

Tourism in Pakistan: Challenge and opportunities

Outline

I. Introduction

II. Tourism in Pakistan

- A. Geographical Diversity
- B. Hospitality and Cuisine
- C. Adventural Tourism
- D. Religious Tourism

III. Challenges to the Tourism in Pakistan

- A. Security Concerns
- B. Social Challenges
- C. Poor infrastructure
- D. Underdeveloped Hospitality sectors
- E. Negligence to Tourist places
- F. Negative role of Media

IV. Opportunities for Tourism in Pakistan

- A. Revival of Tourism in Pakistan
- B. Economic growth in various sectors.

C. CPEC: Enhanced Connectivity

D. Economic growth in local
Businesses

E. Enhance International Partnership

F. Hospitality Industry growth
Youth employment opportunities.

V. Recommendations for the Tourism in Pakistan

A. Invest in Infrastructure
development

B. Enhance security measures

C. Facilitate public-private partnership

VI. Conclusion