

## Promoting tourism sector in Pakistan: prospect and challenges

### Outline

- (1) Introduction
- (2) How tourism sector can be promoted
  - (a) Advertisement through media
  - (b) Improve infrastructure
  - (c) Good Hospitality
  - (d) Availability for proper accommodation
  - (e) improve food facility
  - (f) Provide / open gateway for foreign tourist
  - (g) Easy Easy access for the citizen.
- (3) Prospect of promoting tourism in Pakistan:
  - (a) improve economy
  - (b) Social benefit: Good Relation among people of different countries.
  - (c) Entertainment for tourist
  - (d) More opportunities to explore Pakistan
- (4) challenges to tourism sector in Pakistan.
  - (a) Low budget for tourism sector
  - (b) Lack of interest of govt. toward tourism sector.
  - (c) Infrastructure damaged
  - (d) Lack of Sincerity of workers, working in tourism sector, with their job
  - (e) unawareness of people about protection of "Divine" amount i.e Pakistan.
- (5) Conclusion