

*Pakistan holds an immense potential for religious tourism. It can boost the economy and promote inter-faith harmony. By investing in it, it can attract international tourists. Saudi Arabia is a prime example, earning billions of dollars every year from pilgrims visiting Makkah & Madina. Pakistan has opportunity to promote its religious tourism through many sites. The Gurdwara Darbar Sahib Kartarpur will attract Sikh pilgrims from India & around the world. Sindh too, possesses Hindu & Jain temples which can be utilized to grab the pilgrims around the globe. However, infrastructure development is equally important. Improved roads, better accommodation, & seamless visa process would ensure a smooth experience for visitors. Marketing & promotion plays a crucial role in attracting international pilgrims. By implementing these strategies & taking inspiration from India, Saudi, Pakistan can start working towards establishing itself as a leading destination for religious tourism.