1.

KINZA-BATCH 60   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 Remnants of civilizations (old)

3. Opportunities in Religious tourism
   a. Building arcitectures of Mosques
   b. Religious tourism for Sikhs
   c. Cultural representation of religious events ✓

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 ~~Advertisments~~
   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 _Political instability_

2. Lack of Investment in hospitality
   a. Un-Hygienic environment
   b. Lack of basic facilities
   c. Low ratio of hotels/apartments

3.

3. Public is most trained: Life Skills
a. An appropiate behaviours
b. Scams — Fraudulent activities
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 need ✓
b. Railway routes are limited ✓
c. Inconvenient travel ✓

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Mention suggestive measures as well

Mature your arguments

Assignment-2

Paragraph Writing

1· There is also a need of upgradation in the field of Forensic science. Technology has evolved it self 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's private transport should consider lowering of fee to accomodate the student. 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 **Napolen:**

"**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
~~designed~~ 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.

designed

Mukti-tasking