

# Expository Essay

## Tourism in Pakistan: Challenges and Opportunities.

### 1- Introduction:

- Tourism is one of the potential sectors which can boost the development process of Pakistan.

### 2- Challenges to Tourism in Pakistan:

#### 2.1- Low Investment:

- Government does not seriously invest in tourism sector in Pakistan.

#### 2.2- Security Issues:

- Pakistan has been facing security issues since inception, they pose great danger to tourism sector.

#### 2.3- Lack of Infrastructure:

- Pakistan lacks the infrastructure to meet tourism standards.

#### 2.4- Inadequate Human Resource:

- There is lack of adequate human resource with technical, linguistic and terrain expertise and skills.

#### 2.5- Negative International Portrayal:

- Pakistan faces negative media portrayal which affects tourism in Pakistan.

### 3- Opportunities to Tourism in Pakistan:

#### 3.1- Job Creation:

- If government invests seriously, tourism sector can create millions of new jobs in the country.

### 3.2. Tax and Revenue collection:

- It can help in generating more revenue, more tax collection and inject more dollars into the economy.

### 3.3. Investment Opportunities:

- Tourism can attract more investors to the country which can pier up the economy.

### 3.4. Improving International Image:

- By promoting cultural uniqueness, Pakistan can improve its international image.

### 3.5. Combating Islamophobia:

- Pakistan can help in combating Islamophobia by promoting religious tourism, as it is hub to the oldest religious and cultural footprints.

## 4. Conclusion

### Essay:

Tourism has been one of the best performing avenues in economy of Pakistan in the year 2023, according to ~~FARDEL~~ ~~(The Trade Development Authority of Pakistan~~

Travel agency of the United Nations. No doubt, Pakistan is blessed with unique climate. It has four seasons, different types of terrains, people and amalgamation of cultures. Pakistan has great potential

for tourism, but it faces different challenges including security issues, structural issues, international and national constraints, and importantly apathy of the governments to invest in tourism. In order to exploit the potential of tourism the country needs to work in this direction. Tourism can help Pakistan boost its economy, increase revenues, rising job opportunities and combating its negative image portrayed worldwide. Moreover, Pakistan can also help the Islamic world to counter the issue of Islamophobia by promoting religious tourism. No, tourism sector in Pakistan has the capacity to perform helpful functions for the country.