



## service line

destination services

## assignment

DIMPs/VMPs for selected tourism zones in Khyber Pakhtunkhwa, Pakistan

## about Khyber Pakhtunkhwa

Khyber Pakhtunkhwa is one of the four provinces of Pakistan. It is located in the northwestern part of the country, along the border with Afghanistan. Tourism is an important contributor to the economy of the province and especially the number of domestic tourists increased sharply before the pandemic. Khyber Pakhtunkhwa has a diverse range of tourism assets and especially its natural resources (mountains, valleys, forests and rivers) attract a large number of visitors.

## About the project

The government of Khyber Pakhtunkhwa defined 15 priority tourism development zones in three destinations in the districts of Chitral, Dir and Swat of Khyber Pakhtunkhwa Province. Now comprehensive tourism development plans should be prepared including an investment plan, a destination management plan and a visitor management plan. The project is financed by the World Bank and implemented by the project management unit of the Integrated Tourism Development Project (KITE) of Khyber Pakhtunkhwa government.

## client needs

Due to an increasing demand for visiting Khyber Pakhtunkhwa, the provincial government is concerned about the sustainability of tourism development, especially in the defined hot spot areas. A professional destination development approach should now limit the risks of an unfavorable tourism development.

## services delivered

Our Managing Director Christopher Hinteregger was assigned to join the project team as the "Team Leader/Tourism Expert" to guide the local experts and to provide destination development know-how for the preparation of the defined plans.