

Essay = Promoting Tourism in Pakistan: Opportunities and challenges

Outline

1. Introduction

3. Opportunities of tourism in Pakistan

a. Existence of ancient archaeological sites

b. Local festivals showcasing culture inviting tourism

c. Religious sites in Pakistan offer tourism opportunities

d. Beautiful natural scenery of mountains and deserts in Pakistan

e. Exploring adventure tourism in remote areas

f. Presence of local handicrafts and markets in the country

g. Exploration through safari adventures

4. Challenges

a. Terrorism harms soft image of Pakistan

b. Social chaos creates fear for

tourists.

- c. Political polarization discourages tourism through uncertainty
- d. Insufficient infrastructure impedes travel to remote areas.
- e. International media propagates a negative image of Pakistan
- f. Poor hoteling system in the country

5. Solution

- a. Provides security to tourists for safety
- b. Need to impose tourist-friendly policies
- c. Enhancing transportation and facilities
- d. Promoting of tourist safe areas.

6. Conclusion