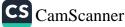
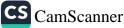
/202 Fromoting tourism in Pakiston: opportunities and challenges. Focus on proper understanding of Julione: the topic Introduction Ŀ is rising endustry in the Tourism world and so is in Pakistur. Promotion tourism in Pakistan leads to opportunities Whe buisness environment, people to plop contact and social harmony in the country However, sizing terrovism, political ansta. bility and clamate changeare basic challenges to the sector II. Promoting tourism in Pakistan - an overiew A. Figth largest domestic market in the world B. Visiting Points and any access III- Opportunities of promoting tourism in Pakiston: A. Reinvigorates the business environment B. Increases the employment in sector. Brings the joseign currencies. Fosters the people-to-people contact. Increases the social harmonly s the opportunities available which can promote tourism in the CS CamScanner country

Day ./202 F. Makes the country's smap e bright globally The challenges in the way tourism in Pakiston. A. Crisis of Low exists B. Rising tenovism C. Irregulas clomate charges D. Lack of pollution control mechanism E. Minimal resource allocation for the Sector F. Perpetual political instation why CA. Low access to emergency healthcare 7. Conclusion . 1-1 Suggest remedial measures for these challenges 111



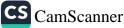
The world is a book, and those who do not fravel, and hege only one Page. - Saint Augustine The world is full of multiple blessings and countries are getting benefits frome those. Moreover, some countries have only rebed on such busings, and some countries have not even yet known their importance. Tourism means to travel end enplore these blorsings, is one of these important. Those countries, which have promoted it, have carned multiple opportunities. simlarly, Pakistan is trying the same strategy to earn opportunites. However, promoting tourism in Pakistan has been stigled, because country underwent multipaceted challenges. On the one hand, promoting tourism reinvigorates the environment of busines followed by increased employment in the Sector by bringing the foreign currencies



__/___/202 Simlarly, this industry would poster people - to - people contact which brings the Social harmony within the country. These all factors would definitely borg make the country's image brighter in the world. On the other hand, preventing challenges in the way of its promotion are also Soarsing. These include the rule of Law crisis and current wave of terronson, which have grown the Security concerns on 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 evence, tourism is rising industry the world and so is in Pakistab Promoting tourism in Pakistan leads to opportunities whe business environment, people to people tontact and social harmony. However, vising terrorism, political instabilisty are basic challenges to the Sect



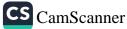
____/202 mane Pakiston as its " Land of puse people" is, it has as many places to including world's largest mountains, and Asia's longest rivers, world's longest glacies, valleys, shrines of Saints, longest coastlyne, world's beautiful capital, and others. Similarly, all these places have com access. Since the last decade, People from the world have been these Sites. Therefores the Visiting UNESCO declared Pakistan as the top distinction of world's toursts Flences all these points give the indications that country's toursm industry needs to be focused. Irrelevant As for 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 goom the country itself or from outsiders. For instance, People use to own hotels,



restaurants, gust houses and other open the visitor - Simborly tradities to visitors exploit buch pacilities by paying the money. This ycle grows the environment of busines an the country. alternately, this phenomenon would over would offer the different means of earning people money Besides the opportunities, there challenges for the country when it comes to promoting tourism. a One of the leading challenges is compromised tyle of law. The reasons for the plawed rule of law are bureaucratic discripancies and powficel interperencer. Therefore, Pakistan is ranked 129th out of 142 Countries as per world justice's rule of law where. These figures affect the tourists from around world mentally and physically as well For instance, a women from Belgun whe was harrased by the police when she was walking on



1202 he road in Lahore she was asked paying bibe under the preten 9 First envestigation report denied for paying bobe and reported media with the whole In this way, toursts feel inscence and urge others not to visit the country. Therefore, rule of Law D & prominant challenge promotion an the country. tourtem In conclusion, Whe other industries, tourism is glas getting preference in the world. Similarly 5 Pakistan has reaffirmed her commitment to promoting this sector for the better ment of her economy culture and boighted among e Therefore, Pakistan has myriad of such sites, which affract the people from world. However, country undergois multiple challenges which have smpeded the proper development of andustry But, it government prepers this sector to others which



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