

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BEACHSIDE RESORT KARACHI

CRESCENT BAY, EMAAR

WHERE HOSPITALITY MEETS THE BAY

By

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ABSTRACT

The primary aim of this project is to provide a new tourist attraction. My thesis is aimed at the development of a beachside resort. It is basically planning of the residential and recreational spaces along the sea shore and to make it a hub for entertainment and holidays.

Due to enormous increase in tourism worldwide; during the last decade of the 20th centuries, the need and desire of resorts have been increased considerably. Such environment friendly practices can be cost efficient, provide marketing opportunities and increase tourism. Thus, city of Karachi is one finest location for this purpose.



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CHAPTER 1

INTRODUCTION

1.1. PROJECT DISCRIPTION

TITLE:

BEACHSIDE RESORT, KARACHI

LOCATION:

DHA PHASE 8, KHARACHI.

This is a recreational project which will serve the expected tourism in the area or locality of Karachi. It would act an example of beachside resorts in Pakistan, because there is hardly any work being done on beachside resorts in Pakistan, especially in Karachi. Despite being a potential and costal city, Karachi hardly have a total of 2 (three star) beachside resorts. However this proposed project is a LIVE PROJECT by EMAAR and will survive as the very first 5 star beachside resort in the city; Karachi.

1.2. MISSON STATEMENT

The chief purpose of the project is to provide recreational spaces to the Karachities and to promote tourism in Pakistan.

According to a survey, total demand of recreation in Karachi has increased from 19.1 million to 30.6 million in 1988 with a growing average of 6.05% per year. This accounting of about 90.6% is derived from the habitat of Karachi whereas 8% from up country and 1.4% is resulting from the foreign tourists, whereas on weekends, these figures goes to 94.6%, 4.6% and 0.8% respectively.

Beaches attract maximum visitors, therefore in order to increase the rate of tourism in the country it is important to propose such projects; especially in a potential city like Karachi because according to a survey, a total of 60% of the economy of our country is generated from Karachi.

1.3. REASON OF SELECTION

~~The development of a resort will act as a base for tourism excursion in Karachi which will automatically serve the objects of this project, which are as follow:~~

- ~~• TO PROMOTE TOURISUM IN PAKISTAN~~
- ~~• TO PROVIDE RECREATIONAL FACILITIES TO THE KARACHITIES~~
- ~~• TO PRMOTE NATURE FRIENDLY DEVELOPMWNTS~~