

Role of tourism in Pakistan's Economy

Tourism plays the role of backbone in every economy, and the same is true for Pakistan.

The dynamic nature of tourism attracts investments in a multitude of economic sectors. Consequently, it helps in boosting the national GDP.

As per the International Travel, Tourism Index, 2022, published by the World Economic Forum (WEF), Pak-

istan's rank improved from 89th to 83rd with respect to international tourism while

the sector contributes 7.2% of the country's GDP. Simply

tourism has a considerable share in Pakistan's economy,

making its importance more explicit.