

Topic :-

Tourism in Pakistan

Challenges and Opportunities

→ Expository type of essay.

Outline:

Travel and Tourism have significantly contributed to Pakistan's GDP, amounting to US\$ 7.6 billion. As Aldous Huxley said, "To travel is to discover that everyone is wrong about other countries."

Introduction:

Pakistan's tourism industry highlights the country's stunning natural landscape.

* Importance of the Tourism industry

- For a global perspective

- For Pakistan's economy and international image.

(1) Cultural and Historical sites.

(2) Adventure Tourism.

(3) Religious Tourism.

(4) Hospitality and Local cuisine.

(5) Economic impact of Tourism.

(6) Future Potential of Tourism in Pakistan.

Irrelevant details

Topic has not been adequately addressed

Mention these challenges and opportunities in the outline

Brainstorming:

Tourism	
Challenges	Opportunities
<ul style="list-style-type: none">• Lack of travel advisors.• Inadequate Infrastructure.• Low security measures.• NOC requirements for tourists.• Lack of Tourism policy.• Social/Cultural/religious challenges.• Environmental Challenges.• Lack of government will.• Poor connectivity to the tourism spots, via air rail and road.• Lack of facilities at tourists resorts.	<ul style="list-style-type: none">• Warm Hospitality.• Investing in Sustainable Infrastructure.• Government will to revive Tourism in Pakistan.• Vibrant role of media.• CPEC: Enhanced connectivity.• Improving security situations.• Encouraging Private sectors to invest in tourism.• Vibrant tourism policy-introduction of soft image of Pakistan.• Pakistan's increasingly becoming peace-

Poor/weak

County

Conclusion:

Pakistan has great opportunities to promote its tourism industry despite some challenges which can be solved through proper planning.

Tourism has bright future in Pakistan if the government implements the suggestions given in the essay.

Tourism will have many advantages for Pakistan.