

TOURISM IN PAKISTAN: Challenges and Opportunities?

Thesis Statement: Tourism in Pakistan faces multiple challenges including environmental, political, social, economical and administrative issues. Yet, it has the potential to become the well-liked tourist destination in the world.

Outlines

1) Introduction.

- An overview of Tourism in Pakistan

2) Challenges of Tourism in Pakistan:

i) Administrative challenges.

- Depleted infrastructure.
- Damaged roads, highways.
- Residence issues.

ii) Security challenges.

- Terrorism

iii) Technological challenges

- Internet / Network issues.
- Negative image of Pakistan on Social Media.

iv) Health challenges

- Unhygienic food
- Expired food.

v) Political Challenges

- Political Instability
- Policy Making and Implementing issues.
- less promotion on major events.

vi) Legal Challenges.

- illegally acquired places/land.

vii) Environmental Challenges.

- Natural Disasters.
- Climate change

viii) Economic challenges.

- Poverty
- Tourism cost (high)

ix) Social Challenges

- less women participation.
- Upper class choose Abroad/foreign places.

3) Opportunities of Tourism in Pakistan:

i) Cultural opportunities

- Rich cultural heritage sites.

ii) Health opportunities.

- Peaceful environment
- reconnecting with nature.

iii) Regional opportunities.

- global connectivity / regional connectivity.

iv) Economic Opportunities.

- Sports tourism
- Contribution to Country's GDP.

iv) Religious Opportunities.

- Sikh and Buddhism religious places.

v) Social Opportunities.

- People-to-People community connectivity.

vi) Environmental Opportunities.

- Better weather conditions.

4) Conclusion.

After the Japanese invasion in 1942 and leaving the country destroyed in 1945. History has never witnessed, the way Singapore used its geo-strategic location and mindful policies to cater the challenges of Singapore. Same can be done in Pakistan to cater

its challenges. The act and process of spending time away from home for relaxation, reconnection and pleasure, is called Tourism.

Tourism in Pakistan faces challenges including environmental, political, social, economical and administrative issues. Yet, it has the potential to become the well-liked tourist destination in the world.

To begin with, Pakistan is facing administrative issues in tourism like damaged roads, highways, depleted infrastructure and residence issues for tourists - Tourists, for tourism, for travelling from one place to another use highways and roads, damaged roads become a hurdle in free travelling - Availability of hotels, restaurants and residential areas are not well-administrated and hence, lack the basic commodities - World Bank's infrastructure data report identifies Pakistan's infrastructure limitation and present it as a Challenge for tourism in Pakistan.

Secondly, Pakistan also faces security issues and threats internally and externally as well - Security plays an important role in tourist attraction - Terrorism, target killing are the issues mainly that are becoming a hindrance in tourism in Pakistan - Pakistan has faced and is facing the menace of terrorism, and as soon as security issues are there, tourism in Pakistan would face challenges. As per UNWTO, Pakistan needs to rebuild confidence in her tourists as they fear security threats.

Thirdly, Pakistan faces technological issues as well - including network issues at majority at tourists places - Shut down of network connections and internet services directly affects tourists. Also, the negative image portrayed by the western media and proxies hinders the potential of tourism in Pakistan. Showing Pakistan as a conservative, dirty and inhospitable country by the enemy countries directly affects Pakistan's tourism. As per researchs, it has clearly seen by the researches that media portrayal is effective in boosting tourism.