



# Progress of Tourism in Pakistan under the Belt and Road Initiative (BRI)

Nighat Firdous<sup>1, a</sup> and Lai Bin<sup>2, \*</sup>

<sup>1</sup>School of Tourism, Chengdu Polytechnic, Chengdu, Sichuan, 610041, China

<sup>2</sup>College of Management Science, Chengdu University of Technology, Chengdu, Sichuan, 610059, China

<sup>a</sup>nighatfirdous008@gmail.com

\*Correspondence: 2220285867@qq.com

**Abstract.** This research aims to explore Pakistan's tourism potential under the belt and Road I. After the launch of CPEC, cooperation between Pakistan and China has increased in range of areas including the tourism sector. This research focuses on Balochistan's tourism sector under the CPEC. Topographically, Balochistan is divided into plains, is mountainous terrain, plains, and a 750-kilometer-long coastal line. However, due to the lack of an improved and modern infrastructure, the true potential of Pakistan's. The tourism sector has not been utilized. The study highlights Balochistan's tourism potential under CPEC, focusing on Hangol National Park, Gwadar, Ziarat, and Bolan Valley. For this research, we used the Analytical Hierarchy Process (AHP) to identify the best tourist destination in Balochistan. We selected four tourist destinations for this research; the Hangol National Park, Gwadar, Ziarat, and Bolan. Also, the research policy recommendations for full utilization of Balochistan's tourism sector through CPEC projects.

**Keywords:** BRI, CPEC, Pakistan, Balochistan, Tourism.

## 1 Introduction

In 2013, China's president had this big idea called the Belt and Road Initiative (BRI). The goal was to get countries all across Asia, Africa, and Europe to work together more on stuff like trade, business opportunities, and connecting people [1]. BRI aims to make it easier for countries to collaborate on things like making policies, building stuff like roads and bridges, helping trade move smoother, providing financial support, and getting cultures to mix more [2]. China has demonstrated a strong commitment to deeper cooperation with partners globally across different sectors, including tourism, through collaborations with Belt and Road member states. Long-term strategies have been adopted to develop the tourism industry, such as establishing organizations like the Maritime Silk Road Tourism Promotion Alliance and Silk Road Tourism Promotion Union to coordinate efforts [3]. As the Belt and Road covers over 65% of the world's population and 70% of global tourism, promoting travel between member nations is an

© The Author(s) 2024

Z. Wang et al. (eds.), *Proceedings of the 4th International Conference on Economic Development and Business Culture (ICEDBC 2024)*, Advances in Economics, Business and Management Research 299,

[https://doi.org/10.2991/978-94-6463-538-6\\_19](https://doi.org/10.2991/978-94-6463-538-6_19)

important way to realize economic and cultural exchange benefits [4]. Since first announcing the Belt and Road in 2013, China has taken welcome steps like reducing border restrictions and increasing visa-free processes with many participating countries to make travel smoother [5]. Coordinated efforts under BRI's tourism objectives stand to do more than just gain public support - they can strengthen partnerships across both public and private sectors within participating countries. Fostering tourism development through collaborative frameworks like BRI's may prove integral for advancing shared prosperity goals on a people-to-people level with tangible community benefits [6]. China-Pakistan Economic Corridor (CPEC), a flagship project of BRI is playing a crucial role in promoting cooperation between China and Pakistan in the tourism sector [7]. CPEC has the potential to bolster Pakistan's tourism industry. In Pakistan, there are many tourist attractions. Pakistan has a rich cultural heritage which includes arts, crafts, music, and great tourism potential. Apart from the country's Balochistan which is blessed with tourist attractions [8]. Topographically, the province is an extended plateau divided into plains, mountainous terrain, and a 750-kilometer-long coastal line [9]. These features make the province a significant tourist destination. In Balochistan's northern areas, there are hilly places which includes district Kalat, the provincial capital Quetta, and district Ziarat. In winter, these districts are extremely cold and reported to be below-freezing temperatures [10]. Under the CPEC, Balochistan has seen notable progress in infrastructural development. Gwadar is blessed with great tourism potential and the development projects have brought to light its tourism potential. In the same way, Hingol National Park is considered to be the largest preserved national park in Pakistan. The region boasts scenic mountain ranges and a rich variety of plant and animal life. In addition, the park has natural attractions such as the Kund Malir Beach, Balochistan Sphinx, Princes of Hope etc. Bolan Pass, situated in Balochistan province, Western Pakistan, stands at an elevation of 1,793 meters above sea level and has historically served as a vital route connecting South Asia and Central Asia. It is located within the Toba Kakar Range, approximately 120 kilometers from the Afghanistan border, linking Jacobabad and Sibi to the city of Quetta [11]. There are two rivers in Bolan, and Nari Rivers. Bolan holds a special place in the hearts of the people of Balochistan, who share a deep emotional connection with its stunning mountains, rivers, and natural beauty, making it the region's renowned picnic destination [12]. Ziarat is a beautiful valley located in northern Balochistan, about 120 km from Quetta. The valley is a dense Juniper Forest, covering 110 000ha [13]. The Juniper Forest located in Ziarat is the second largest in the world. In winter, the valley receives heavy snowfall and the temperature is recorded as low Ziarat is also famous for its apple, cherry, and apricot production. The valley has beautiful mountains with Ko-e-Khalifat the second-largest peak in the province [14]. Similarly, the province has immense tourism potential, and CPEC projects in the province are significantly enhancing tourism activities and tourist spots. Currently, due to the lack of an improved and modern infrastructure, the true potential of Pakistan's tourism sector has not been utilized. It will attract more domestic and international tourists if these areas are developed. Located in proximity to the CPEC western route, Ziarat is another attractive destination for tourists. CPEC has led to bring positive impacts on the tourism industry of Balochistan. For this research, we used the

AHP to identify the best tourist destination in Balochistan. We selected four tourist destinations for this research; the Hangol National Park, Gwadar, Ziarat, and Bolan.

## **2 Review of Literature**

### **2.1 Scope of BRI**

In order to give boost to economic growth through collaboration with BRI member nations and support the integration of its domestic market into the global economy, China launched the BRI in 2013 [15]. Collaboration for mutual benefit is the driving force for BRI development, with the overriding objective of forging a global community marked by reciprocity and cooperation. The BRI has significantly increased China's outward foreign direct investment (FDI), which has been stimulated by the "going global" policy and the private sector's investments made abroad. China's FDI outflow in 2016 reached a substantial \$183 billion, marking a historic turning point as outflows surpassed inflows and the country became a net contributor to FDI [16]. Beijing has expanded its influence in region and beyond, establishing itself as a key country in the international economic landscape by actively promoting the BRI [17]. Nations involved in BRI experienced over a third more deals than those outside the network, highlighting growing interests. Chinese enterprises predominantly pursued opportunities abroad through outward FDI that comprised around 70% of overall deals. By directing the majority towards emerging and developing countries, China has cemented stronger economic ties with Belt and Road participants. Significant investments have been made alongside growing political alignment through cooperation on infrastructure projects and initiatives that stimulate trade. This strategic alignment of financial backing and collaborative efforts has deepened relationships between China and the nations participating in the vision of an interconnected Belt and Road [18]. Correlation between a host nation's engagement with the BRI and the level of FDI attracted from Chinese private businesses. Specifically, countries that actively participate in Belt and Road Forums signaling strong support for BRI have seen over 60% of foreign investment deals originate from Chinese firms. Nations displaying a positive attitude toward the initiative through involvement in these cooperative exchanges may benefit more substantially in terms shaping deals that deliver funds promoting both bilateral ties and domestic growth opportunities. According to the research cited, Pakistan's strong backing of the BRI appears to have encouraged significant Chinese investment in major projects between the nations like the CPEC [19].

### **2.2 BRI and Development in the Tourism Industry**

In 1993, during a general assembly conference in the Philippines, the UNWTO launched the Silk Road Tourism program. However, in 2014, the Belt and Road effort (BRI) was successfully launched, resulting in the program's transition into the New Maritime Silk Road tourism effort. This program is primarily aimed to promote tourism inside the historically significant Silk Road region. Because many countries along the Silk Road share borders, the initiative focuses a heavy emphasis on encouraging

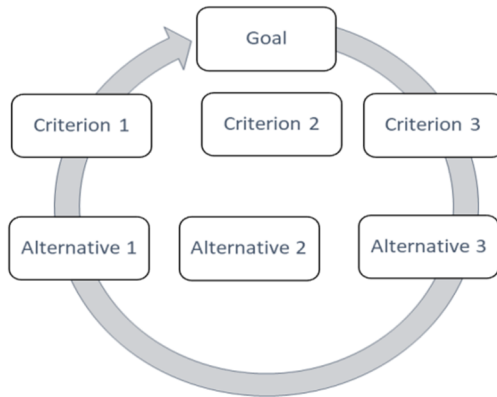
collaboration and facilitating cross-border tourism [20]. The primary goal of the BRI is to foster collaborative socioeconomic development in line with a long-term and mutually advantageous agenda [21]. In addition, Zhifei and Chenchen (2020) are of the view that through the participating nations seeking cooperation in tourism industries, the tourism industry in BRI participating nations has witnessed a significant improvement. Resultantly, regional collaboration through the BRI is strengthening the tourism network among the member countries which is making the region an alluring terminus for new tourism initiatives and drawing both inward bound and outbound tourists [22]. Inbound tourism works as a catalyst for economic integration, adds to the globalization process and supports the growth of local tourism businesses. However, the level of political, economic, and social cooperation among the participating nations in the BRI is important to the rise of tourism, particularly inbound tourism. Tourism promoted by the BRI has the potential to provide a considerable number of employment and economic opportunities in cases where countries interact well, particularly in the Central Asian region [23]. The studies discussed emphasized that coordinated initiatives across economic, political and social domains will help facilitate the growth of inbound tourism within Belt and Road nations. Their findings demonstrated the BRI has a notably positive effect on foreign tourists traveling to China specifically. Therefore, as infrastructure projects advance communication networks and multilateral cooperation continues deepening through the initiative, these analysts predict a rise in the two-way flow of visitors between BRI partner countries as well [24]. It's important to recognize the considerable regional differences in tourism construction projects that result from the BRI. Jundong et al., (2020) used an impulse response analysis in their 2021 study to investigate how economic growth affects the revenue from inbound tourism. In well-connected areas, their data suggested that inbound tourism was experiencing a tremble effect. The varied character of this effect also revealed fluctuations, no detectable impact on the adjoining regions [25].

### **2.3 BRI and Pakistan**

The China-Pakistan Economic Corridor (CPEC) is a really big project between the two countries that aims to greatly help Pakistan's economy and infrastructure. As part of China's broader BRI, CPEC received over \$46 billion in early funding commitments. It covers various developments crucial for Pakistan like improving transportation networks [26]. Upgrading roads and railways between the countries is expected to give a nice boost to tourism too by making it easier for people to get around. Now that many of the planned transport projects under CPEC are ramping up, Pakistan's tourism industry seems poised for significant growth in the coming years [27]. Chinese investors recognize the sector as a promising area for partnerships due to opportunities opening up along newly constructed routes. Overall CPEC seems an important catalyst for Pakistan to realize its potential and expand its tourism possibilities through strengthened China ties.

### 3 Data and Method

For this particular analysis, we employed the Analytical Hierarchy Process approach. The AHP method was first introduced in the 1980s by Thomas L. Saaty. It establishes a systematic framework for decision-making that can weigh a range of qualitative and quantitative considerations simultaneously. The process begins by structuring the problem into a hierarchical model that orders various decision factors by level of importance. Additionally, it simplifies judgments and calculations through paired comparisons, demonstrating compatibility and incompatibility in decisions, a benefit of multi-criteria decision making as highlighted by Lee (2007) [28]. The AHP initial steps involve establishing a problem hierarchy, assigning nominal values to each level, and creating a matrix for pairwise comparison judgments. In accordance with the depiction in Fig. 1, this is intended to represent the issue under investigation.



**Fig. 1.** Analytical Hierarchy Process

In the second phase, to facilitate pairwise comparisons, a questionnaire is crafted and distributed among respondents to their opinions. Notably, each decision maker inputs their preferred values for each element, and individual judgments are aggregated into group judgments for each pairwise comparison using their geometric average. The scale, ranging from one to nine, denotes equality at one and extreme importance disparity at nine in the pairwise matrix, with Table 1 detailing the scale and corresponding importance values.

**Table 1.** Ratings indicating the importance of variables

Importance Scale	Definition of Importance Scale
1	Equally Important Preferred
2	Equally to Moderately Important Preferred
3	Moderately Important Preferred
4	Moderately to Strongly Important Preferred
5	Strongly Important Preferred

6	Strongly to Very Strongly Important Preferred
7	Very Strongly Important Preferred
8	Very Strongly to Extremely Important Preferred
9	Extremely Important Preferred

For this research, we formed a questionnaire; we included the criteria which stipulate that the preferred option must be evaluated as the best choice based on specific considerations. This method we selected the Hingol National Park, Ziarat, Gwadar, and Bolan. Following is the step-by-step analysis of the AHP method.

**Step 1:** It consist of Pairwise comparison

In this step each criterion is compared with every other criterion and assigned a relative importance. Score is based on the preference of the participant. Following is the scale for comparison:

- 1 Equal importance
- 2 Moderate importance of one over another
- 5 Strong importance
- 7 Very Strong importance
- 9 Extreme importance

Criteria are compared: Cost, Weather, Security, Internet, and Road, Travel time, Heritage, Accommodation, Food, Scenic view.

Cost: 11/31/71/51/31/51/31/3

Weather: 313333333

Security: 7/311/33/73/73/73/73/7

Internet: 51/37133/53/73/53/5

Road: 51/37/31/3111/31/31/3

Travel: 31/37/35/3111/31/31/3

Heritage: 5/71/37/37/33313/53/5

Accommodation: 31/37/35/3335/313

Food: 31/37/35/3335/31/31

Compare the alternatives in regards to the scenic views criterion:

Hangol Park: Gwadar: Ziarat: Bolan:

Hangol Park: 1337/33

Gwadar: 1/311/31/3

Ziarat: 3/7313/7

Bolan: 1/337/31

**Step: 2** Calculations of Priority Weights

Determine the geometric mean of the matching column in the pairwise comparison matrix for each criterion. To determine the priority weights, normalize the values.

Criterion Priority Weights:

Cost: 0.070

Weather: 0.161

Security: 0.103

Internet: 0.097

Road: 0.065

Travel time: 0.065

Alternative Priority Weights:

Hangol Park: 0.454

Gwadar: 0.091

Ziarat: 0.199

Bolan: 0.257

Heritage:	0.070
Accommodation:	0.097
Food:	0.097
Scenic view:	0.175
Bolan:	0.257

**Step 3:** Calculation of Consistency Ration (CR)

In order to ensure that there is consistency of the Pairwise comparison matrix Consistency Ration (CR) is calculated. CR values less than or equal to 0.10 indicate an acceptable level of consistency.  $CR = \frac{\text{Maximum Eigenvalue} - \text{Number of Criteria}}{\text{Number of Criteria} - 1}$   $CR = \frac{(9.037-9)}{(9-1)} = 0.004$

Since the CR is less than 0.10, the pairwise comparison matrix is consistent.

## 4 Discussion & Results

We selected educated people for the questionnaire and Participants local people of Balochistan who have observation about the selected areas of this research. After data was incorporated into the criteria matrix, findings (See Table 2) showed that the criterion scenic views gained the highest score in comparison with all the other factors.

**Table 2.** Shows highest Priority Weight and Alternatives

Criteria	Priority Weight
Scenic View	0.175
Alternatives	Priority Weight
Hangol National Park	0.454
Bolan	0.257
Ziarat	0.199
Gwadar	0.091

Based on the results, the most preferred destination for tourist activities is the Hangol National Park because the Relative Closeness (RC) value shows it closely aligns with the ideal solution, with values approaching a high degree. Putting these into perspective for clarity, the priority weights for the selected destinations are as follows: Score for Gwadar is 0.091, 0.199 for Ziarat Valley, and 0.257 for Bolan valley, while the Hangol National Park achieved an RC value of 0.454. It can be inferred from these results that Hangol National Park got the highest priority weight and stands out as the most ideal tourist destination (See Fig. 2). As situated on the Makran Coastal Highway, Hingol National Park is renowned for its distinctive vegetation. In addition, Gwadar is a rapidly developing coastal city that has undergone substantial growth in recent years, poised to become Pakistan's largest city. Gwadar serves as a gateway to CPEC and BRI. The tourism industry of Gwadar is witnessing positive trends. The tourism industry of Gwadar is witnessing positive trends. Featured with stunning beaches, and interconnecting islands, the location is going to emerge as a key tourist point in Pakistan. Ziarat is located in the northern part of Balochistan. It is the main tourist attractions in the

province. Ziarat Valley is located about 70 miles from the provincial capital Quetta and the valley is famous for its natural beauty. Bolan is situated in Balochistan province. It stands at an elevation of 1,793 meters above sea level and has historically served as a vital route connecting South Asia and Central Asia.

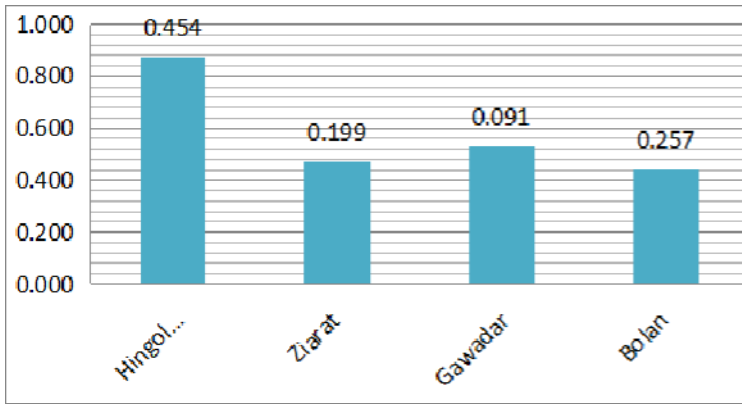


Fig. 2. Highest Alternative Priority

Under the CPEC, infrastructure development has been prioritized in Balochistan, leading to significant changes. The development of the western area holds great significance as it will improve connectivity [29]. Also, the road link between Besima and Khuzdar has been improved, and substantial enhancements have been made to the Makran Coastal Highway to facilitate efficient transportation of goods [30]. Recently, the Government of Pakistan launched the ‘Salam Pakistan’ e-portal to promote tourism in the country. The portal aims to highlight Pakistan’s tourism potential. The portal provided information about Pakistan’s twenty beautiful tourist destinations which also include, Hingol National Park, Gwadar, and Ziarat [31].

## 5 Conclusion and Policy Recommendations

In this research, we focused on Balochistan's tourism potential and found the best tourism attractions. The research focused on Hangol National Park, Gwadar, Ziarat, and Bolan using Analytical Hierarchy Process (AHP method, which helped in highlighting the best tourist destinations. In our research, Hangol National Park gained a higher score, making it the best tourist destination. However, other places, such as Gwadar and Ziarat, have immense potential and can become hubs of tourism once they are developed. Gwadar is presently in the developing stage under CPEC, and the tourism industry is experiencing positive changes due to CPEC projects. Once the Gwadar international airport is operational, it will boost tourist activities. It will attract more domestic and international tourists. Located in proximity to the CPEC western route, Ziarat is another attractive destination for tourists. With the launch of CPEC, the tourism sector of Pakistan is witnessing positive impacts of the mega project. Recent years have seen an increase in tourist activities in Pakistan. CPEC has also had positive impacts on the



tourism industry of Balochistan. The China-Pakistan Economic Corridor, a flagship project of BRI, between China and Pakistan in the tourism sector. CPEC has the potential to bolster Pakistan's tourism industry. In Pakistan, there are many tourist attractions. Pakistan has a rich cultural heritage, which includes arts, crafts, music, and great tourism potential. The lack of facilities is hindering the true potential of Balochistan's tourism sector. Both the federal and provincial governments should prioritize tourism development in Balochistan under CPEC. For this, they first need to prioritize the development of road infrastructure to improve connectivity. Secondly, they need to build VIP lodges on these sites to attract international tourists. Therefore, it is imperative to guarantee the completion of the road and other projects included in the Ziarat Development Project. The fact that Ziarat is close to the CPEC Western Route would further help Ziarat. Coastal tourism has a substantial contribution to the GDP in many countries across the globe. Balochistan has a coastal line of about 750 kilometers. Pakistan should prioritize coastal tourism and utilize its full potential. It will significantly boost tourism activities in Balochistan, thus contributing to the economic growth of the country. Pakistan should consider the successful models of the UAE and Cyprus to develop coastal lines and promote coastal tourism in the country. Pakistan should take steps to develop a concrete tourism infrastructure under CPEC and address the challenges faced by Balochistan's tourist sector.

## References

1. Mitrovic, D. "The Belt and Road: China's Ambitious Initiative." *China Int'l Stud.* 59 (2016): 76.
2. Tekdal, V. "China's Belt and Road Initiative: at the crossroads of challenges and ambitions." *The Pacific Review* 31, no. 3 (2018): 373-390.
3. Li, Meng, Ting Liu, and Shujuan Qiu. "Governance of Sustainable Tourism Development in China." *Journal of China Tourism Research* 16, no. 2 (2020): 261-278. doi:10.1080/19388160.2019.1637317.
4. Liu, Yang, and Seongseop Suk. "Influencing Factors of Azerbaijan and China's Sustainable Tourism Development Strategy under the BRI." *Sustainability* 14, no. 1 (2021): 187. Doi:10.3390/su14010187.
5. Khalid, Iram, Tooba Ahmad, and Sami Ullah. "Environmental impact assessment of CPEC: a way forward for sustainable development." *International Journal of Development Issues* 21, no. 1 (2022): 159-171.
6. Liu, Chao, and Mingming Cheng. "Emerging Issues in the Chinese Outbound Tourist Market." *Journal of China Tourism Research* 17, no. 4 (2021): 479-483. doi:10.1080/19388160.2021.1997508
7. Nazneen, S., H. Xu, and N. Ud Din. "Assessment of residents' destination image and their pro-tourism development behavior: perspectives on China-Pakistan economic corridor." *Tourism Review* 76, no. 1 (2021): 184-197.
8. Ahmed, K., Shahid, S., and Harun, S. B. "Spatial interpolation of climatic variables in a predominantly arid region with complex topography." *Environment Systems and Decisions* 34 (2014): 555-563.

9. Ahmed, K., Shahid, S., Harun, S. B., and Wang, X. J. "Characterization of seasonal droughts in Balochistan Province, Pakistan." *Stochastic Environmental Research and Risk Assessment* 30 (2016): 747-762.
10. Aziz, I. "Seasonal flux in water potential, chlorophyll and proline content in plants at Ziarat Valley Balochistan, Pakistan." *Pakistan Journal of Botany* 39, no. 6 (2007): 1995-2002.
11. Griesbach, C. L. Report on the Geology of the Section between the Bolan Pass in Baluchistan and Girishk in Southern Afghanistan: By CL Griesbach. Published by Order of His Excellency the Governor General of India in Council. Vol. 18. Government of India, 1881.
12. Baloch, J., & Mengal, S. "The role and place of Mehrgarh in the development of South Asian Civilizations." *Baluchistan Review* 34 (2016): 17-24.
13. UNESCO. "Ziarat Juniper Forest." Accessed September 2021. <https://whc.unesco.org/en/tentativelists/6116>.
14. Sarangzai, A. M., M. Ahmed, A. Ahmed, L. Tareen, and S. U. Jan. "The ecology and dynamics of Juniperus excelsa forest in Balochistan-Pakistan." *Pak. J. Bot* 44, no. 5 (2012): 1617-1625.
15. Huang, Y. "Understanding China's Belt & Road Initiative: Motivation, framework and assessment." *China Economic Review* 40, no. 9 (2016): 314-321. <https://doi.org/10.1016/j.chieco.2016.07.007>
16. Li, R., K. C. Cheong, R. Li, and K. C. Cheong. "'Going out', going global, and the Belt and Road." In *China's State Enterprises: Changing Role in a Rapidly Transforming Economy*, 151-194. 2019.
17. Liu, Yang, Min Su, Jie Zhao, Stephen Martin, Ka Fai Yuen, and Choong Chee Lee. "The Determinants of China's Outward Foreign Direct Investment: A Vector Error Correction Model Analysis of Coastal and Landlocked Countries." *Economic Change and Restructuring* 56, no. 1 (2023): 29-56.
18. Yu, S., X. Qian, and T. Liu. "Belt and road initiative and Chinese firms' outward foreign direct investment." *Emerging Markets Review* 41 (2019): 100629
19. Li, Yuanyuan. "Impacts of the Belt and Road Initiative on regional outward FDI from China based on evidence from 2000 to 2015." *ZFW-Advances in Economic Geography* 67, no. 1 (2023): 20-32.
20. Li, Jingna, Lili Yuan, and Xuan Wang. "A Study on the Competition and Cooperation of Tourism Along the 'Silk Road Economic Belt': A Case Study of Five Provinces in the Northwest China." In *4th International Conference on Culture, Education and Economic Development of Modern Society (ICCESE 2020)*, pp. 1449-1457, Atlantis Press, 2020.
21. Afraz, Nazish, and Hasaan Khawar. "BRI: Connectivity, trade, investment and politics in South Asia." *China's Belt and Road Initiative in a Global Context: Volume I: A Business and Management Perspective* (2019): 87-119.
22. Liu, Z., J. Chang, Z. Lin, L. Zhou, Z. Yang, D. Chen, et al. "High-Performance Planar Perovskite Solar Cells Using Low Temperature, Solution-Combustion-Based Nickel Oxide Hole Transporting Layer with Efficiency Exceeding 20%." *Advanced Energy Materials* 8, no. 19 (2018): 1703432.
23. Wu, M. Y., G. Wall, and Y. Tong. "Research on China's inbound tourism: A comparative review." *Journal of China Tourism Research* 15, no. 3 (2019): 320-339. <https://doi.org/10.1080/19388160.2018.1516584>.
24. Supanyo, P. "Tourism cooperation under the belt and road initiative: BRI and tourism opportunities in Phayao Province, Thailand." *Turkish Journal of Computer and Mathematics Education (TURCOMAT)* 12, no. 8 (2021): 2533-2537.

25. Zeqiong, Xie, Gao Xuenong, Yuan Wenhui, Fang Jundong, and Jiang Zongbin. "Decomposition and prediction of direct residential carbon emission indicators in Guangdong Province of China." *Ecological Indicators* 115 (2020): 106344.
26. Ali, S. Mahmud, and S. Mahmud Ali. "Case Study 1: The China–Pakistan Economic Corridor." *China's Belt and Road Vision: Geoeconomics and Geopolitics* (2020): 175-230.
27. Nazneen, S., H. Xu, and N. Ud Din. "Assessment of residents' destination image and their pro-tourism development behavior: perspectives on China–Pakistan economic corridor." *Tourism Review* 76, no. 1 (2021): 184-197.
28. Lee, Grace KL, and Edwin HW Chan. "The analytic hierarchy process (AHP) approach for assessment of urban renewal proposals." *Social indicators research* 89 (2008): 155-168.
29. Ministry of Planning Development & Special initiative. "Zhub - Quetta (Kuchlak) (N-50)." 2023. <https://cpec.gov.pk/project-details/86>
30. Government of Pakistan. Public Sector Development Programme 2023-24. Accessed September 17, 2021. [https://www.pc.gov.pk/uploads/archives/PSDP\\_2023-24.pdf](https://www.pc.gov.pk/uploads/archives/PSDP_2023-24.pdf)
31. Association Press of Pakistan. "CPEC Western Route development strategically significant: Chinese scholar." Accessed 2023. <https://www.app.com.pk/global/cpec-western-route-development-strategically-significant-chinese-scholar/>

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

