

Urdu is our national language.  
and its use is vital for our progress.

1. Introduction.

2. Urdu as national language of  
Pakistan.

a. Lingua Franca of Pakistan.

3. How Urdu is vital for our progress

a. Uniting all the people behind  
one language.

b. Source of Islamic knowledge  
and preservation of legacy of Indian  
Muslim culture.

c. Urdu as primary source of  
education at all levels

d. Medium of dissemination of  
information for government

e. language of commerce and trade

with in country.

- f. language of communication between different lingual groups.
- g. language having rich culture literature and intellectual discourse.
- h. Medium of country's growing film industry.

#### 4. Disadvantages of inclination towards other languages

- a. Unnecessary burden of learning foreign languages
- b. Inclination of students towards cramming
- c. Literate and intellectuals unaware of those languages become illiterate and useless
- d. Alienation from traditions and culture.

#### 5. Conclusion.

Do you think Pakistan is gradually progressing towards becoming a multicultural country.

### 1. Introduction

Along with increasing globalization, the diverse foreign cultures are impacting Pakistan more and more.

But it is often a fact that Pakistan is already a multicultural and diverse country.

### 2. How Pakistan is already a multicultural country

- a. The diverse culture of Punjab.
- b. The influential culture of Pashtuns
- c. Sindhi and Balochi culture contributing to ~~of~~ diversity of Pakistan
- d. The fragrance of Muhajir culture across the Pakistan.

### 3. How Pakistan is gradually progressing towards becoming a more multicultural country.

- a. The increasing influence of western culture
- b. How Bollywood is exporting Indian culture to Pakistan?
- c. Afghan culture gaining ground due to millions of Afghan refugees.
- d. The role of modern Islamists in shaping future culture of Pakistan.
- e. The minorities becoming more vocal in manifesting their culture
4. The responsibility that comes with country becoming more multicultural:  
The tolerance and acceptance for greater cultural diversity.
5. Conclusion.

# Promoting tourism in Pakistan: Opportunities and challenges

## 1 Introduction:

Pakistan is a diverse country having huge potential of tourism. But unfortunately, due to multiple challenges, there is a lot of hindrance in promotion of tourism. These challenges need to be resolved for diverse and prospered future of tourism in Pakistan.

2. Current scope of tourism in Pakistan.

3. Opportunities of promoting tourism

a. Religious tourism has potential to attract millions of Muslims, sikhs, Buddists and hindu tourists

b. Diverse natural landscape of Pakistan

c. Rich cultural heritage

d. Huge Potential of Adventure tourism

e. Cheap products and services as

compared to rich states

#### 4. Challenges of promoting tourism

a. Security concerns

b. Unstable political and economic situation

c. lack of adequate infrastructure

d. Immature industry of professional tourism

e. Negative image and perception of Pakistan

#### 5. Suggestions to counter challenges

a. Ensure security of tourists

b. Develop infrastructure and tourist industry

c. Arrange expos and unleash the power of tourist industry.

#### 6. Conclusion