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ONLINE # 59

Tourism in Pakistan: Opportunities and challenges.

Outline:

1) Introduction:-

The tourism sector of Pakistan has a lot of potential but is never fully realized due to various challenges. If these challenges are tackled, tourism can help Pakistan to achieve economic growth as well as a prestigious image at the global level.

2) Tourism opportunities in Pakistan:

1) Green valleys and snow-capped mountains are tourist destinations.

b) Huge potential in religious tourism.

c) Ancient cities centre of attention for tourists.

d) Diverse cultural and heritage sites.

e) Sports tourism a great avenue to explore.

2) Challenges to tourism in Pakistan:

a) Volatile security situation in Pakistan.

b) Lack of infrastructure.

c) Lack of awareness among masses.

d) Perception of Pakistan around the world.

3) How to overcome challenges:

a) The security crisis must be overcome.

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- b) Development of Designated tourist zones.
- c) Awareness among masses.
- 4) Conclusion.