The once booming tourism industry of Pakistan has gone through a sharp decline because of the security situation, especially in areas that were once considered the tourist hubs of the country. Unemployment rate across the province is high, particularly in the case of youth, who constitutes over 30% of the population.

UNDP is supporting the Department of Tourism, Sports, Culture, Architecture & Youth Affairs, Khyber Pakhtunkhwa (KP) in setting up ‘camping villages’ in scenic locations across the province. By fostering tourism, UNDP hopes to revitalize the economy of the region by providing lucrative and sustainable employment and business opportunities to the local population, especially the youth.

The establishment of camping villages is a unique and novel idea to foster tourism in Pakistan. In addition to providing livelihoods to the local youth, this initiative provides tourists with an opportunity to partake in adventure tourism,
understand eco-friendly tourism, and witness the beauty of the country.

The Eco Tourism and Camping Villages project will open new avenues for the promotion of eco-tourism and attract the private sector to establish similar camping villages in other parts of the province. ‘Eco-tourism’ is described as responsible travel to natural areas, preserving and respecting the local environment and heritage.

Each camping village will be equipped with ten imported camping pods and washrooms of an international standard. Each camping pod will be fully-furnished with high quality furniture.

The project also intends to introduce eco-friendly products made of ‘green wood’ – a blend of recycled materials such as plastic bags and scraps used to construct structures such as gazebos, staff accommodation quarters, kitchen, dining area, benches and picnic tables. The use of green wood to make these ‘green structures’ for the camping villages will ensure low carbon footing and contribute to the project’s aim of promoting eco-friendliness.

Camping villages will also facilitate tourists in adventure-tourism. For this purpose, the project will train local youth as adventure-tourism guides.

**Expected Results**

- Establishment of 05 Camping sites (01 Chitral, 01 Swat, 02 Buner and 01 Battagram) providing Khyber Pakhtunkhwa with some great new tourist hubs.
- Enhanced income generation, and business development opportunities for youth
- 100 youth trained in business development and entrepreneurial skills to encourage them to set up their own tourism-related business.
- Existing small-scale businesses provided with trainings and orientation to make the best use of the economic opportunity provided by the camping villages and provide tourist-friendly services.
- Awareness sessions for local youth from each location on the indigenous, cultural, historical and environmental importance of the tourist sites.

**Achievements**

- 1 Camping site in Swat has been established and handed over to the Tourism Department, Government of Khyber Pakhtunkhwa. Site establishment work on the remaining 4 camping sites is underway and will be completed by March 2020. The completed site at Swat has received tremendous popularity among national and international tourist due to the scenic view, calm and natural habitat.
- Trainings on Entrepreneurship & Business Development, Hospitality Management and Adventure Tourism to the youth of Khyber Pakhtunkhwa have been completed in Swat, Batagram, Buner, Chitral and Buner. Total of 100 youth trained in four separate training events. The trained youth are now fully engaged in providing services around travel, tour and hospitality sectors.

**Partnerships**

- Department of Tourism, Sports, Culture, Architecture & Youth Affairs, Government of Khyber Pakhtunkhwa
- Hashoo Foundation

**Project Areas**

**Khyber Pakhtunkhwa:** Districts Chitral, Swat, Buner and Battagram.