Tourism Potential in Pakistan

Tourism is an important and rapidly growing field all over the world. Pakistan by virtue of its geographical position, landscape and diversified cultural background has a great potential to offer the world through tourist services that explore its religion, archaeology, history and conventional tourism. Tourism nowadays has a great impact on the economy. It gives a variety of benefits like sources of income, job creation, poverty reduction, foreign exchange earnings and promotion of cross-cultural understanding and cooperation. It generates several service activities like transportation, communication, hospitality, catering, entertainment and advertisements. Unfortunately, since the nineties, a number of foreign tourists visiting Pakistan has gradually decreased due to Afghan war-related terrorist activities in the region.