

## Promoting Tourism in Pakistan: Opportunities and Challenges

### Brain Storming

Opportunities	Challenges
<ol style="list-style-type: none"> <li>1. Opportunities as Pakistan</li> <li>2. Cultural heritage</li> <li>3. Religious places for tourism</li> <li>4. Sports events</li> <li>5. Opportunity to see ethnic diversity</li> <li>6. Opportunity to see four weather</li> </ol>	<ol style="list-style-type: none"> <li>1. Terroism and law and order situation</li> <li>2. Poor infrastructure</li> <li>3. people are not trained</li> <li>4. opening of Bank account</li> <li>5. Poor management of tourist attraction point</li> <li>6. there is no entrepreneurship to promote tourist attracting businesses</li> </ol>

#### 1. Introduction:

- I. Attention grabber
- II. General Statement
- III. Thesis Statement

#### 2. Main body:

##### A. Opportunities for Pakistan to attract tourism:

- I. As Pakistan is blessed with variety of landscape
  - i. Northern Side of Pakistan
  - ii. Different Beaches
  - iii. Rivers
  - iv. Deserts
- II. Cultural Heritages
  - i. Indus valley civilization
  - ii. Old Temples of different religions
  - iii. University of Taxala
  - iv. Shrines of Sufies
- III. Weathers of Pakistan
  - i. Winter
  - ii. Spring
  - iii. Summer
  - iv. Autumn
- IV. Diverse Culture of Pakistan
  - i. Sindh
  - ii. Punjab
  - iii. KPK
  - iv. GB
  - v. Kashmir

##### B. Pakistan is facing Challenges as:

- I. Poor management in maintaining the infrastructure
  - i. No roads proper roads

- ii. No proper management of heritage buildings
    - iii. Tourist face transport issue while travelling
  - II. Natives of Pakistan are not much train about how to welcome tourist
    - i. Police
    - ii. Shopkeepers
    - iii. Hotel managers
    - iv. Traffic wardens
  - III. Poor Governance
    - i. Corruption
    - ii. Lack of Facilities for tourist
    - iii. Lack of concentration from concerned authorities
    - iv. No proper Channels to promote tourism in Pakistan
  - IV. Poor law and order situation
    - I. Terrorism
    - II. No proper rite of Local police in distant areas
    - III. Non- serious attitude of police towards tourist
    - IV. Compromised approach for the safety of tourist

### 3. Conclusion

#### Introduction

Switzerland is a small country of Europe and its economy is mainly depended upon tourism. Despite of having limited opportunities, as compare to Pakistan, Switzerland is managing well to provide all those facilities which are compulsory to attract tourist in their country. And, that's how they are making a major chunk for their economy from tourism. However, in case of Pakistan situation is not much appreciable. Although, Pakistan is blessed with many opportunities to attract tourism, such as; variety of Landscapes, Cultural Heritages, four different weathers, A diverse ethnic culture. If these opportunities are utilized with complete potential, Pakistan's economy could also grow. But, concerned authorities do not seemed much focused about it. As a result, Pakistan is losing its opportunity to attract tourist just because of poor infrastructure, compromised attitude of natives, poor governance, and bad law and order situation. If these challenges prevail on this pace, Pakistan would be losing its opportunity, despite of having all blessings given by the God...