

## ESSAY

### Topic: Promoting Tourism in Pakistan: Opportunities and Challenges

#### Outline:-

#### 1. Introduction:

Tourism is one of the growing industry across the world. Countries blessed with natural attractions provide their attractal places with modern infra-structure and facilities for the tourists. In Asia, Azerbaijan is the example of tourist countries who contribute in its GDP with this industries. Like Azerbaijan, Dubai is one of the country where tourists enjoy artificial or human made buildings or places which can not be seen across the globe that attracts tourists from all of world. Pakistan is also blessed with natural attractions like Naran Kaghan, Skardu and Neelum valley. Through promoting tourism, Pakistan can contribute in GDP through this industry if government- or stakeholders understand the opportunities and the challenges.

Thesis Statement:- Pakistan has ~~many~~ many attractal places which make Pakistan an immense opportunities for tourism at National and international level. However, Pakistan has always face challenges to promote tourism.

## (2) Opportunities to promote tourism in Pakistan

### (a) National level:-

- (i) Job/Working Opportunities for Locals
- (ii) Development of infra-structure
- (iii) Provide awareness to the locals about places
- (iv) Investment/Business grows which support Economy

### (b) International Level:-

- (i) Promotes Tourism places across the World
- (ii) Open Borders for foreigners
- (iii) Exchange currency which support Pakistan's economy
- (iv) Cultural/Exchange opportunities

## (3) Challenges to Promote Tourism in Pakistan:-

### (a) Security Issues

- (i) Locals cannot feel safe during travel
- (ii) Security Perception of Pakistan at International level.

### (b) Language Barriers

### (c) Infra-structure/Communication Networks

### (d) International level facilities

## 4. Way forward: Strengthening the Tourism Industry in Pakistan

- (a) Government- allocate budget to its industry
- (b) Make policies and regulate through authority
- (c) Promotion through seasonal events at visiting places.