

# Promoting Tourism in Pakistan: Opportunities and Challenges

## OUTLINE:

### 1. Introduction

↳ Thesis Statement: While numerous opportunities exist for promoting tourism in Pakistan, certain challenges act as stumbling blocks to impede their potential, necessitating the careful navigation of challenges and capitalization of opportunities

### 2. Significance of Promoting Tourism in Pakistan

### 3. Opportunities for Promoting Tourism in Pakistan

3.1. Cultural and Ethnic Linkages can provide impetus for tourism promotion

3.2. Religiously Sacred Sites of Pakistan can upscale religious tourism

3.3. International Events and Conferences can act as platform for promoting tourism

3.4. Diplomatic Clout and Expatriates of Pakistan can increase tourism



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3.5. Vibrant Media of Pakistan can

project country's tourism potential

3.6. Traditional Art and Festivals can

attract tourists in Pakistan.

#### 4. Challenges in Promoting Tourism in Pakistan

4.1. Security Issues hinder the promotion of tourism

4.2. Substandard Roads and Transport impede the promotion of tourism

4.3. Poor Infrastructure at Tourist Sites makes it difficult to promote tourism

4.4. Lack of Skilled Workforce and Human Resource create hurdles in promoting tourism

4.5. Environmental Degradation acts as stumbling block in promoting tourism

4.6. Negative Presentation of Pakistan in International Media hampers the efforts of promotion of tourism



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## 5. Navigating the Challenges and Capitalizing on the Opportunities

5.1. Fool-proof Security Arrangement should be ensured

5.2. Connectivity, Transport, and Infrastructure should be improved.

5.3. Foreign Tourist should be incentivized and attracted through Media Campaigns.

## 6. Conclusion



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Tourism plays a crucial role in the economic growth, global cooperation, and cultural exchanges. Pakistan has immense tourism potential since it is blessed with a diverse landscape. It ranges from the historical sites of Mohenjo Daro and Taxila to the mesmerizing natural beauty of Skardu and Hunza. This vibrant landscape offers Pakistan numerous opportunities to promote tourism. These include cross-cultural ties, religiously sacred sites, international events, diplomatic club, vibrant media, and traditional art and festivals. However, despite having multitude of opportunities, Pakistan is unable to increase tourism due to certain challenges. The obstacles such as security issues, substandard roads, and poor infrastructure hinder the realization of the true potential of Pakistan's tourism. In addition, insufficient marketing and negative global perception of Pakistan further aggravate the problems. Thus, the situation necessitates the capitalization



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linkages, the sacred religious sites in Pakistan present a remarkable opportunity to promote tourism. Pakistan is home to sacred sites of religions such as Buddhism, Hinduism and Sikhism. These religiously sacred sites hold immense significance for the world and they can increase religious tourism in Pakistan. According to World Travel and Tourism Council, Sikh tourism can contribute 18 billion rupees to Pakistan alongwith the creation of 82,000 jobs. This suggests that religious sites of Pakistan hold great potential for tourism, which ~~is~~ and present an opportunity for promoting tourism.

In addition, international events and conferences in Pakistan are opportunities to promote tourism. These events can act as platforms to showcase the tourism potential of Pakistan. For instance, events such as SCO Conference in Islamabad in 2024 and ICC Champions Trophy of 2025 can help Pakistan in



promoting tourism due to their wider visibility worldwide. Pakistan can arrange campaigns on the sidelines of these events to project its tourist sites. Hence, the international events and conferences in Pakistan are opportunities for promoting tourism.

Beyond international events, Pakistan has the opportunity of utilizing its diplomatic clout and expatriates in promotion of tourism. Pakistan has a substantial diaspora in various countries, primarily in the US, UK, and gulf countries.

The Ministry of Overseas Pakistanis reported in 2023 that 10.8 million of Pakistan's population is living abroad. This is a huge number which can potentially be the ambassadors of tourism promotion in Pakistan. It is a great opportunity for Pakistan to introduce its tourism potential worldwide and promote tourism.



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of opportunities while navigating the challenges. In this endeavour, Pakistan needs to ensure fool-proof security arrangements, improve roads connectivity and transport, and attract foreign tourists through media campaigns. In a nutshell, there exist numerous opportunities for promoting tourism in Pakistan. However, certain challenges impede their capitalization. Therefore, Pakistan needs careful navigation of challenges to unleash its tourism potential.

Promotion of tourism holds paramount significance for Pakistan. It can help Islamabad in <sup>not only</sup> achieving economic growth but also enhancing its global image and cultural exchanges. Promotion of tourism would enhance foreign direct investment (FDI) in Pakistan. As World Bank reported, tourism contributed 5.9 percent to Pakistan's GDP in 2022 and created 4.2 million jobs. This highlights how promotion of tourism can yield positive results for Pakistan. Along with this, it



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improve Pakistan's global image. Therefore, promoting tourism is crucial for Pakistan.

To begin with the opportunities, the presence of cultural and ethnic linkages with the neighbouring countries can help Pakistan in promoting tourism. Pakistan shares same ethnicities along its borders with Afghanistan, Iran, and India. These ethnic similarities lead to cultural affinities and shared interest, which can serve as great impetus for cross-border tourism. As per the World Factbook 2020 of CIA, Pashtuns make 47 percent of Afghanistan's population while Pakistan's Pashtun population is 18 percent. Likewise, 20 percent of Balochs reside in Iran whereas 70 percent Balochs are citizens of Pakistan. Such linkages can attract tourists due to shared cultures. Hence, the presence of cultural and ethnic linkages with neighbours can aid Pakistan in promoting tourism.

Along with cultural and ethnic



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The vibrant media of Pakistan is also an opportunity for promoting tourism. Pakistan's electronic and print media has wide audience. It can be used to increase the magnitude of local tourism. For instance, "Discover Pakistan" is promoting different unexplored tourist destinations of the country via YouTube channel. Such media platforms, if supported and encouraged by the government can produce substantial results in promoting tourism. Hence, the presence of vibrant media is an opportunity for promoting tourism in Pakistan.

Moreover, the traditional art and festivals of Pakistan can help in promoting tourism. The traditional art like truck art, embroidery shawls of Pakistan has vast traction worldwide. Similarly, the local festivals of Pakistan like Shandur Polo Festival and Lok Virsa Heritage Festival can



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attract foreign tourists. Therefore, the traditional art and festivals of Pakistan are opportunities in promoting tourism in the country.

Despite the existence of multitude of opportunities, Pakistan is unable to unlock its real tourism potential due to challenges. Security issues are the prime obstacle that hinder the promotion of tourism in Pakistan. During the past few years, Pakistan has witnessed a sharp surge in terrorism. As per the report of Pakistan Institute for Peace Studies (PIPS), the country suffered from 521 attacks in 2024. Under these circumstances, the efforts of tourism promotion get ineffective. Hence, security issues are a challenge in promoting tourism in Pakistan.

Along with security issues, the substandard roads and transport are challenges in promoting tourism in Pakistan. The roads network in the country is



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not conducive to increased tourism. The connectivity to the Northern tourist destinations is too bad. Moreover, the transport system is not upto the mark of international standards. These issues of connectivity and transport hamper the efforts of promoting tourism in Pakistan.

In addition, lack of skilled workforce and insufficient human resource of tourism corporation are challenges in promotion of tourism. Availability of skilled workforce is crucial in the promotion of tourism. However, the Pakistan Tourism Development Corporation has insufficient human resource, which is neither able to run robust tourism promotion campaigns nor skilled enough to deal with increased influx of tourists. Hence, lack of skilled human resource is a challenge in promoting tourism in Pakistan.



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Furthermore, environmental degradation is also a challenge in promoting tourism in Pakistan. Environmental degradation pose adverse impacts on tourist sites and natural beauty of the country. Pakistan is one of the prime affectees of climate change. The World Economic Forum has ranked Pakistan 5<sup>th</sup> on the Climate Risk Index 2023. This suggests that Pakistan is facing increased climate change hazards, which are counter-productive to the efforts of tourism promotion. Hence, environmental degradation is a challenge in promoting tourism in Pakistan.

Also, the negative presentation of Pakistan in international media is ~~also~~ a challenge in promoting tourism. Due to negative media presentation the global image of Pakistan is not good. The global



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audience perceives Pakistan as a 'backward' and 'fundamentalist' state, which makes it hard to promote tourism to Pakistan among foreign nationals. Thus, the negative presentation of Pakistan in international media is a challenge in promoting tourism.

However, Pakistan needs to capitalize on the available opportunities and navigate the challenges to promote tourism. As a first step, Islamabad should make fool-proof security arrangements for tourists. Improvement in the security would increase tourists' confidence in Pakistan. It would also lead to increased tourism. Therefore, increasing the security of tourist destinations would help in promoting tourism in Pakistan.

In addition, Pakistan should make efforts to improve roads, connectivity, and transport to



tourists' sites. In this regard, the network of motorways should be expanded towards the Northern areas of the country. On the other hand, to improve quality of transport new buses should be imported, meeting the international quality standard. These steps would greatly aid in promotion of tourism in Pakistan.

Furthermore, foreign tourists should be incentivized and attracted through robust media campaigns. In this regard, foreign media influencers like Luke Damant should be encouraged to pay more to Pakistan. This would send a positive image of Pakistan among the potential foreign tourists as well as counter the negative media presentation of Pakistan, which would ultimately help in promoting tourism in Pakistan.



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In a nutshell, there exist numerous opportunities for promoting tourism in Pakistan. However, certain challenges act as stumbling blocks in the endeavour of promoting tourism in Pakistan. So, Pakistan should carefully navigate the challenges and capitalize on the available opportunities. The opportunities include the presence of cultural and ethnic linkages, religiously sacred sites and international events in Pakistan. Moreover, Pakistan's diverse diaspora, vibrant media, and traditional art and festivals can also increase tourism promotion. On the contrary, challenges of security, connectivity, infrastructure and human resource impede the tourism potential. Environmental degradation and negative media presentation further add fuel to the fire. So, Pakistan needs to make robust security arrangements, improve connectivity and infrastructure along with robust media campaigns to



overcome these challenges. By doing so, Pakistan has a bright future for tourism promotion, which would not only boost its economy but also enhance its global image and cultural exchanges.