

Mashraf

Promoting Tourism in Pakistan: Opportunities & Challenges

discuss in crunch

Keep writing!

1) Introduction

Thesis Statement:

Also write intro para along with outline

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

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

Add more points

- 3) Opportunities in promoting tourism in Pakistan
- Historical and cultural tourism
 - Religious tourism
 - Unmatable sports tourism
 - Scenic landscapes and valleys in the North.

→ classify

4) Challenges in promoting tourism in Pakistan

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

infrastructure

sites in the international tourism market

- 5) ← generic, suggest concrete steps and policy measures in points
- 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

outline is comprehensive
not simple
Most of the points are generic