

Tourism In Pakistan: Opportunities & challenges

Outline:

1 Introduction:

Attention Grabber
General statement
Thesis statement

2 Importance of Tourism In Pakistan

It is a game changer for Pakistan in terms of boosting its economic, uplifting global image.

3 Opportunities of Tourism

3.1 Geographical Marvels attract tourists

- > Karakorum ranges housed top-peak mountains
- > Cholistan and Thar desert

3.2 Cultural and Historical heritage or sites

- > It attracts history-lover, heritage sites include: Mohenjo Daro, Thakht bhai, Qila bala hisar etc.

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3.3 Ecotourism and adventurous sites amaze tourists.

- > Pakistan northern areas offer spaces for paragliding, white-water rafting and trekking sites.

3.4 Vibrant Cultural and religious festivals

- > Urs Sharif, Eid-milad-Nabi, basant, invoke curiosity among foreigners to get known Pakistan diverse culture.

3.5 Pakistan offer National Parks, Preserving biodiversity

- > Ayubia National Park, Kirthar and Dasai national park, preserving biodiversity including flora and fauna.

4 Challenges to Pakistan Tourism.

4.1 Political and Internal instability

4.2 Poor and fragile Infrastructure

4.3 Lack of human development Capacity

4.4 Poor conservation of environment.

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5 Measures to Boost Pakistan Tourism

- 5.1 Promote positive image about Pakistan situation globally
- 5.2 Investment in Infrastructure
- 5.3 Introduce proper management policies
- 5.4 Promote and ensure stability in a country

6 Conclusion

- > Concluding points
- > Restating Thesis

According to UNESCO 2015 report of "Sustainable Tourism", it mentioned that if a country give a try to promote an effective tourism, it helps them to maintain sustainable development. This shows that tourism is an overall serving as a fulcrum in any country development.

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Because tourism is a very effective 'ism', it actually give any country a confidence to boost up their economy, their global image as a peaceful and sustainable country, and also help it to be recognized as the tourist hub. Tourism in Turkey contribute approximately 10% to its national GDP. This signifies that tourism cannot be undermined and countries should work for it. Similarly, in context of Pakistan tourism is also a very important factor. Its geographical marvels and amazing northern spots attract the tourists from all over the world. Pakistan is not only known for its high mountains or fairy-meadows of Hunza valley but it also consist of amazing and diverse cultural and religious sites i.e Nankana Sahab, Kartarpur and archeological sites i.e Thakht Bhai etc. These sites is a reflection of Pakistan 5000 years back civilization and culture. Although, Pakistan is rich in such amazing sites and spots, yet

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Yet it face some challenges which has become an a major obstacle in way of promoting its tourism.

These challenges varies in number taking from political or internal social issues to poor infrastructure.

These problems should be addressed so that tourism in Pakistan can also contribute in its GDP, as like Turkey does.

Tourism being an interesting, adventurous task is also a very a functional and fundamental part of every country. Its significance and importance can be reflectively from the fact that it promote local economy, its cultural diversity and highlight its vibrant religious and social aspects. Because when a tourist visit a country, they experience its culture, cuisines, traditions etc. These tourists promote these aspects either by adopting it or discussing them in their host countries. In this any country can attain recognition internationally or globally.

Analyzing tourism in context of Pakistan is very interesting

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due to its diverse and widespread geographical features and spots.

Pakistan's geographical Marvels attract tourists from all over the world.

It consist of widespread mountainous ranges i.e Karakoram range, Hindu kush range, Himalayan range. These ranges house high peaked K2 and Nanga Parbat. These are

attracting spots for Trekkers, paragliders, mountaineers. In the same way, it's ground levels consisting Thar and Cholistan deserts. It offers their own

traditional festivals such as camel safaris, jeep rallies etc.

This proves that Allah has blessed Pakistan with such an amazing tourists spots, to which no tourist can resist easily.

Secondly, Pakistan consist of featuring cultural and historical heritages and sites. These sites

include, Mohenjo-Daro, Thakht bhai regions, reflecting 5000 years back civilisation and culture. Along with

this it composed of certain cultural or religious sites as well including

Badshahi Mosque, Data Darbar, Rahman Baba Ziyarat etc. This

shows that Pakistan is of a very diverse and in-depth cultures or traditions.

Third, along with breathtaking spots, Pakistan also offers some adventurous sites as well.

For instance, Zip-line in Hunza or Kaghan valley, white-water rafting in clear water of Naran valleys. For trekking purposes Margalla Hills are best option and paragliding is also one of the amazing adventure offered by Pakistani sites. Ecotourism

provided by Pakistani tourism spots cannot be undermined.

People more prone towards nature, mostly opt Pakistan natural and breathtaking sites.

It includes many spots such as Chitral, Swat valleys, Shandur and Skardu top etc.

Fourth, Pakistan is a home to a vibrant and diverse cultures and traditions. Pakistan, being a multi-ethnic region provide knowledge about amazing and some unique traditions and cultures.

Because Pakistan is a religion-tolerant region, that is why various

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religious people live in it. Hindus, Sikh, Punjabi, Saraiki, Afghan and Pathans, but each one bring their own unique religion and festivals. Sikh followers of Guru Nanak Sahib and Kartarpur, come up with their own religion and culture.

In the same way, Hindus living in Pakistan visit their own temples named Katan Raj Temples, Mata Mandir. They perform their own tradition or cultures. Furthermore, Muslims being a resident of Pakistan also practised their own religion i.e. Eid-milad-un-Nabi, Muharram and their Sufi shrines include Data Ganj Bakhash in Lahore, Lah Shahbaz Qalandar in Sehwan Sharif, is visited mostly by Muslims. Festivals are of very fun nature it includes Shandur Polo festival, Barant, Chilam or Shabe-Barant etc. Each festival is celebrated in its own region and is respected by others.

Last but not the least, Pakistan also offer a sneak peak of its national parks which is for the purpose of preserving extinct species.

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National Parks includes Kirthar, Dasai and Margala Hills National Parks. Each national park is important for its own region and is helping to preserve or conserve biodiversity of extinct figures. According to WWF, 2019 Pakistan should focus on preserving its species i.e. flora and fauna in order to maintain long-term tourism sustainability. This proves that in order to maintaining tourism biodiversity and species need to be in healthy and proper conditions.

Now have a look on the challenges that Pakistan's tourism faces on a larger scale. These challenges have greatly disrupt the ability of Pakistan to be a prosperous tourist country. There are several reasons, in which first one is the political and internal instability prevailed in the country. Due to internal disputes institutions would not properly focus on promoting tourism and regulating it. Due to which no tourist could be attracted to Pakistan tourist spots and this would cause

great pressure on GDP as well as its global image of being a prosperous and tourist hub.

Secondly, the most common issue that has become an obstacle in the way of tourism in Pakistan is poor infrastructure of tourist spots. Some of them have not good and smooth roads or highways, which cause great risk of accidents. (Due to which) Communication can be disrupted for days or months ~~and~~ due to landslide or roads blockage. In other areas hotels are not good enough, neither their services nor their staff. Due to which many tourists become disheartened and they do not choose Pakistan as a tourist spot in their visiting list.

Thirdly, the most widespread issue is the incapability of person capacity. Means sometimes at hotels reception staff ~~are~~ are not multi-lingual and so that is why they cannot deal with the foreigners. Similarly, tour guides are less proficient and are less capable of engaging

the tourists and to inform them about the history of cultural and tourist sites. This can become also become a major problem in way of tourism effectiveness.

Fourthly, Pakistan ~~population~~ is smog and smoke in several regions, its poor aesthetic and empty grasslands and rough patches on fair meadows could never attract tourists. Due to climate change and global warming emerging issues, Pakistan northern sites faced very brutal and devastating floods of 2022 and 2025, both times it caused great displacement of people.

During 2025, approximately 500 villages were destroyed. This shows that in such situation tourists would greatly avoid visiting Pakistan.

In account of all this, Pakistan need to take certain measures or steps so that tourism can be boosted and can ultimately transform Pakistan fate. Certain steps would include, First, to promote positive image about Pakistan globally. This can be done by starting campaigns

and to promote collaborate with international tourists. This could also be done by sponsoring or funding students study tours or researchers groups for surveying.

Next, To investing in infrastructure of tourists spots such as communication lines, highway or roads. Updating facilities and amenities of the hotels and restaurants. Along with this enabling Pakistani cuisines to better represent Pakistan and its true flavor.

Moreover, by properly managing waste of the regions. proper policies and rules to manage pollution, deforestation or green belt lackages. This can help in boosting Pakistan tourism policies.

Lastly, Tourism spots and trend can also be saved from further degradation by promoting sustainability in country. Mitigating terrorism attacks and bring to table the extremists or non-actors forces. This would help in bringing peace and calmness in the society.

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In a nutshell, tourism which is one of the powerful factor and chang. game-changer tool for Pakistan, helps in economy i.e GDP, appreciation on the Global platforms need proper management policies or reforms to further elaborate it and mitigate the obstacles from its way. Measures should be taken in a diverse way taking it from local or regional levels to national level. After all this, this would elevate tourism and global picture of Pakistan.