

Essay:-Promoting Tourism in Pakistan:
Opportunities and ChallengesOutline:-

1. Introduction:-

a. Thesis statement:- Investment in tourism sector of Pakistan can have many positive impacts in different walks of life. However, challenges which impede tourism need to be addressed as soon as possible because tourism can play a big role in prosperity of the country.

2. Opportunities which Pakistan can

have by promoting tourism:-

a. Contribution of tourism in economy:-

i. Foreign currency inflow and increased revenue generation.

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ii. Increase in GDP growth

* Case study: Singapore

* Other examples: UAE, KSA, Venezuela.

b. Job opportunities both in formal and informal sector.

i. Formal sectors include hospitality industry, transportation services, and entertainment and retail etc.

ii. Informal sectors include street vendors, local artisans and small-scale businesses.

c. Tourism can help in building soft image of Pakistan through blogs, vlogs of foreign tourists and social media.

d. Tourism can foster diverse culture of Pakistan.

i. Folk festivals

ii. Local cuisines

iii. Hospitable nature of our society.

e. Tourism can help in infrastructure development which benefits both tourists and local communities.

f. Tourism can attract Foreign Direct Investment (FDI) which contributes to economic growth, job creation, and sustainable development.

i. Top FDI recipients include the United Kingdom, United States, Germany, China, and Spain (Tourism Investment Report 2020: UNWTO)

g. Tourism can play a crucial role in rural development/empowerment.

3. Challenges faced by Pakistan in promoting tourism:

a. Security issues which lead to lack of sense of security to tourists.

b. Propagand made by our

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arch-rival India that Pakistan is home to terrorists.

c. Islamophobia: World opinion about Islamic countries and Muslims.

d. Lack of long-term policies to promote tourism.

i. Governance issues

e. Lack of infrastructural development

i. No long-term policies or no implementation of policies

ii. Economy crisis

iii. Corruption

f. No government investment in promoting soft image of Pakistan.

g. No FDI related to tourism because of political instability.

4. Solutions:-

a. Create safe environment for tourists.

b. Counter propagandas made by India and address islamophobia on world stage to promote

positive image of our country.

c. Government investment in creating soft image of Pakistan.

d. Make long-term policies to promote tourism in Pakistan

i. Good governance

ii. Sustainable tourism should

be promoted like Singapore.

e. Investment on infrastructure

f. Attract FDIs for tourism

as well as private investments.

5. Conclusions