

Mock Exam I

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Session: Batch 65

Essay topic:

Tourism in Pakistan: Challenges & Opportunities

Outlines:

I- Introduction

- a) Hook/Definition of Tourism
- b) General statements
- c) Thesis statement

II- Main body

1- Challenges faced by Pakistan's tourism

- (a) Depleted infrastructure: Limited hotels, poor road accessibility, underdeveloped tourist routes.
- (b) Underdeveloped hospitality sectors: Underdeveloped hotels, inadequate facilities, security problems, poor services and lack of government programmes.
- (c) Unexplored religious tourist sites: Incomplete exploration of religious places and non-diversity

in tourism industry.

(d) Terrorism in Pakistan: 9/11 effects, unsafe for tourists, bad reputation and law & order issues.

(e) Negligence to tourist places: No attention to building hotels, camping that tourist not appreciate and less accommodations for travellers.

(f) Social challenges: bad behaviour of people, and disrespecting tourists

~~2~~ 2- Opportunities for tourism in Pakistan

(a) Pakistan is becoming peaceful: secure environment for everyone

(b) Government's will to revive tourism: PM's involvement in developing tourism.

(c) Power of social media: People of Pakistan promoting Pakistan's lovely locations on social media

(d) Introduction of E-governance: Pakistan Citizen Portal, solution for social issues and mismanagement

(e) Handicrafts and traditional arts: Reflecting Pakistan's heritage and globally reowning of Pakistan's art.

III-Conclusion

(a) Summary

The Essay

"The travel and tourism industry, it's just a huge part of our economy." (Karen Hughes) - Tourism is an economic backbone for every country, including Pakistan. Many countries are expanding their economic growth through tourism. Tourism is a crucial industry that could employ millions of people. From street vendors to tour guides, everyone earns something. It can employment to the poorest of the poor. The tourism sector in Pakistan

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has tremendous potential and is linked to some of the tallest mountains, lakes and natural sceneries in the country, and it is a well-liked attraction for visitors from both inside and outside the nation. Even though Pakistan has a great deal of tourist potential, its tourism industry has suffered a lot due to poor infrastructure including less hotels, no tourists routes and shortage in visitor's service. Pakistan also facing social challenges and terrorism that is main challenge in the way of tourism in Pakistan.