

Learning from Crises: Building a Resilient Future for Pakistan's Tourism

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ABSTRACT: Crippled by natural and man-made crises, the tourism industry stands at a crossroads, grappling with the unprecedented challenges of the global pandemic. This qualitative study, based on in-depth interviews with 10 individuals, delves into the resilience factors within Pakistan's tourism landscape. Our analysis unearths eight core themes – government support, focusing on foreign tourists, proactive planning, technology innovation, domestic tourism, limited-scale opening of tourism, tourism education, and consumer and employee confidence – that form the foundation of a comprehensive resilience framework. This framework functions as a prescriptive roadmap, guiding the tourism industry's proactive revival in the face of future pandemics and fostering its long-term sustainability in the post-pandemic era. Beyond Pakistan, our study's inclusive resilience approach offers a transformative model for developing countries, potentially triggering a paradigm shift towards a novel economic framework. This research not only paves the way for the revitalization of tourism in Pakistan but also opens doors for further exploration of tourism resilience during future crises.

Key words, Tourism resilience, Tourism development, Crises management, Resilience framework, Qualitative methodology.

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1. Introduction

The emergence of crises and disasters, such as the recent COVID-19 pandemic in 2019, had profound repercussions across psychological, economic, and societal domains.