

Brainstorming

Promoting Tourism in Pakistan: Opportunities and Challenges:

- Depleted infrastructure
- Underdeveloped hospitality sector
- Unexplored religious tourist sites
- Negligence to tourist places
- Social challenges.
- Negative role of Pakistani media.
- Poor tourism policy
- Security issues
- Technological problems
- Inadequate transportation facilities
- Pakistan is increasingly becoming peaceful.
- Govt' will to revive tourism in Pakistan
- Power of social media
- CPEC: Enhanced connectivity
- The introduction of E-governance
- Pakistan: a home to ancient civilizations.
- Richness of Islamic heritage
- Sports, mainly cricket a source of promoting tourism.
- Beautiful areas of Northern Pakistan.

Outline

Promoting Tourism in Pakistan: Opportunities and Challenges:

1. Introduction:

- 1.1 Attention grabber
- 1.2 Background information
- 1.3 Thesis statement: Despite Pakistan has potential and opportunities in promoting tourism but certain challenges are impeding the way. Opportunities of tourism are presence of ancient civilizations, richness of Islamic culture, beautiful areas of Northern Pakistan, CPEC, an enhanced opportunity, Government's will to promote tourism and power of social media. Its challenges are depleted infrastructure, underdeveloped hospitality sector, unexplored religious tourist sites, social challenges, poor tourism policy, security issues and inadequate transportation facilities.

2. Main Body:

(A) Opportunities

- 2.1(A) Presence of ancient civilizations
Indus valley civilizations like Mohenjodaro and Harappa.
- 2.2(A) Richness of Islamic culture
Badshahi Mosque, Faisal Mosque
- 2.3(A) Beautiful areas of Northern Pakistan
Swat, Kalam, Murree

- 2.4 (A) CPEC : an enhanced connectivity connecting different parts of country to tourist places like Swader.
- 2.5 (A) Government's will to promote tourism Development of 'Brand Pakistan' a promotion strategy.
- 2.6 (A) Power of social media Facebook, Instagram use to promote tourism.

(B) Challenges

- 2.1 (B) Depleted infrastructure
Roads, hotels, parking sites.
- 2.2 (B) Underdeveloped hospitality sectors
caterers, restaurants.
- 2.3 (B) Unexplored religious tourist sites
Bhony Masjid in Sadiqabad.
- 2.4 (B) Social Challenges
Women harassment
- 2.5 (B) Poor tourism Policy
not meeting international standards.
- 2.6 (B) Security issues
Robbery, terrorist attacks on Swader.

(C) Recommendations

- 2.1 (C) Built purposeful infrastructure
- 2.2 (C) Explore more religious sites
- 2.3 (C) Overcome social challenges
- 2.4 (C) make effective tourism policy
- 2.5 (C) Address security issues.
- 2.6 (C) Develop hospitality sectors.

3. Conclusion:

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The Essay

In the heart of Pakistan's stunning landscapes a young girl named Gram saw the potential to share her country's beauty with the world. Through captivating views and warm hospitality, she attracted travellers and transformed her village into a thriving tourist destination. Gram's passion and dedication helped promote tourism in Pakistan bringing prosperity and cultural exchange to her community. The above story illustrates that despite challenges, Pakistan has ample opportunities regarding tourism. Like Gram every citizen of this country should work for the promotion of tourism and the cultural values of his/her community and Pakistan. The tourism industry of Pakistan has many opportunities like presence of ancient civilisations, richness of Islamic culture, beautiful areas of Northern Pakistan, CPEC, Government's will to promote tourism and power of social media. The progress in opportunities is impeding by certain challenges like depleted infrastructure, under-developed hospitality sector, unexplored religious tourist sites, social challenges, poor tourism policy and security issues. If these challenges are properly addressed then there is a huge potential in tourism industry of Pakistan.