

Tourism in Pakistan: Opportunities and challenges :-

Outline

Introduction:

2. Main Body:

a) Opportunities

2.1 Wide range of diversified culture and heritage sites

2.1.1 cultural festival of Chitral, Kabash

2.1.2 Fort mureto, Lahore fort

2.1.3 museums

2.2 Natural wonders and Landscape opportunities

2.2.1 Northern areas

2.2.2 K2, mountains

2.2.3 Valley of Naran, Kaghan & Hunza

2.3 Opportunities of Religious site

2.3.1 Mosques; Faisal mosque, Badshahi mosques

2.3.2 Temples and church

2.4 Handicrafts and traditional arts reflect Pakistan's artistic heritage.

2.4.1 Art and design on pottery, textile

2.4.2 Embroidery, wood work.

2.5 Adventure sports embrace the thrills of Pakistan's natural playgrounds.

b) Challenges

2.6 Security issues.

2.7 Insufficient infrastructure.

2.7.1. Roads, Railways

2.7.2. Lack of Parks, Hotels

2.8 Visa issues.

2.9. Untrained people.

3) Solution for challenges.

3.1 strengthening security measures.

3.2 improve infrastructure.

3.3 Organizing skill development programs.

4. Conclusion

Introduction:

Tourism is not a just vital component of any country's economy but also a mirror through which a country views itself by other prospective. The beauty of Pakistan attract the foreinger to vist the country. Tourism industry plays a significant role in growth of economy. In Pakistan Tourism industry provides many opportunities to tourist to euplose the pakistan. In 2018, the contribution of tourism is 7.1 percent but in tourism industry also faces some challenges like Insufficient infrastructure, security issues to tourist and visa issue. and to solve these issues pakistan tourism industry must

strengthening the security issues. The improve
in infrastructure tourism in Pakistan ^{will} more
good.

Main body :-

Tourism is a catalyst for economic growth
in Pakistan. Pakistan tourism industry will grow
by providing more opportunities to tourist.

Through these opportunities more outsiders
attract and come to visit Pakistan. Pakistan
have a wide range of diversified culture and
heritage site. In this foreigners explore the
cultural festival of chitral, skalash etc. Pakistan
tourism industry provides an opportunities to
outsiders to explore the forts like Lahore
fort, fort mura. Pakistan have a lots of
museums through which country showcasing
it culture and history.

Pakistan tourism industries provided opportunities
to explore natural wonders and landscape.

The beauty of nother areas attract the foreigners
~~and~~ ^{to} explore them. According to regional government

of Gilgit-Baltistan's ~~gov~~ says in just nine
months of 2023, 17000 foreigner climbers and
tourists visited the area. These are said
to be highest figure of past two decade.

Tourist explore the beauty in Naran, Kaghan
and nother areas. Climbers and foreigner
came to Pakistan and explore the beauty.

Tourists have an opportunity of religious site as well. Mosques, Temples and Church shows their beauty and attract the tourist. People come to see the historical mosques like Badshahi mosque, Faisal mosque. The beauty of art and Handicrafts of a country also attract the outsiders. Pakistani women increases the beauty through embroidery and art and designs on pottery. Through these foreigners come and explore the tradition of Pakistan. Food also play an important role in tourism industry.

Tourism industry of Pakistan also provides opportunities in sports events to attract tourists. Pakistan arranges events like trekking, Paragliding through these arrangements foreigners come and take participation. On the other hand tourism industry also faces some challenges. Mostly, foreigners faces securities issues because after 9/11 incident Pakistan is considered as a terrorist country in the world. Lack of road, Railways tourists avoid to come Pakistan. There is no proper parts, hotels and roads in nothern areas. The big issues outsider faces in visa. The process for a visa is time taken. Public also untrained and does not give proper guidance to tourist. These

challenges are constraints for visitors. The Tourism industry of Pakistan must address all these challenges. Consider all these challenges tourism will be more better to strenghten the security issues, improving in infrastructure. By Building new road, parks and hotels tourism industry attract more people / outsiders. Pakistan must organizes campaign, skill development program for a public through which tourist feels more comfortable and give positive compliment and show good image of Pakistan to world.