



*live*Culture

Holistic and Multi-professional Mechanism for a Pakistani Olive Oil Value Chain

ASSESSMENT

**OF THE POTENTIAL OF OLIVE TOURISM PLACES
AND
DRAFTING A RESPONSIBLE PARTICIPATORY
TOURISM PLAN IN PAKISTAN**

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ABBREVIATIONS AND ACRONYMS

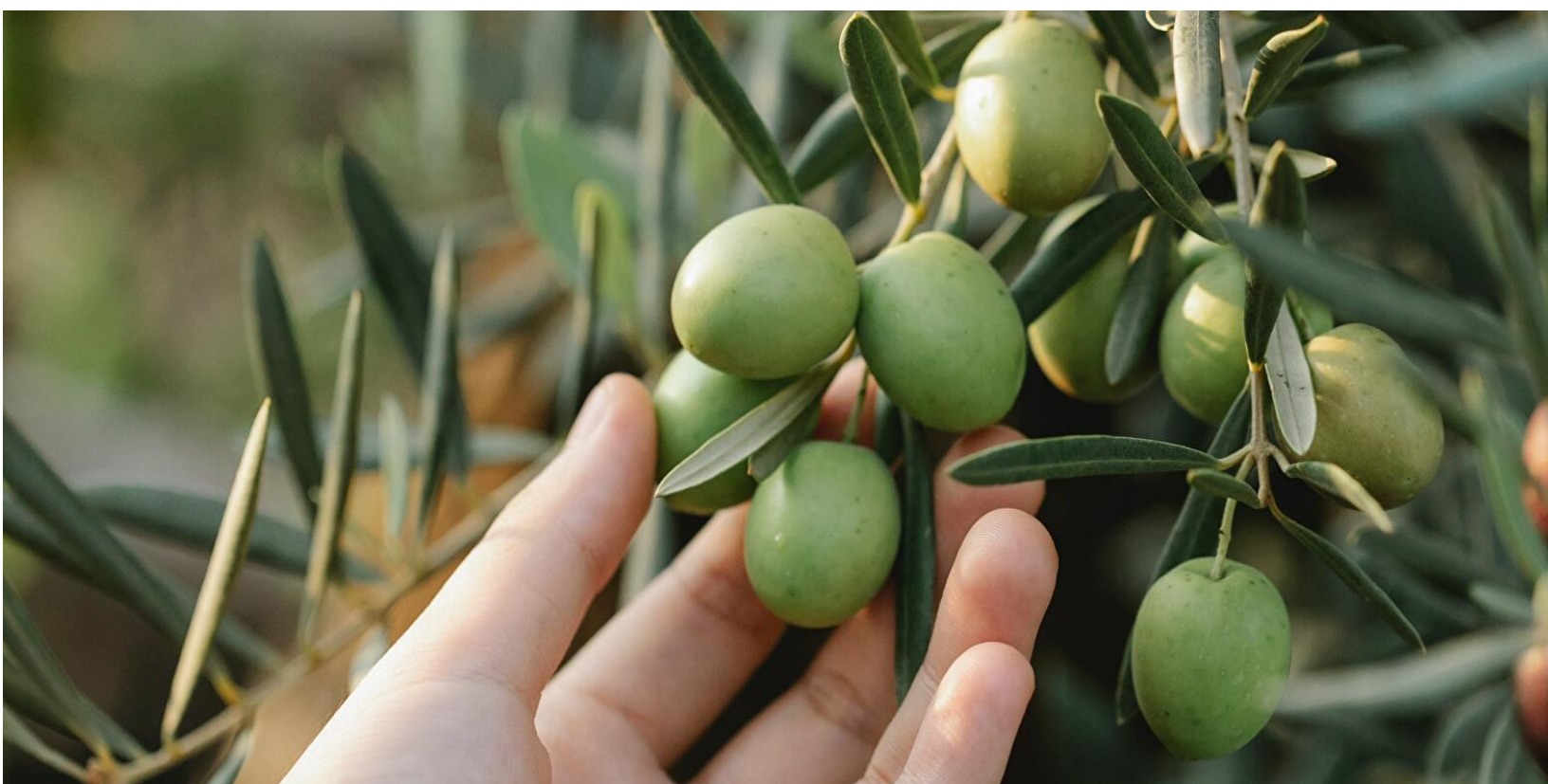
ATDC	Agri-Tourism Development Corporation Pakistan
BARI	Barani Agriculture Research Institute, Chakwal
COTHM	College of Tourism and Hotel Management
DOTMC	Destination Olive Tourism Management Committee
DTS	Department of Tourism Services
GB	Gilgit-Baltistan
KP	Khyber Pakhtunkhwa Province
NOTCC	National Olive Tourism Coordination Committee
NRSP	National Rural Support Program
NPD	National Project Director
OC Project	OliveCulture - Holistic and Multi-professional Mechanism for a Pakistani Olive Value Chain
OFP	Olive Foundation Pakistan
PATO	Pakistan Association of Tour Operators
POP	Pakistan Olive Project (PSDP PakOlive)
POTCC	Provincial Olive Tourism Coordination Committee
PTDC	Pakistan Tourism Development Corporation
RPTP	Responsible Participatory Tourism Plan
STFP	Sustainable Tourism Foundation Pakistan
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TBD	To be determined
TDCP	Tourism Development Corporation Pakistan
VIC	Visitor Information Centre

FOREWORD

This Report is prepared by utilizing the information provided by the OliveCulture Project, the ones collected during the field visits of selected areas, discussions and interviews held with the different stakeholders during the site visits and olive festival at Chakwal, and feedback obtained from the local community representatives and concerned stakeholders through a Round Table which was held at Kallar Kahar on 24 September 2023.

This Report is presented in two parts: **Part I** presents an overview of the potential of olive tourism in the selected tourist destinations in line with the TORs of the **Inception Report**, outlining the findings of a detailed survey and assessment. The SWOT analysis in this section also presents outlooks of the potential and constraints to the olive tourism development in these areas; **Part II** constitutes the **Responsible Participatory Tourism Plan**, putting forward details of various action points and interventions that can be implemented with the active involvement of local community and concerned stakeholders for the development, promotion and management of olive tourism in the selected area.

The effective implementation of the Plan will contribute to developing the overall goals inspired by the OliveCulture Project towards sustainable livelihoods for the local communities by exploiting opportunities to promote olive tourism in the selected areas across Pakistan.



EXECUTIVE SUMMARY

Olive tourism, also known as "olive oil tourism" or "olive oil cultural tourism," refers to a type of tourism that focuses on the exploration and promotion of olive oil production and its cultural and culinary significance in a particular region. It involves offering to the tourists, immersive experiences related to olive oil, such as visits to olive groves, olive oil mills, tasting sessions, cooking classes, and cultural activities centered around this valuable product. Olive tourism aims to educate visitors about the olive oil production process, its history, and health benefits, and to provide them with an authentic and enjoyable cultural experience.

In Pakistan, olive cultivation has witnessed remarkable growth in recent years, transforming arid landscapes into lush groves of olive trees. This once-unfamiliar crop is now gaining popularity among farmers and investors alike, offering a promising future for the country's agricultural sector.

In fact, Pakistan is a favorable country for olive cultivation due to its soil, environment, and climatic conditions. Wild olives are growing on large tracts in the country with an estimated 80 million plants. The history of olive farming in Pakistan dates to the 1950s, when cultivated olive plants, were imported for plantation in different parts of the country. Systematic efforts for olive cultivation were started in the 1980s with the technical assistance of Italy which helped in assessing the possibility of modern olive cultivation in Pakistan. Then, in 2012 through the Pakistan-Italian Debt Swap Agreement (PIDSA) the first significant olive investment was made in the country with a plantation of about 2,300 hectares of olive trees which has been followed by other national initiatives resulting today in 40,450 acres. The current target of the reference PSDP project is to reach 75,000 acres in a couple of years (Awan et al., 2023). Parts of Balochistan, Peshawar districts, Dir, Kohat, Karak, Malakand, and Merged Areas of Khyber Pakhtunkhwa, Potohar region of Punjab, and Azad Kashmir are ascertained ecologically suitable areas for olive farming.

It is pertinent to mention that the areas that are suitable for olive cultivation also have a very high potential to promote olive tourism because of their attractive rural landscape, rich culture, natural heritage, and hospitable local communities.

Keeping in view Pakistan's potential for olive production and to help the olive value chain in line with global requirements, Italy has financed with a grant worth 1.5 million Euro, a key project named "**OliveCulture- Holistic and Multi-Professional Mechanism for a Pakistani Olive Oil Value Chain/OliveCulture Project**". The initiative is implemented by the Mediterranean Agronomic Institute of Bari- CIHEM Bari and concerned government organizations since 17th January 2022. The Project is designed to strengthen the Pakistani olive oil value chain on several levels in a

holistic, participatory, and multifunctional way, involving institutions, businesses, farmers, and youth, including **Olive Tourism** which can be developed as a potential side business along with olive farming to strengthen the value chain of olive oil in Pakistan.

The innovative approach of promoting Olive Tourism in Pakistan by engaging the local communities of the olive suitable areas in the provinces of Balochistan, Khyber Pakhtunkhwa, Punjab, Sindh, as well as AJK and Gilgit Baltistan along with other value addition activities, can enhance the profitability from olive production and providing visitors a unique opportunity to get the flavour of rural tourism in the setting which is attractive in terms of its natural landscape, historical heritage, archeology, and rich living culture.

The main aim of promoting olive tourism in the selected areas should be to increase the income of local communities while meeting the needs of present tourists and host communities by protecting and enhancing opportunities for future generations. Therefore, the focus of the olive tourism development plan is based on the principles of sustainable development having the following goals:

- I. Conservation of natural and cultural diversity of the selected destinations to ensure sustainable long-term benefits for local communities and tourism businesses.
- II. Minimizing tourism's negative impacts on the natural environment, and local culture and heritage, to ensure long-term sustainable use of these resources.
- III. Sharing maximum socio-economic benefits of olive tourism with the local communities.
- IV. Achieving a high level of visitor's satisfaction by focusing on improving the quality of tourism and hospitality services provision by the local community.

Part I of this report presents an overview of the potential of olive tourism in selected tourist destinations such as Chakwal, Swat, Dir, Chitral, and Musakhel. The SWOT analysis presents outlooks of the potential and constraints to olive tourism development in these areas.

Part II puts forward an Action Plan with details of various action points and interventions that can be implemented with the active involvement of the local community and concerned stakeholders for the development, promotion, and management of olive tourism in the selected areas. The effective implementation of this plan can greatly contribute to the overall development of the olive value chain regarding the sustainable livelihoods of the local communities.

To start with, there is a need to develop an effective management system for olive tourism at the local, provincial, and national levels by involving key stakeholders. Then, there is a need to develop various facilities and a range of activities for the tourists to develop their interest in visiting these areas. This can be achieved by the proactive involvement of the local community in the development and management of olive tourism so that they can earn better livelihoods from this important source of income.

Moreover, there is a need to develop and launch a carefully designed promotional campaign to attract the right segment of the tourist market which is more interested in nature exploration and eco-friendly cultural tourism rather than focusing on mass tourism, which is more destructive and less impactful in creating economic incentives for the local people of these areas. In this phase, the role of tourism departments and private tour operator companies have also been envisaged.

Finally, there is a need to establish a proper monitoring mechanism at the destination level by involving the local community and concerned stakeholders, so that tourism's negative impacts could be better managed, and a better welcoming environment could be created for the visitors.

PART I

1. Background and Context of the Study

The history of olive farming in Pakistan can be traced back to the 1950s when Pakistan imported cultivated olive plants for plantation in different parts of the country including Rawalpindi, Sargodha, Jhelum, Swat, Zhob, and some districts of Kashmir.

In 2012-2016, the project “Promotion of Olive Cultivation for Economic Development and Poverty Alleviation” funded under the Pakistan-Italian Development Swap Agreement (PIDSA) and implemented by PARC made the first public investment in the country in the Olive sector, as about two thousand and three hundred hectares of olive trees were planted in farmer fields and research stations.

Then, on a similar scheme a landmark project titled “Promotion of Olive Cultivation on Commercial Scale in Pakistan” was launched in 2014 by the Government of Pakistan, within the PSDP framework. Under phase II of this project, the government has approved 75,000 acres of olive plantation in Balochistan, Punjab, KP, Sindh, and potential suitable areas in AJK and Gilgit-Baltistan.

Also, the provincial government of Punjab launched a five-year project “Development of Potohar into an Olive Valley” from July 01, 2015, to June 2020. Under this project, around one million olive trees were planted on 8000 acres, besides providing training on olive cultivation and oil production, and preparing other value-added products.

Pakistan is now included in the list of good quality olive oil producing countries with plantation of about 4.9 million olive trees on more than 40,000 acres in the four provinces, ICT, Gilgit-Baltistan, and AJK.

Table -1 provides details of olive plantations in Pakistan (2012-2022)

Province/Region	Total Plants	Area in Acre	No. of Districts
AJK	66,216	507	11
Balochistan	1,309,861	10,475	30
Gilgit-Baltistan	33,296	253	04
ICT	150,389	1,215	01
KPK	1,418,475	12,925	30

Punjab	1,914,433	14,617	19
Sindh	61,904	460	
Total	4,954,574	40,450	

Table -1 (Source: <https://pakolive.com/>)



Olive Plantation in the area of Lawa, Potohar, Punjab

Keeping in view Pakistan’s potential for olive production and to help the olive value chain in line with global requirements, Italy has financed with a grant worth 1.5 million Euro, a key project named **“OliveCulture- Holistic and Multi-Professional Mechanism for a Pakistani Olive Oil Value Chain/OliveCulture”**. The initiative is implemented by the Mediterranean Agronomic Institute of Bari- CIHEM Bari and concerned government organizations since 17th January 2022. The Project (from now onward **“the OC Project”**) is implemented by **CIHEAM Bari** and is designed to strengthen the Pakistani olive oil value chain on several levels in a holistic, participatory, and multifunctional way, involving institutions, businesses, farmers, women and youth.

It is pertinent to mention that many areas that are suitable for olive cultivation in Pakistan also have a very high potential to promote rural tourism because of their attractive rural landscape, rich culture, natural heritage, and hospitable local communities. Although rural tourism is something new for Pakistan, and very innovative in respect to olive, over the last 15 years sustainable and responsible tourism in Pakistan has been promoted, and through local NGOs some capacity has empowered the communities in establishing tourism-related micro and small enterprises. In many countries in the world cultural, historical, and archaeological tourism is a key factor for economic development, as it can contribute very consistently to different levels of the economy (nationally and locally), providing ample space for the creation of infrastructure, while contributing substantially to opportunities available in specific areas where current income generation opportunities are scarce.

There is anyway in Pakistan, especially among the youth, the awareness that uncontrolled tourism in areas of Cultural Heritage Sensitivity will harm the integrity of the culture that it is promoting. Therefore, the utilization of the olive as a catalyzer could be an opportunity to enrich the offer and new avenues. The responsible and sustainable Tourism is the approach that could be particularly appreciated for the management of cultural resources in sensitive areas. Furthermore, as globalization, modern communications, and economic mobility have brought in external cultural trends that run the serious risk of replacing indigenous originality also in remote areas, a lack of awareness of this issue has caused a loss of cultural identity among youth.

On the above grounds, it can be stated that the principles of Ecotourism/ Responsible/Sustainable Tourism have been disseminated in Pakistan, and there is a solid awareness of the need to conserve natural resources in a sustainable manner, especially the biological diversity, which can bring ecological experience to travelers, conserve the ecological environment and gain economic benefit. Therefore, the preparation of the Responsible Participatory Tourism Plan can build upon the experiences so far gained in the country on sustainable and participatory tourism. However, reference shall be made to the Good Practices of “The olive oil roads” in Italy and other Mediterranean countries.

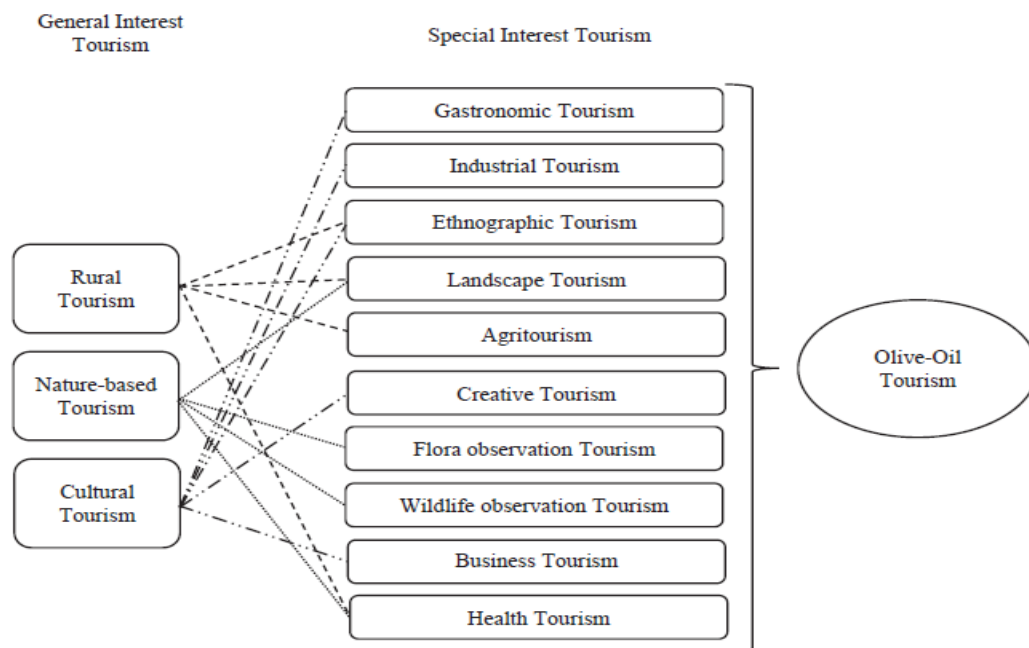
On the above grounds, **Olive Oil Tourism** has been envisioned by the OC Project as a potential side business along with olive farming to strengthen the value chain of olive oil in Pakistan. The innovative approach of promoting Olive Oil Tourism in Pakistan by engaging the local communities, including women and youth, of the olive suitable areas along with other value addition activities can enhance the profitability of olive production and provide visitors a unique opportunity to get the flavour of rural tourism in the setting which is attractive in terms of its natural landscape, historical heritage, archeology, and rich living culture. The challenge consists of linking to the olive places such as olive cultivation, olive mills, and processing facilities, the significant resources and activities of touristic interest e.g. local music, dance, cuisine, arts and crafts, festivals and events, etc.

The OC Project has suggested to STFP to consider designing Olive Oil Tourism initiatives in the provinces of Khyber Pakhtunkhwa, Punjab, and Balochistan, in the districts of Lower Swat, Upper Dir, Lower Chitral, Kallar Kahar, and Musa Khel, as correlated with olive plantations.

The proposed interventions aim to cultivate creativity and promote entrepreneurship for sustainable livelihoods of the community based on the good practices of “**The olive oil roads**” developed in Italy in the regions of Puglia, Tuscany, Veneto, Umbria, Lazio, Sicily, through an Action Plan to be implemented.

Following also the innovative approach adopted within EU rural policy “Community-Led Local Development (CLLD)” developed under the Leader approach (Links between actions of rural development). Under this initiative, an action plan has been drafted and implemented for the establishment of “The olive oil roads” in the European territories and in other Mediterranean countries, such as Syria and Lebanon. Under this initiative, the roads, often indicated by special road labels or in paper maps or mapped in IT applications, are itineraries that enhance the environmental and architectural heritage, tourist assets, gastronomy, craftsmanship, and the landscape at a local level; in other words, they boost the territorial richness and excellences often forgotten by the local population or unknown to the guests.

The Concept of the links between the olive oil value chain and tourism is as hereunder:



Source: Pulido-Fernández, Casado-Montilla, Carrillo-Hidalgo (2019). Introducing olive-oil tourism as a special interest tourism. Inside Book Heliyon, Volume 5, Issue 12, December 2019, e02975, <https://doi.org/10.1016/j.heliyon.2019.e02975>

The OC Project has included in its General Working Plan, within the framework of the Activities of Result 2 “An adequate policy supports the rural development of the olive sector in Pakistan” Activity 2.5 that foresees the “Analysis and drafting of a Responsible Participatory Tourism Plan - support with local NGOs”. Accordingly, the Responsible Tourism component will be affiliated with the “Action Plan and Policy Recommendations for a holistic development of the Pakistani Olive Value Chain” prepared by the Project.

Based on the TORs developed by the OC Project, the Sustainable Tourism Foundation of Pakistan (STFP) was entrusted to provide its consultancy services to develop a Responsible Participatory Tourism Plan.

2. Objectives and Scope of Study

The objectives and scope of the study consists of:

- Assessing and mapping the potential of Olive Oil Tourism and associated natural culture, history & archeology to develop an integrated approach to promote community-based sustainable tourism within the olive growing areas in Pakistan.
- Formulate a Strategy that will act as a guiding document for the stakeholders particularly communities, tourism entities, and institutions, proposing a clear road map with specific targets and action points.
- Based on the good Practices of “The olive oil roads” in Italy, develop the concept of Olive Roads in Pakistan to develop tour packages for potential clients such as domestic as well as foreign tourists.
- Propose a framework of stakeholder’s engagement for effective management of tourism-related activities at the local level and its benefit sharing.
- Engage all the key stakeholders in the planning process to ensure their involvement in decision making, and later on execution process.
- Identify gaps in capacity building and propose necessary training programs to build the capacity of local and rural communities to become efficient service providers to visitors.
- Enhance and strengthen the multi-functionality of natural resources and agriculture, especially olive growing as a good practice for the transition to sustainable food systems, from the environmental, economic, and social points of view.
- Propose a framework of stakeholder’s engagement for effective management of tourism related activities at the local level and its benefit sharing.
- Develop guideline/code of conduct to ensure the protection and enhancement of the beauty of the natural asset and cultural heritage through the promotion of sustainable and responsible tourism.
- Generate ideas of marketing and promotional activities to attract visitors to use the services of local community for the Olive Oil Tourism.
- Suggest a monitoring mechanism to measure the impacts of Olive Oil Tourism initiative in terms of economic, social, and cultural aspects.

3. Methodology and Approach

In accordance with the objectives and scope of the assignment (TORs), the Consultant has carried out the tasks as per below mentioned approach, working closely with the Project and other stakeholders from public and private sectors: -

3.1 Field Visits of Selected Sites for Assessment

The engagement started with a desk review of primary and secondary data from the bibliography available with the Project and STFP to identify the most suitable potential sites in the provinces, where the olive crop is being cultivated, to conduct a detailed survey to evaluate the potential for creating the olive oil tourism places.

In these surveys, efforts were made to collect useful data on the sites, facilities for visitors, access from main roads, and other amenities. Details of this information are given under “Section 5” of this document. Key stakeholders, such as farmers, youth, women, local community leaders, academic institutions, civil society organizations, and local service providers including tour guides and guest house owners, identified to perform, later, the role of tourism service providers engaging local communities for rural tourism entrepreneurship, where consulted. A list is given as **Annexure-A**

An inventory of tourist sites in the vicinity of olive-growing areas was prepared based on the information gathered during the field visits and information available with STFP. A list of suggested activities for visitors was then compiled, to develop different tours packages for the visitors.

Based on the above, a detailed **Inception Report** outlining these findings was prepared and presented to the Project for approval, as per the Agreement.

3.2 Drafting the Responsible Participatory Tourism Plan

The STFP team has prepared the draft Plan based on the TORs. It provides a detailed assessment of potential sites and their associated tourist attractions in the surrounding areas, as well as a set of detailed guidelines. It is also based on local conditions and international best practices and recommendations. Based on the Strategy developed, an easy-to-understand Plan has been prepared with all the outcomes of the study, and it gives a practical outlook and informative stance for the possible users of the newly designed Olive Paths.

4. Deliverables

The following are the deliverables of this assignment:

- **An Inception Report**

Presenting an evaluation of high-potential areas for Olive Oil Tourism in Pakistan. Inventory of tourist sites, details of available facilities in the selected areas as well as a list of possible activities for visitors.

- **Draft Responsible Participatory Tourism Plan (RPTP)**

The Key components of this Plan include:

- a) Introduction and background of the OliveCulture Project
- b) Assessment of the tourism potential of selected areas including an inventory of natural and cultural tourist attractions
- c) Present state of facilities and infrastructure at selected sites
- d) SWOT Analysis of the tourism sector within (in the context of) the major olive-growing areas of Pakistan
- e) Proposed interventions to improve the facilities for the visitors
- f) Development of different packages to promote the Olive Oil Roads linking selected destinations
- g) Proposed interventions for capacity building of the local community to manage Olive Oil Tourism in a professional manner
- h) Proposed interventions for marketing and promotion to attract the right kind of tourists from domestic and foreign markets
- i) Development of guidelines and code of conduct to promote sustainable and responsible tourism
- j) Proposed management framework for effective engagement of key stakeholders in different roles
- k) Monitoring mechanism for impacts of tourism

- **Action Plan and estimated budget for implementing a Responsible Participatory Tourism Plan**

To start Pilot Projects in the short to mid-term in Chakwal and lower Swat districts.

- **Final Responsible Participatory Tourism Plan (RPTP)**

Upon its incorporation in “*Action Plan and Policy Recommendations for a Holistic Development of the Pakistani Olive Value Chain*” a Round Table may be organized with the stakeholders

5. Mapping of Potential of Olive Tourism

In consultation with the OC Project, a desk review of primary and secondary bibliography was conducted to identify the most suitable potential sites in the provinces, where the olive crop is being cultivated. STFP has also conducted surveys of the selected sites to evaluate the potential for creating olive oil tourism places. In these surveys, efforts have been made to collect useful data on the sites, facilities for visitors, access from main roads, and other amenities. Key local players have also been identified to perform, later, the role of tourism service providers engaging local communities for rural tourism entrepreneurship.

5.1 Selection of High Potential Areas for Olive Tourism

An inventory of tourist sites and potential activities for visitors in the vicinity of selected areas has been prepared. For this purpose, a “standard evaluation matrix” was developed to select the best areas for the assessment of potential olive tourism. In this process, special consideration has been given to accessibility and travel convenience, existing boarding and lodging facilities, safety and security situations, other allied facilities, and existing tourist traffic. The assessment matrix of all the selected areas showing the level of all these aspects can be seen under the respective sections of this document. Based on this assessment, five areas considered the best for Olive Tourism to start with are described hereunder in Table 2.

A map showing the locations of these five sites, described in Table hereunder, is given in **Annexure-B**.

Table 2 – Standard Evaluation Matrix

S. No.	Name of Area/District and province	Ranking in Assessment	Remarks
1	Lower Swat KP Province	Excellent 10 out of 10	<p>The area of Lower Swat is rich in natural and cultural tourist assets and is already an established name as a tourist destination. The availability of a number of archaeological sites of the Gandhara period also makes it very attractive for domestic and foreign tourists. There are a number of sites of wild olive and increasing olive-planted orchards on farms.</p> <p>The area and most of the tourist sites are easily accessible by road. Reasonably good boarding and lodging facilities in nearby towns are also available. Summer is the peak tourist season, but during the winter season, there is also reasonable flow of tourists. There are good possibilities for developing Olive Tourism products for the domestic and foreign tourist market segments in combination with archaeological, cultural, and recreational tourism.</p>

2	Lower Chitral KP Province	Very Good 9 out of 10	<p>The area of Lower Chitral is also very rich in natural and cultural touristic assets and is also an established name as a tourist destination. The unique culture and lifestyle of the Kalasha people are an added tourist attraction. There are a number of sites of wild olive and increasing olive-planted orchards on farms.</p> <p>The area and most of the tourist sites are reasonably accessible by road. Chitral city is also connected by air with Islamabad and Peshawar. Reasonably good and moderate standard boarding and lodging facilities for tourists are available. Summer is the peak tourist season in this area, but during the winter season the flow of tourists is quite limited because of harsh weather conditions and difficulty of access. There are good possibilities of developing olive tourism products for the domestic as well as for foreign tourist market segments.</p>
3	Upper Dir KP Province	Good 8 out of 10	<p>The area of Upper Dir is very rich in natural beauty and is hospitable as per the Pakhtoon culture of local people. Especially, the Valley of Kumrat is famous because of its breathtaking mountain scenery and the simple way of life of local communities. There are a number of sites of wild olive and increasing olive-planted orchards on farms.</p> <p>The area and most of the tourist sites are reasonably accessible. At present, there are limited boarding and lodging facilities for the visitors. There are a number of trekking routes which link this area with Chitral and Upper Swat. There are good possibilities for developing olive tourism products for the domestic tourist market segments. However, due to security issues, this area is presently not very suitable for foreign tourism. Summer is the main tourist season. During the winter season, the flow of tourists is quite limited because of harsh weather conditions and difficulty of access due to heavy snowfall.</p>
4	Chakwal Punjab	Excellent 10 out of 10	<p>The area of Chakwal district in the Potohar region is also very rich in natural and cultural tourist assets and is already an established name as a tourist destination because of number of tourist sites are located within the boundaries of this district. Wild olives are seen in many patches. The government of Punjab has declared the Potohar region as “Olive Valley” and around 1.2 million olive trees have been planted in orchards over 8000 acres. The unique Potohari culture and lifestyle of local people</p>

			<p>are an added tourist attraction of this area. Several sites where olive farms have been established are easily accessible via Motorway M-2.</p> <p>The area is a year-round destination, but the main tourist season is from October to April as weather conditions are moderate during these months.</p> <p>The area and most of the tourist sites are reasonably accessible by road with good to moderate standards of boarding and lodging facilities at Kallar Kahar, which is a central place in this region. A well-established Olive Research Center (CEFORT-BARI Chakwal) is also located in this area. There are very high possibilities of developing olive tourism products for the domestic and foreign tourist market segments.</p>
5	<p>Musakhel</p> <p>Balochistan</p>	<p>Good</p> <p>7 out of 10</p>	<p>The area of Musakhel is close to the board of Punjab. There are a number of sites of wild olive groves and an increasing number of olives planted by farmers in orchards. It has rich potential for rural tourism. The area is accessible via DG Khan, Fort Munro and its steel bridge, and Rakhni. Fort Munro is a popular hill resort in South Punjab near the border of Punjab and Balochistan. It is visited by many domestic tourists from southern districts of Punjab during the summer season. There are not many boarding and lodging facilities available at present in the Musakhel area, but the area can easily be visited on a day trip from Fort Munro where several rest houses are located. There are also good possibilities for developing Olive Tourism products for the domestic tourist market segments. Due to security issues, this area is presently not very suitable for foreign tourism.</p>



Olives ready for picking in Musakhel area

6. Assessment of Potential Site for Olive Tourism

The resource base for tourism is the physical and social environment, which are a major component of any tourist product. Careful use of this resource base is the key element to sustainable development and income generation for the local community and tourism industry. To better understand the resource base of the five short-listed areas, the analysis of main tourist attractions and a list of possible tourism activities were discussed with the local community, tour operators, and tour guides.

Below is the table which shows the outstanding physical, cultural, and biological features of selected areas, and presents the list of potential tourism activities.

6.1 Area of Lower Swat Valley, KP Province

Short description of Area	Accessibility	Boarding and lodging facilities
The area of Lower Swat is rich in natural and cultural touristic assets, also of religious value, and is already an established	The area of Lower Swat is easily accessible from Islamabad and Peshawar (2 and half-hour drive	At present, there are more than 50 hotels in different category at

<p>name as a tourist destination.</p> <p>The availability of a number of archaeological sites of Gandhara period makes it very attractive for domestic and foreign tourists. There are several sites of wild olive and olive-planted groves.</p> <p>The area is renowned for the fruits of apples, peaches, persimmon, and pomegranate.</p> <p>There are good possibilities for developing Olive Tourism products for the domestic and foreign tourist market segments.</p>	<p>from Islamabad, and 2 hrs. from Peshawar by motorway).</p> <p>Swat is connected to the rest of Pakistan by land routes via Malakand Pass via Mardan, Karakar Pass via Swabi, and Shangla Pass Besham.</p> <p>Public transport is also easily available.</p> <p>Summer is the peak tourist season in this area, but during the winter season, there is also a reasonable flow of tourists.</p>	<p>Saidu Sharif and Mingora and its surroundings.</p> <p>Except few good hotels and guest houses most of the hotels in this area are of moderate to low standard and their overall ambiance and hygienic conditions are not up to the mark.</p>
<p>Key elements of Destination</p>	<p>Key Tourism attractions</p>	<p>Possible Activities for visitors</p>
<p>Outstanding Physical Features</p>	<ul style="list-style-type: none"> • Beautiful mountain landscape. • Lush green alpine pastures, natural forests and meadows, rivers and streams. 	<ul style="list-style-type: none"> • Trekking and camping • Landscape Photography • Horseback riding

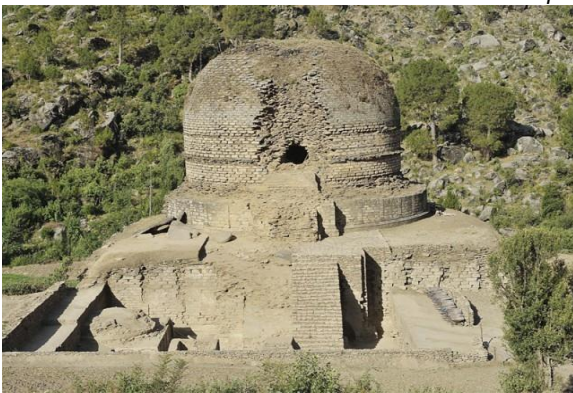
<p>Outstanding Biological Features</p>	<ul style="list-style-type: none"> • Alpine pastures and natural forests. • Natural resources – wild herbs, mushrooms and wildflowers. • Availability of different wildlife in the surrounding mountains such as common leopard, red fox, wolf, snow cock and rock partridge, and many other species of birds • Fruit orchards and olive groves, wild olives, in the valley and around villages. • Agriculture fields 	<ul style="list-style-type: none"> • Trekking and camping to the high pastures of Mount Ilam. • Photography • Bird watching and wildlife sighting. • Study of wildflowers, butterflies, and medicinal herbs • Visiting fruits and olive orchards, olive mill, and experiencing olive picking.
<p>Outstanding Cultural Features</p>	<ul style="list-style-type: none"> • Simple lifestyle of locals • Traditional rural setting • Local home-cooked food • Availability of several archaeological sites of Gandhara and Buddhist Heritage such as Bazera, Amluk Dara, Gumbat Stupa, Udegram, Shingardar Stupa, Butkara Stupa and Swat Museum. Worth mentioning that the Italian Archeological mission and Italian Govt. support have a high impact on the component. 	<ul style="list-style-type: none"> • Village tours • Sightseeing tours of archaeological sites • Cultural photography • Visiting handicraft centers • Traditional homestay

Rapid Assessment Checklist – Lower Swat

Features	Overall Grading in Various Segments					Remarks
	Excellent	Good	Satisfactory	Poor	Not Available	
Tourist Attractions						
Landscape beauty	✓					
Historical/archaeological sites	✓					
Cultural of local people	✓					
Sites of religious significance	✓					
Folk music, dance and art		✓				
Natural attractions/Olive Groves	✓					
Wildlife sighting			✓			
Accessibility						
Accessibility by air				✓		Suspended
Accessibility by road		✓				
Accessibility by train					✓	
Local road network			✓			
Availability of public transport		✓				
Boarding Lodging facilities for tourists						
Availability of hotel accommodation		✓				
Availability of Govt. Rest Houses			✓			
Availability of community guest houses					✓	
Availability of camping sites				✓		
Availability of restaurants		✓				
Availability of local traditional food		✓				
Safety and security for visitors			✓			
Medical and health facilities		✓				
Telecom facilities		✓				
Existing tourist domestic flow		✓				
Existing foreign Tourist flow			✓			Nos. 4000 in 2023. Slowly Improving.
Potential for developing as an Olive Tourism destination	✓					



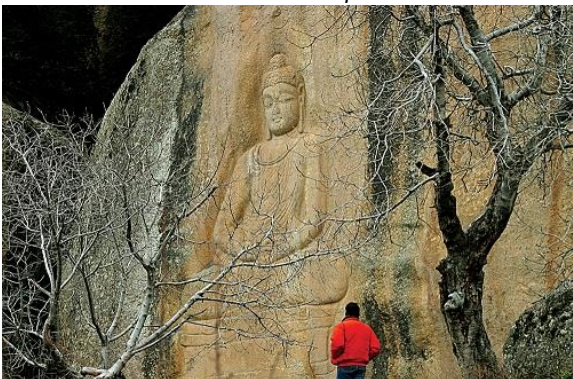
The landscape of Lower Swat Valley



Amluk Dara Stupa



Ancient city of Bazira, Barikot

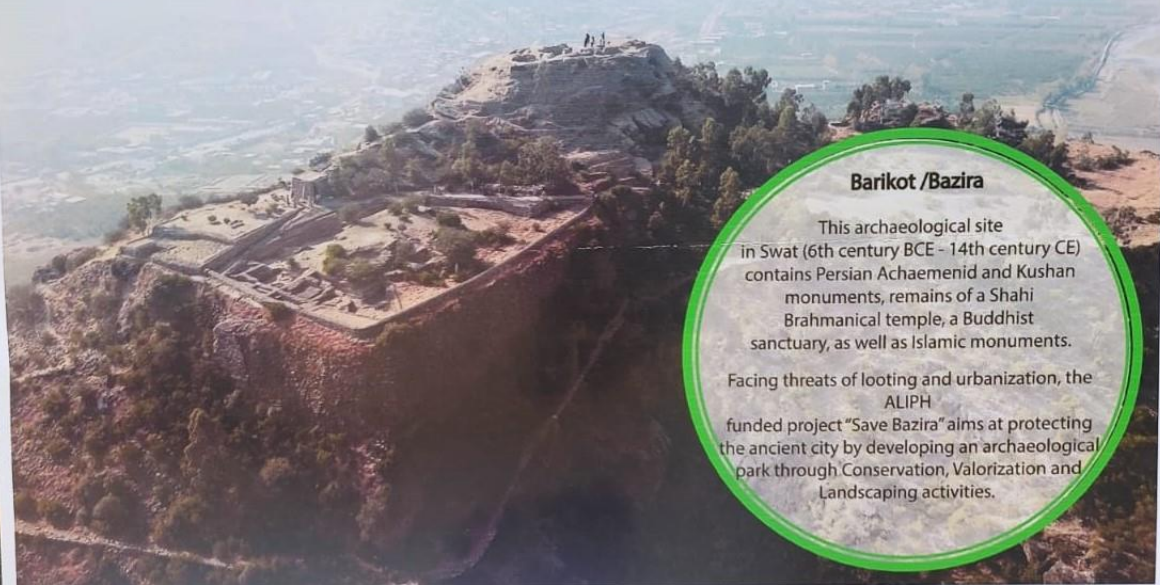


Jahanabad Buddha



Olives of Swat

Olive Culture: Integrating Natural and Cultural Heritage at Bazira



Barikot /Bazira

This archaeological site in Swat (6th century BCE - 14th century CE) contains Persian Achaemenid and Kushan monuments, remains of a Shahi Brahmanical temple, a Buddhist sanctuary, as well as Islamic monuments.

Facing threats of looting and urbanization, the ALIPH funded project "Save Bazira" aims at protecting the ancient city by developing an archaeological park through Conservation, Valorization and Landscaping activities.

The ancient city of Barikot is an extraordinary natural reserve containing over 6000 native wild olive trees and other extremely rare ruderal plants.

The archaeological park-area of the acropolis has educative, recreative and touristic functions. The archaeological park aims to integrate the natural and cultural heritage of Barikot. The Landscaping activity of "Save Bazira" includes the planting of new olive trees and grafting of wild olive trees around the acropolis.

- Sustainability:** creation of a sustainable agro-zone for the community with a low-level exploitation of the resources that will foster care and preservation of the environment
- Safeguarding:** creation of a buffer green zone that protects the archaeological site from the expansion of the town and its infrastructure
- Tourism:** gardening and planting of local trees will provide pleasant shady shelters for visitors in panoramic points along the pathway to the top of the hill and on the acropolis
- Visibility and Valorization:** (re)creation of an environmental and landscape landmark of enormous visual impact to be seen from the surrounding area, as it was in the past

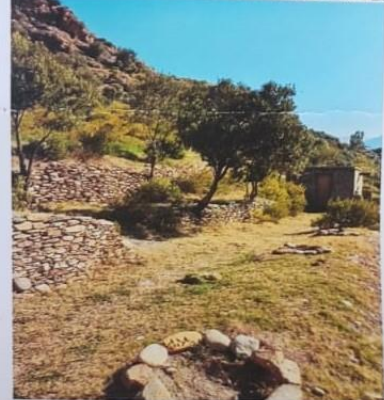


International alliance
for the protection
of heritage
in conflict areas
ALIPH



Università
Ca'Foscari
Venezia

ITALIAN AGENCY
FOR DEVELOPMENT
COOPERATION



The remains of ancient city of Bazira at Barikot is an ideal place to experience heritage exploration as well as olive tourism in lower Swat

6.2 Area of Lower Chitral, KP Province

Short description of Area	Accessibility	Boarding and lodging facilities
<p>The lower Chitral area is rich in natural and cultural tourist assets and is also an established name as a tourist destination.</p> <p>The unique culture and lifestyle of the Kalasha people are an added tourist attraction of this area. The area is rich in artistic handicrafts and precious gemstones. As well as locally made small rugs, carpets, embroideries, and woolen caps.</p> <p>There are several sites of wild olive and increasing olive-planted orchards.</p> <p>The area is rich in flowers and fruits such as peaches, apricots, damsons, apples, pomegranates, and grapes.</p> <p>There are good possibilities of developing olive tourism products for the domestic as well as for foreign tourist market segments.</p>	<p>The area of lower Chitral is accessible from Islamabad and Peshawar via Malakand, Dir, and Lawari Tunnel (12 hrs. drive from Islamabad, 10 hrs. from Peshawar)</p> <p>Chitral is connected to the rest of Pakistan by land routes via Malakand and via Shandur Pass with GB.</p> <p>Public transport is also available from Peshawar and Mardan, Dir, and Swat. Hindu Kush Travels operates a daily air-conditioned bus service from Islamabad as well.</p> <p>PIA operates weekly two flights to Chitral from Islamabad and two flights from Peshawar, but these flights are subject to good weather conditions. The usual flight time is around 50 minutes.</p> <p>Summer is the peak tourist season in this area, but during the winter season, the flow of tourists is quite limited because of harsh weather conditions and difficulty of access. Worth mentioning the occurrences of the Kalash festivals (spring, summer, winter) that are influencing the tourist flow.</p>	<p>There are around 30 hotels with around 300 rooms available in the town of Chitral. But most of these hotels are of low standards and do not meet the criteria of foreign tourist accommodation.</p> <p>Around 10 hotels are such that can be considered as tourist standard.</p> <p>The second big cluster of hotels is in Bamburit (Kalash Valley) with 28 hotels mostly of low to moderate category.</p>

Key elements of Destination	Key Tourism attractions	Possible Activities for visitors
Outstanding Physical Features	<ul style="list-style-type: none"> • Beautiful mountain landscape • Lush green alpine pastures, natural forests and meadows, rivers and stream 	<ul style="list-style-type: none"> • Trekking and camping • Landscape Photography • Horseback riding
Outstanding Biological Features	<ul style="list-style-type: none"> • Alpine pastures and natural forests • Natural resources – wild herbs, mushrooms and wildflowers • Availability of different wildlife in Chitral Gol National Park and in the surrounding mountains such as Snow leopard, Ibex, Markhor, red fox, wolf, snow cock, and rock partridge, and several species of birds • Fruit orchards, walnuts, wild and planted olive groves in the valley and around villages. • Agriculture fields 	<ul style="list-style-type: none"> • Trekking and camping to high pastures and passes. • Photography • Bird watching and wildlife sighting. • Visiting and buying local products and handicrafts. • Study of wildflowers, butterflies, medicinal herbs, and precious gemstones. • Visiting olive groves and experiencing olive picking.
Outstanding Cultural Features	<ul style="list-style-type: none"> • Kalasha Culture in the valleys of Bamburit, Brir & Rambur • Seasonal festivals of Kalasha • Polo Festival at Chitral • Chitrali Culture, music and dance • Traditional rural setting • Local home-cooked food • Availability of historical and Heritage sites like Chitral Fort 	<ul style="list-style-type: none"> • Village tours • Sightseeing tours of archaeological sites and museum • Photography • Visiting handicraft centers • Traditional homestay

Rapid Assessment Checklist – Lower Chitral

Features	Overall Grading in Various Segments					Remarks
	Excellent	Good	Satisfactory	Poor	Not Available	
Tourist Attractions						
Landscape beauty	✓					
Historical/archaeological sites		✓				
Cultural of local people	✓					
Sites of religious significance	✓					
Folk music, dance and art	✓					
Natural attractions/Olive Grows	✓					
Wildlife sighting		✓				
Accessibility						
Accessibility by air			✓			
Accessibility by road		✓				
Accessibility by train					✓	
Local road network			✓			
Availability of public transport			✓			
Boarding Lodging facilities for tourists						
Availability of hotel accommodation		✓				
Availability of Govt. Rest Houses			✓			
Availability of community guest houses					✓	
Availability of camping sites				✓		
Availability of restaurants			✓			
Availability of local traditional food		✓				
Safety and security for visitors			✓			
Medical and health facilities		✓				
Telecom facilities			✓			
Existing tourist domestic flow		✓				
Existing foreign Tourist flow			✓			Nos. 1627 in 2023. Slowly Improving.
Potential for developing as an Olive Tourism destination	✓					



The landscape of Chitral Valley



Kalasha Cultural Festival



Landscape of lower Chitral



View of Chitral River from Nagar



Wild Markhor in Chitral Gol NP

6.3 Area of Upper Dir, KP Province

Short description of Area	Accessibility	Boarding and lodging facilities
<p>The area of Upper Dir is very rich in natural beauty and builds on the hospitable Pakhtoon culture of local people.</p> <p>Especially, the Valleys of Kumrat, Doog Dara, and Ushirai Dara are famous because of their breathtaking mountain scenery and the simple way of life of local communities.</p> <p>There are a number of sites of wild olive and increasing olive-planted orchards.</p> <p>There are several trekking routes that link this area with Chitral and Upper Swat.</p> <p>There are good possibilities for developing olive tourism products for the domestic and foreign tourist market segments.</p>	<p>The area of Upper Dir is easily accessible from Islamabad and Peshawar via Malakand, Swat, and Chakdara (5 hrs. driving from Islamabad; 5 hrs. from Peshawar).</p> <p>Dir town is connected to the rest of Pakistan via Chakdara.</p> <p>Public transport is also available from Peshawar Mardan and Swat. Several bus companies operate daily air-conditioned bus services from Dir to different cities including Karachi.</p> <p>Summer is the main tourist season in this area. During the winter season, the flow of tourists is quite limited because of harsh weather conditions and difficulty of access due to heavy snowfall.</p> <p>The area and most of the tourist sites are reasonably accessible.</p>	<p>At present, there are around 10 hotels with around 100 rooms available in the town of Dir. However, most of these hotels are of low standards and do not meet the criteria of tourist accommodation.</p> <p>The second big cluster of hotels is at Kumrat, with two now good hotels and around 10 small makeshift hotels mostly of low to moderate category. A camping site is also available to provide boarding & lodging facility at Kumrat.</p> <p>Overall, there are limited boarding and lodging facilities when related to a huge number of visitors.</p>
Key elements of Destination	Key Tourism attractions	Possible Activities for visitors
<p>Outstanding Physical Features</p>	<ul style="list-style-type: none"> • Beautiful mountain landscape • Lush green alpine pastures, natural forests and meadows, rivers and stream 	<ul style="list-style-type: none"> • Trekking and camping • Landscape Photography • Horseback riding

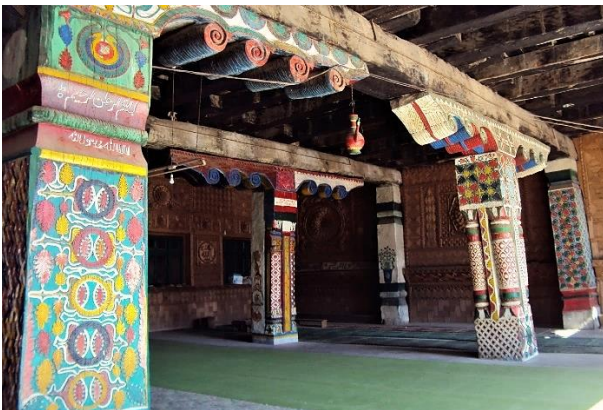
<p>Outstanding Biological Features</p>	<ul style="list-style-type: none"> • Alpine pastures and natural forests • Natural resources – wild herbs, mushrooms and wildflowers • Availability of different wildlife in the surrounding mountains such as black bear, ibex, red fox, wolf, snow cock, and rock partridge, and several species of birds • Fruit orchards, walnuts, Chilgoza pine, and olive groves in the valley and around villages • Agriculture fields 	<ul style="list-style-type: none"> • Trekking and camping to high pastures and passes. • Photography • Bird watching and wildlife sighting. • Study of wildflowers, butterflies, and medicinal herbs • Visiting olive groves and experiencing olive picking
<p>Outstanding Cultural Features</p>	<ul style="list-style-type: none"> • Pakhtoon Culture, music and dance • Traditional rural setting • Local home-cooked food • Availability of a few Heritage sites such as Dir Fort 	<ul style="list-style-type: none"> • Village tour • Sightseeing tour of Dir Fort • photography • Visiting handicraft centers • Traditional homestay

Rapid Assessment Checklist – Upper Dir

Features	Overall Grading in Various Segments					Remarks
	Excellent	Good	Satisfactory	Poor	Not Available	
Tourist Attractions						
Landscape beauty	✓					
Historical/archaeological sites				✓		
Cultural of local people		✓				
Sites of religious significance		✓				
Folk music, dance and art		✓				
Natural attractions/Olive Grows	✓					
Wildlife sighting		✓				
Accessibility						
Accessibility by air					✓	
Accessibility by road		✓				
Accessibility by train					✓	
Local road network			✓			
Availability of public transport		✓				
Boarding Lodging facilities for tourists						
Availability of hotel accommodation			✓			
Availability of Govt. Rest Houses			✓			
Availability of community g-houses					✓	
Availability of camping sites				✓		
Availability of restaurants			✓			
Availability of local traditional food			✓			
Safety and security for visitors			✓			
Medical and health facilities		✓	X			
Telecom facilities			✓			
Existing tourist domestic flow		✓				
Existing foreign Tourist flow				✓		Improving slowly
Potential for developing as an Olive Tourism destination		✓				



The landscape of Dir



An old mosque at Thal



A private museum at Kumrat



Village view of Dir area



A tourist makeshift hotel near Thal Kumrat

6.4 Area of Chakwal, Punjab Province

Short description of Area	Accessibility	Boarding and lodging facilities
<p>The area of Chakwal district, Potohar region of Punjab, is very rich in natural and cultural tourist assets and is also an established name as a tourist destination because of several tourist sites located within the boundaries of this district.</p> <p>The unique Potohari culture and lifestyle of local people are an added tourist attraction of this area.</p> <p>The government of Punjab has declared the Potohar region as "Olive Valley" and around 1.2 million olive trees have been planted on 8000 acres.</p> <p>Also, large patches of wild olive are present in the district.</p> <p>A well-established Olive Research Center (CEFORT - BARI Chakwal) is also located here.</p> <p>There are very high possibilities of developing olive tourism products for the domestic and foreign tourist market segments.</p>	<p>The area of Chakwal is easily accessible from Islamabad and Lahore via Motorway M-2. It takes around 3 hrs. from Lahore and 2 hrs. from Islamabad to reach Kallar Kahar, a tourist spot on the motorway. The nearest airport is at Islamabad; Lahore is also in the reach.</p> <p>Public transport is available from Lahore, Islamabad and Rawalpindi.</p> <p>The area is a year around destination, but main tourist season is from October to April as weather conditions are moderate during these months.</p> <p>A number of sites where olive farms have been established are easily accessible via Motorway.</p>	<p>Some good to moderate standards boarding and lodging facilities are available at Kallar Kahar, which is a central place in this region. TDCP operates a motel with 14 rooms capacity at scenic place near Kallar Kahar Lake.</p> <p>Number of restaurants and two service area of M-2 are also available at Kallar Kahar.</p>

Key elements of Destination	Key Tourism attractions	Possible Activities for visitors
<p>Outstanding Physical Features</p>	<ul style="list-style-type: none"> • Beautiful hills landscape • Hilly area of Salt Range – Khewra Salt Mines • Salt Range wetland complex having five lakes. • Water spring • Chinji National Park, in Talagang tehsil, features deserts as well as shrublands. The region is recognized for its subtropical vegetation, which is home to a great number of important plant species and mammals such as the Urial, the Bengal fox, the Golden jackal, the Indian wolf, and the Indian pangolin. Some game birds are also included like the Grey Francolin and the Common Wood Pigeon. • Fruit orchards and olive groves • Agriculture fields • Bari Agriculture Research Center 	<ul style="list-style-type: none"> • Trekking and camping • Landscape Photography • Horseback riding • Boating • Trekking and camping • Photography • Bird watching and wildlife sighting. • Study of wildflowers, butterflies and medicinal herbs. • Visiting olive groves and experiencing olive picking • Visiting Bari Chakwal
<p>Outstanding Cultural Features</p>	<ul style="list-style-type: none"> • Potohari Culture, music, and dance • Seasonal festivals • Olive festival • Traditional rural setting • Local home-cooked food 	<ul style="list-style-type: none"> • Village tour • Sightseeing tour of heritage sites and museum • Photography

	<ul style="list-style-type: none"> • Availability of historical and Heritage sites such as Ketas Raj, Malot, Nandana, Rohtas, Takht e Babari & museum. 	<ul style="list-style-type: none"> • Visiting handicraft shots and olive center • Traditional homestay
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Rapid Assessment Checklist – District Chakwal

Features	Overall Grading in Various Segments					Remarks
	Excellent	Good	Satisfactory	Poor	Not Available	
Tourist Attractions						
Landscape beauty	✓					
Historical/archaeological sites	✓					
Cultural of local people	✓					
Sites of religious significance	✓					
Folk music, dance and art	✓					
Natural attractions/Olive Grows	✓					
Wildlife sighting		✓				
Accessibility						
Accessibility by air		✓				
Accessibility by road	✓					
Accessibility by train					✓	
Local road network			✓			
Availability of public transport		✓				
Boarding Lodging facilities for tourists						
Availability of hotel accommodation		✓				
Availability of Govt. Rest Houses			✓			
Availability of community guest houses					✓	
Availability of camping sites				✓		
Availability of restaurants			✓			
Availability of local traditional food			✓			

Safety and security for visitors			✓			
Medical and health facilities		✓				
Telecom facilities			✓			
Existing tourist domestic flow		✓				
Existing foreign Tourist flow				✓		Improving slowly
Potential for developing as an Olive Tourism destination	✓					



The landscape of Kallar Kahar in Chakwal District



Olive plantation at Chakwal



Olive orchard at Lawa



Ketas Raj Temple complex



Kanhati camping village

6.5 Area of Musakhel, Balochistan Province

Name of Area	Accessibility	Boarding and lodging facilities
<p>The area of Musakhel has good potential for rural tourism.</p> <p>Burg Pusht village of Buzdar tribe is an ideal spot for Olive Tourism Destination in this area, having a beautiful landscape, forests of wild olives, and orchards of planted olives.</p> <p>There are also good possibilities for developing Olive Tourism products for the domestic tourist market segments.</p>	<p>The area is accessible via DG Khan, Fort Munro, and Rakhni. Fort Munro is a popular hill resort at the board of Punjab and Balochistan, visited by many domestic tourists from southern districts of Punjab. This area can easily be visited on a day trip from Fort Munro.</p> <p>Public transport is available from Rakhni and DG Khan.</p> <p>Due to security issues, this area is presently not suitable for foreign tourism.</p>	<p>There are no boarding and lodging facilities available for tourists in this area.</p> <p>The nearest point where hotel facilities are available is Fort Munro where several guest houses are available for visitors to stay. TDCP also operates a motel and restaurant.</p> <p>There is potential to develop community-managed guest rooms for visitors</p>
Key elements of Destination	Key Tourism attractions	Possible Activities for visitors
<p>Outstanding Physical Features</p>	<ul style="list-style-type: none"> • Beautiful mountain landscape • Natural Forests of Koh - e Sulaiman 	<ul style="list-style-type: none"> • Trekking and camping • Landscape Photography • Camel riding

<p>Outstanding Biological Features</p>	<ul style="list-style-type: none"> • Natural forests • Natural resources – wild herbs and wildflowers. • Availability of different wildlife in the surrounding mountains such as Urial, red fox, wolf, black and brown partridge and number of species of birds • Fruit orchards and olive groves in the valley and around villages • Agriculture fields 	<ul style="list-style-type: none"> • Trekking and camping to high pastures and passes • Photography • Bird watching and wildlife sighting. • Study of wildflowers, butterflies and medicinal herbs • Visiting olive groves and experiencing olive picking • Hunting
<p>Outstanding Cultural Features</p>	<ul style="list-style-type: none"> • Tribal Balochi Culture • Traditional rural setting • Local home-cooked food • Heritage site at Fort Munro 	<ul style="list-style-type: none"> • Village tour • Sightseeing tour of Fort Munro • Photography • Traditional homestay

Rapid Assessment Checklist – Musakhel Area

Features	Overall Grading in Various Segments					Remarks
	Excellent	Good	Satisfactory	Poor	Not Available	
Tourist Attractions						
Landscape beauty		✓				
Historical/archaeological sites				✓		
Cultural of local people		✓				
Sites of religious significance		✓				
Folk music, dance and art	✓					
Natural attractions/Olive Grows	✓					
Wildlife sighting			✓			
Accessibility						
Accessibility by air				✓		Via Multan
Accessibility by road		✓				
Accessibility by train					✓	
Local road network			✓			
Availability of public transport			✓			
Boarding Lodging facilities for tourists						
Availability of hotel accommodation			✓			At Fort Manro
Availability of Govt. Rest Houses			✓			
Availability of community guest houses					✓	
Availability of camping sites				✓		
Availability of restaurants			✓			
Availability of local traditional food		✓				
Safety and security for visitors			✓			
Medical and health facilities			✓			
Telecom facilities			✓			
Existing tourist domestic flow				✓		
Existing foreign Tourist flow				✓		
Potential for developing as an Olive Tourism destination		✓				

Glimpses of Burg Pusht and the surrounding area of Musakhel



The landscape of Burg Pusht. Musakhel



7. SWOT Analysis

The following SWOT analysis is based on physical observations and discussions held with various stakeholders during the field visits and during the Round Table on Olive Oil Tourism organized at Kallar Kahar on 24th September 2023, attended by representatives of the local community, and government and non-governmental agencies (List of Participants at **Annex III**).

Strengths	Weaknesses
<ul style="list-style-type: none"> • Beautiful mountain landscape • Presence of a number of archeological and heritage sites • Number of short walks and hikes in the surrounding mountains • Availability of olive wild and planted olive groves. • Variety of wildlife and opportunity for wildlife watching • Medicinal Plants, wildflowers, and butterflies • Local Handicrafts and artisans at work • Availability of fresh fruits and dry fruit products • Hospitable and friendly people • Traditional lifestyle of local people • Reasonably easy access to most sites • Many gastronomy identities in the different areas 	<ul style="list-style-type: none"> • Lack of tourist facilities, such as picnic spots, public toilets, first aid and car parking, etc. • Low standard of tourist boarding and lodging facilities due to poor hygiene • The local community is not trained in tourist handling • Poor visitor orientation, information, and management (including signboards) • Poor arrangement for solid waste management • Seasonal nature of tourism business • Misconception about security risks among foreign tourists • Poor standard of public transport facilities
Opportunities	Threats
<ul style="list-style-type: none"> • Interest of government institutions, NGOs, and development sector projects to promote Olive Oil tourism in Pakistan. • Good opportunity to develop new tourism products such as Olive Tourism • Opportunity to develop community-based eco-lodges and guest houses for visitors. • Opportunity to improve the tourist information by establishing Visitors Information Centres, and olive trails with proper signposting. • Preparing information material in print and electronic form, use of social media. 	<ul style="list-style-type: none"> • Unplanned development of tourism facilities can damage the pristine landscape and natural beauty of this areas. • Overcrowding may increase in noise and air pollution and also disturb locals' way of life. • Disturbance to wildlife if there are too many trekkers going into wilderness areas. • An increase in demand for firewood for accommodations may increase pressure on forest resources.

- Opportunity to Involve local women and local youth in the olive value chain and handicrafts production and establishing olive products cum craft shop to promote community-made products.
- Overpricing and inflation are negative for the local population.
- Raise begging among local children
- Increasing littering requires enhanced management of solid wastes

Glimpses of Roundtable Discussion held at Kallar Kahar on 24th September, 2023



8. Key Findings of SWOT Analysis

- Looking at the analysis of strengths of five potential sites highlighted in the above SWOT analysis, it is very clear that the five areas of potential sites for olive tourism have good geographical features, interesting biological conditions, and very suitable natural and cultural environments, which make these areas suitable to promote community-based olive tourism. The potential for new tourism products such as olive tourism can be developed to attract a reasonable number of nature-loving tourists, predominantly from the educated middle-income groups within Pakistan and foreign markets as well. **The areas of Chakwal and Swat are ideal for starting pilot projects: they have attractive landscapes, rich heritage, better infrastructure, a reasonable level of boarding and lodging facilities, and they are also easily accessible, as compared to the other three areas, so they are most suitable to start pilot projects of olive tourism in Pakistan.**
- However, the weaknesses pointed out in the above SWOT analysis suggest that there is a lack of tourism infrastructure facilities, tourist boarding, and lodging facilities, and staff in hotels are not trained so the overall standard of hygiene and cleanliness is very low.
- Hence there are good opportunities to work with local stakeholders to strengthen the local hospitality sector and to develop community-based eco-lodges and guest rooms in selected local houses to provide authentic traditional boarding and lodging facilities to the visitors.
- Similarly, under the opportunities the participants of the roundtable have indicated several thematic or local areas that are ready to develop new tourism products/activities, using their great natural landscape and cultural aspects. There is also interest from national and international development agencies and NGOs in creating new economic opportunities for the people of these areas. This will be greatly helpful in initiating initial work to make olive tourism an integral part of the local economy.
- Under threats, the main concern which was brought out by the participants is the level of stress on the natural resources and increase in the environmental pollution due to the large number of tourists and uncontrolled tourism activities in the rural areas, which are not properly equipped to manage these aspects. The local inhabitants are also concerned about the problems associated with over-tourism, such as an increase in noise pollution, disturbance in day-to-day life, and other social issues. These threats can be managed through proper planning and an integrated approach by incorporating elements of sustainability in the development process. It is the peculiar characteristic of sustainable tourism to prevent the problems above mentioned.
- There will be, therefore, the need to handle these issues through an action-oriented approach by promoting responsible tourism in these areas, and by setting a code of conduct for visitors and tourism service providers.

PART II

Responsible Participatory Olive Tourism Plan

The Responsible Participatory Tourism Plan (RPTP) has been prepared based on the assessment of potential sites and feedback received from the Project and different stakeholders, and on the experience of the good Practices of “*The olive oil roads*” developed in Italy and in other Mediterranean countries.

1. Introduction

Olive oil tourism, also known as "olive tourism" or "olive oil cultural tourism," refers to a type of tourism that focuses on the exploration and promotion of olive oil production and its cultural and culinary significance in a particular region. It involves offering tourists immersive experiences related to olive oil, such as visits to olive groves, olive oil mills, tasting sessions, cooking classes, and cultural activities centered around this valuable product. The goal of olive oil tourism is to educate visitors about the olive oil production process, its history, and health benefits, and to provide them with an authentic and enjoyable cultural experience.



Olive Tourism – a group of tourists visiting olive grove in Chakwal area during an experimental olive tour organized by STFP

As reported in Part-I, olive cultivation has witnessed remarkable growth in recent years, transforming arid landscapes into lush groves of olive trees. This once-unfamiliar crop is now gaining popularity among farmers and investors alike, offering a promising future for the country's agricultural sector.



A shop selling olive oil and other products of olive at Kallar Kahar, Chakwal District

One of the main driving forces behind this transformation has been the efforts of different projects from 2012 onward. Subsidies, training programs, and technical support have been provided to farmers to ensure the successful adoption of olive farming techniques.

It is pertinent to mention that the areas that are suitable for olive cultivation in Pakistan also have very high potential to promote olive tourism because of their attractive rural landscape, rich culture, natural heritage, and hospitable local communities. On these grounds, for the first time in Pakistan, Olive tourism is a component of an endeavor focused on developing the olive value chain, as the OC Project has identified the potential of such business.



Olive Plantations in Salt Range Areas of Punjab

As highlighted in the SWOT analysis of the potential areas for olive tourism in the Part-I of this report, it is very encouraging to know that the five areas of possible sites for olive tourism have good geographical features, interesting biological conditions, very suitable natural and cultural environment which make these areas suitable to promote community-based olive tourism. The potential can be developed to attract a reasonable number of nature's loving tourists – predominantly from well-educated middle-income groups and youth within Pakistan, as well as the foreign markets. **The areas of Chakwal and Swat in terms of their attractive landscape and rich heritage are ideal destinations to start pilot projects. These two areas have comparatively better infrastructure, a reasonable level of boarding and lodging facilities and they are also easily accessible as compared to the other three areas, so they are most suitable to start pilot projects of olive tourism in Pakistan.**

The aim of promoting olive tourism in the selected areas should be to increase the income of local communities while meeting the needs of present tourists and host communities by protecting and enhancing opportunities for future generations. Therefore, the focus of olive tourism RPTP should be on the following four goals:

- Conservation of natural and cultural diversity of the selected destinations to ensure sustainable long-term benefits for local communities and tourism businesses.
- Minimizing tourism's negative impacts on the natural environment and local culture and heritage to ensure long-term sustainable use of these resources.
- Sharing maximum socio-economic benefits of olive tourism with the local communities.
- Achieving a high level of visitors' satisfaction by focusing on improving the quality of tourism and hospitality services provision by the local community.

2. The following strategic actions are proposed to achieve the above-mentioned goals:

2.1 Protection of Natural Endowments and Cultural Heritage

The protection of the rich natural endowments and cultural heritage of the selected areas is the topmost concern of this Plan to ensure the long-term viability of olive tourism development. Therefore, all efforts will be made to ensure that the natural landscape and cultural heritage of selected areas are not disturbed due to olive tourism activities. All the facilities and activities will be planned in consultation with local communities and other concerned stakeholders in the public and private sectors. Efforts will be made to support the ongoing efforts of the government to protect the natural and cultural efforts through effective coordination with the concerned agencies and departments. The local community may support the concerned departments in implementing zoning rules and regulations and be part of the monitoring mechanism.

2.2. Sensitization of Local Community and other Stakeholders

The concept of olive tourism is new in Pakistan and generally, people do not understand what it is all about. Therefore, sensitization of the local community as well as other key stakeholders is the most important step towards the development of olive tourism in the selected area. The Plan is developed with the participation of the local community and key stakeholders to ensure the ownership and support of everyone.

Before implementation starts, the opinion makers from the local community like heads of villages, religious leaders, teachers, male and female social workers, and tourism-related entrepreneurs should be mobilized to improve affinity for olive tourism in the selected areas. It will be useful to highlight potential income and job creation opportunities and other associated economic benefits to the community members. The negative and positive environmental, cultural, and economic impacts of tourism should also be discussed with them so that means to minimize and eliminate negative impacts should be adopted with the cooperation of all the members.

The importance of civic responsibilities, cleanliness, waste management based on the 3-R method (Reduce, Reuse, Recycle), and the use of eco-friendly technologies such as energy-efficient stoves, solar panels for electricity, and water heating should also be promoted through community leaders and social activists. Along with creating religious tolerance and respect for each other's beliefs and sustainable use of natural resources, it is equally important that the local community know-how to protect its cultural values and traditions.



Olive Pickle Production by Olive Business Development Group, Chakwal Punjab



Olive Value added by-products by Olive Business Development Groups, Lower Dir, KP

2.3 Institutional Arrangements

2.3.1 Formation of Destination Olive Tourism Management Committees (DOTMC)

A tourism product is usually developed after combining a number of components such as transport, boarding and lodging, food and beverages, tour guide services, local handicrafts, folk music & dance, and a number of other elements of local services and entertainment. In olive tourism, it is the key element that olive growers and local community members are engaged in providing these services to the visitors so that they can get the maximum economic benefit from providing these services.

To develop close coordination among all the key service providers and local stakeholders, it is important to formulate a common platform at the District level, and this could be done by setting up a Destination Olive Tourism Management Committee (DOTMC).

This Committee should create a good working relationship among all the local stakeholders and its function should be as under: -

- Take all the decisions for the development and promotion of olive tourism in the selected areas with the consensus of all its members.
- Create a good working relationship among all the service providers as well as establish a good network with the concerned government departments and other relevant institutions in the private sector.
- Sensitize local stakeholders about the negative and positive environmental, cultural, and economic impacts of the tourism program.
- Implement a code of conduct for eco-friendly responsible olive tourism in the designated areas.
- Define a conflict resolution mechanism to address any disputes that may arise among the stakeholders.

The DOTMC should have representation of the following stakeholders: -

- **Public Sector**
 - Assistant Commissioner of the respective area
 - District Tourism Officer
 - District Agriculture Officer
 - Representative of Olive Research Institution/In charge of olive development
 - District Forest/Wildlife Officer
 - District Social Welfare Officer

- **Private Sector/Community**
 - Three/Four Representatives of Olive farmers at the district level
 - Representative of local Hotels and Restaurants Association
 - Representative of local tour guides
 - Representative of local homestay/eco-lodge owners
 - Representative of local youth/women's association

2.3.2 Formation of Provincial Olive Tourism Coordination Committee (POTCC)

Similarly, there is a need to establish good coordination among public and private sector stakeholders at the provincial level to ensure that the planned interventions for olive tourism development and promotion are implemented smoothly, and there is a necessary coordination mechanism available to achieve the set targets.

This Committee should create a good working relationship among all the key stakeholders; its function should be as under:

- Develop coordination among different public and private sector partners to facilitate olive tourism programs in selected areas of the province.
- To coordinate among various government agencies for providing basic tourist infrastructure and amenities such as solid waste management, water supply, sewerage system, electricity supply, etc. in the areas selected for ecotourism.
- To create effective coordination with law enforcement agencies to provide a safe and secure environment to the visitors of olive tourism areas.
- Sensitization of all the stakeholders about the negative and positive environmental, cultural, and economic impacts of the tourism program.
- Provide support to DOTMC for the development of various facilities and activities for the visitors.
- Provide support to DOTMC to implement a code of conduct for eco-friendly and culture-friendly tourism in the designated areas.

The POTCC should have representation of the following stakeholders: -

- **Public Sector**
 - GM-level representative of the provincial tourism department
 - Representative of Olive Research Centre/In charge of olive development
 - Representative of the Forest/Wildlife Department
 - Representative of the Provincial Agriculture Department

- **Private Sector/Community**
 - Five Representatives of olive farmers
 - President of Sustainable Tourism Foundation
 - CEO of Agri-tourism Corporation
 - Representative Tour Operators Association
 - Representative of local Hotels and Restaurants Association
 - Representative of local tour guides
 - Representative of local homestay/eco-lodge owners
 - Representative of local youth/women's association

2.3.3 Formation of National Olive Tourism Coordination Committee (NOTCC)

As it is important to establish good coordination among public and private sector stakeholders at the provincial level, similarly, there is a need to ensure effective coordination at the national level to get the necessary support from the relevant departments and organizations for the implementation of strategic actions for the development and promotion of olive tourism.

The National Committee should have the mandate to create national interest in olive tourism and ensure a good working relationship among all the key stakeholders at the federal level; its function should be as under: -

- To issue policy guidelines for the development and promotion of olive tourism aligned with national tourism strategy.
- Develop coordination among different public and private sector partners at the national level to facilitate olive tourism development and promotion.
- To coordinate among various government departments and donor agencies to arrange funding and technical support for the development and promotion of olive tourism in Pakistan.

The NOTTC should have representation of following stakeholders: -

- **Public Sector**
 - MD of Pakistan Tourism Development Corporation (PTDC)
 - Additional Secretaries of all provincial tourism departments, or their high-level representatives
 - NPD of Pak Olive Project (POP)
 - Head of Green Pakistan Project
 - Representative of NCRD

- **Private Sector/Community/Foreign assistance**
 - Farmers representatives (foundations/associations/cooperatives/private)
 - President of Sustainable Tourism Foundation (STFP)
 - CEO of Agri-tourism Development Corporation (ADC)
 - President of Pakistan Association of Tour Operators (PATO)
 - Representative of OCP Project/AICS Islamabad

2.4 Development of Olive Tourism Infrastructure in the Selected Areas

2.4.1 Development of Pakistan Olive Tourism Routes

Based on the information gathered during the assessment stage, various routes of olive tourism in Pakistan can be developed by linking the destinations through a systemic plan. Each Olive route will have a starting point and an ending point. Various tourist attractions offering tourists immersive experiences related to olive oil, such as visits to olive groves, olive oil mills, tasting sessions, cooking classes, and cultural activities as well as sites of archaeological and cultural interest in the vicinity of olive groves will be marked on the Olive Tourism Routes. Moreover, facilities for visitors such as accommodations, restaurants, tourist information centers, souvenir shops, etc. will also be marked on these olive routes.

Establishing Olive Tourism Routes that lead tourists through olive groves and picturesque landscapes is the key element of the Plan. A clear path can be developed to provide easy access to the visitors to the olive groves. The trail must be signposted with the distance from start to end and about the key features along the way. A leaflet with details and a map of olive oil groves, mills, and other key tourist features along the way can also be developed. An example is given hereunder:



Figure: Olive Tourism Route in the area of Chakwal District of Punjab

After the 18th amendment to the constitution of Pakistan, the Provincial Tourism Departments have the mandate to develop and promote tourism in all the territories under their respective control. Therefore, it is important to establish close coordination with provincial tourism departments to get their support and assistance for the development of these routes in the selected areas and start a proper signposting initiative. There are good possibilities that certain activities related to olive tourism will be sponsored and facilitated by these provincial-level tourism departments. Moreover, developing liaisons with the Pakistan Tourism Development Corporation at the national level can also be greatly helpful in undertaking various promotion and marketing activities related to olive tourism routes.

2.4.2 Development of Olive Tourism Activities for the Visitors

Promoting olive tourism can be a fantastic way to showcase the rich history, culture, and culinary significance of olive oil production in the selected areas. As explained in Chapter 1, the selected areas are highly suitable for promoting olive tourism due to the beauty of their natural landscape, rich cultural heritage sites, and available related potential activities.

Here under are some creative ideas to develop olive tourism activities to enhance the interest of people to visit a particular area and then stay there for some days:

- **Olive Oil Tasting Tours**

Offering guided tours of olive groves and olive oil mills, where visitors can learn about the cultivation of olive trees and the olive oil extraction process, having the opportunity to taste various olive oils, can be an additional sensory experience for the visitors. Different options for a

half-day trip to a day-long trip can be developed and promoted through a dedicated website or social media page.



OliveCulture stall for Olive Oil Tasting at Euro Village 2024, Islamabad

- **Olive Oil and Cultural Tours**

To create combined tours joining other nearby tourist sites that highlight both olive oil and sightseeing of cultural and heritage sites. This can offer visitors a wholesome touristic experience of the area. For this purpose, various multi-day trip options can be developed in association with the Pakistan Association of Tour Operators (PATO) and provincial tourism departments. Tour guides can be trained to conduct group tours in a professional manner. For this purpose, dedicated training programs for tour guides can be organized for selected locally educated youth. This will not only bridge the gap in finding trained tour guides but will also create decent job opportunities. Services of these trained guides can be offered through the Visitor Information Centers. Moreover, PATO, TDCP, and STFP can also use their platforms to organize such tours regularly to encourage the engagement of these young tour guides.



Guided tours offer visitors a wholesome touristic experience of the area.

- **Cooking Classes**

Tourists are always interested to know about the local food and cuisine. In combination with olive oil tasting, cooking classes can also be arranged for the interested visitors. Visitors can learn to prepare traditional dishes from the region that highlight olive oil as a key ingredient. This hands-on experience can be a big draw. In many Mediterranean countries cooking classes are part and partial components of olive tour packages.



Visitors can learn to prepare traditional dishes from the region that highlight olive oil as a key ingredient

- **Harvest Experience**

During the olive harvest season, tourists can be invited to participate in the picking of olives. They can experience the traditional methods or modern techniques used in harvesting. This can be a great way to engage visitors in the entire process.



Tourists participating in olive picking activity

- **Olive Festivals**

Organizing olive festivals celebrating the local culture, music, and food can be an excellent idea to attract a good number of visitors to olive-producing areas. Olive oil tastings, cooking competitions, and demonstrations by local chefs using olive oil in creative ways can be included to generate the interest of visitors to attend these festivals. The festivals held at Chakwal for the last many years, at Kallar Khar, and the olive Galas organized by the OC Project at Tarnab (March 2023) and Islamabad (November 2024) have attracted large masses.



Olive Festival at Bari Chakwal



Pak Olive Gala at Islamabad



Olive Gala at Tarnab KP

- **Educational Workshops**

Workshops and seminars about the health benefits of olive oil, the history of olive oil production, and its significance in the local culture can also be organized for groups of students, special interest tourists, and groups of youth and media. Experts from olive projects, research centers, institutions, and health specialists/nutritionists can be invited to share their knowledge on this subject.

- **Collaborations with Restaurants**

Partnerships can be established with local restaurants to feature olive oil-themed dishes on their menus. A campaign can be launched which promotes use of locally sourced olive oil in special

dishes in participating restaurants. The massive effort made by the OCP through social media on the promotion of the subject can be leveraged.



Olive oil-themed dishes can add value to the menu of a restaurant

2.4.3 Establish Visitors Information Centres (VICs)

Establishing a Visitors Information Centre (VIC) is a very useful tool for enhancing the interest of visitors arriving in a new tourist area. A VIC managed by the Destination Olive Tourism Management Committee (DOTMC) will not only serve the purpose of disseminating information about olive tourist places in the selected regions, but it will also provide a useful venue to sell various services/products provided by the farmers/local community. The VIC should be established at a suitable location at the entry point of the selected areas, or at the central place which could support a cluster of olive farms in the vicinity. It should be properly signposted, and its location must be available on Google Map. Information about different tourist spots, olive farms, and activities for the visitors should be displayed using a well-designed poster-cum-map on the one wall of this Centre.

The VIC should have a reception-cum-information counter, where visitors could contact local staff, get information, and book local tour guides and rooms in hotels, Eco-Lodges, camping sites, etc. This Centre should also have display racks for local handicrafts/olive products and other value-added products from the farms of surrounding areas for sale to visitors at fixed prices. A percentage of income from the sale of booking of hotels and profit from the sales of handicrafts and olive products should be collected in a separate account, and this amount should be used to meet the operational cost of the Centre. The staff should be local, knowledgeable, and educated young persons. Having also skills in good public dealing. The staff posted at the VIC should also manage an emergency helpline number where visitors could call if needed and get help.

2.4.4 Boarding and Lodging Facilities for Visitors

The provision of boarding and lodging facilities to the visitors is the basic requirement in any tourist area. Most of the hotels and guest houses available in the selected areas lack a good standard of services. There is also not enough information available in the tourist publications about their locations, contact numbers, and rates. The following steps can be taken to improve the availability of boarding and lodging facilities in the selected areas:

- **Improvement of existing Boarding and Lodging Facilities**

After careful evaluation, interest-free/low-rate loans/microloans or matching grants can be provided by finance institutions such as Akhuwat and NRSP to some of the selected local entrepreneurs who are interested in upgrading their hotels and guest houses as per recognized standards of tourist accommodation. Efforts should be made to incorporate eco-friendly technologies such as the use of solar water heating, solar lighting, the use of LED lights, water conservation techniques such as rainwater harvesting, proper arrangement for solid waste and sewerage water disposal, etc in the package of the upgrade scheme. This will be greatly helpful in improving the overall standards of boarding and lodging facilities in the selected area.

Training programs in hospitality management skills such as front office management, housekeeping, food and beverage service, and cooking should also be arranged by STFP with the support of the College of Tourism and Hotel Management (COTHM) to improve the quality and standard of services of these hotels. These trainings should be organized using their own hotels and lodges to save cost and allow them to learn in improving their own hotel facilities and ambiance at the same time.

Moreover, room rates of these hotels and guest houses should be fixed for peak tourist season, and low tourist season, by introducing a standard pricing mechanism by the DOTMCs. This will be good for the entrepreneurs as well as for the tourists, avoiding exploitation by the service providers. PTDC has developed national minimum standards and guidelines for Tourism and Hospitality Services. They can be adopted to ensure that the boarding and lodging services are developed and managed as per these standards.

- **Establish Village Eco- Lodges**

Building a new hotel or a guest house requires an investment of large sums of money, which is usually not possible for most of the farmers/community members. To overcome the lack of tourist accommodation in the selected areas, there is the possibility to introduce the concept of Village Eco-Lodges. In most of the olive farms, there are *Deras* where few rooms are built as a guestroom or as storage. These *Deras* can be further upgraded as Village Eco-Lodges to provide better boarding and lodging facilities to visitors.



These Village Eco Lodges can provide neat and clean traditional accommodations to visitors at fixed rates. The guests can be served home-cooked prepared with traditional dishes enriched by olive oil as per a simple standard menu. One or two members of the household can be trained in the Eco-lodge management skills through a short training course and one of the female members can be trained in preparing standard meals under hygienic conditions for the visitors.

To improve the standard of accommodation facilities at these Village Eco Lodges, there may be a need to add a good toilet facility or improve the existing toilet facility. Some of the lodges may need improvement in the furniture and bedding etc. For this purpose, willing institutions and organizations/donor-funded projects /microcredit banks may extend matching grants or micro-loans on soft terms and conditions to the owners of selected Village Eco Lodges, after careful assessment of their business plans.

After the improvement, all the upgraded Village Eco Lodges may be listed with the VICs and their booking can be managed through a rotational room booking system to equally benefit all the village Eco Lodge owners. A small percentage of sales of booking should be paid by the owner of the Eco Lodes to VICs, which will help in meeting the operational expenses.

- **Development of Tourist Camping Site**

Interest in camping is growing as an outdoor activity among nature-loving domestic tourists, particularly the youth. Foreign tourists also love to stay in camping sites, provided they are properly managed and located at secure and scenic locations. Secondly, it is a less expensive way to stay out for the night and great fun. It is also a way to provide additional boarding and lodging services to tourists during the peak season when there is more demand for accommodation.

To provide camping accommodation facilities to visitors at climatically suitable locations, camping sites can be established. These tourist camping sites may provide the following facilities:

- A minimum of 6 large-size tents equipped with neat and clean bedding, closed cell foam mattresses, and sleeping bags.
- A parking space
- Two to three wooden picnic-type tables with benches.
- A source of safe drinking water.
- A source of fireplace suitable for cooking, located downwind of the camping site to avoid the prevailing winds in summer.
- A communal washroom facility equipped with washbasins and toilet seats.
- An adequate number of scavenger and windproof rubbish bins supported by a regular rubbish removal arrangement.
- Fire safety equipment.
- A secure but unobtrusive boundary security fence.
- A caretaker hut cum kitchen
- Solar water heating and lighting system with indirect LED lights.



These camping sites should be managed by a full-time caretaker from the local community who is trained in camping site management skills, and one assistant who would be responsible for the security and maintenance of the facilities. The caretaker should also be trained in first aid skills so that he can handle any medical emergency on the spot. Services could include the provision of hygienically cooked traditional food. If funds are available, a couple of prefab camping pods can be installed to provide upscale facilities for these camping sites.

A sign board explaining the basic camping rules and regulations should be installed at a suitable place close to the main entrance of the camping site. Additionally, there should be adequate signs indicating the route to and from the campsite for different tourist activities, olive groves, and walking trails. Visitors should be instructed about maintaining proper cleanliness of the camping area and its facilities. The location of these camping sites should also be indicated on the tourist guide map of the selected areas.

2.4.5 Development of Picnic Spots

There are a number of good spots in the selected areas with nice views of the surroundings. Picnic spots can be developed at such sites for day visitors in the olive farms or at nearby locations. The most suitable sites should be selected with the help of the DOTMCs and developed through matching grants with selected local entrepreneurs, maybe as micro-enterprises.



Each picnic spot site should have the following facilities:

- Should be easily accessible from the main road with a secure parking facility for four to five vehicles.
- A code of conduct for the visitors should also be displayed on a signboard at the entrance of the picnic spot.
- A small tuckshop or a kiosk should be constructed in local style to serve snacks and beverages to visitors at fixed prices.
- Three to four picnic tables/benches and possible overhead shades should be provided.
- A toilet facility should be provided at a reasonable distance from the picnic spot.

- A rubbish disposal system should be provided by installing wind, weather, and wildlife-proof litter bins.
- The maintenance of the facilities should be the responsibility of the entrepreneur running the tuckshop or kiosk at that picnic point.
- A nicely designed signboard should be displayed with brief information about the major features of the surrounding area.

2.4.6 Solid Waste Management at Tourist Spots

It has been observed that at most of the tourist sites in selected areas, the solid waste management is very poor. Most of the household waste in the villages is biodegradable, but in the areas where hotels and shops are located, there is the problem of the growing amount of non-biodegradable waste. In areas where the tourist flow is already high, it has become a serious problem. One can see heaps of solid waste lying along the roads, streets, and behind the shops, hotels, and guest houses. Similarly, no proper wastewater management system at different tourist spots is in place. The management of solid waste should be given special attention at an early stage otherwise it can create a negative impact on the landscape value of these areas. The following steps are suggested to handle the issue of solid waste:

- The DOTMCs should regularly monitor the pollution linked with tourism, to identify the problem at an early stage and adopt proper measures to solve the issues.
- As widely adopted as a standard practice also in Pakistan, three-color waste bins (green, yellow, and blue) should be installed at suitable locations. Green waste bins should be used for organic waste, yellow waste bins for non-organic recyclable waste, and blue for general waste. Proper arrangements should be made to collect waste from these bins daily. The collected waste should be taken to a sorting site where organic waste can be used for making compost and non-organic waste can be categorized into plastic, glass, cardboard, etc. for recycling purposes.
- Hotels, eco-lodges, camping sites, picnic spots, restaurants, and tea stalls should be encouraged to adopt proper in-house waste management methods by giving them training through ad-hoc programs. The method should consider reducing, recycling, re-using, compost making, and other environmentally friendly options.
- To control pollution on walking routes through olive groves, villages, and natural landscapes, a code of conduct should be introduced for visitors and tour guides. All stakeholders should ensure that litter is reduced to a minimum. Those who go on walking and hiking trips should be asked to bring back all their litter to the village for proper disposal. A fine system can also be introduced to keep wilderness areas free from pollution.



2.5 Marketing and Promotion Strategy

There is also a need to use various marketing tools to attract tourists to olive tourism areas through well-designed promotional campaigns using print, electronic, and social media. Proper networking with tour operators and national/international tourism organizations is also very important in developing different package tours.



Participation in national and international tourism expos to promote olive tourism tour packages is an effective way attract potential visitors from domestic and international markets

2.6 Signposting of Tourist Sites

Fixation of signboards can help a lot in creating interest among tourists to visit a particular site. Although there are several sites of tourist interest in each selected area, they are not properly signposted. It is, therefore, recommended that all the tourist sites are signposted through carefully designed signboards as per the internationally recognized color. These signboards should have their own identity, have a distinctive look, and have a theme to deliver the proper effective indication. A special theme selected for each site/valley should be reflected through these signboards. Efforts should be devoted to preparing signboards durable, attractive, and informative. Badly designed, poorly maintained, and improperly positioned signboards can become a source of confusion.

2.7 Olive Tourism Information Leaflet

An attractive leaflet on selected areas should be printed to provide useful information to the incoming visitors. This leaflet should have the following information:

- Brief introduction of the area (location, history, people, culture, geography, etc.)
- How to get there (means of transport, accessibility, road condition, cost)
- Where to stay? (a list of hotels/Eco Lodges/camping sites with room rent and contact numbers)
- What to see? (places of cultural and natural interest)
- What to eat? (local food/fruits, restaurants, availability of food items)
- What to do? (opportunities for different activities for the visitors available in the selected areas)
- What to purchase? (handicrafts/ clothes/fruits/olives/olive oil)
- Information about the best time to visit (Weather conditions in different seasons)
- Information about special events and festivals with their dates.
- Information about special preparation required (clothing, equipment, booking, guides)
- A visitors' code of ethics (to safeguard the natural environment and local culture)
- Address and phone number of VIC and emergency helpline number.
- A map of the selected areas

This leaflet should be printed in Urdu and English languages, and it should be available for sale at VIC in the selected areas at a nominal price to cover the printing cost.

2.8 Digital Marketing

In the modern era, the facility of the internet has changed the scenario of information flow altogether. Many potential visitors get their first inspiration to visit a particular place through the information provided on tourism websites or social media pages. A well-designed website on olive tourism in Pakistan can help a lot in generating much-needed interest among domestic as well as foreign tourists to visit particular places. It is, therefore, recommended that all information about the olive tourism sites, natural, cultural, and heritage sites, tourist activities, and other facilities of selected areas should be put on a well-designed website for broader publicity and promotion of olive tourism potential. The link to this website should also be shared on the tourism website of PTDC and provincial tourism departments.

There is also a need to use social media marketing techniques to reach out to a larger global audience. Sharing visually appealing content, cultural diversity, stories about local olive oil producers, recipes using olive oil, landscape, etc. for each selected area.

2.9 Networking with Tour Operators

The local community cannot get the full benefit of tourism activity unless they are effectively linked with tour operators. For effective marketing, it is very important to develop proper networking with tour operating companies within Pakistan and abroad. Efforts should be made to attract more quality visitors and special interest tourists such as nature photographers, culture tourists, nature explorers, trekking and hiking, etc. In this connection, a couple of exposure trips should be organized for the selected tour operators to provide them an opportunity to have first-hand exposure to olive produce areas, meet local farmers, and experience their services. After this exposure trip, these tour operators should be motivated to develop different package tours for different market segments, especially Eco-tourists. To maximize the economic benefits for the local people, special emphasis should be placed on promoting the tour packages where most of the services are provided by the local farmers and community to olive enthusiasts.

2.10 International Farm Trips for Olive Tourism Services Providers

To get first-hand experience in the olive tourism business, and understand the dynamics of the olive tourism market, there is a need to arrange foreign farm trips for olive tourism services providers. A group would visit one or two Mediterranean countries where olive tourism is in practice and, at the same time, they can attend olive tourism fairs or expos to meet with the international market players. This exposure will greatly help them to understand the dynamics of the demand and supply side of olive tourism. Moreover, it will help them to open opportunities for international olive tourism for Pakistan.



Getting first-hand experience in the olive tourism business through exposure trips can be very useful in understanding the dynamics of the olive tourism market

2.11 Olive Oil Souvenirs and Handicrafts

A range of olive oil-related products such as olive oil soaps and cosmetics, infused oils, pickles olives, olive leaves for tea, and custom-branded olive oil bottles can be developed. These can serve as keepsakes for tourists and also promote the region. Moreover, a range of different products such as coffee mugs, key chains, t-shirts, p-caps, field hats, handbags, and other items with nice logos of olive tourism can be produced. Local women can be trained to make some handmade products such as cushion covers, table mats, and wall hangings using traditional embroidery skills. In the Musakhel area, local craftsmen are producing very attractive and colorful walking sticks using branches of olive trees. These items will be very much liked by the visitors, and they will buy them as souvenirs for themselves and their family and friends. On one side they will be a good source of income for the local community and on the other side they will help in promoting the region as an olive tourism destination. The Olive Business Development Groups of Women and Youth established by the OC Project could benefit a lot from Olive tourism.





A range of olive-related value-added products and handicrafts is already available in Pakistan

2.12 Production of Documentary Films

Television is the most effective media to reach out to millions of people across the country and abroad. It can be a great source of publicity and promotion if a well-conceived documentary film on the tourist attractions of olive-producing areas is done by a professional camera team. These days many government and private TV channels are operating in Pakistan, and they can be easily motivated to produce good short documentary films if their logistic needs are met by any sponsoring agency. This kind of documentary should highlight the olive tourism potential of selected areas, and when they will go on-air they will certainly help in attracting a lot of tourists to visit these places.

2.13 Safety and Security of Visitors

The selected areas are generally considered relatively safe places for tourists. However, close coordination is required with the police departments and other law enforcement agencies. Community role is also very important, and they need to take responsibility for the safety and security of the visitors, because one single incident could create a bad reputation for the area, and the tourist business can be negatively impacted. For instance, the entrance should be closely monitored to control the infiltration of unwanted elements during the presence of tourists. Phone numbers of local police stations should also be printed in the tourist information material. The law enforcement agencies staff posted on the check posts should be trained to deal with the tourists in a polite and friendly manner.

Besides potential security threats posed by outlaws, visitor safety during tourist activities deals with threats posed by the natural environment. In general, warnings, precautions, and safety procedures should be mentioned through appropriate printed material and sign postings. Adventure activities should only be conducted under strict safety procedures. Basic first aid facilities should be provided at VICs, camping sites, hotels, guest houses, etc. Local tour guides should also be trained in providing basic first aid.

2.14 Capacity Building of Local Tourism Service Providers

Tourism is a service industry and unless the staff of tourism service providers is properly trained it is not possible to provide quality services as per the satisfaction of the visitors. In the selected areas, there is an immediate need to improve the quality of services of local tourism service providers. For this purpose, training programs should be arranged for the following skills:

- Guest house and eco-lodges management, such as front office management, food and beverage services, housekeeping, and cooking.
- Tour guiding, such as tour management, providing information to visitors, wilderness safety and security, first aid, and controlling negative impacts on natural and cultural heritage.
- Personal hygiene, required for all service providers.
- Solid waste management, required for all the hotels, restaurants, and picnic points staff.
- Local drivers, able to deal with visitors and emergencies.
- Local police and law enforcement agencies staff, in dealing with visitors and providing them accurate information and friendly facilitation.

2.15 Olive Tourism Education Program

The education of tourists and the local community is also an essential part of the sustainable development of olive tourism. The visitors and community should know the positive and negative impacts of tourism. The behaviors and habits of tourists can create both good and bad impacts on the local environment and local culture. Efforts should be made to create awareness among the local community by conducting meetings, seminars and workshops, and by delivering lectures in local schools. It is very important to create a good impression on the visitors and this target can only be achieved if the local people are trained to be a good host. The local community members as well as staff dealing with tourists should be helpful, courteous, and polite. On the other hand, the visitors should also be motivated to respect local norms, culture, traditions, and local environment. Besides holding short training programs on a time-to-time basis, this target can be achieved through effective communication through tourist information material, VICs, information signboards, and the use of print and electronic media.

There is also a need to develop standards on appropriate behavior to make tourists, as well as local community members, eco-conscious and culture-friendly. This can be achieved by developing a code of conduct for tourists and tourism service providers. A community-based

system should also be established to enforce this code of conduct, and those who don't respect this code should be penalized through a fine system.

2.16 Establishment of Effective Monitoring System

There are large measures of trials and errors included in the implementation of any such Plan. Since some of the interventions related to olive tourism in the selected areas will be entirely new ventures, a system of basic monitoring must be introduced to detect the positive and negative changes that are induced in the system. The establishment of a monitoring program in consultation with the local community and key stakeholders, based on the following aspects, could benefit from regular updating and bring improvement in the implementation strategy:

- The impact of tourist flow on the natural environment and landscape.
- The impact of olive tourism on the local community, their culture, and lifestyle.
- The effectiveness of income generation and job creation through olive tourism.
- The quality of boarding and lodging facilities established or upgraded under the project interventions.
- The impact on the level of awareness about sustainable use of natural and cultural resource management.
- Level of visitors' satisfaction with the touristic experience and quality of services.
- Level of community satisfaction about the increase in income and jobs and related impacts.

3. Action Plan and estimated budget for implementing a Responsible Participatory Tourism Plan

The effective implementation of the RPTP Plan can greatly contribute to the economic enhancement and sustainable livelihoods of rural communities through the development, promotion, and management of olive tourism in the selected areas across Pakistan.

As highlighted in the SWOT analysis of the potential areas for olive tourism in Part I of this document, it is very encouraging to know that the five identified potential sites for olive tourism have good geographical features, interesting biological conditions, very rich natural and cultural environment which make these areas suitable to promote community-based olive tourism. The potential for new tourism products such as olive tourism can be developed to attract a reasonable number of nature's loving tourists – predominantly from the educated middle-income groups within Pakistan, as well as from foreign markets.

3.1 Areas of Chakwal and Lower Swat as Pilot Projects

To start Pilot Projects in the short to mid-term, Chakwal and Lower Swat areas offer advantages in many terms, such as attractive landscape, rich heritage, presence of wild and olive orchards,

olive mills, and ultimately their practice of dealing with visitors. These two areas have comparatively better infrastructure, a reasonable level of boarding and lodging facilities, and they are also easily accessible as compared to the other three areas. Later, based on the outcomes of the Pilot Projects, the olive tourism program can be replicated in the other three areas, or other areas that will meantime develop interests in the mid, to long-term phase of implementation. The Table below provides an Action Plan for the short to medium-term.

Table 3 - Action Plan for Pilot Projects

S. No.	Activity	Lead Agency	Supporting Agencies	Technical Assistance	Time Frame
1	Formation of DOTMC, POTCC, and NOTCC (at 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year 1
2	Development of Olive Routes in selected areas (at 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, NRSP/NGO, Community	STFP	Year 1
3	Development of Visitor Information Centre (at 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year 1
4	Development of olive tourism activities (at 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, NRSP/NGO, Community	STFP	Year 1
5	Development and improvement of Boarding and lodging facilities (6 facilities at 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, NRSP/NGO, Community	STFP	Year 1 and 2
6	Development of picnic spots (4 points at 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year 1 and 2
7	Training of tour guides/tour operators (1 each at 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year 1 and 2
8	Develop micro-enterprises for olive products and handicrafts. (2 at 2 sites)	TBD	ATDC, NRSP/NGO/Community	STFP	Year 1 and 2

9	Develop Ecotourism Education Program (at 2 sites)	TBD	ATDC and Community	STFP	Year 1
10	Printing of Information Brochure (5,000 copies)	TBD	PTDC, TDCP, KPTA, BTD, ATDC	STFP	Year -1
11	Printing of olive package tour leaflets (2000 copies)	TBD	PTDC, TDCP, KPTA, BTD, ATDC	STFP	Year- 1
12	Development of a website on olive tourism	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year- 1
13	Farm trip for media persons and tour operators	TBD	Press club, PATO and ATDC	STFP	Year-1
14	International farm trip for olive tourism services providers	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year-1
15	Fixing of Sign boards (10x2 locations)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year-1
16	Networking with Tour Operators & Exposure Visit	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year -1
17	Organize training for guest house staff (one each for 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year-!
18	Setting up of waste management system (at 2 sites)	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year-1
19	Establishing of monitoring system	TBD	PTDC, TDCP, KPTA, BTD, ATDC, Community	STFP	Year-1

The Tables below provide an estimated budget for the implementation of the Action Plan at the two selected sites. Stakeholders may pool up resources to implement various components or a Project Proposal can be developed to avail donor funding.

Table 4 - Estimated Budget for Chakwal/Kallar Kahar Cluster

S. No.	Activity	Unit Cost Pak Rs.	Number	Amount in Million Pak Rs.	Potential Source of Funding
1	Formation of DOTMC, POTCC, and NOTCC at their meetings	100,000	3	0.3	STFP
2	Development of Olive Route (at 1 site)	Lump sum	1	1.0	NRSP/NGO
3	Development of Visitor Information Centre (at 1 site)	Lump sum	1	0.5	Donor Agency
4	Development of olive tourism festival activities (at 1 sites)	Lump sum	1	1.0	Sponsorship from different partners
5	Development and improvement of Boarding and lodging facilities (6 facilities)	Lump sum	6	1.0	50% by the Owner and Donor agency
6	Development of picnic spots (4 points at 1 site)	250,000	4	1.0	Donor Agency
7	Training of tour guides/tour operators (10 guides)	50,000	1	0.5	TDCP
8	Develop micro-enterprises for olive products and handicrafts (2 at 1 site)	200,000	2	0.4	NRSP
9	Develop an Ecotourism Education Program (at 1 sites)	Lump sum	1	0.3	STFP
10	Printing of Information brochure (5,000 copies)	60.	5000	0.3	TDCP
11	Printing of olive package tour leaflets (2000 copies)	50	2000	0.1	PATO
12	Development of a website on olive tourism	Lump sum	1	0.2	TDCP
13	Farm trip for media persons and tour operators	Lump sum	1	0.4	Sponsorship/PTDC

14	International farm trip for olive tourism services providers	Lump sum	1	0.4	Sponsorship/PTDC
15	Fixing of Sign boards (10x1 location)	40,000	20	0.8	TDCP
16	Networking with Tour Operators & Exposure Visit	Lump sum	1	0.3	PATO
17	Organize training for guest house staff (12 persons)	25,000	1	0.3	TDCP
18	Setting up of waste management system at 1 site	Lump sum	1	0.2	TDCP
19	Establishing of monitoring system	Lump sum	1	0.5	STFP
20	Misc. Expenses	Lump sum		0.5	Donor Agency
21	Office Overheads	Lump sum		2.0	Donor Agency
	Total				11.00 million

Table 5 - Estimated Budget for Lower Swat Cluster

S. No.	Activity	Unit Cost Pak Rs.	Number	Amount in Million Pak Rs.	Potential Source of Funding
1	Formation of DOTMC, POTCC, and NOTCC at its meetings	100,000	3	0.3	STFP
2	Development of Olive Route (at 1 site)	Lump sum	1	1.0	NRSP/NGO
3	Development of Visitor Information Centre (at 1 site)	Lump sum	1	0.5	Donor Agency
4	Development of olive tourism festival activities (at 1 site)	Lump sum	1	1.0	Sponsorship from different partners
5	Development and improvement of Boarding and lodging facilities (6 facilities)	Lump sum	6	1.0	50% by the Owner and Donor agency

6	Development of picnic spots (4 points at 1 site)	250,000	4	1.0	Donor Agency
7	Training of tour guides/tour operators (10 guides)	50,000	1	0.5	TDCP
8	Develop micro-enterprises for olive products and handicrafts (2 at 1 site)	200,000	2	0.4	NRSP/NGO
9	Develop an Ecotourism Education Program (at 1 site)	Lump sum	1	0.3	STFP
10	Printing of Information Brochure (5,000 copies)	60.	5000	0.3	TDCP
11	Printing of olive package tour leaflets (2000 copies)	50	2000	0.1	PATO
12	Development of a website on olive tourism	Lump sum	1	0.2	TDCP
13	Farm trip for media persons and tour operators	Lump sum	1	0.4	Sponsorship/PTDC
14	International farm trip for olive tourism services providers	Lump sum	1	0.4	Sponsorship/PTDC
15	Fixing of Sign boards (10x1 location)	40,000	20	0.8	TDCP
16	Networking with Tour Operators & Exposure Visit	Lump sum	1	0.3	PATO
17	Organize training for guest house staff (12 persons)	25,000	1	0.3	TDCP
18	Setting up of waste management system at 1 site	Lump sum	1	0.2	TDCP
19	Establishing of monitoring system	Lump sum	1	0.5	STFP
20	Misc. Expenses	Lump sum		0.5	Donor Agency
21	Office Overheads	Lump sum		2.0	Donor Agency
	Total				12.00 million

List of Stakeholders Consulted

1. Dr. Marco Marchetti, Coordinator, OliveCulture Project
2. Dr. Costantino Parma, Technical Expert, OliveCulture Project
3. Dr. Muhammad Azhar Iqbal, Senior Scientist, BARI Chakwal
4. Dr. Muhammad Ramazan, Senior Scientist, BARI Chakwal
5. Mr. Malik Fatah Khan, RGM, National Rural Support Program/ Lawa Olive Farm
6. Mr. Bilal Khan, Lawa Olive Farm/Restaurant owner at Kallar Kahar
7. Mr. Zulfiqar Ali, GM Program, Human Development Foundation
8. Mr. Ahmad Khan Buzdar, Burg Olive Farm, Musakhel
9. Mr. Mahboobul Haq, CEO, Human Development Foundation
10. Mr. Tariq Tanveer, CEO, Agri-Tourism Development Corporation
11. Mr. Syed Yousaf Ali Shah, President, Olive Foundation Pakistan
12. Dr. Abdul Rehman, CEO, Ghaziupr Foods Pvt. Ltd
13. Mr. Arslan Haider, CEO, Green Oliver, Chakwal
14. Mr. Taimoor Hussain, Admn Manager, Izhar Olive Farms, Pvt. Ltd
15. Dr. Farooq Awan, AGRC (Ext) Nowshara, Soon Valley, Khoshab
16. Mr. Abubakar, Farm Manager, Ali Abbas Farms, Nowshera, Khoshab
17. Mr. Mudassar Hussain, CEO, Al- Zatoonia, Bahawalpur
18. Mr. Shahid Munir, Field Eng. SAWARI Chakwal
19. Mr. Khawaja Mazahar, CEO, Green House Farm, AJK
20. Dr. Ramzan, BARI Chakwal
21. Dr. Asif Ali, GM, Sign Marketing, Islamabad
22. Mr. Fahamad Mehmood, Skill Development officer, Helping Hand
23. Mr. Hafiz Umair, Olive Pakistan, Lahore
24. Mr. Muhsmd Asim, CEO, Eco-Pakistan Discoveries, Islamabad
25. Mr. Wahid Arjumand Zia, GM, TDPC, Lahore
26. Mr. Mian Moazam, Manager, Tourism Development Corp. Punjab
27. Mr. Arif Tufail, Director Operations, Incredible Journeys Pvt. LTD
28. Mr. Tariq Rabbani, Manager, TDCP Resort, Kallar Kahar
29. Mr. Nasir Khokar, Travel Vlogger

Annexure B – List of participants to Round Table

**List of the Participants
National Round Table on Olive Oil Tourism at TDCP Motel Kallar Kahar
September 24, 2023**

Sr. No	Name	Organization	Designation	Contact Number
1	Aftab-ur-Rehman Rana	STFP (Sustainable Tourism Foundation Pakistan)	President	0300-9742158
2	Zulfiqar Ali	Human Development Foundation	GM Program	0300-5271135
3	Mehboob Haq	Human Development Foundation	CEO	0300-0543375
4	Tariq Tanveer	Agri-Tourism Development Corporation of Pakistan	CEO	0321-6627199
5	Syed Yousaf Shah	Olive Foundation	President	0300-4004408
6	Dr. Abdul Rehman	Ghazi Pure Food, Pvt. Ltd	Managing Director	0300-6642595
7	Arsalan Haider	Green Oliver	CEO	
8	Taimoor Hussain	Izhar Farm (Pvt. Ltd)	Admin Manager	0334-1522896
9	Dr. Farooq Ahmad	AGR(EXT) Naushera Khushab	Senior Agri Officer	0302-6776330
10	Ahmed Khan Buzdar	Burg Olive Oil Musa Khel	CEO, Farmer	0333-7847210
11	M. Abu Bakar	Al-Abbas Farm Naushera Khushab	Farm Manager	0303-7109734
12	Mudassar Hussain	Olive Foundation Pakistan Punjab	President OFP (Punjab)	0300-9683601
13	Shahid Munir	SAWCRI (Soil & Water Conservation Research Institute), Chakwal	Field Engineer	0303-6674369
14	Khawaja Manhas	Green House Farm	CEO	0321-8504321
15	Irfan Khalid	Human Development Foundation	Deputy Manager Projects	0309-5559484
16	Mansoor Aslam	Human Development Foundation	RPM Islamabad	0309-5559486

17	Arif Ahmad	Private		0333-8788887
18	Malik Ahmed	Lawa Olive Farm	Director	0300-5122033
19	Moazam Main	Tourism Development Corporation of Pakistan	Manager	0321-9148148
20	Dr. Ramzan	CEFORT, Bari Chakwal	S. Scientist	0333-6837737

Annexure-C

Map showing the location of five selected areas for Olive Tourism



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