

# Promoting Tourism In Pakistan Opportunities and Challenges:

## Outline

1- Introduction

Thesis Paragraph

2- Crunch Paragraph.

3- Opportunities for Promoting tourism In Pakistan.

(a) Reconstruction of work at Beautiful natural places.

(b) Chisea Pakistan economic corridor, a way forward to promote tourism.

(c) Various programs initiation to attract tourist.

(d) Best Service to present tourist will bring other tourist.

(e) Use of mass media to promote tourism.

(f) Ensure security and peace in the northern areas. (g) Expenditure on promoting tourism industry.

4- Challenges for promoting tourism in Pakistan.

(a) Security threat in northern areas.

(b) unstable political conditions.

(c) Increase in Inflation

(d) Climate changes exploits northern areas.

(e) Terrorism; Blasts and Protest

(f) Less expenditure on promoting tourism Industry

i- Recommendation to enhance or promote the tourism industry in Pakistan.

(a) More expenditure on Tourism Industry.

(b) Improvement of Pakistan ~~economic~~<sup>security</sup> and political conditions

(c) Operations against terrorism in northern areas.

(d) Trained staff for tourist from international countries.

Conclusion