

Topic:

Promoting Tourism in

Pakistan: Opportunities and

Challenges

Outline:

1. Introduction

1.1 Attention Grabber

1.2 Overview of the topic

1.3 Thesis Statement: Promoting tourism in

Pakistan require efforts in all aspect as there are a lot of opportunities available in Pakistan and there are abundant natural beauty but at the same time there exist challenges.

2. Opportunities for Promoting Tourism in Pakistan

2.1 Abundant natural beauty

2.1.1 The northern Areas

2.1.2 Top tourist Destinations.

2.1.3 Inclusion of GB in the top
25 visiting destinations by
CNN

2.2 Social Media as a promoting
platform

2.2.1 Role of different platforms
and influencers

2.3 Mass Media as a promoting
platform

2.3.1 The news channels

2.3.2 The dramas **Yakeen ka
Safar** shot in **Neelum Valley**

2.4 Authoritative Role in promotion

2.4.1 Elected representatives

**3. Challenges in Promoting Tourism
in Pakistan**

3.1 Accessibility as a challenge

3.1.1 Delayed flights

3.1.2 Blocked roads

3.1.3 Lack of alternative
routes

3.2 Lack of residential places for
tourists

3.3 Issues of proper network

3.3.1 Internet problem

3.4 Proper footprints of tourists

3.4.1 Pollution

3.4.2 Unsafe water causing major

health problems (survey report)

3.5 Lack of proper finances

4. Way forward to promote tourism in Pakistan

5. Conclusion