Sustainable Tourism Development in Pakistan and China: A Comparative Analysis of Practices and Policies

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Abstract

This study seeks to evaluate sustainable practices in tourism between Pakistan and China through an understanding of the subject matter practices, policies, and problems on both sides of the border. It Can Help In Facilitating Economic Development Free Opening in Another Tab Sustainable tourism is very important because it has all of the economic benefits but it will permit you not to waste important environmental and cultural factors. The qualitative research compares policy documents and interviews with stakeholders and case studies to investigate the impact of sustainable tourism policies in both countries. Among its main findings is that although China has devised widespread policies and built-up community involvement, Pakistan faces serious challenges with its governance and development infrastructure. The paper ends by drawing implications for both countries with policy frameworks, local community participation, and lessons learned from each other. These insights are intended to enhance policymaking and tourism stakeholders to promote sustainable tourism which is an essential prerequisite for contributing to local communities and natural resource conservation in Pakistan and China.

Keywords: Pakistan, China, Tourism, Development, Policies, countries.

Introduction

Sustainable tourism seeks to balance the needs of both the tourism industry in terms of economic growth, and the environment and the people who live there in terms of social equity and environmental protection. Its goals are to mitigate harmful effects on the environment, culture, and the tourism experience itself while creating benefits for the local economy (UNWTO, 2021). The global awareness of climate change, biodiversity loss, and the need for responsible travel practices has significantly increased the importance of sustainable tourism since October 2023 upto now. Here, Pakistan, as well as China both, hold a distinctive opportunity and challenges of their own when working hand in hand to promote sustainable tourism that meets their national aspiration and developmental objectives. Sustainable tourism in Pakistan has added significance given the country's topographical diversity, vast cultural heritage, and tremendous opportunities for ecotourism in places like Gilgit-Baltistan and Khyber Pakhtunkhwa. Nevertheless, progress is constrained by factors like insufficient infrastructure, regulatory challenges, and environmental degradation (Khan et al., 2021). Comparably, China has positioned one of its many global first leaders in tourism by announcing innovative policies that seek to integrate the environment into

tourism destination development or planning. However, the country faced problems of over-tourism, pollution, and insufficient local participation in tourism development (Wang & Wall, 2017). This study aims to compare sustainable tourism practices in Pakistan and China, focusing on the differences and similarities in their approaches, policies, and outcomes. For this purpose, this research explores the strategies used in both countries to provide an understanding of sustainable tourism approaches and to suggest the best practices for each country context. In this regard, the study examines tourism development through the analysis of policy-related issues, community participation, environmental management as well as technological innovations. The comparative path of this study considers the current policies, practices, and outcomes of sustainable tourism with a focus on Pakistan and China. The data will be gathered from different forms of sources such as governmental reports, academic literature, and case studies of sustainable tourism projects. The effectiveness of various strategies and their implications for the local communities and the local environments will be evaluated using both qualitative and quantitative analyses. These findings will enable a comprehensive view of sustainable tourism within both countries leading to future policy recommendations.

Literature Review

According to Goodwin (2017), sustainable tourism is focused on equitable and low-impact tourism that meets a high level of tourist satisfaction and is available for future generations. The concept drawn by Elkington (1997), introduced the Triple Bottom Line (TBL) framework, underlining these three pillars economic, environmental, and social dimensions to which sustainable tourism should respond. The TBL framework is highly relevant for analyzing tourism policies as it takes a more comprehensive view of sustainability initiatives and results (Hall et al., 2015). According to Stasyna & Dymitryszyn (2022), studies showed that the triple-bottom-line (TBL) framework is more appropriate, as it assists policymakers and tourism operators to measure and manage the impact that tourism has on local communities and environments. Sustainable tourism is gaining high priority in these two countries, Pakistan and China, but this work reflects the different socio-economic and political realities of these countries. Sustainable tourism is a very new concept in Pakistan with some emerging initiatives regarding the conservation of natural and cultural resources with community involvement (Ali & Frew, 2014). Considering the cultural diversity and natural beauty of Pakistan, sustainable tourism is considered the driving force for the sustainable regional development of economically backward areas, particularly tourism-dependent areas (Sahito et al., 2022). On the other hand, the literature identifies some barriers that hinder the sustainable development of Pakistan, for example, lack of infrastructure, political instability, and less effective policy (Butt, 2021).

On the other hand, sustainability has been firmly embedded in the tourism development agenda in China, with government policies supporting the endeavors of green growth (Zhang et al., 2020). China has a strong focus on sustainable tourism, including low-impact tourism practices, appropriate infrastructure, and cultural heritage (Li & Hunter, 2015). Previous research indicates that China has become a leader in development towards sustainability - especially in ecotourism and cultural tourism - due to the national government-led initiatives and investments in sustainable tourism (Wang & Wall, 2017). Such cross-country comparisons make it possible to identify the determinants for performance success in sustainable tourism. Empirical studies between developing and emerging economies show government policies, the role played by the community, and the economic incentives are crucial for the success of sustainable tourism (Dangi & Jamal, 2016). Research emphasizes that although China and Pakistan share major problems such as socioeconomic development, resource management, and environmental deterioration, China is

much better at execution due to its proactive government policies, managerial capabilities, and financial sources (Zeng et al., 2019).

In addition, studies on sustainable tourism behavior between countries in Asia show that sustainability results depend largely on government commitment and public awareness (Jones & Comfort, 2019). While regulatory frameworks and incentives have driven the private and public sectors in China to achieve sustainability, the plans and policy relevance remain superficial in Pakistan with lack of funding and preferential treatment altogether (Sahito et al., 2022). Therefore there is scope for Pakistan to replicate some of the policy approaches of China to develop its sustainable tourism segment.

Research Methodology
Using a qualitative research methodology, this study takes the case of Pakistan and China to analyze sustainable tourism practices. This research does a comparative study, based on a qualitative analysis of policy documents, interviews with stakeholders, and case studies to understand how effective the policy initiatives have been in promoting sustainable tourism in the two different national sectors of tourism. Result: Data collection includes assessing governmental and organizational reports for the regulatory frameworks and sustainability strategies. Selected derivative critical papers build upon the quantitative findings with qualitative methods, specifically semi-structured interviews with key stakeholders including policymakers, tourism operators, and local community representatives, to obtain different perspectives of the challenges and opportunities for sustainable practice. Such qualitative analysis makes it possible to gain an in-depth insight into the contextual factors that play a crucial role in the development of sustainable tourism, including the best practices and drawbacks in Pakistan and China. These findings will guide the interpretation of the role of culture and values in sustainability across different contexts, enriching a more comprehensive view of sustainable tourism.

Overview of Tourism in Pakistan and China
Tourism Overview Pakistan is an extremely beautiful country, populated with tourists due to its stunning natural scenery, as well as being breathtakingly diverse with its beautiful people with varied languages and traditions. The tourism area of Pakistan is growing at a very fast pace, and accordingly, new infrastructure is being developed to meet the requirements of tourists and improve the quality of service at all levels. The Pakistani government is focused on improving the tourism sector while the factor of the hospitality of Pakistani nationals is its biggest asset For tourists coming from all over the world, Pakistan is a new place with numerous opportunities and visual treasures from a sketchy perspective, Pakistan does have a great deal to feature — from historical landmarks to picturesque mountainous landscape, from warm-hearted people to vibrant languages and traditions — a plethora of sights and scenarios, And the same is the case with tourists coming from the other side of the border about traveling to China, which can be considered as a whole universe having huge scope and colorful earth with delicious food, which attracts almost every type of people; whether the individual has a relationship or not the variety in life has never been an issue, because there are huge ways to travel, one.

Abstract: Tourism is a booming industry all over the world, and tourism in Pakistan is no exception, as tourism is a diverse arrangement of landscapes (mountains, rivers, deserts) inside any industry, in addition to a rich archeological history of thousands of years (Ali & Parveen, 2018). International and national travelers flock to the area (Khan et al. 2021), especially to attractions such as the Karakoram Highway, Hunza Valley, and historical sites in Punjab. Pakistan, given enhanced security availability in the opening years of the century, has observed its tourism industry turn out to be worthy of attention over the last twenty years, as the public authority has

made a solid effort to place the nation on the travel industry map for unfamiliar travelers (World Travel & Tourism Council (WTTC, 2022). Tourism is a major engine of employment and income in Pakistan and an important source of livelihood for rural communities (Sahito et al., 2022). Yet, the industry is still relatively underdeveloped, in contrast to the global average, with issues such as inadequate infrastructure, uneven policy implementation, and sporadic political instability (Butt, 2021). Even with these challenges, the Government's National Tourism Strategy seeks to develop the sector through improved infrastructure and promotion of Pakistan's natural and cultural endowments (Pakistan Tourism Development Corporation (PTDC), 2020).

China boasts one of the largest and fastest-growing tourism markets globally and is supported by a developed infrastructure, government assistance, as well as different types of attractions, including ancient sites, urban cities, and ecological facilities (Zhang et al., 2020). With UNESCO World Heritage sites, including the Great Wall, the Forbidden City, and the Terracotta Army, China's cultural wealth draws millions of visitors each year (Wang et al., 2018). The tourism industry in China plays a vital role in the national economy as it sustains millions of jobs and exports huge revenues (China National Tourism Administration (CNTA), 2019). This growth has been spurred on by Chinese government policies that support the sustainable development of tourism, particularly in the areas of eco-tourism and heritage (Wang & Wall, 2017). Additionally, the focus of the government on green tourism has resulted in initiatives focused more on limiting carbon emissions and environmentally sustainable tourism (Zeng et al. 2019).

Although tourism is rapidly becoming established in both Pakistan and China, the configuration and extension of their tourism industries are very different. China has a mature tourism infrastructure, consisting of well-established transport networks, quality facilities, and a strong regulatory regime (Li & Hunter, 2015). Pakistan, meanwhile, is in the initial phases of establishing its tourism sector and experiences much larger problems with infrastructure and safety perceptions (Sahito et al., 2022). However, both countries see the tourism industry as an economic force to be harnessed, albeit in varying degrees of sustainable development.

A Comparative Examination of Sustainable Tourism Practices

Government policies have a crucial role in sustainable tourism in both Pakistan and China, but the sustainability practices and policies are quite different between the two countries. The tourism policies of the government of Pakistan are still under evolution, for instance, to promote green tourism and develop proper facilities (Butt, 2021). Environmental sustainability is a national priority for the National Tourism Strategy (2020-2030) (Pakistan Tourism Development Corporation (PTDC, 2020) which aims to make protected areas a foundational element of its tourism policy. Nevertheless, implementation is a challenge because of a lack of resources and weak enforcement of policies (Sahito et al., 2022). In contrast, China has promulgated a set of integrated policies to promote sustainable tourism with firm government support and funding (Zeng et al., 2019). In China, the government has introduced some policies, such as "Beautiful China", that emphasize green tourism and eco-tourism, requiring tourism operators to implement sustainable practices (Zhang et al., 2020). Consequently, these policies have led to improved environmental conservation results in terms of regulation-driven environmental outcomes in popular tourist destinations along with a much more robust tourism environmental governance system in response to tourism-driven environmental impacts (Wang & Wall, 2017).

Initiatives for Conserving the Environment

Environmental conservation is at the heart of sustainable tourism, and hence both Pakistan and China have adopted measures over the years to conserve natural resources. In Pakistan, the "Protected Areas Initiative" aims to establish and maintain protected areas for wildlife and

ecosystem conservation (Khan et al., 2021). However, Pakistan is still struggling with environmental degradation across several hot spots because of weak environmental law enforcement and poor waste management infrastructure (Hussain 2021). In Chinese eco-parks and nature reserves (Wang et al. 2018), for example, there have long been policies that prescribe visitor numbers and activities to reduce the environmental footprint of nature conservation activities. Recognizing the effects of ecological policies irrespective of area, China focuses on conservation from a protection degree and carbon emission mitigation via low-impact tourism (Zhang et al., 2020). Government funding supports these initiatives, along with public awareness campaigns to promote environmentally responsible tourism practices (Li & Hunter, 2015).

The effects on society-culture and the community here.
Sustainable tourism is essential to both Pakistan and China and involves local communities which are not necessarily the same for both countries. Community-based tourism initiatives in Pakistan target local people to engage them in tourism management along with its economic benefits through employment and businesses (Sahito et al., 2022). Pakistan has many initiatives in place, but the lack of education on sustainable practices and the low community resources to utilize these initiatives hinders the effectiveness of these efforts (Ali & Parveen, 2018). China's attraction and the great development in community-based tourism through local people involved both in ecotourism and cultural tourism (Wang & Wall, 2017). The programs focus on how to ensure that the benefits of tourism are returned to the local community while encouraging the local crafts and traditional way of life and generating income (Zeng et al., 2019). The Chinese government has played an essential role in the organization of training and capacity-building programs for residents, which help communities orient their tourism toward cultural preservation (Wang et al., 2018). Having said that, here we will start with the economic sustainability and benefits of the same.
While economic sustainability is a national priority, the two countries approach this balancing act differently in order to realize the benefits of tourism. Sustainable tourism has the potential to foster economic growth in remote, underdeveloped, and rural regions in Pakistan which can provide further income and employment through tourism activities (Khan et al., 2021). Yet, Pakistan still fails to yield sustainable economic returns due to erratic tourist inflows coupled with poor promotion (Butt, 2021). China has got many economic benefit from tourism with sustainable measures involved in the tourism development plan of China (Wang et al., 2018). It uses international and domestic tourism to help sustain local economies, the government provides lucrative incentives for businesses implementing sustainable practices, and tourism growth has become more stable and more lucrative (Zhang et al., 2020). By integrating tourism into wider economic strategies, China has also enhanced its economic robustness, thus minimizing the negative economic fallout of over-tourism in specific regions (Li & Hunter, 2015).

Main Problems and Possibilities
(a) Barriers to Sustainability Tourism Development

Unsustainable Development and Climate Change
Environmental degradation is one of the main hurdles that sustainable tourism faces in Pakistan and China because the quick and unmanaged growth of the tourism sector causes pollution, deforestation, and biodiversity loss. Unregulated tourism lead to plastic waste, deforestation, and water pollution that all threaten Pakistan's fragile mountain ecosystems and natural landscapes (Butt 2021). Moreover, glacial melting and depletion of water resources in forest ecosystems are also threats posed by climate change to mountain tourism in Pakistan (Khan et al., 2021). Although

China is now relatively advanced in its environmental management, the rapid growth of tourism particularly in environmentally sensitive regions poses another serious environmental challenge (Wang et al., 2018). Environmental deterioration results from the continued waste management of such places and the depletion of natural resources due to high foot traffic in those tourist sites such as the Great Wall and national parks (Zhang et al, 2020). However, both nations must deal with environmental issues to preserve their tourist sectors for the long term.

Limited Resources and Infrastructure Gaps
On the other hand, limited financial resources and insufficient infrastructure in Pakistan restricted the country from supporting sustainability tourism (Sahito et al., 2022). Natural attractions are also hard to access and often unsustainably accessed due to poor road networks, limited public transport, and inadequate accommodations in remote areas. Hence, this shortfall not only limits the tourism potential but also signifies the lack of acceptance of sustainability, as these communities tend to not have the means to switch to sustainable practices (Ali & Parveen, 2018). In places such as mountainous areas and rural provinces where access is more difficult, China is facing issues of balancing the rapid development of tourism with sustainability level (Wang & Wall, 2017), even though it is more resourceful in terms of infrastructure compared to Laos. Fitting new infrastructure with creating environmental targets and impacts but also with ecological harm, especially for touristed with the large number of the tourism industry.

Implementation and Enforcement of Policy
Pakistan and China also struggle to implement and enforce tourism policies. Despite advances in sustainable tourism practices around the world, diverse and complex barriers range from political instability to weak governance, lack of funding, and poor regulations that limit the enforcement of sustainability measures in Pakistan (Butt, 2021). Moreover, the disconnect between national and local authorities represents a significant barrier against holistic citizen policy delivery (PTDC, 2020). Although regulations are stronger in China, with a huge and diverse tourism industry, institutional pressures for sustainability are hard to put into practice (Zeng et al., 2019). Policies can shift focus from the environment to economic benefit for local governments, with policies being applied far less consistently, particularly in rural areas where tourism can be a local government's economic power horse.

B. Potential for Sustainable Tourism Expansion
Examples of setting an effective regional package based on Ecotourism and Culture
Pakistan along with China is confident about the development of ecotourism and cultural heritage tourism, attracting tourists from neighboring countries towards low-impact tourism. As a result, many different features of Pakistan's landscapes like the Karakoram Range and an important archaeological site like Mohenjo-Daro are ideal destinations for ecotourism (Khan et al., 2021). These destinations should be promoted as environmentally sustainable tourism sites that can improve tourism without exploiting natural and cultural resources (Sahito et al. 2022). China is a country with plenty of its own UNESCO World Heritage sites and ecosystems where such tourism could be enhanced. The low-impact tourism vouches by the government in the likes of promotion of eco-parks and nature reserves is parallel with worldwide trends toward environmentally sensitive forms of travel (Wang et al., 2018). It would help both in the conservation of nature and tourism, but also one of unique tourism that may easily appeal to international tourists, as everybody seems to like environmentally friendly tourism.

Community-driven tourism for economic empowerment
While this is no small task, engaging local communities in tourism management offers sustainable tourism with an economic incentive for both Pakistan and China. Community-based tourism, on the other hand, can provide service opportunities and can create entrepreneurship rather than labor or formally entering a labor market to provide a service, which can not only empower populations but can also create employment (Alfiyadi, 2015), especially in rural and underdeveloped areas of Pakistan where tourism is one of the few jobs clients directly or indirectly or already have (Ali & Parveen, 2018). This strategy can also engender a stewardship aspect amongst the residents to sustain the local environment and cultural practices. Community-based tourism programs successfully run by residents in China are a good example for Pakistan. This model allowed local people to sustain their economy and preserve their culture (Wang & Wall, 2017). Community-based tourism in both countries has the potential to make the local economy and environment more sustainable and have better long-term impacts on cultural property.

Article Technology and Innovation in Tourism Management
Technological innovation brings new possibilities for sustainable tourism management. Digital platforms and mobile applications could also play a significant role in observing tourist behaviors, measuring environmental impacts, and encouraging sustainable behaviors amongst tourists in Pakistan (PTDC, 2020). Technology can also be employed for efficient resource management, for example through GPS data to monitor protected areas and regulate visitor flow (Butt, 2021). For instance, smart tourism technologies like digital ticketing, virtual reality experiences, and real-time monitoring systems in tourist areas are being implemented already in China (Zeng et al., 2019). These innovations enhance visitor experiences while ensuring that the impact of tourism on the environment is mitigated. As both lean towards achieving sustainable tourism goals; the same technology solutions can enable both countries to move up the ladder while at the same time offer better tourist management.

Takeaways and Good Practices
A. Policy and Governance
Pakistan and China show that the most important two things for sustainable tourism development are a good policy forum and good governance. The centralized policies and comprehensive governance structures, in the context of China, play a large role in the success of sustainable tourism promotion, as they lead to consistent implementation and enforcement of sustainable practices across regions (Zhang et al., 2020). The implementation of plans such as the "Beautiful China" campaign creates the embedded influences of ecology in the tourism sector along with a role model for countries like Pakistan (Wang et al., 2018). On the other hand, Pakistan has some lessons to share which are more to do with inconsistent policy implementation, governance issues, etc. While Pakistan having National Tourism Strategy is a step in right direction this needs to be complemented by enforcement mechanisms and by intergovernmental coordination (PTDC, 2020). Perhaps a more systematic and centralized approach of policy and coordination between federal and provincial administrations in Pakistan could make sustainable tourism initiatives more effective (Sahito et al,2022).

B. Participation and formation of communities
It is community participation and strengthens capacity building. One of the main sustainable tourism lessons from the China experience. By utilizing community-based programs, training, and local resources, China has successfully involved municipalities in sustainably managing tourism (Wang & Wall, 2017). Engaging communities is an effective means of conserving cultural heritage

and reducing the impacts of mass tourism on the environment and the welfare of local peoples (Li & Hunter, 2015). Pakistan can adopt this model by adopting community-driven tourism methods. While efforts such as involving local communities in Pakistan tourism have been put into place, efforts related to capacity-building programs that help communities learn sustainable practices and involved in the tourism economy could be stronger (Ali & Parveen, 2018). Pakistan could strengthen community empowerment through training and resources which would create an incentive for locals to care for their natural and cultural history (Butt, 2021).

C. Environmental Management and Conservation
In sustainable tourism, both countries highlight the importance of managing the environment. China has achieved substantial advancements through the establishment of eco-parks, protected areas, and prohibiting tourism-related behaviors in vulnerable areas (Zeng et al., 2019). Akter also stated that these efforts demonstrate how a solid environmental management framework can facilitate sustainable tourism development while maintaining ecological balance. China has set an example of how to balance biodiversity protection and ecotourism development by emphasizing the development of ecotourism and green infrastructure (Zhang et al., 2020). Pakistan having comparable environmental problems can follow by enforcing stringent policies in vulnerable regions complemented by allocations in green infrastructure (Khan et al. 2021). Despite the recent initiative of the "Protected Areas Initiative" showing an increasing commitment towards conservation within Pakistan, this is still a long way off from China in terms of implementing resilient eco-friendly infrastructure and issues on development regulations (Sahito et al., 2022).

D. Technology as a Means to Responsible Tourism
One valuable lesson is the importance of technology in implementing sustainable tourism as a result of what China has practiced through smart tourism. An enhanced ability to guide and restrict tourism to reduce the negative impact of mass tourism on the environment has been achieved through digital ticketing systems, real-time monitoring of tourist sites, and online education platforms for travelers in China (Zhang et al., 2020). These innovations have enhanced visitor experiences sustainably. Pakistan has also started to realize the role of technology in tourism management, however, there is still a long way to go (PTDC, 2020). Taking a cue from China, Pakistan can use these order technologies to control the flow of visitors, monitor protected sites, and encourage sustainable practices. The use of such digital tools will allow Pakistan to improve resource management and thus decrease the ecological footprint of tourism sectors as well as tourist hotspots (Butt, 2021).

Marketing the Sustainable Tourism Experience
Last but not least, two countries underscored the need for effective marketing for sustainable tourism. That might also help as China has recently focused on promoting eco-tourism and sustainable based travel where it has been successful at attracting tourists interested in low-impact travel (Wang & Wall, 2017). In China, the people have acknowledged more about the culture of environmental awareness when it comes to tourism, with the help of public awareness campaigns and educational programs on responsible tourism (Zeng et al., 2019). Pakistan has such potential and can market its ecotourism jewel, particularly in regions like Gilgit-Baltistan where landscapes and biological diversity have attracted the attention of tourists from all over the country and abroad. National PR: A better focus on marketing campaigns, supported by effective public relations campaigns that promote sustainable travel options. For instance, international visitors who seek eco-friendly experiences can visit places that highlight sustainable travel options and promote

responsible tourism practices (Khan et al., 2021). Not only does this method ensure environmental sustainability but this makes Pakistan a solid player in the global tourism market as well.

Policy Recommendations
A. Enhance Enforcement and Coordination around Policy

Pakistan and China also need to reinforce policy implementation and coordination mechanisms for sustainable tourism to materialize. For Pakistan, a more centralized direction should put more weight on policy-making and execution to guarantee more interaction with federal, provincial, and local systems to drive sustainability-related processes (PTDC, 2020). A national tourism regulatory authority with monitoring responsibilities may increase the transparency of sustainability and compliance-level enforcement of tourism policies, especially in ecologically sensitive regions (Sahito et al., 2022). There are lessons to be learned from China's model of centralized governance, but the local execution of policies needs improvement. To avoid over-tourism and protect the local ecosystem, policies should be customized based on the environmental and social aspects of different areas (Zeng et al., 2019). This way, China might be able to solve the difficulty in enforcing its rules in different regions, as each is struggling with its own set of issues, and get its citizens on board with the lifestyle changes that will further its green goals.

B. Investing More in Sustainable Infrastructure

To minimize the impact of tourism on the environment, investment in sustainable tourism infrastructure is needed. The country needs to focus on eco-friendly infrastructure, incorporating waste management, public transport, and energy-efficient accommodation facilities, particularly in key tourist spots like Gilgit-Baltistan (Butt, 2021). Moreover, Pakistan can take advantage of private-public partnerships in terms of investment and promotion of green infrastructure (Ali & Parveen, 2018). China can further optimize its sustainable tourism strategy with ongoing input into sustainable infrastructures, such as admission management digital platforms, green building standards, and renewable energy to be used in tourism destinations (Wang & Wall, 2017). Their use of digital tools to measure environmental impacts and manage visitor flow in real-time should be expanded in both countries.

C. Instilling Power and Participation in Local Communities

Tourism has to empower local communities so they can become a crucial part of the sustainability strategy. Pakistan needs to develop training programs that can provide local areas with skills for participation in tourism planning, management, and operations (Khan et al., 2021), Models of tourism that are more locally-owned and provide economic opportunities for communities can lead to increased engagement by locals and make sure that tourism income goes directly to communities (Sahito et al., 2022). On the other hand, China strives for increasing local participation through capacity-building schemes and financial incentives-based efforts based on local engagement in sustainable tourism (Wang et al., 2018). The collaboration could contribute more to the economic benefits and cultural conservation of the two countries if it also promotes local handicrafts and cultural heritage as part of the tourism experience.

D. Encourage Environmental Literacy and Understanding

Tourists and locals need to promote awareness and education when it comes to the environment and that is where responsible tourism comes to the picture. Awareness campaigns targeted toward visitors to inform them about responsible travel practices such as waste management, respecting local customs, and leaving no trace (PTDC, 2020) should be conducted by Pakistan. Woven school curricula with sustainability can be a good way to nurture youths on practical environment-friendly

measures (Butt, 2021). Public awareness campaigns by Chinese authorities in favor of green tourism and conservation have also been carried out in the past (Zeng et al., 2019). This responsible tourism behavior could then be expanded in online resources, visitor information centers, and through on-site educational signage.

E. Use Technology for Sustainable Tourism Management
Benefits of Technology in Sustainable Tourism Management The country may explore digital solutions such as e-ticketing, real-time monitoring of visitors and reservation systems to control the flow of tourists in peak season in high-traffic tourist spots (Sahito et al., 2022). Mobile apps that provide information on sustainable examples and local attractions can also add to the visitor experience and promote sustainable travel. For example, mobile Apps and big data-based visitor management systems have already been developed in China (Zhang et al., 2020) in the smart tourism technology. These technologies could be scaled up and/or combined with conservation efforts, such as wildlife and natural habitat monitoring, to improve sustainability results.

F. Create Incentives for Sustainable Business
Promoting sustainability in the tourism sector has positive impact effects on the environment and society. Pakistan may grant tax relief or incentives to a business that adopts environmentally friendly practices, such as using clean energy, minimizing waste, or supporting local ecosystems (Ali & Parveen, 2018). If this money is used to incentivize hotels, tour operators, and restaurants to be more environmentally identified in the first place, the whole industry may be suitable for the environment. Although China has begun to create incentives for sustainability, there is room for expansion within the areas of financial incentives for small businesses that shift to sustainability (Wang & Wall, 2017). Creating certification programs that highlight sustainable tourism companies can generate awareness as well as benchmarks for responsible behavior.

Conclusion
This analysis is comparative for sustainable tourism practices between the two countries and reflects the challenges and opportunities both countries face for the sustainable development of tourism in Pakistan and China respectively. The results show that although China has had considerable progress in implementing reasonable policies, building infrastructure, and mobilizing local communities, Pakistan, on the other hand, continues to grapple with the delusions of governance, lack of financial capital, and sporadic enforcement of policy. Finally, the key implications from the analysis accentuate that centralized governing dynamics facilitate the effective enforcement of policies, community mobilization is essential to reinforce sustainable tourism practices, and digital transformation is required to improve visitor management and environmental conservation initiatives.

Furthermore, the study highlights a mutual opportunity for both countries to adopt best practices from each other. The ground-breaking community-based tourism and technological innovations of China can aid Pakistan as it aims to develop its tourism industry sustainably. On the other hand, the cultural richness and eco-tourism prospects of Pakistan open an avenue for a diversified tourism sector from China. Thus, the common ground in up scaling environmental sustainability and supporting local economies highlights an area where both countries can learn from each other and work together.

The implications of the study are the following:
 (i) Recommendations for future research and (ii) practical implications for policymakers and stakeholders in tourism. And very importantly, more research is necessary to investigate sustainable tourism impacts over time on local communities and ecosystems in both countries.

Investigating community-driven tourism practices, especially in places that are remote or in bio diverse ecosystems to learn how to have a compromise to advance economic development without compromising damaging the environment. Moreover, examining the benefits of different technological innovations within tourism management may aid in developing visitor experiences that are conducive to sustainable environments with minimal environmental impact. Significance of the Study Future research can explore case studies of successful technology adaptation in tourism contexts to evaluate the transferability of these technological practices to different destinations, especially developing countries such as Pakistan.

The recommendations identified in this analysis provide public policy implementers with a tool for improving sustainable tourism development. Partnership between the government sector, domestic community, and private players is needed so that sustainable policies and programs can always be realized. Drawing from each other's experiences and taking best practices, the time has come when both Pakistan and China should join hands in making our respective tourism sectors resilient, contributing to local economies, preserving cultural heritage, and ensuring that our natural resources are protected for generations to come.

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