

KINZA BATCH 60

ESSAY PRACTICE BY SIR ALI SHAB

1.

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ENG.

ESSAY

OUTLINE

Promoting Tourism in Pakistan: Opportunities and challenges

Opportunities

1. Opportunities in Northern Areas
 - a. Tour towards valley and lakes
 - b. Destination for nature lovers
 - c. Fun activities: hiking, boating
2. Opportunities in Heritage sites.
 - a. Historical monuments to tour
 - b. Cultural identity and diversity
 - c. Tour towards civilizations (old)
3. Opportunities in Religious tourism
 - a. Building architectures of Mosques
 - b. Religious tourism for Sikhs
 - c. Cultural representation of religious events

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2.

4. Opportunities in Sports events
 - a. Best cricket team
 - b. Polo matches
 - c. Represent ancient sport i.e juvenile, tent pegging

5. Opportunities in promoting tourism
 - a. Discount Packages i.e Deals
 - b. Running ads at different platforms
 - c. Represent cultural and geographic sites

Challenges:-

1. Terrorism
 - a. threat of Taliban
 - b. Bad image of Pakistan after 9/11
 - c. Problems between people & government
2. Lack of Investment in hospitality
 - a. Un-Hygienic environment
 - b. Lack of basic facilities
 - c. Low ratio of hotels/apartments

3.

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3. Public is most trained: Life skills

- a. An-appropriate behaviours
- b. Scams
- c. Conservative People

4. Opening of Bank Accounts

- a. Difficulties in opening accounts
- b. Money handling problems
- c. Threat of theft

5. Poor infrastructure: transport

- a. Lack of basic needs
 - b. Railway routes are limited
 - c. Inconvenient travel
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Assignment-2

4.

Paragraph Writing

1. There is also a need of upgradation in the field of Forensic science. Technology has evolved itself to a greater extent in forensics and we are following same old-school techniques.

2. There should be some sort of Metro buses or trains that allow the students free or with relatively low fare, and in the same way university private transport should consider lowering of fee to accommodate the students. The universities must/ should follow the policy of, "two days online class in a week" to save the travelling costs.

3. Along with other remedies to ease the ills of higher education in Pakistan, the final one is the hiring of efficient employees on

campus. It is a well-known quote by **Napoleon**:

"Give me good mothers (teachers) and I will give you a good nation."

Instead of temporary solution of visiting faculty, higher education must follow the policy of regular induction of teachers. This can be done by the involvement of FPSC/PPSC/SSPC during the selection of procedures to avoid any favouritism on campus hiring. Then the teachers training program should be introduced as a course by HEC for the teachers who want to join universities. These courses should be design in the light of students needs, which* Through these courses, the teachers must update themselves with the **new** strategies of teaching. Furthermore, the teachers should not be involved in multitasks that would affect their performance.