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# Promoting tourism in Pakistan opportunities and Challenges.

## Outline

### 1. Introduction:

**Thesis Statement:** Tourism industry in Pakistan not only provides opportunities to foreigners but also helps the local businesses. There are several challenges which have been effecting the promotion of tourism in Pakistan need to be projected.

### 2. Opportunities:

2.1 Provides spectacular landscape to tourists

2.2 Contributes in the GDP of the country

⇒ PTDC report

2.3 Promoting tourism in Pakistan <sup>can</sup> explore the positive image of the country

2.4 Tourism can enable the backward regions into developed ones

2.5 Scenic valleys like Hunza, Murri and Bolan have been providing great cultures and history for foreigners to visit

2.6 Profound tourism can improve the local businesses

2.7 Promotion of tourists can bring happiness and security in the region

2.8 The hospitality of Pakistanis can make the tourists glee to enjoy

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### 3. Challenges:

- 3.1 Political instability
- 3.2 Terrorism
- 3.3 lack of proper infrastructure
- 3.4 Ineffective allocation of funds to the tourism industry
- 3.5 Transportation issues
- 3.6 Frauds with foreigners

### 4. Way forward:

- 4.1 Allocation of effective funds
- 4.2 Improvement in infrastructure and transportation sector
- 4.3 Sustaining political stability
- 4.4 Providing facilities to tourists in every area

### 5. Conclusion: