

Promoting Tourism in Pakistan: Opportunities & Challenges.

A- Introduction

Imagine a country ^{which} is full of untapped resources but is unable to milk this opportunity so far, such countries are not abundant in the contemporary world but the issue lies in their inability to foster their development. Pakistan is one of the such countries where opportunities and challenges lie while promoting tourism. There is rich cultural heritage which shows Pakistan's traditions. Diverse landscapes like Harappa, Mohenjo-daro create opportunities for Pakistan. Cultural Traditions and festivals are the chances for Pakistan. However, Security concerns, limited International marketing, Environmental concerns and political Instability can create challenges for in promoting tourism in Pakistan. Moreover, There are pragmatic solutions which can overcome the challenges, like: Improving security measures, Infrastructure development, ensuring political stability, and effective International marketing. Promoting tourism in Pakistan offers immense opportunities and have significant challenges. ~~which~~