

Paragraph (7)

Zafar Nawaz

Promoting Tourism in Pakistan: Opportunities and Challenges.

Pakistan, a country located in South Asia, is among the few countries that has the privilege of having all the seasons, along with a variety of terrains, which enhances its beauty and imprint a lasting image on the observers mind. This breathtaking view is not confined and is for everyone around the world to enjoy in the form of tourism. It is a way by which we can show the world a positive image of our country. For example Luke Damant a renowned YouTuber visited Pakistan and showed a positive of our country while commending the friendly behaviour of Pakistani people. This encourages people all around the globe to travel to that country, and experience on their own. This would bring foreign currency and overall boost the economy of our country, leading to development. Also, investors would be inclined to invest in the country after watching such heart warming comments. There are a few challenges when it comes to tourism, the propaganda of portraying Pakistan as a terrorist country, invokes fear in people, limiting tourism. Similarly, popular tourist sites such as Lake Saif-ul-Malook, Deosai plain and etc, have underdeveloped roads, making the trip dangerous and limiting the influx of people. Overall, tourism is a great way for improving economy and positive image building, with few improvements in infrastructure and digital campaigns, Pakistan can improve tourism to its full extent.