

An addition, of another opportunity for tourism in Pakistan is that it promotes adventure tourism. Such adventure can be hiking, scuba diving, cycling and wildlife tours. Pakistan is blessed with one of the top mountains in the world. All over the world, visitors come to Pakistan for these mountains to enjoy snowboarding. Such mountains are K2, Himalayan, Karakoram and Nanga Parbat. The coming of these visitors to Pakistan is a great potential for tourism. In 2022, Pakistan has received over 800 applications from adventure tourists from around the world in which 500 were mountaineers and trekkers in summer. (Dawn, 800 adventure tourists apply to visit Pakistan, 2022). In short, Pakistan facilitates adventure tourism in the country.

for adventure tourism



Another opportunity for tourism in Pakistan is attracting of tourists through local handicrafts. Such crafts are being made by local people. It is the part of Pakistan's culture such as making of carpets, peshawari chapal, camel lamps, wood carvings and glazed tiles. These handicrafts attract tourists which is a great opportunity to promote tourism in Pakistan. According to an exhibitor from Sialkot, who is doing business in China, he says Pakistani traditional handicrafts, including wooden furniture, carpet and many other products are popular among Chinese customers. These crafts are always sold fast according to him (Express Tribune, Pakistani handicrafts, 2023). In a nutshell, Pakistan promotes tourism by showcasing its unique local handicrafts.