



## Final Year Project Showcase Batch 2017 Year 2022

<b>Department:</b> Architecture and Planning <b>Programme:</b> Bachelors - B.Arch.		
<b>1</b>	<b>Project Idea</b>	The major idea focuses upon the concept of “Ecotourism” within the context of Pakistan - focusing upon the conservation of ecology & upliftment of the local community.
<b>2</b>	<b>Process</b>	The process was focused upon various literature reviews - and Surveys of the selected site (Pasni Balochistan) focusing upon the local community and ecological factors determining the possible intervention following the parameters of ecotourism.
<b>3</b>	<b>Outcome</b>	The outcome was derived after the surveys - focusing upon two interventions (Visitor Center & Resort)  “A Sustainable and experiential intervention that not only conserves the ecological assets of the vicinity but also opens up opportunities for the locals and tourists in their respective manner of - Ecology, Economy & Culture.”
<b>4</b>	<b>Evidence (Theoretical Basis)</b>	It is legitimate to ask whether and in what form tourism might contribute to sustainable development & conservation. The concept firmly revolves around promotion of ‘ <b>Pristine</b> ’ environments through Ecotourism. Ecotourism can be used as a conservation tool for the ecology & sustainable community development. However, the question arises within the relation between the infrastructure that supports the model of ecotourism in this idealized natural environment & the factors determining the interconnection in between eco-village and eco-tourism, is it cultural or social integration? or is it the preservation of the ecology? The study aims towards creating a connection between the conflict of ecotourism and architecture due to the current impacts on natural habitats. Where local communities are also neglected in the tourism industry becoming a social, economic and cultural problem due to a non-established relationship between the locals and tourists. The research methodologies will include analytical data, interviews, questionnaires and data from archives, articles & reports. Observing the solutions Architects have sort-out on the basis of eco-tourism and sustainable community and cultural development of certain protected/ endangered areas. Surveys focusing on the local communities and the impacts of tourism in their particular areas economically and ecologically. Focusing on the Architects who have worked on the similar field of interest and how they have



		tackled the problems. The data will be analyzed to provide possible solutions towards the area of interest in terms of architecture. The possible outcomes would be focused towards a prototype for sustainable technologies and architecture, integrating the architecture (Visitor Center & Resort) towards the area.
5	<b>Impact on Sustainability of Urban Regions or SDG-11 “Sustainable Cities and Communities”</b>	The one major aspect of the concept of “Ecotourism” focuses upon the upliftment of local community through - opportunities in training, exposure to their culture & interaction in between locals and tourists - this was addressed through the intervention of “Visitor Center” that acts as a pitstop for tourists and an educational / Cultural hub for locals that feel attached to them.
6	<b>Competitive Advantage or Unique Selling Proposition</b>	<ul style="list-style-type: none"> <li>- “Context Oriented Architecture” The inspiration from the local vernacular architecture &amp; modern techniques e.g.: Chapda (their local temporary space for resting), local building techniques and their modernization.</li> <li>- “Community Involvement” Local cultural traditions - (Juddi Meda), Local Arts &amp; Crafts, food.</li> <li>- “Conservation of Ecology” - Awareness towards both locals &amp; tourists as we have experienced our first coral bleaching at Charna Island due to unprecedented approach towards tourism, hence protecting and raising awareness for ecological sensitive areas in Pasni, balochistan consisting of - Astola island (MPA), Fossilized Coral reefs along Jabl - E - Zarrain &amp; Mastani Desert.</li> </ul>
a	<b>Attainment of any SDG</b> (e.g. How it is achieved and why it is necessary for the region)	<p><b>SDG#8: Decent Work &amp; Economic Growth</b> Focusing upon the community upliftment of the individuals of Pasni - teaching them about tourism and hospitality, providing them with awareness for ecology and their surroundings.</p> <p><b>SDG #9: Industry, Innovation &amp; Infrastructure</b> Focusing upon the involvement rather than sidelining the local community in both the interventions so they benefit with it the most following “Tosuns, induced theory”</p> <p><b>SDG #14: Life Below Water</b> The deterioration of Marine life due to overfishing, which locals call “Gujja”, Pasni’s warm waters hold great opportunities for the installation of Artificial coral reefs to boost the marine life as same as is done in gawatar bay.</p>
b	<b>Environmental Aspect</b> (e.g. carbon reduction, energy-efficient, etc.)	The environmental aspect is one of the major components of “Ecotourism”. Minimizing the carbon footprint and limitation of tourists towards the Eco-resort was done through implementation of “Electric beach carts” and pedestrian friendly design. Rammed earth construction was introduced to minimize the effects of construction on the ecological sites due to the availability of materials locally and it also is very sustainable as compared to concrete construction.
c	<b>Cost Reduction of Existing Product</b>	Rammed Earth construction is very low maintenance as compared to other construction materials, while it's also very cheap in the process of construction.



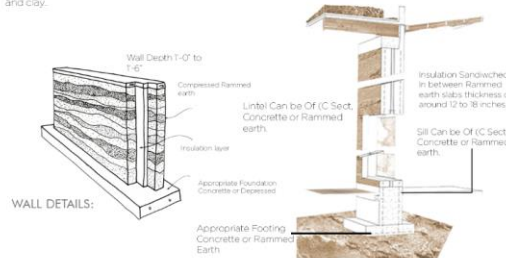
		Use of local materials also cuts down the costs and expenses.
<b>d</b>	<b>Process Improvement which Leads to Superior Product or Cost Reduction, Efficiency Improvement of the Whole Process</b> (e.g. What is the issue is current process and what improvement you suggest)	The concept of “Vernacular Minimalism” which combines vernacular techniques and modern technology providing efficient as well as aesthetically appealing results e.g.; Rammed earth construction will provide locals the opportunity to learn new construction methods, Issues with concrete is that local environment in which its no sustainable and requires maintenance, solar panels, recycling plants can be implemented to provide clean energy, while tourist footprint should be managed to protect ecologically sensitive sites e.g: Astola Island which people still to date exploit as due to lack of awareness and other reasons.
<b>e</b>	<b>Expanding of Market share</b> (e.g. how it expands and what is the problem with the current market)	Promotion of Ecotourism and sustainable environment should be promoted focusing upon local materials and techniques which are neglected in our context as with the tourism boom.
<b>f</b>	<b>Capture New Market</b> (e.g. Niche market or unaddressed segment)	local Community involvement and development programs such as - IUCN Khyber Pakhtunkhwa project in Swat and Jabba which not only focuses upon Eco resort but also focusing upon community upliftment which was one of the case studies for research and design interventions.
<b>g</b>	<b>Any Other Aspect (Please tag it like above options)</b>	-
<b>7</b>	<b>Target Market</b> (Industries, Groups, Individuals, Families, Students, etc.) Please provide some detail about the end-user of the product, process, or service	The target market focuses upon tourists and locals, for the given purpose of sustainable and ecologically responsible tourism that can be beneficial for both groups.  “Ecotourism is in its infancy stage in Pakistan. But we have a great potential to emerge as an ecotourism nation within the next three to four years if seriousness is shown”.  (Mr. Aftab ur Rehman Rana NTCB’s ecotourism committee, 2019).
<b>8</b>	<b>Team Members</b> (Names along with email address)	Individual Project
<b>9</b>	<b>Supervisor Name</b> (along with email address)	Mufaddal Abbas (Mufaddal.abbas02@gmail.com)



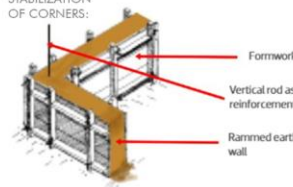
10 Pictures (If any)



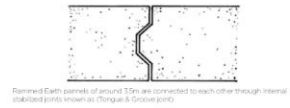
## Construction Details: Rammed Earth:



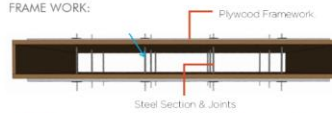
### STABILIZATION OF CORNERS:



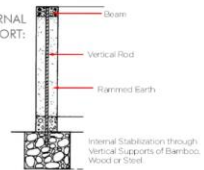
### PANNEL JOINTS:



### FRAME WORK:



### INTERNAL SUPPORT:



## Chapda - Pavilion:

