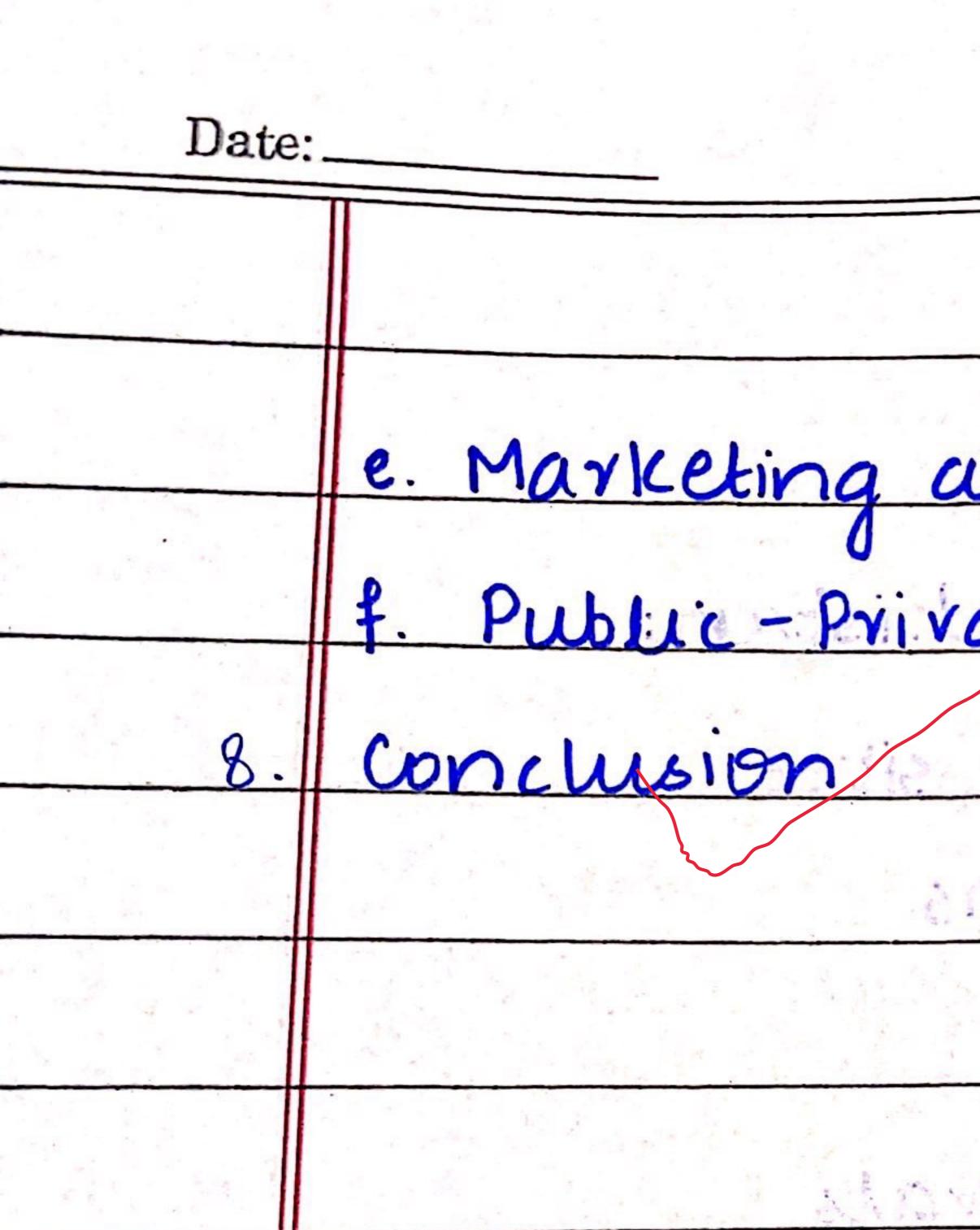
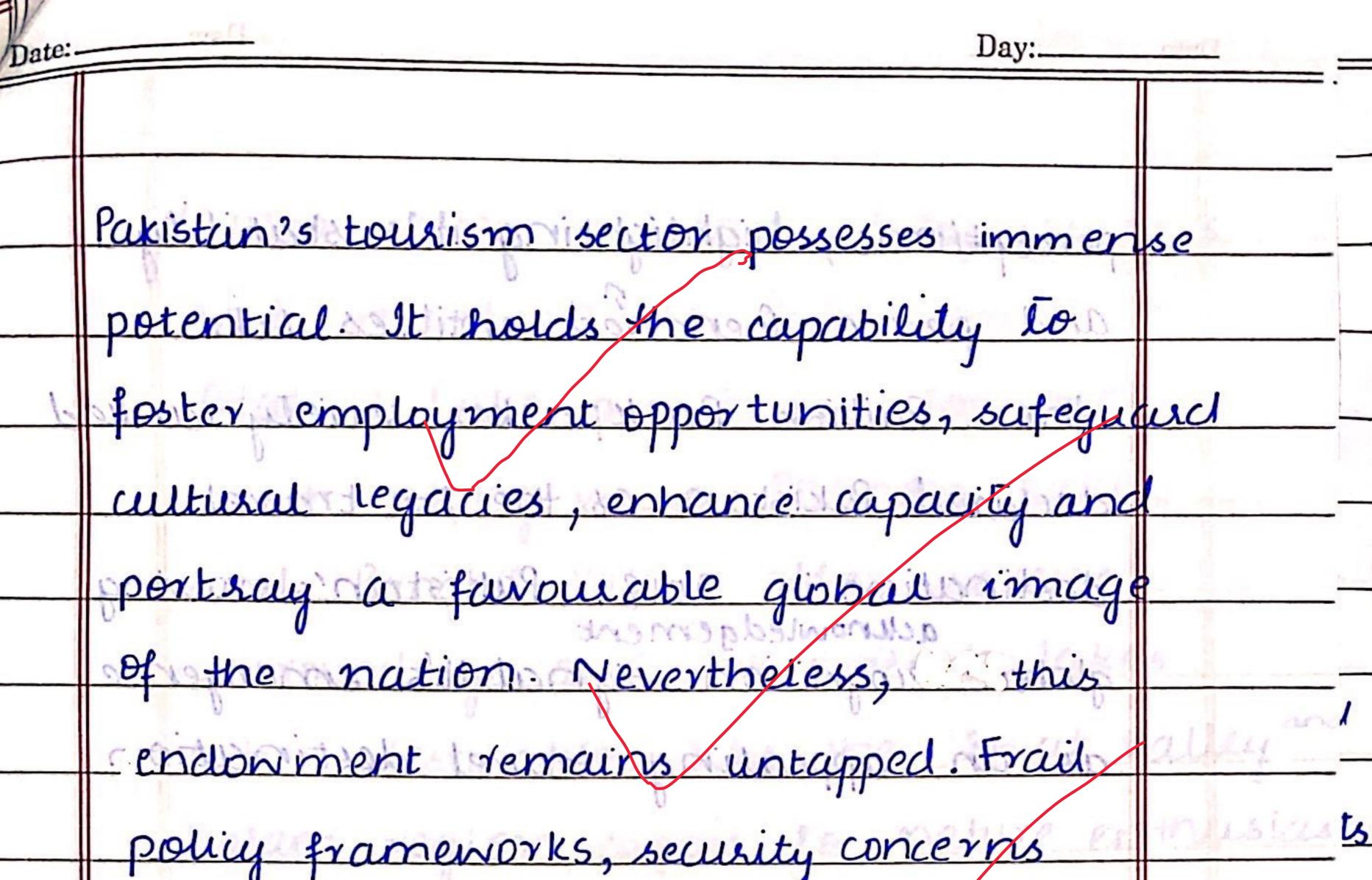


d. Sports events and festivals e. Research and archaeology 4. Growth in tourism sector and revenue forecast 5. Government initiatives 6. Challenges to tourism: a. 18th amendment b. Substandard potel industry c. Snabby infrastructure d. Security concerns e. Negligence towards cultural conservation f. Dearth of training in hospitality 7. The way Forward: a. Canadian and Australian model for inter provincial coordination b. Training programs and collaborations c. Aligning with SDGS d. Infrastructure Development case in Point: Thailand's initiatives Scanned with CamScanner



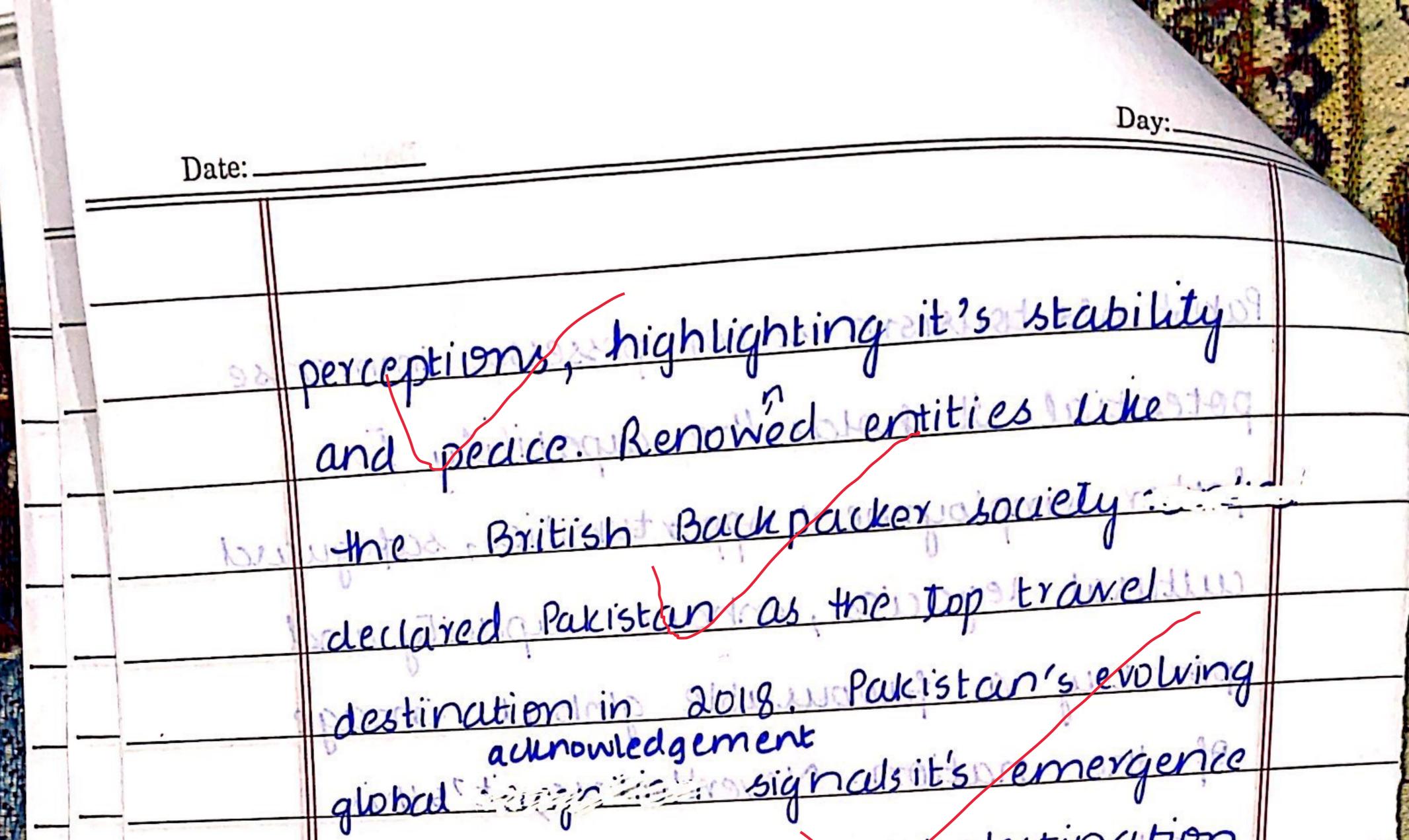
ARTENAS MENEROUS Day: e. Marketing and branding f. Public - Private Partnerships Conclusion and in the high Constant A. N. V. CARLINE Y. N.C. a maillanid 23 to A NEWSLO A avidable bran 31: 19:18 Strand. 1



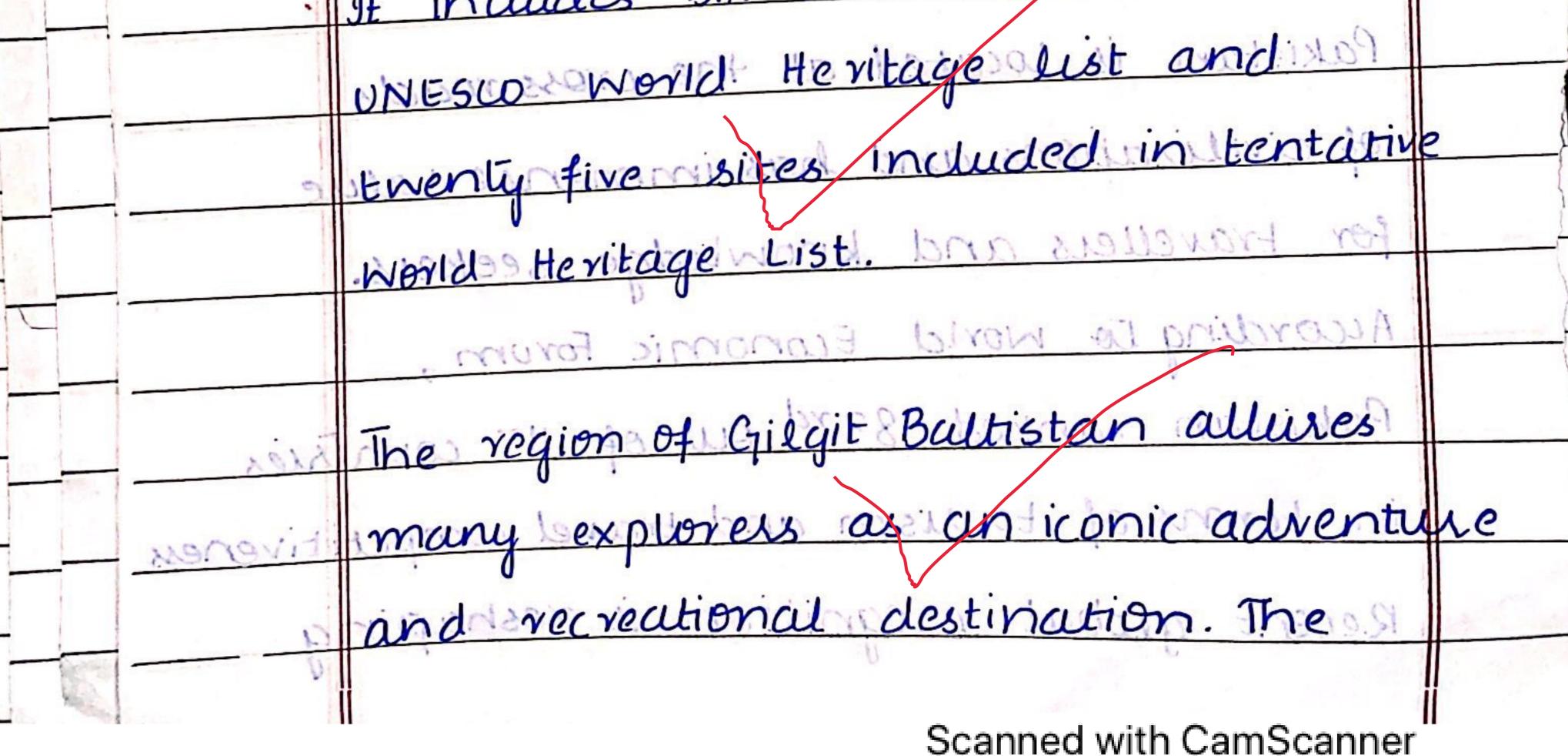


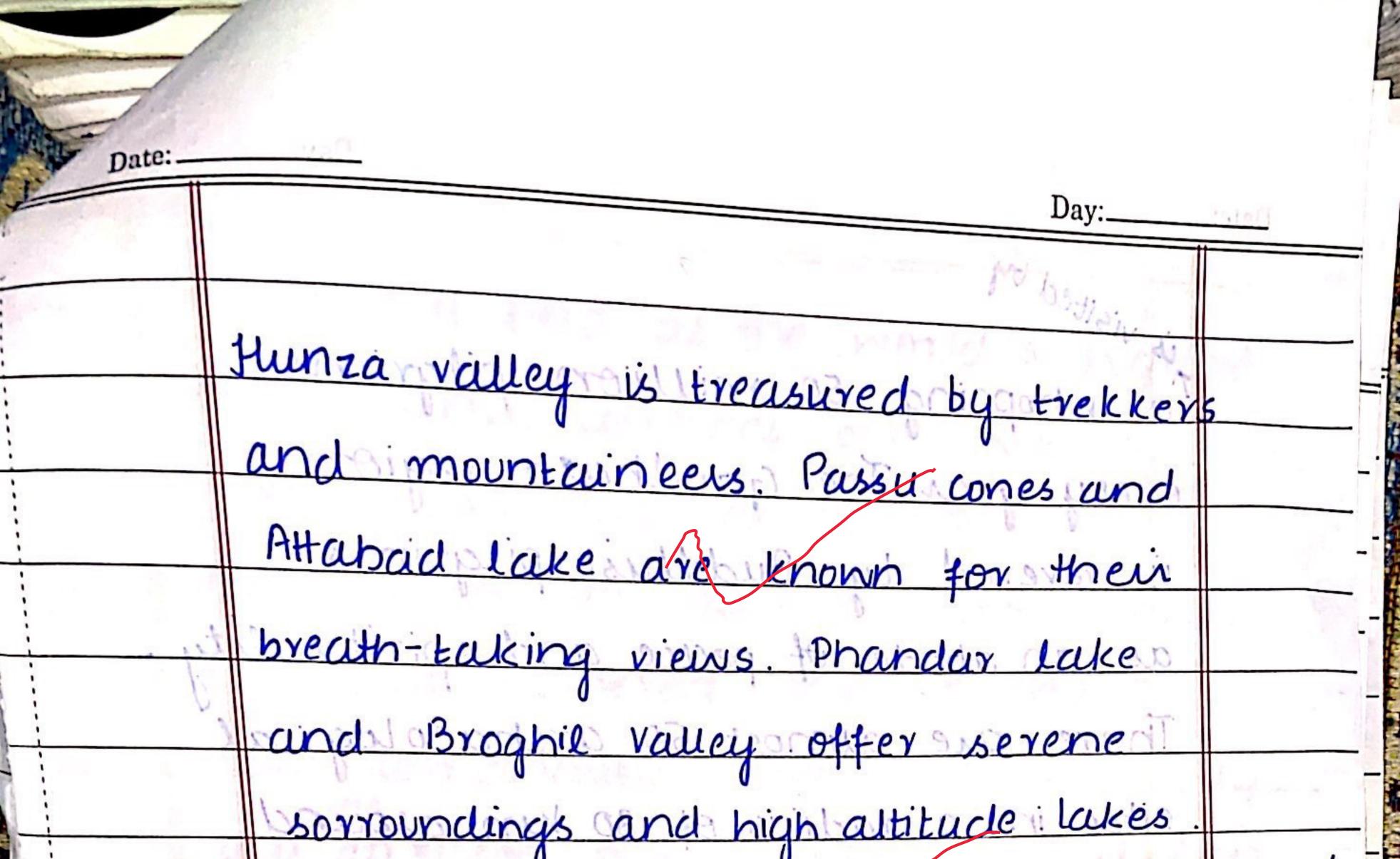
and unsustainable practices derail the process of tourism development. Substantial reforms and inclusive strategies are imperative to capitalise on these goals and give a legrup to the nation in terms of socio-economic opportunities and image building. Pakistan is located at the cross roads of civilizations and has immense value

for travellers and knowledge seekers. According to world Economic Forum, Pakistan ranked 83rd out of 117 countries in terms of tourism and bravel competitiveness. Recent global recognition is reshaping

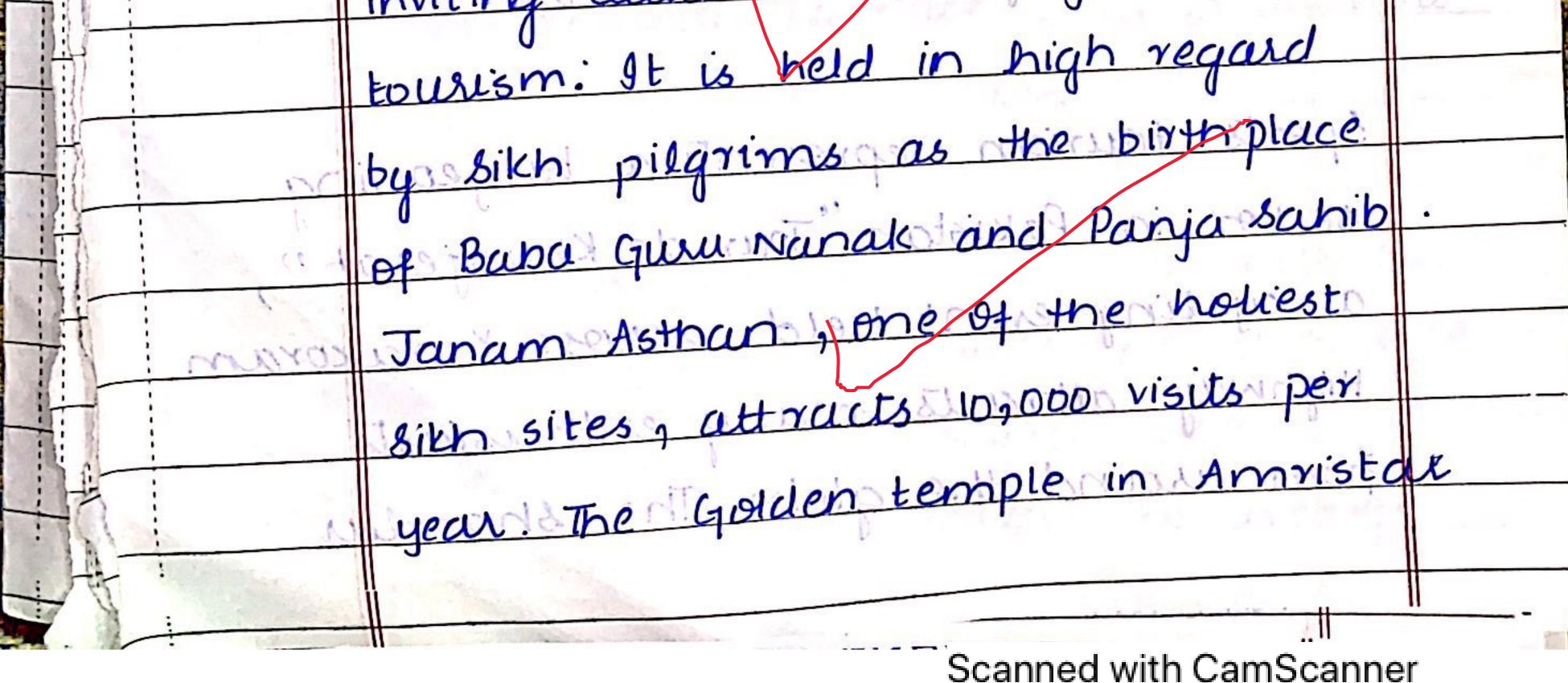


as an appealing travel destination proting frameworks, security concerns Partistan of the prospects Partistan of tourism prospects. The spectrum includes not only recreational travel, but also sports, archaelogical, research and religion-based tourism Pakistan! is richly dotted with thous and st of historical and cultural sites of It includes six sites inscribed in

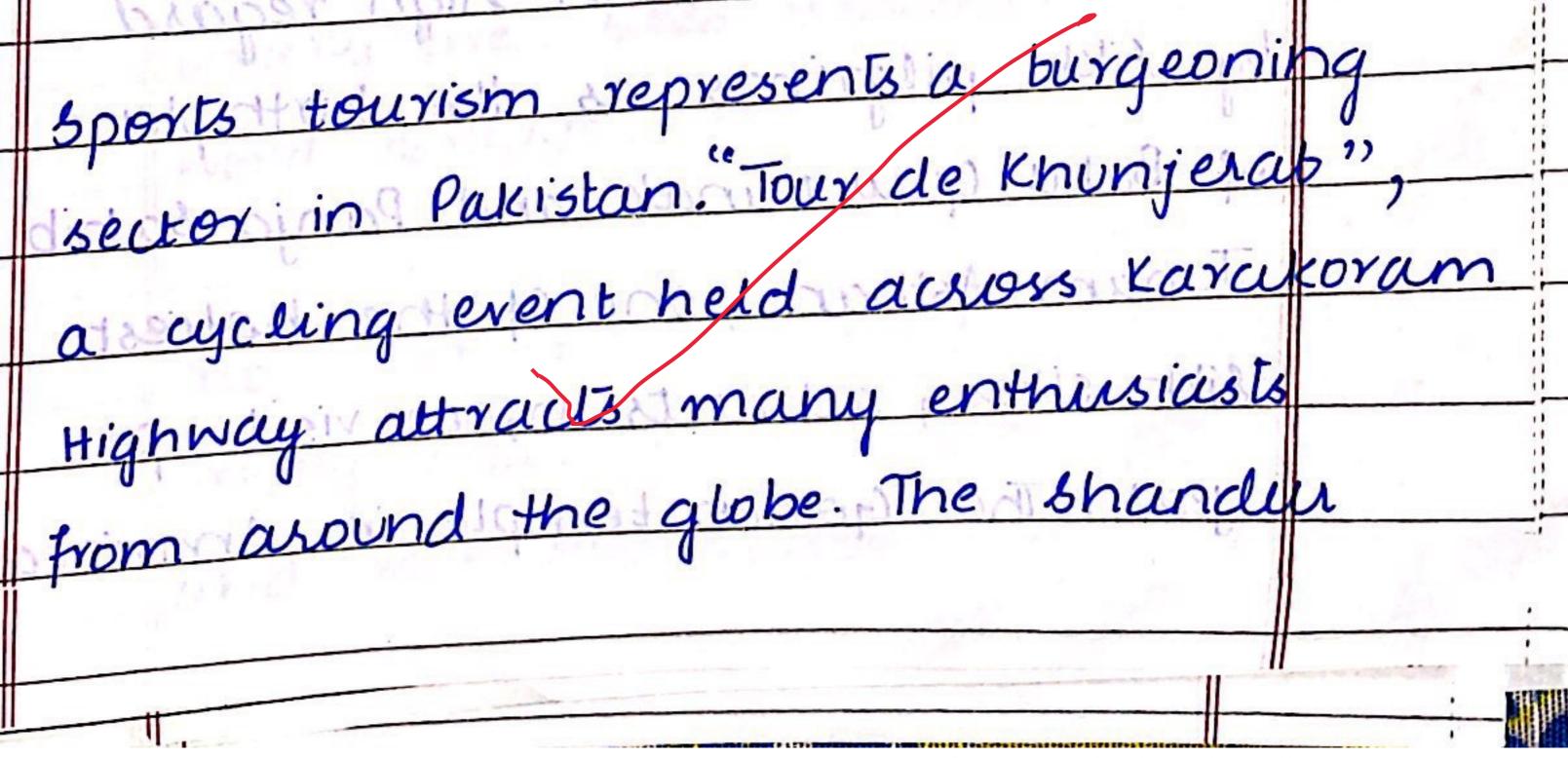




Other destinations like the Smat valley and Kalam region appear to nature entrusiants. The Deosci National Park adds an ecological facet to tourism with its ecological facet to tourism with its with biodiversity Pakistan's Northern areas are rife with natural beauty and exquisiteness endance to tourise its simultaneously, Pakistan's landscape is intervined with religious sites, inviting autural and religion-based



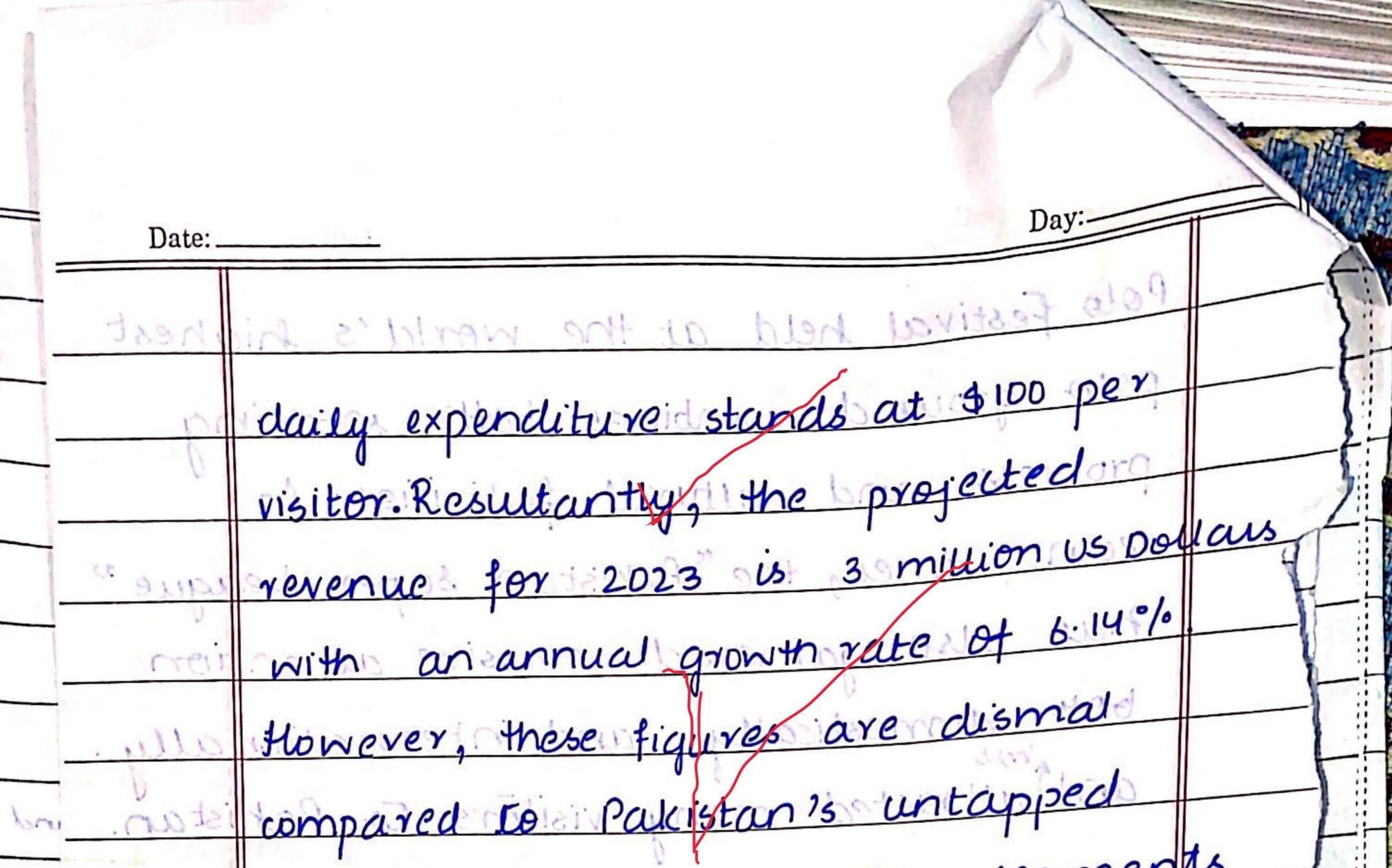
Day:__ is visited by a whopping so million pilgrims every year. The Gandhard region is revered by Buddhist pilgrims as an abode of peace and spirituality There are amost 50 archaeological sites in a radius of 30 km around Taxila Hundreds of Hindy temples, notably katas Raj temple within tears of Lord shiva, sadhy Bela of Mandir, Krishna Mander and Jaganath Mandin hold high importance for Hindus Moreover, sufi shrines like Data Daupar and La shahbaz Quiandar are resprins of sufi spiritual experience for Muslims. The diverse range of religious sites attract believers of marti-faceted faiths and are a inje source of revenue. Houseisn. Si is held in high regard



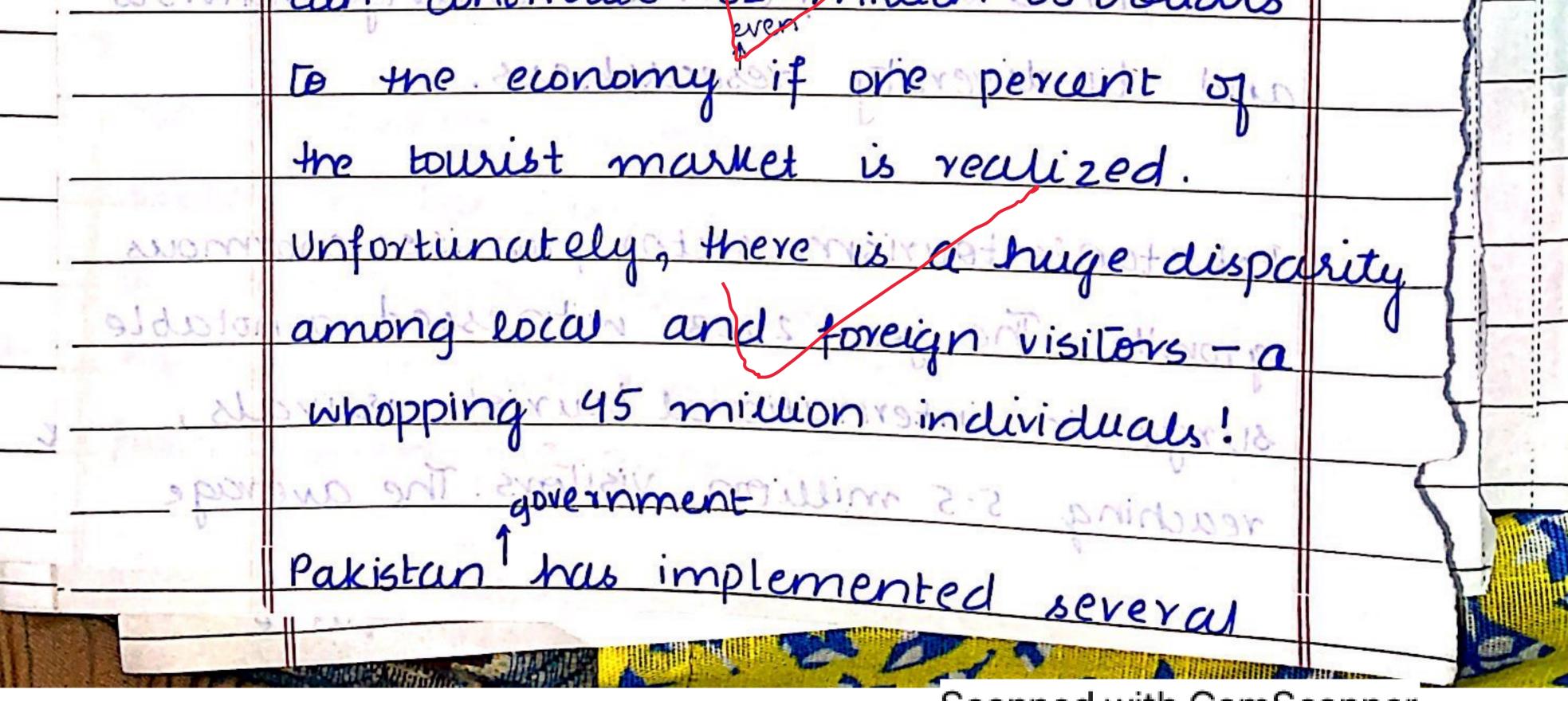
Date: Polo Festival held at the world's highest polo ground combines both sporting promess and cutival festivities. In recent times, the "Pakistan super League" has also garnered massive attention both domestically and internationally and attracted many visitors to Pakistan.

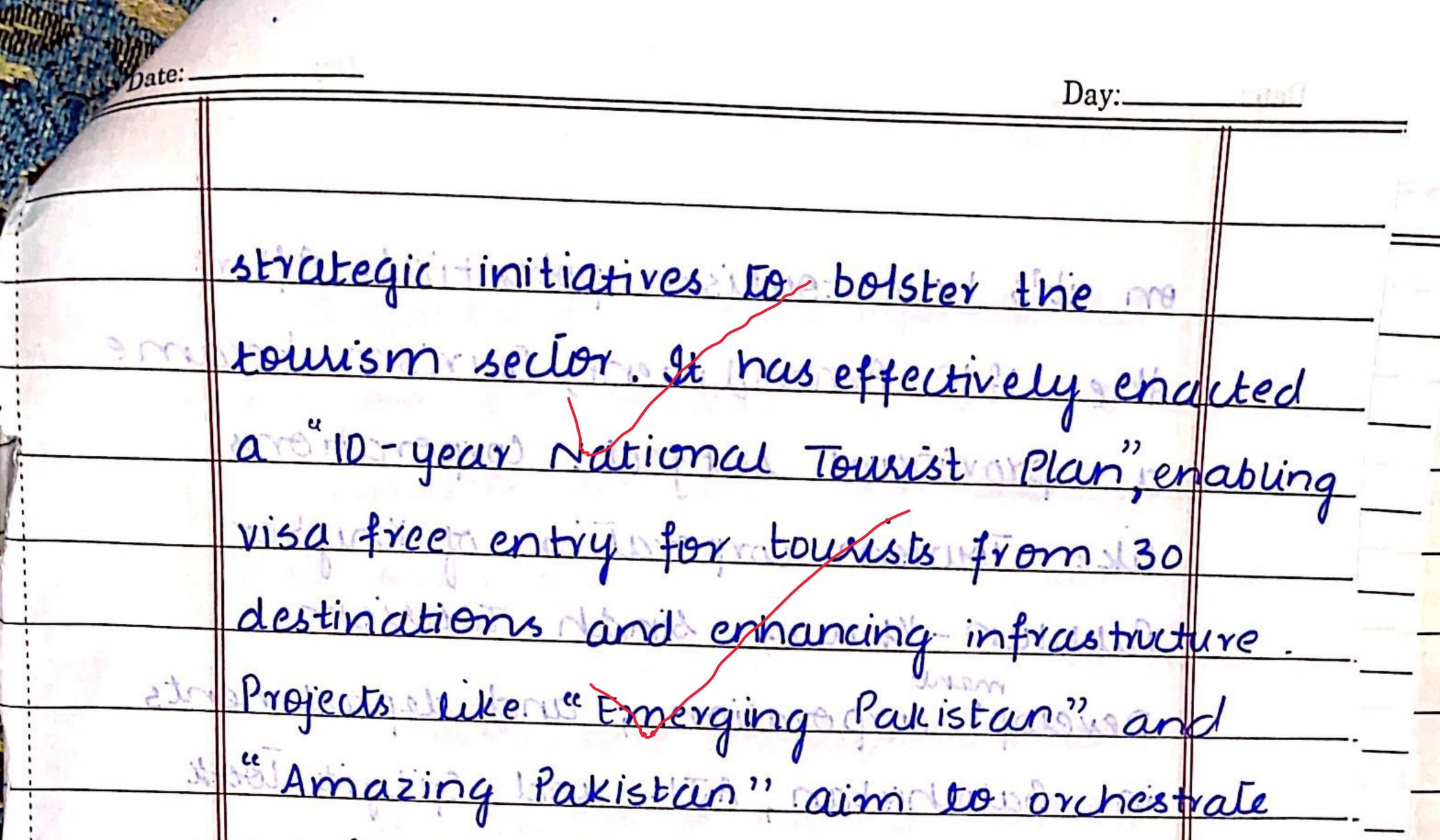
Furthermore "Research Tourism" intrigues many scholars and researchers to explore Pakistan's rich history and archaeological distinations "Sites like "Mohenjo-Daro" and the ancient "Silk road" are venerated by historiansarchaeologists and anthropologists. The "Taxilamuseum" houses invaluable artifacts from the Gandhara civilization. Moreover, the "Deosai National Park" is cherished by

environmentalists, climate change activists and bio diversity researchers. basilises annulletering the pointed and anivers. Pakistan's tourism sector promises enormous growth. The year 2023 witnessed a notable surge in international tourist arrivals, reaching 5.5 million visitors: The average Paristan true implemented several Scanned with CamScanner

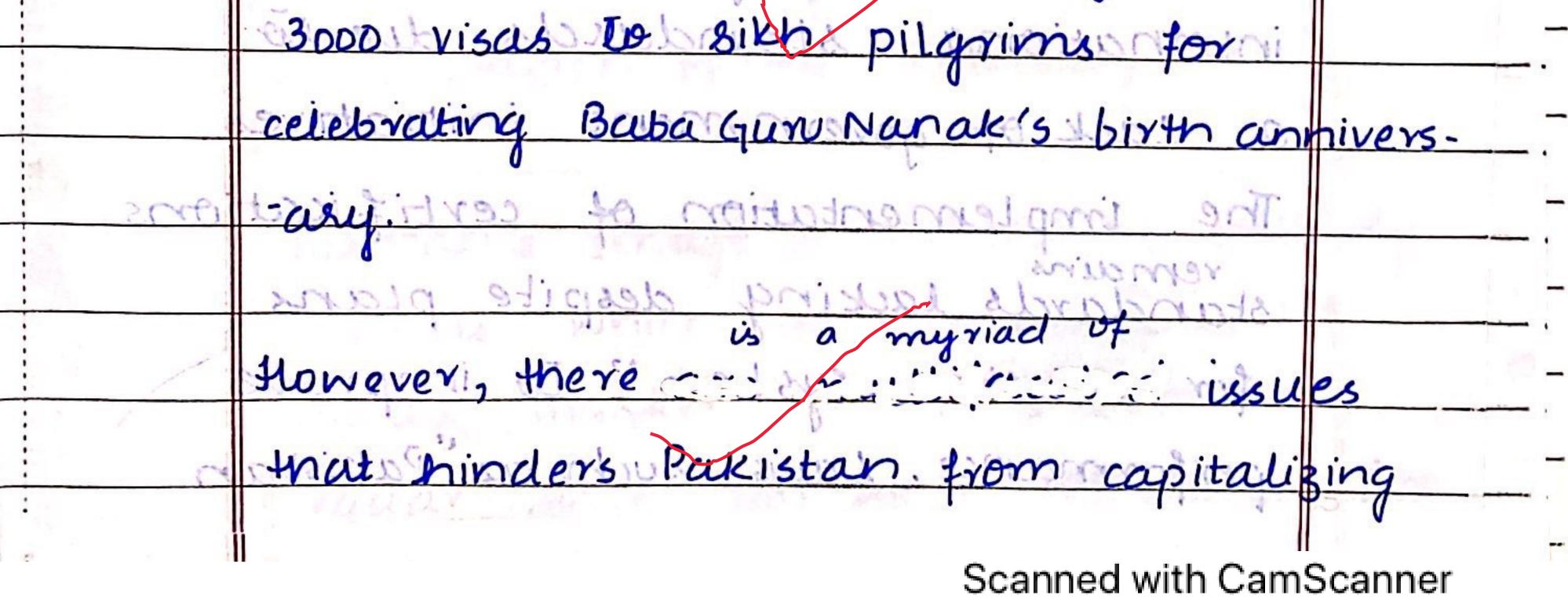


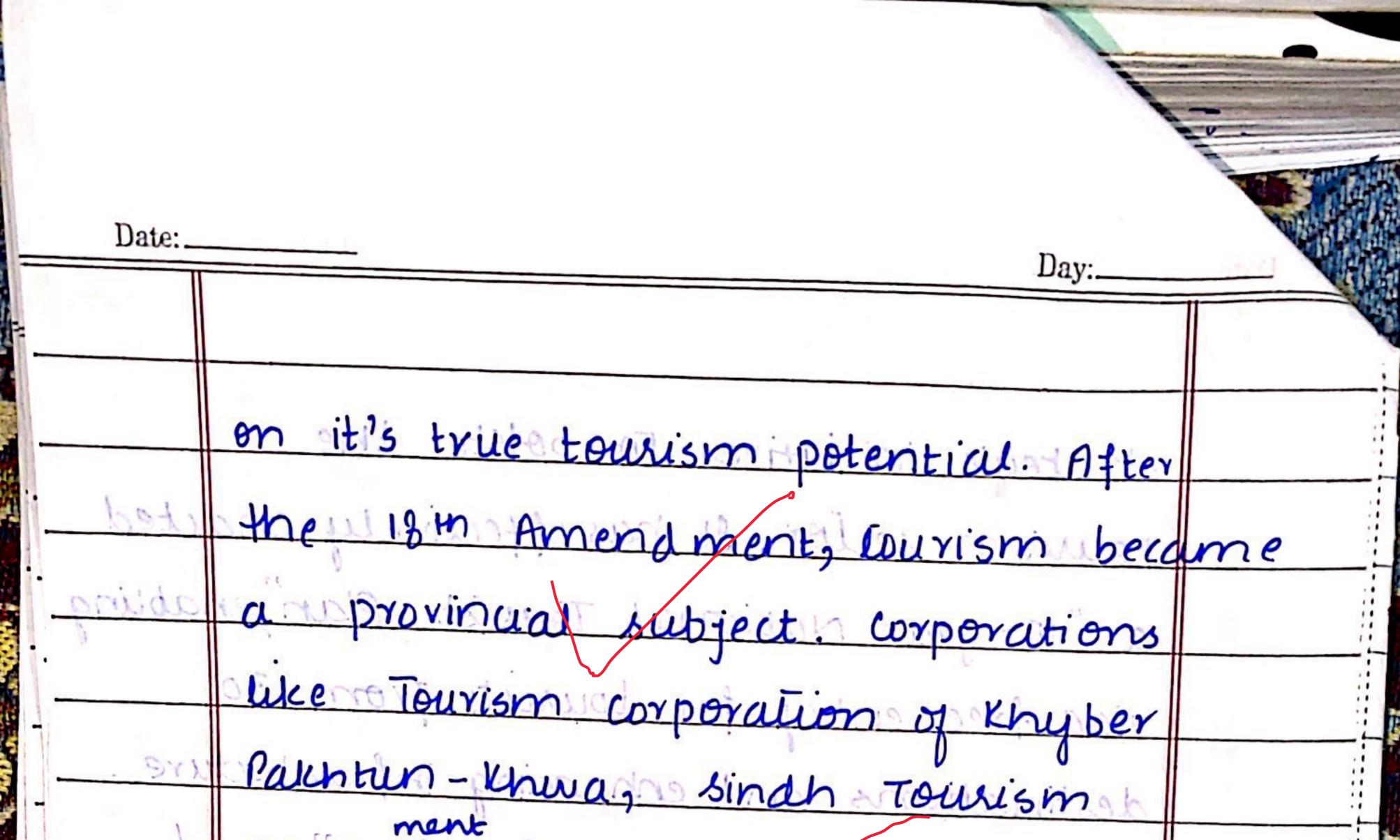
tourism potential in many segments For instance, the "WB Gatup survey" 2015 revealed that 0.9 million sikhs from the US; UK and canada are interested in Pakistan's religious sites. Catering to a mere 5% of this market can gield 92 million US Doulars in revenue. Similarly, bouth Asian tourists from Trailand, Malaysia, Sri Lanka, Japan and bouth Korea can contribute \$2 million US Doulars





pelicies that foster inter-provincial coordination. The National Tourism Board enacts strategies for cultural and archaeological domains. The government is actively norling on programs like "Brand Pakistan" and a dedicated portal with PTOC (Pakistan Tourism Development corporation) as past of the 10-year plan. Moreover, Pakistan is actively promoting veligious tourism. It recently issued



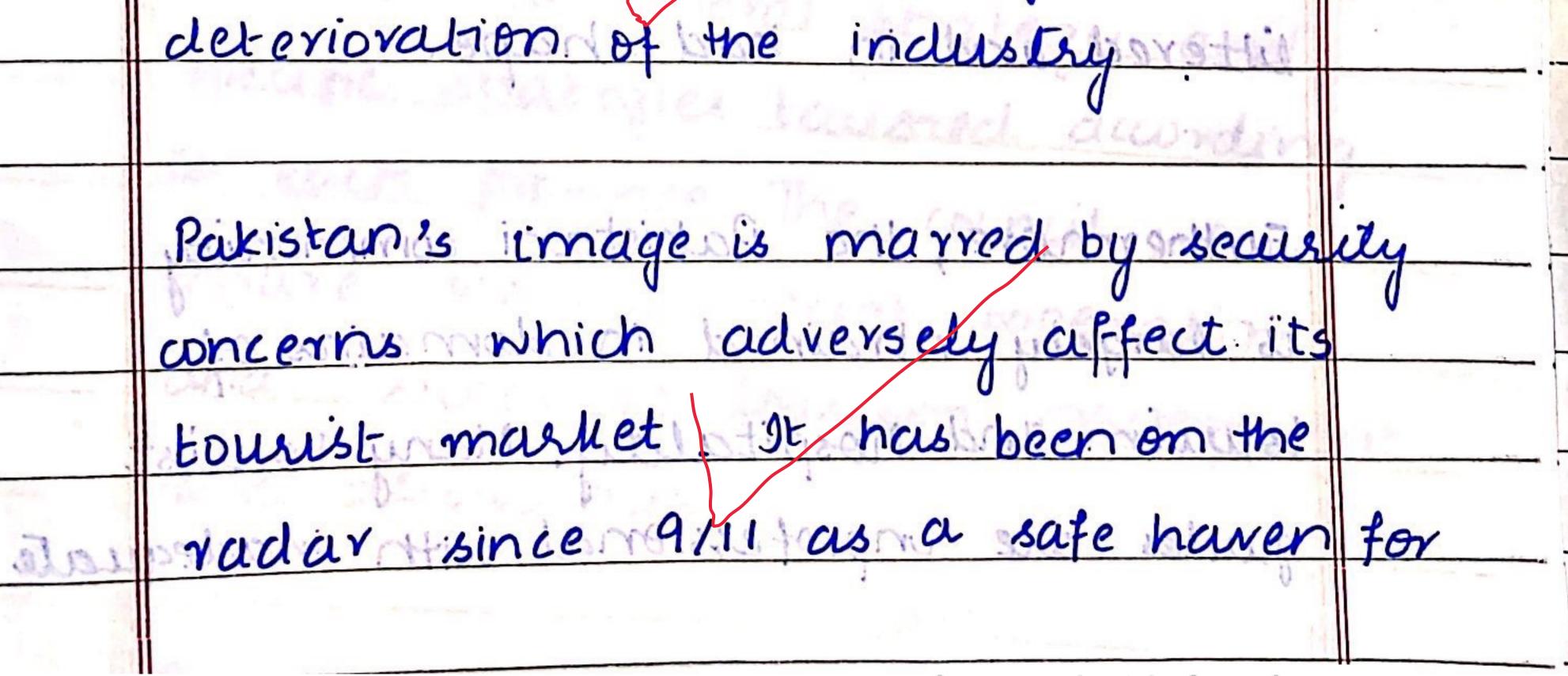


Developt corporation, and departments in Balochistan AJK and Gilgit Took the responsibility to manage tousist affairs. The institutions are maligned with inefficiency and a dearth of expertise. Moreover, provincial tourism nebsites each information on acconcolation transport and quicks, which hamper's the tourist's ability to navigate the page

The hotel industry falls short of international standards due to - a lack of government initiatives The implementation of certifications remains lacking despite plans for a " star system" to improve performance. Laws such as "Pakistan Scanned with CamScanner

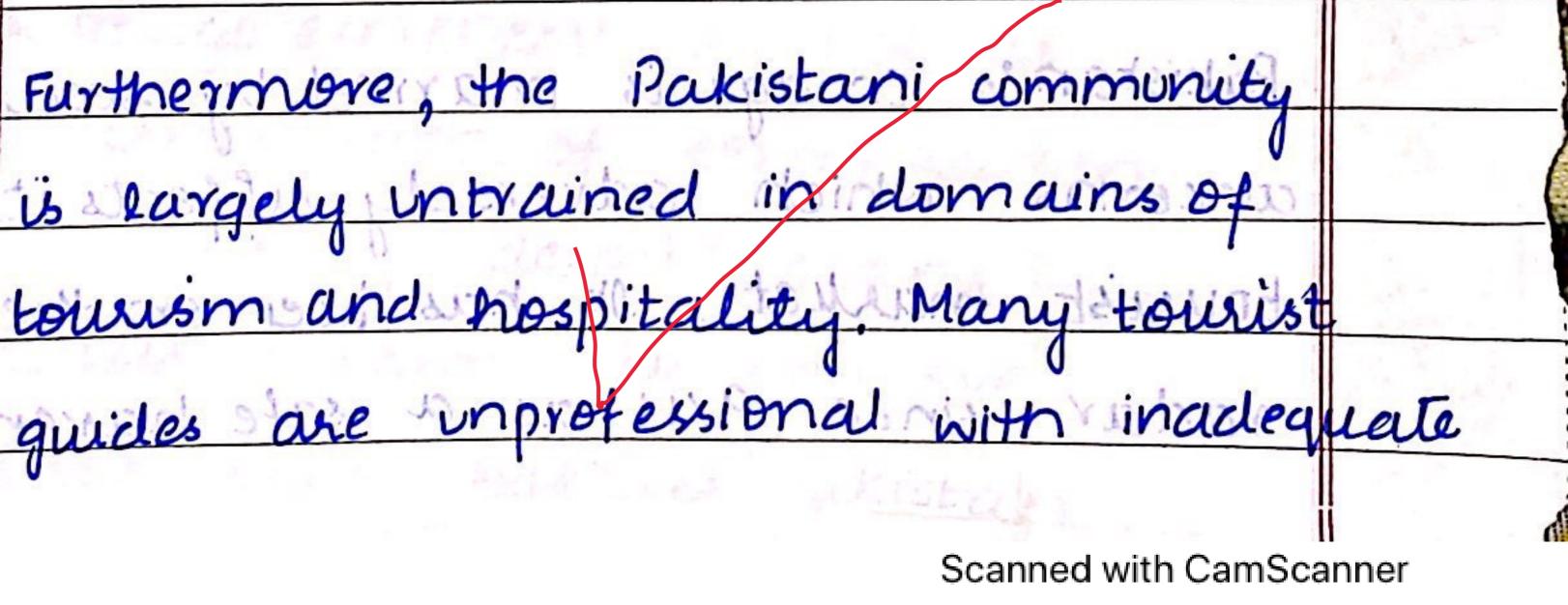
Day:__ Tourist Guides Act", Travel Agencies Act" and the The Pakistan Hotels and Restuciants Act have not been put into operation Hannessan Metal o anomal the glabe are apprehensive The infrastructure development in Pakistan paints à dismal picture. Poor road accessibility, under developed

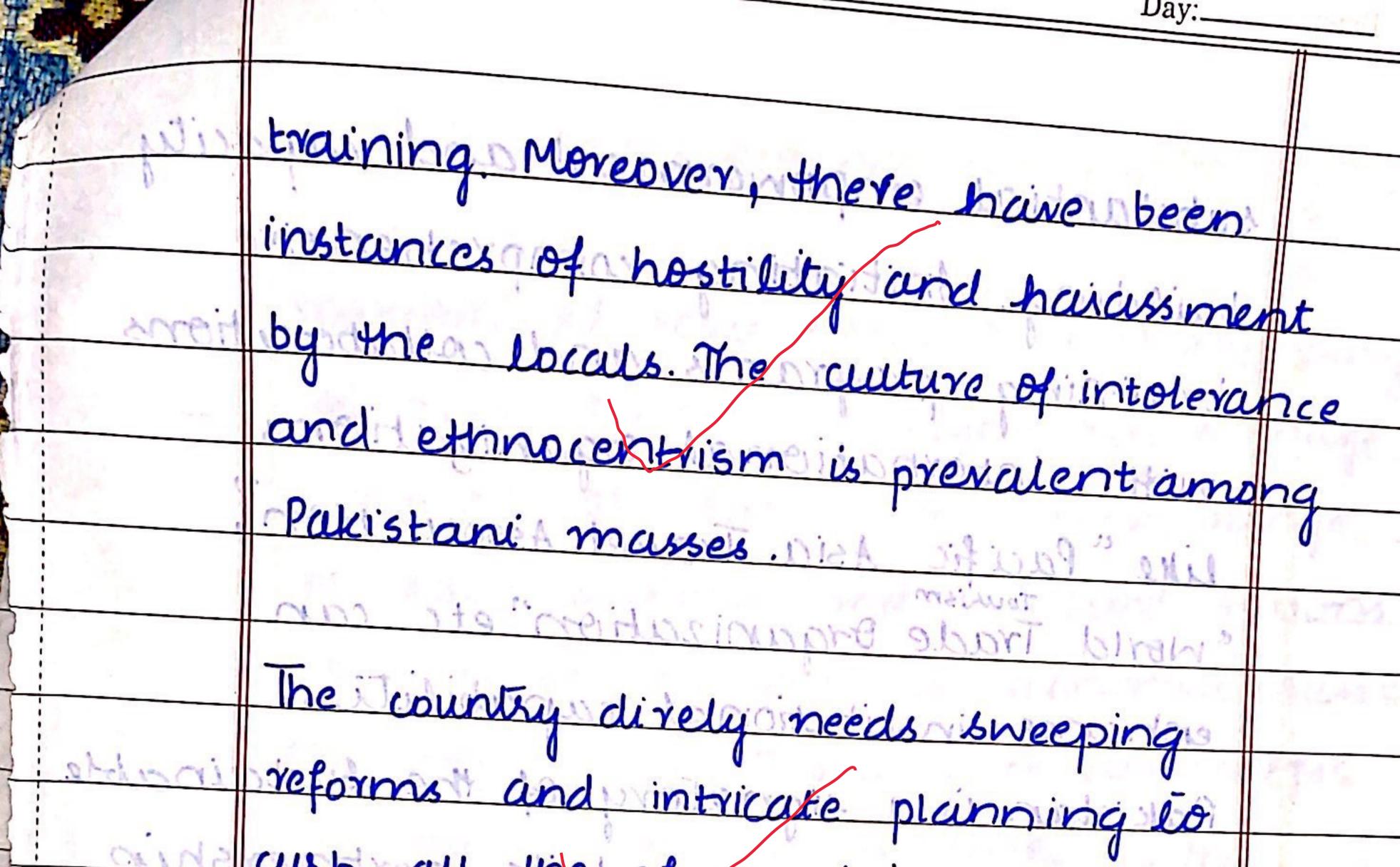
Tourist routes and shortage of Visitor services are some of the most pressing usues the tourism industry faces. Neither the goverment nor the provincial departments are paying any heed to devise a plan for the development of these facilities. There is instructure, thereby leading to further



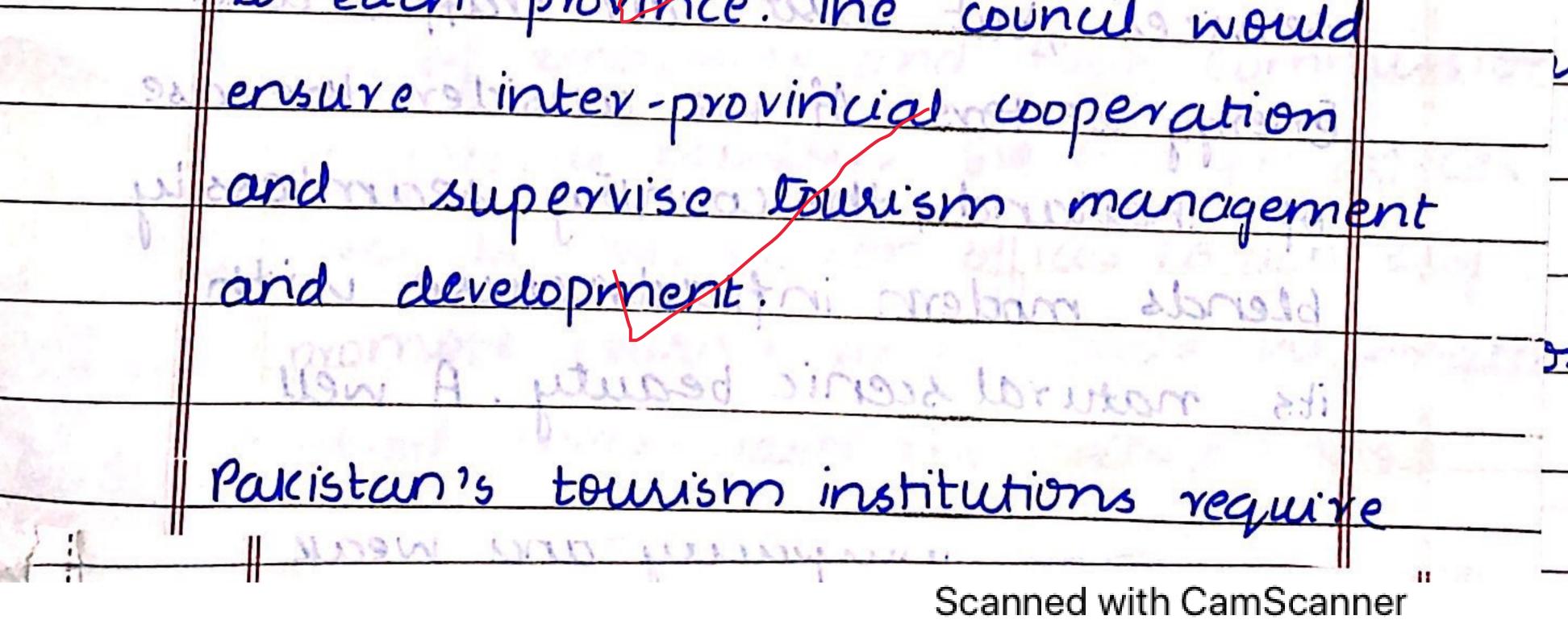
few opine that terrorist groups. Moreover, 1 politics ained at identity by the military envisage Pakistan as a "Practorian, sculity state". consequently, visitors from around the globe are apprehensive about visiting the country due to it's to supposed security Poor road accessibility, under develope

The authorities' platant negligence	
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sites and maintenance of tourist	
destinations is a deprovable reality.	
Many Buddhist and Sikh Landmarks	
remain unexplored. Mohenjo Davono	
is poorly managed and withering	
away with time Popular tourism spots like Tolipeer are frequently	
littered and in bad shape brows 125	
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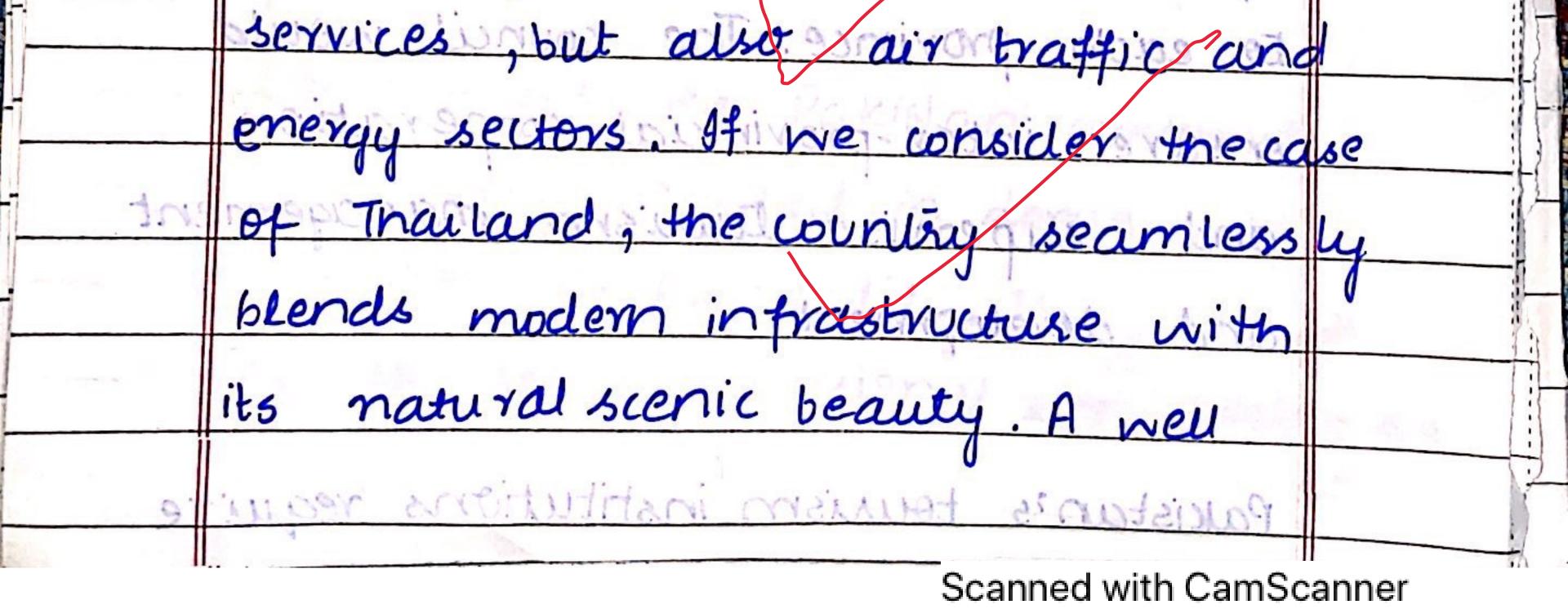


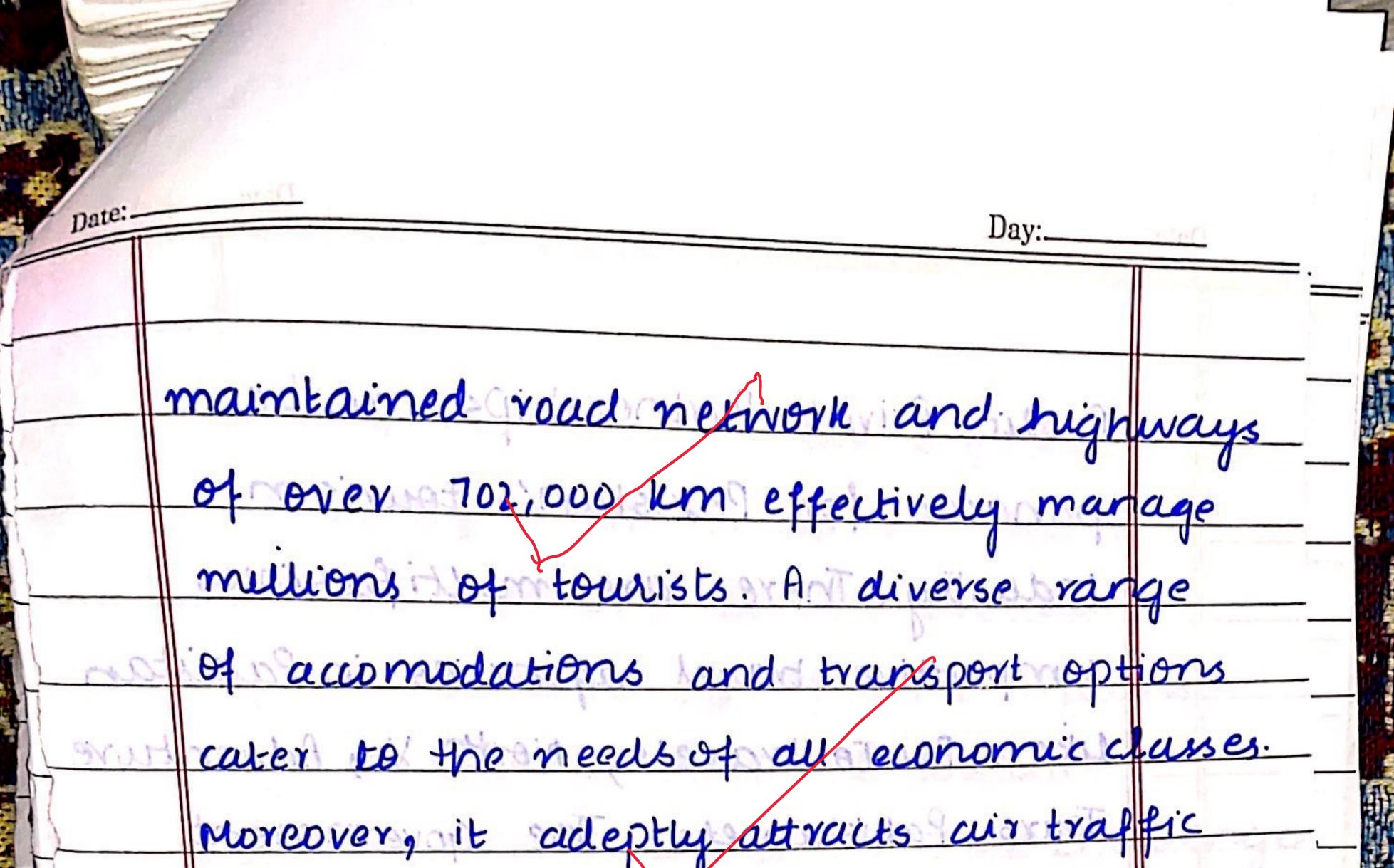
1	and the aforesaid issues, Pakistar	1
ti butina	can draw on the canadian and tustre	lian
0	model to initial challenges posed	
1	by the 18th Amendment. This entry	s
aldur	forming a "National tourism council	>>
	which includes members from the	
	federal as nell as provincial govern	ments
10150.	The council's role would be to devise	
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	specific strategies tailored according	
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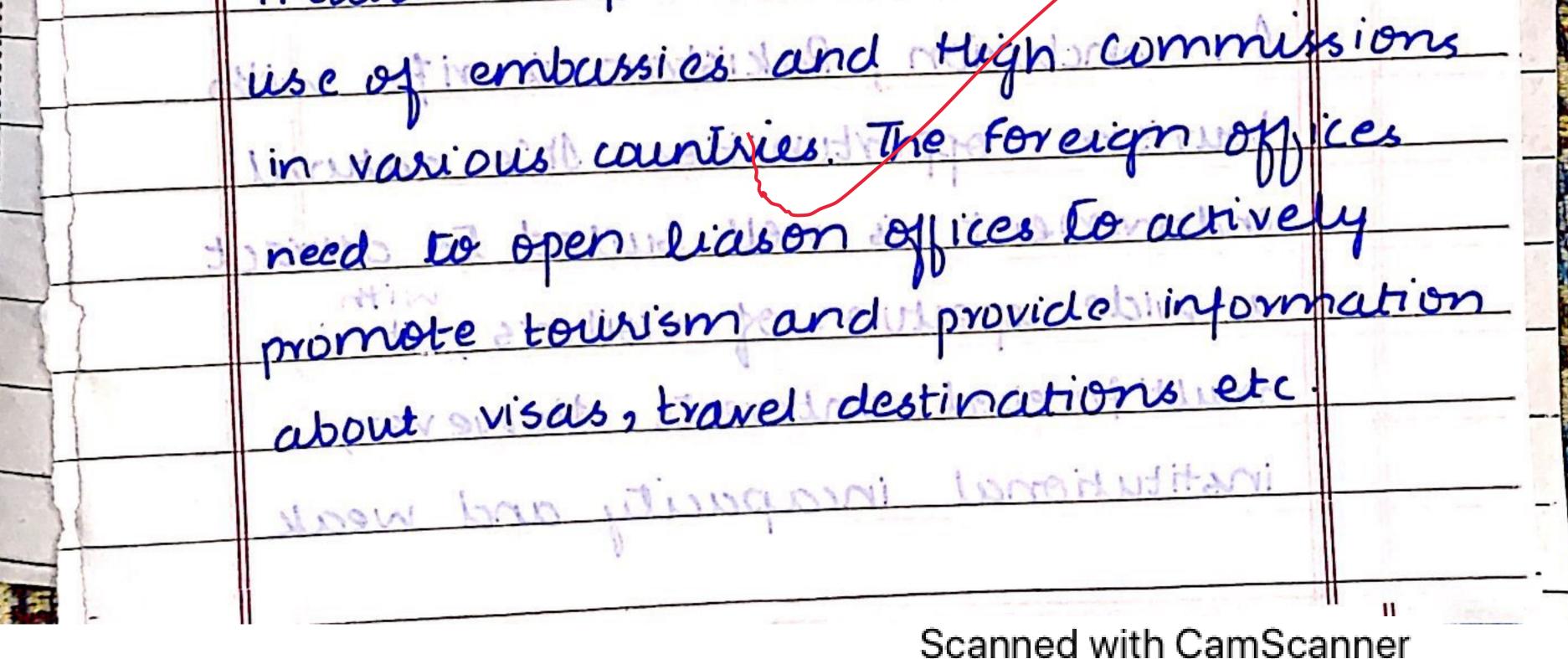
Day:__ Date: substantial empowerment and capacity building. Initiating comprehensive training programs and collaborations with international organizations like "Pacific Asia Travel Association" Tourism "Novid ---- Organization" etc can enhance institutional capabilities! Pakistan is a signation of

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<u>r</u>	Development Goals and its partner	ship
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	council? will align its agenda wi	th
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(The Government must prioritize adeq	iate,
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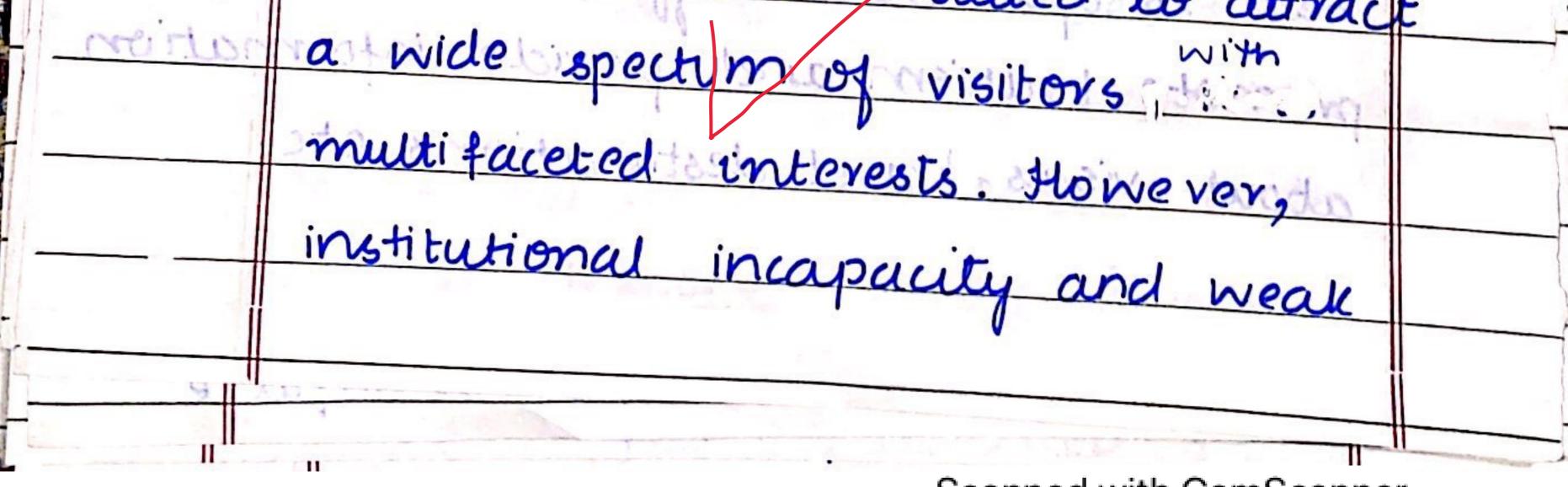


by alliance of Thai airlines with world class Star Alliance and providing world class facilities to its austomets. Effective marketing and branding techniques are also imperative to promote tourism in Pakistan Renonned film makers like Sharmeen Obaid Chinoy should be employed to showcase Pakistan's cultural heutage and scenic beauty to international media. The Genernment should also make



Date: _ Day:. Public - Private Partnerships can be a panacca for Pakistan's tourism industry. There are multifarious competitive travel agencies in Pakistan like Peuto travels, North X, Adventure Tours Pakistan etc. The Government can follow "spain's model" and enter into joint ventures with these businessos to have the

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Day:_ policy frameworks have stymied the progress of it's tourism sector It is imperative to ivon out all these obstacles by effective reforms and National Plans. A collective commitment to address these challenges and adopting innovative approaches from successful countries is sine and

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	none to unlock Pakistan's tourism	
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