

Tourism in Pakistan: Opportunities and challenges

Expository

Outline

1. Introduction

1.1. Hook

1.2. Attention Grabber General statement

1.3. Thesis statement

Pakistan is one of the few countries in the world which are blessed with diverse tourism attractions, and providing great opportunities to boost up economy. Despite these opportunities, Pakistan tourism in Pakistan has several challenges.

2. Importance of tourism:

2.1. Major source of employment generation

2.2. Direct increase in economy (GDP)

2.3. Source of culture exchange

2.4. Increase in infrastructure development

2.5. Build community pride

2.6. Source of foreign exchange

2.7. Tourism attract tourism and foreign investment

2.8. Source of Govt. income through taxes (hotels)

3. Opportunities for tourism in Pakistan:

3.1. Northern part of Pakistan, the world's most beautiful scenic area

- (Swat, Kalam, Malam Jaba, Murree, Hunza, Naran, Kaghan)

3.2. Oldest civilizations, a significant site for prehistoric research

- Indus Valley civilization
- Gandhara civilization

3.3. Religious tourism in Pakistan

- Kartarpur Corridor
- Kalash
- Data Ganj Baksh

3.4. Cultural festivals and fairs showcase the vibrancy of Pakistan traditions

- Shandue Polo, Folklor exhibition in Jallani Park Lahore

- Kalash Dance festival

3.5. Sports tourism attract international tourists

- PSL - cricket

- Olympics

- Kabaddi

3.6. Adventure tourism attract nature enthusiasts

- Karakoram Range

- K2

- Chitral valley

3.7. Business tourism in Pakistan

- Capital territory in Islamabad

4. Challenges in Promoting Tourism in Pakistan:

4.1. Pakistan's Negative image as a tourism Destination — Security concerns

- Terrorism & extremism

- Negative media portrayal

(TTCI 2019 report, Pakistan ranked 134/140)

4.2. Lack of supportive infrastructure

(TTCI 2019 report, poor infrastructure in

Pakistan)

- Air transport infrastructure
- Tourist service infrastructure
- 4.3. Lack of uniform provincial tourism Policies
 - TDCP in Punjab
 - TCKP in Khyber Pakhtunkhwa
 - STDC in Sindh
- 4.4. Lack of proper marketing and Promotion
- 4.5. Poor Development policies
 - No effective federal government role
 - DTS
 - PTDC
 - PITHM
- 4.6. Lack of government support
 - low investment
- 4.7. Lack of inter-Department coordination
- 4.8. Multiplicity of taxes
- 4.9. Ineffective participation in international tourism fairs
 - ITB Berlin

- WTM London

5. Recommendations to improve tourism sector in Pakistan

- Need to combat challenges

6. Conclusion