

# Exploring Inclusive Tourism Development - Case Study of Beachfront Development in Manora Pakistan

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**Abstract-** Tourism is a significant social and economic phenomenon globally. Government and/or private organizations foster and profit from natural environments under the guise of tourism. In the wake of global inequality and exclusive nature of tourism, inclusive tourism development is considered as a sustainable alternative where the benefits of tourism are shared by all, hosts community and tourists irrespective of their ethnicity, ability and socioeconomic status. Inclusion is seen as a universal human right and inclusive tourism development incorporates, reflects, and is informed by economically, socially, and spatially excluded stakeholders in decision-making, policy, and practice. Manora, a small peninsula near Karachi, has been favored for local and foreign tourists since long. Recent interest of promoting tourism in Manora has led to the development of a Beachfront Park along its southern beach. Drawing on observations and qualitative-quantitative interviews from the stakeholders, this paper seeks to perform a comprehensive analysis of social and economic impacts that recent beachfront development project has on the people and context of Manora peninsula through the lens of inclusive tourism development. This study's goal is to identify how Beachfront Park influences inhabitants' social and economic well-being, including employment opportunities, income through local produce, social inclusion, and the improvement of Manora's physical and social infrastructure.

**Index Terms-** Inclusive Tourism Development, Manora, Socioeconomic Impacts

## I. INTRODUCTION

The Global South, which is mostly made up of regions facing issues like racial intolerance, environmental disaster, violations of human and civil rights, and poverty, includes most of Asia, Central and Latin America, and Africa (Sarmiento, J. C. V., Brito-Henriques, E. 2013). However, due to their warmer climates, more diverse culture experiences, and more affordable costs, these developing nations are the ones that draw the most tourists from all over the world. Although the developed nations of Europe and America continue to be the most popular tourist destinations, there is a significant amount of travel towards the less developed countries of the global south. In 2018, out of 1.4

billion foreign arrivals, every fourth traveller arrived in the Asia and Pacific area, according to UNTWO. In the global economy, tourism is the fourth-largest export sector. Tourism has emerged as an apparently plausible alternative as a means of growth for the third world countries. Additionally, research has demonstrated that tourism may be used to create jobs, build social and physical infrastructure, and open up opportunities for medium-term export-oriented development. However, promoting tourism is not a silver bullet for every issue that arises in a particular circumstance. Tourism can considerably improve the social, economic, and physical wellbeing of host communities, but it can also exacerbate the deterioration of local culture and the environment.

Pakistan is a third-world country in the global south that attracts tourists with its rich natural environment and culture. Even though Pakistan's tourist industry has a huge economic potential, it has not yet been adequately investigated. The majority of research in the field of tourism, according to analysis of earlier studies, has been done since CE 2000, with an emphasis on issues like government regulations, inadequate infrastructure and tourist facilities, security issues, industry human resource development, marketing tourism, environmental protection and conservation, extremism, inflation and high prices, solid waste management, and the nation's economic crisis (Fakhar, 2010; Israr et al., 2009; Karim et al., 2012; Khan, 2012; Khan, 2013; Rahman et al., 2011; Rahman et al., 2013; Shaikh and Syed, 2013; Shujahi and Hussain, 2016; Waseem et al., 2005). Numerous potential research topics include local community perceptions of and involvement in tourism, tourist needs and desires, impacts of tourism, studies in the field of hospitality, tourism policy and planning, management of cultural and natural resources, potential, issues, and prospects of tourism, human resource development in tourism, and a number of other areas that are either directly or indirectly related to tourism.

Physical accessibility, social and economic inclusivity, and environmental sustainability are all seen as being crucial factors in the growth of the tourism industry; nevertheless, this study is mainly focused on social and economic inclusivity. To objective if this research ids to investigate if Manora Beachfront Park in Manora, Pakistan is an inclusive tourism development for the context and local community of Manora.

## Area context

At the southern tip of Manora, a short peninsula that serves as a protective barrier between Karachi Harbor to the north and the Arabian Sea to the south is Manora Beach Park, the study's target location. Manora has a total size of 2.5 km<sup>2</sup> and is the biggest island in Pakistan having natural mangrove cover on its north-eastern edges. It is actually more of a peninsula than an island because it is connected to Karachi by a 12-kilometer strip called Sandspit highway road. Due to its strategic location, Manora has a long history of protecting Karachi from storms and invasions at sea, serving as a barrier to the port, a cantonment, and a naval base. It can be found in literature from the Ottoman, Arab, Persian, Portuguese, British, and local literatures, as well as in the tangible remains of a number of historical dynasties and rulers.

Manora Island is populated by individuals from various socioeconomic, religious and ethnic backgrounds. Despite their differences in heritage, ideals, and life objectives, these individuals have a common belief in peace, harmony, and brotherhood. Manora's sociology has always supported those who work in the port, harbor, and, the fishing industry. Currently, KPT, Pakistan Navy, cantonment, and national security agencies own and regulate most of the land in Manora, and a large section of the local population is made up of employees of these organizations and only a small portion of Manora's population may be described as a local that has lived in the area for the last two to three generations. Fishing is the main source of income, but because it fluctuates, people also work in minor secondary industries like shop keeping, handicrafts like sea shell items and embroidery, tailoring, and other jobs. Some even commute to Karachi on the mainland for work.

Due to its beautiful brown sand beaches, clear blue waters, and boat access from Keemari Jetty, Manora has long been a go-to beach spot for families for picnics. A multitude of pilgrims visit the area's historic Shri Varun Dev Mandir and Ghazi Yousuf Shah Mazar, making the Manora a destination for both religious and recreational tourism.

## Site context

Two noticeable interventions, including the upscale Manora Beach Resort (MBR) and the Manora Beach Front Park (MBFP), have been made along the coastline on Manora's southern end as a result of the local government's recent advancements in tourist development. In contrast to the beachfront property, which is a public park intended to promote tourism in a constrained amount of time and space, Manora Beach Resort (MBR) is an elite resort designed to cater to a small audience belonging to a certain socioeconomic strata.

Manora Beachfront Park, which inaugurated in October 2021, was financed by the government of Sindh, implemented by the Karachi Development Authority, and is administered by the Manora Cantonment Board Manora Cantonment Board (MANCB) for the first eight- ten months of its existence, and will soon be outsourced to private party for its management. The

650 million rupee project is strongly supported and enjoyed by the general people. The park, which is open from 10 am to dusk, attracts a huge number of tourists, especially on weekends and public holidays, significantly altering the peninsula's landscape. On a 7.91 acre beachfront property, it provides a wide range of leisure amenities for people of all ages and genders, as well as the facilities required by beachgoers during the day including cafes, male and female changing facilities and restrooms, multiple types of sitting areas, a children's play area, a one acre parking lot. There are five kiosks in the park that sell locally made seashell products in addition to 11 permanent shops that primarily sell food and drinks, etc. there are a number of local leisure activities for public on the beach including swimming, horse and camel riding etc.

## II. LITERATURE REVIEW

### Inclusive tourism development

Inclusion is viewed as a complex and multifaceted feature for a better future (Zmyslony, P. 2022) in the burgeoning subject of inclusive tourism research. According to Biddulph and Scheyvens' definition in Inclusive Tourism Development (2018), inclusive tourism is "transformative tourism in which marginalized groups are engaged in ethical production or consumption of tourism and the sharing of its benefits." Tourism is widely regarded and practiced as an exclusive activity. Scheyvens and Biddulph provided a normative counterargument that tourism should be inclusive, portraying inclusive tourism as a response to tourism's propensity for social, economic, and spatial exclusion.

Researchers and academics must develop ways to make tourism, one of the world's major industries, more equitable given the current status of global inequality. Inclusive tourism should be a source of critical and innovative thinking rather than branding or certification campaigns. By specifically addressing tourism's exclusionary tendencies, inclusion will not only enhance knowledge of the industry but also ensure that more people participate in and profit from tourism-related activities (Biddulph, R., & Scheyvens, R. 2018).

Tourism is asserted as a critical component of sustainable development (O.A. Kotlyarova, N.A. Nekhoroshikh, O.N. Povalyaeva, & Strelnikova, M. A. 2020). The World Tourism Organization (UNWTO) is the United Nations agency in charge of endorsing ecologically responsible, accessible, and sustainable tourism, and it is committed to promoting it as a tool for accomplishing the Sustainable Development Goals. Regardless of gender, color, physical limitations, etc., the Sustainable Development Goals (SDGs) of the United Nations advocates inclusion as an essential value. In September 2015, the United Nations' Sustainable Development Goals (SDGs) recommended inclusivity as an imperative principle (Biddulph, R., & Scheyvens, R. 2018) irrespective of gender, race, physical disabilities, etc. (O.A. Kotlyarova, N.A. Nekhoroshikh, O.N. Povalyaeva, & Strelnikova, M. A. 2020). According to UNWTO, tourism generally has the potential to contribute, directly or indirectly, to all of the goals, however particularly it has been included as targets in Goals 8, 12 and 14 on inclusive and

sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

### **Socioeconomic Impacts of inclusive Tourism**

Tourism influences socioeconomic development prospects (O.A. Kotlyarova, N.A. Nekhoroshikh, O.N. Povalyaeva, & Strelnikova, M. A. 2020) and defines the demand for and supply of its products, as well as the use of resources, which can have either positive or negative socioeconomic consequences at the national and international levels (Song, H., Dwyer, L., Li, G., & Cao, Z. 2012). Tourism is a vital driver of inclusive socioeconomic development (Office, I. L. 2013) that can be made more or less inclusive in any region in the world (Biddulph, R., & Scheyvens, R. 2018). Depending on how tourism activities are managed and developed, tourism has a significant potential for generating positive social, cultural, and economic benefits (Gnanapala, W. A., & Sandaruwani, J. 2016). Growth in tourism may contribute to social unrest if the government does not offer a comprehensive development strategy because of the struggle between the wealthy and the poor. According to UNWTO 2018, inclusive tourism has the ability to contribute to the bridging of social disparities in our global society by being carefully planned and implemented. The majority of Western industrialized nations, including Switzerland, Austria, and France, substantially rely on tourism revenues to support their social and economic well-being.

### **Economic Impacts of inclusive Tourism**

The positive economic consequences of tourism are obvious, and it has the potential to be used as a vehicle for economic growth (Cárdenas-García, P. J., & Pulido-Fernández, J. I. 2019). According to UNWTO 2020, tourism has significantly aided in the growth of the world economy, and 1 in 11 employments worldwide are today provided by it. Through the generation of jobs, tax income, and foreign investment, tourism contributes economically to development (Hughes & Scheyvens, 2016) and is vital to local communities' job growth and economic development (Gnanapala, W. A., & Sandaruwani, J. 2016). If a wide range of stakeholders share an interest in providing opportunities and fostering collaboration, tourism can help reduce poverty.

- **Increased employment opportunities**

Tourism is critical for creating and sustaining regional employment. (Kronenberg, K., & Fuchs, M. 2021). Hughes & Scheyvens (2016) claims that tourism is a "growth engine" that is proportionate to the creation of employment opportunity where by significantly enhancing the tourist destination's economic progress. Tourism is also termed as a "catalyst for job creation" and one of the most "resilient economic activities" (Office, I. L. 2013), therefore, it is supported by the government as an important source of funding for the national budget.

Directly and indirectly, through the provision of goods and services required by tourism-related enterprises, tourism

contributes to the creation of new jobs, formal and informal employment opportunities, and people don't feel the need to relocate to other areas in order to make a livelihood. While hotels, transportation providers, and travel agencies are some of the formal employment creators, local stalls, street vendors, and tour guides are some examples of informal employment. Therefore, creative, inclusive business models are required to make a real difference in the lives of the people who live there, improve their access to job and entrepreneurship prospects, and stimulate structural changes that will reduce poverty (German Society for International Cooperation, 2016).

- **Promotion of local entrepreneurs**

Tourism is an "export" industry, opening up new business opportunities for locals, selling goods and services to non-resident tourists. Prospects for micro-enterprises thrive with tourism. The advantage of informal employment is that the money is returned to the local economy, where it has a large multiplier effect because it is spent repeatedly. The generated income and local employment can be a powerful motivator for communities, local governments, and governments to protect and invest in the area (Goga, T., & Paloka, F. 2015). According to UNWTO 2015, national poverty reduction goals at the community level can be related to promoting entrepreneurship and small businesses and empowering less favored groups, particularly youth and women hence contributing to sustainable tourism development.

The most challenging issue for inclusive tourism is how to sustainably promote current tourism enterprises. In general, the tourism business is rapidly expanding, but local people constitute only a small, insignificant, and substitutable portion of it due to their incapacity and lack of capital (Indriani, Y., Dasuki, R. E., & Wipartini, Y. 2021). By changing their internal operations, primary operators can adopt an inclusive approach to tourism production. For instance, they could give employees a chance to make decisions and take ownership roles, mentor locals on how to launch their own small tourism-related businesses, implement inclusive sourcing strategies, and offer honest work, quality training, and fair compensation (Hughes & Scheyvens, 2016; Walmsley, 2012; Ashley, Haysom, & Spenceley, 2008).

- **Income generation through local products and cuisine**

According to Dr. Tibor Gonda, Assistant Professor at the University of Pécs, local products are eco-friendly regional specialties made from regionally or locally produced raw materials, processed using regionally distinctive techniques, and passed down to the following generation by activity leaders. Elisabeth Kastenholz, an associate professor at the University of Aveiro, claims that tourists seek out "symbolic" goods that capture certain local cues because they want to appear credible. Taking part in local production concessions and participating in more authentic local cultural activities are all made possible by purchasing locally produced produce. Locally produced goods serve as a conduit for each region's cultural traits and as a piece of the destination's cultural history for tourists (Gonda, Angler, &

Csóka, 2021). Tourists frequently purchase well-known handicrafts and other artwork-related products from the local tourist attraction. By utilizing their goods and services, tourists help the neighborhood directly, foster a positive perception of the area, improve exports, and create new market links (Elisabeth Kastenholz).

This is an important opportunity for income generation through capitalization of local products and cuisine. As per UNWTO 2015, Tourism can boost productivity by encouraging the production, consumption, and sale of local products in tourist destinations, as well as their full integration into the tourism value chain. This contributes to the economic development of the region's overall retail market. Local retail businesses that are properly and effectively managed can help to boost the local economy. Greater contributions can be made if tourism is integrated into diverse local economies, uses local inputs, employs local people and respects local traditions. It is therefore mentioned in Target 8.9 of UNWTO, 2020 that the governments should ensure to create and implement policies to promote sustainable tourism that creates jobs while also promoting local culture and products by 2030.

### **Social Impacts of inclusive Tourism**

Due to its dynamic nature and the inescapable host-visitor relationship, tourism has a profound social impact on host communities. It influences people's lives and means of subsistence, and it has the power to improve local communities and shape cultural shifts. Improved income and wealth, increased traffic, alterations in lifestyles and consumption values, entertainment venues, globalization on a global scale, immigration, special events, education, information and communications technology, marketing, promotion of travel destinations, infrastructure in general, and tourism infrastructure in particular, were cited by Matias et al. (2007) as factors driving the growth and development of the tourism industry. Tourism has a special capacity to support and involve communities and disadvantaged groups while also stimulating innovation and preserving local history and culture.

Tourism reduces poverty and enhances housing, health, education, and general well-being by generating income and jobs. Tourism may be a potent tool for fostering community development and decreasing inequality if local residents and other important stakeholders are involved in its development, employing and promoting individuals with varied backgrounds, such as minorities, young people, and women, it promotes diversity and inclusion. Socially or otherwise excluded individuals may be attracted to the tourism sector as tourism product creators, customers, and policy and practice influences, as well as beneficiaries of enlightened business policy, whose rights and well-being are ensured.

- **Social integration increasing tolerance and inclusion**

According to Biddulph and Scheyvens (2018), tourism is a tool for social integration around the world and has the ability to

advance social inclusion by enlarging social domains that are currently restricted, encouraging social contact and networks, and developing identity (Grant & Kluge, 2012:130). Increased communication between people from different geographical, social, and economic origins results from the ability of diverse communities to come together and share/experience one another's cultures and heritage. There is a growing understanding of the importance of promoting equality between people, including those who live in suburban areas of the same city, providing opportunities for collaboration and understanding, and eradicating negative perceptions in light of the rising social inequality around the world. Less crime, a stronger sense of security and more welcoming environment can all result from an integrated approach on tourism business in rural, urban, and beach areas (Biddulph, R., & Scheyvens, R. 2018).

- **Social Upliftment**

According to Enimola (2010, p. 121), "the social infrastructure sub-sector covers some social services like the provision of education, information, town and country planning, health services and other social welfare services in the society". Recent studies show that through sustainable tourism development tourism infrastructure has positively impact residents' quality of life, both directly and indirectly (Mamirkulova et al. 2020), and through the provision of social services and amenities, inclusive tourism can help to improve people's quality of life and well-being. To meet tourist's demand, the tourism industry necessitates a large number of facilities and infrastructure, meaning that many developments introduced by tourism will be accessible and benefitting to local residents as well. Another positive social impact of inclusive tourism is its contribution to the improvement of social infrastructure such as schools, libraries, health care facilities, internet cafes, and so on, thereby improving the quality of life for local residents.

- **Infrastructural development**

Tourism has a significant economic impact on the destination and can boost public services and infrastructure development (Office, I. L. 2013); it not only generates wealth but also enhances access to essential services such as water, sanitation, telecommunications, and transportation (Gnanapala, W. A., & Sandaruwani, J. 2016). Local governments may be compelled by tourism to upgrade their infrastructure, including their roads, power, telephone, and public transit systems, in order to support the tourism industry and raise the living standards for their citizens.

### **III. RESEARCH METHODOLOGY**

To determine if Manora Beach Park is an inclusive tourist development initiative, study data was obtained through on the spot observation, library research, focus group discussion, and discussion with local government representatives. In order to better comprehend the concept of inclusive tourist development, a detailed literature review was first conducted. This research laid the groundwork for additional inquiry and shaped the



measures by which the case study was evaluated. Employment opportunities, increased income, the establishment of small enterprises, new channels for revenue generation through local produce, social inclusion, and its social and physical upliftment were among the criteria. The objective was to determine how this urban design intervention affected the locals' economic and social circumstances.

Later, the survey was carried out as a series of interviews with self-completion questions. The stratified random sampling approach was used to acquire the necessary data. The targeted population was united by the fact that they were all somehow connected to the beachside park's economy. Numerous vendors inside and outside the park, activity/service provider on the beach, and business owner outside the park were interviewed. This made it easier to fully understand how the intervention influenced the social and economic standing of Manora people, both directly and indirectly. The questionnaires inquired the respondents about their demographics, changes in their income, and how the park affected their way of life, earnings, and businesses. It was also examined what issues small business owners and suppliers had with social and physical infrastructure, potential solutions to those issues and the problems caused incoming tourist for the local populace and context of Manora.

The second phase involved gathering qualitative information from government representatives in order to determine the statistics of change in social and economic status both before and after the park's creation. The number of jobs created for the Water Front Development at Manora Beach, the proportion of local residents employed for the intervention, national and international organizations investing (in and around) park in Manora, and local residents employed by national and international organizations to promote tourism in Manora were all quantified. Data on the introduction of new formal/informal small enterprises in Manora following the intervention to facilitate tourism, as well as local people's representation in new small businesses, was collected, future plans for promoting local products and cuisines, the number of new shops that have opened in the Manora commercial area as a result of the park's intervention was explored. It was also investigated how the park would affect social uplift; improve Manora's social and physical infrastructure, funded by park revenue and profits. In order to assess social integration, the representation of women and minorities (religious/ethnic) in the opportunities (goods/services) offered by the intervention was looked at.

#### IV. FINDINGS

The results of the local survey, which were gathered during the first 10 months of the park's operation, are as follows:

##### Economic Impacts of Inclusive Tourism

- **Increased employment opportunities**

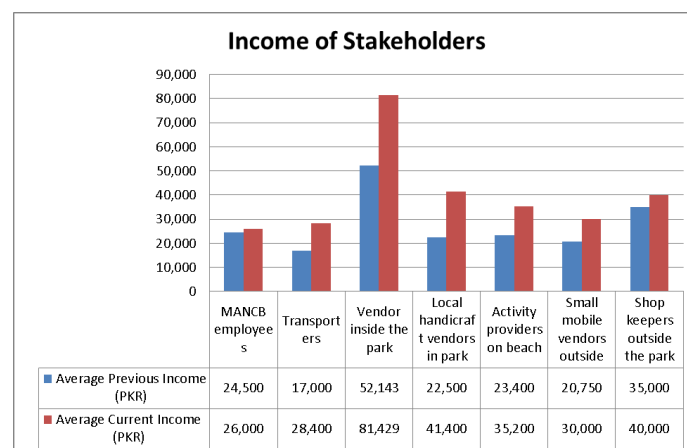
The beachfront park has provided a tremendous opportunity for both formal and employment. The park, which is administered by MANCB, has generated 93+ jobs in total, including direct and

indirect employment. Supervisors, janitors, gatekeepers, and ticket collectors are just a few of the 33 direct jobs created. Indirectly, 60+ jobs created that include suppliers, managers, employments related to transportation. The majority of the staff i.e. 85% is from mainland Manora, with the remaining 15% living nearby. To meet the increased demand following the park, the business owners both inside and outside the park have hired more support employees. Local residents are the prime source of employees and entrepreneurs for new tourism businesses, however, it has been shown that the majority of the jobs created are low skilled and not well paid and only pertain to the provision of service.

In terms of brands, only PepsiCo, Wall's ice cream (Unilever Pakistan), and Nelson Paints have invested in the park. Walls Ice Cream provided the garbage cans and wheeled carts, Nelson Paints funded for the signs in and around the park, and Pepsi financed a beverage stand inside the park. On the beach, a number of vendors, including those selling tea, fruits, roasted corn, juice, and other items, have noticed a considerable boost in sales following the opening of the park (Table 1).

**Table 2: Income of Stakeholders**

- **Promotion of local entrepreneurs**



The park is frequently visited by day picnickers, which is one of the reasons why new businesses are sprouting there and nearby. There are 11 new eateries, 6 seashell-related kiosks, and 3 juice and beverage stalls throughout the park. The majority of these small-business entrepreneurs are from Manora or the nearby areas, and about 68% of them started their food or seashell business because of the opportunities the park provided (Table 2). It is observed, however, that grocery and household items retail shops in cantt bazaar located adjacent to the park have found to have little or no impact of the tourists in their sale and income.

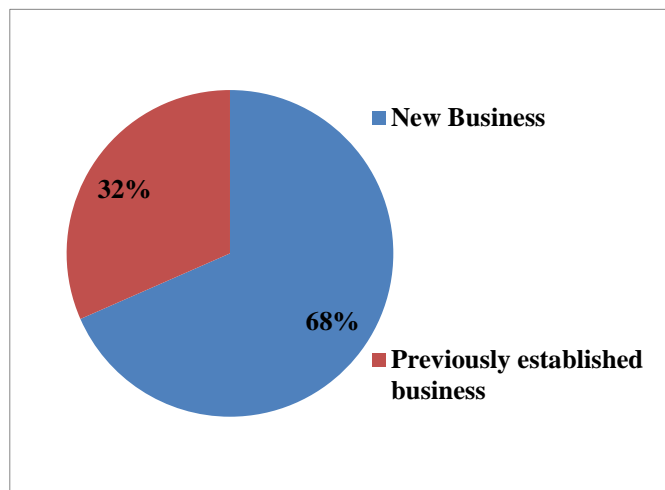


Table 2: Vendors Inside & Outside the Park

The park has drawn numerous Suzuki and auto rickshaw drivers as well, servicing to provide easy commuting to the tourist. The Para Transit transportation network was in place prior to the park as well, although it has been discovered that their income has significantly increased since the park's inauguration.

According to the survey conducted, the vast majority of the stakeholders in and around the park (64%) is currently residing in

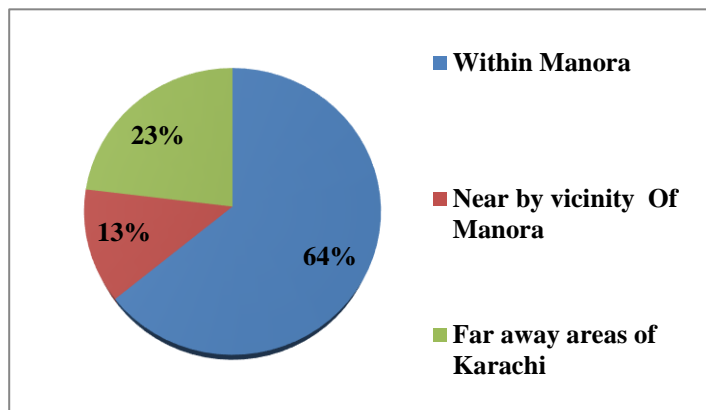


Table 3: Stakeholders' Location

Manora and/or is originally from Manora, 13% dwell in the surrounding locality of Manora, and 23% are from distant parts of Karachi (Table 3).

- Income generation through local products and cuisine

Being an island, Manora is naturally enriched in marine products including Mollusks and a wide variety of fishes some of which can be seen along the coast and others in the Manora Channel. According to studies, there are 98 different species of fish on the island. The most popular fish species, according to research done through interviews with local fishermen, are lady fish, barramundi fish, mackerel, and pomfret. Mollusks are the larger family for seashells present on the island. It is documented that a total of ninety-seven species of macro mollusks are predominantly present on the rocky beaches of Karachi Coast, which includes the Coast of Manora Island along the Karachi coast, sixty-three of these species recorded were from Manora Island.

The park has given local products and gastronomy a tremendous opportunity to be promoted and income generation. The most well-known activity at Manora is fried fish, which is a representation of local cuisine and is available at practically all of the eateries that have been established both inside and outside the park. The demand of locally caught fish has increased as a result of the rise in tourist demand for restaurants. After the park opened, the vendors selling fried fish only saw an increase in sales of about 1.6% per month.

Another well-known handicraft produced in Manora is jewelry and decoration items fashioned from seashells. Both men and women are employed in its production and sale, and both domestic and foreign tourists are drawn to it. There are 5 kiosks inside the park and a permanent shop in adjacent cant bazaar that only sells jewellery, picture frames, home decor, and other accessories created from mollusks that are drawn locally. According to the study, there has been a 1.5% increase in the supply and production of products made from sea shells as a result of rising demand brought on by more visitors to the island as a result of the park.

### Social Impacts of Inclusive Tourism

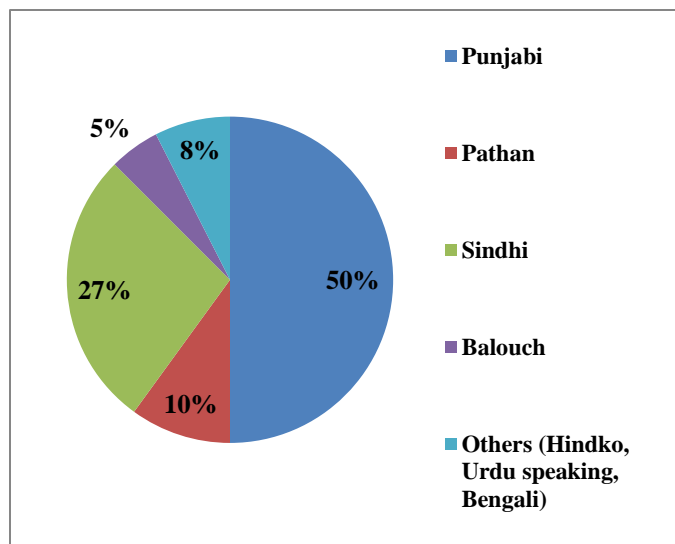
- Social integration increasing tolerance and inclusion
  - a. Ethnic and Religious diversity

The park represents the island's well-known multiethnic and multi-religious culture. The interviewed stakeholders including MANCB employees, transporters, vendor inside the park, local handicraft vendors in park, activity providers on beach, small mobile vendors and shop keepers outside the park belong to a diversified ethnic background including Punjabi, Pathan, Sindhi, Hindko, Balouch, Urdu speaking and Bengali (Table 4).

Even though the vast majority of the park's vendors are Muslims, those who aren't Muslims (Christians, Hindus and Sikhs) do not experience social exclusion because of their religion. There has never been a single documented instance of hostility between members of various religions in or near the park. In terms of gender equality, there are just two female sanitary staff members employed by MANCB to maintain the park's female restrooms, making the park predominately male.

• **Social Upliftment**  
a. **Well being**

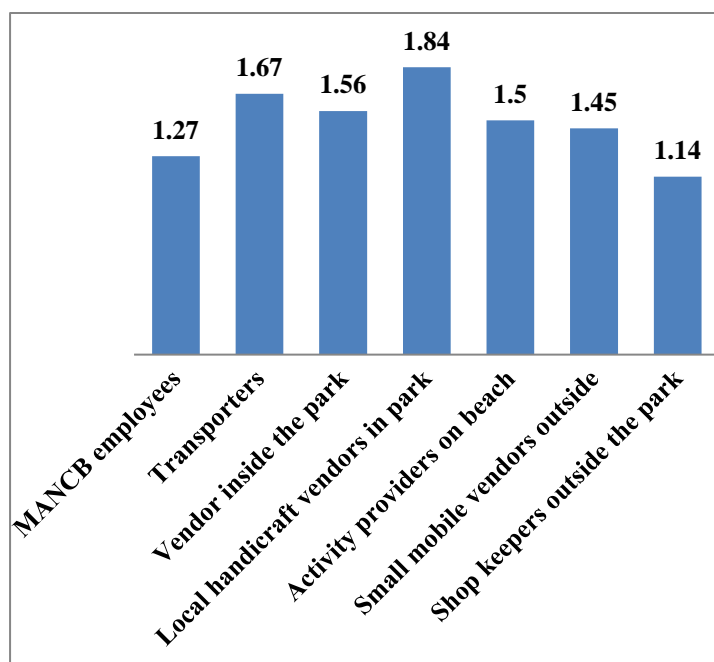
Due to the increase in day trippers and picnickers coming to



**Table 4: Stakeholders' Ethnic Background**

Manora since the park's opening, all of the local formal and informal business owners and vendors in and around the park have noticed a significant increase in their income (Table 5). Most of the vendors interviewed are the sole bread earners in their family and have found to have a predictable steady income now.

b. **Social infrastructure**



**Table 5: Percentage Increase in Stakeholders' Income**

No public or private sector development in terms of social infrastructure has been documented and there has been no improvement in the status, either in terms of quality or quantity,

of the schools, clinics, or other amenities currently present in Manora.

c. **Arts, culture and recreation**

Manora Beech offers picnickers' activities like horseback riding and camel riding facilities, just like other beaches in Karachi. The horse and camel riders are bound to a contract with the park management and have significantly enhanced their earnings as a result of hordes of visitors to the park. The entrance to the park is charged and the design restricts the access to the beach otherwise. All the facilities provided in the park excluding the prayer areas and Teflon-shaded benches are charged, as follows

- Entrance: Rs 50/- per person
- Gazebo: Rs. 500/- per family for 03 Hours.
- Washroom visit: 10/- per person
- Feet washing: Rs 20/- per person
- Parking per vehicle: 50/- per car, 100/- per bus
- Private kids play area : range between 50- 100/ kid ( jumping castle, Trampoline, 3 electric rides)

The island's walls have turned into murals that have undergone a noticeable makeover to better reflect Pakistani culture and values. The strict timing of the park, Sandspit highway road and absence of tourist accommodations in the island, all the visitors visit the park during the day time only. The local population occupies the market spaces and streets majorly during the night time only, completely changing the environment from public to private.

• **Infrastructural development**  
a. **Roads and Transportation**

There are only two ways to travel from Manora to Karachi: by land using the one Sandspit highway road, that allows public traffic from 10 am to 8 pm only, and by water via ferries that depart from Kemaari Jeti, operational between 8 am to 6pm only. The only main route between Sandspit Highway Road and the park is Manora Drive. Secondary roads are those that are found inside the island and serve as the primary routes from jetties to beach point.

Manora has no public transportation of any form, and the few options that do exist—such as Suzuki, chingchis, and auto rickshaws—serve both residents and park visitors for travel throughout the entire island. The locals typically use the free KPT boats as their major source of transit to Karachi. The picnickers, however, also access the park via the Sandspit route in private vehicles, including private automobiles, coaches, and buses.

Due to the heavy influx of day visitors to the park on weekends, the Manora Driveway experiences the majority of visitor traffic, causing congestion, delays, and traffic jams. The park only has a limited parking space available. Due to high demand over the weekends, the administration has designated two additional parking spots in parks nearby vicinity, including a football field

and an empty ground, as parking lot for visitors. Internally the park is completely walk able and pedestrianized, enabling easy and secured walking experience.

### b. Infrastructure

Being an island, Manora faces difficulties with its infrastructure, including the supply of electricity, clean drinking water, and the efficient management of its solid waste and sewage. The park has put a strain on resources, particularly when it comes to collecting up, managing, and disposing of solid garbage.

In addition to other landscape furniture, the park contains 29 covered gazebos, L-shaped benches with tables, thirty tiny, three medium, and one large hexagonal shaded sitting area. The park is well-lit, and there is sufficient signage to lead visitors, and is flexible enough to meet the demands of different users. However, the provision of shaded seating areas is restricted to the park's premises alone; the rest of the island lacks any urban landscaping or pedestrian friendly street furniture.

## V. ANALYSIS

The study was carried out to investigate if Manora Beachfront Park (MBFP) is an inclusive tourism development for the context of Manora and that how it has economically and socially impacted the context and local community of Manora. The parameters of the inquiry included determining whether or not the intervention has improved Manora's social and economic conditions, including employment opportunities, income creation through local produces, social inclusion, and Manora's physical and social development.

1. The literature review demonstrates that tourism can serve as a growth engine (Hughes & Scheyvens. 2016), a driver of job growth (Office, I. L. 2013), and a tool for economic development (Cárdenas-García, P. J., & Pulido-Fernández, J. I. 2019). The park has been used to generate a number of formal and informal jobs, as well as to draw both local and foreign investors, according to primary research on the MBFP stakeholders. Following the opening of the park, already established businesses in the area expanded, and everyone's income increased significantly. There are now more small-scale informal vendors and hawkers on the beach, in the park, and nearby as a result of an increase in business income brought on by the enormous number of park visitors, and it is anticipated that the economic and social wellbeing of the local community is likely to improve over time. On the other hand, the restrictions of tourist traffic due to high security status, and the fact that there are no night stay resorts in the island, there isn't a significant impact on the business of the grocery/ retail shops of the bazaar outside the park.

2. Wipartini, Y., Dasuki, R. E., and Indriani (2021) notes that the engagement of locals is restricted to the supply of services only due to low skill levels of local population and insufficiency of capital, and this has also been observed in the context of MBFP. The majority of newly created jobs are service-based that merely demand modest skill levels, contributing to low income outcome. Although far higher than

earlier levels, the present income is still very low as per international standards.

3. The literature analysis offers reasonable evidence that tourism creates commercial opportunities serving as a strong incentive for locals and the government to invest investments (GOGA, T., & PALOKA, F. 2015). Locals have been encouraged by the park to profit from the island's handicrafts and cuisine. Due to the increased demand, 50% of the vendors in the park selling seashell products are new entrepreneurs who are taking advantage of the opportunity to earn well. Those who previously operated their have found a significant increase in their income. This increase in demand has also led to an increase in supply, thereby supporting the local cottage business that employs both men and women in its manufacturing and distribution. Gastronomically also, the park is contributing in promoting unique local cuisine of Manora. All restaurants serve fried fish, and those that specialize in offering fried fish solely are now making roughly twice as much as they were before the park. By expanding the local market for locally caught fish, this has benefited the social and economic conditions of local sellers, the community that makes handicrafts, and the medium- to small-scale fishermen residing on neighboring islands. Manora Beachfront Park, however underutilized, could serve as a platform to advertise Manora's traditional cuisine and handicrafts to a wider domestic and global market, according to Gonda, Angler, and Csoka's concept of tourism as a vehicle for cultural exchange published in 2021.

4. The MBFP is a true representation of social integration, according to Biddulph and Scheyvens' (2018) description of tourism as a tool for social integration. The park is fostering and enhancing Manora's distinctive characteristic—the peaceful coexistence of its ethnically and religiously diverse people. Not only that the parks is attracting diversified visitors from all walks of life, the vendors in and around the park are geographically, religiously, ethnically and culturally different, all working peacefully and presenting a positive image of tolerance, inclusivity and coexistence.

5. Because Manora is primarily a cantonment and an operational military post, it is subject to strict supervision and management, and the physical infrastructure around the park, cantonment, and military areas is in decent condition. The local Manora population is found to receive no share from the parks income in terms of its social infrastructure, despite it having been demonstrated through literature study that inclusive tourism has a beneficial social impact by contributing to the improvement of social infrastructure and consequently raising the quality of life for local residents.

6. Public beaches are inherently public property that is meant to provide free recreation to all. Only those who pay the entrance fee are allowed access to the beach, according to the park. Although the park is economically and consequently socially uplifting its context, nonetheless Manora Island's natives have an unfavorable opinion of this and are upset that their free recreational area has been taken away from them.



7. The literature analysis found that tourism has a special capacity for preserving and promoting regional history and culture. The park has given Pakistani culture in general and Manora culture in particular a respectable venue for expression. Visitors to the park can learn about Manora's peculiar customs, traditions, and handicrafts as well as experience the peculiar beach culture and regional cuisine. Locals have a great opportunity to profit from Manora's unique products and cuisines thereby promoting its unique cultural and gastronomical identity.

8. According to Gnanapala and Sandaruwani (2016) tourism can act as a driving force for infrastructural development for the local people. In case of Manora, the water and sewage systems, roads, electricity, telephone, and public transportation system is already challenged. The infrastructure has seen no improvement after the park and the increased demand from the picnickers has added the pressure on them. This is also valid for the landscape infrastructure in and outside the park. It lacks in adequate landscape cover and shaded circulation and sitting spaces. Walking around the island is frequently difficult because of the hot, humid weather, lack of street furniture, covered rest areas, and mature trees.

9. Besides from limiting access times to and from Manora, the time duration of the park and its closing at dusk which results in experiential dichotomy of the context during the day and at night, and a strong hold on the number of informal and formal vendors on the beach limiting the beneficiaries of the intervention, the strong regulations by governing bodies in Manora have all contributed to affecting both the positive and negative social impacts of this intervention.

## VI. CONCLUSION

In order to determine whether or not the intervention can be characterized as inclusive tourism development for its context and community, the study was conducted to examine at the social and economic effects of Manora beachfront development in Manora Island.

The literature assessment indicates that any development must offer formal/ informal employment opportunities, contribute to income generation of both self-employed and workers, provide incentive for foreign funding, endorse small businesses for local population and promote heritage and culture in order to be deemed inclusive. While improving the social and physical infrastructure of the area, an inclusive tourism development also aids in community uplift and social integration.

The study conducted on stakeholders economically associated with the park, directly or indirectly, supports existing theories. The park has been found to attract a huge number of tourists, consequently positively impacting all the small to medium businessmen and significantly improving their income. The park's economic incentives have been successful in luring a variety of formal and informal, small-scale vendors residing in nearby areas of Manora, which otherwise were jobless or had very low income prior to the park. The contribution of park in terms of promotion of local cultural heritage is also underexploited and there is no much integration of locals and

park visitors outside the economic bond.

The growth in revenue is expected to lead to a long-term improvement in the socioeconomic well-being of the stakeholders. Given the short research period, however, there isn't enough evidence to demonstrate that those associated with the park have significantly improved their socioeconomic status, and the region as a whole isn't receiving its due bit of social and physical infrastructure. The full realization of the social and economic benefits of the intervention is further hampered by the lack of a comprehensive sustainable tourism development plan.

Inclusive tourism offers a way ahead to overcome some of the challenges listed above. Thorough monitoring and evaluation are required to ensure that tourism-related programmes follow inclusive development models. To contribute to a more sustainable, equitable world, this calls for comprehensive planning, inclusiveness of all stakeholders and supporting local economies.

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