

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 aspects 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