

# Tourism in Pakistan: Potential, Challenges and Way forward.

## (1) Introduction

### 2) Tourism potential in Pakistan.

#### 2.1 Mountain tourism ~~is~~

2.1.1 Pakistan northern areas is a home of many mountain ranges and scenic beauty.

#### 2.2 Regional tourism in Pakistan

2.2.1 Pakistan host to most religious site for Buddhist, Sikh, Hindus and sufi followers.

#### 2.3 cultural and Heritage Tourism.

2.3.1 Pakistan is the inheritor of many civilization including Mehrgarh and Indus valley civilization.

### 3. Hurdles of Tourism sector in Pakistan

3.1 Pakistan rank 10<sup>th</sup> in the travel and tourist development index 2024.

3.2 There is no comprehensive national tourism policy in 5 year plan has been proposed but is yet to be approved.

3.4 The governance structure for tourism need to be better coordination between Provincial and federal government.

3.5 Lack of accurate tourism statistics hampers effective planning.

3.6 There are many key issue including visa facilitation, transport, connectivity and safety.

### 4 Wayforward to tourism in Pakistan

• The government and private sector should recognize tourism as a potential revenue generator.

- Tourism policy must not be ignored while purposing 5 year plan.
- People should be educated by introducing tourism compaign.
- Government and private sector should pay attention toward artificial enhancing beauty method.

Tourism has the power to unlock the hidden potential of an economy, turning scenic landscapes and cultural treasures into the growth, job creation and global connection - ultimately boosting the GDP and fostering sustainable development. Tourism Potential refers to the capacity of a country, region to attract visitors and generate economic, cultural and social benefits from tourism activities. There are many factors that enhance the potential to tourism in Pakistan which side by side also facing adversial challenges. Pakistan is the home of many mountain ranges. Five out of fourteen peaks above 8,000 meter present in Pakistan. Pakistan host large glaciers, scenic beauty as well as coastal belts. Pakistan is the inheritor of most famous civilization like Mehrgarh and Indus-Valley civilization. Besides of those potential, Pakistan tourism sector facing a large number of adverse challenges. One of the most critical challenge is ranking 10<sup>th</sup> in global tourism development index represent the global image in adverse side of equation. Lack of comprehensive policy

in five year plan. Moreover, the government structure further turmoil the tourism potential as the lack of coordination between federal and provincial government. Added to all these, there is further lack of tourist statistic hamper the effective planning. So, there is need of better coordination in federal and provincial government to pay attention toward tourism sector. People should be made well aware to tourism potential by involving social media and public campaign. No doubt, Pakistan has great potential in tourism sector, but by solving all the challenges categorically, further boost the GDP of Pakistan.