



## Takht-i-Bhai as a Cultural Heritage Tourism Destination: A Questionnaire Based Analysis of Visitor Perceptions and Challenges in Promoting Buddhist Heritage

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**Abstract:** Tourism, particularly cultural heritage tourism, is important to Pakistan's economy, including popular destinations such as Mardan's Takht-i-Bahi. This well-preserved Buddhist monastery not only benefits local businesses, but it also exemplifies heritage tourism's ability to support economic growth and cultural preservation. A mixed-methods study was conducted to analyze the impact of tourism on Takht-i-Bahi and its surrounding communities, using 150 surveys and 20 interviews. The findings highlight both benefits and drawbacks. Tourism has increased living standards, provided jobs, and boosted local companies, but it has also resulted in higher costs and seasonal employment. Socially and culturally, tourism presents questions about commercialization and culture eroding even as it fosters cultural understanding and community pride. Regarding the environment, the majority of respondents think that heritage sites are adequately protected by current policies; yet, some are aware of possible problems including contamination and strain on infrastructure. Namely, the site's Buddhist background draws in 73% of respondents, who all support keeping it that way. The facilities and accessibility are rated at just 39% and 33%, respectively, as satisfactory, and informative resources are acceptable. Upgrades to the infrastructure, educational materials, and ecological practices are crucial for ensuring long-term preservation and visitor delight.

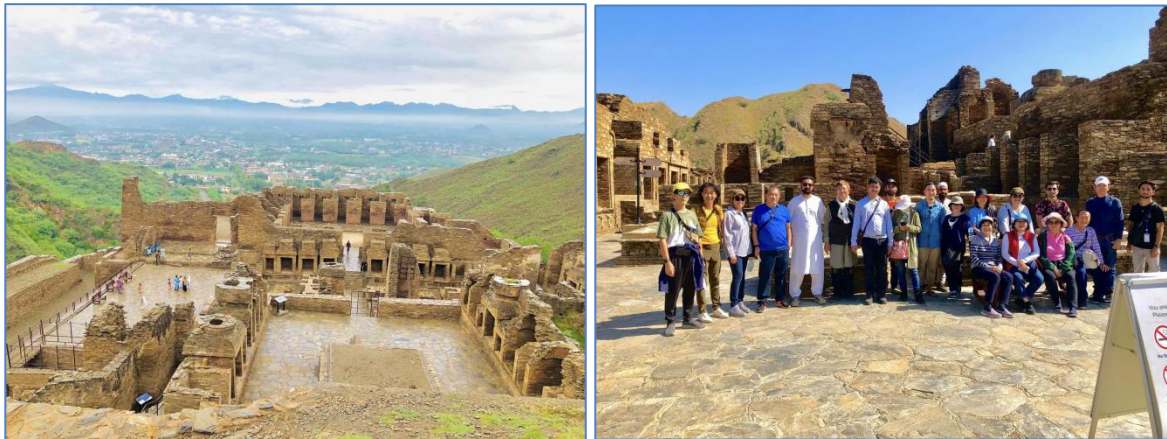
**Keywords:** Tourism impacts, Sustainable development, local community, Takht-i-bhai.

### 1. Introduction

Tourism has long been driven by a fascination with history, with travelers seeking to explore the mysteries and wonders of the past. Historical or heritage tourism involves traveling to experience the history and heritage of a place, encompassing activities such as sightseeing, visiting museums, and engaging with local culture (Joanna Seraphim, Farooq Haq, 2019). This type of tourism has become increasingly popular, with destinations boasting rich cultural heritage and well-developed tourist infrastructure attracting large numbers of visitors (Alberta Tahiri et al., 2024). Cultural heritage tourism is a significant aspect of this trend, with tourists seeking to experience the cultural heritage of a location (Yujie Zhu, 2021). This type of tourism is driven by a desire to discover, learn about, and enjoy the tangible and intangible cultural attractions of a destination (Alberta Tahiri et al., 2024). Pakistan,

with its breathtaking natural beauty, rich cultural heritage, and historical sites, has emerged as a popular tourist destination (Lavender Travel & Tours, 2023).

The country's tourism industry has experienced rapid growth, generating revenue, creating jobs, and promoting cultural exchange (Lavender Travel & Tours, 2023). Tourism has also had a positive impact on Pakistan's balance of payments, with visitors bringing in much-needed foreign currency (Lavender Travel & Tours, 2023). Furthermore, tourism has promoted cultural understanding and peace in the region, breaking down cultural barriers and fostering greater understanding between people (Lavender Travel & Tours, 2023). Mardan, the second-largest city in Khyber Pakhtunkhwa, is home to numerous archaeological sites, including the UNESCO World Heritage Site of Takht-i-Bahi (Kamran, Khokhar et al., 2023).



Source: <https://www.facebook.com/p/Takht-i-Bhai-Archaeological-site-100085532048950/>

This ancient Buddhist monastery, dating back to the 1st century CE, is considered one of the most well-preserved relics of Buddhism in the Gandhara civilization (Haider, 2019). The site's architectural complexity and serene location make it a must-visit destination for tourists, generating income for local businesses, such as transportation, shops, and restaurants (Kamran, Khokhar et al., 2023).

Takht-i-Bahi, a UNESCO World Heritage Site, is an exceptionally well-preserved ancient Buddhist monastery in the Gandhara district of Khyber Pakhtunkhwa, Pakistan. Perched atop a small hill, 2 kilometers east of the Takht Bhai bazaar, this Indo-Parthian archaeological site attracts tourists, historians, archaeologists, and Buddhists worldwide. The complex is named after two wells on the hill or, according to local belief, derived from the Persian words "takht" (throne) and "bhai" (water). Founded in the 1st century CE, Takht-i-Bahi was in use until the 7th century and is considered one of the most impressive relics of Buddhism in Gandhara. Archaeologists regard it as a prime example of Buddhist monastic architecture from its era. The site was listed as a UNESCO World Heritage Site in 1980 and is located 15 kilometers from Mardan, near a small fortified city and a modern village.



Source: <https://www.facebook.com/p/Takht-i-Bhai-Archaeological-site-100085532048950/>



The surrounding area is known for agriculture, with sugar cane, wheat, maize, vegetables, and orchards. A road and car park have been built below the ruins, making it a popular tourist destination. The site's integrity, unique conservation, and antiquity make it extremely important, with inscriptions dating back to the 1st century CE and the Parthian king Gondophares (20-46 CE). Takht-i-Bahi was later controlled by Kujula Kadphises, the first Kushan king, and remained in use until the 7th century. This ancient monastic complex is a symbol of architectural complexity and a must-visit introduction to Gandharan Buddhist architecture. Its grandeur and serene location leave a lasting impact on visitors, generating income for local businesses during the peak tourist season from September to April.

Cultural heritage tourism, as defined by McNulty and Koff, involves visiting sites that hold significance to a group's cultural identity, past or present. This type of tourism allows individuals to immerse themselves in their culture by visiting attractions, historical sites, or participating in cultural activities. The National Association of State Arts Agencies defines cultural heritage tourism as experiencing the diverse cultural mosaic of a nation, including traditions, art forms, celebrations, and experiences. Similarly, the National Trust for Historic Preservation views heritage tourism as traveling to experience authentic representations of the past and present, encompassing cultural, historical, and natural resources (Alberta Tahiri et al., 2024). In Pakistan, tourism has significantly impacted the economy, contributing substantially to the country's GDP. A recent study revealed that the tourism industry generated approximately \$19.5 billion in revenue in 2021, accounting for around 4% of Pakistan's GDP. This revenue is generated through various channels, including travel services, accommodation, food and beverage, and souvenir sales.



a: Ariel view of the Study area b: Statue of the Buddha, c: The Buddha on lion throne  
[https://en.wikipedia.org/wiki/File:Takht-i-Bahi\\_Buddhist\\_Monastery.jpg](https://en.wikipedia.org/wiki/File:Takht-i-Bahi_Buddhist_Monastery.jpg)

## 2. Study Area

Mardan, a city in Khyber Pakhtunkhwa, was initially a small area named after the spiritual figure Pir Mardan Shah. Over time, the name Mardan came to refer to the larger surrounding territory. Historically, Mardan was part of the Peshawar valley, which was once a component of the Gandhara Kingdom. During the British era, Mardan was a part of the Peshawar district until 1937, when it was established as an independent district, named after its capital settlement (Khyber Pakhtunkhwa, 2021). The Mardan region's heritage sites, renowned for their archaeological and historical significance, attract tourists worldwide. These sites have become the most visited destinations in the region, surpassing other tourist attractions. Heritage tourism is experiencing a surge in growth, and its potential to generate revenue makes it an attractive tool for boosting the local economy. Businessmen are eager to promote heritage tourism, which not only stimulates economic growth but also has numerous other benefits. Globally, the tourism industry plays a vital role in supporting a country's economy. In Khyber Pakhtunkhwa (KPK), heritage tourism has seen fluctuations in annual visits. After initial growth between 2014 and 2015, followed by a decline in 2017, foreign visits reached an all-time high of 1,685 in 2018. Takht Bahi, a prominent archaeological and historical site, was the third most popular heritage site, with approximately 176,507 visitors. Heritage tourism is considered the backbone of economic development, and its promotion is essential for stimulating growth in the

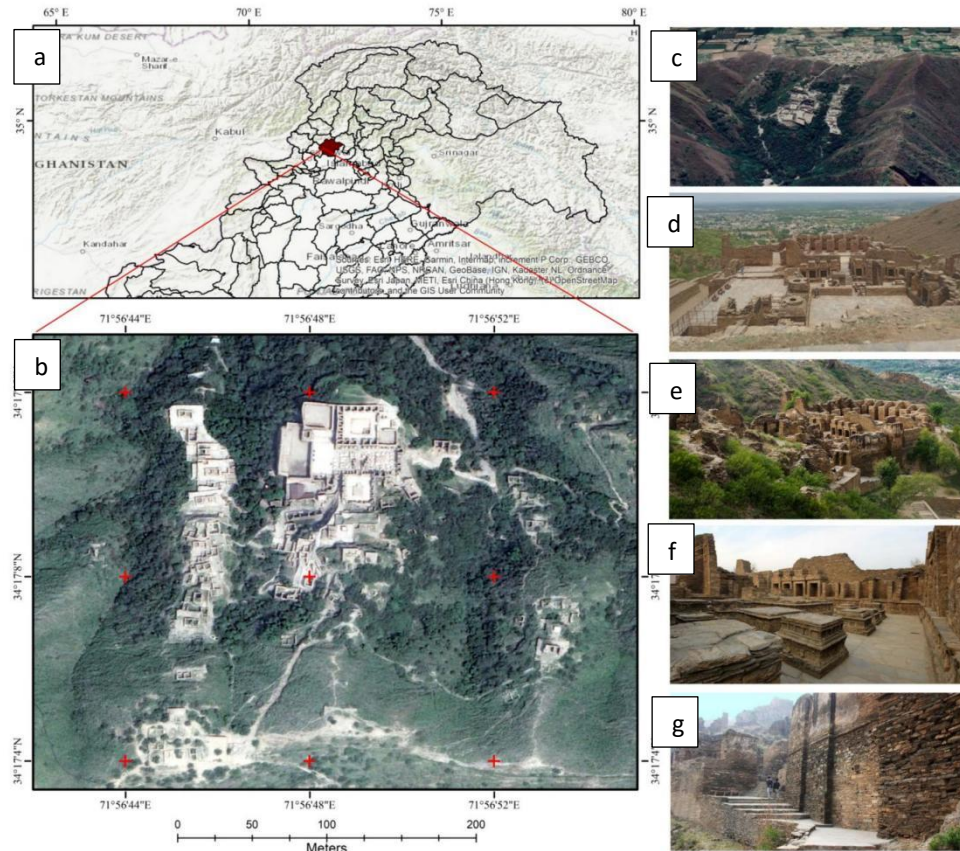


Figure 1: Study area showed in Northern Pakistan on a glob (a) satellite map of the Takht-i-bhai UNESCO world heritage site, (b) Birdseye view of the study area, (c) images of main structure, (d, e, f), of grid monastery, (g) and of the main entrance

### 3. Methodology

This study uses a mixed-methods approach to investigate the impacts of tourism development on the Takht-i-Bahi archaeological site and its surrounding communities. By combining quantitative and qualitative data, the research provides a comprehensive understanding of tourism's effects and offers actionable recommendations for sustainable practices and community engagement. The study collected quantitative data through a structured questionnaire administered to 150 visitors and local residents, selected through stratified random sampling to ensure demographic representation. The questionnaire covered various aspects of heritage tourism, including preservation efforts, facility quality, employment opportunities, living standards, and environmental sustainability. Qualitative data was collected through semi-structured interviews with 20 key stakeholders, including community leaders, tourism officials, and conservationists. Direct observations at the site and surrounding villages over three months provided additional insights into visitor behavior, infrastructure conditions, and environmental impacts. Data analysis involved descriptive and inferential statistics, thematic analysis, and triangulation of data from surveys, interviews, and observations. This comprehensive approach ensured a robust analysis of tourism's diverse impacts on Takht-i-Bahi and its community, providing a solid foundation for sustainable tourism development and community engagement strategies.

### 4. Analysis and Perception to Heritage Tourism

#### 4.1 Impacts of Tourism Development

Government agencies aim to maximize the benefits of tourism development while minimizing its negative consequences. Research has identified various economic, socio-cultural, and environmental impacts of tourism (Andereck et al., 2005; Demirkaya & Çetin, 2010; Pathirana et al., 2015; Ross, 1992). While tourism can drive economic growth and social development in underdeveloped countries, mass tourism can potentially lead to

cultural erosion. Generally, residents who perceive substantial economic benefits tend to have a more positive view of tourism's impacts (Ali et al., 2024a; Sirakaya et al., 2002; Nayomi et al., 2015).

This highlights the importance of balancing economic benefits with cultural preservation and environmental

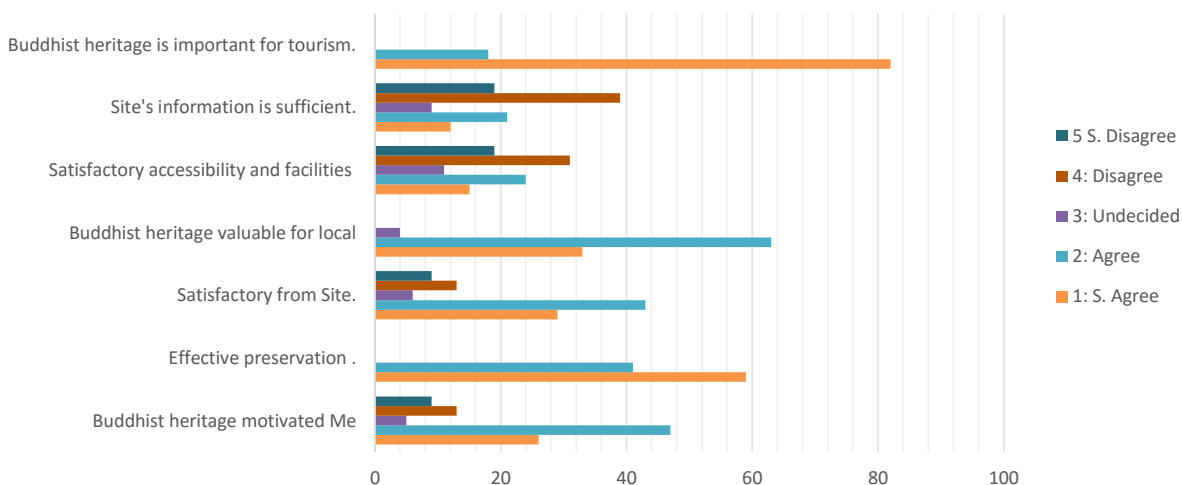


Figure 2: Perception to heritage tourism (Visitor related).

sustainability in tourism development strategies. Respondents' perceptions of Buddhist heritage tourism reveal a strong positive view, with 73% finding it motivational and all agreeing on the importance of effective preservation. While 72% are satisfied with the site, 22% identify room for improvement. The value of Buddhist heritage for locals is widely acknowledged (96%), but accessibility and facilities fall short, with only 39% expressing satisfaction. Additionally, 58% feel that site information is insufficient. Overall, there is a strong recognition of the importance of Buddhist heritage for tourism, but improvements are needed in accessibility, facilities, and informational resources to enhance the experience.

Respondents' perceptions of factors affecting heritage tourism at archaeological sites reveal concerns and challenges. Notably, there is a divided opinion on awareness of rules and guidelines, with 45% agreeing and 42% disagreeing. However, a majority (53%) believe marketing efforts are ineffective, and 60% think infrastructure is inadequate. Moreover, there is a significant lack of community engagement in preservation, with 93% disagreeing. The biggest concerns are funding (identified by 80% as a major issue) and bureaucratic hurdles and cultural challenges, which 100% of respondents recognize as significant barriers to promoting heritage sites.

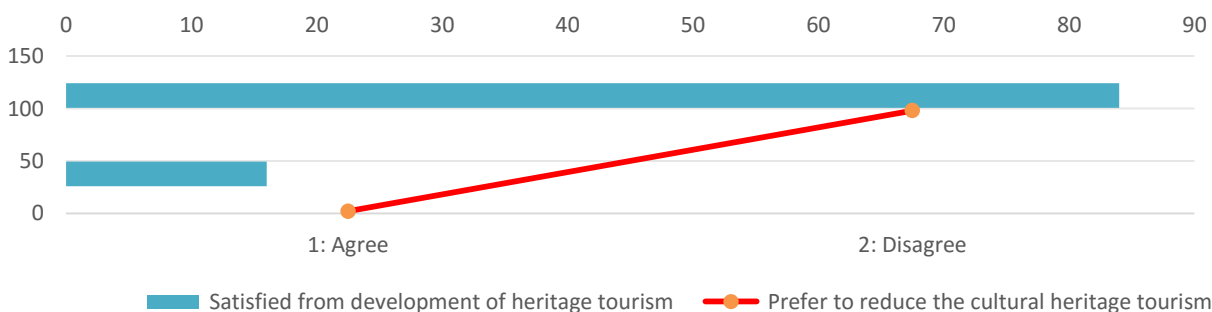


Figure 3: Statement about heritage tourism.



## 4.2 Socio-cultural impacts of heritage tourism

### 4.2.1 Positive Socio-Cultural Impacts

Heritage tourism has several positive socio-cultural impacts, including fostering community pride and identity, promoting intercultural understanding, and preserving traditional crafts. It can also support minority groups, broaden community perspectives, and provide funding for site preservation and management. Additionally, tourism enhances both local and external appreciation of cultural heritage, leading to improved quality of life, increased cultural exchange, and greater tolerance (Kreag, G. 2001; Sirakaya et al., 2002). Overall, heritage tourism can have a profoundly positive impact on communities, promoting cultural understanding, exchange, and preservation.

### 4.2.2 Negative Socio-Cultural Impacts

Heritage tourism can have negative socio-cultural impacts, including the commercialization and degradation of culture, cultural alienation, and loss of identity. It can also lead to the displacement of traditional residents, increased social division, and conflicts over land and resource access. Furthermore, tourism can cause damage and loss of authenticity at attractions, and contribute to social problems like increased crime, smuggling, and lifestyle changes that harm communities (Brunt, P. & Courtney, P. (1999); Dogan, H. S. (1989); Mok et al., 1991; Robinson, M. (1999); Sirakaya et al., 2002). Additionally, the United Nations Environment Programme (UNEP) notes that tourism can also lead to severe issues like prostitution and sex tourism, often linked to the influx of tourists, which can have devastating effects on local communities.

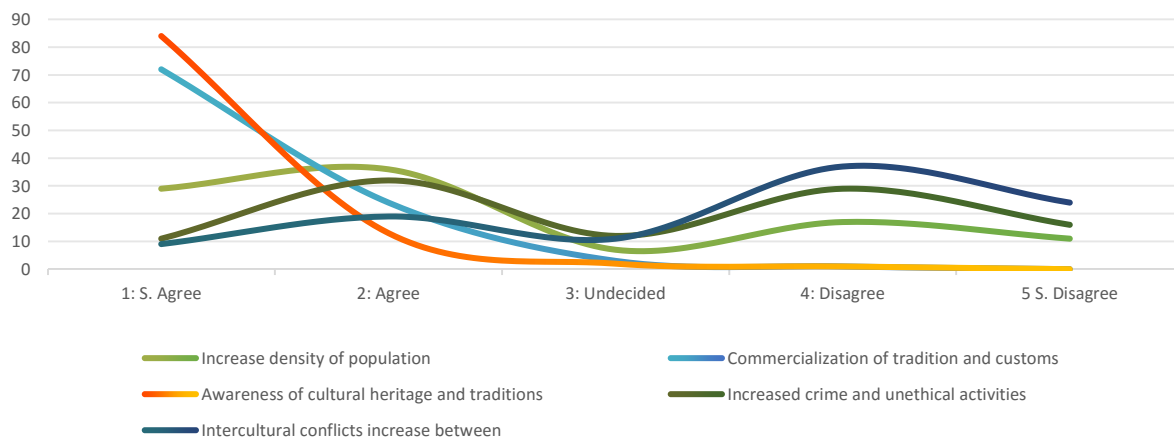


Figure 4: Socio-Cultural Impacts.

The figure 4 shows respondents' perceptions of the socio-cultural impacts of heritage tourism at Takht-i-Bahi. Most respondents (65%) believe that tourism increases population density, and a vast majority (96%) think it leads to the commercialization of traditions and customs. However, an overwhelming 97% agree that tourism raises awareness of cultural heritage. Opinions are divided on whether tourism increases crime and unethical activities, with 43% agreeing and 45% disagreeing. Similarly, while 61% do not think tourism leads to more intercultural conflicts, 28% do. Overall, the data highlights concern about commercialization and population density, recognizes the positive impact on cultural awareness, and reveals mixed views on crime and intercultural conflicts (Ali et al., 2024b).

### 4.3 Economic impacts of Heritage Tourism

#### 4.3.1 Positive Economic Impacts

Tourism development has a profound economic impact, significantly enhancing income generation and quality of life. It boosts personal income, tax revenues, and employment opportunities, stimulating investment in local businesses, infrastructure, and public utilities. Additionally, tourism improves transportation and creates shopping opportunities, benefiting the broader community. The economic benefits also extend to fostering new business ventures, as noted by researchers (Kreag, G. 2001; Perdue et al., 1990; Liu, J. & Var, T. 1986). Overall, tourism development plays a vital role in driving economic growth and improving the overall standard of living in a community.

#### 4.3.2 Negative Economic Impacts

However, tourism also has its drawbacks, including driving up prices for goods, services, land, and housing, leading to increased living costs. It can create a reliance on imported labor and necessitate costly infrastructure upgrades, adding to maintenance expenses for roads and transportation (Lankford, S. V. 1994). Seasonal tourism can lead to unemployment issues, and intense competition for land can arise, with profits often benefiting non-local owners. Furthermore, tourism-related jobs often offer low wages (Liu, J. & Var, T. 1986), highlighting the need for sustainable and equitable tourism practices that benefit local communities.

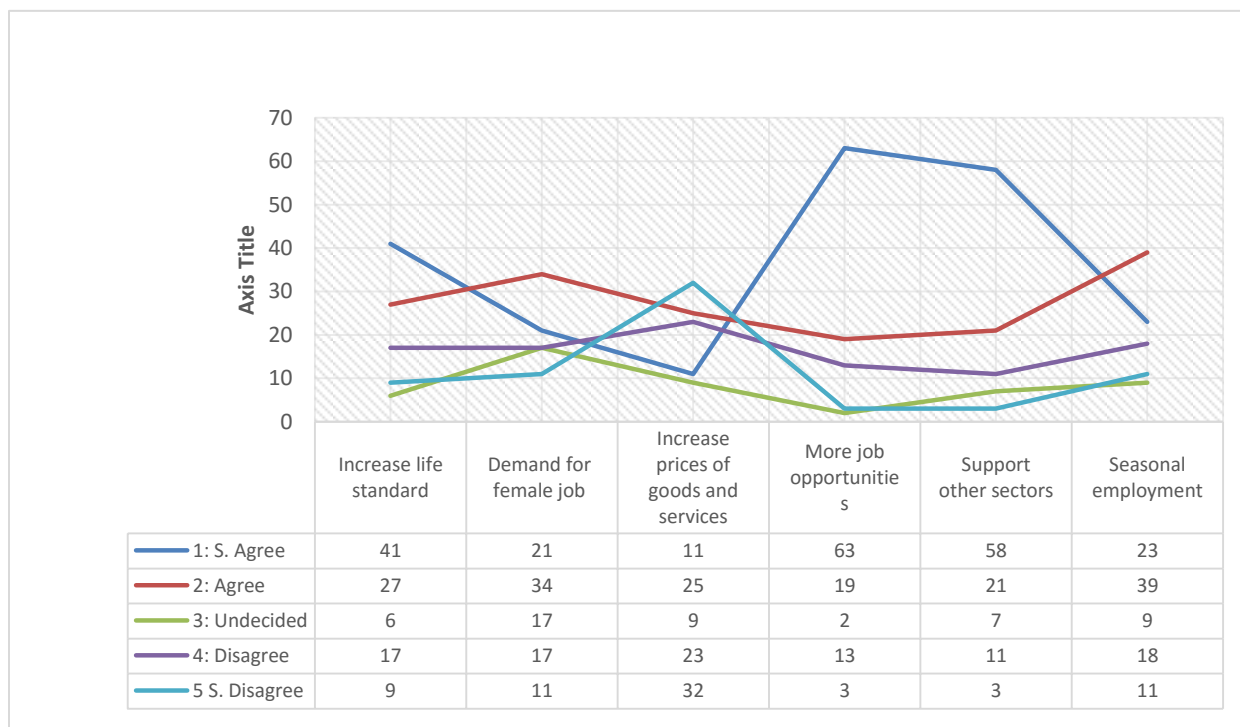


Figure 5: Economic Impacts of heritage tourism.

Figure 5 shows respondents' perceptions of the economic impacts of heritage tourism at Takht-i-Bahi. Most respondents (68%) believe that heritage tourism improves living standards, and a significant majority (82%) agree that it creates more job opportunities. While some respondents (36%) express concerns about increased prices for goods and services, a larger proportion (55%) do not see a significant price impact. Additionally, respondents perceive that heritage tourism increases demand for female employment (55%) and supports other economic sectors (79%). However, 62% recognize that heritage tourism leads to seasonal employment, indicating both positive and negative economic impacts. Overall, respondents view heritage tourism as beneficial, particularly in terms of job creation and economic support, despite some concerns about price increases and seasonal employment.

#### 4.4 Environmental Impacts

##### 4.4.1 Positive Environmental Impacts

Tourism can have a positive impact on the environment and historical preservation by contributing to the protection of natural environments and historical sites. It can also enhance the area's appearance and serve as a clean industry. Additionally, tourism generates revenue for conservation efforts through entrance fees and taxes, which can be used to fund broader conservation programs, park maintenance, and ranger salaries. Effective environmental management and planning, increased environmental awareness, and regulatory measures can help mitigate negative impacts and preserve the integrity of natural and historical sites (Buultjens et al., 2005; Sunlu, U. 2003). By leveraging tourism in a responsible and sustainable way, communities can balance economic benefits with environmental and cultural stewardship.

##### 4.4.2 Negative Environmental Impacts

However, unchecked tourism development can have devastating environmental consequences, including air, water, noise, and solid waste pollution, as well as the destruction of natural landscapes and agricultural lands. This can lead to the degradation of flora, fauna, and historic sites, water shortages, the introduction of invasive species, disruption of wildlife habitats, and increased traffic and noise, resulting in congestion and overcrowding. These environmental concerns underscore the urgent need for careful planning, sustainable practices, and effective management to strike a balance between tourism development and conservation, ensuring that the economic benefits of tourism do not come at the expense of environmental degradation.

Figure 6 reveals respondents' perceptions of the environmental impacts of heritage tourism at Takht-i-Bahi,

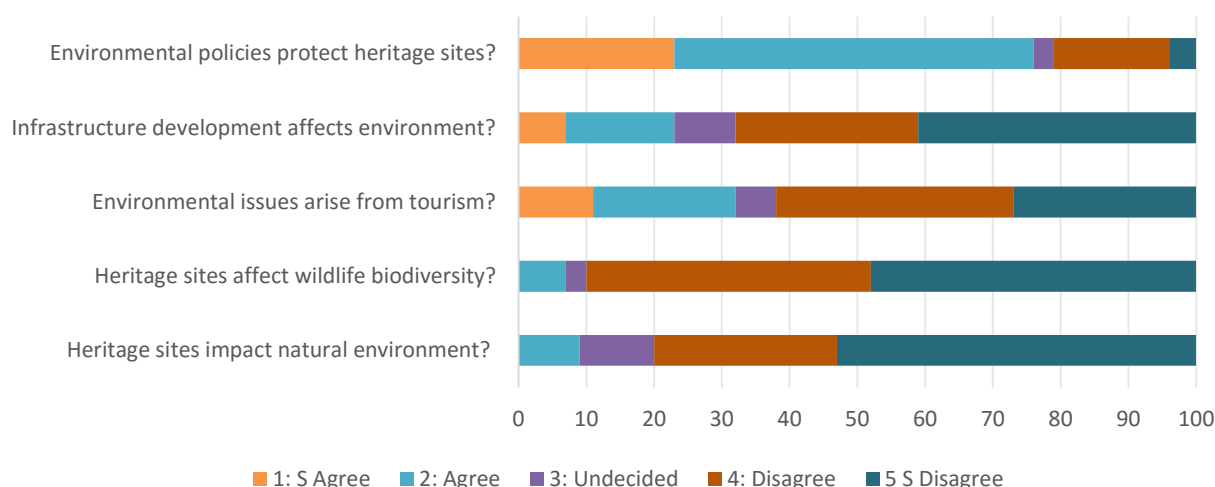


Figure 6: Environmental impacts.



showing a range of opinions. A significant majority (80%) believe that heritage sites do not harm the natural environment, and 90% think they do not affect wildlife biodiversity. However, respondents are divided on the environmental issues caused by tourism, with 32% acknowledging them and 62% disagreeing. Similarly, 68% do not think infrastructure development significantly affects the environment, while 23% disagree. Notably, 76% are confident that current environmental policies effectively protect heritage sites, indicating trust in existing measures. Overall, while there are varying perceptions, key concerns remain about the environmental impact of tourism and infrastructure development, highlighting the need for continued monitoring and sustainable practices.

#### **4.5 Result**

Respondents' perceptions of archaeological tourism at Takht-i-Bahi in Mardan reveal a mix of positive aspects and areas for improvement. A significant majority (73%) are motivated to visit by Buddhist heritage, showcasing strong cultural interest, and unanimously support (100%) the site's preservation, reflecting a collective commitment to its conservation. Locally, there is widespread recognition (96%) of the importance of Buddhist heritage, and a strong agreement (97%) that heritage tourism raises cultural awareness, underscoring its educational value. However, challenges exist, including inadequate accessibility and facilities, with only 39% expressing satisfaction, and a need for better informational resources, as only 33% are satisfied with the information provided. While there are concerns about the commercialization of traditions, respondents acknowledge the economic benefits of heritage tourism, with 82% agreeing it creates jobs and enhances local livelihoods. Environmentally, most respondents (80%) believe heritage sites do not significantly impact the natural environment, although 11% remain undecided, highlighting the need for ongoing sustainable management practices. Overall, addressing infrastructure deficiencies, improving informational resources, and maintaining sustainable environmental practices are crucial for enhancing visitor satisfaction and ensuring the site's long-term preservation.

#### **4.6 Discussion**

The study offers valuable insights into the perceptions and challenges of archaeological tourism at Takht-i-Bahi in Mardan, Pakistan, revealing a strong positive inclination towards the cultural significance and preservation of Buddhist heritage among visitors. The majority of visitors (73%) are drawn to the site because of its Buddhist heritage, highlighting its cultural appeal and historical value. Notably, there is unanimous agreement (100%) among respondents on the effective preservation of Takht-i-Bahi, demonstrating the community's unwavering commitment to conserving this UNESCO World Heritage site. These findings underscore the importance of preserving cultural heritage and the need for sustainable tourism practices that balance economic benefits with cultural and environmental stewardship.

##### **4.6.1 Income and Employment Generation**

The growth of tourism in culturally significant locations has brought numerous economic benefits to local communities, including increased income and employment opportunities. Cultural and heritage sites have created a range of direct and indirect jobs, which have been especially beneficial for rural communities that previously relied heavily on seasonal agriculture. As a result, many locals have found new career paths in tourism-related fields, such as working as site guides, helpers, and small business owners offering various services like food, beverages, souvenirs, and accommodation through home-stays. This has not only improved their economic prospects but also empowered them to showcase and preserve their cultural heritage.

##### **4.6.2 Supports for Regional Development**

The growth of tourism has driven significant investments in rural infrastructure, transforming the quality of life for local residents and contributing to regional development. Upgraded road networks have improved connectivity, while enhanced water supply and electricity systems have increased access to essential services. Additionally, strengthened safety measures have created a more secure environment for both tourists and locals. These infrastructure advancements have had a positive ripple effect, benefiting not only the tourism industry but also the broader community, and paving the way for sustainable regional growth and development.

##### **4.6.3 Implications for Management and Future Research**

The study's findings emphasize the importance of addressing infrastructure gaps and enhancing visitor amenities to boost satisfaction and encourage extended stays. To further enrich the visitor experience, investing in

comprehensive interpretation programs and digital resources is recommended. Future research should delve deeper into the socio-economic impacts of tourism on local communities, including the effectiveness of community engagement strategies and the role of tourism in preserving intangible cultural heritage. Longitudinal studies would provide valuable insights into the long-term sustainability of archaeological tourism at Takht-i-Bahi. Ultimately, proactive management strategies and community involvement are crucial for ensuring the site's preservation and sustainable development, amidst evolving tourism trends and environmental challenges, to fully harness the cultural and economic benefits of archaeological tourism.

## **5. Recommendations**

### **5.1 Enhance Infrastructure and Accessibility**

To enhance the overall visitor experience and promote sustainable tourism, it's essential to improve infrastructure facilities while minimizing environmental impact. This can be achieved by developing well-maintained, accessible, and clearly marked pathways, installing informative and visually appealing signs, ensuring clean and adequate restroom facilities, and providing sufficient and conveniently located parking options. Additionally, incorporating sustainable development practices such as using eco-friendly materials, energy-efficient lighting, waste reduction and recycling programs, water conservation measures, and habitat preservation and restoration will help reduce the site's ecological footprint. By balancing infrastructure development with environmental stewardship, you can create a comfortable and accessible experience for visitors while preserving the site's natural and cultural resources for future generations.

### **5.2 Enhance Visitor Interpretation and Informational Resources**

To enrich the visitor experience and promote a deeper understanding of the site's cultural and historical significance, comprehensive visitor interpretation programs should be developed. These programs should include guided tours led by knowledgeable and engaging guides, multimedia exhibits featuring interactive displays, videos, and immersive experiences, as well as digital resources such as mobile apps, virtual tours, and online platforms. Additionally, all informational materials, including signage and guides, should be available in multiple languages to cater to diverse visitor demographics and enhance educational experiences. By providing multilingual resources, language barriers can be broken down, creating a more accessible and enriching experience for all visitors, regardless of their linguistic or cultural background, and allowing them to connect with the site's rich history and cultural heritage (Buultjens et al., 2016).

### **5.3 Strengthen Community Engagement and Stakeholder Collaboration**

Fostering partnerships with local communities, cultural experts, and stakeholders is crucial for the successful conservation of heritage sites and sustainable tourism development. By collaborating with these groups, their knowledge, traditions, and concerns can be integrated into conservation and tourism efforts, ensuring that their voices are heard and their interests are represented. Implementing programs that empower local communities through tourism-related skills training and job opportunities can help distribute the benefits of tourism more equitably, promote cultural heritage, and support local economic development. This inclusive approach can lead to more authentic and enriching experiences for visitors, while also contributing to the well-being and cultural preservation of the local communities.

### **5.4 Promote Sustainable Tourism Practices**

To ensure the long-term viability of the heritage site, implement sustainable tourism practices that prioritize environmental conservation and cultural preservation. Develop and enforce guidelines for visitor behavior, waste management, and energy conservation to minimize the site's ecological footprint and preserve its natural surroundings. This includes measures such as reducing plastic waste, promoting eco-friendly transportation, and encouraging responsible visitor behavior. Additionally, invest in renewable energy sources, implement efficient water management systems, and protect the site's biodiversity. By adopting sustainable tourism practices, you can help preserve the site's natural and cultural heritage for future generations while also supporting the local economy and enhancing the visitor experience.

### 5.5 Monitor and Evaluate Visitor Experiences and Impacts

Regularly conducting visitor surveys and impact assessments is crucial to understanding the effects of tourism on the heritage site and local communities. These assessments should gauge visitor satisfaction, motivations, and demographics, as well as evaluate the socio-economic impacts of tourism on local communities. The findings should be used to continuously improve visitor experiences, address concerns, and mitigate negative impacts. This may involve refining infrastructure, enhancing interpretive programs, or implementing sustainable tourism practices. By monitoring and responding to the needs of both visitors and local communities, you can create a positive and sustainable tourism experience that benefits all stakeholders and preserves the site's cultural and natural heritage for future generations.

### 5.6 Invest in Marketing and Promotion

To boost tourism and promote Takht-i-Bahi's cultural significance, increase marketing efforts through digital strategies, collaborations with travel agencies, and targeted outreach to diverse visitor segments. Leverage social media, online advertising, and partnerships to raise awareness globally and domestically, highlighting the site's unique cultural heritage and UNESCO World Heritage Site status. This multi-faceted approach will attract more visitors, promote cross-cultural understanding, and support the conservation of Takht-i-Bahi's cultural heritage.

### 5.7 Support Research and Education Initiatives

Allocate resources to support research initiatives and educational programs that promote a deeper understanding of Takht-i-Bahi's historical and cultural significance. This includes funding research projects that explore the site's archaeology, history, and cultural importance, as well as developing educational programs that engage schools and universities in learning about heritage conservation, archaeology, and sustainable tourism practices. By investing in knowledge and education, you can ensure the long-term preservation of Takht-i-Bahi's cultural heritage and promote a culture of sustainability and stewardship among future generations.

### 5.8 Advocate for Policy Support and Funding

Advocate for policies that prioritize heritage conservation, sustainable tourism development, and community-based tourism initiatives, ensuring the long-term preservation of Takht-i-Bahi's cultural heritage. Pursue funding opportunities from governmental and non-governmental organizations to support infrastructure improvements, conservation projects, and community development initiatives. This includes seeking grants, partnerships, and collaborations that can help drive sustainable tourism practices, benefit local communities, and protect the site's cultural and natural resources for future generations.

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