

## **Tourism in The Reign of Miangul Abdul Haq Jahanzeb (1949-1969): A Historical Perspective on The Significance of Swat Hotel**

په سوات کېښي د والي سوارات میا ګل جهانزیب دور کېښي د سوارات د سیلگرئ حلالات او تجزیه

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### **Abstract**

*Swat State enjoyed a short life span of fifty four years as a princely entity. However, during the brief era from 1915 to 1969, the State left a rich legacy in different spheres of life. During the State era, a number of edifices were constructed on modern lines. The buildings that were erected in that era were unique and had distinctive architectural features. The state era buildings can still be seen in different parts of Swat, Shangla, Buner and Indus Kohistan. Interestingly, the bungalow/ guest house of the Prime Minister of Swat State witnessed different transformations over the last few decades. In this article, the measures taken for the promotion of tourism in the reign of Miangul Abdul Haq Jahanzeb will be discussed in general and the historical significance of Swat Hotel in particular.*

**Key words:** Swat State, Wazirs, Prime Minister, Swat Hotel, Tourism, Jahanzeb

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## Introduction

Miangul Abdul Wadud (1881-1971) popularly known as known as Badshah Sahib ruled Swat State from 1917 to 1949. He abdicated in favour of his son and the Heir Apparent, Miangul Abdul Haq Jahanzeb (1908-1987) on 12th December 1949. Miangul Abdul Haq Jahanzeb (commonly known as Wali Sahib) thus ruled the princely State of Swat for twenty years, till its merger with Pakistan on 28<sup>th</sup> July 1969. His reign was significant in the sense that he opened the State to the outside world as he believed in the promotion of tourism. The official correspondence of Wali Sahib with the officials of Government of Pakistan stands testimony to his resolve to open the valley to the tourists. He made repeated appeals to the political authorities for relaxing and softening the conditions that may hinder the entry of tourists to the valley (Uddin, 2021: 186). Wali Sahib was himself fond of travelling and visited a number of western countries during his ruling era as well as after the merger of the state. His initiatives made traveling easier and comfortable for the visitors that had a positive impact not only on the economy of the state but also promoted the soft image of the state (Bangash, 2018).

Interestingly, Swat remained a restricted territory to the native tourists in general and to the European tourists in particular. James Mills opines that as late as “1947 only selected officials were allowed into the State and that only by invitation of the Wali (ruler of Swat State)” and thus very few went to the north of Swat Valley while the region of Indus Kohistan that lied to the east of the valley remained virtually unknown (Mills, 1962: 43). Miangul Abdul Wadud remarked during the ruling era of his son that “since the establishment of Pakistan, Swat is

gaining even more reputation as a picturesque land... the continuous inflow of visitors (in Swat) is adding greatly to the prosperity of the inhabitants. With sincere feeling of joy and satisfaction I am watching my people" (Altaf, 1962: 134).

Tourism is regarded as 'an agent of peace' and that is why peace is regarded as pivotal for durable tourism. For this reason tourism is termed as 'the global peace industry.' The peaceful environment in the State played its role in the promotion of tourism (Uddin, 2021: 173). As Swat had great potentials for tourism, the developed infrastructure within the State had a positive impact on this sector (Uddin, 2021: 182). Tariq Hotel, Green Hotel, Palace Hotel coupled with other traditional food spots were established during the reign of the last Wali of Swat. Besides, the traditional middle class hotels were also scattered on the G.T Road, Makan Bagh and New Road (Rahim & Viaro, 2002: 316). Wali Sahib also constructed Rest Houses in scenic places like Bagh Dherai, Madyan, Bahrain and Kalam (Rahim & Viaro, 2002: 237). As a consequence "in a matter of a few years Swat achieved a touristic development that was unthinkable for the times. In order to promote a structured and continuous cultural and touristic development, the Wali invested natural and archaeological resources in the Swat valley. To encourage tourism, accommodation facilities were realized with the help of loans granted from the Wali, reaching, in only 20 years, a total of 39 rest houses and hotels from the original two" (Mariti & Vassallo, 2014: 22).

### **Historical Background of Swat Hotel**

The two brothers, Hazrat Ali and Ahmad Ali were close associates of Miangul Abdul Wadud, particularly during his ruling era. These brothers are collectively known as *Waziran*, *Wazir Biradaran*, *Wazirs* and *Wazir Brothers*. They are also remembered with the names *mashar*

*wazir* (elder *Wazir*) and *kashar wazir* (younger *Wazir*) respectively. The *Wazirs* were the sons of a Chitrali who had come to Swat with the mother of Badshah Sahib, when she was given in marriage. It is worth mentioning that the mother of Miangul Abdul Wadud (the son of Miangul Abdul Khaliq), was the daughter of the ruler of Chitral State, Mehtar Aman-ul-Mulk, and half-sister to his successor, Shuja-ul-Mulk (Uddin, 2023: 92). Subsequently, when Swat State was founded in 1915, the *Wazir* brothers were very faithfully tied to Miangul Abdul Wadud. In the initial days, the *Wazirs* had no local base of authority in the State except their own lieutenants. It is a fact that with the help of the *Wazir* brothers, Miangul Abdul Wadud was able to establish a structure of administration, with new *Tahsils* and establishing a force of police and gendarmes in strategically located forts (Barth, 1985: 58). With the passage of time, the *Wazirs* rose to prominence and with key positions in the State administration by Miangul Abdul Wadud. Hazrat Ali became the Prime Minister of the State, mentioned as *Wazir Azam* and Chief Minister of Swat State in British official sources and his younger brother Ahmad Ali was appointed *Sipah Salar* of the State forces. The two brothers held the top positions in the State administration under Miangul Abdul Wadud. Badshah Sahib in the beginning of his reign preferred to work through the two *Wazir* brothers and later on through his son and Heir Apparent, Miangul Abdul Haq Jahanzeb (Barth, 1985: 62-63). Wali Sahib narrates his interaction with the two brothers:

Before the State was created, the elder Wazir, Hazrat Ali, was my father's scribe, and his younger brother, Ahmed Ali, looked after my father's lands. When my father became Ruler, Hazrat Ali was made Chief Minister and Ahmed Ali became Tahsildar; later he became Commander-in-Chief. My half-sister was married to the elder Wazir; and the Wazir brothers married their daughters to powerful Khans, who gave their daughters in marriage to the Wazirs' sons. Thus, step by step, they came to wield great influence. The elder Wazir was a very intelligent man: a good administrator and very quick to give decisions, both a capable and a wise man. His younger brother also had good qualities, and was a man of principle - though he could not read or write. When I came home from College, I was very young and inexperienced, and they were already in charge...My tussle was with the Wazirs, not with my father... After some time, it was the Wazirs who became my tarburs (patrilateral cousins/enemies). They thought that when my father died, they might succeed him (Barth, 1985: 79-84).

However, the relations between the *Wazirs* and the *Wali Ahad* Miangul Abdul Haq Jahanzeb were not cordial in the early 1940s. Subsequently the year 1943 led to the downfall of the *Wazir* brothers. The four or five years long spell of intrigues, conspiracies and counteractions ended when the *Wazir* brothers left the State (Barth, 1985: 38-39). The elder *Wazir* put his resignation before the *Wali Ahad* in Peshawar, saying that “he did not wish to return to Swat” and telephoned his younger brother to “pack up and come” (Barth, 1985: 99). The younger *Wazir* met the ruler in person to get permission to leave the State. The elder *Wazir* further asked the ruler of Swat State to give them favour by letting them leave the State in a dignified manner, with honour and guarantee their safety. Accordingly, the *Wazirs* were allowed to leave with all moveable wealth and transport facilities (Shahab, 2021). The *Wazirs* left the State peacefully along with their families on 18th October 1943. They had already made their houses in Wazirabad, a village near Dargai (Malakand Agency) and thus they permanently settled there (Barth, 1985: 99).

*Wali Sahib* was of the view that he had not removed the *Wazirs* but rather his father did so (Barth, 1985: 99). Interestingly, Miangul Abdul Wadud asked his Heir Apparent not to harm the *Wazirs* and their property during his lifetime. The Heir Apparent was asked by his father that “it is for you to decide, after my death or after I have handed over to you, whether you wish to keep them in service or not. That is your free choice. But their property and their lives must be safe; and if they are retired, they will be given a pension of 400 Rupees each per month” (Barth, 1985: 96).

When the *Wazir* brothers were at the helm of affairs, Miangul Abdul Wadud raised an impressive and spacious bungalow (also called as guest house, *dhera* and *hujra*) for the elder

*Wazir* in the capital of the State (Saidu Sharif, Swat) as he was then serving on the key post of Prime Minister (Cox, 1990: 294). The writings of Abdul Ghafoor Qasmi indicates that the construction of the bungalow along with female quarters for the elder *Wazir* was completed in the mid of 1930s (on the Saidu-Mingora route). The bungalow of elder *Wazir* was completed in 1935 as well as the bungalow of the then Heir Apparent, Miangul Abdul Haq Jahanzeb. It will not be out of place to mention here that the capacious and imposing bungalow was erected from the exchequer of the State as the elder *Wazir* was holding a key position of Prime Minister. The autobiography of Badshah Sahib also elucidates this fact, who contended that besides the guest house of the elder *Wazir*, he constructed the iconic mosque of his grandfather (the Akhund of Swat famously known as Saidu Baba), the residential quarters for State employees, the State *mehman khana*, his own mausoleum, his own palace at Aqba and the Sufaid Mahal (now White Palace) at Marhazar etc (Altaf, 1962: xxiv). Saranzeb Khan Swati also opined that Badshah Sahib constructed his own palace at Aqba, the bungalow of the *Wazirs* and *Mushirs*, *Shahi Mehman Khana*, *Sufaid Mahal*, *Fouji Dafatir* and the *Wali Ahad* House (Khan, 1984: 210).

### **Transformation of the Bungalow of the Prime Minister to a Hotel (Swat Hotel)**

One step proved very significant and enduring in the promotion of tourism in the State, when it was decided to transform the guest-house of the ex-Prime Minister to a hotel. The last Wali of Swat took the initiative and it proved to be a success story. Miangul Abdul Haq Jahanzeb had realized and pointed to the lack of accommodation facilities for the guests in the State:

Another thing was foreign tourists: they were a great problem. They used to come to the office, and take photographs and ask questions, and each group might take a full half hour. Then I used to entertain people, Pakistani officials who came here; some stayed in the Hotel and I had to invite them for lunch or dinner. It was a great strain, during the last four years. We wanted Swat to be open to tourists; my father and I both welcomed them. In his time, there was no hotel here, so whenever a European came, he used to stay with

**International Journal of Pukhtunkhwa**

**Volume 8 | Issue II | July – Dec 2023**

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me. Luckily they were few. My house became home-cum-guest-house. When the Wazirs left Swat and I became Ruler, i took the house that had been occupied by the elder Wazir and made it into the Swat hotel - it has been expanded several times since then. From then on, we put most of our guests there - they were not charged of course - in that way i could be free to do my State work (Barth, 1985: 126).

Fazal Raziq Shahab dispels the notion that the bungalow of the elder *Wazir* was converted to a hotel soon after their departure from Swat in 1943. He argues that after their exit from the State, the building was kept closed for some years and was not in use. However, the female block was given to the Chief Secretary, Attaullah as his official residence. The ruler of Swat State gave the responsibility to few staff members to maintain the male block in working condition. Then, much later, it was converted into Swat Hotel and was run by western and English management. The writings of Muhammad Ismail Zabeeh reveals that the Swat Hotel had started functioning in early months of 1950 (Zabeeh, 1954). Similarly, new suites were also constructed within the premises of the hotel that were well furnished and had modern fittings. Fazal Raziq Shahab recalled his memories in these words:

I do not remember the Ox-driven Persian wheel. But the rest are still fresh in my hard disk. On the site of the Commissioner House, there was a long, wide 'Durbar' or 'Mahal Sara' of the elder Wazir, Hazrat Ali, in which the women folk lived with a hoard of female maids. The garages along with south side were for his cars etc. The old portion of Swat Serana (Swat Hotel) was his *Hujra* or male portion of his official residence. To the eastern side was a long line of rooms where the male staff was accommodated, i.e., the Waiters, the gardeners and security personals. On the four sides were lawns and trees of various species. The front portion was very elegant and impressive. The lawn to the west was very large and kept always mooved by Malis with grass cutter machines. Both the approaches from the north and south had evergreen orange trees, with painted brick edgings on both sides. In short, it suited to be the palace of a king rather that of his minister. As compared to Wali's residence, it was much spacious and impressive (Shahab, 2020).

To provide better facilities, a new block was constructed in 1959-61. The plan of new double storey building was prepared on the outlines specified by the *Wali Ahad* (Heir Apparent) of Swat State, Miangul Aurangzeb. The new double storey building was constructed under the

supervision of Nakhwad Kaptaan (Captain) and Muhammad Karim, the Head of State Public Works Department. In 1961, the new block was almost complete and was ready to accommodate guests (Shahab, 2020). The American diplomat and author, James W. Spain narrates his stay at the Hotel in the State era:

We knew that there was a hotel in Saidu, the capital of Swat, which lies half-way up the valley. The Wali had built it recently because the growing number of visitors to his state had threatened to crowd him out of his modest palace, which in the past had also served as an official guest-house...We had not known that the hotel would be a pure delight, combining Pathan charms with European convenience. There was no doubt that my wife and I were expected. A fire crackled in the room into which we were led. In front of it a massive silver tea service glistered, its shadow dancing on the whitewashed walls. These were hung with brightly-coloured 'Swat blankets', roughly woven tapestries akin to those of the Navajos in the American South-West. A broad window provided a vista for miles up the valley to the chain of saw-tooth mountains which shut out Soviet Central Asia beyond. A few stars twinkling above snow-mantled peaks completed the Christmas-card scenery. The bathroom sparked with porcelain and chromium. The tap marked 'hot' poured out streaming water when turned. "I'm glad you warned me we would have to rough it out here in tribal territory." Edith remarked as she took advantage of the full-length mirror in the bathroom door. (We had never been able to find such a mirror in Karachi for our own house and two attempts to have one imported had added up to fourteen years' bad luck (Spain, 1962: 68).

Sydney Ellerton wrote that "The only significant town in Swat is Saidu Sharif and we stayed in the one and only hotel there, run by an English couple. In the rooms were roaring and aromatic wood fires, by which we sat while the jackals howled outside" (Ellerton: 130). George Getley in 1963 gave an account of the hotel:

Swat offers a number of pleasant and inexpensive hotels and rest houses to stay in. The foremost is the SWAT HOTEL in Saidu Sharif which is a western style hotel with all modern conveniences, owned and run by the State and under European management. It has 44 rooms, a number of which are air-conditioned, each with its bath and toilet. There is a spacious and comfortable dining room and a delightful lounge, also a BAR. Here the weary traveller or exhausted businessman may relax in an unique and unparralled setting of this delightful hotel and enjoy the wonderful panorama of the whole picturesque valley in both summer and winter, assured of comfort and service which has been worthy of royal patronage. The hotel encashes all traveller's cheques at the current rate of exchange (Getley, 1963: 34).

David Dichter opined in 1967 that the ruler of Swat State had constructed a modern 30-room hotel that is “the equal of any first class hotel in the rest of Pakistan” (Dichter, 1967: 56). Swat Hotel was widely known for its unmatched facilities. The foreign tourists, Ambassador, Ministers holding portfolios in Pakistan stayed in the hotel. Interestingly, in 1954, the charges per day in the hotel along with food, ranged from Rs. 12 to Rs. 35 (Zabeeh, 1954: 48).

Peter Mayne has asserted that:

I had not told Jehan Zeb (the ruler of the State) that I was coming as I should have done in terms of good manners and protocol so I went straight to the hotel because I had heard that a hotel was now open and receiving visitors. It proved to be delightful. It is housed in what was once the residence of the Wazir-i-Azam, the Prime Minister of Swat. He had built it for his own residence. He had not a great deal of taste, perhaps, but he had amassed an acceptable fortune during his tenure of office, and in due course they had had to expel him not only from State service but also from the State itself. So his residence has become a hotel and, I should like to add, the least pretentious and best-run hotel in Pakistan in the whole of Pakistan. Like Swat, it is small, and efficient management on a small scale is easier than on a large, but this fact does not diminish the truth of the hotel’s excellence. It’s a pity for tourists that Swat is so very remote, but it is worth anyone’s time and money to get there (Mayne, 1955: 189).

Erio J. Downton, from Daily Telegraph and Morning Post (London) wrote in the Visitor’s Book on 29<sup>th</sup> March 1950 that “It was a delightful surprise to find such a pleasant and comfortable hotel here. Certainly Swat Hotel is among the best hotels in the Indo-Pakistan Subcontinent. Undoubtedly, you have a big future as the Pakistan hill station. We are sure you will have wide popularity” (Zabeeh, 1954). A.L Hutchinson of ‘The Times’ (London) wrote “having travelled a good deal around Pakistan in the past week or two I can safely say that the Swat Hotel is the best hotel I have come across, and its present standard of comfort and attention enables it to compare favourably, for its size, with any in Karachi and most of those at I have stayed in Western Europe.” Lady Cesil Grecy, C-in-Cs. House Rawalpindi wrote on 25<sup>th</sup>

November 1950 “I have visited Swat many times, and each time it seems more beautiful than the last. This hotel is easily the best I have stayed in Pakistan. Everything is done for one’s comfort and to make one feel at home. The food is excellent. I thoroughly enjoyed, my short visit here, and only wish I could have stayed longer.”

Gibson D. Dine, Staff Member of Closeland Plain Dealer Fellow of the Red Foundation wrote “have stayed at a number of hotels in Pakistan and Persia, but this is easily the nicest I have found. For service, food and comfort, the Swat Hotel is hard to beat. The friendly, homelike atmosphere is a credit to Mr. Butt and his cheerful and competent staff. It is typical of the progressive spirit of Swat State and of its genial and able ruler. Every American heading for this part of the world will get my firm advice to be sure and visit the Swat Hotel (Zabeeh, 1954).” Haerreson P. Johnson, a ‘Free Lance Roving Correspondent’, ‘Cleveland Plain Dealer’, ‘World American Newspaper Alliance’ wrote on 15<sup>th</sup> April 1951 “for the past six months I have travelled through Europe and the Near East, but my one day at the Swat Hotel is an experience I shall never forget. The place seems unreal; almost other-worldly a hidden dream that lurks on fringe of imagination and even now doesn’t seem tangible. My sincerest thanks to everyone in this fine hotel for a memorable journey to a land that doesn’t compare with Shangri La but is Shangri La. I, too, shall come back.”

George Waller added on 6<sup>th</sup> September, 1951 “The courteous and competent staff of the Swat Hotel has done all within their power to give comfort to Mrs. Waller and myself. We have had a most agreeable visit.” Russell Howood, Conservative Party, London, wrote “during my three days stay at his hotel it has been difficult for me to imagine myself in my beloved Argyllshire to me that “Place of places in all respects. The entire set up could not be improved

upon.” H.E.A Gardneb, His Majesty Ambassador, Kabul, wrote on 1<sup>st</sup> December, 1951, “my wife and I have heard much of the excellence of the Swat Hotel. Being here has proved that contrary to the general rule, its fame has not been exaggerated. We found here that most willing skilled service, kindness of every kind and efficiency, I cannot speak too high of it.” Lady Isobel Cripps, England wrote on 4<sup>th</sup> January 1953, “my short stay at the Swat Hotel has been a great pleasure and I have received kindness and care in every way. I only wish I could come back to this lovely spot during spring or summer time (Zabeeh, 1954: 68).” The German ambassador at Karachi, H.E Wolfany Jaenskey wrote on 25<sup>th</sup> April, 1953 that “in our twelve days here, we found the Swat Hotel a very comfortable place in friendly and homelike atmosphere.”

Justice Abdur Rashid, the then Chief Justice of Pakistan, wrote on 26<sup>th</sup> September 1953 “we have spent a more enjoyable week at this hotel. The food, the service, and the rooms are excellent. The servants are willing, energetic and efficient. The special food ordered by us was prepared to our entire satisfaction.” The high commissioner for Australia, L.E Beavis wrote on 22<sup>nd</sup> November 1953 “my wife and I have greatly enjoyed our stay here. We have found in Swat Hotel all that we could wish for. We have experienced the greatest courtesy and attention from the manager downwards. Our room has been very comfortable and we have enjoyed the meals. It has been a great pleasure to live under such pleasant conditions in this very beautiful country.” The views of Iranian author, Mahmud Danishwar in the mid of 1950s are also worth reading (Danishwar, 2006: 212-213).

For sight-seeing and excursions, the Sehrai Travel Service at the Swat Hotel provided its own cars that could be hired at the rates of Rs.0.62 per mile for mettled roads and Rs.0.75 per mile for un-mettled roads (Getley, 1963: 36-37). The Hotel provided the Jahanzeb College’s

Staff Club tennis and squash courts that were open for tourists by arrangements while Squash racquets and balls were also available on hire (Getley, 1963: 37). Swat valley also enticed the film makers of Urdu (Lollywood) and Pashtu movies. The film actors and actresses used to stay in Swat Hotel and were facilitated by the ruler of the State as he was of the view, that the movie industry portrayed the soft image of Swat to the world (Rokhan, 2021: 148-149). Interestingly in the State era, the foreigners could acquire liquor in the hotel.

In this connection, Peter Mayne wrote about his visit to Swat State and his interaction with the ruler:

“You’re my guest, of course, Peter,” Jehan Zeb (ruler of Swat State) said, and Ataullah (the Secretary to ruler of Swat State) whispered: “Except for drinks alcoholic drinks, I mean. You can get whisky at the hotel, if you want it, but we couldn’t have whisky bills coming through on the Finance Department files. It would look so bad. So you will have to pay for whisky yourself.” I laughed and said that I hadn’t realized i would be able to get a drink at all. Swat State is strictly ‘dry’ but they no longer expect unbelievers to fall in line with orthodox Muslim ideas about drink. Once, when I had come to Swat, bringing with me an English friend, we had smuggled a bottle of whisky in with us. We were guests of the old Wali (father of Miangul Abdul Haq Jahanzeb and the ex-ruler of Swat State) at the time. There was no hotel then, and we were housed in a little palace and provided with an armed guard at the four cardinal points of the compass, because it looked honourable and nice to have a guard. Before dinner, in the privacy of our rooms, I had brought the bottle out, but had opened it clumsily and broken the cork. I had to push the cork into the bottle so that we could have a quick nip and go fortified into dinner” (Mayne, 1955: 189)

Fazal Raziq Shahab has indicated to the availability of drinks in the hotel in an amusing manner. He wrote (in Urdu):

یہیں سے امیر ثواب کی نئی زندگی شروع ہو جاتی ہے۔ بار کاؤنٹر پر اسے یورپی مہمانوں سے واسطہ پڑنے لگا، تو اس کو شدت سے اپنے کورے ان پڑھ بونے کا احساس بوا، اور اس نے انگریزی سیکھنے کا مصمم ارادہ کر لیا۔ امیر ثواب کی دوسری خوبیوں کے ایک یہ بھی تھی کہ وہ وقت کے پابندی کے ساتھ نمار پڑھتے تھے۔ میں اکثر ان کا مذاقا کہتا تھا کہ امیر ثواب تمہارے باتھ کا بنا بوا پیک تو بلکل پہیکا بوگا۔ میں نے اسے مذاق میں مشتاق احمد یوسفی کی کتاب کا ایک اقتباس سنایا کہ ”جم خانے میں اگر کسی نمازی بیرے کا باتھ گلاس کو لگ جائے تو شراب کا مزا کر کر ابوجاتا ہے۔“ وہ بنستا اور کہتا کہ میرے کاؤنٹر پر اُنے بونے مہمان میری ٹوٹی پھوٹی انگریزی سے بہت لطف انداز بوتے ہیں۔

Trans.

From that point, the life of Amir Sawab took a new turn. On the bar counter (of Swat Hotel), he had an interaction with the European guests, so he badly felt the fact that he was illiterate and made a firm commitment to learn English language. Besides, the other qualities of Amir Sawab, he offered his prayers with regularity. I used to say to him that the pack prepared by you will taste dull. For fun, I read before him a passage from the book of Mushtaq Ahmad Yousafi, which said that if “a *namazi* (a muslim devoted to religious practice) waiter accidentally touches the wine in an alehouse, so the wine becomes lifeless. He laughed and said that the guest who visits my counter enjoys my broken English” (Shahab, 2018, 156).

It will not be out of place to add here that Swat Hotel was also a source of income for the State and contributed to the exchequer along with the other traditional means like Land Revenues (Ushr), tax from Ghee/Animals, Export/Import Tax, Income (Haysiat) Tax, Excise duty (Opium/Hashish), Sales Tax Animals (Mal Mandi), Revenues of the State included Forests (sale of timber), Minerals (exports/sale), Rent of Govt. properties/houses, Stamp duty, Road Tax (Vehicles), Arms License, Tongas, Phone, Certificates fees, Fines, Funding from Government of Pakistan and sale of Government properties (Uddin, 2021: 172-173) . To elucidate this fact, the Revenue and Budget estimates for the years 1966-67 are produced below that shows the exact amount contributed by Swat Hotel to the State exchequer.

<b>Heads of Income</b>	<b>Budget Estimates 1966-67</b>	<b>Revised Estimates 1966-67</b>	<b>Budget Estimates 1967-68</b>
Income	160,02,300 (100)	175,29,665 (100)	174,09,000 (100)
Tax Revenues	94,02,300 (58.75)	105,97,594 (60.45)	103,11,000 (59.23)
1. Land Revenues (Ushr)	71,00,000 (44.37)	82,93,451 (47.31)	80,00,000 (77.58)
2. Ushr from Ghee/Animals	2,43,270 (01.52)	2,42,559 (01.38)	2,42,000 (02.34)
3. Export/Import Tax	18,60,000 (11.62)	18,60,500 (10.61)	18,60,000 (18.04)
4. Income (Haysiat) Tax	1,10,000 (00.69)	1,12,054 (00.64)	1,12,000 (01.08)
5. Excise duty (Opium/Hashish)	76,000 (00.47)	76,000 (00.43)	80,000 (00.77)
6. Sales Tax Animals (Mal Mandi)	13,030 (00.08)	13,030 (00.08)	17,000 (00.16)
<b>Non-Tax Revenues</b>	<b>66,00,000 (41.25)</b>	<b>69,32,071 (39.55)</b>	<b>70,98,000 (40.77)</b>
7. Forests (sale of timber)	25,00,000 (15.63)	26,02,035 (14.85)	30,00,000 (42.26)
8. Minerals (exports/sale)	10,00,000 (06.25)	10,03,000 (05.72)	10,00,000 (14.09)
9. Income from Swat Hotel	1,00,000 (00.62)	1,39,289 (00.79)	1,39,000 (01.96)
10. Rent of Govt. properties/houses	56,000 (00.35)	1,16,718 (00.67)	1,16,000 (01.63)

11. Stamp duty	2,20,000 (01.37)	2,38,829 (01.36)	2,38,000 (03.35)
12. Road Tax (Vehicles)	8,19,000 (05.12)	8,19,000 (04.67)	8,66,000 (12.20)
13. Arms License, Tongas, Phone, certificates and other fees	3,05,000 (01.90)	3,18,631 (01.82)	3,18,000 (04.48)
14. Fines	4,00,000 (02.50)	4,21,209 (02.41)	4,21,000 (05.93)
15. Funding from Govt. of Pakistan	12,00,000 (07.51)	12,50,203 (07.13)	10,00,000 (14.09)
16. Sale of Govt. Properties	-	23,157 (00.13)	-

Source: Jalal Uddin, Miangul Abdul Haq Jahanzeb: Role in Socio-Economic Development in Swat, M.Phil Thesis, Department of History, 2021, AIOU, Islamabad, 170.

The sources of income as presented in the last budget of Swat State (1969-70) are also produced here that also includes the income of Swat Hotel.

Revenue Receipts	Budget For the Year 1968-69	Revised	Budget For The Year, 1969-70
1. Land Revenue	Rs.92,00,000/-	Rs.87,66,742/-	Rs.70,00,000/-
2. Forests	Rs.46, 00,000/-	Rs.60,31,540/-	Rs.60,00,000/-
3. Imports and Exports	Rs.18,60,000/-	Rs.18,60,000-	Rs.20,15,000/-
4. Cattle Tax	Rs.2,55,000/-	Rs.2,68,330/-	Rs.2,68,000/-
5. Road Tax	Rs.8,52,000/-	Rs.8,88,500/-	Rs.10,23,900/-
6. Hesiat Tax	Rs.1,64,000/-	Rs.3,24,736/-	Rs.3,24,000/-
7. Fines	Rs.5,00,000/-	Rs.5,74,871/-	Rs.6,00,000/-
8. Stamp Papers	Rs.2,60,000/-	Rs.2,66,416/-	Rs.2,70,000/-
9.Arms License Fee, Telephone Fee, Motor Vehicle, Registration Fee	Rs.3,90,000/-	Rs.4,36,929/-	Rs.3,50,000/-
10.Rent from State properties	Rs.79,000/-	Rs.1,82,658/-	Rs.1,80,000/-
11. Excise Duty (Chars and Opium)	Rs.83,000/-	Rs.83,000/-	Rs.90,000/-
12. Cattle Mela	17,000/-	Rs.17,200/-	Rs.20,100/-
13. Minerals	Rs.10,00,000/-	Rs.10,02,764/-	Rs.15,00,000/-
14.Sales proceeds from State owned properties	---	Rs.23,790/-	----
15.Swat Hotel	Rs.1,30,000/-	Rs.1,55,949/-	Rs.1,50,000/-
16. Dividends from Ferozsons & Janana de maloch	--	1,85,000/-	---
17.Grant from Govt. of Pakistan	Rs.9,00,000/-	---	---
Total Income	Rs.2,02,90,000/-	Rs.2,10,68,425/-	Rs.1,99,71,400/-

Source: Budget of Swat State 1969-70 (Personal Collection of the Author)

## Swat Hotel in the Post-Merger Era

When Swat State was merged with Pakistan on 28th July 1969, Sayyid Munir Hussain took charge as the first Commissioner of Swat. As the Government could not provide him an accommodation of his status, so he had to stay in a suite of Swat Hotel. Afterwards, a Guest House for the incoming Commissioners was completed on the site that is presently occupied by these high-ups of the provincial government (Shahab, 2021). It is worth-mentioning that few months prior to the merger of Swat State, the last Wali of Swat started construction of a State Guest House near Swat Hotel. The work on the ground floor was almost complete and the upper storey was in progress at the time of merger. The newly appointed Commissioner thus ordered to speed up the work as he selected it for his official residence (Shahab, 2020). However, according to the last Wali of Swat, when:

The merger (of Swat State) was announced, and I told the Political Agent Malakand to come here and take over...After three days, Humayun Khan was given the rank of District Commissioner: Political Agent Malakand plus D.C. Swat. He came here to Saidu, and he stayed with me, since he was my distant relation and very great friend. After two or three days of his staying here, opposition people protested. "How can we approach the D.C.? He is living with the Wali, the Wali is instructing him!" and so on. So he shifted to the Hotel (Barth, 1985: 134).

After merger of Swat State, the building of Swat Hotel also housed the offices of Pakistan International Airlines and Pakistan Tourism Department. The name, Swat Hotel continued even after merger for a certain length of time. In 1984/85, the Provincial Government gave the building on lease to Serena Hotels (a company which operates up-scale hotels/resorts) and thus the hotel got the name of Serena Hotel. The Serena Hotel's management has not made any structural changes in the hotel but only minor changes in the rooms of *Wazir*'s guest house and the servant quarters connected to it. In the disastrous earthquake of 2005, the original building that was occupied by the elder *Wazir* was badly damaged and it was declared as unsafe. Thus the

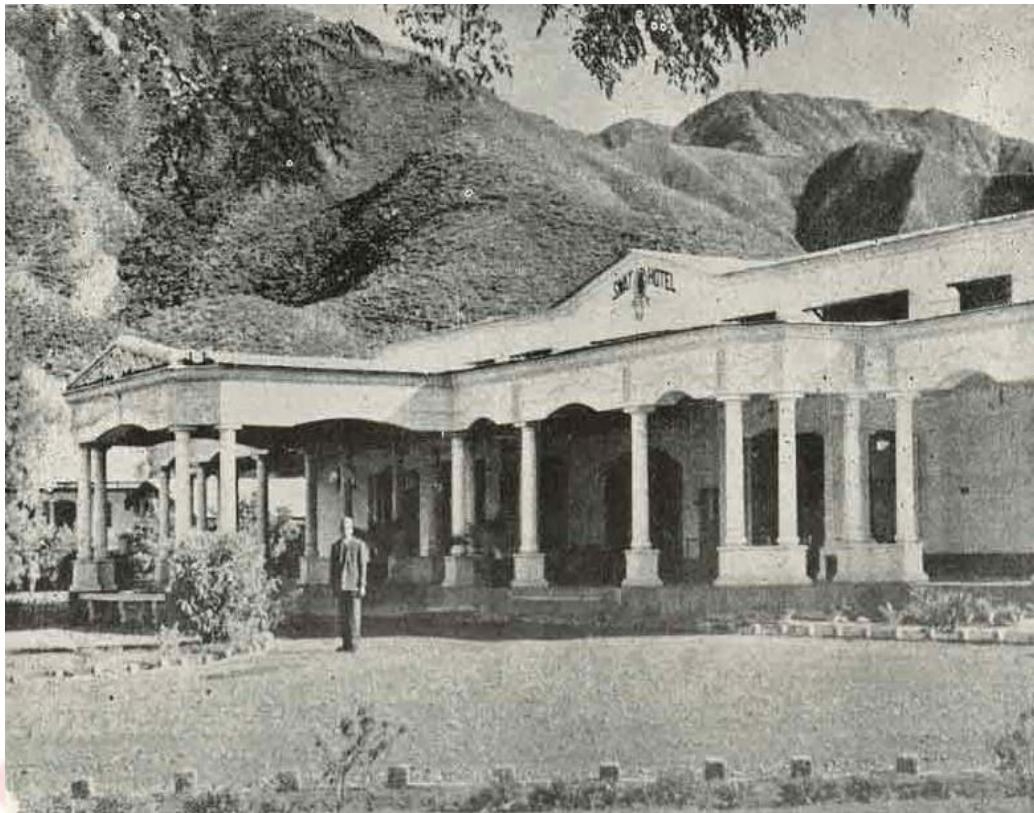
building was kept closed for about a decade. Keeping in view, the historical importance of the building, it was renovated on the lines of modern constructional practices. After restoration, the building was inaugurated by the Norwegian Ambassador in Pakistan. The General Manager of the Hotel informed that an amount of thirty million rupees was spent on the renovation and restoration of the guest house of the ex-Prime Minister and bringing it into its original shape. The Serena Hotel's management has made all possible efforts to keep the historic structure in an impressive shape.

The main edifice of the Prime Minister's bungalow "presents an elegant colonial style with refined ornaments in each of its elements, consisting of a veranda and a courtyard with an inlaid wooden arcade." It has "retained the stately Victorian design" and the rooms are "attractive, and best ones open onto the upper-floor veranda and interior lawn" (Cox, 1990: 294). At present, the Hotel is "situated on six acres of a lush park, where at a later date other blocks in a more modern style were (are) built" (Mariti & Vassallo, 2014: 22).

The hotel has forty nine rooms, offices, a restaurant, residences for the hotel staff, a swimming pool, a gym and other modern day facilities. The provincial government in the year 2020 showed its intention to give the Hotel on lease and thus an advertisement was issued by Culture and Tourism Department, Khyber Pakhtunkhwa on 22<sup>nd</sup> September 2020. However, till present no progress had been made and no decision has been taken by the provincial government in the matter.

It will also be of interest to state that some names of Chowks in Mingora city, the main trading centre of Swat, also got its names due to the presence of hotels. The busiest Chowk in Mingora city that is now known as Green Chowk got its name due to a hotel named Green Hotel.

So, the Chowk became Green Chowk with the passage of time. Similarly, Taj Chowk is another important Chowk of Mingora city, which got its name due to the presence of the nearby Taj Hotel, owned by the then ruler of Swat State, Miangul Abdul Wadud (Shahab, 2022).



Front View of Swat Hotel in 1954 (previously known as *da Mashar Wazir Bungalow/Hujra*)

Courtesy: Muhammad Ismail Zabeeh (Glimpses of Swat)

## Conclusion

The ruling era of Miangul Abdul Haq Jahanzeb (1949-1969) witnessed a transformation in terms of tourism development, the construction of modern day hotels and rest houses. He communicated with the officials of Government of Pakistan to facilitate the entry of tourists into the State. As the ruler was fond of travelling so he also took appreciable measures for promotion

of tourism in his State. The initiatives enabled the tourist to visit the valley in good numbers. The Wazir brothers, who were key officials in the State administration, left the State in 1943 due to their tense relations with the then *Wali Ahad*, Miangul Abdul Haq Jahanzeb. When the Heir Apparent rose to the rulership of Swat State in December 1949, he took the initiative to transform the bungalow of the ex-Prime Minister into a grand hotel. This step proved to be a success and the Hotel due to its colonial style, lawns and wooden arcade was greatly appreciated by the tourists from across the world. The Swat Hotel proved an asset not only in terms of financial gains for the State but also projected its soft image at national and international level. The Swat Hotel since its formal opening, witnessed a number of transformations in the subsequent years. In 1984/85, it was given on lease to Serena Hotels. The Serena Hotel's management has not made any structural changes in the hotel but only minor changes in the rooms of *Wazir*'s guest house and the servant quarters connected to it. The Hotel's management is taking appreciable measures by keeping the Swat State's era building in a good condition and projecting its rich legacy.

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