

Promoting tourism in Pakistan. Opportunities & Challenges.

Outline

I Introduction.

Thesis statement: Pakistan's tourism sector is facing a number of challenges which are restricting its improvement. So, These challenges must be eliminated for its promotion.

II The importance of Pakistani tourism sector in the region.

III Opportunities for Promoting tourism sector of Pakistan.

A) Pakistan can engage foreign students for education, who will promote Pakistan positive image in the world.

B) Pakistan can publish easy, cheap and safe tourism Policy in the meetings of United nation and SCO.

C) Pakistan is locating in the South Asia and linking with India and China, which are ^{two} world ^{Po. Pakist} largest countries.

D) Pakistan as a muslim country can encourage other muslim states for Holy tomb visits.

E) Pakistan is sharing a long coastal line which is the way of foreign tourist.

F) Pakistan four seasons attracting tourist of the world for its beauty.

G) Pakistani film industries should display positive image of Pakistan tourism sector.

H) Social media ^{of Pakistan} should display the importance and ~~beauties~~ ^{beauty} of tourism sector.

(iv) Challenges in the way of the promotion of the tourism in Pakistan.

A) Terrorism is falling the value of tourism in Pakistan.

B) Pakistani people ^{might} illiterate rate discouraging tourist in Pakistan.

C) Government not spending sufficient amount for its promotion and development.

D) Pakistan federal government implementing harsh tourism policy.

E) Social media and film industries displaying a hard picture of Pakistan in the world.

(v) Conclusion.

Geographically Pakistan is located in the South Asia and sharing a large borders with four major countries of the world. In addition to, Pakistan is an attractive place for tourists, because it is the land of rivers, mountains, deserts and canals. So, Pakistan's tourism importance can not be neglected in the globe. Therefore, Pakistan's tourism sector should be promoted. Hence, Pakistani government must encourage foreign students for education, film industries for Pakistan's good image in the world. Further, good neighbour relationship - ships and brother relationship with Muslim countries can improve Pakistan's tourism sector. On the contrary, Pakistan's tourism sector is facing many challenges which are restricting its development. Indeed, Terrorism, violence, extremism, gender discrimination are discouraging Pakistan's tourism sector. Further, ^{more} bad governance, social media and film industries are performing ^{their} ~~against~~ role ~~for~~ against

Pakistan's tourism development. Therefore, tourism development is necessary for Pakistan development and as well as ^{Pakistan} positive image in the world. Summarizingly, tourism sector of Pakistan must be promoted for Pakistan development as well as ^{Pakistan} positive image in the world.