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Promoting tourism in Pakistan: Opportunities and challenges

Outline:

A. Introduction:

Notwithstanding many challenges confronting tourism in Pakistan such as overtourism, depleted infrastructure, there are numerous opportunities to promote it like rich cultural heritage, religious sites and eco-tourism potential.

B. Opportunities for tourism in Pakistan

a. Rich cultural heritage and historical sites in Pakistan

case in point: UNESCO world cultural heritage sites in Pakistan such as Moenjodaro, Fort and Shalimar Gardens in Lahore and Rohtas Fort increases the number of tourism in Pakistan.

b. Eco-tourism potential to promote conservation effort.

case in point: National parks and wildlife reserves such as Khunjerab National Park in GIB to attract foreign investment.

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c. Pakistan is increasingly becoming peaceful
Case in point: The female foreigners named " Eva Zoo Beck" and Sophie Southall visited the Pakistan. They did it safely and soundly.

d. Infrastructural projects

Case in point: China-Pakistan Economic Corridor (CPEC) plays a vital role for promoting tourism in Pakistan.

e. Places of religious significance for the followers of other religion.

Case in point: BBC coverage of various places such as Kartarpur Corridor, Baba Guru Nanak and Gurdwara Temple in Pakistan.

f. Power of social media

Case in point: In Pakistan individuals are promoting the lovely location on social media platforms.

g. Educational tourism

Case in point: Pakistan has many educational sites and universities such as Islamia College,

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Quaid-i-Azam University and Pakistan Institute of Tourism and Hotel Management offers a Diploma in Hotel management.

C. challenges faced by Pakistan's tourism:

a. Overtourism

case in point: overtourism in GIB recent year and incident of snowstorm occurred in Murree on 7 January 2022.

b. Depleted Infrastructure

Case in point: weak hotel industry, unavailable roads, undeveloped tourism routes (GIB).

c. Negligence to tourist places

Case in point: Kaghan Valley, Mansehra face a lot of problems such as Basic facilities, cleanliness and hygiene, high prices and health facilities.

d. Terrorism in Pakistan

Case in point: After 9/11 attack, there was increase in terrorism, which led to designation of Pakistan as 'unsafe' and damage its reputation.

e. Negative role of Pakistani media

Case in point: Media damaged the Pakistan's reputation by just emphasizing the bombs, killing and accidents. Since the 9/11 attack, media presenting Pakistan as terrorist nation.

f. Lack of trained human resources for tourism

Case in point: The Pakistan Tourism development cooperation emphasize the urgent need for training to meet the demands of growing tourism industry.

g. Social challenges

Case in point: "Boycott" campaign takes toll on Murree tourism and travel along north local people overcharge for their services.

D. Conclusion:

"Pakistan is a country where hospitality is second nature."

Anthony Horowitz

The tourism sector in Pakistan has tremendous potential and is linked to some of the tallest mountains, lakes and natural scenery in the

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country. Tourism, as a catalyst for economic growth and cultural exchange, plays a pivotal role in shaping a nation's identity and global standing. Tourism is a societal, cultural and monetary factor that involves the movement of persons to countries or sites outside their homes. There are many opportunities which need to be exploited to promote tourism in Pakistan. Pakistan has rich cultural heritage and many historical sites. Moreover, Pakistan has eco-tourism potential to promote conservation efforts such as national parks and wildlife reserves. In addition, Pakistan is increasingly becoming peaceful. The foreigners who are visiting Pakistan recently gave good feedback on security. Whereas Pakistan faces many challenges in the tourism sector. The overtourism causes great problems for the local people in that area. Further, depleted infrastructure creates hindrances in promoting tourism. Notwithstanding many challenges confronting

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tourism in Pakistan such as overtourism, depleted infrastructure, there are numerous opportunities to promote it like rich cultural heritage, religious sites and eco-tourism potential.

To the beginning, Pakistan has tremendous potential in tourism sector because country boasts a rich cultural heritage and is home to historical sites. Cultural heritage plays a crucial role in promoting tourism in Pakistan, presenting opportunities for sustainable development and the revitalization of historical sites. UNESCO world cultural heritage sites in Pakistan such as Moenjodaro, Shalimar Gardens in Lahore and Rohtas Fort increase the numbers of tourism in Pakistan.

Therefore, with its diverse cultures and unique traditions Pakistan stand as potential hotspot for international tourists.

In addition, Pakistan also has eco-tourism potential to promote the conservation efforts. With its rich cultural

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heritage, stunning landscapes, and diverse wildlife, Pakistan can harness the potential of ecotourism, community based tourism and adventure tourism to derive sustainable growth.

Travelers can engage in environmental learning programs to understand the significance of conservation efforts and sustainable practices.

National parks and wildlife such as Khunjerab National Park ^{in GB} to attract foreign investment.

Therefore, ecotourism plays a very significant role in promoting tourism.

Most importantly, Pakistan is increasingly becoming peaceful also led towards promoting tourism. Pakistan is no longer considered a dangerous location. The tourist destinations that were previously unsafe, are now safe for women and international

visitors. The female foreigners named "Tara Zohra" and Sophie Southall visited

the Pakistan. They did it safely and soundly.

And they departed the nation with many happy memories. Therefore, tourism related

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Stories inspired others to travel to Pakistan.

Furthermore, infrastructural projects also contribute in promoting tourism in Pakistan.

The new roads and highways will increase connectivity throughout the nation, and would have an positive impact on Pakistan tourism industry. And visits to popular tourists destinations will be easier. For case in

point; China-Pakistan Economic Corridor (CPEC) plays a vital role for promoting

tourism in Pakistan. Therefore, rail and

road projects will integrate Pakistan's rural areas with rest of the country.

Likewise, Pakistan is also blessed because it has many religious places for the followers of other religion. Other countries

people visited Pakistan for the religious duty. Religious tourism in Pakistan is a

growing sector in enhanced connectivity.

BBC coverage of various places such as Kartarpur Corridor, Guru Nanak Shiv and

Northak Temple in Pakistan. Thus, these

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festivals and historical sites has further increased international interest and awareness, attracting tourists to explore the spiritual dimensions of Pakistan.

Moreover, the power of social media in promoting tourism cannot be overstated.

People who use social media in Pakistan

are rapidly promoting the valuable sites

in the country. These people promoting the stunning and lovely location of Pakistan

through various social media platforms.

A lot of blogs, vlogs are highly active

in promoting the favorable impression

of Pakistan throughout the world. This

encouraging the outsiders to travel to

Pakistan. Thus, social media pave the way

for tourism in Pakistan.

In addition, educational tourism also

plays role in promoting tourism in

Pakistan. Educational tourism covers the types

of tourism which have as a primary motivation

the tourists' engagement and experience

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in learning and skill development. Pakistan has many educational sites such as universities and skill development institutes.

For a case in point, universities in Pakistan like Islamiya college, Agriculture university, Quaid-i-Azam university and institute "Pakistan institute of Tourism and Hotel Management" offers a diploma in Hotel management.

Thus, educational tourism creates opportunities for tourists in Pakistan.

Opportunities do not mean absence of challenges. There are certain challenges confronting tourism in Pakistan.

To the beginning, overtourism has become a big problem by Pakistan's tourism. overtourism causing overcrowding at a popular destinations. overtourism also endangers human lives. With the increasing traffic and lack of road safety and traffic regulations, accidents are happening more frequently.

For a case in point, overtourism in GSB and incident of snowstorm occurred in Murree.

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on January 2022. Hence, overtourism is a big hurdle for promoting tourism in Pakistan.

In addition, depleted infrastructure is also a problem for Pakistan in promoting tourism. Pakistan tourism sector faces several issues including a weak hotel industry, unavailable roads and undeveloped tourism routes. The undeveloped and unavailable roads in GIB causes problems for tourism. Therefore, depleted infrastructure is a challenge by Pakistan's tourism and also shows the bad impact of Pakistan worldwide.

Furthermore, the negligence to tourists places is a prominent factor contributing to Pakistan tourism. The country office's blatant carelessness contributing to Pakistan's dismal tourist situation. There are many tourists places in Pakistan which lack cleanliness, health facilities and electricity. For a case in point,

the Kaghan valley of Mansehra lacks basic facilities. Therefore, negligence of tourists causes hindrances in promoting tourism.

Most importantly, the Pakistani tourists industry suffered greatly as a result of terrorism. After the 9/11 attack, there was an increase in terrorism, which led to designation of Pakistan as unsafe and damage its reputation. The regular bombing and drone attacks continued to be a hindrance in expansion of Pakistan tourism industry. Therefore, Pakistan has had adverse travel advisories, and foreign visitors have consequently avoided travelling to the country.

Likewise, negative role of Pakistani media also a problem for tourism industry. The media influence has fuelled the flames. The media has portrayed Pakistan by just emphasizing the bombs, killing and accidents.

Since the 9/11 attacks, the media has presenting Pakistan a terrorist nation. This can damage the Pakistan soft image or reputation worldwide. Thus, the global media has created a false impression of Pakistan.

Moreover, the tourism industry in Pakistan face challenges by lack of trained human resources for tourists. The international visitors comes in Pakistan facing difficulties in understanding the language. The trained people helps the tourists by exploring the historical sites in Pakistan. The Pakistan Tourism development cooperation emphasize the urgent need for training to meet the demands of growing tourism industry. Hence, lack of trained people create problems for Pakistan tourism.

Last but not the least, tourism sector are facing many social challenges. The foreign visitors comes in Pakistan faces many social challenges. The local people

pressurized the visitors for their services. Like if travel along north, visitors encounters by locals for their services. Also people in Pakistan misbehave with the tourists. For a case in point, Boycott campaign takes toll on Murree tourism. Therefore, social challenges also a big hurdle for tourism industry in Pakistan.

To conclude this, there are many opportunities such as infrastructural projects and educational tourism and also has challenges includes security issues and lack of trained people for promoting tourism in Pakistan. There are many opportunities for the tourism sector in Pakistan. Infrastructural projects promotes tourism in Pakistan. Rail and roads connect the rural areas of Pakistan to the other country make the travel easier. Moreover, the Pakistan is blessed with many religious places of others religions where visitors comes

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to performs their religious festivals. Further, the social media also plays role in promoting tourism in Pakistan by using social media platforms, people make vlogs and blogs of Pakistan historical places. Despite opportunities, Pakistan's tourism sector also faces many challenges. The negligence to tourists places is a big challenge for Pakistan's tourism. The tourists places has lack of infrastructure, electricity and basic facilities. The increases in terrorism in Pakistan makes it a less favorable choice for tourists to travel to. Moreover, the negative role of social media by broadcasting bombing, killing and accidents in Pakistan creates hindrance. Tourism is important to the economy of every country. By overcoming these challenges, Pakistan has the potential to rank among the most popular tourists destinations.

