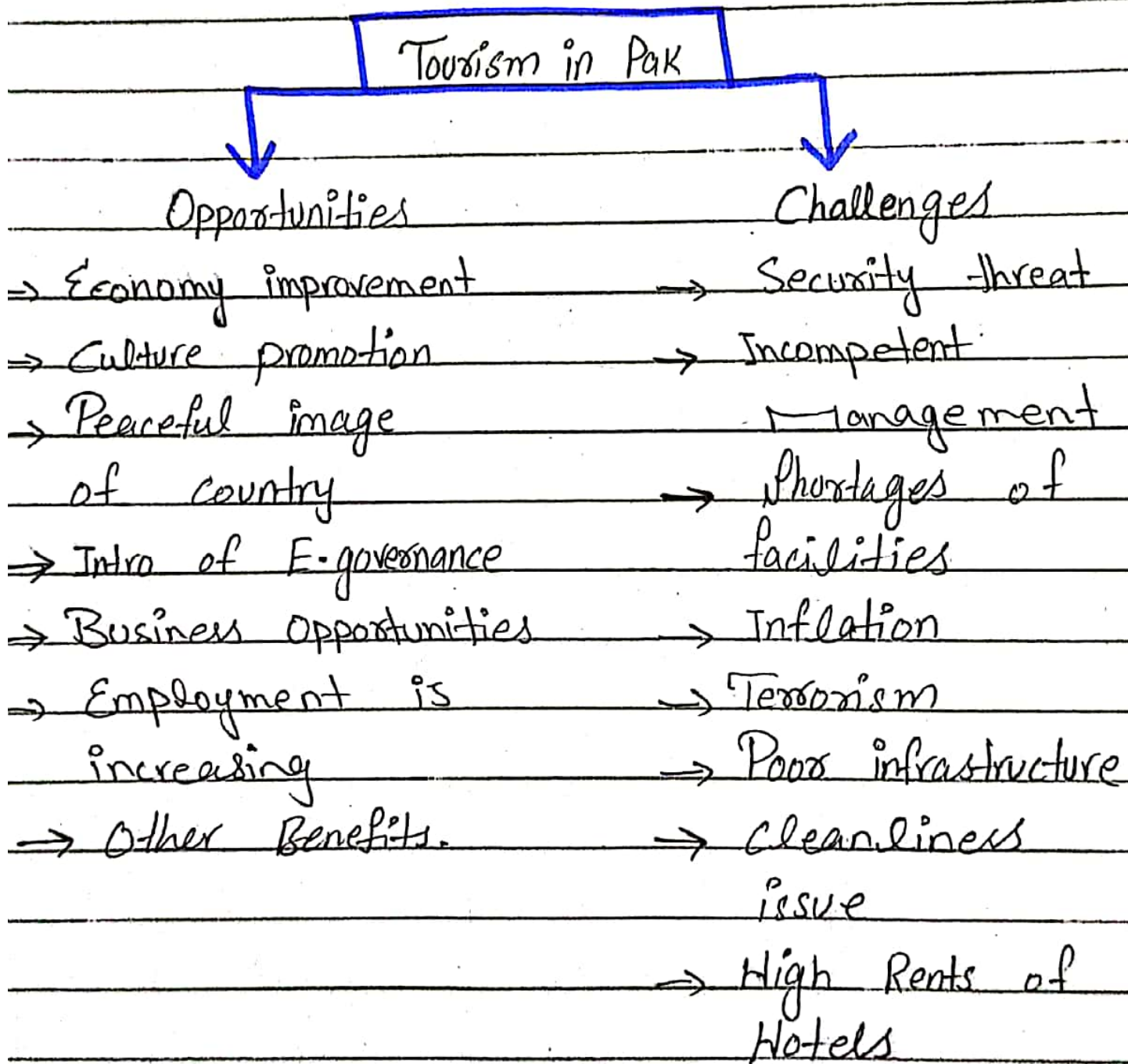


Tourism in Pakistan: Opportunities and Challenges

Brainstorming



Outline

1. Introduction

(-) Thesis statement: The positive contribution of tourism creates various opportunities for the country. As every rose has thorns, similarly tourism in Pakistan presents different challenges too.

2. Opportunities

(i) Economic Boost

(a) Beneficial for Business sector

(b) Creates Job opportunities

(c) Generates ways of earning for normal people vendors and transport drivers

(ii) Promotion of peaceful image

(a) Safer Tourist Destination for foreigners

(b) No longer considered a dangerous / insecure location (Thanks to our forces)

(iii) Promotion of Country's Culture

(a) Different provinces' cultures

(b) Hospitality

(iv) Introduction of E-Governance

(a) Big facility for citizens

(b) Quick way of complain registration

(v) Top travel Destination

(a) Global Ranking

(b) Recognition by Conde Nast Traveler

(c) Acclaim from the British Backpacker Society

3. Challenges

(i) Incompetent Management

(a) Not active in natural disasters

(b) Murree's Incident 2022.

(ii) Security Threat

(a) Terrorism

(b) Crime and Potential armed conflicts

(iii) Inflation

(a) High rents of hotels

(b) Expensive Items

(iv) Cleanliness issues

(a) Promote bad/negative image of country

(b) Create Hygiene issues

(v) Underdeveloped Infrastructure

(a) Poor road accessibility

(b) Shortage of common facilities like electricity and water

4. Solutions

5. Conclusion

The Essay

In 2008, Iceland faced a severe economic crisis with the collapse of its banking system. The government and local businesses had launched the "Inspired by Iceland" campaign to recover the economy, promoting nation's unique geothermal pools, glaciers and volcanic landscapes. Amplified by social media, the campaign had successfully attracted tourists by 2011, revitalizing the economy. This influx created jobs and boosted local communities by transforming Iceland into a top global destination and showcasing tourism's power to turn adversity into opportunity. Fortunately, Pakistan is blessed with breathtaking natural beauty with top green mountains and soothing scenes. This beauty of nature is highly investing in the tourism sector of Pakistan which is very beneficial for the country's growth including its economy and promoting a beautiful image of

Pakistan. This positive contribution creates various opportunities for the country. As every rose has thorns, similarly tourism in Pakistan presents different challenges too.