

IBRAHIM, MUHAMMAD, PAKISTAN

Tourism Potential in Pakistan

Panel: Economics and Development

Tourism is an important and rapidly growing field in Pakistan. It gives variety of benefits like, income, job creation, poverty reduction, foreign exchange earnings and promotion of cross-cultural understanding and cooperation. It comprises several service activities including transportation, communication, hospitality, catering, entertainment and advertisements. Pakistan has great potential for tourism by virtue of its history, cultural diversity, geo-strategic position and landscapes. The tourism products being offered by Pakistan are religious tourism, archaeological and historical tourism, adventure tourism and conventional tourism. Pakistan landscape varies from sea level in South to highest mountain peaks in world in North entertaining all kinds of tourists.