

# Role of Tourism in shaping positive image of Pakistan

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## Abstract:

This study would analyze the role of tourism in shaping the positive image of Pakistan. Tourism has not only proved vital for the economy and a key source of income and employment but also building a positive image of their society and national identity in developing countries. It promotes cross-cultural connections, appreciation, and understanding. Promoting the cross-cultural awareness for both locals and tourists builds bridges of understanding between cultures. During the worst wave of terrorism after the year 2000 Pakistan has almost lost its true identity in the world and tourism can be the best tool to raise the profile of Pakistan in the world. Tourism also promotes international connections which can be useful to increase the business opportunities and cultural exchange. There is tremendous potential for tourism across Pakistan. Tourism industry is expanding but not at the expected pace, further rise is expected in the coming years in the tourism industry. Pakistan is becoming an attractive tourist destination for international tourists. Government of Pakistan is taking initiatives to grow tourism as a priority.

Data and information, I lifted in this study has been collected through secondary sources including Books, Magazines, Articles, Journals, E-Journals, Internet, Reports of World Tourism Organization, Ministry of Tourism and World Travel etc. Government, tourism industry and society need to join hands to shape the positive image of Pakistan.

**Key Words:** Pakistan, tourism, World Travel, cultural awareness, cultural exchange.

## Introduction:

Tourism is a diverse field, and it integrates people around the world. It is characterized as going to and staying in places outside their standard climate for not more than one essential year for relaxation, business, and different purposes. Tourism is usually connected with worldwide travel and also refers to going somewhere else within the country. It is beneficial for generating economy, providing jobs, giving methods and a motivation for interest in a framework ( streets, rail organizations, and neighborhood clinical and instruction offices), to maintain the environment, create understanding between different cultures, and makes a spot famous": Tourism allows the area to show itself off and raise their profile on the planet.

Pakistan is home to a diversity of cultures, rich heritage and stunning landscapes from the precipitous peaks of the Karakoram range to the fertile Indus River plains. Above all the people of Pakistan with their resilience, love and hospitality add a lot more value to tourism potential. Pakistan's rich culture, national heritage, ancient Silk Road, and ruins of Mohenjo-Daro continue to enchant travelers from all parts of the globe. Tourism shapes the positive image of Pakistan around the globe. It is a developing

industry in Pakistan because of its different societies, people groups, and cultures. The assortment of attractions ranges from the remains of old developments, for example, Mohenjo-Daro, Harappa, and Taxila, to the Himalayan slope stations, which draw in those keen on-field and winter sports. Pakistan is home to a few mountain tops over 7000m, which draws in explorers and mountain climbers from around the globe, especially K2. The northern areas of Pakistan have numerous old posts, towers, and other designs just as the Hunza and Chitral valleys. There are also religious paces like the Badshahi Masjid, Shalimar Gardens, Tomb of Jahangir, and the Lahore Fort which attracts tourists. the Indus Valley [civilization] which is 5,000 years of age, and has holy spots for four religions which attracts the adventure and nature lovers to Pakistan. PIA Arts Trope performed far and wide to excite a worldwide crowd and presented a strong and wonderful Pakistani culture. Pakistan Foods Festivals sorted out by PIA in various world capitals was another land imprint to showcase Pakistan as an astonishing tourism objective. In the mid-1970s, Pakistan was a long way in front of the locale in the field of the travel industry.

Despite all the potential and beauty Tourism could not grow as an industry in Pakistan. Soon after independence, Pakistan was the fastest developing country in the world, but political instability and domestic problems slowed down the progress. Over the decades Pakistan's image got destroyed, specially the fight against terrorism and extremism posed new challenges for the country. Pakistan was hit by the worst wave of terrorism, extremism and other internal problems for more than a decade. The perceptions about Pakistan's social structure and security situation went down the line. Tourism can play a huge role in reversing these perceptions about Pakistan and it's society. The impact of tourism has been proved to be pivotal in shaping the country's image. Recently many foreigner social media influencers started touring Pakistan and they shared their experience of traveling in Pakistan very positively. The British Backpacker Society ranked Pakistan as the "world's top adventure travel destination" and described the country as "one of the friendliest countries on earth". Pakistan is ranked 47 out of 200 countries by World Travel and Travel Council's analysis. The real question is; how to use this huge potential to change perceptions of the world about Pakistan?

#### **OBJECTIVES:**

- To analyze the potential impact of tourism on the image on Pakistan in the World.
- To explore the opportunities the tourism, offer in shaping the positive image of the Pakistan.
- To identify the key areas to work on to promote cultural exchanges.
- To identify the challenges in promoting the tourism industry.
- To analyze the readiness of the government to invest in tourism infrastructure development.
- To identify factors which lead to a change in social behavior of locals towards the tourism and tourists.
- Highlighting role of media in promoting Pakistan as a tourist attraction.
- Other important initiatives taken by stakeholders to improve tourism.

#### **Research Questions:**

- How significant is the tourism industry to shape a positive image of Pakistan?
- How can the tourism industry be reformed to best utilize the economic and cultural potential?
- Why Pakistan was not a better option for international tourists in recent years?
- What are initiatives taken by the successive governments to improve tourism in Pakistan?

- How can tourism help in improving perceptions about the culture/heritage of Pakistan internationally?
- What are failing factors for the governments to structure tourism as an industry?

**Statement of the problem**

Security situation in Pakistan has been a main factor of bad image for the country. Pakistan's focus has been on winning war against terrorism and extremism inside its border. Pakistan is defined by its problem instead of its diverse cultural heritage.

**Hypothesis:**

"Promoting tourism can shape the positive image of Pakistan nationally and internationally"

**Research Methodology**

In this research, we will analyze role of tourism in shaping positive image of Pakistan by using both qualitative and quantitative approaches. This study is conducted through multiple sources of government tourism data and independent analysis of the potential tourism industry has; in terms of economic benefits and in terms of shaping Pakistan's image. Most of the data obtained for this research will come from secondary sources including books, internet, tourism magazines and international studies/rankings to validate my results from primary data. And time period focused here is 2010 onwards. Dependent variable is Pakistan and independent variable is role of tourism in shaping positive image.

**Theoretical Framework:**

This study would analyze theoretically by using the lens of 'Social Constructivism', which is a sociological theory of knowledge. Alexander Wendt is the main advocate of social constructivism in the field of international relations, who developed these ideas in his book "Social theory of International Politics(1999)". Social Constructivism asserts that people work together to construct artifacts. Moreover, these artifacts are created through social interactions of a group, which means it is focusing on learning that takes place because of his or her interactions in a group. Pakistan is also constructing an idea (image) internationally by improving its interactions with the help of tourism. The world had wrong perception about Pakistan that it is not safe for tourism. Pakistan has proved that it has potential for it by promoting tourism in recent years and by opening projects like Kartarpura for its rival country India which is a great message for international community.

**Tourism Potential in Pakistan:**

Pakistan earns 2.3 percent of its GDP from tourism while Sri Lanka derives 5.3 percent from the same industry. This shows that Pakistan's untapped potential is promising. Security situation has improved vastly and it's time to manage the tourism industry as a promising industry of the country. Current government of Pakistan is taking special initiatives to boost the tourism industry in Pakistan.

The country is home to ancient Hindu temples, several holy Sikh sites and Buddhist monasteries. Museums in Lahore, Taxila and Peshawar display an array of authentic Buddhist antiques. There is vast potential for the promotion of Sikh religious tourism as the famous Nankana Sahib temple is barely two hours by road from the Indian border.

Signs of growth and improvements in Pakistan's tourism industry are already evident by recent recognitions globally. First of all Pakistan was ranked "The Best Holiday Destination for 2020" and Pakistan was also declared the third highest Potential adventure destination in the world for 2020. As security in the country improves, tourism in Pakistan increases. In just a couple of years, tourism in Pakistan has increased by more than 300%.

**Tourists Visited Pakistan 2010-2018**

2010	2011	2012	2013	2014	2015	2016	2017	2018
907,000	1,161,000	966,000	565,212	530,000	563,400	965,498	1,750,000	1,900,035

International blogger's visits to Pakistan have served a great deal in changing perceptions about Pakistan. In 2018, the British Backpacker Society ranked Pakistan as the world's top adventure travel destination, describing the country as "one of the friendliest countries on earth, with mountain scenery that is beyond anyone's wildest imagination." Forbes ranked Pakistan as one of the 'coolest places' to visit in 2019. The World Economic Forum's Travel & Tourism Competitiveness Report placed Pakistan in the top 25 percent of global destinations for its World Heritage sites, which range from the mangroves in the Indus delta, to the Indus Valley Civilization sites including Mohenjo-Daro and Harappa.

In 2019, Pakistan increased the availability of travel visas in a bid to increase tourism. The new program grants visas on arrival to travelers from 50 countries, including the United States. Citizens of another 175 countries can apply for visas on the internet. Previously, visas could only be obtained from Pakistani embassies abroad.

**Religious Tourism:**

Religious tourism is a kind of the tourism with two principle subtypes: Pilgrimage, which means travel for religious, profound or spiritual purposes, and the review of strict landmarks or monuments and relics, a part of touring.

Pakistan is the center of religious tourist's sites. Hindu and Sikh religious places attract pilgrims towards Pakistan. There is a range of attractions for religious tourist's in the form of Sufi shrines, Hindu Temples, Gurdwaras and Buddhist stupas in Pakistan which attracts a large number of local and foreigner tourists. Religious tourism creates a spiritual connection between the tourists and local community. Government of Pakistan has taken good initiatives to improve religious tourism in Pakistan. Kartarpur corridor is the best example. .

Pakistan and India has engaged in conflicts since decades , through religious tourism spots of Hindus and Sikh , this conflict can be reduced.

In August 2018, the initiative of Prime minister of Pakistan Mr. Imran Khan declared its aim to fabricate a connecting corridor from Dera Baba Nanak in India to Kartarpur Sahib for the Sikh Pilgrims and it was for the most consider a positive action towards building peace in Pakistan.

Sikh community around the world praised Pakistan's gesture on Kartarpur Corridor and restored Pakistan's positive image through that.

The UN General Assembly also welcomed the inauguration of "landmark" Kartarpur corridor between Pakistan and India, as the 193-member body adopted a resolution, sponsored by Pakistan and the Philippines, on promoting interreligious and intercultural dialogue to advance a culture of peace.

Buddhist tourism has an estimated market of 500 million Buddhists across the world. Pakistan's Gandhara region comprising Mardan, Taxila and Swat holds a special place for the Buddhist tourists. Particularly Korean Buddhists trace their religious origin to the area that is now Pakistan, where Korean monk Hyecho travelled 1,300 years ago.

A 48 feet long Buddha was also unearthed in Haripur recently which is the world's oldest sleeping Buddha statue. Takht-i-Bahi in Khyber Pakhtunkhwa and the sites in northern Punjab alone have the potential to attract a major proportion of the 50 million Mahayana Buddhists in Korea, China and Japan.

A 2016 Gallup survey of the Buddhist population across a selected pool of countries identified 58 million “interested visitors” of which 5pc (2.9 million) were “likely to visit” Pakistan.

### **Adventure Tourism:**

it is a type of tourism in which tourists travels to remote and exotic places in order to be a part of the physically challenges activities.

Pakistan provides an opportunity for all the most thrilling adventure sports from amazing Northern Areas of Pakistan to deserts of Cholistan. In Pakistan, nature enthusiasts show a keen interest in adventure tourism for instance, climbing, mountain climbing, hiking/trekking, skiing, bloating, para-gliding, canoeing, rafting, mountain biking, desert safari, etc.

Northern Areas have exciting adventures from hiking to trekking, rafting to fishing, para-gliding to island diving. Exploring the jungle to embracing the Galax, camping to luxurious stay, anything you name it, you can find in adventure tour of Pakistan. From Chitral to Kalash, Deosai to Khaplu, Karimabad to Naltar, Nagar to Neelum, Passu Top to Fairy Meadow, each quarter in Pakistan offers a thrilling experience very different from the previous one. Pakistan is now advancing in every sector of life including Adventure Tourism.

British Backpacker Society listed Pakistan as the No.1 adventure destinations out of 20 in 2019. Pakistan is becoming the most attractive adventure destination for the tourists from all over the world.

Nearly 1.7 million foreigners visited Pakistan in 2017, an increase of 200,000 over the previous year. Pakistan announced that it would provide 30-day visas to tourists from 24 countries in January 2018, including the United States, for multiple entries. Travelers and Bloggers from around the world declared Pakistan as the best secret in a travel adventure and also offers a lot for adventurous travelers. So by adventure tourism people across the world travel to Pakistan and enjoy its beauty, this can create peace among Pakistan and other countries and shape the positive image of Pakistan.

### **Cultural tourism**

Cultural tourism is a kind of tourism in which the tourists basic inspiration is to learn, find, insight and burn-through the substantial and elusive cultural attractions and products.

The northern Areas of Pakistan have numerous old posts, towers and artichitecture. The Chitral valley is home to the little pre-Islamic Animist Kalash people group which claim to be descendents of the multitude of Alexander the Great.

In the Punjab is the site of Alexander's fight on the Jhelum River.

Lahore is the cultural capital of Pakistan many places of Mughal design, for example, the Badshahi Masjid, Shalimar Gardens, Tomb of Jahangir and the Lahore Fort.

These Cutural heritages are used to build peace and positive image of Pakistan across the globe. The best example of cultural tourism which shape the positive image of pakistan across the globe is LOK VIRSA. The National Institute of folk and Traditional Heritage (Lok Virsa) was set up in 1974 with the command of the conservation also, advancement of the unmistakable and immaterial legacy of Pakistan. The conventional celebration Lok Mela

has intrigued huge groups of different social statuses. The 10-day celebration is held at the National Organization of Folk and Traditional Heritage, all the more ordinarily known as Lok Virsa. The celebration expects to grandstand the work and imagination of roughly 700 specialists speaking to the conventions and legacy of Pakistan. About 20,000 tourists have visited to LOK VIRSA every year to enjoy this festival. This festival attracts tourists across thr globe to visit Pakistan and by this step peace is being

promoted between Pakistan and other countries of the world, so Cultural Tourism in Pakistan plays a vital role in shaping its positive image across the globe and reducing tensions between countries.

### **History and Archeological Tourism:**

Pakistan is home to many archeological sites, forts, shrines, monuments, tombs and stupas. These are not only archeological sites but also the historic urban cores. Pakistan has also six UNESCO world heritage sites.

### **UNESCO World Heritage Sites:**

1. Archaeological Ruins at Moenjodaro (1980)
2. Buddhist Ruins of Takht-i-Bahi and Neighbouring City Remains at Sahr-i-Bahlol (1980)
3. Fort and Shalamar Gardens in Lahore (1981)
4. Historical Monuments at Makli, Thatta (1981)
5. Rohtas Fort (1997)
6. Taxila (1980)

Moenjodaro is an archaeological site located on the bank of Indus River in Larkana District of Sindh. Dating back to the beginning of 3rd millennium BC, the 5000-year-old city was one of the largest and earliest urbanized settlements in South Asia. The ruins were first discovered in 1922 and major excavations were carried out in 1930's, however after 1965 further excavations were banned due to weathering and disintegration. Only one-third of the site has been revealed so far and site conservation works have been on-going since then.

Taxila is an archaeological site located in the Rawalpindi District, 30 km northwest of Islamabad. The city dates back to the Gandhara period and contains the ruins of the Gandhāran city of Takṣaśilā which was an important Hindu and Buddhist centre, and is still considered a place of religious and historical sanctity in those traditions.

Takht-i-Bahi, meaning spring throne, is a Buddhist monastic complex dating to the 1st century BC located on top of a 152 m high hill. The ruins are located about 16 km from Mardan and 80 km from Peshawar. Sahr-i-Bahlol is a small fortified city, dating from the same era, located near Takht-i-Bahi. The historical complex is a complete Buddhist monastery consisting of four main groups; the Court of Stupas, a monastic complex, a temple complex, and a tantric monastic complex.

Makli is a necropolis in the archaeological city of Thatta dating back to 14th century. The monuments and mausoleums in Makli are built from high quality stone, brick, and glazed tiles representing the civilization of Sindh of the time. Tombs of famous saints and rulers including Jam Nizamuddin II are still preserved and are evidence of Mughal and Islamic architecture.

The Fort and Shalamar Gardens in Lahore are two distinct royal complexes from the Mughal era. The Fort is located at the northwest corner of the Walled City of Lahore and has been destroyed and rebuilt several times during its history. The Shalamar Gardens are example of Mughal Gardens which were constructed by the emperor Shah Jahan in 1642. The gardens are influenced by Persian and Islamic traditions and cover 16 hectares of land area.

Rohtas Fort is a garrison fort built by Sher Shah Suri, located about 16 km from Jhelum in Punjab, Pakistan. The fort is an exceptional example of Islamic military architecture, integrating artistic traditions from Turkey and the Indian subcontinent. It was built at a strategic location on a small hill alongside Kahan River to control the Ghakkars. Its name is derived from Rohtasgarh, the site of Sher Shah Suri.

There are 26 important heritage and natural sites on Tentative List which Pakistan is considering for inscription on the World Heritage List, thereby becoming World

Heritage Sites. The Tentative List can be updated at any time, but inclusion on the list is a prerequisite to being considered for inscription within a five- to ten-year period.

#### **Sites on the Tentative List**

1. Badshahi Mosque, Lahore (1993)
2. Wazir Khan's Mosque, Lahore (1993)
3. Tombs of Jahangir, Asif Khan and Akbari Sarai, Lahore (1993)
4. Hiran Minar and Tank, Sheikhpura (1993)
5. Tomb of Hazrat Rukn-e-Alam, Multan (1993)
6. Rani Kot Fort, Dadu (1993)
7. Shah Jahan Mosque, Thatta (1993)
8. Chaukhandi Tombs, Karachi (1993)
9. Archaeological Site of Mehrgarh (2004)
10. Archaeological Site of Rehman Dheri (2004)
11. Archaeological Site of Harappa (2004)
12. Archaeological Site of Ranigat (2004)
13. Shahbazgarhi Rock Edicts (2004)
14. Mansehra Rock Edicts (2004)
15. Baltit Fort (2004)
16. Tomb of Bibi Jawindi, Baha'al-Halim and Ustead and the Tomb and Mosque of Jalaluddin Bukhari (2004)
17. Tomb of Shah Rukn-e-Alam (2004)
18. Port of Banbhore (2004)
19. Derawar and the Desert Forts of Cholistan (2016)
20. Hingol Cultural Landscape (2016)
21. Karez System Cultural Landscape (2016)
22. Nagarparkar Cultural Landscape (2016)
23. Central Karakorum National Park (2016)
24. Deosai National Park (2016)
25. Ziarat Juniper Forest (2016)
26. The Salt Range and Khewra Salt Mine (2016)

#### **Sports Tourism:**

Sport tourism is any tourism that's main purpose is to view and participate in a sporting event.

Sport tourism contributes \$600 billion to the global economy annually.

There are many positive social impacts of sport tourism in general like the opportunities to witness the effects of good health and fitness, a better lifestyle, sense of pride, entertainment, family and community cohesion.

Sport tourism helps increase the profile of the host countries or cities and it attracts new business relating to sports and other businesses creating job opportunities for locals.

Now sport in Pakistan is a significant part of Pakistan culture. Cricket is the most popular sport in Pakistan, while field hockey, polo, and squash are also popular. Traditional sports like kabaddi and other well-known games are also played. Sports tourism was directly affected by terrorism in Pakistan as the Sri Lankan cricket team was attacked in Lahore on March 3, 2009. Since then there were very limited international sports activities in Pakistan. International Cricket returned to Pakistan in 2017 again. Overall security situation is really good in the past 5 years. In 2021 Pakistan will host the 14th South Asian Games for the first time since 2004. Lahore, Islamabad, Faisalabad, Sialkot, and Gujranwala are the cities in Punjab where events will take place, although other cities have expressed interest in hosting some events too. Seven nations will take place in the games.

## Opportunities to Tourism in Pakistan

### A) Recreational

- Beauty of Northern areas
- Swat, murre
- Deosai
- Saif-ul-mulook
- Swaik lake

### B) Cultural

- Kalash culture
- Badshahi masjid
- Lahore fort
- Ancient civilization
- Local culture

### C) Historical

- Home of historical places
- Gandhawa civilization 1500 bc to 1200bc
- Ancient historical and archeological places
- Takht bai
- Taxila
- Mohenjo-daro
- Harappa
- Qila bala hisar, drawar fort
- Ghandhara civilization

### D) Religious

- Sacred places-shrines, buildings
- Pakistan-follower of 3 religions in history, hinduism, buddism, and islam
- Sikhism-baba guru nanak
- Kalash religion
- Hindu workship places-katasraj mander
- Muslim shrines sufis

### Challenges:

- **Poor Connecrivity Infrastructure**

However there are also many challenges in the field of tourism in Pakistan like terrorism creates security challenges since 2000, poor management, lack of infrastructure /facilities for tourists, advertisement, promotion, and proper tourism marketing, high prices at the tourist spots, and lack of awareness are some of the main challenges in the field of tourism in Pakistan. Connectivity of road network is not good in Pakistan.No government had paid proper attention in improving these road networks .Connectivity of Northern Areas of Pakistan to rest of the country is not in a good condition.Especially in winter season these roads get blocked due to heavy snowfalling and landsliding.The main reason for government failure is corruption and insifficient budgets.

- **Negligence in Promotion**

Development in the tourism industry in Pakistan can boost the economy, promote harmony and peace, enhance political relations with other countries, reduce misconceptions, tensions, cultural exchange, and shapes the positive image of Pakistan in front of the world. Despite the huge potential of tourism in Pakistan there has not been much progress in using this potential to shape the image of the country. Lack of poor marketing and promotion can also degrade tourism towards pakistan.

- ***Terrorism***

Scnerio of 9/11 was the main challange to the tourism industry which gave rise to terrorism, local insurgent groups and create warlike situation. Challenge of extremism and religious segregation is also a problem to tourism industry of pakistan. Absence of tourist body at national level is also a challenge to tourism.

- Difficulties in acquiring Visas is another challenge to this field in pakistan.
  - Poor coordination between departments ,poor interconnected services like transportaion, guidance etc also challenge tourism in Pakistan.
  - Security situation has been the biggest challenge in the promotion of tourism. Over 50 % researches say that due to poor security and safety situations potential tourists are not visiting the country. Tourism policy and management is one area where much of the efforts have not been put. Successive governments have not given any priority to tourism. There is no emphasis on advertisements and marketing.
  - Lack of the skilled workforce in the tourism industry is also a challenge.
  - There is no policy to bring tourism together as a proper industry.
  - Conservation of tourists sites is another area where Pakistan has not taken any special interest.
  - ***Social Challenges***
  - No doubt Pakistani people are noble and hospitable .But there are also self centered local people at tourist places when it comes to economic interest .And when foreign tourist visit such places without a guide, these poeple try their best to charge them heavily .And such act leave a bad of Pakistan.
  - ***Negative Role of Media***
  - Before terroism, there was time when media showed beautiful places of Pakistan when it was under state control but in recent years when media was liberalized .it started promoting black side of Pakistan,with ignoring its impacts on Pakistan's image.
  - ***Lack of Human Resource Developement***
- In Pakistan,tourism industry is faving a major problem of lack of human reources .There is lack of facilities and low quality services for tourists ,which force them to return and they cannot stay there for long time.

**Recommendations:**

- Pakistan has made some good progress in road networks but more improvement is needed in Infrastructure facilities. Hotels, restaurants and Holiday spots are not yet at the international standards.
  - Initiatives by the concerned government towards the betterment of tourism industry are not enough or less effective, reforms are needed in the Travel and Tourism Policies accordingly.
  - ***SOCIAL MEDIA AS A SORUCE OF INSPIRATION***
- There is a huge influence of social media in inspiring the public and international tourists.When these travellers and bloggers visits such beautiful sites they share vidoes and photos on social media platforms like Facebook, Instagram and Whatsapp etc.They also share their experinces in those contents .Pakistan is full of such beautiful sites and government should give oppotunities to such media persons and bloggers inspire other people to come and see the real side of Pakistan.
- Customer to customer interaction through social media is now playing a pivotal role, according to a research held by Customer Research North America (2015).

Government should hire such tourist companies which can interact online with international tourists, which will be an influential tool to reach the potential of tourism.

- Inadequate knowledge and training of personnel in the tourism sector is a great challenge. Government must start a nationwide training program as a priority.
- Pakistani media has failed to show and project the positive image of the country. Effective media campaigns should be started.
- Better allocation of the annual tourism budget can be the key factor to boost tourism. A developed local tourism industry would leave a better and positive impression on the mind of foreign tourists.
- Improvement of laws and the order situation is needed.
- Tourism education should be enhanced, need more courses, degrees and specialization.
- Northern areas of Pakistan are a huge attraction for tourists worldwide while the vast deserts of Sindh and Baluchistan are completely ignored. Beautiful beaches of the Arabian Sea coast are also not brought to attention. Government must take notice of these weaknesses and must create activities to attract the world toward deserts and beaches of Pakistan.
- Effective campaigns for local festivals could be a great source of tourist attraction and helpful to project the positive image of Pakistan.
- Tourism infrastructure should be developed like roads, railway and airport access and the hotel industry needs to be upgraded.

### **Conclusion:**

Pakistan is home to a diversity of cultures, history and stunning landscapes. Pakistan offers everything a tourist could wish for, sceneries of nature, adventures from the highest mountains to the vast deserts, history, archeology, spirituality and much more. Pakistan is known as the best kept secret of Asian Tourism. Now it is the time to show this pleasant secret to the world. Tourism is the key factor to show and project the positive image of Pakistan. Programs and initiatives from the Government would not be enough to shape the positive image of Pakistan. Government, Tourism Industry, Society and Local Media would have to join hands together to present Pakistan as a welcoming safe country for everyone in the world. It is also necessary for the formulation and implementation of effective policies. Pakistan needs to form such policies to improve the budgets and to develop a proper institution for the protection of the rights of the tourists. So they can show the real image of Pakistan to the world.

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