

Abstract

This study focuses on the identification of the interest level of foreign students in tourism in Hyderabad. Tourism is an economic resource which has direct impact on socio-economic conditions of people. It generates employment and stimulates and improves quality of services. It is recognized as smoke less industry. Now-a-days most of the countries are emphasizing on the tourism policies to strengthen economies. Tourism is a mean to share culture and customs and a drive for local residents to improve efficiency and effectiveness in providing services to the tourists and also provide them an environment which is refreshing and entertaining that drive tourist to come again and again. Hyderabad is the oldest city of Pakistan having rich culture, heritage and pleasant environment. If the government pays attention on that city it can also become a good tourist attraction.

In order to understand the interest of foreign students the data is collected through close ended questionnaires and interviews. It took more than two month for purpose of data collection from population of foreign students in Mehran University of Engineering and Technology, University of Sindh and Liaquat University of Medical and Health Sciences. In total 70 respondents filled the structured questionnaires. The SPSS was used to analyze the data and qualitative data collection is analyzed through writing structure.

The obtained results highlighted status of tourism in the city and the level of management served by authorities and private sector in the perspective of foreign students. It is identified that management of tourism industry is poor. The major problems identified are issues of security causing restrictions on foreign students to move easily in and out of the city. It was identified that students are taking interest in tourism and there is a drastic need to improve management of this industry. The tourist attraction needs to be restored and promotions and advertisements of destination are required. These efforts will ultimately effect the economic and social development of Hyderabad by moving more students towards heritage places, cultural programs and picnic points.