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## Jinnah Park, Rawalpindi: A Historical, Recreational, and Natural Oasis of Entertainment

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### ARTICLE DETAILS ABSTRACT

#### History

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*Entertainment, Leisure & recreation, Jinnah Park, visitors' satisfaction, Urban Park*

The need for outdoor recreation places is growing faster than the availability of space with and amenities, while funding is sometimes insufficient to accommodate all user requirements. Enough parks and open spaces are necessary for cities to flourish and become sustainable. Creating community parks is essential to boosting urban green areas and raising the standard of the environment. The present study was conducted with the use of a questionnaire, to examine visitors' satisfaction, regarding various factors of visitor's satisfaction from the urban park in Rawalpindi city known as Jinnah Park Rawalpindi. These results showed that subjective evaluation, The goals of Jinnah Park are to include guests in fun, happiness, nature, and entertainment. One of Rawalpindi's busiest parks is Jinnah Park, where over half of the visitors are young people, and the bulk of tourists are still female. The people of the city make up over half of the tourists. Most tourists come for recreational purposes. Half of the population, or 63%, spends two to three hours at a park. 57.1 percent of respondents wish to go on a summer vacation. Over Sixty percent of people believe that the evening is a good time to come. According to the studies, Jinnah Park in Rawalpindi is a significant location for leisure, recreation, and outdoor leisure. It also needs to improve its facilities and services to keep the market trends in focus.



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## INTRODUCTION

Parks are a type of public open space that serve the diverse leisure, recreational, and educational needs of people of all ages, genders, and abilities. Parks, along with other urban open spaces, are seen as elements of urban revitalization and serve as physical realities, publicly experienced and possessed by all (Meireles, F., Marques, P. F., & de Oliveira, E. S. 2013). Historically, the term

"park" has had many meanings, from a place for bathing and hunting to formal gardens, exhibition sites, and areas for livestock. These areas can be owned publicly, privately, or through public-private partnerships. A park is an area of natural, semi-natural or planted space set aside for human enjoyment and recreation or for the protection of wildlife or natural habitats. Several ecological services, such as those related to health, social interaction, tourism, and cooling, are provided by urban recreational parks (Hasani, M., Sakieh, Y., & Khammar, S. 2017). The demand for outdoor recreation areas is growing faster than the available land and facilities can keep up with. Parks typically include grassy areas, rocks, soil, trees, but may also feature buildings, elements such as monuments, fountains, or playground structures, walking and biking trails, and various other activities. Urban parks often include benches, picnic tables, and barbecue grills, while the largest parks may span hundreds of thousands of square kilometers, featuring mountains, rivers, and abundant wildlife. A public park is any area or portion of areas dedicated or designated by any federal, state, or local agency primarily for public recreational use. Public parks and recreation are provided at all levels of government: federal, state, and local. Tourism, leisure, recreation, and parks are interconnected elements that enhance the quality of life by providing spaces for relaxation, cultural enrichment, and social engagement. In 1948, the UN's Universal Declaration of Human Rights affirmed the right to rest and leisure, including paid holidays. In 1982, the World Tourism Organization further emphasized that tourism should aim to improve quality of life and living conditions for all (Boniface, B., Cooper, C., & Cooper, R. 2016).

### History and location

Jinnah Park is a prominent park in the center of the of Rawalpindi city in the Punjab Province of Pakistan, next to the Rawalpindi District Courts. The site was previously home to the District Jail Rawalpindi for nearly a century. Remarkably, it was the location where former President and Prime Minister Zulfikar Ali Bhutto was executed on April 4, 1979. The jail was relocated to Adiala, 13 km away, and the old facility was demolished in 1988, with the grounds transformed into Jinnah Park.

### Facilities & services

Jinnah Park covers an area of approximately 17 hectares (42 acres). It has a dedicated play area, Unity tower, lawns, fountains, flower beds and a jogging track stretched across the boundary wall. It houses a McDonald's franchisee and other restaurants papa sellis, Koyla Grill and Diva restaurant, Cinepax exhibition center, Motion rides and discovery coaster. A nurseries and wildlife, Bowling center and skating rink and COSMO cash and carry store.

*Table 1: Jinnah Park Facilities*

SR.	SERVICE & FACILITIES	DESCRIPTION
1	Chicken Restaurant	Located in the centre of the park. And provide all types of chicken dishes.
2	Gloria Jeans Coffee	Located in front of cinema. It provides tea coffee and snakes.
3	MC Donald	Located in front of the car park. Classic, long-running fast-food chain known for its burgers, fries & shakes.

4	Leisure City Bowling Club	Bowling is a sport or leisure activity in which a player rolls or throws a bowling ball towards a target. It is one of the major forms of throwing sports. People typically spend 1-2.5 hours here. Activity for families and kids, Best for small and large groups of all ages. They also have an amazing restaurant that serves very good food at a very reasonable price.
5	Cinema	Cinepax Cinemas, Pakistan's favorite cinema chain, Cinepax Cinemas, is believe that be it comfort, indulgence or state of the art visual/sound is key to enhancing a customer's experience. It has 5 screens, opened in 2007.
6	Diva Restaurant	It serve quality standard food but gives an everlasting experience. Barbecued tikka and kebab are always a good option and food at Diva is more flavorful than other restaurants.
7	Cosmo Cash and Carry	Designed as per international standards and covering areas in excess of 30000 sq ft, fully equipped with central heating and cooling systems, with maximum customer checkout counters and vast assortment of goods, Cosmo truly provides you with an exhilarating shopping experience.



Figure 1: Jinnah Park location through Google maps

### Aim and objectives of the study

The study's goal is to assess visitors' opinions of Jinnah Park Rawalpindi by:

- Determining the level of visitors' satisfaction.
- Evaluating the standard of facilities and services.

### Significance of the research

The parks play a vital role in the life Improvement of local people and tourists. Rawalpindi is a historic city and a great tourist destination in Punjab Province. Rawalpindi has several urban Parks; among the more well-known include Ayub National Park, Jinnah Park, Allama Iqbal Park, Wonderland, Liaqat Bagh, Racecourse Park, etc. Jinnah Park Rawalpindi is a recreational park for all age visitors. Therefore, A survey is needed from the visitors about the current condition of the park. The experience of the visitors is very important for the survey, it is crucial to know about their perception and satisfaction of the visitors in the park. It also specifies what types of services and facilities are available in the park and what people want new types of services and facilities. This research clarifies that the importance of parks is for the local residents and tourists, and value-added facility in the tourism industry.

## 1. Literature review

The idea of heaven as a garden first appeared in Sumerian writings, and the word "paradise" comes from the old Persian word "pairidaeza", which means a walled garden. Heaven is portrayed in Abrahamic religions as an ideal garden for the pious, as shown in the Garden of Eden and the Quran's "jannat al-firdaus" (Maya M. Tola, 2023). Gardens and Parks are terms use for open spaces used for restricted class or open to the public. During ancient times, parks were used as places for recreation. According to Theobald, W. (1984), King Gueda of Sumerian established fishponds and vineyards in 2340 BC and built expansive private parks in Egypt and ancient Persia (Theobald, W. 1984, Landin, A, 2023). Babur, brought the Mughal Garden culture to India, drawing inspiration from Central Asian gardens and later on combine the Islamic, Persian & Indian architectural styles, he underlined how crucial vegetation and water are in urban environments and this custom was it peak in the Shah Jahan's reign (studysmarter,2023). Urban forestry, through parks and gardens, is vital for maintaining ecosystems, enhancing quality of life, and achieving urban sustainability. A clear indicator of this is the quality and quantity of green spaces in a city (Chaudhry, P., & Tewari, V. P. 2009). Urban recreational parks provide a range of ecological services, such as social connections, tourism, wellness advantages, and cooling impacts (Faedah Mohammadi Tahroodi & Norsidah Ujang. 2020; Paul and Nagendra: 2017). Kothencz, G., & Blaschke, T. 2017) argued that Urban green spaces are vital for increasing the quality of life for locals because they offer recreational places, support mental and physical health, improve air quality, and add to the general sustainability of the city. The demand for outdoor recreation areas of every kind has been increasing faster than the supply of lands and facilities can accommodate. Budgets are perennially inadequate, and recreation land acquisition probably could not feasibly support all user demands or perceived "needs." See table no 2 of standard park characteristics. Leisure and recreation are important for societal needs (Azenan, et al., 2021). It is now well acknowledged that public urban parks not only improve life and increase the well-being of city people, but also serve a variety of demographic groups on a socio-cultural, economic, and psychological level (Sultan, M., & Tabassum, I. (2023). Living near parks enhances quality of life through better health, stronger communities, and more attractive urban areas. Parks offer calming environments, fresh air, and spaces for exercise. (Sherer: 2006). Public gardens provide both aesthetic and ecological benefits, influencing climate and beauty, and supporting public services and cultural spaces in important political areas (Wakild: 2007). Well-planned urban parks have the potential to become famous landmarks that draw people, businesses, and visitors, promote economic growth and open doors for vendors and small enterprises. Furthermore, it offers a venue for social cohesiveness, uniting individuals and fostering ties within the community (Rehan Zahid, 2023).

The word "park" has so many applications that it is challenging to define it exactly. In the past, a park has meant a variety of purposes, including a place for water sports, a hunting reserve, an estate owned by nobility, a formal garden, an events space, an auditorium and other entertainment, a common area for tethering livestock before trading, and, in some countries, a place to exercise, walk around, and delight in the landscape. Today we even hear the word used in connection with non-recreational uses (Nichols, R. Brayton (2024)). Park use is influenced by factors such as age, sex, race, ethnicity, education, income, and physical ability, as well as personal preferences and mobility (Byrne and Wolch: 2009). Sustainable development ensures the quality and quantity of urban greenery, requiring effective planning, maintenance, and conservation by city governments (Chaudhry, P., & Tewari, V. P. 2009). The amount of time spent engaging in physical activity determines how people engage with recreational spaces. The utilization of recreational spaces can be used for both active and passive recreation, while passive activities has increased as a result of modern technologies (Rosilawati Zainol & Au-Yong, 2016). Some respondents have voiced displeasure with recreational spaces, according to various research, they have cited worries about safety for women, uncleanliness, inadequate facilities and plant upkeep, and crowded during certain times of day (Cohen et al., 2007; Mazlina Mansor et al., 2019). According to Azenan, M. F., Ab Rahman, S. A., & Mahamod, L. H. (2021), the appeal of recreational parks should be assessed based on visitors' behavior, as they ultimately choose to use the parks. This decision is linked to the push and pull theory of human behavior and motivation. In the late 19th century, there was a strong desire for parks close to homes, with 80% of Americans seeking nearby public green spaces (Sherer: 2006)

*Table 2: Standards used for Classification of Urban Parks in European Cities*

TYPE	PRINCIPAL/CITY/ METROPOLITAN PARKS	DISTRICT PARKS	COMMUNITY PARKS	LOCAL PARKS
SIZE	More than 8.0 hectares	Up to 8.0 hectares		Up to 1.2 hectares
CATCHMENT AREA	Up to whole city	1,500 to 2,000 meters	1,000 to 1,500 meters	500 to 1,000 meters
CHARACTERISTICS	A wide array of amenities and a diverse physical resource that are typically identified as popular tourist destinations	With a range of amenities, including play spaces and sports grounds, and a diversity of landscape features	With various amenities including sports play areas in addition to landscape characteristics	Play area, informal green space, and landscaping are present, but no further amenities

Source: Sultan, M., & Tabassum, I. (2023)

## 2. RESEARCH METHODOLOGY

### Questionnaire Design

The questionnaire was adopted from different studies. There are 26 questions in the questionnaire, 22 of them are closed ended and four of them are open ended. There by

inspecting over the portrayal accessible of sex, instruction, and expert foundation. The survey was filled by the respondents on the site, in English.

### **Data Collection and Sample size**

Due to the non-accessibility of guest records and to keep up equality in the inspecting approach of the park, it was conceivable to apply a simple convenience method to know about the perception of visitors. Before beginning to fill the questionnaire, we observe the physical structure of the park, visitor's activities and the surrounding of the park. Total estimated number of questionnaires are 300. We had an overall target of approximately 75% of questionnaires in the park and therefore we decided to fill these questionnaires from all the visitors until the needed number. Some of the visitors did not want to participate in the survey due to some reason, like personal security, no free time etc. some of the visitors did not fill all the questions in the questionnaire so the data is incomplete, and we don't include these in the survey. The questionnaire was conducted face to face, on week working days and on weekends, morning and evenings, and other times when visitors were in large numbers, because we want to conduct the correct data during different times and from the different visitors.

Descriptive statistics deal with the collecting, summarizing, and simplifying data, which are otherwise quite unwieldy and voluminous. The collecting was properly coded and analyzed through SPSS PASW statistics 18 releases 18.0.0 and based on this data analysis the result perception was drawn. Based on arithmetic mean the data was manipulated for comparison arithmetic mean is adding all the observations

## **Results and analysis**

### **i. Demographics**

The table no 2, shows that 40% of people visit the park is male and 60 % of people visit the park is females. According to data 2.9% of people who visit the park are business traveler, 54% are visiting friend and relatives and 42% visitor are leisure and recreation. The age of visitor are between 65-40 years are 4, 3%, 41-25 are 31.4%, 24-15 are 52% and below 15 are 10%. According to table:2 10% of visitor are illiterate, 25% are primary education, 42% are middle, 14% are masters and MPhil, 4.3% are intermediate and 2.9 % qualification are graduation.

### **ii. Visiting group**

According to table: 3 11.4% are visiting alone, 51.4% are visiting with family and 37% are visiting with friends. Table show that 57.1 percent people visit the park for entertainment purpose, 25.7 percent visit for relaxation purpose, 11.4 percent visit for leisure purpose, 4.3 percent visit for exercise purpose whereas 1.4 percent visit for any other reasons. Table no 4 show that 47.1 percent peoples visit the park one time only, 24.3 percent people visit park for two time only, 14.3 percent visit for 5 or more than 5 times, 10.0 percent people visit park for three times, 4.3 percent visit park for four times. Table no 3 show that 44.3 percent people visit park with friends, 44.3 percent people visit park with family, 7.1 percent people visit park with couples, 2.9 percent people visit park alone whereas 1.4 percent people visit park with others. Table no 3 show that 32.9 percent



people spend two hours in a park, 28.6 percent people spend three hours in a park, 14.3 percent people spend 1 hour, 12.9 percent people spend four hours, and 11.4 percent people spend more than five hours in a park.

### **iii. Safety & Security**

Table no 4 show that 51.4 percent people completely agree that garden is safe with family, 35.7 percent people don't that garden is safe with family, 7.1 percent people completely disagree that garden is safe with family, 4.3 percent people agree that garden is safe with family, 1.4 percent people agree that garden is safe with family.

The given table show that 50 percent people completely agree that garden has satisfied security, 31.4 percent people don't know that garden has satisfied security, 11.4 percent people completely disagree that garden has satisfied security, 5.7 percent people agree that garden has satisfied security, 1.4 percent people agree that garden has satisfied security.

### **iv. Satisfaction from services**

Table no 5 shows that 34.3 percent cost of food lies between 1001-1500, 22.9 percent cost of food lies between 501-1000, 22.9 percent cost of food is above 1500, 20 percent cost of food is less than 500. Table further show that 41.4 percent people don't know that they are satisfied from the restaurants, 25.7 percent people completely agree that they are satisfied from the restaurants, 21.4 percent people agree that they are satisfied from the restaurants, 10 percent people completely disagree that they are satisfied from the restaurants, 1.4 percent people agree that they are satisfied from the restaurants. The research show that 38.6 percent people agree that the park is clean, 32.9 percent people don't know that the park is clean, 14.3 percent people agree that the park is clean, 10 percent people completely disagree that the park is clean, 4.3 percent people completely agree that the park is clean. 32.9 percent people completely agree with the satisfied whole services and facilities of the park, 31.4 percent people agree with the satisfied whole services and facilities of the park, 12.9 percent people agree with the satisfied whole services and facilities of the park, 12.9 percent people don't know about the satisfied whole services and facilities of the park, 10 percent people completely disagree with the satisfied whole services and facilities of the park. The data reveals that 35.7 percent people don't know that they are satisfied from the activity, 27.1 percent people agree that they are satisfied from the activity, 25.7 percent people completely agree that they are satisfied from the activity, 8.6 percent people completely disagree that they are satisfied from the activity, 2.9 percent agree that they are satisfied from the activity.

### **v. Revisit**

The table 6 show that 61.4 percent people consider evening as a suitable time for visit, 12.9 percent people consider morning as a suitable time for visit, 12.9 percent people consider noon as a suitable time for visit, and 12.9 percent people consider night as a suitable time for visit. The data show that 68.6 percent people agree that they will visit this garden again, 12.9 percent people don't know that they will visit this garden again, 8.6 percent people completely agree that they will this garden again, 7.1 percent people agree that they will visit this garden again, 2.9 percent people completely disagree that they will visit this garden again. Table no 6 understand that 18.6 percent people consider coffee shops and tuck shops as one of the important leisure parts of the park, 15.7 percent people consider play land as important leisure parts of the park, 14.3 percent people don't, 12.9 percent people consider restaurants as, 12.9 percent people consider motion ride 12.9 percent again people consider environment parts of the park, 8.6 percent people consider cinema, 4.3 percent people consider garden as one of the three important parts of the park.





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