

DATE: ___/___/20__

M T W T F S

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ONLINE # 59

Tourism in Pakistan: Opportunities and challenges.

Outline:

Introduction:

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

Tourism opportunities in Pakistan:

Green valleys and snow cap mountain ~~the tourist destinations~~

b) Huge potential in religious tourism.

c) Ancient cities ^{are} 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 infrastructure

c) Lack of awareness among

Negative

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.

Add more arguments
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