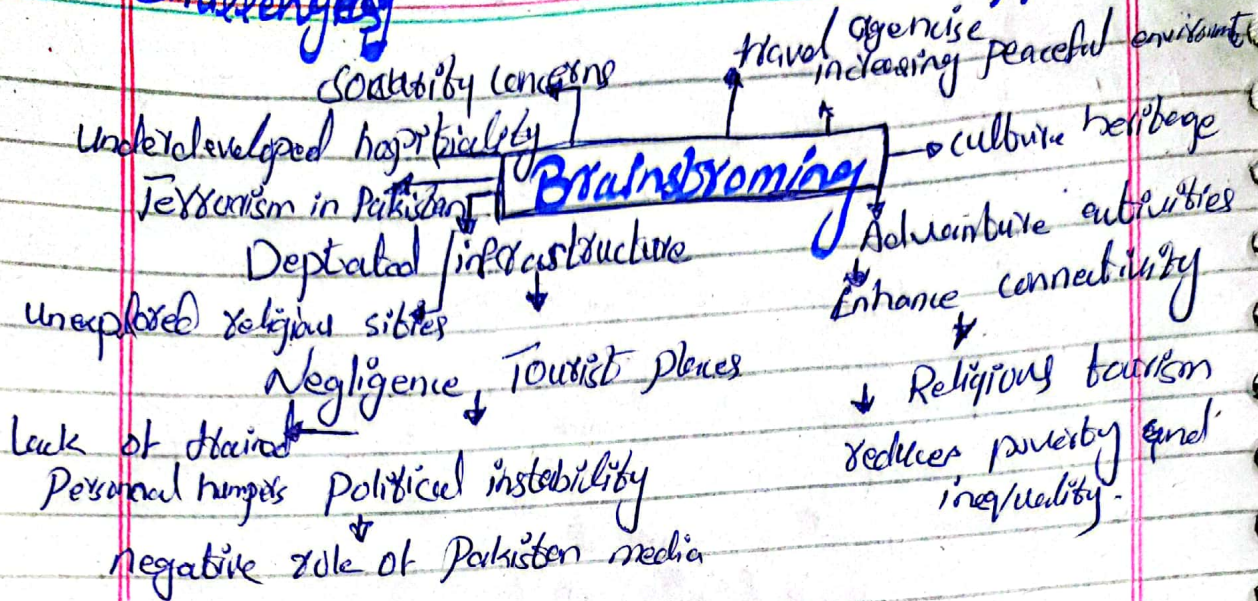


Challenges

opportunities



"Outlines"

1/ Introduction:-

1.1 = Hook.

1.2 = General Statement.

1.3 = Thesis Statement.

2/ Tourism in Pakistan Face Challenges.

2.1 = Depleted infrastructure.

↳ limited hotel business.

↳ poor road accessibility.

↳ underdeveloped tourist routes

↳ shortage of visitor services.

2.2 = Underdeveloped hospitality sector.

↳ lack of government programmes

↳ security-related problems

2.3 = Negligence to tourist places

↳ ignored the construction of hubs

↳ Lack of potential locations.

↳ Attract on visitors

2.3 = Negative Role of Pakistani media

↳ portrayed Pakistan in wrong way.

↳ Fake news

- 2.4 = Difficulties in acquiring visas.
- 2.5 = Poor coordination among departments.
- 2.6 = Safeguard of tourists
 - ↳ Strong security
- 2.8 = Health facilities
 - ↳ Enhance hospital and clinics.

3/ Opportunities for Tourism in Pakistan

- 3.1 = Increase peaceful environment
 - ↳ Reduce security problems
- 3.2 = Government's revive tourism in Pakistan
 - ↳ Get visas
 - ↳ Provide facilities for tourists
 - ↳ Provide safety and security
- 3.3 = Enhance connectivity
 - ↳ construct new roads
 - ↳ connection infrastructure
- 3.4 = Rich cultural heritage
 - ↳ Historical cities
- 3.5 = Diverse wildlife and Eco-tourism
 - ↳ ~~potential~~ promote conservation efforts
- 3.6 = Religious and cultural festivals
 - ↳ Showcase Pakistan's traditions.
- 3.7 = Handicraft and traditional arts
 - ↳ Pakistani artistic heritage
- 3.8 = Adventure sports playground.

4/ Conclusion:-

Introduction

Ross Moxley said that "Travel is like a giant blank canvas, and the painting on the canvas is only limited by one's imagination". Tourism is the art of travelling away from home for recreation, relaxation and pleasure. It is closely linked to the hospitality, hotels and transport industries. Tourism, as a catalyst for economic growth and culture exchange, plays a pivotal role in shaping a nation's identity and global standing. Similarly, Pakistan's tourism industry plays a significant role in showcasing the breathtaking natural beauty of the country to the world. According to the World Travel and Tourism Council Reports 2024, the direct contribution of travel and tourism to Pakistan's GDP has been substantiated \$11.1 trillion to the global economy in 2024. Pakistan's tourism for industry has faced challenges that have hindered its full potential, like security concerns arising from past incidents, the lack of advanced and sufficient infrastructure, and inadequate promotion activities. However, these challenges though daunting are not insurmountable. By addressing security issues. In a nutshell, with strategic planning and unwavering

commitment to responsible tourism the nation can redefine its narrative, drawing travellers from every corner of the world to witness the magic that lies within its borders.

Additionally, a limited hotel business, poor road accessibility, underdeveloped tourist routes, and shortage of visitor services are some of the most significant problems in Pakistan's tourism industry. Quality infrastructure is crucial for boosting tourism, including airports, access to roads, vehicles, taxis, aircraft, services, dining establishments, lodging options (hotels) and local tour operators. For instance, Pakistan has some of the world's most picturesque landscapes and landmarks in its northern regions. They can attract millions of tourists from around the world. Unfortunately, these underdeveloped northern regions have not been able to capitalise on their tourist potential.

⇒ Secondly, according to international standards the hotel industry is still underdeveloped because of inadequate facilities, a lack of government programmes, and security-related problems. Currently, several of the

country's operating hotels and restaurants have not put in place sufficient certification criteria that provide excellent services. The regulation's application guarantees innovative services, which are essential to upholding the standards of the hotel business, which in turn reflect changes in the travel and tourism sector. Security issues, including terrorism, have negatively impacted tourism in Pakistan. People are not safe to go mountain area.

Thirdly, the country office's blatant carelessness is the major element contributing to Pakistan's dismal tourism situation. In the past, successive governments ignored the construction of hotels or other potential locations for tourist routes that could attract both residents and visitors. Most of the time, travellers are forced to camp or cook for themselves, and not everyone participates in it. In order to transform stunning locations into popular tourist attractions, hotels or resorts are needed. For instance "Tulipet" which is called Peerchanse one of the most famous tourist spots in Pakistan Kashmir. The

Location itself is an example of poor government work. The area is frequently littered, the roads are in bad shape, and there are not any hotels or other accommodations for travellers. These factors all point to government carelessness.