

Promoting Tourism in Pakistan: Opportunities & Challenges

1) Introduction

Pakistan has been blessed with rich, diverse and breathtakingly beautiful tourism sites. Tourism industry in Pakistan despite its potential remain neglected area. However, by promoting opportunities and minimizing challenges, it can become as strength for the country's progress.

2) Nexus between tourism industry and Potential growth and development of the country

3) Opportunities in promoting tourism in Pakistan

- a) Historical and cultural tourism
- b) Religious tourism
- c) Unmatabhable sports tourism
- d) Scenic landscapes and valleys in the North.

4) Challenges in promoting tourism in Pakistan

- a) Lack of long term policy at government level
- b) Security challenges and threats
- c) Lack of proper facilities for tourists
- d) Lack of projection of local tourist

sites in the international tourism market

5) Ways to minimize challenges and boost tourism in Pakistan

a) Concrete and long term policy making

b) Maintaining peace and stability in the country

c) Providing proper facilities for tourists

d) Raising awareness among international community about local tourist destinations

6) Conclusion