

Date: _____ Promoting Tourism in Pakistan.

Opportunities and Challenges

Outlines

I. Introduction

Thesis statement

Tourism industry is rapidly growing in Pakistan. It has multiple benefits and opportunities like earning economy from tourism industry, job creation culture transformation and improve peace and security in the country. However, many challenges faced by tourism industry like mismanagement, terrorism and poor role of social media and spread diseases from one place to another one country to other countries.

ii. Overview of tourism industry

iii. Opportunities of promoting tourism in Pakistan.

(a) Creation of employment

(b) Good relations with other

Date: _____

- (c) Income from tourism industry
- (d) Maintain peace and security
- (e) Enhance FDI and improve economy

iv. Challenges to the tourism industry

- (a) Security challenges
- (b) Poor infrastructure
- (c) Lack of political will
- (d) Political instability
- (e) Mismanagement
- (f) Lack of integration of center and provinces.
- (g) Complications in receiving certificates
- (h) Lack of participation of private sector

vi. Solutions to the challenges

- (a) Address security issues
- (b) Improve infrastructure
- (c) Investment in tourism industry
- (d) Participation of private sector
- (e) Ensure political stability
- (f) Address visas complications

Date: _____

Tourism industry is rapidly growing in the world. It has many benefits to the country. These include earning income from tourism, promote culture, education, job creation in the country, reduction in poverty. In addition, it improves relation with other countries and also beneficial for trade to other countries. One of the most important characteristics of tourism industry it shows peace and stability in the country that attracts tourists to make visit. Further, tourism industry also improve the economy of the country and enhance FDI by attracting foreign investors to invest in the country being peaceful and stable. ~~our~~ Again one most significant characteristic is that tourism industry promotes peace. However, it has many challenges that hinder to grow it. These include security challenges, poor

Date: _____

infrastructure, lack of political will, political instability, poor management, disintegration between center and provinces, complications in receiving visas, lack of participation of private sector and corruption. These obstacles in the way promoting tourism don't allow it to further proceed. ~~It~~ ^{These} are a big barrier in the way in the way of development and progress of the country. They don't let economy to grow.

Tourism industry is rapidly growing in the world as well as in Pakistan. Global tourism reached at 10 percent of the GDP of the world. Prime Minister Imran Khan rightly said tourism will be the fate of the country as it carries huge potential and it will boost the economy and will offer employment opportunities. He quoted example of Switzerland, which half of our northern areas, but still generate at ~~80~~ 80

Date: _____

billion^{US} dollars, whereas Pakistan is
 more 'natural' than that of
 Switzerland and generate less than.
 Pakistan is blessed with natural
 resources and tourism sites. These
 can be classified into four categories:
 Religious tourism, Archaeological
 tourism, adventure tourism and
 conventional tourism. Religious is
 one of the most important tourist
 places in Pakistan. The country is
 famous for two old religions in
 the world like Hinduism and Buddhism
 and cradle of another Sikhism. Many
 religious tourist place located in
 Sindh for Hinduism and ~~Buddhism~~ Buddhism.
 In addition, Sikhism tourist places
 are found in Punjab like Gurdwara
 Nankana Sahib, Gurdwara Hariana
 Abdad and Gurdwara Kartarpur
 in Norway. Gurdwara Kartarpur
 recently inaugurated in 2019 by
 the then PM Imran Khan for
 Sikh tourists. Besides, there are sharing

(6)

Date: _____

of Sufis and saints which attract a large number of pilgrims from different regions. These include the shrines of Data Ghanj, Bulchsh, Shah Hussain, Aman Mir, Bahauddin Zakaria and Baba Farid in Punjab, Lal Shahbaz Qalandar and Shah Abdul Latif Bhattai in Sindh.

Likewise, Pakistan is home to two ancient civilizations; the Indus Valley Civilization and Gandhara Civilization; In particular, the excavations at Gandhara civilization ~~represent~~ represent one of the oldest remains of Buddhist culture in Asia and are of special spiritual significance for the Buddhist living in the affluent regions of east and south east Asia. Thus, there are monuments built by successive dynasties and rulers, particularly Mughals. These include the Royal Fort, Badshahi Mosque, Shalimar Garden

Date: _____

Tombs of emperor Jahangir and Empress Noor Jehan, Red Fort and Shah Jahan Mosque.

Whereas adventure tourism is concerned, Pakistan has some of the world's mountains in a knot of four great mountain ranges, the Hindu Kush, Pamir, Karakoram and the Himalayas. The country has the distinction of ^{having} five peaks above 8000 meters each including the second loftiest mountain of K.A.

The country ~~has~~ also has the largest glacier on the globe outside the polar region. These mountains offer a tremendous attraction for adventures.

Conventional tourism includes festival sports, customs, traditions and arts and crafts. Among the festivals

Basant is arguably the most popular from international tourism perspective. Celebrated in February to herald the spring.

Basant attracts a large number

Date: _____

foreign tourists. Pakistan has potential and tourist places attract many foreign and domestic tourists. According to World Bank, the travel and tourism sectors total contribution to Pakistan's GDP was 5.9 percent in 2022 and 4.2 million jobs.

This is sub-optimal considering the diverse tourist sites located across the country. Pakistan attracted 16 billion US dollars in visitor spending in 2022 which is projected to touch 30 billion dollars in 2033. Pakistan experienced an unprecedented surge in domestic tourism immediately after the Covid induced travel restrictions were lifted. For instance in 2021 and 2022, 1.2 million domestic and international tourists visited the country's Khyber Pakhtunkhwa province alone. But some restriction in the way of growing tourism in the country that limit it from growing.

Date: _____

These include, security challenges, poor infrastructure, mismanagement, lack of political will, complications in receiving visas, lack of private participation in this sector, lack of harmony between the center and provinces. For instance, in January 2022, 22 people lost their lives during tour in plowee in their own vehicles owing heavy snow fall. According to reports, 15,500 vehicles entered in Murre and 15,500 returned safely but heavy snowfall was started 1000 vehicles were stranded where only a space available for only 1000 vehicles. This is stark example of poor management. This incident shows that the governments either federal and provincial are not willing to promote tourism in the country. This underscores the country has potential to promote tourism in the country but earned highest income from tourism.

Date: _____

many challenges in the way of tourism that contain it to grow.

One of the most important opportunities of the tourism industry is creation of job employment in the country.

It has potential to create many jobs in the country. According to World Bank, the travel and

tourism sector's total contribution to Pakistan's GDP was 5.9 percent and 4.8 million jobs. This indicates

that tourism has potential to do jobs to people at the

country in various sectors. Sectors transport, security, workers in hotels,

restaurants and in offices, of issuing visas to foreign tourists and

certificates to domestic one. This highlights the significance of tourist

tourism industry as it has role to play in reducing unemployment

in the country. As Pakistan is suffered from 7 percent of

unemployment in the country. Therefore

Date: _____

Tourism industry has opportunity of creating more jobs in the country. Similarly, tourism industry has a role to play in developing good relations with other countries. Foreign tourists visit those countries that have good governance, peace and security. Good governance, peace and security play a good role in developing relations with other countries. They visit peaceful and terrorism, sectarianism and extremism free countries. It leads to develop good relations among the countries. One can imagine, tourists visit and develop relations with peaceful countries. In the past, Pakistan's security situation was very bad and no one was allowed to visit the country. Following the 9/11 incident, the country was regarded unsafe. That is why tourists had not visited the country either for investment and tourist purposes.

Date: _____

Now the image of country is getting better than past. For instance, India would invest in Pakistan 69 billion US dollar in energy, infrastructure, industrial sector and agricultural sector. Recently Saudi mission visited the country to invest 5 billion US dollar and Iranian president visited the country in the last days and agreement and memorandum of understanding were signed to invest in the country. Raisi visited the Tomb of Hazrat Azam Muhammad Ali Jinnah. This underscores the significance of tourism industry. Ultimately, tourism industry plays good role in developing relations with other countries.

Tourism can be the backbone of the economy of a country. As it shares in the GDP of the country. Pakistan attracts 0.7 million tourists annually, a significant from the previous decade. In 2009, Pakistan ranked

Date: _____

among 95 percent of the world's most visited places based on its world heritage sites. According to the World Bank, Pakistan brought in 16 billion US dollars in tourists spending in 2022, and that amount is expected to rise to 30 billion US dollars by 2033. The travel and tourism sector's total contribution to Pakistan's GDP was 5.9 percent in 2022 and 4.8 million jobs. With its diverse landscapes, historical treasures, and vibrant culture, Pakistan is gaining popularity as a global travel destination. Pakistan experienced an unprecedented surge in domestic tourism immediately after COVID-19 induced travel restrictions were lifted. For instance, in 2022, over 1.2 million domestic and international tourists visited the country. Khyber Pakhtunkhwa province alone, USA is one of the countries in the world that earned highest income from tourism.

Date: _____

Although, which is 11.1 percent ~~to~~ of the GDP of USA. It earns 910 billion dollar yearly. Spain has the second largest tourism income in the world with 68 billion dollars yearly making up tourism 5.9 percent of total economy of the country. Another Mediterranean country, France, is the third on the list ~~of~~ with over 60 billion dollars yearly tourism income.

Another opportunity of tourism in a country is that it promotes peace and stability in the country. One can imagine, the countries receive highest tourists in the world have in turn a political and security. It encourages peace and discourages terrorism and security issues in a country. Peace and stability in a country attract more tourists to visit the country. It enhance economic opportunities in the country ~~that~~

Date: _____

and create jobs. It also contribute to the GDP of the country that bring prosperity and development in the country. It also help in reducing unemployment and poverty in the country. Consequently tourism industry leads to peace and stability in the country. It also attracts the attention of the authority to develop the infrastructure infrastructure at the country that bring the connectivity among the provinces and help in progress and prosperity in the country. Last but not least, tourism industry enhance FDI and improve the economy of the country. Tourists visit the country to invest the money in the country like Pakistan China's president, Xi Jinping visited the country and announced CPEC project in the country. The total worth of the CPEC is 60 billion us dollars and

Date: _____

It comprising various sectors:

Energy projects, infrastructure development, special economic zones / industrial sector and agriculture sector. It

did possible with the visit of Chinese president in 2013. Recently, Foreign minister for Kingdom of Saudi Arab visited the country for investment and bilateral trade and good relation under the Special Investment Facilitation Council

(SIFC) backed by military. In the mid of the ongoing month, the Iranian president, Raisi, visited the country for bilateral trade and investment. An agreement

was signed between Prime minister of Pakistan, Shahbaz Sherrif, and President of Islamic Republic of Iran, Raisi, in which it was decided that both the countries

will do bilateral trade of 10 billion US dollar. It will lead both the countries to good relations.

Date: _____

There are multiple challenges to the tourism industry in the country to grow. These include security issues, poor infrastructure, lack of political will, poor management, disintegration between center and provinces, complications in documentation and lack of participation of private sector.

Security challenge is one of the most important challenges to the tourism industry in the country. There are multiple factors behind the security issues in the country. Terrorism, extremism and sectarianism are rampant in the country. Terrorism, extremism and sectarianism emerged in the country since 1979, when Soviet invaded Afghanistan for vested interest. It was the cold war era politics of bloc. There were two world circles at that time in the world.

Date: _____

Capitalism and Communism. USA came in the region and stepped up in Afghanistan to counter the communism and Pakistan supported Taliban on behalf of the USA against the Afghan government. It gave birth to terrorism in Pakistan. The situation further deteriorated following the global war on terrorism. It badly hit the peace and stability of the country. Although it ~~was~~ is recede but completely not addressed. As per interview of Imran Khan, ex-PM of the country, 85,000 people lost their lives in this war and the country suffered a loss of 150 billion dollars while we have received aid from USA only 30 billion dollar. It created a terror storm in the country which led the country economic, political and social instability.

Date: _____

Pakistan declared terror state by world analysts. Tourism industry completely collapsed in terrorism. People don't visit the country owing to the security situation. Consequently, tourism could not grow due to security issue in the country.

Similarly, poor infrastructure road, rail and transport and lack of connectivity among the provinces and center is another major hurdle in the way of growing tourism industry. Further, traffic signals are not in functioning position. Poor road and infrastructure including transport lead to frequent accident and casualties. Which has bad effects on the tourism industry. Further, untrained drivers drive vehicle even without license that can lead to any untoward situation and it will block the flow of traffic which

(805)

Date: _____

can lead to further complication. Therefore, poor infrastructure and unfit vehicles are big barrier in the way promoting tourism industry in the country.

Likewise, lack of political will is another blockage in the way of tourism industry. Political parties either government or opposition are not interested in promoting tourism industry in the country.

Pakistan ranked 183 in Global Tourism Index. Neighbouring country, India, is interested in promoting tourism industry as it introduced E-visa policy but Pakistan is far from to issue e-visa for tourists to visit the country.

Further, the country has not introduced policies to attract the tourists from foreign and domestic. Already available laws regarding tourism industry are obsolete and outdated and

Date: _____

not competing the modern days. However, lack of political will proved to be a big barrier in the way of rising tourism in the country.

Furthermore, political instability is also another big hurdle in the way tourism industry.

There many reasons behind the political instability in the country like inflation, economic problem, poverty and unemployment.

That led the country toward further challenges like economic problems and inflation and

it also pave the way for sectarian terrorism and extremism that further degrade the situation of the

country. The country is facing political instability for the last two decades. The situation exacerbated

since the PPM moved the vote of no trust against the PM Inayat Khan and he started

Date: _____

holds across the country. No visitors visited the country owing to political upheaval. In short, political instability hinders the growth of the tourism industry.

Moreover, poor management and mismanagement is another big challenge to the tourism industry.

As one miscalculation and one mistake can lead to a major loss and damage. As in January 2022 thousands tourists visited the Musree. According to traffic authorities 15,500 vehicles entered Musree and 13,500 vehicles returned safely and some 1000 vehicles blocked the way and the snowfall was started. Due to blockade heavy snowfall 08 people killed in their vehicles due to shortage of oxygen. All the responsibility lies on the traffic department that a place able to park

Date: _____

only 4000 vehicles, entered near
that at the capacity which
led to the mismanagement
and claimed the lives of
people including children and
women. Upshot, poor management
can be a major hurdle in the
emerging tourism industry.

In addition to that, lack of
integration between center and
provinces is another major barrier
in the way of promoting
tourism industry. As center and
provinces has no cohesion to
promote tourism industry. There
is no identification of tourism
industry at the national
level to promote it, it shows
lack of interest of center
and provinces in tourism industry.
No reforms has been introduced
in terms of tourism at center
and provincial level. So, lack
of cohesion between between

Date: _____

between center and provinces ~~countries~~
The has contained the tourism
industry to grow.

Complication in documentation is
another barrier in the way
of tourism industry. Foreign
and domestic tourists have to
face many complications in receiving
certificates and visas. Unnecessary
condition imposed in receiving visas.

Further, lack of e-visa policy
is another hurdle in the way
of tourism. Pakistan is far from
digitalization compared to other
countries like India that has
introduced e-visa policy for
the tourists.

Finally, lack of participation
of private sector in tourism industry
is another barrier in the way
of tourism industry. As hotels and
buildings are used by influential
people that set rent at rooms
on their own to entort the

Date: _____

money from the people. In the days of snowfall they increased the rent 40000 to 50000 or more.

According to reports, in January 2019 the rent increased by the contractors up to 70000 due to this the situation became unstable that took the lives of 50 people. Private participation will decrease, the rent of the rooms and the system will run more smoothly.

To promote tourism in the country, the authority have to take some steps: Address security challenges, improve infrastructure, investment in tourism industry participation of private sector, ensure political stability and address visa complications.

Peace and stability: key to develop tourism industry in the country. As tourism is a big challenge in the way

Date: _____

of tourism industry. Following the withdrawal of USA from Afghanistan, militant groups are insurging in the western border of the country that is a threat to peace and stability in the country. The country cannot promote ~~the~~ tourism industry unless challenges are addressed in the country. The country will have to take steps by foot and hand to remove terror from the country. Intelligence based operations should be launched and air strikes should also be launched to do the country free from terrorism, ~~and~~ extremism and sectarianism. All the law enforcement agencies should be on the same page to remove terrorism from the country. All stakeholders should play their role to eliminate this menace. Personnel should be trained to deal with modern challenges.

Date: _____

Similarly, improvement in infrastructure is a responsible to promote tourism industry in the country. There is need to develop roads, railways and transport system that will connect the center and province. This connectivity will attract foreign and domestic tourists to visit the country. It will also transform the economy of the country. However, improvement in infrastructure can promote the tourism industry in the country.

Likewise, investment in infrastructure like hotels restaurant and development of the tourist places is key to promote tourism industry. Investment in hotels, restaurants and in infrastructure development will attract the foreign the domestic tourists will help to promote the industry. Conclusive environment like different types of dishes and appropriate place for

Date: _____

tourists will encourage tourism industry. So, investment in infrastructure development can improve Tourism sector.

Furthermore, participation ~~is~~ of private sector in tourism industry will boost it. Lack of private participation of private sector in tourism industry is a big challenge to grow tourism industry in the country. Already available hotels, restaurants and rooms are run by influential persons. They set their own rates and tourists face difficulties during tour in the country. So, participation of private sector in tourism industry will help improve the tourism in the country.

Moreover, political upheaval is one of the major hurdles in the way of purging tourism. Pakistan has been political unstable since its inception. Since the last

(90)

Date: _____

couple of years it exacerbated the situation and led the country to various like economic, social and security issues. It also paved the way for social issues like poverty, unemployment, inflation, child labour, and brain drain. It has put 40 percent of the population below the poverty line and 84 percent are living worst poverty situation. At this time nearly 7 percent of population is unemployed due to political instability. However, the authorities should take measures to ensure political stability in the country. Political stability is a key to development of tourism industry.

Last but not least, ~~complex~~ complications in receiving visas, a big obstacle in the way of growing tourism industry. Without visas, foreign tourists cannot visit the country. The country

Date: _____

should remove complications of visas to promote the tourism industry. Consequently, ~~the~~ the country should remove complications to get visas by foreign visitors. In this regard e-visa policy should be introduced by the authority. It will help improve tourism industry in the country.

In conclusion, Pakistan has tourist places, Religious places, archaeological places, adventure and conventional place, to promote tourism industry. The country has multiple opportunities of the tourist places like earning from tourism, improve economy, develop relations with other countries, job creation, peace and stability, and investment in the country.

However, there are multiple challenges to the tourism industry in the country like security challenges, poor infrastructure, lack of political will, political instability, poor management.

Date: _____

lack of cohesion between central and provinces, complications in receiving visas and lack of participation at private sector in the tourism industry. Further, negative role of social media and sectarianism in the country. Therefore, the country has potential to remove these challenges by taking some steps like addressing the security issues, improve infrastructure, investment in tourism industry, participation at private sector, ensure political stability, addressing visa complications, introduce e-visa policies and positive role of social media. The country can earn a lot by taking these steps. All the stakeholders should be on the same page to deal with the challenges faced by tourism industry.