

# Promoting tourism in Pakistan: opportunities and challenges.

## Outline:

Focus on proper understanding of the topic

### I: Introduction

Tourism is rising industry in the world and so is in Pakistan. Promoting tourism in Pakistan leads to opportunities like business environment, people to people contact and social harmony in the country. However, rising terrorism, political instability and climate change are basic challenges to the sector.

### II. Promoting tourism in Pakistan - an overview

A. Fifth largest domestic market in the world

B. Visiting points and easy access

### III. Opportunities of promoting tourism in Pakistan:

A. Reinvigorates the business environment

B. Increases the employment in sector.

C. Brings the foreign currencies.

D. Fosters the people-to-people contact.

E. Increases the social harmony

Discuss the opportunities available which can promote tourism in the country

F. Makes the country's image bright globally

IV. Challenges in the way of promoting tourism in Pakistan:

- Crisis of**
- A. Rule of Law crisis
  - B. Rising terrorism
  - C. Irregular climate changes
  - D. Lack of pollution control mechanism
  - E. Minimal resource allocation for the sector
  - F. Perpetual political instability
  - G. Low access to emergency healthcare

V. Conclusion

**Suggest remedial measures for these challenges**

“The world is a book, and those who do not travel, read head only one page.” - Saint Augustine

The world is full of multiple blessings and countries are getting benefits from those. Moreover, some countries have only relied on such blessings, and some countries have not even yet known their importance. Tourism, means to travel and explore these blessings, is one of these important. Those countries, which have promoted it, have earned multiple opportunities. Similarly, Pakistan is trying the same strategy to earn opportunities. However, promoting tourism in Pakistan has been stifled, because country underwent multifaceted challenges. On the one hand, promoting tourism reinvigorates the environment of business followed by increased employment in the sector by bringing the foreign currencies.

Similarly, this industry would foster people-to-people contact which brings the social harmony within the country. These all factors would definitely ~~bring~~ make the country's image brighter in the world. On the other hand, prevailing challenges in the way of its promotion are also soaring. These include the crisis of law ~~crisis~~ and current wave of terrorism, which have grown the security concerns in the country. Similarly, gradual changes in climate, lack of pollution control mechanism and minimal resource allocation for the sector have been contributing in the depletion of visiting sites. In essence, tourism is rising industry in the world and so is in Pakistan. Promoting tourism in Pakistan leads to opportunities like business environment, people to people contact and social harmony. However, rising terrorism, political instability are basic challenges to the sector.

Pakistan as its "Land of pure people" is, it has as many places ~~to~~ including world's largest mountains, <sup>name</sup> and Asia's longest rivers, world's longest glaciers, valleys, shrines of saints, longest coastline, world's beautiful capital, and others. Similarly, all these places have easy access. Since the last decade, people from the world have been visiting these sites. Therefore, the UNESCO declared Pakistan as the top destination of world's tourists. Hence, all these points give the indications that country's tourism industry needs to be focused.

Irrelevant

As far as the opportunities of promoting tourism are concerned, one of the major is that it reinvigorates an environment for business in the country. However, country lacks such an environment, be it from the country itself or from outsiders. For instance, people use to own hotels,

restaurants, guest houses and other facilities to offer the visitors. Similarly visitors exploit such facilities by paying the money. This cycle grows the environment of business in the country. Ultimately, this phenomenon would offer the people with various different means of earning money.

Besides the opportunities, there are challenges for the country when it comes to promoting tourism. One of the leading challenges is compromised rule of law. The reasons for the flawed rule of law are bureaucratic discrepancies and political interferences. Therefore, Pakistan is ranked 129th out of 142 countries as per world justice's rule of law index.

These figures affect the tourists from around world mentally and physically as well. For instance, a women from Belgium was harrassed by the police when she was walking on

Day: \_\_\_\_\_  
On the road in Lahore, she was asked  
for paying bribe under the pretext  
of filing first investigation report.  
She denied for paying bribe and  
reported media with the whole  
scenario. In this way, tourists feel  
insecure and urge others not to  
visit the country. Therefore, <sup>flawed</sup> rule of law  
is a prominent challenge for the promotion  
of tourism in the country.

In conclusion, like other  
industries, tourism is also getting  
preference in the world. Similarly,  
Pakistan has reaffirmed her  
commitment to promoting this sector  
for the betterment of her economy,  
culture and brighter image.  
Therefore, Pakistan has myriad of  
such sites, which attract the  
people from world. However, country  
undergoes multiple challenges which  
have impeded the proper development  
of industry. But, if government  
prefers this sector to others which

are ~~widening~~ <sup>saving</sup> financial losses to  
the national exchequer, it will be  
an other source of prosperity and  
development of Pakistan.