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## QUIZ

2. Tourism in Pakistan :  
Challenges and opportunity.

### Brain storming

i) Introduction

a) What is tourism?

b) How tourism impact Pakistan?

c) Thesis statement?

2) Body Paragraph:-

i) Challenges for tourism in Pakistan:-

a) Security risk

b) High Hotel price

c) Poor infrastructure

ii) Opportunity For Tourism in Pakistan:-

a) Rich culture and heritage

b) Natural wonders and Landscapes.

c) Diverse wildlife and Eco-tourism.

iii) Conclusion.

## a) Introduction:-

When someone visit to a place for the purpose aesthetic, refreshing and spending holidays in a beautiful place.

Tourism for Pakistan has a serious concern for transforming social, economical and culture.

Tourism can impact Pakistan as social ~~mean~~ <sup>mean</sup> by ~~the~~ <sup>of</sup> living habitates. ~~and~~ Economically it make Pakistan strong through which the country can build the infrastructure, Transport and other living standard. Culturally Pakistan is famous for the ancient civilization

of Mohenjodaro, Harappa in sindh, Takhtbhai and Jamal gorhi in Khyber Pakhtunkhwa, Sikh culture and ~~Port~~ <sup>Munro</sup>

in punjab and Balochistan also (Port Munro in ~~the~~ border of Dera Ghazi Khan and Rakhni).

Moreover Gilgit Baltistan is famous for its breathtaking

scenery, including the Hunza Valley, Skardu and desai. Swat Maran, Kaghan is famous for their lush green vegetation and lakes. Travel and Tourism as a thriving tourist destination is essential for country immense tourism potential.

2) Main body:-

i) Security risks:-

Security concern is a main reason for tourist in Pakistan. Security of the tourist such like exploring FATA and tribble area is a serious risk. The World Tourism organization (UNWTO) emphasizes that enhancing security measures and creating a safe environment for tourist is essential for rebuilding confidence in Pakistan tourism's industry.

## 2) High Hotel prices:-

The country tourism sector has been growing due to a number of factors such as visa restriction, lack of improved security, online booking platform issue and high price ratio. Pakistan hotel industry has seen increased number of accommodation due to rise in tourism.

## 3). Poor infrastructure:-

Poor infrastructure is another serious concern for tourism in Pakistan. By means of infrastructure Pakistan lack ~~good~~<sup>better</sup> roads, lack of proper luxury hotel where in place of Tent, lack proper Bathroom, ~~water~~ water inavailability by means of hot water. Transport price were very high in the area or translocation from one place

to another was very high.

## 2) Opportunity For Tourism in Pakistan -

- a) Rich Culture and Heritages
- b) Natural wonders and Landscapes.
- c) Diverse wildlife and Eco-tourism.

### a) Rich culture Heritages

Pakistan is rich in heritage in such area like Taxila, Lahore fort, and Mohenjo daro. It will increase the tourists visiting cultural sites. in order to explore the standard of living and their culture exchange in the area. To explore the ancient infrastructure inside their how they are preaching, how they are building their infrastructure in the mountains.

b) Natural wonders and Landscape:-

Khyber Pakhtunkhwa is blessed for the natural wonder and mind blowing landscape in an area such as swat ~~which~~ ~~from~~ Naran and Kaghan which is rich in vegetation and lakes, Swat includes the area Malam Jabba where a new skyresort open and Gabben jaba also.

3) Diverse wildlife and Eco-tourism:-

National parks and wild reserves, including the elusive Himalayan brown bear, grace ful ibex, majestic golden marmots and a plethora of avian species.