

Munesh Kumar

Day Tuesday

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BABAR

Promoting tourism in Pakistan: Opportunities and Challenges

Introduction:

Thesis Statement:

In travel and tourism sector's contributes to Pakistan GDP was 5.9% in 2022. Pakistan has various opportunities to promote tourism, such as its rich cultural and historical heritages, beautiful fauna and flora species, and breathtaking Landscapes. However there are also challenges that need to addressed, includes safety concerns, maintainces and repairing of tourist places. It is important to acknowledge these challenges and ways to counter them.

Outline:

1- Opportunities for Promoting tourism in Pakistan

1.1 The highest mountains, waterfalls attracts tourist and archeologist.

case in point: Karoonjhar Mountain, Hunza valley etc.

1.2 Cultural Heritage

case in point: Indus Valley Civilization.

1.3 Rich in Heritages and Historical Sites

case in point: Ghori Temple, Bhodesar mosque, Ranikot fort, Umerkot fort etc.

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1.4 Historical Museums:

case in point: PMNH, Lok-veersa etc

1.5 Explore Bio-Diversity (Fauna & Flora)

1.6 Explore beauty of Pakistan through Social Media Platforms.

1.7 Travel Agencies

2- Challenges faced in Promoting tourism in Pakistan:

2.1 Maintenance and Repairing

2.2 Security and Safety.

2.3 Proper Sanitization System

2.4 Proper Drainage System

2.5 Proper Roads / Road Maps.

3- Ways to counter the challenges

3.1 Public and private Partnerships Programs

3.2 Become tourist friendly

3.3 Sincere Staff at Historical and Heritage sites

3.4 Proper funds by Government.

3.5 Facilitate tourist.

Conclusion: