



# **Mainstreaming Biodiversity Conservation into Production System in the Juniper Forest Ecosystem**

Ecotourism Plan

**Final Report**  
June 2010

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## ABBREVIATIONS AND ACRONYMS

AFP	Adventure Foundation Pakistan
BFWD	Balochistan Forest and Wildlife Department
BDTC	Balochistan Department of Tourism and Culture
CAAB	Chiltan Adventure Association Balochistan
DFO	District Forest Officer
DTS	Department of Tourism Services
IUCN	International Union for Conservation of Nature
LCTM	Local Committee on Tourism Management
LPG	Liquefied Petroleum Gas
MoU	Memorandum of Understanding
NGO	Non Governmental Organizations
PCTM	Provincial Committee on Tourism Management
PITHM	Pakistan Institute of Tourism and Hotel Management
PTDC	Pakistan Tourism Development Corporation
STFP	Sustainable Tourism Foundation Pakistan
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TIC	Tourism Information Centre
TMO	Tehsil Municipal Officer
ZEIC	Ziarat Ecotourism Information Centre

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## ***Foreword***

This report was authorized by the IUCN Pakistan vide consultancy contract dated 7th May 2009.

The report is prepared by utilizing the information collected during the field visits of project area, discussions and interviews held with the different stakeholders during the site visits, National Tourism Policy, survey reports of Ministry of Tourism and Balochistan Conservation Strategy. The project document namely; Mainstreaming Biodiversity Conservation into the Production Systems in the Juniper Forest Ecosystem was also consulted.

This report is presented in two parts. Part-I presents an overview of Ziarat as a tourist destination and reviews the present state of tourism in the project area and looks at the potential and constraints to the tourism development. Part-II put forward solutions and strategy proposals and suggests actions which can be implemented by the active involvement of concerned stakeholders for the development and management of various facilities to promote ecotourism in the region.

The effective implementation of this plan will contribute to the project's goal of providing sustainable livelihoods to the local communities by exploiting opportunities of promoting the ecotourism in the Ziarat and its surrounding areas.

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## ***Executive Summary***

Ecotourism is a form of tourism, which effectively generates income for the local people in a manner that the present generations get benefits from nature with ample opportunities left for the future generations, thus ensures the sustainable use of natural resources. On the other hand it helps to create awareness and importance of environment conservation among locals as well as visitors.

Ecotourism is mainly managed by the local people in relation to local culture and tradition and the visitors have respect and concern for local culture and traditions. This ecotourism management plan for Ziarat Valley focuses on the promotion the environment friendly and responsible recreational tourism by affectively involving all the concerned stakeholders.

Ziarat long has been a place of attraction for the domestic as well foreign tourists but the potential of tourism in this region has not been fully exploited for the local economic development and most of the development of tourism infrastructure has been demand driven and no proper planning was done at any stage to develop it as a proper tourist resort. The source of tourist attraction in the area include the age old forests of Juniper, rich natural and cultural diversity, beautiful landscape, fruit orchards, fresh water springs, narrow gorges, shrine of Baba Kharwari and Ziarat Residency, a palace where the founding father of the nation, Mr. Muhammad Ali Jinnah, spent his last days.

Most of the tourism development in the project area is unplanned and causing damage to the fragile natural environment. Therefore, it is important to reorganize this sector and help local communities to fully benefit from its potential to generate additional income and employment opportunities.

There is need to improve the standard of existing tourism facilities and to exploit the potential of new aspects of nature and adventure tourism by more pro-actively involving local community in the development and management of tourism so that they could earn better livelihoods from this important source of income. After a careful analysis of the potential of ecotourism in Ziarat area based on the field trips and consultation with concerned stakeholders, more than 30 development and management related recommendations have been made in this plan. If these are implemented, Ziarat can become one of Pakistan's most important tourist destination and hotspot for ecotourism.

# PART I

## 1. Background

IUCN Pakistan's Juniper Project in Ziarat district of Balochistan aims to make production activities in the Juniper forest ecosystem biodiversity friendly. Its main objective is to reduce the negative impacts of production activities in the livestock grazing, and agriculture and energy production sub-sections, while exploring opportunities for biodiversity benefits from sustainable tourism, controlled hunting, and watershed and ecosystem services in the Juniper forest ecosystem.

Majority of the people in Ziarat live in abject poverty. In general, development has not been able to reach most of the remote settlements and people. Therefore, communities mostly depend on natural resources for subsistence. The population is increasing, while renewable natural resource base is degrading due to unsustainable use, thus resulting in hardships for local communities.

For better living conditions and ecosystem health, the project has identified promotion of ecotourism as one its key components. The objective is to provide alternative livelihood sources to the local communities, which will have the dual benefit of increased income as well as biodiversity conservation. Towards that end, the project is undertaking a range of activities geared towards capacity building of and resource provision for local communities.

Although Ziarat has attracted tourists from within and outside Pakistan, the true potential of tourism has not been fully utilized in this region. Most of the planning and infrastructure development for tourism has been demand driven. Tourist attractions in the area include the ancient Juniper forest, the rich natural and cultural diversity, beautiful landscape, fruit orchards, fresh water springs, narrow gorges, shrines of saints, Zezri Valley, Manna Valley (a lush green valley with apple orchards and an azure lake), Prospect Point (has a government rest house and open space for picnic/camping), Sandeman tangi, Karvi kach, Khalifat peak (second highest peak in the province, at a height of 3,488 meters) and Quaid-e-Azam's Residency (the building - a majestic piece of architecture constructed in 1892 – is where the founder of Pakistan, Quaid-e-Azam Muhammad Ali Jinnah spend his last days. The building has been declared a national monument). To mitigate the damage being caused to the fragile natural environment by uncontrolled tourism, it is important to reorganize the tourism sector and help local communities benefit from its potential to generate employment opportunities and additional income, as well as preserve their natural heritage.

## 2. Introduction

### 2.1 Location

Ziarat is a hill resort at an elevation of 2336 meters (7662 feet) above sea level. Its total geographical area is 95,362 hectares. It is located at a distance of 123 km from Quetta city.

The district is mostly mountainous comprising several valleys. The four valleys selected for implementation of the Juniper Project by IUCN are:

- i. Batay Thair – Nishpa Valley
- ii. Koshki – Zizri Valley
- iii. Main Chautair Valley
- iv. Main Ziarat Valley

#### Weather conditions

The area is refreshingly cool in summer (May-August). It starts getting cold in September and is extremely cold during November–March, when there is also considerable snowfall. Seasonal migration rate is high due to harsh winters.

Average rainfall in the area ranges between 250-328mm. The months of January-March and July–August receive the most rainfall.

## **2.2 Biological Significance**

There are 67 species of Juniper known worldwide with 6 species occurring in Pakistan. While Juniper forests occur across six districts of Balochistan (covering an area of about 247,000 acres), namely Kalat Loralai, Pishin, Quetta, Sibi and Ziarat, Ziarat in particular is blessed with the second largest Juniper forests in the world. The area is famous for its Juniper forest and is dominated by *Juniperus excelsa polycarpus*, a species native to Balochistan. The estimated age of some of the tree specimen in these forests is believed to be approximately 2000 years old. However, the estimation of actual age of trees would require further dendrological research.

There are many important species of animal and birds found in the Juniper forest ecosystem. Major species include wild ash, wild almond and *khujak*. The area is also rich in medicinal plant species which local people use for traditional treatments of a variety of diseases. A herb found in abundance is *Ephedra sinica*, from which the chemical extracted is called *ephedrine*, an important constituent for various medicines, especially cough syrups. Ziarat is also famous for its sweet apples and cherries (black and red). Pure local honey is also sold to tourists on many picnic spots.

Wildlife reported in the district comprises Suleman Markhor, Chakore, Seesee, wolf, rabbit etc. In order to protect the wildlife several areas have been declared wildlife reserves.

Ziarat Juniper Forest is mostly state owned forest, without special protected area status although Juniper itself enjoys special protection status. Some local communities are protecting forest resources under customary laws and practices, however, this is variable. Commercial forestry is not found in this district. Despite this, the Juniper forests in Ziarat are under stress from a range of factors, both natural and human induced. Traditionally, local people have been dependent on these forests for fuel-wood, building and construction material, grazing, agriculture and various non-timber forest products (NTFPs). Population increase and demand for access to land and resources has been driving unsustainable use of the forest with negative impact on the Juniper trees and other components of this fragile forest ecosystem. The availability of natural gas in the area has provided some relief to the forest resources.

### 2.3 Cultural Significance

The old name of Ziarat was Ghoshki, which was changed in 1886 to Ziarat after the neighboring Shrine of Mian Abdul Hakim (District Gazetteer of Sibi 1906, page 258). It is said that a renowned saint Mian Abdul Hakim (generally called **Nana Sahib**) along with his two students Hazrat Mullah Karim Dad (Nogaza Baba) and Hazrat Mullah Muhammad Tahir (Kharwari Baba) used to stay in a hut, along Ziarat-Loralai road at a distance of about 9 Km from Ziarat, and live a life of prayer and contemplation; over years the hut turned into a shrine of Mian Abdul hakim.

Another story tells us that the word Ziarat is associated with the shrine of a revered local saint, Baba Kharwari who believed to have lived in the valley and have blessed it. His real name was Hazrat Mullah Tahir and he was a member of Sarang Zai tribe. He became a disciple of Nana Sahib and a number of miracles are attributed to him. After his death he was buried here. Many people visit his shrine, which is 8 km away from Ziarat town. During Eid festival, the tribesmen gather around the shrine and hold wrestling and marksmanship competitions.

The district population lives in 115 villages. Most of the villages have a population exceeding 250. The natural growth rate in Ziarat is believed to be high. The existing average household size would be around twelve persons. Dependent population is estimated to be 70% of the total population.

Ziarat district mostly encompasses Pathan tribes. The major tribes of Pakhtuns living in valley include Kakar (constituting the majority), Ghilzai, Syed and Bruhi. The better known sub-tribes are Dohtani, Dummer, Raisani and Sarangzai. According to the locals, a member of Sarangzai tribe by the name of Tahir (believed to be a disciple of Nana Sahib) is buried in Koshki Valley. A number of miracles are attributed to him and a large number of people visit his shrine and offer sacrifices in his memory. During the Eid festival, tribesmen gather around the shrine and hold wrestling and marksmanship competitions.

The mode of living varies with the topographic characteristics of the different parts of the district. In the upper mountainous parts, the settlements are small and scattered, and fully covered by a tin roof. In the valleys, there are small and big conglomerates of houses. In the plain area, the houses are relatively bigger, with separate bedroom, sitting room (*Hujra*), store, cattle shed, and front/back yard. In Ziarat town, most of the houses are *pacca*.

Joint family system is heavily dominant in the district and is a major determinant of the housing pattern. It is also common that several houses of a family are built within a single large enclosure with a common gate. A village is normally inhabited by a single tribe. Each community has its own headman, called the *Killi Malik* (village headman). Similarly each tribe (comprising several clans/communities) has a *Malik*. People usually marry within their own tribe. Almost all inhabitants of Ziarat district are Muslims. Women strictly observe *pardah*, and normally stay inside the house.

The meals are simple and abundant. Breakfast consists of tea (black with milk) and roti (bread). The standard composition of lunch is vegetable with roti. Dinner comprises meat and roti. All meals are freshly made, like in other districts of Balochistan. The family normally eats together, sitting on a mat or blanket spread on the floor.

In terms of sports and recreation, cricket, football, and volleyball are popular outdoor sports in this district. Every year the Ziarat week is organized. Sports teams from all over Balochistan come to Ziarat to take part in tournaments. Other popular sports include wrestling contests, cycle race and tug of war. However, being largely a mountainous area, the district is almost without proper sports fields.

## **2.4 Local Economy**

As literacy in the area is very low, especially amongst women, most people earn their livelihoods through livestock and agriculture sector.

The important livestock species are goats, sheep, donkeys and cattle (in that order). Women play a major role in raising livestock; they are involved in preparing the feed, cleaning of shelters, medication, milk processing etc. A major constraint is that of high cost of medicines as the livestock owners cannot afford the medicines.

Farming is almost entirely a private enterprise and is managed at a household level. The land is very fertile and suitable for high value horticultural crops on account of which its value productivity is high. However, arable land is only 12 percent, causing pressure on existing land. The agricultural sector is nearly a single crop sector. The agricultural sector concentrates almost entirely on fruit production. The fruits grown are apple, almond, apricot, peaches, plum, pear, pomegranate, cherry etc, with a dominating position for apple production. A substantial marketable surplus is produced in the case of fruits. The entire cereal and vegetable production is consumed locally. Almost the entire cultivated area is irrigated. The sources of irrigation are open wells, tube wells, karezes / springs and small dams.

Wage employment in the agricultural sector is a major source of income in the area. On-farm wage laborers (paid in cash and kind) are engaged mostly at land preparation and harvesting time.

The public sector is also an important employer. Furthermore, while the small and medium enterprise is not adequately developed, some community members are employed in off-farm private sector, such as the stone extraction and goods transport services companies. The manufacturing / milling units existing in the district cater only to the local demand. These units include flour mills, motor/cycle workshops, artisans shops etc. Handicraft industry also exists though there is considerable potential for its development. The commercial activity in the district is steadily increasing and is emerging as an important source of income and employment.

Official statistics do not take account of women workers although they constitute a large segment of the district's labor force. Women make an important contribution to crop production, livestock and poultry farming, and post harvest management of crops. A large number of women are engaged in sewing and embroidery work as a part or full time earning activity. Household chores, such as fetching water and fuel wood, and repairing the houses etc. are not accounted for.

Tourism is a major industry in the area and offers great potential for development. However, the district tourist attractions are still not fully explored and developed. The

existing facilities for tourists are also inadequate; so are the economic and transport infrastructure and facilities. There are six hotels and thirteen rest houses in Ziarat town. In the peak of the tourist season, they are unable to provide accommodation to all visitors. Improvement is taking place in respect of roads, transport, electricity, potable water service, banking etc.

Ziarat town is the only urban centre in the district. Telecommunication facilities are concentrated in Ziarat town. Clean drinking water and sanitation facilities are also available in Ziarat town, though not sufficient. Additionally, there are water drains as well as basic arrangements for waste collection and disposal. The health system comprises predominantly the government health service. The district's public sector health system compares well with most other districts in terms of quality of service. There are however, staffing and other problems which are affecting the systems efficiency. A few NGOs are engaged in activities contributing to child welfare, family planning and patients welfare.

### **3. Present State of Tourism at Ziarat**

#### **3.1 Accessibility**

Ziarat is located at a distance of 123 km from Quetta. It is accessible via metalled road from Quetta and travel time is two and half hours drive. Quetta, the capital of Balochistan, is linked by air, rail and road with the rest of the country. Some international flights are also connected to Quetta city airport.

Most of upper and middle class tourists come here on their own vehicles (cars/jeeps). Low income groups such as students, youth and families from Quetta and people from surrounding areas use services of public transport and hire vans, coasters and buses. Peak tourist season is from May to August.

#### **3.2 Boarding and Lodging Facilities**

To provide boarding and lodging facilities to visitors, PTDC constructed an 18 room motel and a restaurant in the early 80s, which is now under the management of a private contractor and is in neglected condition. A few other hotels and restaurants are also located in the main bazaar. There are an estimated thirteen (government) rest houses and six private hotels in Ziarat town. The rest houses have reasonable to good accommodation. There are also a large number of private guest houses which offer accommodation facilities to the visitors but there is no proper check on the standard of these guest houses and there is no proper mechanism to get bookings at these guest houses. Generally, the standard of rooms and quality of food served at these hotels and restaurants is not up to the mark. A large number of visitors who come on day visits bring with them their own cooked food and other food stuff to do cooking while picnicking at different outdoor locations. A little more investment in the private and public sector establishments can make them much more comfortable.

#### **3.3 Tourist Recreational Facilities**

Ziarat is the holiday resort of the province. Most of the tourists to Ziarat enjoy its pleasant weather, go for picnics, cook under shady trees and leisurely enjoy listening to music, dancing and playing cards. Young tourists who come in groups go for hiking and

camping, though as such there are no properly planned recreational facilities for the visitors at Ziarat. Some visitor facilities have been established - walking trails, picnic facilities and overnight huts, but these are not properly maintained. Considering the terrain, hiking and mountain biking trails, rock climbing sites, horse and camel riding trips, jeep safari tours and many other options for nature loving tourists hold great potential for tourism development.

### 3.4 Tourism Market

Ziarat is a small district, peaceful, and more easily manageable than most other districts in the province. The district's administration's coordination with the line departments, local bodies and NGOs, is better as compared to other districts.

Ziarat has been a popular recreational tourist destination among domestic tourists from urban centers of Balochistan and as well as Karachi due to its pleasant weather during hot summer months. Mainly domestic tourist comes in family and friends' groups. Other Due to remoteness and perceived security concerns foreign tourism in not fully developed and only a few foreign tourists come to Ziarat.

There is no system to collect data on tourist arrival at Ziarat but as per careful estimates Ziarat receives more than 150,000 visitors each year. May to August is considered to be the peak season but many people also come in winter to enjoy the snowfall at Ziarat. The main tourist generating markets are Quetta and Karachi but domestic tourist also come from surrounding areas and towns on day trips. Many people who come to visit their family / friends living at Quetta also spare some time to visit Ziarat on short trips.

Weekends and national holidays are more crowded as mostly people come on short trips. Students and youth groups come here to spend nights in tents at open places. During summer holidays family tourism is more frequent and their average stay at Ziarat is two to three nights. However, the impact of all this tourism activity is very low as most of these tourists use very little local services and products.

## 4. Ecotourism Potential

The resource base for tourism is the physical and social environment and it is a major component of any tourist product. Careful use of this resource base is the key to sustainable development and income generation for local community and tourism industry. In order to better understand the resource base of Ziarat, the analysis of main tourist attractions and list of possible tourism activities is given below:

Outstanding Physical Features	Outstanding Cultural and Historical Features	Outstanding Biological Features	Activities for Tourists
<ul style="list-style-type: none"> <li>• World's second largest Juniper Forest</li> <li>• Picturesque landscape</li> <li>• Refreshing spring water</li> <li>• Panoramic view points</li> <li>• Zezri Valley</li> </ul>	<ul style="list-style-type: none"> <li>• Quaid's Residency</li> <li>• Shrine of Baba Kharwari</li> <li>• Traditional lifestyle</li> <li>• Traditional embroidery</li> </ul>	<ul style="list-style-type: none"> <li>• Variety of medicinal plants</li> <li>• Variety of birds</li> <li>• Possibility to see wild animals</li> <li>• Variety fruits</li> </ul>	<p><b>Recreational Activities</b></p> <ul style="list-style-type: none"> <li>• Trekking and hiking</li> <li>• Camping</li> <li>• Camel ride</li> <li>• Jeep safari</li> <li>• Rock climbing</li> <li>• Mountain biking</li> </ul>

<ul style="list-style-type: none"> <li>• Prospect Point</li> <li>• Manna Valley</li> <li>• Sandeman Tangi</li> <li>• Karvi kach</li> <li>• Khalifat peak</li> <li>• Narrow gorges: Chaurait Tangi, Sandeman Tangi</li> </ul>			<ul style="list-style-type: none"> <li>• Mountaineering</li> <li>• Caving</li> <li>• Snow trekking</li> <li>• Paragliding</li> <li>• Fruit picking</li> </ul> <p><b>Ecotourism Activities</b></p> <ul style="list-style-type: none"> <li>• Bird watching</li> <li>• Nature Photography</li> <li>• Nature walks</li> <li>• Study of rocks</li> <li>• Study of native vegetation</li> <li>• Village touring</li> </ul>
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Because of its above mentioned outstanding physical features, high biological and cultural and historical significance, Ziarat has a good potential to be promoted as an ecotourism destination. The existing recreational tourism potential can also be harnessed for a more environment friendly and responsible recreational tourism.

The motivation behind developing tourism should not be just to attract more tourists but to ensure that economic benefits accrue from it for the local communities. At the same time, the negative impacts of irresponsible tourist development need to be avoided, such as damaging effects on the local natural, cultural and historical resources. Therefore, ecotourism should be encouraged through adequate awareness and consciousness of the conservation and protection of natural resources for the enjoyment and benefit of both locals and visitors in the area of Ziarat. Most importantly, tourism should benefit the local communities, offering them opportunities for employment and trade, and allowing them to keep their natural and cultural heritage unspoiled by commercial influences.

## 5. SWOT Analysis

### Analysis of Ecotourism Potential of Ziarat

The following SWOT analysis is based on personal observations and discussions held with various stakeholders, including representatives of communities and government and non-governmental agencies during the field visits conducted in August 2009.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Easily accessible from Quetta via metalled road</li> <li>• Already popular as a hill resort</li> <li>• A large number of domestic recreational tourists visit this area on weekends and public holidays</li> <li>• Number of picnic spots that can be further developed</li> <li>• Number of panoramic view points that can be further developed</li> <li>• Good opportunity for nature tours</li> <li>• Opportunities of different recreational and adventure activities, such as picnicking, camping, trekking, rock climbing, paragliding, mountaineering etc.</li> <li>• High cultural and historical interest due to existence of Baba Kharwari shrine and Quaid-e</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of tourist facilities, such as picnic shades, public toilets, first aid and car parking areas</li> <li>• Low standard of tourist boarding and lodging facilities</li> <li>• Local community not trained for tourist handling skills</li> <li>• Poor visitor management and orientation</li> <li>• No tourist information and interpretation</li> <li>• No proper arrangement for solid waste and waste water disposal</li> <li>• Seasonal market</li> <li>• Misconception about security risks</li> <li>• Poor standard of public transport facilities</li> <li>• Poor condition of link roads</li> </ul>

Azam residence	
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Existence of attractive physical, cultural and natural features</li> <li>• Juniper project being implemented by IUCN</li> <li>• Supportive role of BFWD and district government towards promotion of community based ecotourism</li> <li>• Existence of community level institutions established under Juniper project</li> <li>• Presence of support institutions such as CAA</li> <li>• Existence of tourism market and basic infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Unplanned development of tourism infrastructure</li> <li>• Increase in noise and air pollution</li> <li>• Overcrowding</li> <li>• Disturbance for wildlife</li> <li>• Disturbance for local people</li> <li>• Pressure on natural resources</li> <li>• Over pricing</li> <li>• No control on quality of tourism services</li> <li>• Increase in solid waste production</li> </ul>

## 6. Stakeholders

Following are the key stakeholders in implementation of this ecotourism plan:

- Balochistan Forest and Wildlife Department
- Balochistan Rural Support Program
- Balochistan Tourism and Culture Department
- Pakistan Tourism Development Corporation
- Local Government
- IUCN Pakistan
- Local Community
- Chiltan Adventure Association
- Pakistan Association of Tour Operators
- Sustainable Tourism Foundation Pakistan
- Local hotel association

## 7. Main Constraints

- There is limited understanding and experience of tourism among the local community and government. There is also lack of technical knowledge and experience on how to integrate biodiversity conservation with tourism development.
- At present, development of tourist facilities in Ziarat District is being undertaken in a haphazard manner and damage done to the environment is quite visible. In no way can it be termed ecotourism; rather it can be categorized as poorly managed recreational tourism.
- Most of the solid waste generated by hotels, guest houses, restaurants and tea stalls is not treated and disposed properly, and is creating serious environmental problems. Visitors also leave behind vast quantities of waste at picnic areas and there is no system to collect and dispose litter in a proper manner.
- Although a large number of domestic tourists come to Ziarat on weekends, the impact of all this tourism activity on the local economy is very minimal.
- There is also no quality control or check on the standard of services provided by hotels, guest houses and restaurants. Therefore, guest houses, hotels and tea stalls/restaurant owners are least concerned about the quality standards and

hygiene conditions, a usual norm of tourism industry in other countries. Even the PTDC Motel at Ziarat, which is considered one of the best, is far below the required standards of tourist accommodation and presents a very shabby outlook.

- Security of visitors is also a big concern for domestic and well as foreign tourists. Marketing and promotional activities are not well planned and availability of updated information on the tourism facilities and sites is not very reliable. PTDC or Balochistan Tourism Department has not done enough in this regard. A lot needs to be done to improve the image of the area as a safe tourist destination.
- Most of the staff working in local hotels/guest houses, restaurants and tea stalls are not trained in hospitality skills, therefore, the level of satisfaction is fairly low among visitors.
- Basic amenities such as public toilets, picnic shades, first aid posts are not available.
- It is very essential to collect data for future planning. Presently there is no proper mechanism to collect and disseminate data on tourism trends and growth in tourism sector in the project area.
- Although local women make various handicrafts, there is little visibility of local handicrafts in the local market.

## PART II

### 8. Management Plan for Ecotourism in Ziarat

Ecotourism is a form of tourism which effectively generates income for the local people in a manner that the present generations get benefits from nature with ample opportunities left for the future generations, thus ensuring sustainable use of natural resources. Additionally, it helps create awareness on the importance of environment conservation among locals as well as visitors. Ecotourism is mainly managed by the local people, thus maintaining a close connection with the local culture and tradition. The visitors also maintain respect and concern for local culture and traditions. This ecotourism management plan for Ziarat focuses on the promotion of environment friendly and responsible recreational tourism by effectively involving all the concerned stakeholders.

Ziarat has long been a place of attraction for the domestic as well foreign tourists but the potential of tourism in this region has not been fully utilized for local economic development. Most of the development of tourism infrastructure has been demand driven and no proper planning was done at any stage to develop it as a proper tourist resort. Most of the tourism development in the project area is uncontrolled and causing damage to the fragile natural environment. Therefore, it is important to reorganize this sector and help local communities to fully benefit from its potential to generate additional income and employment opportunities. There is need to improve the standard of existing tourism facilities and exploit the potential of new aspects of nature and adventure tourism by pro-actively involving local community in the development and management of tourism so that they could earn better livelihoods from this important source of income. Following are the recommendations to develop ecotourism in Ziarat and its surrounding areas:

Following are the recommendations to develop ecotourism facilities in Ziarat and its surrounding areas:-

#### 8.1 Ziarat Ecotourism Information Centre (ZEIC)

Visitor centers are very useful for enhancing interest of visitors when they visit new tourism areas. A well designed, constructed and managed facility will not only serve the purpose of disseminating information to visitors but will also provide a useful means to promote awareness on Juniper Forest conservation. The entrance of Ziarat Town is most suitable place in the area for establishing ZEIC. As Ziarat is the gateway city for Juniper Forest and receives a large number of tourists, this centre should provide details on natural surroundings, cultural environment and regional history. The information about different valleys should be displayed using a well designed posters, diagrams, photographs and maps. The building should reflect the local style of architecture and should be well blended with the surrounding natural environment. It should include a well staffed reception/information counter, an exhibition hall, a projection room and a small souvenir shop beside the facility of toilets and a tuck-shop.

### **8.1.1 Specifications and functions of the Reception / Information Counter**

The Reception / Information Counter should be staffed by a uniformed official who should be able to competently and enthusiastically answer (in Urdu and English) the questions of visitors about the places of tourist interest and facilities in the project area. The counter could also sell and issue permits for the use of accommodation and allied facilities in the project area. If community tourist guides service is introduced in the project area, this counter could also function as a coordination point for booking and paying for tour guide services. This information counter should be stocked with tourist information material, guide maps and other such publications available free of cost and on sale.

### **8.1.2 Specification of Exhibition Hall**

The exhibition hall in the Ziarat Visitor Information Center has the potential to be a great attraction for the visitors to Ziarat. If carefully designed it could play a significant role in raising awareness about the Juniper Forests of Ziarat and how the conservation of these unique forests can benefit the custodian communities and the region in a larger perspective. Important components of the exhibition hall could be but should not be restricted to the following:

- A display that explains the geological origins of the project area and, by means of topographical model and photographs, the way in which the physical form of the landscape creates different ecological niches, and how these niches come to be occupied by communities of different plants and animals species.
- A series of four sequential displays highlighting the salient points of the main habitat types of the project area. These displays could include photographs and three dimensional objects, such as mounted specimens of animals or even their skeletal remains.
- A display that focuses on the human history of the people living in and around the Juniper forests, with special reference to the traditional lifestyle, old hunting practices and other form of land use.
- A display that explains the activities of the Balochistan Forest and Wildlife Department for the conservation of Juniper Forest Ecosystems.

### **8.1.3 Specification of the Project Room**

A projection room with seating capacity of around 50 persons equipped with audio-video equipment for presentations is envisaged as the third most important component of this visitor information center. This facility should include following features:

- A multimedia projector, screen and computer.
- A large format television and CD player to present documentaries films.
- A sophisticated sound amplification system for codeless microphones.

The ZVIC staff should offer scheduled presentations during peak visitor days, such as weekends and public holidays. It should arrange special presentations for visiting school and college student groups and other parties of visitors with common interests.

### **8.1.4 Specification of Souvenir Shop**

Visitors like to buy souvenirs from the places they visit on vacation. A small souvenir shop should also be the part of this visitor centre. This shop should sell various souvenirs, such as information brochures, guide maps, pictures post cards, posters, T-

shirts and P-caps with the special monogram of Juniper forest, key chains coat pins, badges and locally made handicrafts on fixed prices. The income generated from these products will help meet the maintenance cost and salary of Centre staff.

### 8.1.5 Operation and Management of ZEIC

The operation and management of the ZEIC should be independent of any organizational hierarchy. However, Executive Committee appointed by the LTMC will be responsible to oversee smooth operation of the facility. In order to provide a firm base to the ZEIC, the management of the centre should be supervised and supported by the IUCN Pakistan during the initial one to two years. A team four fulltime staff consisting of an education officer, an assistant, a cleaner cum office boy and a watchman is needed to manage this facility. The indicative operational cost Many include the following:

No.	Particulars	Monthly Expenses	Annual cost in Rs.
1	Education Officer	20,000	240,000
2	Assistant	10,000	120,000
3	Cleaner cum office boy	6,000	72,000
4	Watchman	6,000	72,000
5	Utilities	3,000	36,000
6	consumables	2,000	20,000
7	Misc. Expenses	Lump sump	20,000
	<b>Total estimated annual Expenses</b>		<b>580,000</b>

### 8.1.6 Financial Sustainability

It is important to make ZEIC financially self-sustainable. This could be achieved by integrating in it a wider horizon of ecotourism promotion rather than a standalone facility. ZEIC will serve as a focal point for getting various tourist services available under the development plan of ecotourism in Ziarat Valley. It properly managed this facility will be able to generate Rs.800, 000/- to 1000, 000/- as income from various services. This amount will be sufficient to meet the operational cost of this facility and also to undertake other promotional activities. Following table shows various activities which have good potential to generate much needed revenue for the financial sustainability of this centre. This estimates is based on the first operational year projections and gradually in will grow further as soon as there will be increase in tourist traffic in the region due to various other interventions proposed in the plan.

No.	Income Source	Annual Income in Rs.
1	Profit from the sale of tourist publications	100,000
2	Profit from the sale of handicrafts	200,000
3	Profit from the sale of souvenirs	75,000
4	Profit from of sale of hotel booking permits	200,000
5	Profit from the sale of tuck shop	100,000
6	Profit from the sale of apple gift packs and local honey	25,000
7	Profit from the sale of other tourist services such as trekking guides permits, camping permits Zezri huts permits etc.	100,000
	<b>Totals estimated annual income</b>	<b>800,000</b>

## **8.2 Improvement of Existing and Developing New Accommodation Facilities**

Accommodation is the basic component in any tourism product. As mentioned earlier, there are a number of hotels, private guest houses and government rest houses available in Ziarat to provide accommodation facilities to the visitors but overall standard of most of these accommodation facilities is very poor. There is also not enough information available in the tourist publications about the location and contact numbers of these boarding and lodging facilities.

### **8.2.1 Improving Existing Accommodation Facilities**

In order to improve the existing tourism accommodation facilities low interest loans or matching grants should be given to those local entrepreneurs who are interested in upgrading their hotels and guest houses as per recognized standards of hotel industry. Training programmes in hospitality management, such as front office management, housekeeping, food and beverage service and food production, should be arranged to improve the quality and standard of services of hotel management staff. The room rates of these hotels and guest houses should be fixed peak season and low season by introducing a standard pricing mechanism through Balochistan Department of Tourism and Culture. To ensure the quality of services all the hotels and guest houses should be registered with the Department of Tourism Services of Federal Ministry of Tourism.

### **8.2.2 Zezri Ecotourism Holiday Village**

The concept of ecotourism holiday village is to provide a typical rural setting and cultural flavor replete with elements of interest to high-end tourists. Development is controlled to accommodate segment of visitors who are interested in nature exploration and a true wilderness experience. Income from such a facility is an incentive for local community to proactively work for the conservation and natural resource management.

Very careful use of available space is required to provide open areas for activities and movement. Accommodation for tourists staying overnight is usually located at a reasonable distance from the local settlements. The suitable site selected for this purpose is Chota Zezri, as it has a reasonable flat area and most appropriate for different adventure and recreational activities in the surroundings areas.

The proposal for holiday village, in outline, given below:

- In place of old dilapidated tourist shelters new accommodation for tourists should be build in the style of huts along with allied facilities, to accommodate 30 to 40 tourists. The building should reflect the local style of architecture and should be well blended with the surrounding natural environment.
- Proper water supply, lighting, vehicle parking, waste management and sewerage system need to be developed. Use of solar power should be encouraged to provide electricity to the facilities in the holiday village. A detailed checklist for the development of such facilities is given as **Annexure- I**.
- This holiday village will serve as base for various ecotourism and adventure activities, such as bird watching, forest walks, nature photography, riding, hiking, rock climbing, mountaineering etc.

- Local traditional food can be served to the guest as per good quality standard by involving local community.
- Huts will be decorated with locally made art and crafts in traditional manner.
- Proper landscaping of open area will also be required. It would be useful to provide benches and canopies outside to enjoy the scenic beauty of the beautiful forest on Khalifat and Zezri hills.
- There should be adequate signs indicating the route to and from the holiday village for different activity sites and walking trails. Environment care code written in Urdu and English languages should also be displayed at key location. A standard environment care code for visitors is given as **Annexure-II**
- Community tour guides and service providers for various ecotourism and adventure activities should be trained to take visitors for different outings from this base.
- The advance reservation of this facility should be made through ZVIC.
- The local community should be involved in the management and operation of this facility. For this purpose special training sessions in various hospitality skills need to be conducted for selected local people who will be involved in the management and operation of this facility. The Executive Committee appointed by LTMC should also be responsible to oversee and facilitate the smooth operation of the facility.
- A proper benefit sharing mechanism would need to be introduced for the smooth operation and maintenance of this facility. It is proposed that out of total net income, 70% should go to the community and 30% to the ZEIC; the community may use their share for various other developmental activities planned by the CCO. The 30% share to ZEIC will contribute in its income fund that will meet the operational cost of the ZEIC. A proper account of income and expenditure streams may be maintained at community level and at ZEIC level in order to facilitate smooth operation of benefit sharing mechanism.

### **8.2.3 Tourist Camping Site**

Interest in camping is growing as an outdoor activity among young tourists as is a less expensive way to stay out for the night and also a great fun in its own way. On weekends many young visitors can be seen around Ziarat who camp at various locations. To manage this activity in an environment friendly way two model camping sites are proposed at a suitable location, Koshki Valley, to provide economical accommodation facility to the youth and students. These camping sites should be at least accessible through an all weather jeep road and should provide access for elderly and handicapped persons.

A standard tourist camping site may be provided with following facilities:

- a. A minimum of ten leveled, well drained tents sites or pads. As options, these could be grassed over if adequate water is available.
- b. An adequate, uncovered vehicle parking space located in a secure area.
- c. Two to three wooden picnic type table with benches, sufficient to seat six people for each campsite.
- d. A source of safe drinking water.
- e. A source of fire place suitable for cooking, located downwind of the camping site to avoid the prevailing winds in summer.
- f. A communal washroom facility equipped with washbasins, toilet seats and showers.
- g. An adequate number of scavenger and wind proof rubbish bins supported by a regular rubbish removal service.

- h. Fire safety equipment.
- i. A secure but unobtrusive perimeter security fence.
- j. A caretaker hut.
- k. Solar water heating and lighting system with indirect lights.

These camping sites should be managed by a full time caretaker, one assistant and cleaning staff who would be responsible for the security and maintenance of the facilities. Optionally, an arrangement could be made through local community organization to operate the campsite as a small business concession. The caretaker should be also trained first aid skills so that he could handle any medical emergency situation on the spot. Services could include the provision of firewood from the controlled source, supply of LPG cylinder on rent, and food items and rental of camping equipment. Such arrangement should be made through a carefully designed MoU between BFWD and the local community.

A suitable camping fee should be charged per camper and no non-paying visitors should be permitted to use the facility. This should both enhance security and provide extra privacy to campers. A sign board explaining the basic camping rules and regulations should be mounted in 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 activity sites 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 guide maps and other publications on Ziarat.

### **8.3 General View Points**

There are a number of places in Ziarat which provide excellent panoramic view of different valleys. It is therefore recommended that several view points should be developed in and around Ziarat. They should be sited at places from where visitors could have a good panoramic view of the Juniper forests and mountainous valleys. Each site selected for this purpose should accommodate the following:

- The view point should be in easy approach form the main road.
- A secure parking facility should be provided for each view point.
- A safe path from the parking spot to the view pint should be made for small children and elderly people.
- Bench seating and possible overhead shade should be provided.
- A nicely designed signboard should be displayed, with brief information about the major features of the area in view.
- A rubbish disposal system should be provided – wind and weather proof litter bins.
- A sign board should be fixed at the start of the approach footpaths indicating direction, distance and time take to reach it on foot and also the important features.
- A small tuck-shop managed by local community member. He should also be responsible for the maintenance and cleanliness of site.

Following sites are highly recommended for establishing such view points:

- Prospect Point
- Khandi Sar

- Zezri Pass

#### **8.4 Development of Picnic Spots at Prospect Point and Chautair Tangi**

Between Chasma, Prospect Point and Chautair Tangi are the two most favorite picnic sites among day visitors. On weekends and public holidays a large number of visitors come here from Quetta and other nearby places to enjoy picnic at these spots. Through micro enterprise grants to local entrepreneurs these spots can be developed into proper picnic spots. These sites should have the following facilities:

- The picnic point should be easily approachable from the main road.
- A secure parking facility should be provided for each picnic point.
- A safe path from the parking spot to the view pint should be made for small children and elderly people.
- A small cafeteria or a restaurant should be constructed in local architecture style, with the sitting capacity of facility of 50 to 60 people furnished with proper kitchen and toilet facility. This facility should serve food and beverage to visitors on fixed prices as per a printed menu.
- Picnic table/benches and possible overhead shade should be provided.
- A nicely designed signboard should be displayed with brief information about the major features of the picnic spot.
- Tourist should not be allowed to use firewood for cooking and re-heating their food. A small LPG stove should also be available on rent from the cafeteria.
- Solar lights can be installed at these picnic spots to provide light at these picnic spots.
- A rubbish disposal system should be provided – wind, weather and wildlife proof litter bins.
- A sign board should be fixed at the start of the approach footpaths indicating direction, distance and time it takes to reach the picnic spot on vehicle or on foot.
- A code of conduct for the visitors should also be displayed on a signboard at the entrance of the picnic spot.
- Each picnic spot should have a caretaker and one support staff. Their salary should be paid out of the entrance fee.

A suitable user fee should be charged per visitor and no non-paying visitors should be permitted to use the facility. The funds collected from the visitors through entrance fee should be used to meet the maintenance cost of these picnic spots.

#### **8.5 Development of Nature Trails**

The unspoiled wilderness of Juniper forest areas is the highest value of its attraction for low altitude trekkers and hill walkers. These trekking trails should embody the following features:-

- These should be informative and inviting to attract visitors.
- They must have a clear, well marked beginning or “trail head”.
- Distance, walking time, minimum and maximum altitude, and degree of difficulty should be vary clearly indicated at the beginning of the trail, preferably by means of a small but noticeable sign.
- The trail should be wide enough to walk in comfort and safety.

- The trail should preferably be laid out in a form of a circle that will bring the visitor back to the starting point at the end of the trail.
- Ideally, at rest stops, facility of simple stone benches should be provided under an environmentally acceptable source of shade.
- An appropriate map or leaflet should also be provided to give details of interesting features of the trail.

Different themes can be determined for each nature trail, according to the important features along the area that the trail is sited in. These could be reflected in the name of the trail e.g. Juniper Mountain Forest Trail, Rocky Mountain Ridge Trail, Deep Gorge Trail, Wild Flower Trail etc.

Following are some of the main trails which will attract a good number of domestic as well as foreign trekkers:

- Ziarat to Khandi Sar
- Chashma to Prospect Point
- Prospect Point to Baba Kharwari
- Sarrhobi to Dozakh Tangi to Baba Kharwari
- Prospect Point to Zezri
- Chota Zizri to Sarrhobi

### **8.6 Wildlife Viewing Hides**

Viewing and photographing wildlife is a popular activity amongst ecotourists. It is, however, relatively difficult for nature lovers, especially novices, to get close enough to wildlife to appreciate it in this way. In order to facilitate such tourists, wildlife viewing hides should be provided at suitable locations in the valleys of project area. These hides should be simple but useful structures made with local material. They should be well blended with the surrounding environment and a path leading to these view points should be sign posted indicating the distance and the animals / birds which could be possibly seen from the view point. The best location of these wildlife viewing hides can be finalized after the discussion with Community Wildlife Watchers.

### **8.7 Rock Climbing Centre**

Natural rock walls make ideal sites for the promotion of rock climbing as a sport. Bouldering and rock climbing is a thrilling sport that is rapidly gaining popularity all over the world. The project area has quite a few suitable sites around Mount Khalifat (3,488m). The pilot project is suggested to develop a Rock Climbing Center at Chota Zeziri. Instructors from amongst local population will have to be selected and trained to operate the rock climbing activity in the locality as per the safety and quality standards of this thrill sport. A comprehensive training programme will form a part of the implementation programme. Quetta based "Chiltan Adventure Association Balochistan" has considerable experience in this adventure sport and they can be engaged to develop a team of local young rock climbing instructors/guides to manage this facility.

In order to promote this adventure sport in the region it is imperative to provide adequate equipment for use by the aspiring rock climbers. A typical list of equipment required for a small scale rock climbing centre is given below.

No.	Equipment	Quantity
1	Rope abseiling (I) 11mm x50m	3
2	Rope abseiling (I) 9mmx50M	3
3	Tape tubular 2" x m (I)	20
4	Quick Drawn with two Carbinar (I)	30
5	Sit Harness of sizes (L)	20
6	Helmet (L)	20
7	Gloves RC (pr) (L)	20
8	3 inch adhesive tape (roll) (L)	4
9	Carabineer screw (I)	50
10	Carabineer open gate (I)	50
11	Figure of eight	6
12	Stitch Plate (I)	6
13	Jamar (pr) (I)	6
14	Pitons of sizes (I)	60
15	Friends of sizes (I)	50
16	Choke Stones on wire (I)	50
17	Rock Hammer (I)	4
18	Rock Belt (set) (I)	6
19	Rock bolt drill (I)	1
20	Chalk bags (L)	6
21	Chalk (Kg) (L)	5
Note:- (L)-Local (I)- Imported		

## 9. Develop Village Based Small Scale Income Generation Opportunities for Local Community

The integration of tourism in the local economy should be enlarged by establishing small-scale community owned businesses. Local people should be encouraged to establish micro and small businesses with the help of development NGOs and other government agencies/projects working in the area. Some examples of small-scale income generation opportunities are shared below:

### 9.1 Guided Tours

There is a good potential to promote guided tours of various locations in and around Ziarat. These tours not only maximize the experience of visitors about local culture but will also generate additional income for local community. It is very important to keep in mind the socio-cultural impacts of this activity, which can be minimized by careful analysis and proper planning after discussion with the local community. The least sensitive areas should be selected for foreign and domestic visitors to access and tourists should always be escorted by local guides who are trained to conduct guided tours and able to effectively communicate with tourists in reasonably good Urdu and English language. Before going on such tours, tourists should be briefed on local

customs and traditions and they should be properly dressed up. Photography guidelines should also be enforced so that visitors are restricted from taking pictures of women and certain areas. These tours should be conducted on a specific time on a daily basis. Information about these trips should be advertised locally through the hotels and visitor information centre. Information through website can help domestic and foreign tourists to plan their travel itineraries accordingly.

## **9.2 Cultural Events**

Culture is an important factor of ecotourism development in the region. Tourists are fascinated by local handicrafts - the locally woven cloth and its intricate embroidery. Apart from the tourist angle, this generates income for local inhabitants and makes these livelihoods sustainable. A large number of tourists who visit this area have a lot of interest in the cultural activities of local people. There is a possibility to promote local cultural events and local folk music and dances. It is important that such events are properly organized and advertised to attract a larger number of visitors. The dates of these events should be fixed each year on the same dates so that tourists can plan their holidays accordingly. Local food, handicrafts, fruit products, garments and other such products should be offered on sale to generate good income for local people. In the evening local music, tribal dances, poetry recitation and traditional games should be presented to highlight the local culture. The annual Urs of Baba Kharwari can be one such event that can be promoted as the special cultural event of this region.

## **9.3 Provision of Local Food Items to Tourists**

Beside tin food trekkers, hikers and tour groups require fresh food items during their stay in the area. The community should offer locally produced fruits, vegetables and poultry items on profitable rates to these visitors. They could also sell cooked foods such as baked bread, boiled eggs, locally made jam, honey, herbal tea etc. to the visitors. As these items are in good demand by the tourists hence they can generate much needed revenue in local economy.

## **9.4 Camping Equipment Rental Facility**

Many visitors do not have camping equipment when they come to this area. They mostly rely on established accommodation facilities or guesthouses. But they cannot visit far off places unless they have proper camping equipment. This demand creates another opportunity for local people to make good earning by providing camping equipment on rent. The village organizations can be supported to establish Camping Equipment Rental Facility at Ziarat where tents, sleeping bags, mattress, backpacks, camping stove and other such items are available on rent. This facility can be established with only a small investment.

## **9.5 Sale of Locally Made Handicrafts**

Locally produced handicrafts can also generate a handsome income for local people. Balochi embroidery is in great demand by local as well as foreign visitors. These items can be properly marketed through the handicrafts shops and ZVIC to the visitors. Proper presentation and packaging of these handicrafts is imperative to get the right price.

## 10. Solid Waste Management

Presently, there is no proper system for solid waste management in Ziarat town and other tourist spots around Ziarat. Mostly the household waste in the villages is biodegradable, but Ziarat town is facing a problem of growing amount of non-biodegradable waste, due to increased tourist traffic in this area. One can see heaps of all different kinds of non-degradable waste lying along the roads, street and behind the shops, hotels and guest houses. Similarly, there is also no proper waste management system at different tourist spots. The problem of solid waste should be given special attention to control it an early stage, otherwise it can create a negative impact on the landscape value of this area. Flowing steps are suggested to handle the issue of solid waste:

- Pollution Controls Committee should be formed involving local people and concerned departments to monitor the pollution linked with tourism and other such businesses. By regular monitoring, the problem can be identified at an early stage and proper measures can be adopted to solve the issue.
- Two color waste bins should be installed at suitable locations in consultation with local community. Green waste bins should be used for the organic waste and yellow waste bins should be used for non-organic waste. Proper arrangements should be made to collect waste from these waste bins on a regular basis. These waste bins should especially be installed in areas which are most frequented by the visitors. Organic waste can be used to make compost and non-organic waste can be categorized into plastic, glass paper etc. for recycling purposes.
- Hotels, restaurants and tea stalls should be encouraged to adopt proper waste management methods by giving them training through training workshops. The method should consider reducing, recycling, re-using, compost making and other environmentally friendly options
- To control pollution on trekking routes, picnic spots and camping sites in wilderness areas a code of conduct should be introduced for visitors, guides and tour operators. All these stakeholders should ensure that litter is reduced to a minimum. A fine system can also be introduced to keep wilderness areas free from pollution.
- Conservation committees should be formed in all villages involving well known person from local community. They should be given the task of keeping the area neat and clean.
- TMA staff should be trained in proper waste disposal techniques.

## 11. Training of Tourism Industry Personnel

To improve the quality of services of the local people in tourist handling and hospitality skills different training programmes should be launched to train local people as nature guides, porters, firefighting, first aid, hospitality workers and camping site mangers. Dealing with visitors; controlling negative impact on natural environment and local culture; maintaining security of visitors; protecting wild animals and plants; and maintaining personal hygiene should be important components of their training programmes.

Services of Pakistan Institute of Tourism and Hotel Management (PITHM) Karachi, Adventure Foundation Pakistan (AFP) and Chiltan Adventure Association (CAA) can be hired to conduct such training courses for the local people of Ziarat.

## **12. Ecotourism Education Programme**

The education of tourists and local community is also an essential part of sustainable development of tourism. The visitors and community should know the positive and negative impacts of tourism. The behaviors and habits of tourists can create good and bad impact on the local environment and culture. Efforts should be made to create awareness among local community by conducting meetings, seminars, workshops and 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 in public dealing. The staff dealing with tourists should be helpful, courteous and polite with the visitors. On the other hand, the visitors should be motivated to respect local culture, traditions and local environment and this target can be achieved through effective communication through tourist information material, information signboards and the use of print and electronic media.

## **13. Ziarat Youth Wilderness Education Center**

The youth is one of the main segments of visitors of Ziarat area and there are good possibilities to involve them in conservation activities by arranging different programs such as tree plantation campaigns, awareness walks, nature camps, art and photography competitions, field surveys, community work and other such projects which are based on practical exposure to learn from the natural environment under the guidance of experts of biodiversity conservation. Chiltan Adventure Association Balochistan (CAAB), a non-profit organization based at Quetta. It is actively involved in outdoor educational activities for young people of different age groups. CAAB has organized a number of awareness raising events at Ziarat, concerning the protection of Juniper Forests. Now they are planning to establish Ziarat Youth Wilderness Education Center at Sarrhobi that is located at a distance of 12 km from Ziarat town on the road to Loralai. The center will serve as a base for various youth education activities. Effort should be made to help them to establish this centre by providing them technical and financial assistance to develop this centre on proper lines.

## **14. Publicity and Promotion**

As in any other branches of tourism, ecotourism needs a sound and professional marketing approach. Ziarat and its surrounding areas have great potential of ecotourism, but presently there is no publicity about the area. There should be effective publicity to promote the tourism in general and ecotourism in particular. The following steps should be taken to promote and publicize this area as nature tourism destination.

### **14.1 Tourist Information Brochures**

Attractive tourist information brochures should be published about Ziarat and its surrounding valleys. These brochures should have following information:

- Introduction of the area (history, people, culture, geography and location)
- How to get there (means of transport, accessibility, cost, road condition)
- Where to stay (a list of hotels/guest houses/camping sites, hotel room rent/facilities)
- What to see (places of historical, cultural and natural interest)
- What to eat (local food/fruits, restaurants availability of food items)
- Weather in different seasons
- Ecotourism opportunities and adventure activities
- Special preparation required (clothing, equipment, booking, porters, guides)
- Availability of guides, porters and their wages
- Visitors code of ethics
- Addresses and phone numbers of concerned departments for more information

This brochure should be printed in a large quantity and may be distributed through the following channels:

- PTDC Tourist Information Centers in Quetta, Karachi, Peshawar, Lahore and Islamabad
- Main hotels in Quetta and Ziarat
- Ziarat Visitor Information Center
- Copies of this brochure should be sent to the foreign missions, main institutions, INGO, and NGOs in Quetta, Karachi, Lahore, Peshawar and Islamabad

#### **14.2 Posters on Juniper Forest of Ziarat**

Colorful and eye-catching posters with conservation messages would be an effective and inexpensive way to introduce the Juniper forests of Ziarat as an ecotourism attraction. These posters should be developed on various themes, such as 'second largest Juniper forest in the world', 'medicinal plants of Ziarat', 'wildlife of Ziarat', 'wild flowers of Ziarat' etc. These posters should be distributed for display in schools, colleges, universities, hotels, airports, NGO offices and public offices and can be made available for sale to visitors through ZVIC and TICs of PTDC at Quetta and Karachi, Lahore, Peshawar and Islamabad.

#### **14.3 Detailed Guide Map**

There is a good potential to promote trekking and hiking outings in the valleys around Ziarat, but there is limited information available about trekking routes and options. It is therefore, suggested that a detailed guide map of Ziarat and surrounding areas should be published with the following information on a scale of 1:50,000, with the assistance of Chiltan Adventure Club which has been regularly conducting trekking and hiking outings in this area. This map should provide first-hand practical information about the following:

- a. Location of different hiking, trekking and nature trails on a scaled map
- b. Location of camping sites, including local names and meanings
- c. Location of places of interest along the trails
- d. Location of facilities (wildlife viewing hides, water points, mosques, community shelters, toilet facilities etc.)

- e. Location of approach roads (starting and ending points)
- f. Distances and elevations of different land marks on the trails
- g. Types of flora and fauna
- h. Wilderness code of ethics

#### **14.4 Specialized Field Guides and Pamphlets**

To provide more detailed information on flora, fauna and natural features of project area, some specialized field guides should be printed. These pamphlets should provide information in simple language, with a view to help special interest visitors to identify local flora and fauna without difficulty. These field guides should be available as priced publications and funds generated will help community organizations for conservation and development work. The following subjects may be covered through these guidebooks:

- a. Mammals of Ziarat
- b. Birds of Ziarat
- c. Trees and plants of Ziarat
- d. Rocks and minerals of Ziarat
- e. Butterflies and insects of Ziarat
- f. Wild flowers of Ziarat
- g. Reptiles of Ziarat

#### **14.5 Signposting of Tourist Sites**

Fixation of signboards can help a lot in creating interest among visitors to visit particular tourist site. Although there are a number of sites of tourist interest in and around Ziarat, they are not properly signposted. It is, therefore, recommended that all tourist sites in the project area are signposted through carefully designed signboards. These signboards should have their own identity, standard color scheme and theme and they should not look like the ordinary signboards of hotels and shops. A special theme selected for Ziarat should be reflected through these signboards. Effort should be made to make the signboards durable, functional and attractive. Badly designed, poorly maintained and improperly positioned signboards can, itself, become a source of pollution.

#### **14.6 Documentary Films on Ziarat**

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 Ziarat is produced by a professional camera team. These days there are many government and private TV channels operating in Pakistan and they can be easily convinced to produce a good documentary if their logistical needs are met by a sponsoring agency. This kind of a documentary will highlight the hidden treasures of the Juniper Forest of Ziarat and will certainly attract a lot of tourists to the unexplored valleys of Ziarat.

#### **14.7 Tourism Website on Ziarat**

In the modern era, the facility of 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 internet. A well designed website on Ziarat can help a lot in generating the much needed interest among domestic as well as foreign tourists

to visit the centuries old Juniper forests of Ziarat. It is, therefore, recommended that all information about the tourist sites of Ziarat should be put on a well designed website for wider publicity and promotion of tourist potential of this area. This site should also have links with the tourism related sites of government agencies and private organizations.

#### **14.8 Networking with Local and Foreign Tour Operators**

The local community cannot get the full benefit of tourism unless they are effectively linked with tourist handling agencies. For effective marketing it is very important to develop proper networking with local and foreign tour operators in the tourist generation market within Pakistan and abroad. Efforts should be made to attract more visitors during the summer season and specialized tourists such as wildlife viewers, nature photographers and nature explorers should be attracted in the off-season. The colorful season of cherry and apple blossom in early spring should also be properly promoted in local and foreign tourist markets. A marketing campaign should be launched in collaboration with PTDC, Balochistan Tourism Department and tour operators in Quetta and Karachi. Tour operators should be motivated to develop different package tours for people of different income groups.

#### **14.9 Familiarization Trips**

To get publicity in print and electronic media, familiarization tours of journalists, travel writers and nature photographers should also be organized. Prominent international and national feature writers should be invited to write on the tourist attractions of Ziarat. Similar trips should also be organized for tour operators, to provide them first hand information about the area and to motivate them to include this area in the tour itineraries of their tour packages.

### **15. Security, Safety and Health Issues**

The security, safety and health of visitors to any forest area under the jurisdiction of government agencies are an issue of growing importance. Adequate precautions may often require special arrangements and closed liaison with other government agencies that are involved in the maintenance of law and order in the area.

#### **15.1 Security of Visitors**

Ziarat is considered relatively to be a safe area for tourists, compared to other parts of Balochistan. However, close coordination is required with the police department and other law enforcement agencies to keep a check on the movement of unwanted elements in the project area. Community role is also very important and they need to take the responsibility that the villagers are well conscious about the safety and security of the visitors because one single bad incident could create bad reputation of the area and tourist business can be negatively impacted. All the entrance to the project area should be closed monitored to control the infiltration of unwanted elements into the area. Phone numbers of local police stations should also be printed in the tourist information material.

#### **15.2 Safety and Health of Visitors**

As opposed to the security, which implies threats to safety posed by other human beings, visitor safety deals with threats posed by the natural environment. In general, warnings, precautions and safety procedures should be mentioned wherever appropriate through printed material and signboards. Adventure activities should only be conducted under the strict safety procedures designed for the particular activity. Basic first aid facilities should be provided at visitor information center, camping sites, holiday village and guest houses and hotels. Community guides should also be trained in basic first aid and mountain search and rescue skills. AFP or ACCB could be contacted for conducting this training for local community guides. Information about hospitals and emergency ambulance services should also be printed in the tourist information material.

## **16. Establish Ziarat Tourism Management Committees**

For the successful implementation of Ziarat Ecotourism Management Plan, two Tourism Management Committees are proposed. One committee will be established at provincial level and the second one will be established at the local level.

### **16.1 Provincial Committee on Tourism Management (PCTM)**

. The following should be the members of Provincial Committee:

- i. ACS (Dev), Planning & Development Dept (Chair)
- ii. Secretary Balochistan Forest & Wildlife Department
- iii. Secretary, Finance Department
- iv. Secretary, Environment Department
- v. Secretary, Tourism & Culture Dept.
- vi. Chief Environment, P&D Dept.
- vii. Chief Agriculture, P&D Dept.
- viii. DIG Police, Balochistan
- ix. Commissioner, Sibi Division
- x. Chief Conservator of Forests, Balochistan
- xi. Deputy Commissioner Ziarat
- xii. DCF Ziarat (Member Secretary)
- xiii. Representative of SMEDA Balochistan
- xiv. Representative of Chiltan Adventure Association Balochistan
- xv. Regional Manager, PTDC
- xvi. Representative of local hotel association (private sector)
- xvii. Representative of IUCN
- xviii. Representative of Sustainable Tourism Foundation Pakistan
- xix. Representative of Balochistan Rural Support Program

#### **16.1.1 ToRs of the Provincial committee shall be:-**

- i. Coordinate with different stakeholders in the implementation of various activities suggested in the plan and to monitor and manage the impacts of proposed interventions.
- ii. Establish a funding scheme to provide necessary funding (through government/donor agencies) for the development of ecotourism projects in Ziarat Valley.

- iii. Examine prospects of joint ventures and approve various activities/ interventions on periodical basis.
- iv. The committee should hold its meeting at least twice a year to review the progress on the agreed action plan and approve the activities of next two quarters

## **16.2 Local Committee on Tourism Management (LCTM)**

The following should be the members of local committee:-

- i. Deputy Commissioner Ziarat (Chair)
- ii. DCF Ziarat (Member Secretary)
- iii. DPO Ziarat
- iv. EDO Revenue Ziarat
- v. TMO Ziarat
- vi. Representative of Balochistan Tourism and Culture Department
- vii. Representative of Local Hotel Association
- viii. One representative local community from each valley
- ix. Representative of a local transport Association

### **16.2.1 ToRs of the local committee shall be:**

- i. Ensure effective implementation of approved activities through active participation of local community.
- ii. Conduct surveys and gradually open new areas for tourism promotion.
- iii. Establish a coordination mechanism among the local stakeholders.
- iv. Appoint Executive Committee to oversee and facilitate the smooth operation of ZEIC and Zezri Holiday Village.
- v. Ensure quality control of various tourism services and organize training programs and exposure visits for local tourism services providers.
- vi. Monitor the impact of tourism on local economy, environment and culture.
- vii. The committee should hold its meeting on quarterly basis and a quarterly report should be submitted to the chairman of provincial committee.

## **17. Establish Monitoring System**

There is a large measure of trial and error included in the implementation of any plan. Considering the fact that many of the proposed interventions related to ecotourism in the Ziarat are entirely new ventures, it is vital that a system of basic monitoring be introduced to detect the positive and negative changes that are induced in the system. A range of monitoring activities is proposed. Establishment of monitoring program base on the following aspects of the management plan could benefit from regular monitoring:

- The impact and quality of construction activities
- The impact of tourist flow on natural environment
- The impact on wildlife
- The impact on local culture and lifestyle
- The effectiveness of income generation and jobs provision
- The quality of boarding and lodging facilities

- The impact on level of awareness about sustainable use of natural resource management
- The general impact of ecotourism on overall conservation program

Above mentioned monitoring activities should be conducted on quarterly basis by concerned departments such as Balochistan Forest and Wildlife Department, Balochistan Tourism and Culture Department and Tourism Services Department of Federal Ministry of Tourism

## 18. Estimates of Annual Revenue Generation

An estimate of the potential income that could be generated annually by various components of ecotourism interventions proposed for Ziarat is given in the table below:

No.	Income Source	Amounts in million Rs.	Remarks
1	Picnic sites user fees	0.25	2,500 visitors @ Rs.100
2	Public vehicle parking fee	0.10	10,000 Veh. @ Rs.10
3	Sale of publications	0.20	10,000 Pub. @ Rs20.
4	Sale of souvenirs	0.20	Lump sump
5	Sale of food and beverages	2.00	40 persons x 90 days x Rs.550
6	Sale of Holiday Village permits	3.00	40persons x 90 days x Rs.850
7	Sale of Camping permits	0.60	40 person x 60 days x Rs.250
8	Guiding fees	0.20	40 trips x Rs.500 per day
9	Sale of handicrafts	0.80	Lump sum
10	Camel rides, etc.	0.12	Lump sum
11	Rock climbing centre	0.20	1000 persons x Rs.200
12	Income from other tourism services	0.50	Lump sum
13	Youth Wilderness Education Centre	0.50	Lump sum
	<b>Totals</b>	<b>8.67</b>	

Besides above mentioned revenue generation preparation it is expected that there will be a considerable increase in the income of the hotels, public/private guest houses, restaurants, transporters, micro vendors, petrol pumps and shopkeepers in and around Ziarat.



## 19. 5 Years Action Plan

No.	Activity	Implementation	Management	Technical Assistance	Time Frame	Estimated Cost in million Rs.	Funding
1	Ziarat Visitor Information Centre (1)	IUCN	BFWD	Consulting Engineer	Year 1-2	15.00	Project and BFWD
2	Improving Existing Accommodation Facilities (30)	Private owners	Private Owners	Consultant	Year 1-5	45.00	Bank loans/ matching grants
3	Ziarat Ecotourism Holiday Village (1)	<u>IUCN</u>	<u>BFWD/</u> Community	Consultant	Year 2-4	5.00	ADP/Donor
4	Tourist Camping Sites (2)	BBTC	BBTC/ Community	Consultant	Year 2-3	2.00	ADP/Donor
5	General View Points (3)	BBTC	BFWD/ Community	Consultant	Year 1-2	0.80	ADP
6	Develop Picnic Spots at Prospect Point (6)	BBTC	BFWD/ Community	Consultant	Year 1-2	1.80	ADP
7	Develop Picnic Spot of Chotair Tangi (1)	Local Government	BFWD/ Community	Consultant	Year 1-2	2.00	ADP/Donor
8	Development of nature Trails (6)	Local Government <u>/BFWD/IUCN</u>	BFWD/ Community	Consultant	Year 1-2	3.00	ADP/Donor
9	Development of Wildlife Viewing hides (4)	BFWD	BFWD/ Community	Consultant	Year 2	0.60	ADP/Donor
10	Rock Climbing Centre (1)	Chiltan Adventure Association	CCAB Community	CCBA	Year 2	2.00	Donor
11	Train Guides for guided Tours (12)	IUCN	BFWD/ Community	Consultant	Year 1	0.36	Donor
12	Organize cultural event (1)	BBTC	BBTC/ <u>_local</u> <u>NGOs</u> local	Consultant	On-going	1.00	Sponsorship and ADP

			government				
13	Develop micro enterprises for sale of local food items (2)	BRSP	Community	SMEDA	Year 1-2	1.00	Donor
14	Camping Equipment Rental (1)	Chiltan Adventure Association	Community	Consultant	Year 2-3	0.50	Donor
15	Handicraft development centre (1)	BRSP/ <u>Local Govt.</u>	Community	Consultant	Year 1-2	1.50	Donor
16	Solid Waste Management Program (1)	Local Government	Local Government/ Community	Consultant	Year 1	2.00	ADP
17	Training of hotel management staff (2)	BDTC/ <u>IUCN</u>	PITHM /TEVTA/ <u>Serena</u>	Consultant	Year 1-3	1.00	ADP and TEVTA
18	Develop Ecotourism Education Program (1)	IUCN	IUCN/ <u>BFWD</u>	Consultant	Year 1-2	1.50	Donor
19	Develop Youth Wilderness Education Centre (1)	Chiltan Adventure Association	CAAB	Consultant	Year 1-2	2.50	Donor & CCAB
20	Printing of Tourist Information Brochure (30,000 copies)	BDTC/PTDC/ <u>IUCN</u>	BDTC/ <u>BFWD</u>	Consultant	Year -1	0.45	ADP/ Sponsor
21	Printing of Guide Map (20,000 copies)	BDTC/PTDC / <u>IUCN</u>	BDTC/ <u>BFWD</u>	Consultant	Year -1	0.40	ADP/ Sponsor
22	Printing of posters on Juniper Forests (4000 copies)	IUCN/BFWD	BFWD	Consultant	Year 1	0.12	Donor/ sponsor
23	Publishing of Specialized Field Guides (7 x 2000 each)	IUCN	BFWD	Consultant	Year- 2	1.00	Donor
24	Fixing of Sign boards (100 )	Local Government/ <u>BFWD</u>	BFWD/ Local Govt.	Consultant	Year-1	1.00	sponsorship
25	Documentary Film	Private TV	Private TV		Year-1 - 2	1.5	Project/Private

	Production	Channels/PTV/ <u>IUCN</u>	Channels	TV Channels			Sponsors
26	Ziarat Tourism Website	BDTC/ <u>BFWD</u>	BDTC/ <u>BFWD</u>	Consultant	Year-1	0.20	ADP/Sponsorship
27	Networking with Tour Operators	BDTC/PATO/ <u>BFWD</u>	BDTC/ <u>BFWD</u> Community	PATO	Year -1 Ongoing	0.50	PTDC
28	Establish Visitor Security System	Local Government	Local Govt.	Police Dept.	On-going	0.50	Recurring
29	Establish Visitor Safety and health system	Local Government	Local Govt.	Health Dept/ Pak Red Cross	Year 1	1.50	Recurring
30	Establish Ziarat Tourism Management Committee	<u>BFWD</u>	BDTC/BFWD	Consultant	Year -1	0.80	Recurring
31	Establish Tourism Monitoring System	IUCN	BDTC/BFWD	Consultant	Year-1	0.60	Recurring

### Checklist for Development of Ecotourism Facilities

The following generalized criteria are suggested as a guideline for preparing more detailed standards related to specific local issues and the ecological characteristics of a given site. With some exceptions, the criteria and the principles they embody may also be applied to other types of development. These are intended as a general guide only and should not be considered a complete list of criteria or as a substitute for professional services.

#### Site Planning Issues

Site buildings and structures to avoid cutting significant trees and to minimize disruption of other natural features

Use naturally felled trees whenever possible (such as trees felled by high winds or other natural causes).

Buildings and trail system should respect living and travel patterns local communities.

Erosion control should be considered in all buildings/trail placements.

Divert water off trails and roads before it gains sufficient flow and velocity to create significant erosion problems.

Minimize trail-crossing points at rivers and streams.

Maintain vegetation areas adjacent to lakes, ponds, perennial streams, and intermittent streams as filter strips to minimize runoff of sediments and debris

Building and trails should be spaced to allow for wildlife travel patterns and forest growth.

Provide trailhead signs to enhance appreciation of the natural environment and to clearly establish rules of conduct. Provide additional rules posted in accommodation units.

Discretely label plant/tree types around the immediate lodging facilities to acquaint visitors with species they may encounter in the surrounding preserved/protected areas.

Utilize low impact site development techniques, such as boardwalks, instead of unpaved trails wherever possible.

Pastures for horses and other grazing stock should be located so as not to pollute water sources or watersheds.

Review any potential sources of sound or smell associated with development that may be disruptive to the environment or offensive to the visitor.

Design should reflect seasonal variations such as rainy seasons and solar angles to minimize the use of energy for heating and cooling.

Site lighting should be limited and controlled to avoid disruption of wildlife diurnal cycles.

Special care should be taken in planning of trails through untouched areas. It is prudent to hire a naturalist to help place the trail system to minimize disruption of wildlife and plant biosystems.

Careful consideration should be taken in the placement of access roads into a site. Vehicular travel within protected areas should be limited if not avoided completely.

A civil engineer should also be involved in the design of trails where erosion control may be an issue. Opportunities for handicapped individuals should be provided wherever possible.

### Building Design Issues

Design of building should utilize local construction techniques, materials, and cultural images wherever that approach is environmentally sound.

Provide building forms and images in harmony with the natural environment. Design buildings on long-term environmental standards and not necessarily on short-term material standards.

Maintenance of ecosystem should take priority over view or dramatic design statements.

Consider use of canopies to cover high use trails between structures to minimize erosion and to provide shelter during the rainy season.

Provide an architecture consistent with environmental philosophies and /or scientific purposes.

Provide adequate storage for travel gear, such as backpacks, boots, and other camping equipment in lodging facilities.

Use low-tech design solutions wherever possible to save cost and energy.

Prominently post an environmental code of conduct for visitors and staff.

Provide ecotourists with on-site reference materials for environmental studies.

Interior furnishing and equipment should represent local resources except where special purpose furnishings or equipment are not readily available for local sources.

Facilities should take advantage of local materials, local craftsmen, and artists wherever possible.

Use of energy intensive products or hazardous material should be avoided.

Building practices should respect local culture standards and morals. Involvement of local inhabitants should be encouraged to provide input for the designer as well as sense of ownership and acceptance by local residents.

Hands excavate foundations wherever possible instead of using heavy machinery.

Special design consideration should be given to insect, reptile, and rodent control. The sensitive approach to design should minimize opportunities for intrusion rather than the killing of pests.

Facilities for handicapped individuals should be provided where practical. It is noted however, that the rugged nature of most ecotourism or scientific sites preclude access for some disabled individuals. Educational facilities should make equal access for the handicapped a strong priority.

Plan for future growth of the facility to minimize future demolition and waste.

Construction specifications should reflect environmental concerns regarding use of wood products and other building materials. Seismic design considerations should also be taken into account.

#### Energy Resource and Utility Infrastructure Issues

Landscape elements should be placed to enhance natural ventilation of the facilities and avoid unnecessary consumption of energy. Consider use of passive or active solar or wind energy sources wherever practical. Water lines should be located to minimize disruption of earth, adjacent to trails wherever possible. Hydroelectric power generation techniques (if used) should be utilized with minimal disruption to the environment. The design approach should utilize natural ventilation techniques to provide for human comfort wherever possible.

#### Waste Management Issues

**Provide ecologically sound restroom and trash disposal facilities at tourist accommodation facilities and trail heads for guest and non-guest use.**

Waste water from tourist facilities should not pollute water sources or watersheds.

Provide environmentally sound methods of trash removal and disposal.

Provide trash storage secure from animals and insects.

Provide facilities for recycling in tourist facilities.

Utilize appropriate technologies for the treatment of organic wastes such as composting, septic tanks, or biogas tanks.

Look at methods to recycle wastewater for non-potable uses and to treat tainted waters before their return to natural environment.

Source: The Ecotourism Society, USA

## **Environmental Care Code for Visitors**

As a nature loving visitors, we invite you to help conserve the natural beauty of the centuries old Juniper Forests of Ziarat for generations to come. Following 10 points will help you to “step gently” in the fragile environment of Juniper forest and make your visit environmentally friendly:-

### **Protect Plants and Animals**

Treat Juniper forests, animals and birds with care and respect. They are unique and rare. Do not damage, disturb or remove any plants or animals.

Do not purchase animal parts and products.

### **Remove Rubbish**

Litter is not only unattractive; it is also harmful to wildlife and can increase vermin and disease. Do not throw litter everywhere.

Dispose of your rubbish in an environmentally friendly manner.

Plan your visit to reduce rubbish, Remove packing at home or in the hotel and carry out what you carry in.

### **Bury Toilet Waste**

In areas without toilet facilities; bury your toilet waste in a shallow hole well away from waterways, tracks, campsites and lodges.

### **Keep Streams and Lakes Clean**

When cleaning or washing, carry your washing water well away from the water source. Because soaps and detergents are harmful to water-life, drain used water into the soil to allow it to be filtered. Try to use biodegradable soaps or soaps specifically designed for camping. You can even eliminate the use of soap by cleaning your dishes with sand found along watercourses and then rinsing well.

If you suspect the water may be contaminated, either boil it for at least 3 minutes, or filter it with portable filter or chemically treat it.

### **Take Care of Fires**

Portable fuel stoves are less harmful to the environment and are more efficient than fires. If you do use a fire, keep it small, use only

dead wood found on the ground. Make sure the fire is out by spreading out the coal, dousing it with water and checking the ashes before leaving. Make sure you and your crew has enough warm clothes. Avoid throwing cigarettes in forest area. They are fire a source of fire hazard

### **Camp Carefully**

When camping. Leave no trace of your visit. Put out the fire carefully and thoroughly. Carry out all trash and bury your toilet wastes.

### **Keep to the Track**

By staying to the trails, you lessen the chance of becoming lost, injuring yourself and damaging fragile plants.

### **Consider Others**

People visit nature areas for many reasons. Be considerate of other visitors who also have a right to enjoy the natural environment. Make sure to clean up after yourself, keep your noise volume down and do not pick wildflowers. Respect local customs in your dress and behavior.

### **Respect Cultural Heritage**

If you pass by any site of historical and spiritual significance, treat these places with consideration and respect. Only take picture of local people after asking them, by gesture if necessary, if it is alright.

### **Enjoy your Visit**

Enjoy your outdoor experience. Take a last look before leaving an area; will the next visitor know that you have been there? Protect the environment for your own sake, for the sake of those who come after you and for the environment itself.