

Promoting Tourism In Pakistan

Opportunities and Challenges:

~~Masha~~

Read writing before

Outline

- 1- Introduction
Thesis Paragraph
- 2- Crunch Paragraph.

3- Opportunities for Promoting tourism In Pakistan.

- (a) **Developmental** work at Beautiful natural places.
- (b) China Pakistan economic corridor, a way forward to promote tourism. → clarify
- (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.

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4- Challenges for promoting tourism in Pakistan.

- (a) Security threat in northern areas.
- (b) unstable political conditions.
- (c) Increase in Inflation
- (d) Climate changes exploit 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 ^{security} economic and political conditions
- (c) Operations against terrorism in northern areas.
- (d) Trained staff for tourist from international

Conclusion

~~Generic Outline~~
Most of the opportunities mentioned all way forward