

# Promoting tourism in Pakistan: Opportunities and challenges.

## 1. Introduction

1.1 Brief introduction of tourism in Pakistan.

## 2 Opportunities for tourism in Pakistan

2.1 Natural and scenic beauty provides a chance to tourism in Pakistan.

2.2 Beaches and coastal areas is a source of tourism in Pakistan.

2.3 cultural and historical heritage provides a vital opportunity to tourism in Pakistan.

2.4 CPEC providing a landmark opportunity to tourism in Pakistan due to infrastructural development.

2.5 Promotion of tourism at international organization plate forum.

## 3. Challenges to tourism in Pakistan.

3.1 Security issue is one of major concern to tourist in Pakistan.

3.2 Poor infrastructured contribute significance hurdle to tourism in Pakistan.

3.3 Tourism in Pakistan is also challenged by political instability in Pakistan.

3.4 cultural and social barrier play a hurdle to tourism in Pakistan.

Date: \_\_\_\_\_

3.5 lack of tourist support service is one of major hurdles to tourism in Pakistan.

3.6 Distortion of internet is also not ignorable hurdle to tourism in Pakistan.

• **conclusion**