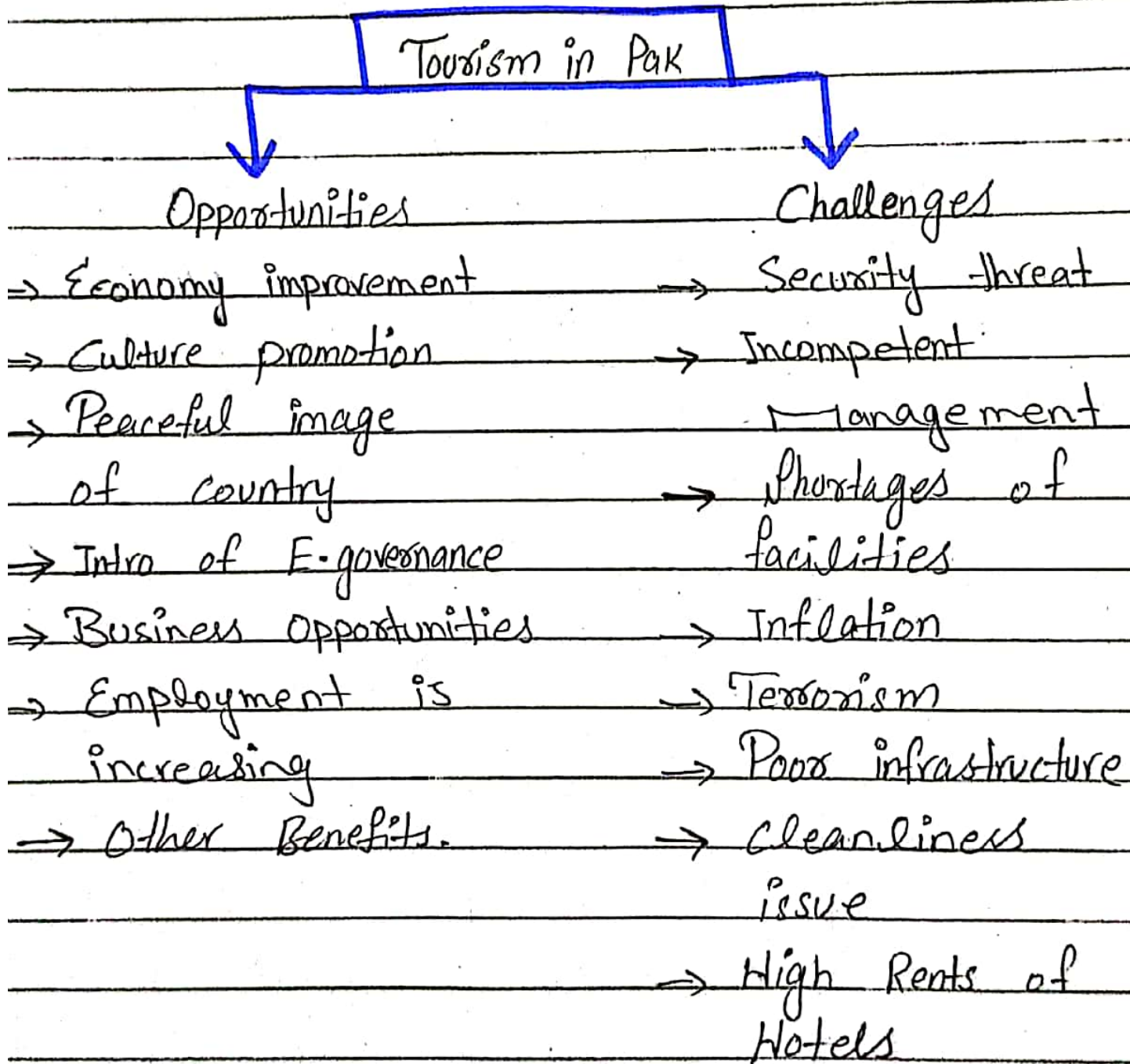


Tourism in Pakistan: Opportunities and Challenges

Brainstorming



Outline

the tourism has always been central to economy of any society.

1. Introduction

(i) 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.

similarly, tourism in Pakistan has been facing severe challenges.

2. Opportunities

(i) Economic Boost

(a) Beneficial for Business expanded job 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

appropriate facilities for

(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 ~~Condé Nast Traveler~~

(c) ~~Acclaim from the British Backpacker Society~~

3. ~~Challenges~~

tourism facing severe 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~~

pls try to list out solution here

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.

this is appropriate analogy