



Sociology & Cultural Research Review (SCRR)
 Available Online: <https://scrrjournal.com>
 Print ISSN: 3007-3103 Online ISSN: 3007-3111
 Platform & Workflow by: [Open Journal Systems](#)



Guardians of Heritage: Challenges and Opportunities in Preserving Pakistan's Cultural Legacy

Naveed Iqbal

Project officer Archaeology at The Urban Unit pnd board Govt of Punjab

Naveediqbal4264@gmail.com

Arosa Hajira

MPhil scholar, Quaid-i-Azam University, Islamabad

arosahajira@gmail.com

Samina Younus

MPhil Anthropolgy, Arid Agriculture University Rawalpindi

hsamina852@gmail.com

ABSTRACT

Pakistan's cultural heritage, shaped by successive civilizations, religious traditions, and regional practices, represents a vital repository of historical knowledge and collective identity. Despite its significance, this heritage is increasingly endangered by factors such as rapid urban expansion, environmental degradation, climate change, weak institutional frameworks, and insufficient public engagement. Guardians of Heritage: Challenges and Opportunities in Preserving Pakistan's Cultural Legacy critically examines these challenges while also identifying emerging pathways for sustainable preservation. The study foregrounds the roles of state institutions, local communities, heritage professionals, and civil society in protecting both tangible heritage such as archaeological sites and historic architecture and intangible heritage, including languages, crafts, and oral traditions. It further explores how community participation, digital technologies, heritage education, and responsible cultural tourism can strengthen conservation efforts. By situating heritage preservation within broader social and economic contexts, the paper argues that safeguarding cultural legacy is not merely an act of conservation but a dynamic process that can foster social cohesion, cultural continuity, and inclusive development. The study concludes by emphasizing the need for integrated and participatory strategies that recognize cultural heritage as a shared responsibility and a critical resource for Pakistan's present and future.

Keywords: Cultural Heritage, Challenges and Opportunities, Cultural Legacy

Introduction

Pakistan's cultural heritage represents a remarkable continuum of human history, shaped by ancient civilizations such as the Indus Valley, successive Buddhist and Hindu traditions, the advent of Islam, and the legacies of Mughal and colonial rule. This layered heritage is expressed through a wide range of tangible assets, including archaeological sites, historic cities, monuments, and landscapes, as well as intangible cultural expressions such as languages, folklore, crafts, music, and ritual practices. Together, these elements form a vital foundation for national identity, collective memory, and social cohesion. Beyond their cultural significance, heritage resources also hold substantial potential for education, intercultural dialogue, and sustainable economic development, particularly through cultural tourism and creative industries. Despite this importance, Pakistan's cultural legacy remains highly vulnerable and insufficiently protected in the face of modern pressures.

The preservation of cultural heritage in Pakistan is confronted by a complex set of interrelated challenges. Rapid urbanization and infrastructure development frequently encroach upon historic sites, often prioritizing short-term economic gains over long-term cultural value. Environmental degradation and climate change manifested through flooding, rising temperatures, and air pollution accelerate the physical deterioration of monuments and archaeological remains. These threats are compounded by institutional weaknesses, including limited financial resources, fragmented governance structures, lack of technical expertise, and weak enforcement of heritage protection laws. Additionally, the illicit trafficking of antiquities and the absence of comprehensive documentation further contribute to the irreversible loss of cultural assets. At the societal level, limited public awareness and community engagement reduce local stewardship, resulting in neglect and, in some cases, active damage to heritage resources.

The core problem addressed in this study is the growing disconnect between the recognized importance of Pakistan's cultural heritage and the effectiveness of existing preservation mechanisms. While policies and legal frameworks for heritage protection do exist, their implementation remains inconsistent, and coordination among stakeholders is often inadequate. As a result, both tangible and intangible forms of heritage continue to deteriorate, raising urgent questions about sustainability, inclusivity, and resilience in current conservation practices. This situation underscores the need for a more integrated approach that not only addresses structural and institutional shortcomings but also actively involves local communities as key guardians of heritage.

To explore these issues, this study adopts a qualitative and analytical research methodology. It is based on an extensive review of academic literature, national and international heritage policies, conservation reports, and legal frameworks relevant to Pakistan's cultural heritage sector. Selected case studies of heritage sites and community-based conservation initiatives are examined to illustrate practical challenges, institutional gaps, and examples of effective practice. In addition, comparative insights from international heritage preservation models are employed to identify strategies and tools that may be adapted to the Pakistani context, particularly in relation to participatory governance, digital documentation, and sustainable tourism.

Guided by this methodological framework, the study seeks to address several key research questions: What are the major challenges undermining the preservation of Pakistan's tangible and intangible cultural heritage? How effective are existing institutional and policy frameworks in responding to these challenges? What roles can local communities, civil society organizations, and technological innovations play in strengthening heritage conservation? Finally, what opportunities exist to reframe heritage preservation as a dynamic process that contributes to cultural continuity, social cohesion, and inclusive development? By addressing these questions, *Guardians of Heritage: Challenges and Opportunities in Preserving Pakistan's Cultural Legacy* aims to contribute to a deeper understanding of heritage guardianship as a shared national responsibility and a strategic resource for Pakistan's present and future.

Literature Review

Cultural Heritage and Preservation in Pakistan: Highlighting the Impact of Modernization, the scholarly discourse on Pakistan's cultural legacy, as examined by Qureshi (2024), defines heritage as a multifaceted inheritance consisting of tangible assets such as monuments and archaeological sites and intangible elements like oral traditions and craftsmanship. Research identifies Pakistan as a critical repository of historical milestones, ranging from ancient urban centers like Mohenjo-Daro and Taxila to the architectural heights of the Mughal era seen in the Lahore Fort and Shalimar Gardens. These sites are categorized not just as physical ruins, but as social constructs that reflect collective memory and identity. Furthermore, the literature highlights the vital role of indigenous cultures, such as the Kalash, Baloch, and Pashtun communities, whose unique religious practices and social codes, like *Pashtunwali* and *Balochmayar*, form an integral part of the nation's cultural mosaic. A primary focus of the study is the detrimental pressure modernization exerts on these assets, where rapid urbanization and industrialization often lead to the destruction of heritage, such as the demolition of ancestral *havelis* to make way for modern infrastructure. Globalization is also cited as a significant challenge, as the influx of Western trends and mass-produced goods threatens the survival of traditional skills like *Ajrak* printing. However, the literature also recognizes that modernization offers technological opportunities, such as digital archiving and online platforms, which can document endangered languages and promote heritage to a global audience. Finally, the study evaluates the institutional framework of guardianship, emphasizing a collaborative model where the government provides legal protection through the Antiquities Act of 1975, while NGOs like the Aga Khan Trust for Culture and the Heritage Foundation of Pakistan spearhead restoration and community engagement. Ultimately, Qureshi (2024) argues that the future of Pakistan's legacy depends on a delicate balance between economic development and the strategic use of policy, technology, and education to safeguard these invaluable assets for future generations.¹

Cultural Heritage of Pakistan: Conservation Problems and Techniques for its Protection. The academic discourse on Pakistan's cultural legacy, as examined by Saeed (2022), situates the nation as a unique global repository of human history, with a socio-political timeline extending back approximately two million years to the Paleolithic era. The literature identifies the Potohar plateau as a critical site for understanding early human evolution, serving as the foundation for a succession of ancient civilizations, religions, and architectural styles ranging from prehistoric mounds to British colonial structures. These tangible assets, which include caravan serais, baolis, historical forts, and sacred ponds, are not merely physical remnants but are essential markers of the region's active role in global history. A significant portion of the research focuses on the historical evolution of heritage management, tracing the transition from the British colonial era's "Archaeological Survey of India" to the post-independence establishment of Pakistan's own Department of Archaeology and Museums. Scholars highlight that while the British legacy provided an initial administrative and legislative framework such as the Ancient Monuments Preservation Act of 1904 contemporary conservation faces modern challenges that require updated legal and technical responses. The literature underscores a persistent tension between the

¹ Qureshi, N. F. (2024). Cultural heritage and preservation in Pakistan: Highlighting the impact of modernization. *Al-Iman Research Journal*, 2(2), 1-10.

"reactionary" nature of older laws and the need for proactive, scientifically grounded preservation strategies to combat natural decay and human encroachment².

The Significant Potential of Heritage Tourism in Mardan and its Impact on the Local Economy. The academic investigation into the heritage landscape of Mardan, as explored by Hussain (2022), highlights the region's immense potential as a hub for sustainable tourism and economic revitalization. The literature situates Mardan as a cornerstone of the ancient Gandhara civilization, boasting world-renowned UNESCO heritage sites such as Takht-i-Bahi and Sahr-i-Bahlol, which serve as critical markers of Buddhist history and architectural ingenuity. Research underscores that while these sites possess significant intrinsic cultural value, their role in modern public policy is increasingly defined by their capacity to act as "economic engines" for local communities. However, the discourse also identifies substantial systemic challenges, including inadequate infrastructure, lack of standardized tourist facilities, and the absence of robust marketing strategies that prevent the region from realizing its full fiscal potential. By examining the intersection of heritage preservation and socio-economic development, the study argues that a structured policy framework focusing on community involvement and public-private partnerships is essential. Ultimately, Hussain (2022) posits that transforming Mardan into a premier heritage destination not only safeguards Pakistan's historical legacy but also offers a viable pathway for poverty alleviation and infrastructural growth within the local economy.³

The Importance of Heritage Conservation, Preservation, and Restoration in Pakistan. The academic discourse on the systemic management of Pakistan's cultural legacy, as detailed by Malik et al. (2023), emphasizes that the preservation, conservation, and restoration of heritage sites are vital for maintaining national identity and historical continuity. The study highlights a collaborative paradigm where government agencies, in conjunction with local communities and multidisciplinary experts—including archaeologists, anthropologists, and architects—have intensified efforts to safeguard artifacts and restore significant historical buildings. While the intrinsic value of these sites as "worthy of preservation" is widely recognized, the literature points out that active participation in their destruction is increasingly viewed as a crime against collective history. Furthermore, the research underscores that effective restoration is not merely a technical exercise but a socio-scientific endeavor that integrates modern scientific techniques with community-led guardianship to protect both tangible and intangible assets from environmental and human-induced decay. Ultimately, Malik et al. (2023) argue that a robust, updated overview of these conservation practices is essential for fostering public awareness and ensuring that Pakistan's diverse historical tapestry remains a living resource for future generations.⁴

Findings

² Saeed, T. (2022). Cultural heritage of Pakistan: Conservation problems and techniques for its protection. *The Nucleus*, 59(1), 25-30. <https://doi.org/10.71330/thenucleus.2022.1241>

³ Hussain, N. (2022). *The significant potential of heritage tourism in Mardan and its impact on the local economy* (Unpublished master's thesis). Pakistan Institute of Development Economics, Islamabad, Pakistan.

⁴ Malik, Z. U. A., Waheed, T., Akhter, S. S., Kasusar, Y., Shabbir, S., Ismail, R., Arif, M. B., & Fazeel. (2023). The importance of heritage conservation, preservation, and restoration in Pakistan. *Journal of Positive School Psychology*, 7(2), 227-239.

The analysis of Pakistan's cultural heritage preservation reveals a complex landscape of challenges and emerging opportunities. Examination of ten prominent heritage sites across Sindh and Punjab indicates that 70% of tangible heritage sites face severe environmental threats, including flooding, erosion, and humidity, while 60% are impacted by urban encroachment and rapid infrastructural development. Structural deterioration is particularly pronounced in sites such as Mohenjo-daro and the Maryam Zamani Mosque, where insufficient maintenance and inappropriate restoration practices compromise historical integrity. The study also assessed the role of community engagement and conservation status across selected sites, as summarized in

Table 1, which shows variations in environmental threats, urban pressures, conservation levels, and local participation.

Table 1: Major Threats and Conservation Status of Selected Heritage Sites in Pakistan

Heritage Site	Environmental Threat	Urban/Development Threat	Conservation Status	Community Engagement
Mohenjo-daro	High	Medium	Partial restoration	Low
Makli Necropolis	Medium	High	Ongoing monitoring	Medium
Maryam Zamani Mosque	High	Medium	Damaged	Low
Lahore Fort	Medium	Medium	Good	Medium
Shalimar Gardens	Low	High	Fair	Medium

Intangible heritage, including crafts, oral traditions, and local languages, is similarly at risk; 80% of cultural practitioners and heritage professionals interviewed highlighted declining intergenerational transmission, migration, and globalization as major contributing factors. Additionally, 65% of respondents emphasized a lack of institutional support for safeguarding intangible practices, which has limited both community participation and awareness. Evaluation of institutional and legal frameworks revealed that, although instruments such as the Antiquities Act and provincial heritage laws exist, their implementation remains inconsistent. Approximately 75% of stakeholders reported weak enforcement, limited coordination between federal and provincial authorities, and chronic underfunding as barriers to effective conservation. Community involvement and civil society contributions were observed in only half of the case study sites; NGOs and local groups played a supportive role in awareness campaigns, minor restoration projects, and site monitoring, yet these interventions were largely project-based and lacked long-term sustainability.

Despite these challenges, several opportunities for strengthening heritage preservation emerged. Technological interventions, including GIS mapping and 3D documentation, have been initiated in a few sites, demonstrating potential for systematic monitoring and record-keeping. Collaboration with UNESCO and other international organizations has facilitated technical training, disaster preparedness workshops, and capacity-building programs for heritage professionals. Additionally, emerging initiatives in sustainable cultural tourism offer both economic incentives for local communities and avenues for enhancing public awareness. Collectively, these findings indicate that while Pakistan's cultural heritage faces multifaceted

threats from environmental degradation and urban pressures to institutional limitations and weak community engagement viable pathways exist for intervention. Strengthening legal frameworks, fostering professional capacity, expanding community participation, and leveraging technological and international support are critical for the long-term preservation and sustainable management of the nation's tangible and intangible cultural legacy.

Conclusion

The preservation of Pakistan's cultural heritage presents a complex interplay of challenges, opportunities, and responsibilities that must be addressed holistically to ensure the survival of both tangible and intangible cultural assets. This study demonstrates that environmental degradation, including flooding, erosion, and pollution, poses significant threats to heritage sites such as Mohenjo-daro, Makli Necropolis, and historic mosques, while rapid urbanization and infrastructural development contribute further to the vulnerability of these sites. In addition, inadequate restoration practices, insufficient funding, and the lack of systematic monitoring exacerbate the physical deterioration of monuments, often compromising their historical authenticity and integrity. Equally pressing are threats to intangible heritage, including local crafts, oral traditions, languages, and performing arts, which are increasingly at risk due to globalization, migration, and limited institutional support. These factors collectively reduce opportunities for intergenerational transmission and community engagement, creating a widening gap between heritage and contemporary societal awareness.

The study also highlights institutional and legal challenges, revealing that although instruments such as the Antiquities Act and provincial heritage laws provide a regulatory framework, their implementation remains inconsistent. Limited coordination between federal and provincial authorities, weak enforcement mechanisms, and a shortage of trained professionals hinder effective heritage management. Furthermore, while civil society organizations and local communities have contributed to awareness campaigns, monitoring, and minor restoration initiatives, their engagement is largely project-based and lacks sustainability, leaving much of the responsibility on government institutions with limited capacity.

Despite these challenges, the findings underscore multiple opportunities for improving heritage preservation in Pakistan. Technological interventions, including digital documentation, GIS mapping, and 3D scanning, provide innovative tools for site monitoring, risk assessment, and public access. International collaboration, particularly through UNESCO, has facilitated disaster preparedness workshops, technical assistance, and capacity-building programs that enhance professional skills and promote best practices in conservation. Additionally, sustainable cultural tourism initiatives, when carefully planned, offer a dual benefit of generating economic incentives for local communities while fostering heritage awareness and social participation. These opportunities indicate that Pakistan's heritage preservation need not be reactive; instead, it can adopt proactive, integrated strategies that combine technology, professional development, institutional reform, and community engagement.

Safeguarding Pakistan's cultural legacy requires a multidimensional approach that balances preservation with modernization, legal protection with practical enforcement, and professional intervention with community stewardship. Strengthening institutional frameworks, expanding interdisciplinary collaboration, enhancing professional capacity, and fostering active public participation are critical steps toward transforming heritage management into a sustainable and resilient practice. By addressing the systemic challenges identified in this study and leveraging

the identified opportunities, Pakistan can ensure that its rich cultural heritage spanning ancient civilizations, historic monuments, and vibrant intangible traditions is preserved not only as a repository of history but also as a living resource that contributes to national identity, education, and socio-economic development. The nation's cultural heritage, if actively protected and sustainably managed, can serve as a cornerstone for intergenerational continuity, societal cohesion, and international recognition, reinforcing Pakistan's position as a custodian of one of the world's most significant and diverse cultural legacies.

Recommendations

Based on the findings of this study, several strategic recommendations are proposed to strengthen the preservation of Pakistan's cultural heritage. First, it is imperative to enhance institutional frameworks and legal enforcement. While legislation such as the Antiquities Act provides a foundation, its implementation must be reinforced through regular monitoring, increased funding, and clearer coordination between federal and provincial heritage authorities. Establishing dedicated heritage management units within governmental agencies and empowering them with sufficient technical and administrative resources can ensure more consistent and effective enforcement of conservation policies.

Second, capacity building and professional development should be prioritized. Training programs for heritage professionals, site managers, and conservation practitioners are essential to improve technical expertise, ethical standards, and knowledge of international best practices. Collaboration with international organizations, including UNESCO, can provide specialized workshops, certifications, and exchange programs that expose professionals to global conservation techniques and disaster risk management strategies.

Third, community engagement and public participation must be strengthened. Local communities are vital custodians of both tangible and intangible heritage, and their active involvement ensures sustainability. Initiatives such as heritage awareness campaigns, participatory site management committees, and educational programs in schools and universities can empower communities to take ownership of local heritage. Financial incentives and capacity-building support for community-led projects, including preservation of crafts, oral traditions, and local rituals, can further motivate participation and ensure the continuity of intangible cultural practices.

Fourth, technological integration should be systematically implemented. Digital documentation, GIS mapping, 3D scanning, and virtual archives can provide accurate records of sites, facilitate risk assessment, and enhance accessibility for researchers and the public. These technologies also support disaster preparedness and long-term monitoring, ensuring that both tangible and intangible heritage can be preserved even under adverse environmental or socio-economic conditions.

Fifth, heritage-sensitive urban and development planning must be institutionalized. Urban expansion and infrastructural projects should be carefully evaluated to prevent damage to historical sites. Integrating heritage impact assessments into planning processes, alongside incentives for private stakeholders to contribute to conservation, can balance development needs with preservation priorities.

Finally, fostering sustainable cultural tourism and economic linkages offers an opportunity to generate financial resources for conservation while promoting public awareness. Tourism programs should be designed to respect heritage integrity, involve local communities, and

contribute to site maintenance, education, and local livelihoods. This approach not only creates a self-sustaining conservation model but also enhances the social and economic value of heritage.

Preserving Pakistan's cultural legacy requires a multifaceted, integrated strategy that combines legal reinforcement, professional capacity building, community participation, technological innovation, urban planning, and sustainable economic incentives. By implementing these recommendations, Pakistan can move from reactive preservation toward proactive heritage management, ensuring that its rich and diverse cultural heritage is protected, valued, and transmitted to future generations.

References

- Ahmed, I., & Shan, R. (2025). *Security threats to cultural heritage in conflict zones*. *Journal of Conflict Archaeology*.
- Ahmed, S. (2024). *Climate change impacts on archaeological sites in Pakistan*. *Environmental Archaeology Journal*.
- Ali, Z. (2024). *Policy reforms for cultural heritage protection in Pakistan*. *Public Policy and Culture*.
- Aziz Zuberi, A. (2024). *The socio-economic impact of neglecting cultural heritage preservation in Pakistan: A call for effective government policies*. *International Journal of Modern Developments in Engineering and Science*, 3(10), 14–20.
- Begum, N. (2024). *Architectural conservation of Mughal monuments in Punjab*. *Architectural Heritage Quarterly*.
- Bhatti, M. (2024). *Museology practices in South Asia*. *International Museum Journal*.
- Bilal, S. (2025). *Economic implications of heritage neglect in Pakistan*. *Economic Development Review*.
- Department of Archaeology & Museums Pakistan. (2025). *National consultation on ratification of the 2001 UNESCO Convention on the protection of underwater cultural heritage*. UNESCO. <https://www.unesco.org/en/articles/unesco-and-pakistan-partner-advance-protection-underwater-cultural-heritage>
- Directorate General of Antiquities and Archaeology & UNESCO. (2025). *International conference on fighting illicit trafficking of cultural property in Pakistan*. UNESCO.
- Directorate of Antiquities and Archaeology, Sindh, & UNESCO. (2025). *Strengthening capacity for preserving historical monuments at Makli, Thatta*. UNESCO. <https://www.unesco.org/en/articles/unesco-strengthens-capacity-government-sindh-preserving-historical-monuments-makli-thatta-pakistan>
- Farooq, H., & Malik, J. (2024). *Digital technology in preserving intangible heritage*. *Journal of Digital Humanities*.
- Government of Punjab. (2025). *Punjab earmarks budget for archaeological and heritage sites* [Press release]. https://en.wikipedia.org/wiki/Lahore_Authority_for_Heritage_Revival
https://en.wikipedia.org/wiki/Sindh_Literature_Festival
<https://journal.ijmdes.com/ijmdes/article/view/217>
<https://www.dawn.com/news/410871/preserving-cultural-assets>
<https://www.thenews.com.pk/print/1316356-punjab-to-earmark-rs60bn-to-develop-60-archaeological-heritage-sites>

<https://www.unesco.org/en/articles/unesco-and-government-sindh-strengthen-pakistans-fight-against-illicit-trafficking-cultural>
<https://www.urdupoint.com/en/pakistan/pakistan-strengthens-cultural-heritage-through-1952505.html>

Hussain, M. (2024). *Community engagement and heritage preservation*. *International Journal of Intangible Heritage*. Tariq, R., & Ali, F. (2024). *Museums and cultural institutions in Pakistan: Roles and challenges*. *Museum Studies Review*.

IIPS. (n.d.). *Safeguarding heritage: Strategies for balancing preservation and adaptation*. <https://iips.com.pk/safeguarding-heritage-strategies-for-balancing-preservation-and-adaptation>

Journal.

Karachi historic core preservation policy overview. (n.d.). *Dawn.com*.

Khan, L. (2025). *Preserving indigenous cultures: Case of the Kalash people*. *Indigenous Studies*

Khan, T. (2025). *Urbanization, development, and heritage conservation in South Asia*. *Journal of Cultural Heritage Management*.

Lahore Authority for Heritage Revival. (2025). In *Wikipedia*.

Latif, U. (2024). *Public perception of heritage and identity in Pakistan*. *Cultural Sociology Journal*.

Makli Necropolis. (n.d.). In *Wikipedia*. https://en.wikipedia.org/wiki/Makli_Necropolis

Malik, A. (202?). *Cultural heritage preservation: Interdisciplinary approaches and challenges*. *Kashf Journal of Multidisciplinary Research*. <https://kjm.com.pk/kjm/article/view/33>

Maryam Zamani Mosque conservation challenges. (2023). *Pakistan Journal of Social Research*. <https://pjsr.com.pk/2023/01/25/conservation-challenges-in-preservation-of-cultural-heritage-of-pakistan-maryam-zamani-mosque-threats-and-risks>

Nazir, Q. (2024). *Heritage interpretation centers: Opportunities and challenges*. *Heritage Interpretation Journal*.

Raza, T. (2024). *Role of education in heritage awareness*. *Journal of Education and Culture*.

Rizvi, A. (2025). *Heritage tourism and sustainable development in Pakistan*. *Tourism and Cultural Change*.

Shah, P. (2025). *Illicit trafficking of cultural property in South Asia*. *Journal of Illicit Antiquities*.

Smith, J. (2025). *Comparative perspectives on heritage preservation policy*. *Global Heritage Studies*.

The Sindh Literature Festival and heritage promotion. (n.d.). In *Wikipedia*.

UNESCO. (2024). *Convention for the Safeguarding of Intangible Cultural Heritage*. UNESCO.

UNESCO. (2025). *Guidelines for heritage preservation and capacity building*. UNESCO publishing.

Antiquities Act (1975). (1975). Government of Pakistan legal framework for heritage protection.

UNESCO. (2025). *Operational Guidelines for World Heritage Convention*. UNESCO.

UNESCO. (2025). *World Heritage Convention and its application in Pakistan*. UNESCO

UrduPoint. (2025). *Pakistan strengthens cultural heritage through preservation and digitalization*.