibrahim</li> </ul>
03:15 pm – 03:30 pm	Certificate Distribution
<b>03:30 pm – 06:00 pm</b>	<b>Tea Break and free time</b>
<b>06:00 pm – 09:30 pm</b>	<b>Cultural Event: Ghazal Night and Dinner</b>

### Day 3: May 6, 2023

09:00 am onwards	Karachi City Tour (Optional)
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