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From Ports to Paradise: Leveraging Maritime Tourism for Blue Economic Growth

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ABSTRACT

Currently, total contribution of blue economy to Pakistan's economy is 95% which is mainly based on maritime trade. There is currently negligible amount of contribution of maritime/ Coastal Tourism to the total revenue of the country. The motive of the study is to highlight the prospect of maritime tourism in growth and development of blue economy of Pakistan. With CPEC in full swing, where Pakistan is experiencing massive transition in infrastructure, economic, and environmental sector there are bright chances of maritime tourism to prosper. Systematic review approach is adopted in this study. Data was collected data from reliable databases regarding tourism based blue economies across the globe. The study highlighted niche aspects which are making significant count for booming maritime and coastal tourism for different countries, taking these into consideration, it's been highlighted how these aspects can be incorporated into Pakistan's context to obtaining similar results as of countries.

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1.0 Introduction

The advent of China Pakistan Economic Corridor (CPEC) avenues to several socio-economic and geopolitical activities in the region. Certainly, its not wrong to say that CPEC is now buzz word for people of this region. CPEC is one of the pivotal projects of the One Belt One Road (OBOR); connecting not only China with Pakistan but the Eurasian countries as well. As per leaders, technocrats, economist, and intellectuals the CPEC will boost the developments on land and sea. It is believed that because of CPEC, there will be major developments such as energy sector, Infrastructure development sector, in development of special Economic zones and a lot more. The motorways are an essential segment of this development and is expected to be completed by the end of year 2021. Which will connect many micro cities from Kashghar China with Gwadar. Since, this route will heavily rely on port therefore, the development of Gwadar port is full swing at the moment.

CPEC vows to revive the blue economy of Pakistan to great extent; the aspect of economy which was not given proper attention before. The contribution of blue economy to current GDP of Pakistan is 31 percent which is expected to increase by multiple folds when CPEC projects are fully operational(Amineh & Li, 2025; Shahzad, 2020). Blue economy is dependent on living and non-living resources. The living resources includes any living resource which have association with sea and is able to contribute monetarily in national economy like fishery products and mangroves marine algae. On the other hand, the non-living resources include the resources which are source of income generation involves sea this includes economic activities that are performed at Sea ports, merchant ship, ship building and breaking industry, rich natural resources that are found in the bed of sea like aluminium, Cobalt, nickel, gas and many other resources. In addition to this, a proportion to blue economy is also contributed by the coastal tourism.

The aim of this study is to highlight the prospect of coastal tourism in Pakistan. Therefore, the scope of the confined to coastal tourism and its prospects in Pakistan. The study is carried out using systematic review approach in order to obtain the relevant data.

There are certain countries which have fully utilised coastal areas for attracting number of tourists every year and their economy is dependent on coastal tourism to great extent (Orgambídez-Ramos & de Almeida, 2017; Ramos et al., 2025). These countries include Maldives, Mauritius, Malaysia, Thailand, Seychelle and many other. The coastal area of Pakistan spans over 1000 Kilometre. The sites of coastal areas of Pakistan are blessed with naturally scenic view but unfortunately its been not capitalised to the fullest mainly because of “sea blindness” by the government bodies and responsible stakeholders.

The approximate area which coastline of Pakistan covers is 1050 Km. The distribution of this costal area is mostly in Balochistan which is comprised of roughly 700 Km and the remaining 350 Km area is in Sindh. The coastal region of Balochistan has a lot to offer; from one of the best natural scenic beauty to the home of some rare migrated species. The natural scenic beauty of Balochistan coastal area is because of the variation in sand dunes along the Arabian sea portion in Balochistan and the presence of some rare species migratory birds in the region. The presence of these bird is mostly found in Pasini, Jiwani, and Miani Hor. In order to protect the rare species like green turtle the Astola Island is declared as Marine Protected Area, which is first of its kind in Pakistan. Among the most significant species protected here are the green turtles. The provincial government is showing keen interest in transforming these areas into favorable tourist attraction this is the reason funds have been allocated for the development of Ormara, Kund Malir, kalmat, Gadani and Jiwani. On the other hand, in Sindh the maritime tourism is experienced at Karachi, where the prominent tourist spots are Clifton and Hawks bay. These beaches are famous as they host local and few International tourists over the year. Clifton beach is mostly visited by tourists for a day picnic where they have leisure of enjoying rides on Buggy and camel along the beach side. Hawks bay is used by

tourist to book huts, to spend quality time over the weekends. Moreover, there is potential of attracting tourist by working more on Mangroves forest area located in Indus delta region(Butt et al., 2024; Tian et al., 2020).

Considering marine and coastal area of Pakistan; there is great potential of generating decent revenue from coastal tourism and significantly contributing to the blue economy of Pakistan. Country should focus more on developing tourist spots by introducing modern means of leisure activities on seaside of Pakistan, this will not only able to draw attention of local tourist but will also attract foreign tourists as well (Farooq, 2020).

The climatic condition favours Pakistan tourism industry too, as in winters the region experiences offshore winds which makes beaches available for public throughout the year. A proper plan needs to strategies and implemented for developing beaching spots like Manora to Cape Monze and other favourable sites surrounding Gwadar area. This will open doors for employment opportunities for people living in those areas provided constraints like security issues are well managed and addressed. Therefore, the planning phase for boosting coastal tourism must be given proper consideration (Shahzad, 2020).

To complete this research work, the author has used systematic review approach. In this approach the author has used the same research framework earlier been used and implemented by the other researchers who have performed studies on Coastal tourism like study conducted by Koukaki & Tei (2020). For conducting this research systematic review approach is conducted and here 34 related material is selected which fulfill the set criteria of the research paper.

The review is based on the following five phases

2.0 Methodology

2.1: Components of systematic review:

a) Problem definition and formulation:

The research is conducted in three phases. First and the most important was to search article using the keywords like “coastal tourism”, “marine tourism” and “maritime tourism”. Once general articles related to coastal tourism and maritime tourism are obtained then in second phase the research is further refined to the articles which links it with blue economy. Mainly these searches were carried out using the authentic articles from the database of Science Direct, Emerald and Google Scholars. Here in this phase, general perceptive regarding the maritime/coastal tourism with respect to blue economy is obtained.

Data obtained through general search dates back to as late as 1998 till today. For this paper, mostly works that is utilised and assessed is from the last decade till current year (2010-2021).

Then in Third phase articles, books and official government handouts have been reviewed to draw the perspective of coastal tourism in term of blue economy in Pakistan. Unfortunately, there have been very few researches listed on emerald, science direct and Google scholar in which blue economy is discussed from the perceptive of Pakistan, therefore author has incorporated the data from local research journals and local books. So that the discussion is done within the defined scope of the work.

Figure 1: *Systematic review process*

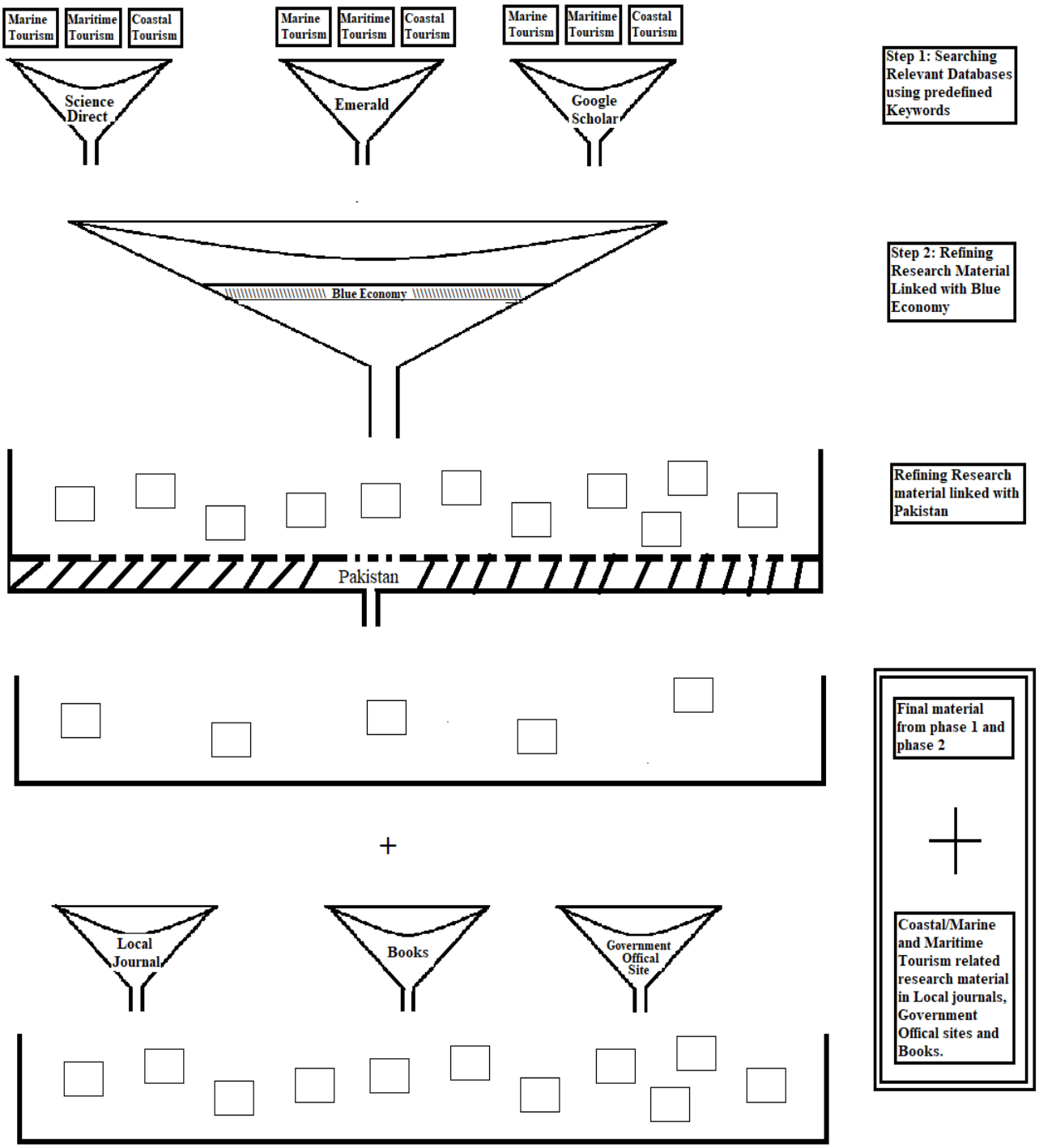


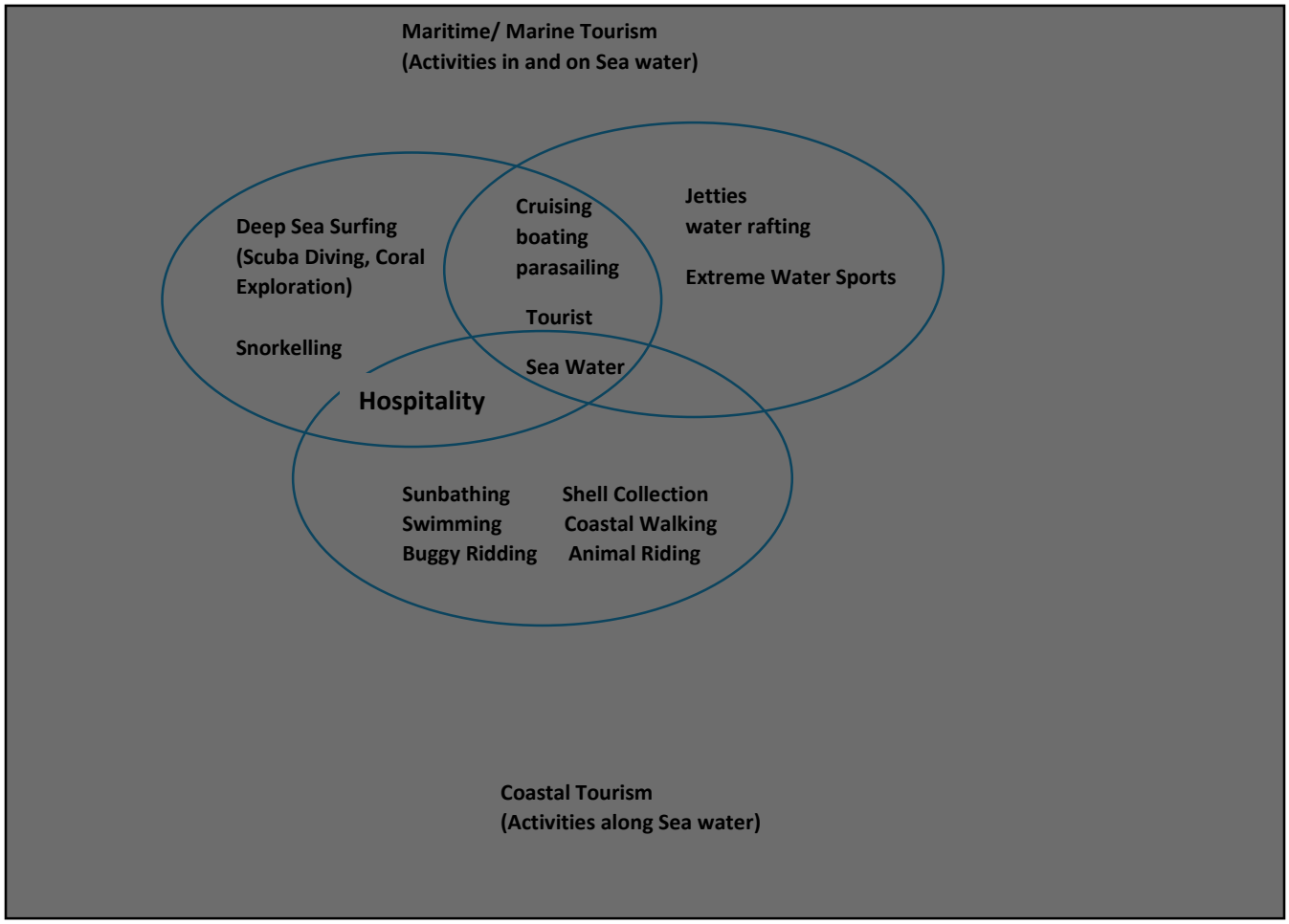
Table 1.1: *Major Concepts and their Definitions insert here*

Tourism Concept	Definition	Author(s) Name
Marine Tourism	One of the major portions of world economy is dependent on tourism Industry and within this industry the majority of revenue is generated by marine tourism. Which is based on the movement of people from their routine setup to aquatic environment for short duration.	(Van der Merwe et al., 2011)
Marine Tourism	It is described as activities takes place within the vicinity of sea, which includes whale watching, marine events, whale watching underwater exploration such as exploration of coral reefs.	(Rosa María, Juan Milán, & Jaime De, 2021)
Maritime Tourism	It includes all the engagement activities that are source of leisure and hospitality to the tourist within marine space comes under maritime tourism.	Diakomihalis (2007)
Coastal tourism	All the tourist activities which takes place along the coast of sea is referred as coastal tourism. This includes activities such as sunbathing, swimming and any other activity for which its mandatory to be present on beach side like wildlife watching and walk along the coast.	(Tonazzini, et al., 2019)
Maritime tourism	It refers to activities which takes place in water like yachting, sailing, and cruising. Among tourism industry maritime tourism is one of the oldest and major contributors to the tourism industry.	(Tonazzini, et al., 2019)
Coastal Tourism	Among tourism, coastal tourism is one of the most significant tourism around the globe. The development of this kind of tourism is dependent on the best utilization of coastal resources. The tourism bring development in coastal region. The excessive development brings transformation in social, economic and environmental sector of communities and infrastructure of the coastal destination.	(Papageorgiou, 2019)
Coastal tourism	Refers to recreational activities that attract tourist to the coastal side and take them away from their resident location to seaside.	(Rangel-Buitrago et al., 2018)
Coastal tourism	The consumptive and non-consumptive activities which attract the tourists to the coastal area known as Coastal tourism, this includes fishing, sunbathing, shell collection and many other activities which tourists perform at coastal areas.	(Bari, 2017)
Maritime Tourism	It comprises of relationships and facts which emerges because of journey on water using marine transport for leisure and also comprise of tourist at places along the coastlines.	(Kaluđerović, 2019)
Marine Tourism	Form of tourism which is completely focused on the activities that are performed in aquatic setup such as exploration of deep sea through sailing and cruising.	(Feng, Tat-Dat, Ming-Lang, K, & Raymond, 2020)

Maritime Tourism	It is defined as spending a reasonable time of approximate 12 months at sea or ocean for the purpose of business or for leisure as a tourist.	(Kizielewicz, 2012)
Maritime Tourism	All the activities that are performed at the coastal sides for providing leisure to the tourist comes under maritime tourism.	(Lam-González, León, & de León, 2019)

After reviewing the aforementioned definitions as mentioned in Table 1.1, it is safe to say that maritime/marine/coastal tourism is one of the leading segments in tourism industry which mainly involves sea. The entire purpose of this kind of tourism is to facilitate tourist who wish to spend their leisure and recreational activities within river or sea premises this includes activities on, in and along sea water like sand bathing sandbathing, shell collection, coastal walking, cruising, yachting, scuba diving, snorkelling, and hospitality services.

Figure 2: *Pictorial Representation of Definitions*



2.2 Literature research:

Undoubtedly there is no consensus among many countries when it comes to defining tourism; it is mainly because of the geographical aspect involved in the development of marine tourism market, and because the locality of beach. Coastal tourism plays an important role in the development of the economy of the country (Kizielewicz, 2012).

In Tourism there are several factors which should be taken into consideration; The image of the

tourist place is one of the important factors for promoting tourism. As per one study conducted by(Carvache-Franco et al., 2025; Lam-González et al., 2019) , there are three components that are involved in making the image of the tourist place; where the first one deals with the perception of tourist on which he evaluates the tourist destination attribute, second one deals with the emotional attachment of a tourist to the tourist destination, and the third component of this tourist image building refers to the global perceptive of the tourist destination it could be either positive or negative image of the place.

Several steps have been taken by Government of Pakistan to promote tourism in Pakistan; the significant among those steps is relaxing visa policies for foreign tourists, There are as many as 50 countries which get visa on arrival, and for rest of the countries they can apply for e-visa which one can obtain within 48-72 hours (Minsitry of Interior Pakistan, 2021). Moreover, Government is making commendable effort for incorporating ease of business strategies and have directed Ministry of foreign affair is making rigours efforts in attracting international hotel chains to Pakistan. In addition to all this, government is making prominent campaigns for promoting tourist destinations by pitching Pakistan at International market (Diplomat Magazine, 2020) and this has been coupled by the leisure enthusiastic who have given hype to tourist spots on social media, this is the reason Pakistan was included in "10 coolest place to visit" by Forbes in 2019 (Latif et al., 2020). By taking such initiatives the tourism industry in particular maritime tourism will get boost well. Certainly, it's just the beginning the government needs to put more efforts to make the sea-based tourism more viable and sustainable.

Pakistan is naturally gifted with all the required elements for expanding the coastal tourism. Country is blessed with best scenic beaches, headlands along the coastal part of the Arabian sea, lagoons, marvels and cliff anything that one could imagine about on a beautiful coastal area. Under CPEC maritime tourism should be given special consideration for developing it as a sector which can generate decent revenue for the country. In this regard mutual efforts must be made by provincial and federal government to strategies the polices which can favour the blue economy. There are certainly many ways of making it viable one of it can be through Public Private Partnership, this will not only create jobs but will also result in rapid development of infrastructure. Once appropriate strategies are streamlined it will act as an ingredient for rapid development of the region and will create positive image among International tourists and investors (Farooq, 2020; Jiang & Wang, 2024).

2.2.1 Countries and Blue Economy:

Countries which have access to sea water are either fully utilising or partially utilising marine resources to generate revenue. This generation and contribution of revenue from marine resources is contribution to the blue economy. The concept of blue economy is defined as a method of ripening benefits from the available marine resources in a way in which it can significantly contribute to the development and sustainable use of ocean resources which can contribute to the upliftment of the communities and Islandic societies. The development of blue economy is directly linked with many sustainable development Goals of United Nation especially to UN vision for this decade; Decade of Ocean Science for Sustainable Development (2021–2030)(Asmiya et al., 2025; Hampton & Jeyacheya, 2020). According to the world bank, Blue Economy is categorised into 6 sectors: Renewable Energy, Maritime Transport, Fisheries, Tourism, Climate change and waste management.

Since the article is about maritime tourism therefore the whole limelight of this work is on tourism sector and its contribution to Blue Economy of Pakistan (The World Bank, 2017). As per the assessment made by the world bank, it is expected that among all the aspect of tourism, maritime tourism will continue to grow, and by year 2030 its contribution will be 26% to global tourism. (Hampton & Jeyacheya, 2020)

The following diagram shows the infographic produced by World Bank to illustrate the segments which comes under the umbrella of blue economy:

Figure 3*: Blue Economy (The World Bank, 2017)*



The following section highlights the contribution of tourism to Blue Economy with respect to different countries across the world:

a. Coastal Tourism and South Asian Countries:

Among maritime tourism Maldives and Sri Lanka are the leaders by performance in South Asia region. Maldives has emerged to this position after following the strategic change implemented in 2012, and Sri Lanka has emerged after bringing private sector investment in maritime tourism after resolving the civil war issue in 2009. These countries have best utilised their coastal area and sea area, by building resorts, developing lagoons, beaches, luxury Cruise trips and water sports activities (Bari, 2017).

b. Coastal Tourism and Europe Union Countries:

Europe is considered as one of the finest tourist destinations of the world, because of scenic beauty, rich culture, great diversity, and wealth of EU's coastal area. Maritime tourism is considered to be the important element of the tourism sector of Europe, as this sector has employed a sizeable amount of people which ranges more than 3.2 million people and produce a gross revenue of about € 183 billion, which is one third of total maritime economy of Europe. According to one stat shared by European Commission more than half (51%) of the hotels are located in area which are close to the coastal areas (European Commission, 2020; Martínez-Roget & Castro, 2025).

EU has given special importance to promotion of coastal and maritime tourism as part of its Blue Growth strategy. Maritime tourism is alone is major contributor of tourism in Europe and it is expected that over the years it will further grow by 2-3%. In Europe alone Cruise tourism holds a significant proportion of contribution to the blue growth as in year 2012 the number of people employed under cruise tourism alone were nearly 330,000 and the turn over from this portion of maritime tourism was €15.5 billion which has grown over the years and it expected that it will further grow (European Commission, 2020).

The success and the growth of maritime tourism is evident from the figures shared above. All this success is because of the 'Maritime Day' which is observed across Europe annually the objective of this day is to identify the potential spots which can be utilised for promoting and sustaining current maritime tourism. With the help of this day those area which potential marine/ maritime activities can be promoted or initiated are critically analysed and strategies, to bring these localities in into revenue generating spots such as by introducing yacht or sailing events. This way introduction to new scenic beauty will result in bringing high flow of tourist to new spot(s). This can be done by bringing the tourist spots to people's attention by media coverage and suitable sponsorships.

Moreover, this day can also be utilised to suggest innovative solution for expanding the tourism in tourist attraction places by introducing modern solution (EU, 2013).

c. Blue Economy in Malta:

Malta hosts an interesting event every year, which significantly contributes to its maritime economy that event is called Rolex Middle sea sailing Event. This event is organised as part of the tourism initiative undertaken by the government of Malta. The motive of this type of tourism is to divert tourist from mainstream coastal tourism to more niche market of blue economy (Jones & Navarro, 2018; Refalo, 2024).

d. Blue Economy and Malaysia:

For Malaysia the tourism sector holds special importance because of its contribution to the national exchequer and because of the association of significant population wealth to this sector (Jeevan et al., 2019; Kumaran et al., 2025). In early 70s when coastal tourism was not developed people of these area used to earn by fishing and agricultural activities like rice farming and rubber tapping, as soon as Government has taken initiative to turn these places in to tourist attraction spots people have given up the traditional means of earning and have moved to tourism industry for earning. Considering it as easy source of income a solution to escape economic hardship. Then by mid 80s the government have taken several steps to capitalise this market because of its potential such as unspoiled naturally beaches which have never been used by the tourist, the freshwater lakes, beautiful coral reef, and availability of marine life. This is all what a tourist aspect from naturally rich coastal life and that's what it has to offer to the local and foreign tourist. From 1980s and 1990 the development was at boom where government along with private companies have successfully completed several projects like building of resorts, hotels, road and railway network. Along with International airport and ferry terminals (Shida Irwana Omar et al., 2014).

Every year the tourism industry of Malaysia which is mainly dependent on coastal and marine tourism have shown improvement this is evident from the stats shared by the department of statistic Malaysia, where it shows that total contribution of tourism has increased from 13.9 percent to 15.1 percent from year 2022 to 2023. The total in terms of revenue the contribution of the tourism industry to country's GDP is RM 275.8 billion (Department of Statistics, 2024) which is nearly USD $65 billion.

e. Blue Economy and Coastal Tourism in Pakistan:

For many developing countries across the globe coastal tourism is considered as promoter for boosting the economy of a country. Unfortunately, so far in Pakistan it has not been explored, or has been hardly explored considering the potential of maritime tourism in the country. Now that policy makers, stake holders and business communities have keen observation on the development of CPEC, therefore the development in coastal tourism sector is under great consideration than ever before (Ali, 2025; Ullah et al., 2018). With the development of coastal tourism there will be prominent development in the socio- economic sector of the country.

At the moment the coastal tourism sector of Pakistan lacks far behind the international coastal tourism market and coastal tourism sector in general. In 2020, government has planned to declared year 2020 as year of blue economy but unfortunately because of Covid-19 crisis the announcement is deferred (MOMA, Blue Economy Concept, 2021).

Lately some progressive steps in promotion of blue economy has been witness by the Ministry of Maritime affairs (MOMA), the ministry for maritime is heading the mission to promote the Blue Economy in Pakistan. As per the agenda of Blue Economy; MOMA will be working on following sectors:

i. Marine Food Processing Chain
ii. Exploitation of Exclusive Economic Zones.
iii. LPG Terminal
iv. LNG Terminal
v. Silk Route and BRI
vi. Coastal Development

vii. Shipping industry.

The motive of MOMA is to develop blue economy for boosting commercial benefits in the area of energy, tourism, Fisheries, Port supplies by fully utilising the marine resources available and ensuring that the resources are not only preserved and protected but are nourished as well, because this will result in bringing more job and income opportunities for the people of the region (MOMA, Blue Economy Concept, 2021).

As per the initiative of development of promoting tourism one initiative that has been recently taken by MOMA is building BUNDAL an island in Arabian sea which is off the coast of Karachi. The total area of this island is around 8,000 acres which is roughly 50 Km square area (MOMA, PAKISTAN ISLANDS DEVELOPMENT AUTHORITY, 2020), Which is fairly decent area for an attractive tourist spot.

2.2.2 What needs to be done for Promoting Marine tourism in Pakistan?

At the moment the Coastal Tourism of Pakistan is limited to the traditional activities that are offered by the locals to facilitate the leisure activities at the beaches. Among beaches mentioned in the earlier section of this work, the beaches which have most of the economic activities are in Karachi like Monora, hawks bay, French beach, Clifton, and sea view. Though these places didn't have much to offer but current commercial activities at these beaches include picnic at coast, riding camel or horse along the beach, boating, and shopping by tourists at these spots. Apart from Karachi, rest of the coastal areas are not contributing much to the revenue of marine tourism. Though there is significant potential for the generation of revenue from all the beaches in Pakistan.

There is significant potential of generating income from the coastal beaches located within Pakistan, which can be strategically done by paying attention to the coastal areas. The national exchequer can be boosted if government, and private company stake holder come up with plan which can be amicably put to execution for the development of attractive and modern picnic spot, sea resorts, marine sports events, day long ferry trips and other recreational activities.

a. By Hosting International Events:

One of the ways of promoting maritime tourism is by hosting the international sea sports events which can boost the tourism. As discussed earlier Maltese government every year organise Rolex Sailing competition which brings considerable number of local and foreign tourist to Malta every year and helps to promote the tourism economy of the country.

One of the oldest and internationally renowned Competition is America Cup. The history of this cup dates back to 1851. In year 2002 New Zealand got chance to host this event, as per record shared by the New Zealand Government the cash in flow for this event was approximately NZ$1.3 billion out of which the Government alone has spent NZ$ 85.7 million for the infrastructure development of the America Cup trophy. The event was again hosted by Auckland in 2003 and again it has proved to be successful event for the country. Considering this, New Zealand has Government have made focus on devising the tourism development strategies for the hosting the special International events(Jones & Navarro, 2018).

In addition to Malta and New Zealand Oman is also one of the emerging nations to host the sailing event. Though the event is not as big as American Cup or Rolex Middle Sea Sail event but over the time it is becoming popular maritime event. The event was initially sponsored by Omani Government but now as it's getting fame in the maritime events, the event has multiple sponsors. The motive of this event was to revive the heritage of Oman linked with maritime along with establishment and promotion of specialised tourism industry. It's been over a decade now that Oman sail is in business and has proved itself successful in meeting the objective of its formation. The event has been successful in spreading awareness about country's heritage and generating handsome revenue by promoting maritime tourism in country (Jones & Navarro, 2018).

b. By Effective Marketing Strategies:

The competitiveness in global maritime tourism is increasing over the years and this is the reason

market is getting saturated day by day. Therefore, the government and companies working in tourism industry should propose effective marketing strategies and promotion based on the analysis carried on the preference of the tourist. If the marketers have complete knowledge about the requirements of the tourist there are very few chances that there will be failure in the tourism development program. Therefore, it is necessary to create a market plan based on user requirements (Van der Merwe et al., 2011; Vogklis, 2025).

c. By Promoting Modern Water Sports:

Over the time maritime tourism have flourished because of promoting innovative leisure activities, there was a time when leisure was only limited to traditional activities like sunbathing, boating, riding along the coast and shopping of souvenirs from beaches. Now the help of technology the activities have transformed to great extent and there are more than ever activities in bucket than one could have ever imagined. It is because of technology the people could accomplish their desire of exploring coral reefs. The enthusiasts who are passionate about exploring the coral reef and wildlife of sea, take training for Self-contained Underwater Breathing Apparatus (SCUBA) diving. The training for SCUBA diving enables them to maintain their oxygen level to an optimal level where they don't feel breath shorten and can enjoy nature exploration underwater. Studies shows that over the years the interest of tourists have tilted to coral reef tourism significantly. Though not major but a proportion of at least twenty countries GDP is dependent on coral reef tourism. This is evident from the record shared by Professional Association of Dive Instructors (PADI), as per their record the total number of registered divers are more than 3 million all around the world and the pace with which its increasing goes up to an increase of 900,0000 divers a year. (Panwad & Nick, 2014)

Countries which have successfully establish market for coral reef tourism includes Bahamas, Australia, Maldives, and Asia Pacific countries like Thailand and Malaysia. (Panwad & Nick, 2014)

d. By Ensuring the hospitality industry is functioning well in tourist destination area:

Apart from leisure and attractiveness of coastal location, one of the major aspects which most of the tourists are looking for is availability of fine hotels and restaurants where they can comfortably enjoy their stay while touring the seaside. Studies have proved that luxury hotels such as Luxury enclaves within the vicinity of coastal area have promoted lucrative offering. Countries like Oman has established hotels along the coastal line where they have also placed golf course for tourist attraction adding value to the tourist destination. (Enzenbacher, 2019)

e. Tourism Contributing to Sustainable Development Goals:

United Nation has proposed Sustainable Development Goals (SDGs) for every country which should be adopted by every country who have pledge to contribute towards the sustainability. There are in total 17 SDGs. The motive of these goals is to improve social, health, economy, and environment sector of the countries by planning and implementing strategies which can be fruitful (Chango-Cañaveral et al., 2025; Grilli et al., 2021). Among these sectors United Nation World Tourism Organisation (UNWTO) has offered in supports for countries for promoting tourism in countries by establishing tourism strategies and by imparting advance the knowledge of tourism among countries for promoting tourism. The reason of promoting tourism is that it can play a substantial role in growth of the countries. Currently all 156 members of United Nation members have been advised to follow the Global Code of Ethics in Tourism, which is brought into implementation to gain maximum socio-economic benefits by reducing the factor which have adverse effect on tourism industry worldwide. (UNTWO, 2020)

The successful implementation of these goals means reduction in poverty, employment opportunity for local manpower, healthy environment for tourism business, promotion of area's culture and considerable attention for the

growth and development environment(Grilli et al., 2021).

3 Literature Assessment

The research for this study was conducted in two phases as highlighted in section earlier. The reason for conducting this study in 2 phases was, that inadequate availability data from listed databases was for the selected keywords maritime / coastal / marine tourism. Moreover, when it these keywords were further explored in term of blue economy there was further issues as some article related to maritime tourism were just focusing on sustaining the maritime environment for tourism while focus of some articles were focusing on introduction of new, innovative technology for attracting maritime and coastal tourism.

The research was further refined when the scope of the research material to be used was confined to last decade 2011-2021.

Without Filters when keywords were entered, they produced the responses as mentioned in the table 1.2

Table 1.2a: *Keywords without Filter*

Sr. No	Keywords Used	Database Used	Total Output received	Firstly used
1	Maritime Tourism	Science Direct	109	1993
2	Coastal Tourism	Science Direct	1350	1997
3	Marine Tourism	Science Direct	620	1997
4	Maritime Tourism	Emerald	20	1999
5	Coastal Tourism	Emerald	151	2002
6	Marine Tourism	Emerald	62	1992
7	Maritime Tourism	Google Scholar	2290	2017
8	Coastal Tourism	Google Scholar	19100	1930
9	Marine Tourism	Google Scholar	12300	1970

Table 1.2b: *Keywords without Filter*

Sr. No	Keywords Used	Database Used	Total Output received	Firstly used
1	Maritime Tourism and blue Economy	Science Direct	21	2013
2	Coastal Tourism and blue Economy	Science Direct	73	2013
3	Marine Tourism and blue Economy	Science Direct	23	2013
4	Maritime Tourism and blue Economy	Emerald	2	2018
5	Coastal Tourism and blue Economy	Emerald	3	2020
6	Marine Tourism and blue Economy	Emerald	3	2018

7	Maritime Tourism and blue Economy	Google Scholar	313	2012
8	Coastal Tourism and blue Economy	Google Scholar	846	2005
9	Marine Tourism and blue Economy	Google Scholar	577	2017

After setting limit (2011-2021) to the data the following outcomes were received as mentioned in Tab 1.3a.

Table 1.3a: *Setting Limit (2011-2021)*

Sr. No	Keywords Used	Database Used	Total Output received	Firstly used
1	Maritime Tourism	Science Direct	96	2011
2	Coastal Tourism	Science Direct	939	2011
3	Marine Tourism	Science Direct	388	2011
4	Maritime Tourism	Emerald	20	1999
5	Coastal Tourism	Emerald	151	2002
6	Marine Tourism	Emerald	62	1992
7	Maritime Tourism	Google Scholar	2290	2017
8	Coastal Tourism	Google Scholar	19100	1930
9	Marine Tourism	Google Scholar	12300	1970

After setting limit (2011-2021) to the data the following outcomes were received as mentioned in Tab 1.3b.

Table 1.3b: *Setting Limit (2011-2021)*

Sr. No	Keywords Used	Database Used	Total Output received	Firstly used
1	Maritime Tourism and blue Economy	Science Direct	21	2013
2	Coastal Tourism and blue Economy	Science Direct	73	2013
3	Marine Tourism and blue Economy	Science Direct	23	2013
4	Maritime Tourism and blue Economy	Emerald	2	2018
5	Coastal Tourism and blue Economy	Emerald	3	2020
6	Marine Tourism and blue Economy	Emerald	3	2018
7	Maritime Tourism and blue Economy	Google Scholar	305	2012
8	Coastal Tourism and blue Economy	Google Scholar	826	2005
9	Marine Tourism and blue Economy	Google Scholar	555	2017

After scrutinizing from the relevant databases 42 research materials were selected. In which 32 are journal articles 2 research materials are from the book and rest is from the online material found

from Government Credible web site. The list of all these materials is reflected in Table 1.4.

Table 1.4: *Selected Material from Databases*

Sr. No	Source	Category	Journal Name/ Source Name	Number of materials
1	Science Direct	Journal Article	*Journal of Marine and Island Tourism*	1
			Marine Pollution Bulletin	1
			Ecological Indicators	1
			International Journal for Entrepreneurship and Innovation Management	1
			Ocean & Coastal Management	1
			Case Studies on Transport Policy	2
			One Earth	1
			Tourism Management	1
			Resources, Conservation & Recycling	1
			Journal of Destination Marketing & Management	1
			Annals of Tourism Research	1
			Procedia Engineering	1
	Sub Total			**13**
2	Emerald	Journal Article	*International Journal of Culture, Tourism and Hospitality Research*	1
	Emerald	Journal Article	*International Journal of Event and Festival Management*	1
			Maritime Business Review	1
			British Food Journal	1
	Sub Total			**4**
3	Google Scholars.	Book Chapter	Springer	1
4	Google Scholars.	Journal Article	*Journal of Marine Science and Engineering,*	1
			International Journal of Tourism Research	1
			Journal of Tourism Leisure and Hospitality	1
			Sustainability	1

			Institute for Sustainable Development and International Relations	1
			SAGE	1
			Economics	1
			BazTech	1
	Sub Total			**8**
5	Book	Book	Impact of Pakistan Maritime Affair on Blue Economy	1
6	Book	Diplomat	Diplomat Magazine	1
	Sub total			**2**
7	Articles from Local Journal	Journal Article	*Journal of the Punjab University Historical Society*	6
			CISS Insight	
			Journal of Political Studies	
			Pluto Journal	
8	Official Website	Web Site	United Nation World Tourism	1
			United Nation World Tourism: Executive Council Meetng	1
			Ministry of Maritime Affairs: *Blue Economy Concept*.	1
			Ministry of Maritime Affairs: *PAKISTAN ISLANDS DEVELOPMENT AUTHORITY*.	1
			Tourism Satellite Account Malaysia	1
			Ministry of Interior: Visa on Arrival	1
			The World Bank	1
			The geopolitics	1
			European Commission: Coastal and maritime tourism	1
	Sub Total			**9**
	Total			**42**

4 Analysis and Interpretation

The result obtained from searching the databases and relevant research material shows that maritime/ coastal/ marine tourism is not new term, it's been recognised and has been given attention in 90s and later too. While the term blue economy is relatively new to scholar and industrial world. Therefore, we have seen very few researches regarding blue economy combined with set key words in late 90s or early 2000. Moreover, it can be clearly interpreted that the proportion of research on Blue Economy and maritime tourism have increased over the millennium era (2000 and beyond).

Another interesting factor which has been identified during the research of these material shows that the research pertaining to Pakistan blue economy have not been published in high impact factor articles in early era but there are few researches attributed to local research in which maritime tourism in respect to blue economy has been published in local journals giving a perceptive of blue economy in Pakistan.

During the course of research, it is observed that there are significant number of research have been done on European Countries, Asia Pacific Countries and South Asian Countries. There is notable research gap for the sub-continent, African and middle eastern countries. In order to understand this gap and to understand how these countries have been successful in generating income through blue economy the author has selected the materials of these countries and have tried to present those niches in a way that they can be replicated in Pakistan too.

5 Discussion of Results

The research material reviewed shows that there is no disparity between the opinions of authors on role of tourism in development and growth of economy of country; 30/34 reviewed material have one way or the other have highlighted this that leaders of the countries should give special attention to maritime and coastal tourism. Countries like Sri Lanka and Maldives economy is heavily relaying on tourism sector, followed by Asia Pacific countries such as Malaysia, Thailand, and Indonesia. The reason for Sri Lanka and Maldives to top highest revenue generation through maritime and coastal tourism is because these both countries have major portion of sea to their name than land and Asia Pacific countries have also significant sizeable sea region which they use for coastal and marine tourism (Bari, 2017).

Pakistan being country with 290,000 Sq. Km of sea area, which is more than the combined land area of Punjab and Khyber Pakhtunkhwa have bright chances of making monetary benefit from coastal and marine tourism (Shahzad, 2020). Therefore, it is important for the stakeholders both public and private stakeholder to take keen interest in utilising this sea space and contribute to the blue economy.

There is no doubt of the fact that marine tourism/ maritime tourism and coastal tourism is one of the segments of a bigger picture which is blue economy. As highlighted in earlier the blue economy consist of maritime Transport, renewable energy, tourism, fishery, waste management and climate change. The articles which have been reviewed for understanding blue economy states that any country which has access to sea has significant prospect of contributing to blue economy (Niavis, Papatheochari, Kyratsoulis, & Coccossis, 2017). Pakistan is lucky to have access to deep sea and shallow sea right at coast all that is required is attention of Government to develop these coastal area as per the requirements of the tourists.

One of the primary requirements of the tourist visiting coastal areas is to have coastal areas full of serene ecological standards including crystal clear blue water, highly attractive coral reefs, and sustained marine wildlife. In tourism sector whether its linked with marine tourism or its linked with land tourism any factor which is harmfully impacting land or sea will have negative impact on the image of the tourist destination (Dimitrovski, Lemmetyinen, Nieminen, & Pohjola, 2021). Considering Pakistan there is a lot of improvement required for revamping the ecological system of the beaches of Pakistan especially those which are in Sindh. Currently the

beaches which are contributing to coastal tourism of Pakistan is located in Sindh and because of huge amount of tourist visiting beach every now and then the condition of beach is quite deterring and need special attention to be sustained ecologically (Humayun & Zafar, 2014). Undoubtedly, the places which have been frequently visited by the tourists pose serious threats to the ecological system of that area (Rosatoa, Caputob c, Valented, & Pizz, 2021). Therefore, to maintain the ecological environment ministry of maritime Affairs needs to propose and implement policy that are beneficial for the sustenance of the ecological system of the beach.

Apart from primary requirement of maintenance of the ecological factor there are secondary factors which plays an important role in development and promotion of Tourism industry in a country; this include availability of decent food, modern water sports activities, availability of local souvenirs, luxury hotel and reasonably economical hotels as well (Cirer-Costa, 2014; Guha et al., 2025). Countries which have focused on making good revenue through Blue Economy have developed special areas which are specifically designed to cater the tourism needs; one such example is development of enclave by Omani government in the locality of sea, where tourist can enjoy Golf as a leisure activity (Enzenbacher, 2019).

Apart from on beach and within water services another requirement which needs special attention is the development of proper infrastructure which can be used for conveniently accessing coastal are through road and railway network(Mendas, 2015; Nina et al., 2025). Those areas which are conveniently accessible through roads and railway network receive a greater number of Tourists every year. Considering Pakistan in this situation under CPEC and certain projects without CPEC involvement have been carried out to connect coastal areas of Pakistan-like connection of Gwadar port through Coastal Highway. The accessibility of coastal area by reaching coastal cities by air such as there is airport in Karachi and Gwadar which can play an important role in bringing tourists to the tourist destinations (Askari et al., 2020)

Where there are internal factors which can be controlled and there are external factors which pose serious challenge to the administration of the marine and coastal tourism and that's threat to the security of the area and tourist (Rahman & Suryawan, 2025; Rangel-Buitrago et al., 2018). For Pakistan it is really important to keep in consideration which is required for protecting the coastal assets and tourism infrastructure which have serious threat from relatively non- friendly sea border with India than any other neighbouring country (Askari et al., 2020; Hashim et al., 2025).

After carefully considering all the elements of marine/maritime and coastal tourism with respect to marine its certainly true that in coming days this aspect of tourism will be on boom, boasting and contributing to the economies around the world. Therefore, ministries and stakeholder should work together and should come up with a plan which can be used for promoting and advertising maritime tourism in the country.

The ultimate objective of maritime and coastal tourism in Pakistan will be to contribute in blue economy of Pakistan by opening opportunities for jobs, development of Small and Media Enterprises (SME) in related field and advancement in the current businesses that are operating in Pakistan. As highlighted by Secretary General UNWTO "Around the world, in countries at all development levels, many millions of jobs and businesses are dependent on a strong and thriving tourism sector. Tourism has also been a driving force in protecting natural and cultural heritage, preserving them for future generations to enjoy" (UNWTO, 2020).

To meet these objectives there are two important steps the first one is by developing and implementing the strategies and the second one is by promoting the facilities through online medium like through Pakistan High Commission in other lands and by social media marketing (Latif et al., 2020). Another factor that can play a prominent role in creating a perception about Tourism in Pakistan is by annually organising one international event related to water sports which will be a source of promoting good name to people around the world.

6 Recommendations and Conclusion

Though there have been several opportunities that can be taken to promote tourism in Pakistan, but unfortunately these opportunities have not been capitalised in a manner it should be. The key issue that has been highlighted is that, the efforts which have been made by different entities are not align with each other plan and are not managed as per the coordinated efforts. Therefore, joint efforts need to be made by the Government institutions followed by the private companies to insure that the Coastal tourism in Pakistan is delivering well to promote the socio-economic status of the country (Ullah et al., 2018).

Currently in Pakistan mainly the activities which are carried out under the umbrella of coastal tourism and marine tourism are mostly taking place in Sindh such as at Monora, Hawks Bay, French beach, Clifton and Sea view. The tourism activities here are not up to the international tourism facilities that are provided to tourists around the world. Here the tourists are offered rides on buggies, camel and horse around the coastal area. Boating service in certain part of the sea, availability of local souvenirs, and Scuba diving. Though these services are offered for promoting the leisure at beach but unfortunately, it's not contributing as per the international standards; the quality of water is not according to required standards which tourists generally demands for hence not providing best underwater experience. Tourist these days are looking for innovative solutions for experiencing new adventures on beaches(Koukaki & Tei, 2020). Therefore, high speed boats like modern jets ski, boats for water rafting, equipment for snorkelling, scuba diving, paragliding, and parasailing should be brough and used so that tourist can enjoy the beautiful scenic beach with modern leisure sports on the beach.

Initially to begin with Pakistan Maritime Tourism should start ferry services to and from Gwadar, Pasini, Omara to Karachi. The ferry service can comprise of holiday ferry service carrying multiple tourists and it could be booked for single event for oneself. Moreover, there should be trips for island hopping as it been done in several countries one such example is of Malaysia; where in Langkawi (Shida Irwana Omar et al., 2014) tourist can go for Island Hopping and can spend quality leisure time.

As mentioned earlier there is need for an international event annually; this is because an international event is required at all cost which will show the positive Image of Pakistan in the world. For this it is important that Ministries related to maritime tourism should work along with security agencies so that security of tourist could be ensured at all cost.

Once the beaches are established and are operational then it is important for related ministries and government to ensure that the natural ecological setup of the beach is maintained and its not disturbed. For insuring this the coastal management should work on policy and mechanism which is against littering on coastal beach; this can be done by following UN Global Code of Ethics in Tourism. Awareness drives should be conducted across the country to promote the cleanliness and hygiene of coastal environment (Azmie, 2017). At the moment the busiest beaches are the one that are in Karachi once the load of tourist is shifted to Gwadar it must be insured that the beach is kept clean all the time by increasing the frequency of beach cleanliness and ensuring that rules are strictly followed by the tourist. In addition to all these steps, collaboration among the researchers across the world should be encouraged among the researchers so that there are chances of positive development based on new research. (Silvaa, Oliveira Castroa, Salesb, & Araújob, 2018)

Keeping the traditional aspects of tourism alive coupled with modern day tourism element will not only reduce the unemployment ratio among the local people, but will also provide opportunities for new business for Small and Medium Enterprises, will boosts the entrepreneurship chances in the region and ultimately this will show significant impact on blue economy of the country.

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