

# Management Prospective of Archaeological Tourism and Heritage Management in Taxila Valley Pakistan

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## Abstract

*The Taxila Valley in Pakistan is a site of immense archaeological and historical significance, recognized as a UNESCO World Heritage Site due to its rich cultural heritage spanning several millennia. This study explores the management perspectives of archaeological tourism and heritage conservation in the Taxila Valley, highlighting its potential as a key driver for sustainable tourism and economic development. The research examines current management practices, challenges faced in heritage conservation, and the role of tourism in preserving this invaluable site. Key issues such as the impact of urbanization, environmental degradation, and insufficient infrastructure are critically analyzed. Additionally, the study emphasizes the importance of involving local communities, implementing sustainable tourism strategies, and enhancing collaboration between government authorities, international organizations, and private stakeholders. Through effective heritage management and the promotion of responsible tourism, Taxila can serve as a model for preserving archaeological heritage while contributing to Pakistan's cultural and economic growth. The findings of this research offer actionable recommendations for improving heritage tourism in the region, ensuring that future generations can continue to appreciate and benefit from this unique cultural treasure.*

**Keywords:** Heritage Management, Taxila, Tourism.

## Introduction

Tourism not only brings economic development in a region, but it also helps in promoting indigenous culture, which eventually creates a sense of belonging and ownership among the host community who do not only feel proud in owning their norms and traditions but also protect and preserve their heritage. On the one hand, tourism acts as a connection among different cultures and transfers ideas, ethics, and creativity from one culture to another. On the other hand, it can also be very harmful to both cultural and natural resources if not wisely planned and managed. Unplanned Mass tourism has caused irremediable damage to heritage sites in different parts of the world (Smith, 2004, p. 33-35).

## Tourism in Pakistan

Tourism includes the traveling of people to places that are outside their environment, and the maximum period for traveling purposes Tourism can 't be more than one consecutive year and it is because tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation and the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and

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friends are now expanded to include a vast array of purposes; only a maximal duration is mentioned, not a minimal. But every trip is not tourism. According to WTO World Tourism Organization, Tourism is the growing industry of the world, and it is an important factor 3 in determining a country 's economy. In Pakistan, domestic and foreign Tourism is presented at a small scale and the sites for Tourism are Satpara Lake, Skardu Rakaposhi, and Lahore Fort.

### **Historical Cities in Pakistan**

There are different definitions presented for cultural Tourism, whereas one out of two important definitions by WTO have explained Tourism as; Tourism is the interest of people in traveling for different purposes like knowledge, enjoying festivals, celebrating or appreciating art, Archaeological sites, and religious sites etc., Pakistan is a region rich in terms cultural history and diversity. There are many historical places in Pakistan that deserve to be experienced by everyone. These include Hiran Miran (Sheikhupura), Noor Mahal (Bahawalpur), Wazir Khan Mosque, Mohenjo Dharo (Sindh), Minar-e-Pakistan, Tomb of Jahangir & Shalimar Gardens (Lahore), Rohtas fort (Jehlum), Makli Necropolis (Thatta) and hundreds of Buddhist Monuments spreading from Punjab to Afghanistan and from Swat to Peshawar.

### **Taxila Valley**

The Taxila archaeological site is in the province of Punjab, Pakistan, about 30 km north of the Capital Territory of Islamabad. It lies off the famous and historical Grand Trunk Road. The radius of Taxila is about 30km; it has more than 50 historical sites within it. Some of the important sites of Taxila are: The Mesolithic Cave of Khanpur; The ancient remains of Sarai Khola and Hathial dated from the Neolithic to the Iron Age; Bhir Mound the earliest historic city if Taxila dated from 6th-2nd century BCE; Sirkap, the second historic city of Taxila, which is attributed to the Indo-Greek and is said to have continuously occupied till the early Kushan era and Sirsukh, the third historic city, partially excavated and assigned to the early Kushan period. Apart from the prehistoric and early historic settlements, the archaeological investigations in Taxila have also revealed many important sites of religious significance; Important among these are: The Dharmarajika stupa and monastery and the Buddhist establishments of Jaulian, Mohra Murado, Kunala, Jinan Wali Dheri, Badalpur & Bhamala and of Jundial.

### **Heritage and Cultural Tourism**

Heritage or cultural Tourism is an ambiguous term and according to some researchers, it is heritage Tourism, while others called it cultural and heritage Tourism (Cultural and Heritage Tourism Alliance, 2002). Culture consists of various aspects of society including material and emotional aspects, the art, ways of living, literature, and traditions are its main components (UNESCO, 2001). There is a huge diversity of cultures and languages in the world. The definition of cultural heritage presented by Nation trust is traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources (Cultural Heritage Tourism, 2005)

According to the report of the World Heritage Centre in 2007 it has been stated that to be selected by UNESCO WHC, the sites should meet some criteria depending on the nature of the site whether it is natural or cultural. The criteria are as follows.

- The site should be able to present the creativity of the human mind,
- Possess switching of art, and values over time e.g. shows the change in art,
- development in designing landscapes, monitoring or controlling etc.
- Site should possess evidence of being a part of old civilization or tradition,

- To prove itself as a masterpiece which can show an important stage of world civilization history or human history?
- Show signs of being used by humans in the past e.g. land or water use or interaction with the environment.
- Related to human traditions, like customs or cultures or architecture work etc. different ideas or beliefs or specific practices if associated with any place or specific practices the place can be selected.
- Must have places with natural appealing beauty or have natural phenomenon.
- Should have the properties or characteristics that can express some part of history, which can be environmental change, or geological history etc.
- Should we represent some scientific processes of change like evolutionary changes as biological, ecosystems, natural and artificial environments,
- Possesses habitats like natural ones that can have attraction for tourists besides
- having some important species of animals and birds (it contains attractions
- related to nature).

### **Management of Heritage in Pakistan**

Management of heritage includes the managing of an area 's cultural, natural and artificial surroundings. As far as the policy for this is concerned, this concept or idea is being approved by several Tourism departments globally. The focus is on the development of sites in a way that they seem appealing to tourists, keeping in view the competitive Tourism market, like every other industry customer is the boss in Tourism too, so interests of visitors can 't be denied. Cultural Tourism is the Tourism with purpose; this purpose is basically exploring places through the activities and traditions of past and by studying the art and culture of ancient times. These sites can form a connection between three phases of time, the main aim of the struggle for sustainability of Tourism (Parker, 2007, p. 54). Heritage Tourism increases the money generation in the country, which can be used as an investment on some sites and for other projects like the improvement of living standards of host society. Thus, it can be said that it acts like an engine of development and growth.

Heritage management of Pakistan maintains the demands of resources and needs of Tourism at an equilibrium point, supporting the market. These factors can spread awareness about the importance of sites not only in locals but also in tourists too as being global citizens to protect the sites for coming generations. These historical places are unique and have not parallel and therefore, conserving is the final option.

The nation is ethnically just as topographically, laden with an enormous number of social and verifiable legacy destinations. As per the 2017 of the Travel and Tourism Competitiveness Report issued by World Economic Forum and it shows commitment of movement and GDP of Pakistan in 2015 which contributes towards Tourism is US\$328.3 comprising 2.8% of the all-out GDP (UNESCO, 2017, p. 14). The Remote Traveler is a travel blog focused on helping digital nomads earn a living as they see the world. In 2016, the remote travelers coming to Pakistan remained at 965,498, while the business of Pakistan's travel industry pulled from outside voyager's harsh gauge of 1.1 million yearly in 2011 and 966,000 out of 2012, contributing \$351 million and \$369 million separately. In 2019, the administration has finished the prerequisite of a no-complaint testament (NOC) for remote visitors looking to visit certain pieces of Pakistan. Fringe intersection is additionally declared open and non-confined aside from 10 miles of Pak-China outskirts, Pak-Afghan outskirts (Wakhan passageway), AJK (along LoC), GB (along LoC), Siachen (a long line of genuine contact).

### Research Problem

Sufficient data about the tangible and intangible cultural heritage of Taxila has been collected during the Archaeological exploration and excavation. These cultural heritage sites can play a significant role in economic prosperity and Tourism of the country if properly managed, cared and promoted for the tourists. This is only possibly after an intensive survey and research to understand the basic management issues. The present research therefore aims to answer the following questions regarding the management of the selected sites.

1. How do demographics and different travelling patterns affect the decisions of referral groups?
2. What are the tourists 'expectations with respect to Cultural Heritage sites?
3. What strategies need to be devised for preservation and conversions of Cultural Heritage sites?
4. What is the impact of heritage Tourism on the host community

### Objectives of the Study

Cultural heritage Tourism is a growing phenomenon of the Tourism industry. Its market is increasing day by day; the market of this sector is powered by an increasing number of domestic and international tourists, and by increasing availability of global communication. The main aims of the present research are to:

1. Study and analyses about tourist pattern visiting heritage sites of Taxila.
2. Know about the impact of domestic and international tourists on the local community of Taxila city.

### Significance of Study

The study has undeniable significance as Pakistani Tourism industry 's major portion rely on heritage sites. However, the management of heritage Tourism sites lacks professional skills of international standards. The study has highlighted issues pertaining to Archaeological Tourism and heritage management. The study has provided guidelines for the best management of heritage Tourism sites to minimize 22 damage done to tourist sites because of tourist influx. Every year, Pakistani Tourism industry attracts hundred and thousands of tourists from across the globe and Pakistan. The cultural heritage sites of Taxila receive most of the tourists from Pakistan and abroad. Due to the mass influx of tourists the cultural heritage site suffers from irreversible damage.

Pakistan 's annual investment on infrastructure as cited by S P is less than 7% whereas India spends almost 8% to 9% of its GDP on its infrastructural projects. Government expenditure on infrastructural projects stimulates growth in the economy as it has a trickle-down impact on economy hence Pakistan is recommended to prioritize its infrastructure sector over provide basic facilities such as access to ATMs, restrooms, CNG pump, roads, signals and ICT facilities are almost non-existent. Infrastructure comprises mainly of such roads, railways, bridges, tunnels, water supply, sewers, electrical grids, and telecommunications in the state which would be by led by proper law and merit and would be regulated by the government bodies and to make it corruption a proper check and balance on municipals need to be held by federal authority and the hiring committee should be only allowed to hire candidates based on their credentials only which is the only way forward for Pakistan towards infrastructural development.

### Problems Faced by Taxila and Heritage Management

World Heritage Sites (WHS) in Pakistan experience various issues emerging from absence of viable administration and preservation issues. Some legacy of destinations has explicit issues of their own inclination other than normal issues like poor executives and approach detailing.

For compelling administration of these zones, it is important to manage different issues on need premise; for example, absence of the board plans, lack of subsidizing, constrained remote venture, deficient social mindfulness and unsuitable advancement. There are hardly any fundamental factors that raise these issues; for example, lacking information about present situation of World Heritage Sites, obsolete data and measurements and nonattendance of recovery exercises under a particular arrangement. It is mandatory to discover refreshed information with respect to states of the territories to settle on down to earth choices for successful administration (Prentice & Andersen, 2003, p. 7–30). The most significant structures are Jaulian, Mohra Muradu, Pilan, Kalawan, Kunala and Mankiyala. Sir John Marshall, after making itemized investigations put Taxila in its actual recorded and social point of view. The uncovered material has added important data as far as anyone is concerned of expressions of the human experience, specialties, social and monetary framework, traditions, statements of faith customs and from the sixth century BC to the fifth century A.D (Lee et al., 2011, p. 685–696). 26 The remnants of Taxila comprise of a wide range of parts of the city structures and Buddhist stupas which are situated in a vast territory. The primary remains of Taxila are separated into three significant urban areas, each having a place with a particular time span. The most seasoned of these is Bhir Mound, which dates from the 6th century B.C. The second city of Taxila is situated at Sirkap and was built by Greco-Bactrian lords in the second century B.C. The third and last city of Taxila is at Sirsukh which is identified with the Kushan lords (McKercher and Mei, 2006, p. 55–66). Notwithstanding the vestiges of the city, various Buddhist cloisters and stupas likewise have a place with the Taxila zone. The ventures incorporate substantial machine plants and mechanical complex, arms processing plants of Wah Cantt and bond manufacturing plant. The lodging of the travel industry office offers sensibly great administration and neighborliness to the sightseers. Taxila has numerous instructive foundations including the University of Engineering and Technology (UET). Taxila Museum, devoted chiefly to the remaining parts of Gandhara progress, is additionally worth visiting (Akhoondnejad, 2016, p. 468–477). The Management Plan is a result of the arranging procedure, recording the administration approach, the choices made, and the reason for these, and the direction for future administration (Eagles et al., 2002, p. 56-57). It ought to contain data on what is to be accomplished by the board and the reason behind the choices made (Hamarneh, 2015, p. 7–27).

The Management Plan of the property contains the managerial set up for its safeguarding, preservation and assurance since its presentation as an ensured enrolled landmark. The current administration plan to be that as it may, not adequate to take care of the whole Taxila complex (UNESCO World Heritage Center, 2010, p. 54). The Management Plan should cover the entire protected area. It should contain information on what is to be achieved by management and the rationale behind the management decisions made (Eagles et al., 2002). The Management Plan of the property contains the administrative set up for its preservation, conservation and protection since its declaration as a protected registered monument. The present management plan is, however, not sufficient to look after the entire Taxila complex (UNESCO World Heritage Centre, 2010e). It needs to be strengthened by international standards as well as scientific and modern 28 approaches. Moreover, to be effective a management plan must be implemented and monitored accordingly. The board has included controlling guest numbers, endeavoring to alter guest conduct. Guest the executives arranging incorporates furnishing guests with data and instruction about natural protection in one hand and applying confinement to restrain destructive exercises on the other hand (Harris & Jago, 2000, p. 213–221).

### **Research Methodology**

Research can be defined as the systematic process of collecting and logically analyzing data to solve problems and fulfil the objectives (McMillan & Schumacher, 2010: 388–409).

Theoretical discussions and evidence from literature support the development of hypothesis and models. This will summarize the research approaches and methodology that will be used for the study and provide rationale for choosing current methods and design. The main element for good research is to define the problem in depth and then to work it out through proper technique and organized manner to reach to a more compatible solution. In this research qualitative as well as quantitative research methods are used to get the required outcomes of the research. As tourism is a service industry and it deals with intangible characteristics, we use some products along with services to make it visible, therefore quantitative methods are also used. Qualitative research is one of the primary approaches to conduct social science research, qualitative research focuses on the meanings, traits, and defining characteristics of events, people, interactions, settings and cultural experiences, according to Denzin and Lincoln (1994, p. 305–316) qualitative research involves interpretative and naturalistic approach to the subject matter. Qualitative research is conducted to know about attitudes, lifestyle, beliefs, norms and personal issues (Thomas, 2003, p. 630–644). One of the scholars defines qualitative methods as —quality means what, how, when why and where of a thing- its ambience and essence. Thus, qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols and descriptions of things. Personal observation, interview, place & actions/interaction, immersion in setting to understand what, how, when, why and where of social structure and demands, analysis of media, conversations and focus group are the main methods of qualitative research (Tewksbury, 2009, p. 38-58).

The research problem of the article is to study the demographic, behavioral, travelling and psychographic design of the tourists who visit the cultural heritage sites of Taxila, to form proper market segment for promoting cultural heritage tourism along with the sustainability of the cultural heritage sites.

The sampling techniques of the study are convenience sampling which is elaborated in terms of randomly selected management employees. It helps the researcher to analyse and interpret the data in an effective way. In basic writing, this could be characterized as a straightforward right of entry to the population. This strategy was utilized to gather information as it would not give the equivalent opportunity to choose, and it helped in social event information from the effectively accessible individuals.

The main concern is to develop generalizations that contribute to theory, as well as providing better prediction, explanation and understanding of the phenomena under study. There are two main types of tourism destinations, one is a natural destination, and another one is cultural heritage, these destinations are planned and managed to provide various activities and attractions to the tourists for enjoyment and knowledge. According to Gunn (1988, p. 307–316) and Lee (1999) tourism destinations like national parks, theme parks, beaches, resorts, and cultural/heritage destinations, can be classified bestowing to their basic resources: natural or cultural. Those destinations which are based on a natural resource such as mountains, rivers, spas, beach resorts, campgrounds, parks, golf courses, natural reserves, and scenic roads, while destinations based on cultural/heritage resources are comprised of historic sites, and ethnic groups. The research area of the study was the cultural heritage sites of Taxila, these sites are unique due to its religiously prospective of Buddhism along with the tremendous architectural and well-planned cities of Gandhara civilization, furthermore maximum cultural heritage sites of Taxila are world heritage sites

This area plays a vital role in the spread of Buddhism throughout the different region of the world, though Taxila is famous all over the world due the Gandhara civilization, but unfortunately no such attention is paid to make it a highly productive tourism destination, even we are lacking the basic tourism facilities at Taxila. Tourism at archaeological sites has been shown to drive destruction of archaeological materials at those sites. Repairing those materials does not undo the destruction. Inscriptions, frescoes, carvings, and other informative details of

standing structures that are part of the archaeological record once gone are gone forever. The information that a coin could provide about the chronology of an archaeological site is lost all the time when the coin is excavated from its stratigraphic context by a looter.

### Pilot Reliability Test

Pilot reliability shows the constancy and validity of the data. It also shows how reliable data is for the study. The gathered survey was to choose if the data assembled 109 helped the investigator in meeting the objectives of the examination isolated from testing the reliability and authenticity of the survey put across to the goal gathering. At the present time, the expert looks at the outcomes of the review done. The authenticity of the survey was articulated using Cronbach's coefficient alpha resolved to test the unwavering quality and inside consistency of the responses got from the respondents. Cronbach's coefficient of 0.7 was found which was palatable for a full-scale arrangement of data. Demographic questions were asked from the respondent to know about their age, gender and location, similarly dichotomous and open ended questions were asked from the respondent to know about what they was expecting and what they are demanding at the cultural heritage sites, behavioral and attitude questions were asked such as the length of the trip, transportation, source of information, attraction, purpose of stay, and respondent was asked to rate different attributes of the destinations by Likert scale from 1 to 5, where 1 stands for strongly dissatisfied, 2 for dissatisfied, 3 for neutral, 4 for satisfied and 5 for strongly satisfied. Alpha on the four constructs

**Table 1: Reliability Table**

	<b>Variables</b>	<b>Cronbach's Alpha</b>
<b>Management Questionnaire</b>	Demographics	0.804
	Facilities Provided	0.789
	Management of Sites	0.764
	Locals	0.896

In the above table, the reliability of the instrument is checked with the assistance of SPSS 20. Information was gathered from 400 vacationers and 100 representative researchers 's respondents for reliability tests. A demographic instrument that involves 8 things when running the dependability test, its Cronbach's Alpha .804 qualities is more significant than the edging which shows this tool is legitimate for this exploration. Facilities provided to sightseer's instrument, which includes things when running the dependability test its Cronbach's Alpha .789 qualities are more prominent than the edge and which shows this instrument is substantial for this examination. The Management of Sites instrument, which involves 14 things when running the reliability test its Cronbach's Alpha .764 qualities, is more prominent than the limit which shows this instrument is legitimate for this examination. The reliability test of Locals its Cronbach's Alpha .896 qualities is more prominent than the limit which shows this instrument is legitimate for the examination.

### Descriptive Statistics

Descriptive statistics of the study show the central tendency of the data, and it also calculates standard deviation, minimum and maximum range of the data. It calculates the average means of study and shows a large amount of data in the study.

**Table 2: Descriptive Statistics**

	Variables	N	Mean	Std. Deviation
Management Questionnaire	Demographics	100	3.6722	.12074
	Facilities Provided	100	3.6969	.19846
	Management of Sites	100	3.6045	.13325
	Locals	100	3.6720	.16345
	Valid N (list wise)	100		

Table shows the mean and standard deviation of variables. mean and standard deviation of demographics is 3.6722 (S.d = 0.12074). Mean and standard deviation of facilities given are 3.6969 (s.d = 0. 9846), mean and standard deviation of management of sites is 3.6045 (s.d = 0.13325) and mean and standard deviation of locals are 3.6720 (S.d = 0.16345).

### Correlation Analysis

The correlation study shows the relationship between two values, and it shows how strong and weak is the relationship between two variables in the study. As Correlation range is from -1 to +1 and it only shows positive, negative, or zero relationships between two variables. Positive +1 shows a perfect positive relationship between two variables while -1 shows the variables are opposite to each other and it has a negative significant impact on the study.

The correlation coefficient, otherwise called "r" is the consequence of a relationship. Its characterized range is between - 1.0 to and 1.0. Two factors are seen as more firmly identified with one another when "r" is either closer to - 1 or +1. Be that as it may, if "r" is found anyplace close to the worth "0", it implies no relationship between the existing factors. A positive "r" implies that there is an unfriendly relation between factors, as an increase in one variable would cause an expansion in another. Correlation analysis enables us to know about the relationship as well as the level of relationship between variables.

**Table 3: Management Questionnaire**

Variables	Demographics	Facilities Provided	Management of Sites	Locals
Demographics	1			
Facilities Provided	.706**	1		
Management of Sites	.734**	.790**	1	
Locals	.726**	.729**	.765**	1

1. Correlation value between Demographics and Management of sites is found (0.734,  $p < 0.01$ ). It shows a strong relationship between them.
2. Correlation value between Demographics and Facilities provided is found (0.706  $p < 0.01$ ). It shows a strong relationship between them
3. Correlation value between Demographics and Locals is found (0.726,  $p < 0.01$ ). It shows a strong relationship between them.
4. Correlation value between Facilities provided and Management of sites is found (0.790,  $p < 0.01$ ). It shows a strong relationship between them.
5. Correlation value between Facilities provided and Locals is found (0.729,  $p < 0.01$ ). It shows a strong relationship between them.
6. Correlation value between Management of sites and Local is found (0.765,  $p < 0.01$ ). It shows a strong relationship between them.

## Regression Analysis

Regression Analysis is used to assess the contributory connection between self-ruling components and ward variables. Thus, researchers can see how much the subordinate variable is needy upon self-governing elements, and how significant they are.

The R-squared insights estimate the achievement of the relapse in envisioning the estimation of the ward variable inside the model. It is the degree of variety in the poor variable explained by the relapse model. The estimations of R squared range from 0 to 1. little regards show that the model doesn't show the data well. R square is the explained change.

**Table 4: Management Questionnaire**

	Regression		
	B	T	Sig.
Demographics	.563	4.074	.000
Facilities Provided	.096	16.094	.000
Management of Sites	.367	12.274	.000

Dependent Variable: Impact on Locals

N=100, R<sup>2</sup>=.486, F=43.229

In table with the assistance of regression analysis, the relation between Demographics with Impact on Locals has been inspected. Strong and positive relationship exists between Demographics with Impact on Locals ( $\beta = .563$ ,  $t = 4.074$ ,  $p = .000$ ).

Table with the assistance of regression analysis, the relation between Facilities given and Impact on Locals has been analysed. Strong and positive relationship exists between Facilities given and Impact on Locals ( $\beta = .096$ ,  $t = 8.094$ ,  $p = .000$ ).

In table with the assistance of regression investigation, relationship Management of destinations, and Impact on Locals have been analysed. Strong and positive relationship exists between Management of destinations and Impact on Locals ( $\beta = .467$ ,  $t = 36.274$ ,  $p = .000$ ).

Here, the .486 is the R square. This demonstrates 5.4% of the change in a subordinate variable which has been significantly clarified by the autonomous factors and the rest of the variety is because of different components not considered in this investigation. The F-measurement is utilized to test the significance of the regression model all in all and if the estimation of F is greatest and it reflects the significance of the factors model of the investigation. The estimation of F measurement in this model is 43.229, which is significant.

The findings of the study are limited, through regression analysis results; the relation among demographics and its impact on locals is measured in this study. The positive and significant impact exists between demographics and impact on locals and by regression analysis and correlation measurements analysis, the relation between facilities given and impact on locals has been analysed. The assistance of regression investigation, relationship management of destinations, and impact on locals is measured in this study. Significant and positive relationships exist between management of destinations and the impact on locals

## Conclusion

Very limited research has been carried out to access these factors and device a comprehensive management plan for conservation, preservation, and promotion of these heritage sites for sustainable cultural Tourism. A detailed systematic survey of the heritage sites is essential not to collect and analyse it to reach to the root causes of the threats and prepare a management plan to minimize these threats. Taxila, one of the most important centres of ancient cultures and civilizations is famous for its rich tangible cultural heritage ranging from prehistoric to the colonial era. The monuments located in the entire Taxila region were inscribed on the World

Heritage List of UNESCO as a group of separate buildings. The present Pakistani Government has shifted the focus of its economic and financial capabilities towards tourism (Haq & Medhekar, 2019, p. 56-59). Pakistani tourism has been targeting natural, economic, and religious tourists, where heritage tourism has been overlooked for managerial, economic and political reasons (Haq & Medhekar, 2019). This paper highlights the trend that businesses involved in heritage tourism are recognizing the potential of experiential tourism as the innovation required for success. For example, many museums are developing experiences besides their traditional exhibition.

The history of tourism in Pakistan showcases the unrealistic goal of establishing the image of a modern and fun-based tourism hub (Baloch, 2007, p. 43-45). Consequently, this has led to neglect or even annihilation of such historical sites. Among many, an outstanding example is the destruction of various heritage sites in Lahore while building the Orange Train and Metro Bus Services. This study advocates to follow the global trend of a switch in favour of history and heritage-based tourism to improve the tourism image (Papadimitriou et al., 2018).

In northern India including the Taxila region, the Maurayns lost their power into the hands of the Indo Greeks in 190 BC. The ancient city of Sirkap in Taxila is attributed to the Indo Greeks. Unlike Bhir Mound, Sirkap is known for its sophisticated town planning. Excavations at Sirkap have revealed the remains of four major dynasties. Of these, the earliest belong to the Indo Greeks. The succeeding dynasties include the Scythians, the Parthians, and the Kushans who finally laid the foundation of the 3<sup>rd</sup> historic city of Taxila known as Sirsukh. In addition to Sirkap, there are many monuments of archaeological importance attributed to the Indo Greeks. Worth mentioning among these is the Greek Temple at Jundial. Like the Indo Greeks, the Scythians and Parthians also contributed to the field of art and architecture in the Taxila region. But it was under the Kushans that Taxila along with greater Gandhara entered its golden era. The Buddhist Stupas, Monasteries as well as the well-developed cities in an outside Taxila region testify the grandeur of the Kushans. The most important Buddhist established in Taxila assigned to the Kushan era include the great stupas and monasteries at Jaulian, Mohramuradu, Piplan, Jinan WaliDheri, Badalpur, Ballar and Bhamāla (Marshall, 1951). Apart from the Buddhist the region also comprises many important Hindu and Muslim, Sikh, and colonial period monuments including temples, mosques, and baolis (stepped wells), Gurudwaras, bridges, and railway stations.

Pakistan is in urgent need of approaches that are effective enough to be sought after for the officials of regions gainfully. Approaches are required for both uncovered and unexplored areas of the country. The issues of Archaeological Tourism goals are assorted rather than the issues of tourist spots that are standing tall. Cases of MohnejoDaro and Taxila can be taken; thus, these goals can be considered as a logical examination of the official's methodologies on a fundamental level, in utilitarian and similarly as in practicing old strategies. It moreover doesn't have the information about overpowering discipline on people making hurt to antiquated depends.

This conceptual study has raised the issue of highlighting the potential of experiential heritage tourism in Pakistan. Various elements hindering the growth have also been identified in this study. To enhance the experiential heritage tourism, this study has mapped it with the innovative design thinking process. The methodological contribution of applying innovative design thinking process for secondary data analysis is that it enabled the data to make sense. This method provides an organized process that facilitates understanding the experience of different stakeholders in the context of heritage experiential tourism. Then, develop strategies and finally refine one final solution based on this understanding.

The strategy to strengthen experiential heritage tourism in Pakistan is based on these four intrinsically linked indicators: to reach the tourists' satisfaction, experiential touristic activities involving more tourists are needed, and increasing memorability of the tourists' experience.

Authenticity promotion also leads to more memorability and a higher tourist 'satisfaction. In summary, the entire Taxila region has great archaeological potential ranging from prehistoric to the colonial era. But many of these archaeological sites are constantly losing their authenticity due to various management issues that have been highlighted in the present study. A comprehensive data collection form (questionnaire) was designed for the administrative staff comprising the Deputy Director, Curator, Site Supervisors and attendants to know about their strength and weaknesses regarding the preservation, protection, and promotion of the Archaeological sites as well as the ratio and types and behaviour of the visitors.

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