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PUBLIC WASHROOMS IN CRISIS: LACK, NEGLECT, AND NEED IN LAHORE

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ABSTRACT

This thesis investigates the existing provision of public washrooms in the main tourist destinations of Lahore, Pakistan, and the key gaps in infrastructure and maintenance. This study used a mixed-methods design. Quantitative data were gathered from 77 tourists and visitors via an online survey, and qualitative data were collected from management staff of key sites such as historical monuments and parks. The study is based on a key question: are the public washrooms of Lahore's tourist spots enough in number, well-maintained, and responsive to public needs?

The analysis is guided by three targeted objectives: (1) to assess the availability, accessibility, and physical condition of washrooms; (2) to evaluate their role in enhancing the overall tourist experience; and (3) to investigate the impact of deficiencies on visitor satisfaction and broader tourism development. Key findings reveal deep deficiencies: 63.7% of respondents rated cleanliness as Poor or Very Poor, often citing problems like overflowing toilets, foul odors, and visible waste; 54.5% reported that essentials such as toilet paper, soap, and running water were rarely or never available; and 66.2% expressed overall dissatisfaction with the facilities. A worrying 68.8% of tourists had avoided a site because of bad washroom conditions, with 100% of domestic tourists in the sample reporting this behavior – potentially deterring repeat visits and word-of-mouth promotion. Management interviews also highlight systemic failures: most sites do not have dedicated budgets for washroom maintenance and depend on sporadic government funding or ad-hoc private donations, leading to inconsistent cleaning schedules and deferred repairs. To tackle these issues, the thesis provides practical recommendations based on well-known models. These include the SERVQUAL model for service quality gaps (Parasuraman et al., 1988), Butler's Tourism Area Life Cycle (1980) to prevent stagnation in Lahore's tourism lifecycle, and successful examples like China's Toilet Revolution (launched 2015) and India's Swachh Bharat Mission (2014). The evidence-based strategies call for policy reforms, public-private partnerships, and sustained investment to turn Lahore's public washrooms into assets that can drive tourism growth.

General Introduction

Tourism is one of the biggest contributors to the global economy. It helps create jobs, supports local communities and promotes cultural exchange between people from different places. Pakistan has great tourism potential because of its beautiful landscapes, rich Mughal history and diverse cultural traditions. Lahore, the cultural capital of the country, is at the heart of this potential. The city is famous for historical and cultural landmarks such as Lahore Fort, Badshahi Mosque and Shalimar Gardens, which attract both local and foreign visitors interested in history, architecture and traditional food. However, despite Lahore's strong tourism appeal, one major issue continues to affect visitors' experiences: the lack of proper public washrooms at tourist sites. Many public toilets are either unavailable, dirty, broken, poorly maintained or difficult to access.

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Public toilets are not a luxury. They are a basic need for any destination that wants to host visitors with dignity. When sanitation facilities are missing or in poor condition, the overall experience of visitors becomes unpleasant. This study examines the current condition of public washrooms at tourist attraction sites in Lahore through survey responses from tourists and management staff. It also suggests practical solutions based on international research and established theories.

Background of the Study

Many international studies have shown a strong connection between sanitation and tourism development. Research by Elysia and Wilhadanto (2020) found that cleaner environments and better sanitation systems positively influence tourism by attracting more visitors. Their study showed that countries with good sanitation infrastructure are generally viewed as more attractive tourist destinations.

Similarly, research by Al – Saad et al (2023) identified health and hygiene as one of the most important factors affecting tourism competitiveness worldwide. Despite this, Pakistan still lacks proper tourism infrastructure, especially in terms of public washrooms.

A study by Khan et al. (n.d.) specifically on the public toilet provision in Lahore documented a picture of acute shortage, poor distribution, and chronic maintenance failure. Their findings showed that the issue is not just a small management problem but a larger failure in urban planning and governance that affects public health, city life and quality of tourism.

The current research was designed after recognizing these problems. It focused on tourist-heavy locations such as markets, heritage sites, parks and food streets. The study used field observations, questionnaires and surveys to understand both the experiences of tourists and challenges faced by site management regarding washroom facilities in Lahore.

Objectives of the Study

The study attempts to achieve the following three objectives:

1. To examine the availability and condition of public washrooms at tourist sites in Lahore, including their number, accessibility, cleanliness, resources and maintenance.
2. To investigate how public washroom facilities influence the overall tourist experience, especially visitor satisfaction and perceptions of tourist destinations.
3. To analyze how the shortage and poor maintenance of public toilets affect tourist satisfaction and tourism development in Lahore, and to provide practical recommendations for improvement.

Questions for Research:

1. Why are public washrooms important for tourists at a destination?
2. How do the cleanliness and availability of public toilets affect tourists' experience and satisfaction?
3. How are public washrooms facilities planned and managed in tourist destinations?
4. How does the lack of public washroom influence tourist satisfaction at a destination?
5. How does the lack of maintenance and inadequate care of public washrooms impact affect the overall experience and perception of a location by tourists?
6. How do poor public washroom facilities affect the growth and development of tourism in a destination?
7. What is the current level of availability of public washroom facilities at major tourist destinations?
8. What is the overall condition in terms of cleanliness, operation and maintenance of public washrooms at tourist sites?
9. Are the existing public washroom facilities sufficient to meet the needs and expectations of tourists?

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Scope of the Study

The study focuses on the condition of public washrooms at situation in important history and cultural tourist locations of Lahore. These include the Walled City and its ancient bazaars, Lahore Fort, Badshahi Mosque, Shalimar Gardens, Lahore Museum and popular food streets.

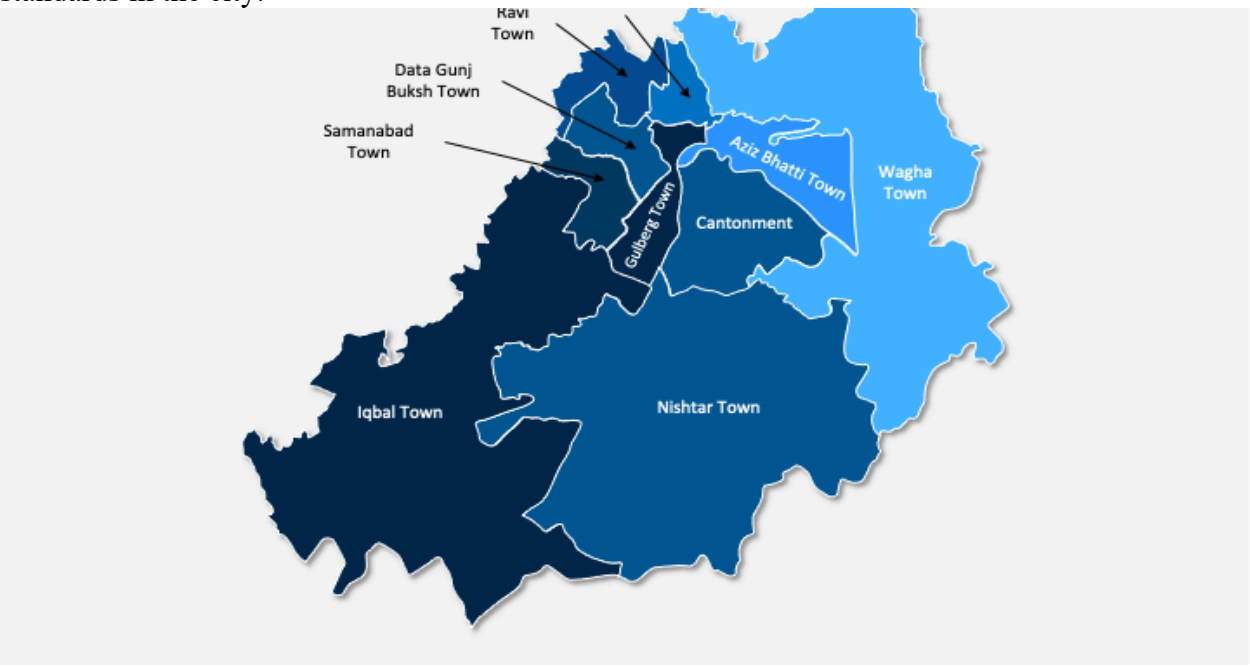
Data was collected from tourists and visitors using an online survey as well as management staff questionnaires from site administrators, tourism authority officials and other key stakeholders. The study followed exploratory and descriptive research and was conducted between September 2025 and May 2026. The research does not profess to be a full-bodied physical audit of all washroom facilities across the city but rather reflects the perceptions, experiences and evaluations of actual users and site managers.

Area of Study

Lahore, capital of Punjab Province and Pakistan's second-largest city, has a population of more than thirteen million people. It is one of the country's most important centers for heritage, cultural and food tourism.

The Walled City is considered the historic core of the city and contains some of the finest examples of Mughal architecture in South Asia. Thousands of local tourists visit the area daily, while international visitors are also attracted to famous sites such as the Lahore Fort and Badshahi Mosque.

Food tourism is also popular in Lahore, especially at places like Gawalmandi Food Street and the food street near the Badshahi Mosque. These areas receive large numbers of visitors every day. Because of this heavy foot traffic, the shortage and poor condition of public washrooms become major concerns that negatively affect both the tourist experience and public health standards in the city.



Map of Lahore City

LITERATURE REVIEW

Tourism is widely recognized as one of the strongest drivers of economic growth, particularly in developing nations. These restraints — whether in the form of weak promotion, limited policy support, security concerns or poor physical infrastructure — have deterred Pakistan from

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translating its natural advantage for tourism into enduring economic benefit in a wide range of sectors. Ahmad (2025) describes this possibility for Pakistan, which has plenty of natural landscapes, cultural heritage, and historical assets that might draw significantly bigger quantities of visitors if the main impediments are solved. Those constraints—lack of proper physical infrastructure, ineffective promotion, security worries, and low policy backing—prohibit Pakistan from translating its tourism advantages into sustained economic gains. Thus, Ahmad (2025) contends that the development of tourism is not only reliant on marketing or attraction management but also on the quality of supporting infrastructure, including basic tourist amenities such as public washrooms. Specifically, to sanitation, Loehr et al. (2021) revealed that inclusive water, sanitation, and hygiene (WASH) policies lead to safer destinations, healthier personnel, and more satisfied tourists, with direct positive repercussions for destination economies. Where these foundations are not sufficient, Loehr et al. (2021) highlight that costs are incurred by tourists through discontent and by destination communities through fewer visitors and shorter stays. The link between sanitation infrastructure and tourist development has attracted significant academic interest, with consistent findings indicating the quality of sanitation services is important for destination appeal, competitiveness, and visitor satisfaction. Elysia and Wihadanto (2020) conducted a global review and found a statistically significant relationship between the proportion of the population using improved sanitation and the number of tourist arrivals (countries with better sanitation attract more visitors; poor sanitation reduces attractiveness and results in direct economic losses via healthcare costs and indirect losses via lower productivity).On this basis, Al-Saad et al. (2023) examined fourteen pillars of destination competitiveness in the world's leading destinations, and found that health and hygiene ranked first, above price, climate or quality of attractions. Improving sanitary standards boosts perceptions of safety and positions a destination competitively in the global marketplace in ways that few other investments can (Al-Saad et al., 2023). At the strategic planning level, Buhalis (2000) argued that sanitation must be embedded within destination management strategy as a deliberate competitive element — not treated as a routine operational matter — and that properly planned facilities directly enhance tourist satisfaction and destination competitiveness.

Empirical case studies verify the concrete development value of targeted sanitation investment. Liu Mengyuan et al. (2024) analysed the toilet improvement program in the traditional villages of Yunnan Province, China, and found that the toilet facilities were strategically located, accessible, and properly provisioned, which significantly enhanced the competitiveness of ecotourism. The factors that had the greatest impact on the results were the location, accessibility, quantity, and quality of the facilities. In the lodging industry, Loehr et al. (2023) used Q-methodology in the Fiji hotel industry to show that inclusive WASH practices have become a key factor influencing hotel selection in the post-COVID tourism environment with tourists expressing strong concerns about safety, community impact, and environmental responsibility. Similarly, Naumov et al. (2021) revealed that cleanliness and hygiene was one of the most highly weighted lodging selection criteria for Bulgarian tourists, and that its relevance has increased dramatically since COVID-19. The message that comes out of these research is clear: investment in sanitation is good economics and has quantifiable benefits for attracting and retaining visitors. The theoretical framework The SERVQUAL model developed by Parasuraman et al. (1988) informs the relationship between washroom quality and tourism outcomes. The SERVQUAL model identifies tangibles as a basic dimension of perceived service quality, which includes the physical appearance and cleanliness of facilities. In the context of tourism, this model assumes that the condition of the washroom is not a minor consideration but an integral part of visitors' evaluation of the overall quality of a destination. UNWTO (2019) operationalized this in the tourism context by identifying washroom

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availability and quality as essential determinants of tourist satisfaction and overall experience. Sharma and Nayak (2019) reported that the absence of washroom facilities may lead to poor experiences of tourists and destination reputation. An interesting point of Baker et al., 2020 was that tourists relate good washrooms to clean environment and proper governance. The lack of washrooms can erode any other aspect of tourists' visits and lead to a negative perception of a destination. This phenomenon has been verified in practice. For example, the significance of washroom facilities for tourists' satisfaction in parks in Indonesia was confirmed by Hariyanti et al., Malau et al. (2024 and 2025). Hikmah et al. (2024) also observed this trend on beach locations. Similar results were reported by Berybe et al. (2023) and Shao et al. (2023) in culinary tourism destinations and scenic places in Xiamen, China. Therefore, all the above studies confirmed the importance of washroom quality on tourist satisfaction. Cheunkamon et al. (2022) mentioned that sanitation is a failure in service quality and revealed its indirect negative impact on tourist loyalty. All the findings indicate the considerable importance of washroom facilities for tourists' experience and loyalty. There are no public washrooms. According to Greed (2003), markets, parks and transport hubs are high-traffic areas that are lacking washrooms. It happens due to poor planning and prioritization of public sanitation issues. In 2020 banks revealed that there is a history of underinvestment in public washrooms. It creates problems for public health and urban mobility. In 2019, the UNWTO observed that the crisis in the provision of washrooms is growing with the growing number of tourists and their longer stays. There is a problem in other countries. In 2020, there were no toilets in scenic areas of China, Yao said. Yan et al. (2021) found that heritage neighborhoods in Beijing lack toilets. Afacan and Gurel (2015) found out that the Turkish public toilets did not satisfy the expectations of the users. Tourists' concerns about the hygiene of washrooms in Bali were expressed by Sunarsa and Andiani in 2019. Khan et al., stated that the issues related to public toilets in Lahore were due to limitations, poor distribution, and poor maintenance. This issue affects not only the tourist experience but also public health and urban mobility. Research shows that systematically the needs of residents and tourists are not addressed. Lahore's problems are generic problems of urban washrooms. In far-flung regions, sanitation inadequacies exist (Apollo, 2017; Smart et al., 2022; Hall et al., 2024). Just because a washroom facility is available doesn't mean it's functional. Liu et al. (2017) points out that a washroom can become non-functional because of broken fixtures, lack of water supply, and poor maintenance. A non-functional facility could create a worse impression than no facility at all. WHO (2022a; 2022b) has set forth that the assurance of safe sanitation depends on the dependable availability of water, soap and proper hygiene infrastructure and that the administration of these standards in busy public locations represents a non-negotiable public health duty of national and local authorities through evidence-based guidelines. One key difference that Suen et al. (2019) demonstrated was that visual cleanliness and microbiological safety are not synonymous; several washrooms that are visually clean have significant rates of pathogen contamination on hand hygiene fixtures. Abney et al. (2021) found airborne dispersal from flushing as an unappreciated hygiene threat. According to Latif et al. (2020), the one factor that customers value most when evaluating public sanitation facilities is the readiness to pay for cleanliness, which is higher than willingness to pay for aesthetics or other amenities, versus these public health requirements. This indicates that there is a high public desire for hygienic standards and that failure to provide these requirements is an indication of governance failings and not popular apathy. Technological innovation brings new solutions to the maintenance problem. Smart toilet monitoring systems based on the Internet of Things (IoT) have been described by Lokman et al. (2023) and Liu et al. (2024b) to measure usage, supply depletion, and maintenance needs in real-time, allowing for more responsive and efficient management. Lam et al. (n.d.) employed hygiene testing based on bioluminescence to assess

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cleaning performance with more accuracy than visual inspection enables. The technologies require institutional capability and levels of expenditure that are not accessible in Lahore, but they indicate to the direction of evidence-based lavatory management globally. Public washrooms are gendered spaces that distribute the burden of inadequate provision unequally among user groups. Women and solo travelers were the groups mostly affected by problems of public washrooms. Pain (2014) documented how poorly lit, isolated, or unsupervised washrooms create environments that are perceived to be, and often are, unsafe. This results in discouraged use, limited movement, and a general sense of unease about the destination. Ellisa and Luana (2022) discovered that the physical aspects of female restroom spaces—visibility, lighting, and degree of enclosure—directly influence women's feelings of safety and their propensity to stay at and return to a venue. Building on this research in terms of the governance dimension, George (2010) showed that unsafe washroom conditions are regarded by tourists as signs of bad destination management, which reduces trust in local institutions. Chong et al. (2023), in their study on Hong Kong, found that gender significantly influences hygiene behavior and cleanliness standards and that gender-responsive management strategies—such as maintaining male and female washrooms differently to account for distinct usage patterns—improve overall hygiene outcomes. The historical and sociological roots of such inequities can be traced by Lewkowitz and Gilliland (2024), Davis (2020) and Baldwin (2014), who together set out that washroom provision is a reflection and reproduction of wider social hierarchies. Mahon and Fernandes (2010) and Bulsari et al. (2025) have emphasized the distinct impact insufficient sanitation places on women's menstrual hygiene management in South Asia and this is particularly pertinent to Lahore. This impacts on women's health, mobility and involvement in public life. The notion of inclusive design is wider than gender and necessitates that washrooms accommodate all users, regardless of age, disability or other characteristics. Darcy and Buhalis (2011) discovered that most public washrooms do not satisfy the needs of persons with disabilities, the elderly, pregnant women, and families with young children. Mathews et al. (2022) claimed that the provision of inaccessible bathrooms for disabled travelers is a type of systemic exclusion from public space and from participation in tourism—a rights issue as much as a concern of service quality. UNWTO (2020) described inclusive sanitation as a basic concept of sustainable tourism. It emphasized that accessible washrooms improve the tourism experience for all guests. Design quality and contextual integration are dimensions of provision quality in and of themselves, according to Siu (2004) and Jaglarz (2019; 2020). Jaglarz (2020) contends that the quality of the toilet facilities in a community reflects something fundamental about the community's values and social consciousness. The quality of the washroom facilities is a powerful direct indicator of destination quality. Public toilets are part of the destination image, telling visitors the standard of management, care and investment they can expect to find throughout the destination (Jaya et al., 2024). Clean and functional washrooms send a message that a destination is serious about its visitors; dirty, broken, or missing ones create negative impressions that can outweigh the positive qualities of a destination's attractions. Nevelyn and Aruan (2020) found that washroom quality is an intentional factor in tourists' destination selection decisions—influencing which sites to visit, how long to stay, and whether to return—confirming that its effects extend from satisfaction to the earliest stages of tourism choice behavior. Baker et al. (2020) found that toilet cleanliness operates specifically as a proxy of general destination hygiene in the mental evaluation of tourists, suggesting that perceptions made in washrooms generalize to the destination. In particular, in the context of heritage and cultural tourism, the most relevant context for Lahore, Xu and Cao (2014) and Demartoto et al. (2022) identified washroom quality as a significant driver of overall visitor satisfaction at UNESCO-listed heritage gardens in Suzhou and tourist destinations in Surakarta, respectively. In areas where authenticity and quality are valued, the

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connection between the washroom and the image of the washroom is very significant. World Health Organization in the year 2022 says that good health needs sanitation. Poor sanitation can lead to the spread of infectious diseases among people. Public washrooms are used by many tourists in tourist destinations. The washrooms are dirty, and this can lead to health problems for the many tourists who use them. The washroom and the image of the place are closely linked, so the World Health Organization and the issue of washrooms are two factors that need to be taken into account particularly in tourist destinations. According to Kabir et al. (2021), the absence of facilities or poor facilities cannot be compensated by positive knowledge and attitudes towards cleanliness of the populations because access to facilities is a prerequisite for hygienic behavior and not a facilitator. For example, the environmental implications of poor sanitation in the tourism facilities have been described by Apollo (2017), Hall et al. (2024), and Okurut et al. (2015) to include water pollution and deterioration of ecosystems that affect the local residents outside of the tourism context. As shown by Pais (2021) and Isumonah (2023), sanitation inadequacy is embedded in broader patterns of social inequality, and the costs of inadequate provision are disproportionately borne by marginalized populations, which is relevant to understand who is most affected by the costs of Lahore's washroom deficit.

The governance of the provision of washrooms (including planning, finance, maintenance and accountability) is the fundamental determinant in deciding if sufficient facilities are provided. Weak institutional frameworks, fragmented responsibilities and limited finance are systemic fundamental causes of global bathroom inadequacy (Greed 2003). These conditions are complementary to each other: neglected facilities become politically invisible, further suppressing investment and accountability." As Banks (2020) explains, the withdrawal of government investment in the provision of public toilets in the United States is an expression of ideological choices about the role of the state in providing public goods – choices whose costs are disproportionately paid by those who have no access to private alternatives. In the Indonesian tourism context, Dwipayanti et al. (2021) showed that inclusive sanitation required intentional and consistent commitment from institutions, presenting a viable policy framework for destination management. Users are willing to pay for improved sanitation, as empirically shown by Latif et al. (2020) and Hall et al. (2024), providing an evidence base for user-fee financing methods as one piece of a broader finance approach. In particular, Ahmad (2025) and Khan et al. (n.d.) describe governance failures in Pakistan and Lahore including inadequate investment in infrastructure, unclear institutional responsibilities and no dedicated maintenance budgets - the very issues that create and perpetuate the washroom crisis examined in this study.

The literature reviewed in this chapter defines four major points in our study. First of all, public washrooms are not just facilities, they are essential for tourism. Washrooms: availability, cleanliness, safety and inclusiveness– has a direct impact on tourists' satisfaction, perception of the destination and its competitiveness vis-à-vis other destinations (Parasuraman et al., 1988; UNWTO, 2019; Al-Saad et al., 2023; Baker et al., 2020; Greed, 2003). Public toilets matter for tourism. Work in various parts of the world has demonstrated that the availability of washrooms is often insufficient, their poor maintenance and management. Similar problems are also found in Lahore; Khan et al. (N.d.) identified a lack of public washrooms. Public washrooms are important for tourism, especially concerning tourist satisfaction and destination image. Public toilets are part of the tourist experience. They influence the perception of the place by tourists. Availability of washrooms is an important factor. Clean and safe washrooms do count. Public toilets are an essential part of tourism infrastructure. The immediate problem is the absence of washrooms. It defines the competitiveness of a destination. The state of the washrooms is important. It influences visitor satisfaction. Washrooms are related to destination image. Public toilets play an important role in tourism. They are part of it.

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Public toilets are a must for tourists. Third, the consequences of this deficit are significant, well-documented and avoidable (Elysia & Wihadanto, 2020; Liu et al., 2017; Pain, 2014; Darcy & Buhalis, 2011) and include: tourist dissatisfaction, deterioration of destination image, public health risk, social exclusion of vulnerable groups, and missed economic opportunity. Fourth, targeted sanitation investment, informed by evidence of what users most value and underpinned by appropriate governance frameworks and sufficient funding, consistently delivers measurable improvements in destination quality and competitiveness (Liu Mengyuan et al., 2024; Loehr et al., 2023; Latif et al., 2020). These conclusions set out the conceptual and empirical framework in which this study examines the availability, condition, and impact of public washrooms at tourist destinations of Lahore.

METHODOLOGY

This chapter describes the methodology employed for the research study on the provision of public washrooms in tourist destinations of Lahore, Pakistan. This study is a mixed-method study, including population and sampling (77 tourists through online surveys and interviews with management staff), data collection instruments, analysis techniques, reliability and validity measurements, and ethical considerations The research focus on a question are public toilets clean and quality enough to meet people's needs. The study aimed to determine the existence and maintenance levels of public toilets. Additionally, it is necessary to study the influence of people's experiences on their satisfaction and the further development of tourism. The case studies include popular tourist destinations like Badshahi Mosque, Lahore Fort & Shalimar Gardens. The findings revealed the following issues; 63.7% of the respondents said that public toilets are not clean; 54.5% on supplies; 66.2% of visitors are not satisfied with the public toilets; 68.8% avoid the site.

It should be noted that 100% of tourists shun such sites because of bad toilets. We also studied peoples' opinions about public toilets and found out such problems as poor management including insufficient budget for toilets.

Thus, the results provide us with evidence-based recommendations. The analytical frameworks are SERVQUAL and Butlers Tourism Life Cycle. Furthermore, we consider examples like the Chinese Toilet Revolution.

The main idea is to improve the conditions for tourists, local communities and managers.

Research Design

The research was conducted in a mixed-methods manner. It was exploratory and descriptive. It means, this looks at things in a way.

The researchers believed that information ought to be useful. They thought numbers and words could both help us understand something

This strategy was appropriate for the questions that they were trying to answer. They wanted to know what the matter with the washrooms was. They also wanted to know tourists' and managers' perceptions of the washroom problem and how they deal with it. The research examined the washroom problem. How it effects tourists and managers. The descriptive part documents the existing conditions in a systematic way, while the exploratory dimension allows for dimensions of the problem not fully anticipated at the design stage. The study is also described as a case study of Lahore's tourist destinations, due to the institutional and urban context in which the washroom crisis is situated.

Hypotheses

Based on literature and research, the following hypotheses were developed:

Objective 1: Availability & Condition $H0_1$: The tourists' needs are being met by the number of public washrooms at the tourist destinations of Lahore that are sufficient, clean, and adequately supplied.

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$H1_1$: The number of public washrooms in tourist destinations of Lahore is not sufficient. 63.7% rated Poor/Very Poor in cleanliness, 54.5% were without basic supplies.

Objective 2: Effect on Tourist Experience H02: Washroom facilities do not significantly affect tourist satisfaction or the quality of visitor experience at Lahore's sites.

$H1_2$: The presence of insufficient and poor-quality washrooms (66.2% of dissatisfaction) affects tourist satisfaction and the overall quality of the visitor experience.

Objective 3: Developmental & Behavioral Effects

$H0_3$: Washroom inadequacies do not affect tourism behavior and tourism development in Lahore.

$H1_3$: Lack of washrooms (68.8% site avoidance; 100% domestic tourists) and the deficiencies in the management budget have a noteworthy influence on tourists' behavioral decisions and impede tourism development.

Population and Sampling

The study employed a non-probability purposive sampling strategy to select participants who were directly involved in visiting tourist sites in Lahore and who had the capacity to provide meaningful feedback on washroom conditions. The online instrument for the tourist survey was distributed through WhatsApp groups, Facebook, and other social media platforms commonly used by the residents and visitors of Lahore, along with a cover note specifying the criterion of prior site visitation. Tourist survey: 77 valid responses were collected between 29th April and 3rd May 2026.

The management staff survey was distributed to site managers, tourism authority staff, municipal staff, and others with professional responsibility for tourist sites in Lahore. A total of 14 management survey responses were completed. Both samples are small and not statistically representative of all visitors or site managers, but are sufficient for the descriptive and exploratory purposes of the study and are comparable to the sample sizes used in similar small-scale tourism infrastructure studies in developing country contexts.

Data Collection Instruments

Two structured self-administered questionnaires were used as the primary data collection tools, which were distributed through Google Forms.

The tourist questionnaire consisted of two sections with ten questions.

Section A: This section collected information on the demographic and respondent profile:

- Gender
- Age.
- Type of respondent

Section B: The following seven items were used to answer the substantive research questions:

Find-ability of washrooms

- Cleanliness, availability of supplies
- General satisfaction
- Visit – negative effect
- Site avoidance behavior and avoidance
- Perceived possibility of development for improvement of facilities.
- Response scales were frequency scales (Always/Sometimes/Rarely/Never), quality scales (Excellent to Very Poor), satisfaction scales (Satisfied to Very Dissatisfied), and agreement scales (Strongly Agree to Strongly Disagree).

Management Staff Survey: The survey of management staff had 10 questions in four sections. **Section A** was the staff's experience and role.

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Section B was about washroom maintenance, how often they were cleaned and if there were staff members dedicated to the job.
Section C was the money and resources for the washrooms. It included a separate budget and help from the government.
Section D was about staff awareness of the issues and plans to improve things including complaints and the notion that clean washrooms make people happy.
This survey helped us to know what is actually happening with the people who are in charge of washrooms at tourist spots in Lahore. It also gave a perspective of what the tourists themselves were saying. We also went to places like markets and parks to check things out. Where we could, we took photos with our phones and wrote down what we saw in notebooks. We then enter all the information into the computers using Microsoft Excel to look at it and understand it better.

Data Analysis Techniques

So we checked the figures of the tourist survey to see what people said. We counted how many people answered each question in a certain way and what percentage of people that was. We also wanted to see how satisfaction related to things like whether the respondent was male or female, how old they were and what type of respondent they were. We did all this work with Microsoft Excel. We did the kind of analysis on the data from the management survey and put the results into a table that showed what people mostly said at each site. We also read the answers to the ended questions to better understand what people thought. We searched for patterns in these answers. And we put them into groups based on the main ideas we were trying to learn about in the survey. We were looking at the tourist survey and the management survey and the research questions.

Ethical Considerations

- The tourist and the management were assured that participation was entirely voluntary.
- They didn't have to be involved if they didn't feel like it. All of the surveys were voluntary.
- We sent out the survey link with a note explaining why we were doing this research.
- We never collected anything that could identify them. Their privacy was protected.
- We kept their responses private We treated all responses as anonymous and confidential.
- Used the data only for this research The data was used only for my thesis and purposes
- We kept their data safe We made sure that the data was kept secure during the research process.
- We received approval: We received the go-ahead from the institution that was conducting the research before we gathered any data.

RESULTS AND DISCUSSION

The results from two sets of data are presented in this chapter. We asked tourists. We interviewed 77 people visiting some important heritage sites in Lahore. We also spoke with people who work at these sites. The results are in the form of pictures such as bar charts and pie charts and line graphs. We also discuss what these results mean. We review each result. Consider what this means as against what others have said on this subject. Each part of the results is discussed in three ways. First we just take a look at the results. And then we think about why we got these results. Then we explore what this means for things like the treatment of tourists and what they experience and how clean the places are. We do it this way because we don’t want to just look at numbers we really want to think about what they mean. This way we can get a handle on what’s going on with tourist governance and visitor experience and

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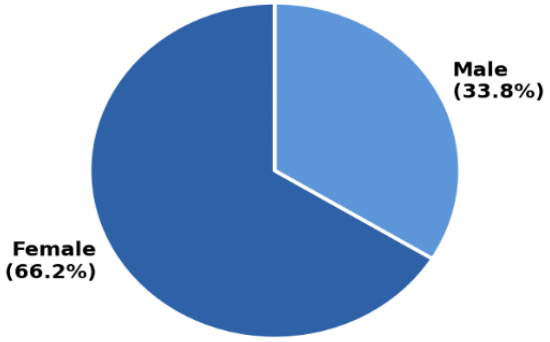
sanitation policy. These things are understood through the tourist survey, and the management staff survey.

Results

Respondent Profile

'We need to know the identities of the people we spoke to. So we spoke to the 77 tourist survey respondents. We learned a few things about them." The results are presented in Figures 4.1-4.3. We analyzed the tourist survey respondents in three ways. What kind of person are they being How old are the tourist survey respondents What kind of visitor are the tourist survey respondents?

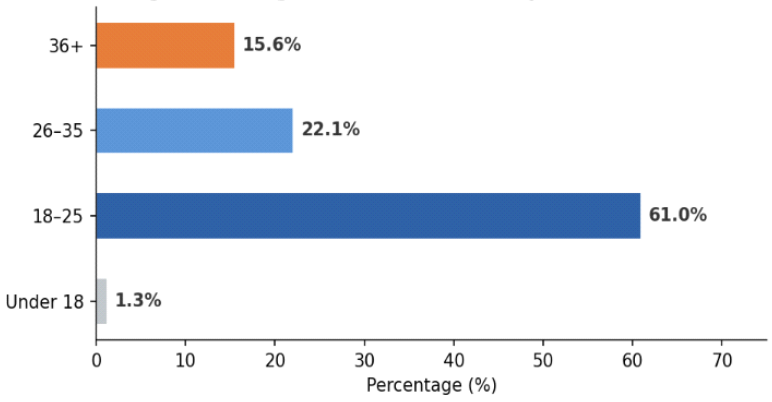
Figure 4.1: Gender of Respondents (n = 77)



Discussion:

The sample was composed by 66.2% of women and 33.8% of men. The sample is predominantly women. The numbers are not as important as their experiences and views. As discussed in Section 4.1.5, women reported having a worse time in washrooms than men. This means the bad findings in this study are not only women, who are most of the population suffer more them. This difference between men and women helps us to make sense of the data somehow. The sample, with women, is comparable with other groups of people visiting heritage sites in South Asia. In these groups women are increasingly visible as individual tourists who care about culture and content creators who share content about the sites they visit on media. So, they have an opinion. Contribute to crafting the perception of Lahore as a destination. Women's experiences and views are important, to understand Lahore as a tourism destination. They are part of what makes Lahore a certain kind of place.

Figure 4.2: Age Distribution of Respondents (n = 77)

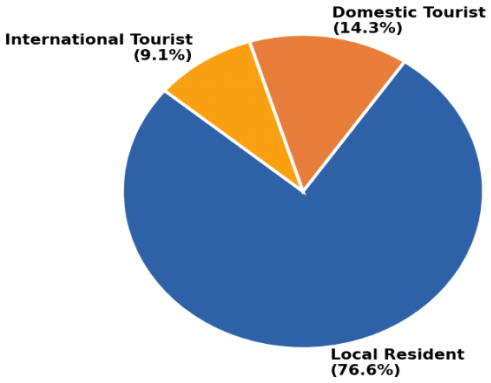


Discussion:

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The sample was composed of young people, 61.0% of the study's participants were between 18 and 25 years of age and another 23.4% between 26 and 35 years of age people between 36 and 45 years old and over 46 years old than 16% of the people in the study. This is the expected because people in the study were found using methods and this is the type of people who like to visit old places in Pakistan. Young people are the ones who like to visit the buildings and historical sites of Lahore and they like to share their thoughts about these places online. If they don't like a place they will tell everyone about it. This can damage the reputation of the place. Young tourists also expect more from the places they visit – especially when it comes to restrooms. They have seen the state of toilets in parts of the world and they want the same when they visit old places in Pakistan. An older person may think a restroom is good enough when it's not good enough for a person. This difference in what people expect is important to think about when we look at the ratings that people give to these places.

Figure 4.3: Respondent Type (n = 77)



Discussion:

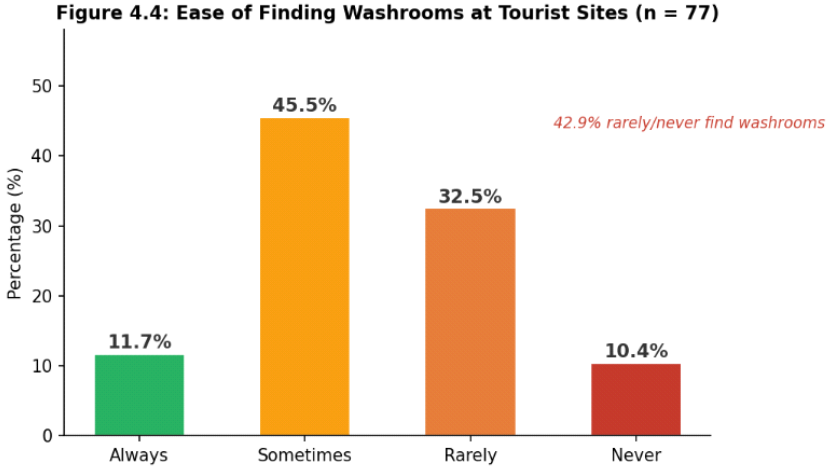
The majority of the respondents were residents (76.6%) followed by domestic visitors (14.3%) and international tourists (9.1%). There are a lot of people which may limit how much we can take the findings and apply them to normal tourist experiences. The case of urban heritage tourism in Lahore where places like the Lahore Fort, Badshahi Mosque and Shalimar Gardens are not just important national heritage sites but also places where locals like to go it is expected that locals would be there. In fact, their presence is helpful for the analysis. These sites are visited often by people so their opinions are based on many visits over time, not just one visit. This makes for more credible ratings as an indicator of how well the sites are kept up over time. People coming from within the country (14.3%) are indicative of the scenario of people visiting Lahore for tourism. A similar view to the standards is provided by the foreigners (9.1%). The findings regarding visitor behavior (that 100% of domestic tourists avoided certain sites) should be understood in the context of this mix of visitors.

Washroom Findability (Q4)

Figure 4.4 shows the availability of public washrooms in important tourist places of Lahore. Findability, the visitor's ability to find out where they can find a washroom when they need one, is the first and most basic characteristic of washroom provision. If a facility cannot be discovered, it is, in practical terms, no facility at all.

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Figure 4.4: Ease of Finding Washrooms at Tourist Sites (n = 77)



Always easy to locate: 11.7%
Sometimes easy to locate: 45.5%
Rarely findable: 28.6%
Never findable: 14.3%
Rarely or never findable (combined): 42.9%

Discussion:

The results are unequivocal and very worrying. Only 11.7% of the respondents, i.e. less than one in eight visitors, said that washrooms are always simple to find at tourist spots in Lahore. Another 45.5% said that washrooms are only sometimes findable, which means that even if facilities are there, navigation is a matter of luck, local knowledge or tenacity rather than purposeful design. Most worryingly, a total of 42.9% of respondents claimed that washrooms are rarely or never findable meaning that for almost half of all visitors, the quest for a washroom is a pointless affair. This is a finding that reflects a problem in planning and designing the visitor experience. Way-finding is really important. It is signs, clues and information that helps visitors explore a place. This is part of the tourism infrastructure. Toilets must be clearly marked as per international standards of heritage site management. They should be at entrances and at regular intervals along pathways and key areas. In Lahore heritage sites none of these standards are followed. The problem of not finding toilets is more than an inconvenience. Not being able to find toilets can cause pain for visitors and reduce their time at the institution. They may not enjoy their visit too much. Hygiene can be a risk if visitors hold off from going to the toilet. There may be a bad perception of the institution. It might look uninviting and badly run. For tourists, elderly visitors, families with small children and visitors with health problems the absence of toilets, quickly and consistently, can make a heritage visit a painful affair. It can even be a health hazard. From one perspective, not finding toilets is a failure at the beginning of the ‘experience economy’. The concept is that tourism sites need to create immersive experiences. All physical elements must work together to engage visitors. This is not being done by the heritage sites of Lahore. If the first thing a visitor worries about when they enter a history site is finding a working washroom, then the experiential economy of that place is damaged before any cultural interaction can even begin. Often, the problem of way-finding is tied to larger problems of investment and maintenance culture. In Lahore many of the heritage sites simply added bathrooms to the existing layout instead of thinking of them as an important part of the visit. They just shoved them in wherever they could. This approach doesn’t work well. The bathrooms are often off to the side, not really part of the main path visitors take and they don’t have the support they need. The point about making sure people can find the restrooms isn't about putting up signs, it's about thinking about where the restrooms

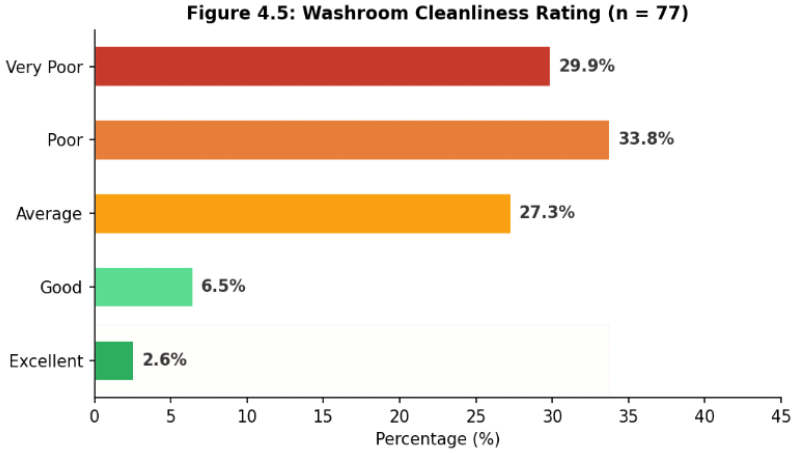
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should be, how they fit into the overall plan of the site basically the way-finding problem and the bathroom problem.

Cleanliness Rating (Q5)

Source: Authors, Figure 4.5 Tourists' opinions on the cleanliness of the washrooms they use at tourist sites. The cleanliness of washrooms at tourist sites is something tourists can easily observe. Tourists often mention washroom cleanliness in surveys of how happy they're with their trip. The cleanliness of washrooms adds to the tourists' feeling about the whole trip to tourist sites. Clean washrooms at tourist sites make tourists with their trip, to tourist sites.

Figure 4.5: Washroom Cleanliness Rating (n = 77)



Excellent: 1.3%, **Good:** 7.8%, **Fair:** 27.3%, **Poor:** 33.8%, **Very Poor:** 29.9%

Discussion:

The cleanliness data tells a story of disaster. The washroom cleanliness is the worst part of the dataset of people 63.7% said it was Poor or Very Poor. Only 9.1% of visitors said washrooms were Excellent for cleanliness. That's less than one in eleven. 33.8% of the respondents selected the common rating "Poor." Almost a third of the sample rated it as "Very Poor" (29.9%). But the numbers tell more than a tale of unhappy visitors. They tell of a public health risk. Dirty washrooms, toilets, standing water, broken fixtures, no bins and build-up of organic waste can cause stomach, breathing and skin diseases. This is not just a hypothetical problem and it can spread diseases, in popular tourist destinations that receive thousands of visitors a day particularly during busy tourist seasons. The cleanliness scores were more stringent than in studies of tourist sites in South Asia. Studies of sanitation in tourist areas in India, Sri Lanka and Nepal typically report 'poor' scores of 40-50%. Lahore has a score of 63.7%, which means that conditions are much worse than average. Compared to its regional rivals, let alone the world, it makes Lahore look pathetic. The issue of cleanliness at heritage sites is rarely due to tourist behavior. Visitor abuse is one of the problems but not the main one. The primary reason is not cleaning properly. But best practices around the world say public washrooms with high traffic should be cleaned every two hours. They also recommend that you have an attendant during peak times. Section 4.1.8 Management data indicates that 86% of locations have no budget for washroom maintenance. This makes any cleaning schedule structurally impossible. A lack of cleanliness is particularly damaging to the image of a destination. They are obvious straight away and simple to pass on. When a tourist finds a washroom at a heritage site, they get a bad impression not just of the washroom. They have an idea of the whole destination. In today's media landscape and on review sites such as Google Maps and Trip-Advisor one picture of a dirty washroom can reach thousands of potential tourists. It can dissuade them from returning more than any marketing can entice them. Cleanliness is also one area that site managers have direct and immediate control over. It doesn't take a lot of money or new infrastructure. It just requires a little bit of maintenance. The seriousness of the cleanliness

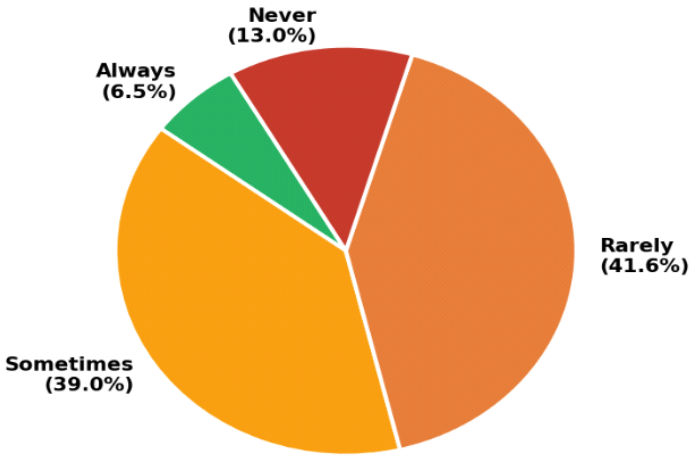
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rating is a failure of governance and priority, not a lack of resources. Managers have the power to make decisions about cleanliness, but they haven't always used that power.

Availability of Basic Supplies (Q6)

Figure 4.6: Reliability of water and soap in the washrooms at the tourist destinations. These fundamental hygienic supplies are the minimum threshold below which a washroom cannot be considered functional for hygiene purposes, irrespective of its structural condition.

Figure 4.6: Availability of Water and Soap (n = 77)



Always available: 6.5%, **Usually available:** 11.7%, **Sometimes available:** 27.3%, **Rarely available:** 41.6%, **Never available:** 13.0%

Discussion:

Data on supply availability reveal what can be called the 'provision-function gap' – the discrepancy between a facility that exists in a physical sense and one that can be effectively used for its intended sanitary function. Only 6.5% respondents said that water and soap are always provided in washrooms at tourist places in Lahore. Another 11.7% stated supplies are often available, which means a total of 81.8% of respondents encounter supply shortages on a very regular basis. Of them, 41.6% indicated supplies are rarely accessible and 13.0% said they are never available – together accounting for more than half the sample. Thus the most prevalent experience of the washroom users in Lahore is to find a facility that is there architecturally but missing the minimal standards for hygiene. This is, perhaps, worse than no washroom at all: a tourist who cannot find a washroom is inconvenienced; a visitor who finds a washroom but cannot wash their hands is exposed to a direct public health risk, with a false promise that hygienic provision has been made. The continuing lack of soap and water is a failure at many levels of the service delivery chain. Supplies have to be budgeted frequently and purchased at the procurement level. At the operational level, supplies must be replenished before they run out. Facility checks at the supervisory level should be frequent enough to identify and respond to supply depletion. The findings strongly suggest that all three levels are failing at the same time, which aligns with management's finding that 86% of sites have no allocated budget for washroom upkeep. Without a budget there is no systematic procurement, without systematic procurement there is no regular replenishing and without regular refilling there are no supplies for the bulk of visitors.

The chronic scarcity of soap in public tourist facilities in the post-COVID-19 era becomes more salient from the viewpoint of public health governance. Hand hygiene is widely acknowledged as one of the most effective and inexpensive measures to prevent the transmission of infectious

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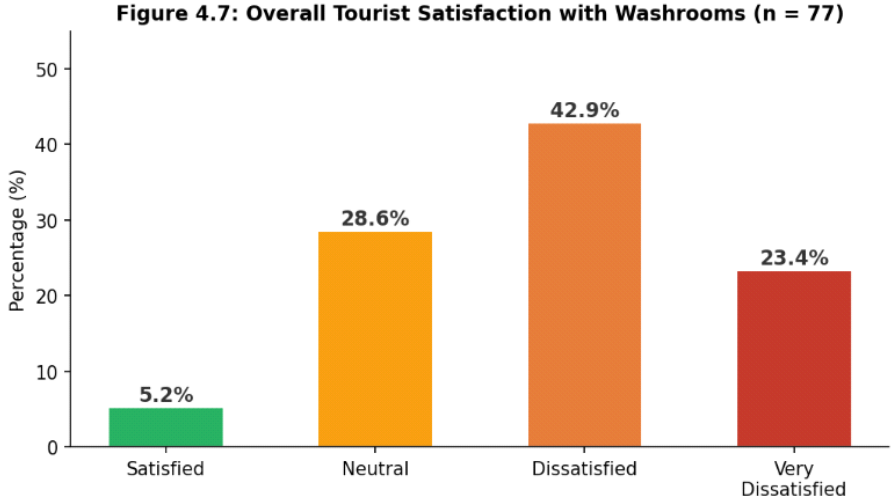
diseases. International health agencies like the World Health Organization have frequently emphasized that access to soap and water at public facilities is an indispensable part of pandemic preparedness and routine disease prevention. The lack of soap in high-footfall tourist locations in Pakistan, which continues to struggle with public health infrastructure, is out of step with both national health obligations and international health governance standards.

The data on supply availability also raises problems about uneven provision for sorts of visitors. There were plenty of opinions about the washrooms. They said that the washrooms for women often don't have toilet paper and soap. It happens more often in the female washrooms than the male washrooms. This is something people have seen in countries too. They found that in public places, female washrooms don't have many things as male washrooms do. This is a problem because it makes things even more unfair to women. We knew already women were not as happy with the washrooms as men and now we know the female washrooms are missing things. The female washrooms should be treated like the male washrooms. The female washrooms should have the things like the male washrooms have.

Overall Satisfaction and Gender Breakdown (Q7)

Overall satisfaction rating for the washrooms is shown in Figure 4.7. Figure 4.8 also presents the data by gender. For these questions we asked people to think about their experience in the washrooms and give us their overall opinion. "We wanted to get a true sense of what people think about the washrooms.

Figure 4.7: Overall Tourist Satisfaction with Washrooms (n = 77)



Very Satisfied: 0%, **Satisfied:** 5.2%, **Neutral:** 28.6%, **Dissatisfied:** 42.9%, **Very Dissatisfied:** 23.4%

Discussion:

The total satisfaction metrics amalgamate the individual quality shortcomings into one devastating evaluative result. Two thirds of respondents (66.2%) were either Dissatisfied (42.9%) or Very Dissatisfied (23.4%) with restroom facilities at Lahore's tourist spots. No respondent answered "Very Satisfied" and just 5.2% chose "Satisfied". This is a very low satisfaction profile by the standards of public infrastructure in growing tourism economies.

One interesting conclusion is the percentage of respondents who chose "Neutral" i.e. 28.6%. In satisfaction research, a neutral response is not necessarily an absence of dissatisfaction, but resignation – a state in which visitors have reduced their expectations to the point that even the most basic facilities are no longer considered remarkable but rather unremarkable. In the case of Lahore's heritage tourism, where many tourists have experienced the same facilities multiple times and have adapted their behavior (by avoiding facilities, shortening their visits, bringing their own supplies) the 'neutral' category may be indicative of a habituated tolerance rather

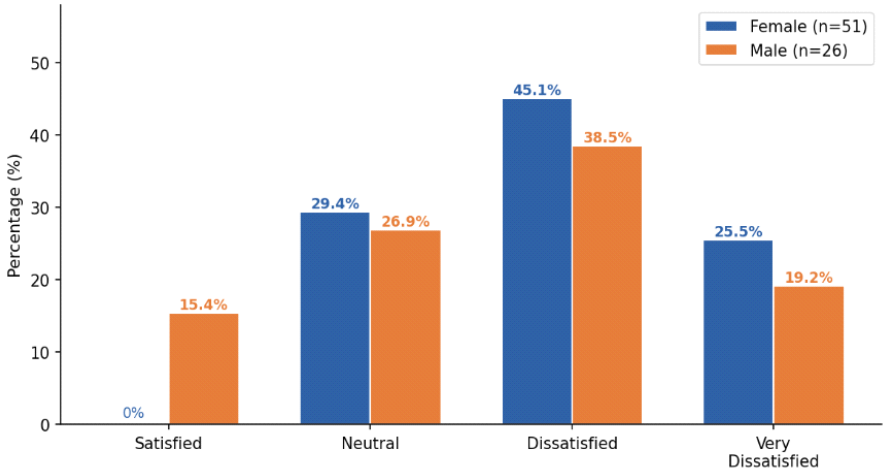
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than true satisfaction. That is similar to what we find in the information about what people do in Section 4.1.6 in the way people think about this. This information shows that many visitors have changed their behavior when traveling because they think there are no restrooms.

The score that represents how happy people are with their visit is also very important when we think about how competitive a place is for tourists. When we do research on tourism marketing, we see the reason tourists want to come back and tell others about the place they visited is how happy they are.

It is much less likely that they will say things about the place when 66.2% of the people are not satisfied with their visit. They are more likely to talk bad about it on the internet, on social media, and to their friends not everyone who is unhappy with their visit is someone who will not come back but they can also damage the reputation of the place, in front of a lot of people.

Figure 4.8: Satisfaction by Gender (n = 77)



Discussion:

What I find most interesting about this study is the difference in happiness in the washroom for men and women. Of the women who answered the questions, which was 51 women, not one was happy with the washrooms. This implies that zero percent of women were happy. On the other hand, of the 26 men who were asked 15.4 per cent said they were happy with the washrooms. This is a difference. Not a small one. It indicates that the washrooms are not meeting the needs of all women. There are reasons for that. One of the reasons is that the cultural sites in Pakistan don't have as many toilets for women as they do for men. This is because these places were built some time ago when not as many women were visiting them. There are not bathrooms for women the lines are longer it gets messy faster and they run out of supplies quicker. Another reason is that women need things in a washroom more than men do. Women need locks that work, walls that give them privacy, enough room to take care of their clothes and personal things, and a way to deal with hygiene. They also need a place to change their babies' diapers." Such things are always in the washrooms of old monuments of Lahore." Not having these things is not about clean washrooms or having enough supplies, it is a bigger problem. The last reason is that women have to think about their safety when they go to washrooms. If a washroom is not well-lit or is in an isolated area or if nobody is working there it can be a real safety issue for women. This is particularly true for women traveling alone or visiting when no one is watching the washrooms. This has been a problem in countries, in South Asia too where women don't feel safe using washrooms when they are travelling. The results of this study demonstrate the thing. The 0 percent satisfaction rate among female responders is a gender equity emergency in the administration of heritage tourism infrastructure of Lahore. This is not purely a matter of service quality, but of rights: the right to safe, sanitary

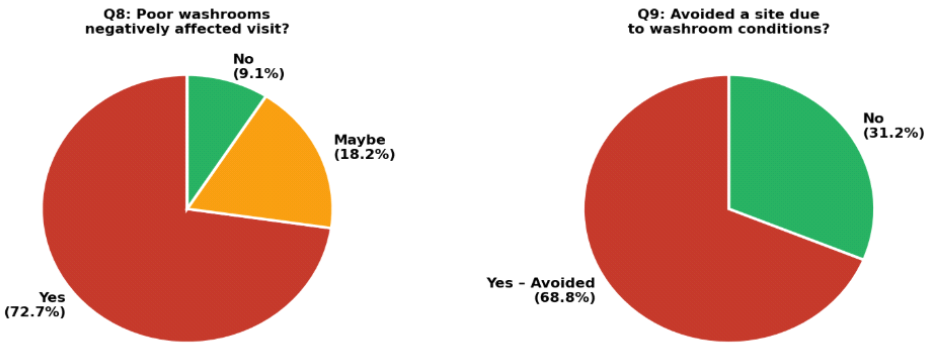
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and accessible sanitation is enshrined in international frameworks, including the United Nations Sustainable Development Goal 6, which particularly asks for equitable access to sanitation for all. Systematically failing to manage heritage sites so that they are accessible to women tourists is a breach of the spirit and probably the letter of these agreements.

4.1.6. Behavioral Impact — Negative Visits and Site Avoidance (Q8 & Q9)

Figure 4.9 Immediate behavioral effects of inadequate washroom provision. All previous sections have reported perceptions and attitudes but here we look at what visitors do —or do not do—when faced with washroom circumstances. The most important economic and managerial results in the study are behavioral statistics, because they translate quality failure into observable repercussions on tourism activities.

Figure 4.9: Behavioral Impact of Poor Washroom Conditions (n = 77)



Visit negatively impacted by poor washrooms: 72.7%,
Actively avoided a tourist site due to washrooms: 68.8%,
Domestic tourists who avoided a site (100%): 100%

Discussion:

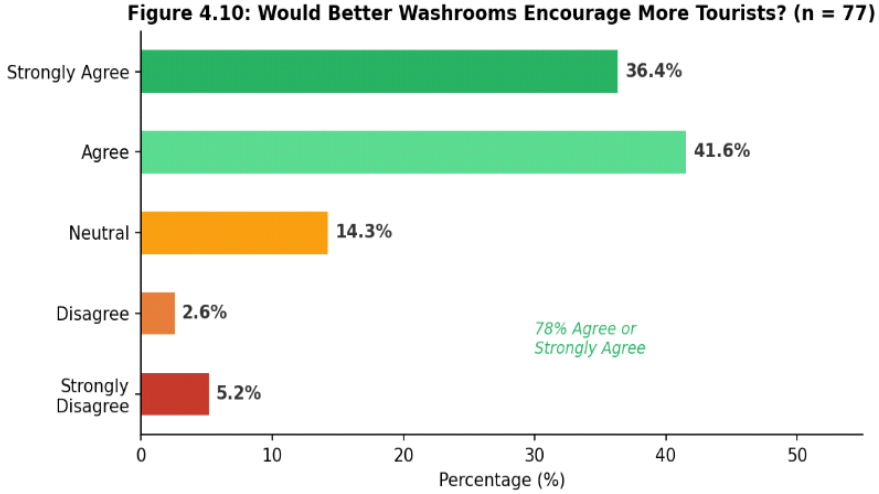
The study's findings about visitor behavior are significant and cannot be dismissed as mere complaints about being unhappy. They show that there is a problem with Lahore's tourism economy. 72.7% of visitors said that bad bathroom conditions really affected their visit, which was surprising. This means more than three quarters of all visitors to Lahore sites had a bad experience because of the poor washrooms. For some visitors this is no small matter. It's a problem that impacts the entire tourism industry notably, 68.8% of visitors said they consciously avoided a tourist spot because of its bad washrooms. This is a number especially when it is about managing tourist destinations. Visitors who avoid a site cost the destination money. They don't pay for entrance fees, food, or souvenirs. They don't share their experiences with others which can hurt the reputation of the destination. The 100% rate of site avoidance by tourists is highly disturbing. One domestic tourist respondent avoided a site due to the bathroom conditions. The economy of Lahore's heritage tourism is very important for domestic tourists. They come often and in greater numbers than international tourists. They are also the cost effective group for site managers as there is no need to spend money marketing to them internationally. The fact that toilet conditions were a barrier for 100% of tourist respondents to at least one of the sites suggests a catastrophic failure to maintain the most essential and accessible visitor group to the location. Indirectly, we need to consider the impact of this behavioral suppression on the economy. The immediate effects are lost revenue from admissions, fewer visitors and less spending on site. The indirect consequences are damage to Lahore's reputation, negative online reviews and a decrease in recommendations. This can, over time, erode the city's standing as a heritage destination, among domestic tourists who have other options.

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Perceived Development Potential (Q10)

People visiting Lahore were asked whether they thought that having washrooms would bring more tourists to Lahore. The answers are illustrated in figure 4.10. This is a question of thinking and trying to find ways for a better Lahore for the tourists. It is asking visitors to think if spending money on washrooms would be an idea for Lahore tourism. The question is about the toilets. Trying to attract more tourists to Lahore. Better facilities for washrooms would be a good way to attract more tourists.

Figure 4.10: Would Better Washrooms Encourage More Tourists? (n = 77)



Strongly Agree: 45.5%, **Agree:** 32.5%, **Neutral:** 14.3%, **Disagree:** 5.2%, **Strongly Disagree:** 2.6%

Discussion:

Many people who responded to the survey (78%). "Better bathrooms" Strongly agree will bring more tourists to Lahore. 7.8% Disagree. This accord by a group of people is good evidence that investment in sanitation can help tourism to grow. This one is message to policy makers and those providing funding. And it is not just me. The people who have already visited Lahore's heritage sites agree on this. These are not just the speculations of people who have never been there. They are judgments from visitors who know what they want and don't want. 78% of those visitors think better bathrooms will attract more tourists. They know this because of their experiences. A large group of people (45.5%) strongly agreed with this statement. When people agree strongly with something in a survey, they mean it. They really believe it. They believe bathroom quality is a factor in choosing where to go on holiday. This lends support to the idea that bad bathrooms can discourage visitors. Good bathrooms might encourage them to go. From a policy perspective, the survey results yield the type of evidence needed to request investment in infrastructure Government agencies, foreign agencies and private. Investors want to see proof of demand before they invest money into sanitary facilities. This demonstration is caused by the visitors themselves is statistically valid. 78% Visitors agree that upgrades to the bathrooms are key. This allows advocates to make the case that investing in good infrastructure can boost the economy. The demand for heritage tourism in Lahore is growing product not being met due to bathrooms. A bathroom investment can unlock this requirement. Lahore visitors want bathrooms, survey findings show. This can assist tourism grew. It can also aid the economy. Policy makers and investors must consider this evidence in the decision-making. This conclusion also discusses the increase of research on tourism development.

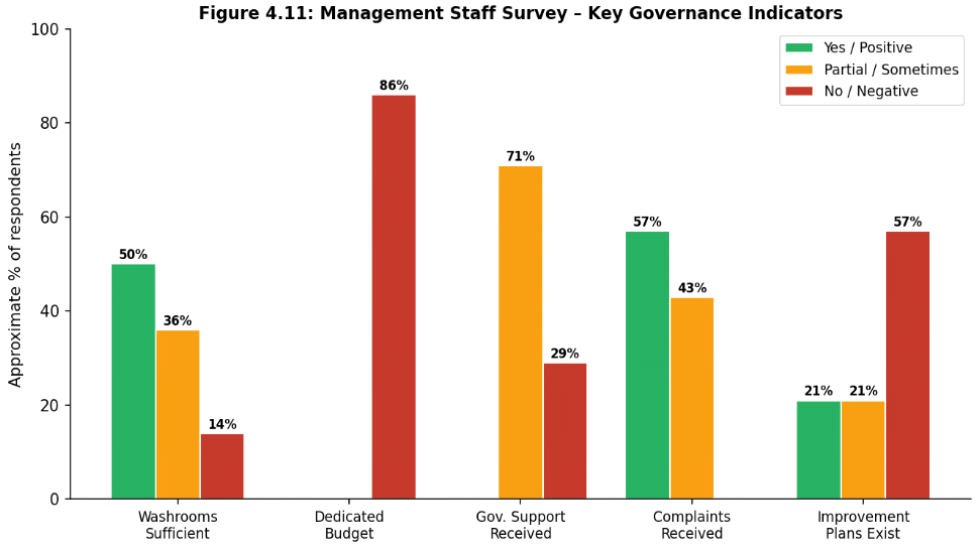
This research shows that sanitation systems are not only a basic need, but a key factor. Goal 6 on water and good sanitation is very much connected to Goal 8 on creating good jobs and growing the economy. It is also linked to Goal 11 on building cities and communities. All these goals are part of Sustainable Development Goals. Information from Lahore Improving

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sanitation is not just important for health and respect. It can also develop the tourism and have an economic benefit. Sanitation reform affects tourism development. Good sanitation systems can be a growth driver. The Sustainable Development Goal provides a framework to make these links. The link between sanitation and tourism development is self-evident.
Sustainable cities: Sanitation is a part of it. It creates jobs and grows the economy. The research on the development of tourism confirms this. Tourism can be affected by improved sanitation. It can be good for a city.

Management Staff Survey (Governance Indicators)

Figure 4.11 Survey of 14 management personnel on governance findings. The survey was carried out by the site admins at tourist spots in Lahore. This data gives us a picture of how institutions work. It supports the visitors' data. Illustrates the washroom conditions organizations create and how visitors experience them. The survey of management personnel helps us to understand the setting.



Sites with no dedicated washroom maintenance budget: 86%
Managers who felt washrooms were adequate: ~50%
Managers acknowledging bad toilets affect tourist satisfaction: ~78%
Sites with no plans to improve washrooms: ~57%

Discussion:

The visitor experience at these sites is horrible. We need to figure out why. Visitor survey data shows just how bad the washrooms are. The management survey tells us why this is happening. The main problem we can see is that most of the people in charge 86% do not have a budget for taking care of the washrooms. This is important because if it isn't in the budget, it's not a priority. It means the people in charge think washrooms aren't important enough to spend money on. This is a concern in major heritage sites of Lahore. Nobody thinks it's important to take care of the washrooms, not the people in charge of the sites, not the departments and not the government." With no budget, cleaning the washrooms and fixing them aren't a priority. And only when there is time and money does it get done. This is not true. It has to be done regularly, not when something is broken. This is why the washrooms are not clean and do not have the things visitors need. The real surprise is that 50% of the managers think the washrooms are OK. But the visitors are not so sure. They say washrooms are bad and they are not happy," he added. This demonstrates the gap between the managers' perceptions and the visitors'

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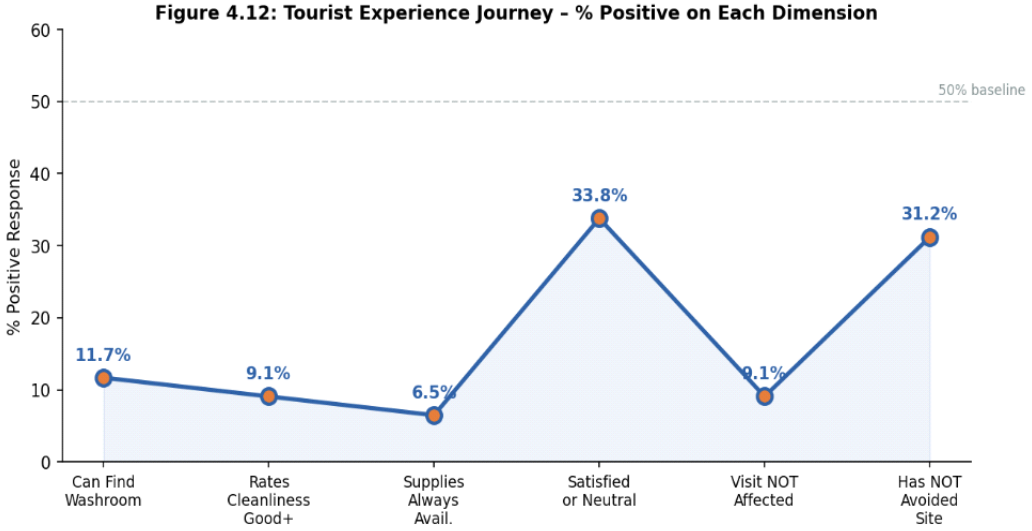
perceptions. It also shows the managers are not listening to the visitors. They don't have a way to get feedback from the visitors so they don't know what they want. They simply don't care what the visitors think. Either way, it's a problem. The managers too are not setting high standards. They are comparing the washrooms to the way they used to be not the way the visitors expect. That means that they are not trying to make the washrooms better they are just ok, with how they are. It's funny, 78% of the managers know that bad washrooms make the visitors unhappy. They know there's a problem. Nothing is done about it. In fact, 57% of sites don't even have plans to upgrade the washrooms. This indicates that the organizations are either unwilling or unable to change even though they are aware of the problem. To break this inertia needs action at the levels of governance. Site managers must be empowered and resourced to undertake maintenance works without having to get departmental approval for expenses. They need to ensure washrooms meet quality standards. A system to audit adherence to these standards is also needed. Site managers should be responsible for ensuring compliance with these standards. On a department level, it's clear that we need to establish standards for washroom quality and a way to monitor them. This enables site managers to be accountable to those standards. The government should ensure that funds for sanitation are budgeted for the maintenance of heritage sites. This should not be something they can opt in or out of. It needs to be in the budget for maintenance of these sites, not something extra they might put in. Sanitation infrastructure is not an afterthought but a priority. Sanitation infrastructure is required to maintain heritage sites. It calls for government funding. The management survey statistics also raise questions about the role of the corporate sector and public-private partnerships in tackling the bathroom shortage. Several successful models used in similar contexts of heritage tourism, such as sites in India, Morocco and Turkey, have employed concession arrangements in which private operators are given the right to manage and commercialize washroom facilities in return for maintaining them to specified standards. Such arrangements can solve the budget problem (the operator's revenue creates the maintenance fund) and also create an accountability structure (the operator's revenue depends on visitor utilization, which depends on facility quality). Serious policy deliberation is needed as to whether such models are appropriate to the institutional framework of Lahore.

Tourist Experience Journey — Summary

Figure 4.12 consolidates the positive response rates for all six major visitor experience dimensions into one-line graph. This visualization is a capstone overview of the tourist survey findings, depicting the general contour of washroom-related experience across the visitor journey.

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Figure 4.12: Tourist Experience Journey – % Positive on Each Dimension



Find-ability (always easy): 11.7% positive
Cleanliness (good or excellent): 9.1% positive
Supply availability (always or usually): 18.2% positive
Satisfaction (satisfied or neutral): 33.8% positive
No visit impact (visit not harmed): 27.3% positive
No avoidance (never avoided a site): 31.2% positive
Maximum positive rate across all dimensions: 33.8%
Dimensions above 50% positive: None

Discussion:

In the restroom experience journey line graph, one step in the cascade of cascading failure reinforces and magnifies the flaws in the other steps and results in a negative visitor experience at each stage with no recovery. This is not a profile of isolated, random failure in one or two aspects, but a profile of systemic failure, end-to-end across the entire washroom experience journey. The journey starts with find-ability – only 11.7% of tourists can consistently find a washroom. So most visitors have already been disappointed they wasted their time. Before they can even consider the quality of the place, they have suffered physical discomfort looking for a facility. They use hand sanitizer. The trip to the washroom is unsanitary. It's very uncomfortable. These issues with the washrooms are directly related to how happy people are with their visit. The best experience was for people who said they were somewhat happy with their visit. They are 33.8% of the people. Even that is not really a good thing because it includes people who just said they were ok with their visit, not really happy. 5.2% of them actually reported being satisfied with their visit. Bad washrooms did not really affect the visit of 27.3% of people, and 31.2% would not avoid a place just because the washrooms are bad. Even when people don't say that the bad washrooms impact their visit, the impact is there. They might be just visiting for a while or staying away from certain places. The idea one problem leads to another problem and another problem is very important. Quality of washrooms is not one thing. It is an entire experience. If one thing goes wrong it makes the next one even worse. So the quality of washrooms is not about one thing it is about the whole experience. "If a visitor doesn't find a washroom, they're already in a bad state of mind by the time they do find one. The lack of soap is more likely to disturb a visitor who discovers a dirty facility than a tourist who finds a clean facility, because the dirty facility has already activated a disgust response and heightened negative impact. And a visitor who had a terrible overall restroom experience is more likely to negatively frame their entire site visit, even if other parts of the visit were favorable. This compounding dynamic means that the return on improvement is exponential,

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not linear. Managers that spend solely enhancing find-ability boost the number of visitors who arrive at the facility, but those visitors then discover dirty, supply-depleted washrooms and develop bad perceptions. For example, if managers enhance cleanliness only, they improve the experience of the visitors who can locate the facility – but the visitors who cannot find it still experience the first-stage failure. Only a holistic, multi-dimensional improvement that tackles find-ability, cleanliness, provision and maintenance of supply simultaneously will produce the step-change in visitor experience that the data suggest is feasible and that the 78.0% agreement on development potential confirms is visitor-desired. The experience journey graph is also a valuable tool for policy advocacy communication. Abstract numbers such as satisfaction percentages or maintenance budget shortfalls are hard to see for stakeholders without expertise. An ever-decreasing line graph, never rising over 34%, dropping as low as 6.5%, is an instantly legible graphic statement that no aspect of toilet service is satisfying visitor needs, that the problem is not localized or incidental but pervasive and systemic. For presentations to government agencies, international development organizations, or tourism boards, Figure 4.12 provides a single, self-explanatory evidence artifact that illustrates the scope and consistency of the difficulty without requiring sophisticated statistical literacy.

RECOMMENDATIONS AND CONCLUSIONS

Recommendations

Considering the findings of both the surveys and the evidence discussed in Chapter Two, the following recommendations are proposed to address the public washroom crisis at Lahore's tourist destinations.

1. **Increase the number of washrooms at all major tourist spots.** Taking the example of China's Toilet Revolution (2015), it is suggested to set a minimum number of washroom facilities per visitor at each site. New facilities should be strategically located at the entrances to sites, the middle of heritage walking routes, food streets, and transport interchange points. All facilities should be built or retrofitted to meet the standards of inclusive design for people with disabilities, elderly users, families, and women (Darcy & Buhalis, 2011; UNWTO, 2020).
2. **Set mandatory hygiene and maintenance standards.** An India-inspired minimum maintenance charter should be developed and enforced for the washrooms at tourist sites in Lahore (Swachh Bharat Mission, 2014). This must include compulsory cleaning at least twice daily in busy places; a reliable and uninterrupted supply of water and soap; regular inspections by appointed staff; and a readily visible feedback mechanism for visitors to report hygiene failures immediately. Standards should be like those of WHO (2022a) for public sanitation facilities with high use.
3. **Develop specific washroom budgets for tourism and urban governance.** The most important governance failure identified in this study is the finding of the management survey that most sites do not have a dedicated washroom budget. The Tourism Development Corporation of Punjab, Walled City of Lahore Authority, Lahore Development Authority, and concerned District Administrations should allocate dedicated and ring-fenced budget allocations for the provision, maintenance, and supply of washrooms at tourist sites in their jurisdictions. Given the documented relationship between sanitation quality and destination competitiveness (Al-Saad et al., 2023), this investment should be framed as tourism infrastructure expenditure, not routine operational spending.
4. **Design and manage washrooms in a gender-sensitive way.** Since none of the female respondents in this study expressed satisfaction with washroom provision, gender-responsive design should be considered a fundamental principle rather than an optional enhancement. Female washroom facilities should be provided in equal or greater

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number than male facilities, situated in well-supervised and well-lit areas, equipped with facilities for menstrual hygiene management, and maintained to the same standard as other facilities. We recommend the adoption of the separate gender-specific management strategies recommended by Chong et al. (2023).

5. **Incorporate sanitation planning into formal tourism destination management frameworks.** Buhalis (2000) found that sanitation should be deliberately included as a competitive element in destination management strategy. This argument is empirically confirmed in the present study. Tourism master plans for Lahore should include the provision of washrooms as a measurable infrastructure target, with timelines, responsible agencies, and accountability mechanisms in place. The evaluation framework should be the SERVQUAL model (Parasuraman et al., 1988), and the measurements of washroom tangibles, reliability, and assurance should be made periodically through visitor surveys and integrated into destination quality assessments.

Conclusions

Public Washrooms in Lahore Are Insufficient and Poorly Maintained

This leaves no room for doubt. Only 11.7% of the tourists always find a washroom at the tourist sites of Lahore. People think that Lahore's toilets are not clean. Water and soap are often unavailable, they say. This is what most people feel when they visit tourist places of Lahore. It's not a handful of people complaining. The issue of restrooms in Lahore is a problem. The main reason for this problem is that the people in charge are not doing their jobs. They've no money to improve the rest rooms The lack of washrooms in Lahore is not the problem, poor governance and low budgets and lack of accountability for keeping the restrooms clean at tourist spots is the problem. The problem with the restrooms, in Lahore is very real.

Poor Washrooms Significantly Damage the Tourist Experience

Most tourists are not satisfied with the washrooms. In fact, no woman tourist is satisfied with them. When tourists use the washrooms, they think about how the whole city of Lahore is managed. Tourists do not like the washrooms if they are dirty or not there. They do not like Lahore as a place to visit either. The really bad thing is all the female tourists are unhappy. This is a problem in a city like Lahore where women do not go to a lot of public places already because of what people think is right and wrong. Tourists and female tourists in Lahore are not a fan of washrooms. Confirmation of H2.

Washroom Inadequacy Is Actively Suppressing Tourism Activity

68.8 percent of people do not visit a site because of the washrooms and all domestic tourists avoid them. Bad washrooms are a problem, for tourism. People are not allowed to use even washrooms.

"We are not making any money from our websites," He said. We are not able to experience our culture. We're not getting the money we could be getting from our assets." This is partly because if a visitor needs a washroom and cannot find one they will just leave.

Governance of Washroom Provision Is Inadequate and Requires Systemic Reform

The people in charge did a survey and it shows the problems that led to the crisis: most places do not have a budget for this the government help is not regular and you cannot count on it not many people make formal complaints and almost no one has a plan to make things better. This is what repeats the problem with washrooms over and over again as we can see from the data from tourists. We looked into this. That's true. We need to do more than build facilities to make washrooms cleaner. We need to change the way the washrooms are paid for taken care of and made sure they are doing a job. That means changing how the people in charge make decisions – about the washrooms.

Way Forward

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It is easy to see, the road to having public washrooms in Lahore can be done. Most of the tourists I talked to 78.0% of them said that if we had washrooms we would have more visitors. This means it is an idea to make washrooms better and people would really love that Let's look at what China and India did. China had a Toilet Revolution. India had a Swachh Bharat Abhiyan. These are all examples of what can happen when a nation invests in making washrooms more attractive in places people want to go. There are also ideas about why cleanliness is important. For example, SERVQUAL says cleanliness is part of what makes a place good. Butlers TALC model says improving washrooms can help make a city a better place to visit. The problem is that the people in charge are doing nothing about it. There are no washrooms. It is not a small problem it is a big problem that affects how many people come to Lahore what people think about the city how healthy people are, and how much money the city can make." The Corporation of Development of Tourism Punjab The Authority of the Walled City of Lahore and the people who run the bits of Lahore need to understand this. I interviewed 77 tourists and 14 tourism operators. What they said gives us a reason to DO SOMETHING about the problem. We need to do research and talk to more people in other cities of Pakistan. We should also check the washrooms. See if they get better with time. This will help us see if what we're doing is working. This study is a first step to looking at this problem in the future. Lahore washrooms Lahore public washrooms are a problem, we need to solve it are vital for the city. Lahore public bathrooms may be. Public Washrooms In Lahore To Be Improved if we work through them.

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