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Assignment :- English Essay

Topic :- Promoting tourism
in Pakistan: opportunities
and Challenges

A. Introduction

1. Mohenjo Daro
2. Tourism in Pakistan
3. Thesis Statement

B. Tourism in Pakistan

1. Natural Wonders
2. Historical Sites
3. Cultural Experience

C. Tourism in Pakistan as a opportunity

1. Highlight natural beauty & culture richness
 - a. Mohenjo-daro & Harappa
 - b. Hunza Valley
 - c. Badshahi Mosque
2. Promote domestic tourism industry
 - a. \$19.5 billion revenue in 2021
 - b. 4% Contribution in the GDP
3. Promote and Develop sustainable tourism initiatives
 - a. Ecotourism in the Northern Areas
4. Portray ^{positive} Good Image

D. Challenges of Tourism in Pakistan

1. Negative Perception of Safety
2. Lack of Infrastructure in touristsites
 - a. Unpaved road in northern Pakistan
 - b. Limited access to Deosain national park
3. Limited International marketing and promotion
4. Complex visa application process

E. Conclusion

Essay

Mohenjo Daro is the one of major city of Indus valley civilization. The city represent social and cultural life of ancient peoples. Now this city is the UNESCO world heritage site. Mohenjo daro is famous for its Art. Mohenjodaro is the cultural tourism site in Pakistan. Pakistan has tourism rich countries. There are many natural wonders located in Pakistan such as highest Mountains, Valleys, national Parks, campsites and hiking trails. Pakistan has traditional cultural experiences such as sufi music, Dhamal dance, Spicy cuisine and festivals. Pakistan ~~has~~ historical sites shows art of ancient civilizations, palace of kings, mosque etc. Sometimes tourism considered as a opportunity in Pakistan because it highlight the natural beauty and cultural richness of Pakistan through Mohenjo daro, Hunza valley and Badshahi mosque. Pakistan tourism industry significantly boost in recent years. It promote and develop sustainable tourism initiative and portray positive image of Pakistan in the world. Therefore,

The tourism industry in Pakistan face significant challenges. The negative perception of safety spread everywhere. Lack of infrastructure in the tourist sites other challenge. The limited international marketing and promotion & computer visa application process create hurdle in the tourism in Pakistan. Hence, there are evidences found that tourism industry of Pakistan major opportunity for nation due to its vast scope but it also faces many challenges.

Tourism in Pakistan based on natural wonders, historical sites and cultural experiences. However, natural wonders of Pakistan has biggest contribution to attract tourist in Pakistan. These wonders are ^{contains} based on ~~best~~ highest mountains, beautiful valleys, attract lakes and vast deserts. The natural wonders ^{has} are significant role in the economy and build tourism. For example, Hunza valley alone receives an estimated 40,000 tourist each year and. This generating substantial revenue for local businesses and state. In a conclusion, natural wonders

consider goldmine for Pakistan because it has many benefits.

In addition, historical sites of Pakistan represent ~~the~~ art, calligraphy and lifestyle of ancient civilization.

These sites build hundred years ago. These historical sites represent ancient culture. For instance, Badshahi mosque build by Mughal emperor Aurangzeb. The purpose beyond mosque build is portray Islamic culture in the society.

Therefore, historical sites in Pakistan is major source of tourism and show culture, art and calligraphy.

Furthermore, culture experiences in Pakistan represent culture richness that are the reason to attract tourism. The sub dance, Sindhi Dhamal, and Urdu literature and cuisine are the major experiences. The culture experience is the source of foreign tourist attraction. For example, popular food vlogger wants to come Pakistan and try Pakistani cuisines. The cultural experiences beneficial for other industries. Finally, cultural experiences shows Pakistani nation image in the view of world.

However, tourism in Pakistan considered as a major opportunity for the nation, if nation use properly.

In addition, tourism in Pakistan highlight country's natural beauty and its rich culture. Pakistan beauty expanded into its majestic mountains, diverse landscape, lush valleys and captivating deserts. For Example, the Hunza valley has nestled amidst the majestic peaks of Karakoram that referred to as a "paradise on earth". On the other hand, cultural beauty possesses a rich history dating back thousands of years that evident its ancient archaeological sites. For instance, Mohenjo-daro is the world heritage site that provide lesson to current civilization. Tourism offers a unique blend of various cultures and traditions that influenced by Arabs. For example, Badshah mosque was a example of decorated tile work, calligraphy and marble. These breathtaking beauty, unique culture and serene environment have captured the hearts of travelers and adventures from centur.

Moreover, domestic tourist industry proved as a opportunity for Pakistan. Tourism in Pakistan is the source of many businesses and it contribute in national economy. For example, tourism industry generates 19.5 billion revenue in 2021. It is a huge growth of income towards tourism. In past few decade, tourism emerge as a major industry. For example, tourism contribute 4% in the GDP in every year. In a conclusion, demand of tourism increased in every year and its promote tourism in Pakistan.

Furthermore, rising tourism in Pakistan has given chance to promote and develop sustainable tourism initiatives. These initiatives favourable for local peoples and businesses. For example, Ecotourism initiative in the northern area of Pakistan build community-based ecotourism, conservation and restoration projects, Green tourism infrastructure and cultural tourism initiatives. These ecotourism initiative in northern area cause of economic development, environmental conservation, cultural preservation and community empowerment. Hence, tourism in Pakistan

create ground to build ecotourism initiatives.

Therefore, Promotion of Pakistani tourism produce positive image of nation in the view of world. The consider as power tool to change nation perception. Tourism is the sign of peace and harmony in the society. For instance, Pakistan society consider extremist before in the era of war on terror but after tourism in Pakistan that change thinking of world. In a conclusion, Pakistani tourism activities shows peace in the society that portray positive image in society.

However, tourism is the great opportunity for Pakistan that evidence prove. But, on the other hand tourism industry creates complex challenges for Pakistan.

In addition, increased in tourism attract tourist but one unlawful activity happened with tourist that generate negative perception of security and safety for the Pakistan. The security and safety never comprise for tourist in any country but one incident destroy

the image of nation. For instance, in 2022, the foreign vlogger were scammed by a horse owner at Karachi Clifton beach. This incident vulnerabilities faced by tourists unfamiliar with local custom and price structure. This incident create significant challenge for tourism in Pakistan. In a conclusion, negative perception of foreigners safety cause harm for tourism.

Moreover, lack of infrastructure in the tourist site major cause of decreasing tourism on those areas. The tourist sites are attractive but infrastructure not build in areas. Many tourist sites have doesn't access because of no roads. For example, northern areas of Pakistan have unlinked due to roads. That's reason peoples not reach easily. On the other examples, famous Deasai national park have limit access due to its infrastructure. Shortly, absence of infrastructure is the hurdle in the way of tourism in Pakistan.

lacking, limited international marketing and promotion prevent tourism in Pakistan. Most of

have limited knowledge or wrong perception about Pakistan's tourism. But on the international level Pakistan's government and marketing companies not run strong advertisements or promotion. For example, Pakistan's government doesn't have much resources to ^{run} campaign at international level. However, insufficient promotion and marketing is hurdle of for tourism.

Lastly, complex visa application process cause many cons for tourist industry of Pakistan. There are few countries included Pakistan into a black list. And other countries ~~to~~ not issue tourist visa for Pakistan due to security reason. In a conclusion, complex tourist visa application process cause ~~appe~~ challenge for tourist industry.

In the end of argument it is proved that tourism in Pakistan can be both as a opportunity or challenge. As well as, tourism in Pakistan is the important factor that ^{has} contribution in the national prosperity and ~~sect~~ security. Tourism has many many benefits ~~and~~ that enjoyed by the people and government.

but on the other hand, tourism linked with other factors like safety and security, infrastructure that cause harm to tourism. Pakistan is the one of most beautiful country for their beauty, wonder, cultural richness etc. Last few decade, huge increased notice in the tourism in Pakistan. Pakistan has natural wonders, cultural sites and historical places that promote domestic industry of tourism. It develop many tourism initiatives to facilitate tourist. Tourism is the projector that portray positive and peaceful image of Pakistan in the world. But on the other side, tourism industry faces multifaceted challenges in last few decades. The negative perception of safety and absence of ~~inf~~ infrastructure at tourist sites decreased tourist from Pakistan. Limited international marketing and promotion and complex visa application process is main hurdle in the way of tourism in Pakistan. Pakistan is the location of tourism for their mountains, valley, national parks, desert, historical and cultural sites and their lakes. According to former PM of Pakistan, "Pakistan is more beautiful than Switzerland".