

Majors: MKT

S.No: 3

*USING THE RIGHT MARKETING TOOLS AND STRATEGIES FOR  
PROMOTING THE TOURISM INDUSTRY IN PAKISTAN*



By:

*Maliha Zahid*

*01-111181-046*

*Noor Nawaz*

*01-111181-094*

*Shehryar Mansoor*

*01-111181-113*

Program: BBA

Supervisor: Ma'am Izza Shehzad

Department of Business Studies  
Bahria University Islamabad

Fall -2021

### Dedication

We dedicate this piece of work to our beloved Mother and Family, who always backed us with their support in every field of life and helped in every way possible to accomplish academic career success.

### Acknowledgement

First and foremost, we would like to thank Allah Almighty for giving us this opportunity to research and the strength and ability to complete it.

A considerable amount of debt is owed to numerous persons who directly or indirectly helped complete this research. It was a new experience, exciting yet challenging, but it helped us gain knowledge.

Before starting the research, I would like to express my gratitude and appreciation to my supervisor Ma'am Izza Shehzad who made this research project achievable. This research project would not be possible without her continuous guidance and supervision. She mentored us at every stage of the project. We consider it a great privilege and honor to work under her supervision.

I want to convey my appreciation to my team members for cooperating and supporting the project's journey for making this particular research; thanks to you.

We would also like to thank our institute Bahria University for providing us with a platform to conduct the research and publish it.

Special thanks to Mrs. Sadia Nauman the manager for publicity and promotion for Pakistan Tourism and Development Corporation for providing us with insights about the organization.

## Contents

***Using the right marketing tools and strategies for promoting the tourism industry in Pakistan. Error! Bookmark not defined.***

Department of Business Studies.....	<b>Error! Bookmark not defined.</b>
Dedication .....	0
Acknowledgement .....	0
Abstract.....	5
Chapter 1.....	6
Introduction.....	6
Pakistan tourism development corporation:.....	6
Vision statement: .....	7
Mission statement: .....	7
Objectives of PTDC:.....	7
Contribution of travel and tourism to the GDP of Pakistan in the year 2019: .....	7
The decline of tourism due to war on terror: .....	8
The decline of tourism amidst the pandemic: .....	9
The era of Khan: .....	9
Chapter 2:.....	9
The objective of our study: .....	9
Requirement analysis: .....	11
Related article summary 2020-2021: .....	11
<b>Simulation of the Influence of External Factors on the Level of Use of the Regional Tourism Potential: A Practical Aspect</b> .....	11
Problem definition: .....	12
Chapter 3:.....	15
Marketing strategies for the promotion of tourism: .....	15
SWOT ANALYSIS: .....	15
SWOT Model for Tourism in Pakistan:.....	15
Strength.....	15
Contribution to GDP:.....	15
Employment generation: .....	16
The influx of foreign visitors: .....	16
Weaknesses & threats: .....	17

Safeguards of tourists: .....	17
Tourism workforce development: .....	17
Other major weaknesses: .....	17
Opportunities: .....	18
Variety of landscape: .....	18
Support of the government: .....	18
Be kept secret of Asia: .....	18
PESTLE Analysis on tourism industry: .....	18
Political Factors: .....	20
Political Steadiness: .....	20
Granting E-Visa: .....	21
International Relations: .....	21
Economic Factor: .....	21
Unstable economy:.....	21
Sharing economy: .....	21
The rise in unemployment rate: .....	22
Sociological Factors:.....	22
Social Media: .....	22
Ethnological Acknowledgement:.....	23
Technological elements influencing the tourism industry:.....	23
Social Media: .....	23
Transportation improvement:.....	23
Legal: .....	23
PTDC: .....	23
Environmental Factors: .....	23
Landscape: .....	24
Pollution caused by tourists: .....	24
Porter's Five-Factor Model: .....	24
The threat of Substitute Goods: .....	24
Bargaining Power of Buyers: .....	25
The Rivalry among existing competitors: .....	25
Barriers to Entry:.....	25
Bargaining power of the suppliers: .....	26

Conclusion: .....	26
Cost-Benefit Analysis and its Types:.....	27
1. Economic Cost-Benefit Analysis: .....	28
Economic Costs: .....	28
Economic Benefits: .....	29
2. Social Cost-Benefit Analysis: .....	30
Social Costs:.....	30
Social Benefits: .....	31
3. Environmental Cost-Benefit Analysis: .....	32
Environmental Costs:.....	32
Environmental Benefits: .....	32
Comparative Analysis:.....	33
Brand Image:.....	33
BRAND PRODUCT MATRIX: .....	34
Market Penetration:.....	34
Market Development: .....	34
Service Development: .....	34
Diversification: .....	34
Chapter 4.....	35
Recommendations.....	35
Murree incident 2022:.....	35
Management:.....	35
Pakistan is becoming more peaceful:.....	35
Dubai expo 2020:.....	36
Official social media accounts: .....	36
CPEC: .....	37
Visa Free entry:.....	37
Government Packages:.....	37
Cruise Ship:.....	37
New Venture Ideas: .....	38
Coal mines Mianwali: .....	38
Underwater Hotel: .....	39
Submarine tourism Gwadar:.....	39

Hand Picking industry .....	39
Blimp Tourism: .....	39
Desert Safari: .....	40
Conclusion: .....	40
Reference .....	42
Appendix: .....	44
Appendix A: .....	44
Appendix B: .....	45

## Abstract

This study aimed to identify the void in the tourism market; multiple reasons and problems are the pivot barriers in boosting the tourism industry of Pakistan. The problems were identified by studying the country's economic statistics and by the research conducted online. The recent accident in murre where many of the tourists lost their lives due to the mismanagement by the authorities is highlighted in this report. The problems were identified, and the recommendations were given by using the marketing tools and strategies to boost Pakistan's tourism industry. Boosting the tourism sector will bring positive changes to the economy of Pakistan. The aim and the impact of this study are described as follows:

Increase in the revenue generated from the tourism market. Tourism provides jobs to many people living in rural areas. The increase in revenue can only be obtained by using practical marketing tools and techniques discussed further in the report.

Improvement in the branding of the country will help to increase tourism. Promoting Pakistan as a safe country and highlighting the positive image of the country and the landscape featuring actors and influencers will help improve the country's overall image internationally.

## Chapter 1

### Introduction

The tourism industry is an ever-growing industry. The country Pakistan is rich in culture and ethnicity. The country is 73 years old, but the heritage and historical places are more than 100 years and are a converging point of many ancient civilizations, religions, ethnicities, and cultures, thus always making this region particularly attractive.

From the world's 2<sup>nd</sup> highest mountain and mountain ranges, glaciers, meadows, the Kalash valley Pakistan is known for their beautiful people with blue and green eyes and their ever so vibrant colored dresses and headpieces, forests in the north to the rugged landscape of Khyber Pakhtunkhwa and Baluchistan's desert, mountain ranges, caves and the most important; the mineral deposits to Punjab's rich Mughal architecture, holy places for Sikhism to Sindh's ancient city ruins of Mohenjo-Daro, Manchar lake and colonial and post-partition sites. Pakistan has it all for sightseers, skiers, trekkers, desert safari enthusiasts, water sports, and trout fishing. It is a dam of knowledge for historians, archaeologists, artists, teachers, anthropologists, pilgrim sites for various non-Abrahamic religions, and other archaeology sites like Gandara Buddhist civilization, Indus valley civilization thus attributing to a means of tourism in Pakistan.

In 2020, Pakistan was declared the top third country in the richness of adventure and diversity of destinations. The United States "Forbes" magazine ranked Pakistan as the most refreshing place to visit in 2019. The main reason for Pakistan's tourism industry has flourished in the past five years has increased safety and security. The decline in terrorism has been helpful. As the travel industry was arriving at its pinnacle stage in Pakistan, the pandemic came and annihilated the entire economy of the travel industry.

#### Pakistan tourism development corporation:

Pakistan Tourism Development Corporation or PTDC is an organization of the Government of Pakistan. PTDC is governed by the Board of Directors, provides transportation to various areas and owns and runs several motels. It was incorporated on March 30 1970.



Vision statement:

The Vision is to develop the tourism sector as a national priority sustainably and acceptably, taking full advantage of regional and international trends and developments to significantly improve the quality of life in Pakistan whilst promoting the country's cultural and natural heritage.

Mission statement:

To create an enabling environment for Pakistan's tourism industry by providing world-class facilities that commensurate with our rich cultural heritage, rare archaeological treasures and exquisite environmental beauty in close partnership and coordination between the public and the private sector while preserving and protecting our cultural and moral values and projecting a tourist-friendly image of the country.




Objectives of PTDC:

The objectives of PTDC are as follows:

- Projection of Pakistan as a tourist-friendly destination.
- Marketing of Pakistan's tourist products in tourist generating markets (at home & abroad)
- To act as a catalyst in encouraging the private sector to play an active role in tourism promotion & development.
- Development of tourist infrastructure and services

Contribution of travel and tourism to the GDP of Pakistan in the year 2019:

Following is the contribution of tourism to the GDP of Pakistan and in increasing employment.  
(Mohsin, 2021)

	<p>Contributing 5.9% of the total economy, which is PKR 2,285.8 billion.</p>
	<p>They are creating nearly 3,8819 jobs and increasing employment opportunities.</p>
	<p>Foreigners impact by PKR 116.2 billion.</p>

In the year 2019, the tourism sector contributed to the 2.5% growth of the overall economy of Pakistan.

### The decline of tourism due to war on terror:

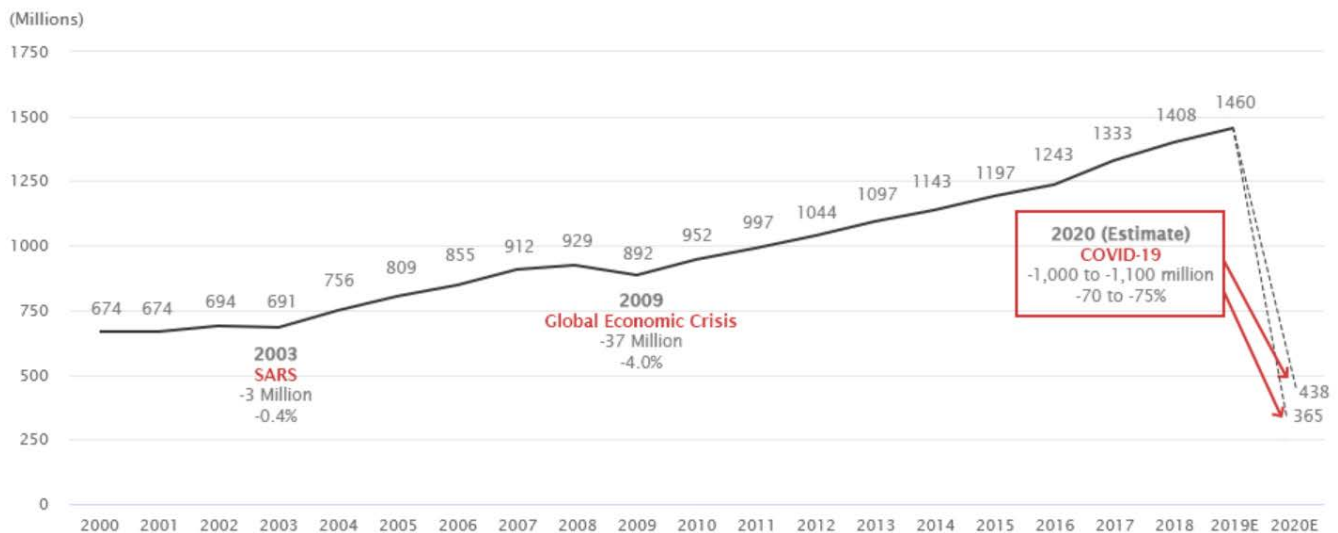
Two significant incidents have played a significant role in turning the flourishing tourism into deadbeat tourism: the 9/11 world trade tower attacks and the 2008 Marriott Islamabad attack. Before 9/11, the northern areas of Pakistan were considered a haven for foreign tourists who would come in winters and summer and enjoy prolonged stays, trekking through the rough terrain or cozying up in their motels with picturesque scenery of the mountain. However, after 9/11, our northern areas took the most significant hit in tourism and related income sources. We were somehow seen as the Taliban's helping hand, and our close physical relations did not help either. Because of this, tourism for the whole of Pakistan took a toll. Things were starting to look better and cheerful, but again, we were struck with heinous acts of terrorism. However, on our physical soil and parts of the country like swat, Waziristan, Karachi, Rawalpindi, Lahore, and many other major and minor cities were targeted by terrorists. In Pakistan's biggest city Karachi in terms of labor, progress in terms of GDP per head, technology, and any other advancement, fell into kidnapping, extortion, murders/killing. People all over the country got scared to go out of the house for a mere task, let alone go on a vacation in Karachi to enjoy the beach or northern areas. Every day a new bombing and, if not that, then extortion and killing cases would be

broadcasted in the news. Due to these circumstances, any advances to be made were halted and forgone, and Pakistan saw little to no growth in the tourism sector. These ongoing issues cemented a seed of horror, terror, grievance into the mind of the nationals and local tourism also got affected.

### The decline of tourism amidst the pandemic:

As COVID emerged, the economy started declining worldwide. Lockdowns were implemented strictly in Pakistan as well. Since the COVID, the tourism industry has started to decline. Due to COVID, the international travel rate declined by seventy-five per cent in 2020.

The following graph represents how tourism has boosted in the past ten years.



The graph demonstrates that Pakistan reached the peak of success in tourism in 2019, but because of the pandemic, the tourism industry declined.

### The era of Khan:

Tourism reached its peak in the era of Prime Minister Imran Khan. Khan believes that tourism is the main element that will help generate revenue and create job opportunities. (Nazir, 2021)

## Chapter 2:

The objective of our study:

- Issued and circumstances that led to the downfall of tourism in Pakistan

- current problems faced by the tourism industry
- milestones that are to be achieved in order to revamp tourism
- sustaining the change through marketing strategies employed in the study
- marketing tools that will be used to revamp the tourism industry locally and internationally:
- strong social media presence
- affiliations with local and international tourist agencies; government and private
- digital marketing
- word of mouth
- commercial and social marketing
- Integrated marketing communication

As our study's objective mentioned above, the study will aim to track any changes due to the implementation of said marketing tools discussed above. Our research is secondary based, meaning we will not be implementing any new tools or calculations but rather focusing on what has already been gathered before us, such as documentaries, research papers, and articles. We have identified all past problems faced by the tourism industry of Pakistan through scouring the said medium and looked into the problems that we currently face.

Through tools like:

- Comparative analysis
- Swot analysis
- Pestle analysis
- Porters 5
- Brand product matrix
- Cost-benefit analysis

We will be assessing in more detail the current situation, insight into our strengths, weakness, technological advancement, legal and environmental factors of the current state and the future.

The study will not provide a definitive solution to the prevailing problem, but it can and will act as a guiding measure for future references.

### Requirement analysis:

#### Related article summary 2020-2021:

##### **Tourism in Pakistan – Tourist Attractions, Challenges, and Potential (GraanaBlog) (tahir, 2020)**

The article written by Maham Tahir posted on the GRANA blog on November 2, 2020, clearly identifies the tourist places like khunjarab pass, Hunza valley, and Skardu. The author then talks about the factors or challenges facing Pakistan's tourism industry as the article goes on. They include the depleted infrastructure, including hotels, motels, flights service, guides, roads, and access to basic facilities like water, electricity, and gas: new religious sites, lack of educated human resource development in such areas. The author also lists downs and explains how the government can improve the tourism scope in Pakistan. She has talked about formulating new policies and implementing them, refurbishing the infrastructure, using marketing tools and strategies to spread positive imagery of Pakistan locally and internationally.

##### **Simulation of the Influence of External Factors on the Level of Use of the Regional Tourism Potential:**

###### **A Practical Aspect**

In today's time, the tourism industry of most of the world's countries is increasing, growing. This is affirmative through various research and studies indicating several problems have caught the eye of local and international agencies and demanded their time, effort in the capital, educated human resources, and due diligence in tourist season. The main point in developing and sustaining tourism in any country is assessing its true potential, meaning how its economic entities perform, cooperation with regions and other neighboring countries, political stability, cultural and social norms, and coordination. Besides these, having breath-taking scenery is a much-needed bonus because, in today's time, anything can be marketed into anything; one needs the right tools and strategies. Different authors, social scientists and other important figures have described their basis for judging the potential of tourism in a country. (nestor shpak, 2021) For

example, (Herasymenko, 2016) approaches are the most comprehensive; he said the potential is divided into four parts and each part is rather strongly interconnected. They are as:

1. economic
2. social
3. historical and cultural
4. natural resources.

A likewise opinion is expressed by (Terebukh, 2016) that tourism potential is a set of five components: natural, natural-anthropogenic, cultural-historical, infrastructure, and investment. Furthermore, scientists have distinguished between them not to mix the potential of a region and enterprise. For an enterprise, it includes its ability to formulate a product and its tangible and intangible resources, an essential prerequisite for developing tourism in the region.

#### Problem definition:

The issues identified in our study are divided into four categories. These categories further have separate elements that affect the tourism of Pakistan. They are as follows:

1. **Internal upheavals:** like the unstable economy, poor tourist infrastructure, poor quality of services provided, safety and security issues and violence with the locals and with foreigners like the shooting of Sri Lankan team in 2008
2. **External upheaval:** like issues with Afghanistan, which includes the most important issue of 9/11, constant skirmishes with India, political pressure from the USA, pressure, and boycott from various countries due to the state of PIA, the national carrier of Pakistan and the importance of all the COVID-19.
3. **Terrorism:** constant bomb blasts, ethnic killings, the influence of foreign state-sponsored terrorism
4. **Mismanagement:** it is well known that the government of Pakistan has been lazy in developing proper, well thought plans for uplifting, reviving, and sustaining tourism. A recent example of the Murree 2021 incident is proof of this. After the changes of 18 amendments, tourism has been handed off to the provincial government, and all PTDC properties have been closed (Haque, 2021)

**Poor infrastructure of Pakistan and its effect on tourism:**

forming and growing infrastructure in Pakistan and the rest of the world is directly proportionate to tourism development in the region. Such infrastructures include roads, rail links, modern and accessible airports, primary healthcare outlets, water and waste management authorities and recreational facilities. If they are not prevalent, then the chance of developing tourism is and will be a tough job for the government and other entities to establish and provide their services, respectively.

The development of such facilities helps in boosting the economy on a very local and minute level which makes it get overlooked easily, but the world bank has described it as ‘Infrastructure is the wheel of development’.

In the context of isolated communities of Gilgit Baltistan, road links provide a way of livelihood for the locals as many of them have no other option, and many of them have no primary education. Another example of poor infrastructure or the lack of it is the connection between chilas and kaghan via Babusar top, which remains closed for 7 out of 12 months due to terrible weather. This causes or more likely cuts off the land connection between northern areas and the rest of Pakistan, leaving air travel via helicopter or aero plane. They also only operate if there is no heavy snowfall or windy conditions. This creates a huge loss for the residents of the north. Besides this, even if a tourist reaches the desired destination, he is likely to face problems like lack of primary healthcare, ratio issues, and any winter recreational activities.

Another example of poor infrastructure is of archaeological sites of Taxila. The journey is delicate and smooth until the grand trunk road, but as you enter the vicinity of Taxila, the roads get narrow and are severely unkempt. There is no inclination of future improvement for the roads leading to sites like Dharmarajika complex and stupa, the kalawan grouping. The archaeologists visiting such sites require a suitable place to live, which the city fails to provide even though it has an army presence in 2 renowned universities. They have to arrange their stay at either Rawalpindi or Islamabad, costing them time and money for the everyday commute.

**Murree incident of 2022:**

An example of mismanagement and negligence is the Murree tragedy of January 7, 2022. It is estimated that almost 155,000 cars entered Murree, and the deaths were recorded to be 22 people in which, many of whom were from the same families, including tiny babies, kids, elders, and young people.

The blame for this tragedy is mainly on the management. After knowing the weather forecast, the authorities failed to take any precautionary steps like restricting the inflow of cars. The Murree city could only accommodate 4000 cars in average weather, let alone in a snowstorm where they have no capacity. Knowing the weather conditions, the authorities attempted to facilitate the tourists by clearing up the roads and helping those stuck. Instead, after a whole night of being stranded in a snowstorm without any aid, the army was called for rescuing them and giving them shelter at various bases. This news also brings contradictions, as many stuck near military bases say otherwise. Besides this, they failed to keep a check and balance of the hoteliers charging super extra prices for basic accommodations and eatables like bread, eggs, water, chai, etc. but as usual, the incident was tagged as ‘natural calamity’ by interior minister Sheikh Rasheed.

This incident made international headlines on news forums like NYTimes, citing that the federal minister first lauded the inflow of 10000 cars and after the incident pleaded the tourists to cancel their plans.

France24 cited that locals opened up their homes and brought food and offered blankets to those stranded in their cars.



### Chapter 3:

### Marketing strategies for the promotion of tourism:

#### SWOT ANALYSIS:

SWOT examination is done to understand internal and outer variables that influence the structure of the individual or area.

	HELPFUL. (To achieve the objective)	HARMFUL. (To achieve the objective)
Internal origin. (Attributes to the organization)	<b>STRENGTH</b>	<b>WEAKNESS</b>
External origin. (Attributes to the organization)	<b>OPPORTUNITIES</b>	<b>THREATS</b>

#### SWOT Model for Tourism in Pakistan:

##### Strength

##### Contribution to GDP:

After the reclamation of the law-and-order situation in Pakistan, the travel industry was one-off the numerous ventures to encounter growth. There was expansion in nearby interest with local

Pakistani people visiting northern areas and places of interest in Baluchistan, which was right around an incredible accomplishment not precisely a decade ago. An expansion in neighborhood interest and foreign demand has since brought about expansion in the GDP commitment of the industry. The direct commitment of Travel and Tourism to GDP was PKR930.9bn (USD8,832.1mn), 2.9% of all-out GDP in 2017, and is a gauge to ascend by 5.9% in 2018 and to ascend by 5.8% dad, from 2018-2028 to PKR1,727.7bn (USD16,391.9mn), 3.0% of all-out GDP in 2028. Close by the immediate commitment, the Travel industry additionally impact-related ventures which makes the absolute commitment of Travel and Tourism to GDP to be PKR2,349.0bn (USD22,286.3mn), 7.4% of GDP in 2017, and was a figure to ascend by 5.8% in 2018, and to ascend by 5.4% dad to PKR4,200.4bn (USD39,851.6mn), 7.4% of GDP in 2028.

#### Employment generation:

Pakistan's unfortunate economy has brought about higher unemployment rates beyond two decades. Growth in the movement business prompted increment unemployment open doors around the country, counting rustic and far off regions. The quantity of independent companies offering travel administrations has expanded, making new positions. All connected ventures, including air travel, lodgings, and intercity transport enterprises, are businesses with expanded work rates. The all-out commitment of Travel and Tourism to business was 3,894,000 positions in 2017 (6.5% of all-out work). This is the gauge to ascend by 2.6% in 2018 to 3,997,000 positions (6.5% of all-out work). By 2028, Travel and Tourism will help 5,017,000 positions (6.5% of the entire business), an increment of 2.3% over the period.

#### The influx of foreign visitors:

Pakistan experienced extreme impacts of post 9/11 and the occasions continuing in demolished lawfulness conditions in the country. The paces of a flood of unfamiliar vacationers likewise plunged too practically near none. However, the security circumstance in 2015-2016 brought about higher neighborhood interest. At last unfamiliar interest likewise expanded, and Pakistan was additionally referenced as one of the leading three objections of the sack packers in 2018. This has figured out how to make a superior picture of the country past the line. One more effect of an unfamiliar flood is the expansion in guest trades. A higher pace of guest trades has

been noticed for past years. Relaxed visa conditions have likewise assumed a significant part in the expansion.

Weaknesses & threats:

Safeguards of tourists:

An exploration directed by CDPR reasoned that the most pivotal worry for the unfamiliar traveler is their security while settling in Pakistan. Pakistan has a horror file and positions 124th on the well being record out of 159 nations, through India positions at 105th. Thus, Pakistan's negative images of a house for the Taliban has additionally wrecked the traveler from selecting it as a vacation spot.

Tourism workforce development:

Notwithstanding not adding esteem added encounters to the traveler, our travel industry labor force is not qualified in the area they are serving to that end. We see that traditional works are being followed, and the absence of examination is why client requests are not fused in the sectoral rehearses. Service of Tourism was answerable for gathering information which after the eighteenth amendment got excused, the Tourism area was rumbled.

Other major weaknesses:

- Absence of foundation/facilities.
- Lack of drive-by concerned Government Departments.
- Inadequate information and preparation of Personnel in the travel industry sector.
- Failure to show and project the country's positive image through media to the outside world.
- The low portion of the yearly vacationer budget.
- Lack of comprehension of the traveler needs.
- Inadequate waste administration framework.

Opportunities:

Variety of landscape:

Pakistan has an assortment of scenes from seashores, rocks, peaky mountains, deserts, lakes. There is still an absence of a broad deluge of the neighborhood and unfamiliar demand, but this also implies a high capability of improvement and employment. Another point that is imperative here is that there is likewise a chance of creating optional travel exercises close by the familiar happening scenes, for example, resorts, water sports, jeep rallies.

Support of the government:

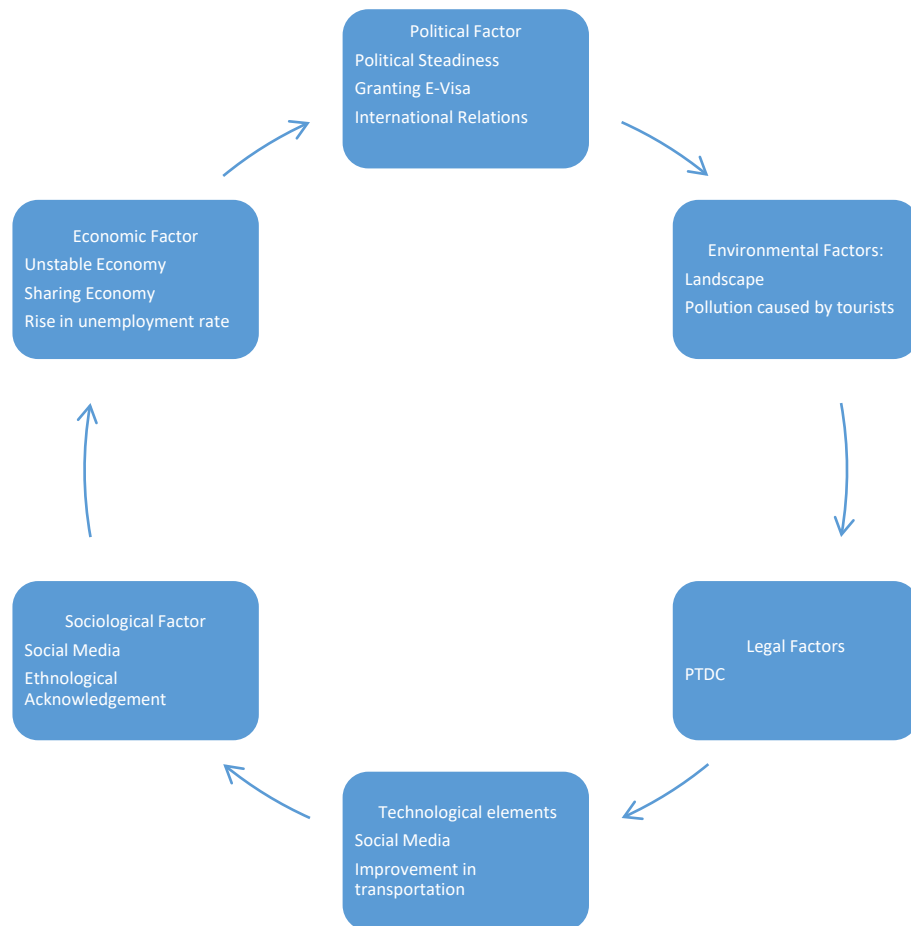
The newly chosen government in 2018 has made a few visa relaxations just as coordinated meetings and culminations to support and advance the travel industry of Pakistan. An incredible chance for the travel industry of Pakistan to work in the improvement and development of the business.

Be kept secret of Asia:

Pakistan is promoted as the trick of the trade of Asia, which has such assorted culture and familiar scenes yet stayed immaculate by the standard of the travel industry. This expands Pakistan's image picture as a novel, new thing and investigates capable. Pakistan should advertise its movement industry adjusting to the said thought. (Huma Maryam, 2020)

PESTLE Analysis on tourism industry:

PES  
TLE  
ana  
lysi  
s is  
use  
d  
to  
eva  
lua  
te  
the  
poli  
tica



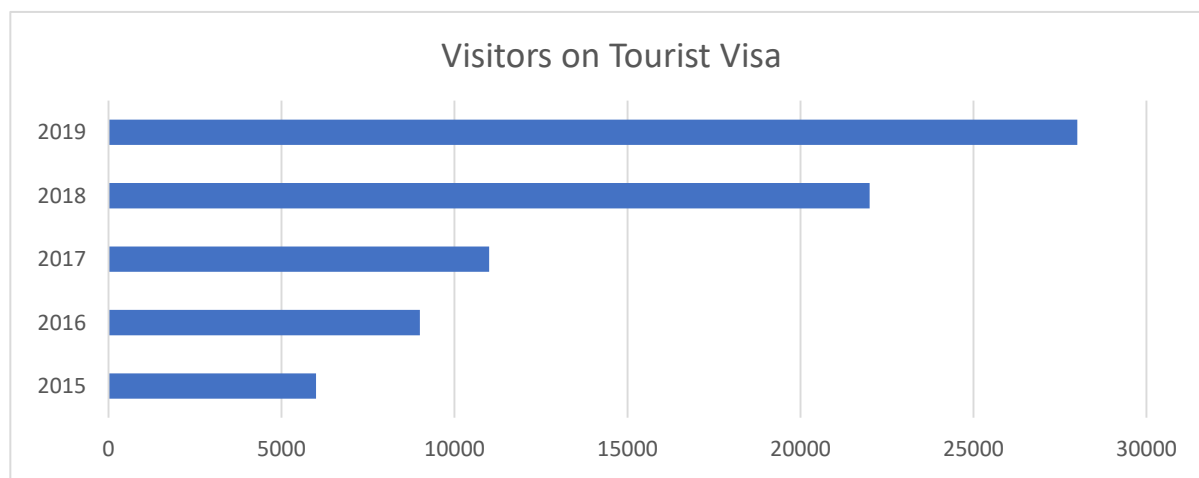
l, economic, social, technological, legal, and environmental factors to gain macroeconomic information, which helps provide a deeper understanding of the opportunities and threats. (FRUE, 2016)

### Political Factors:

Following are the political factors impacting the tourism industry of Pakistan.

### Political Steadiness:

Political steadiness is the main factor in attracting tourists. In the last 3-4 years, the government of Pakistan has been politically stable, which attracted many tourists to our country. In the era of prime minister Imran Khan, Prince William and Kate Middleton visited Pakistan in 2019. Their visit to Pakistan made people assure that the security condition of the country has improved. This boosted the reputation of Pakistan. As you can see from the bar chart below, since the visit of Prince William, the number of visitors that arrived on the tourist visa increased rapidly.



The reason behind the increasing number of tourists is because of the visit of Prince William. When a member of British Royal family visits Pakistan the image portrayed is that Pakistan is a safe and exciting country to travel.

### Granting E-Visa:

Open borders to foreigners help in increasing the profitability of the tourism industry. The new policy initiated by the Pakistan Tourism Development Corporation (PTDC) of providing E-Visa facilities to more than 170 countries and Visa on arrival facility to 50 countries will surely help increase the number of tourists visiting Pakistan. (Pakistan Tourism News, n.d.)

### International Relations:

Over the years, Pakistan has established a strong relationship with the world's superpowers "USA and CHINA". Since the establishment of the China Pakistan Economic Corridor project, the number of Chinese expats residing in Pakistan has increased by an enormous amount. Chinese are now living in Pakistan, studying in Pakistani universities, and investing in the infrastructure of Pakistan.



### Economic Factor:

Following are the economic factors affecting the tourism sector of Pakistan.

#### Unstable economy:

Pakistan's economy is volatile, which affects the country's tourist market. The government policies keep changing from time to time, causing the country's economy to be unstable. Repeated disagreement between the government and the opposition parties makes the political environment and the economy unstable.

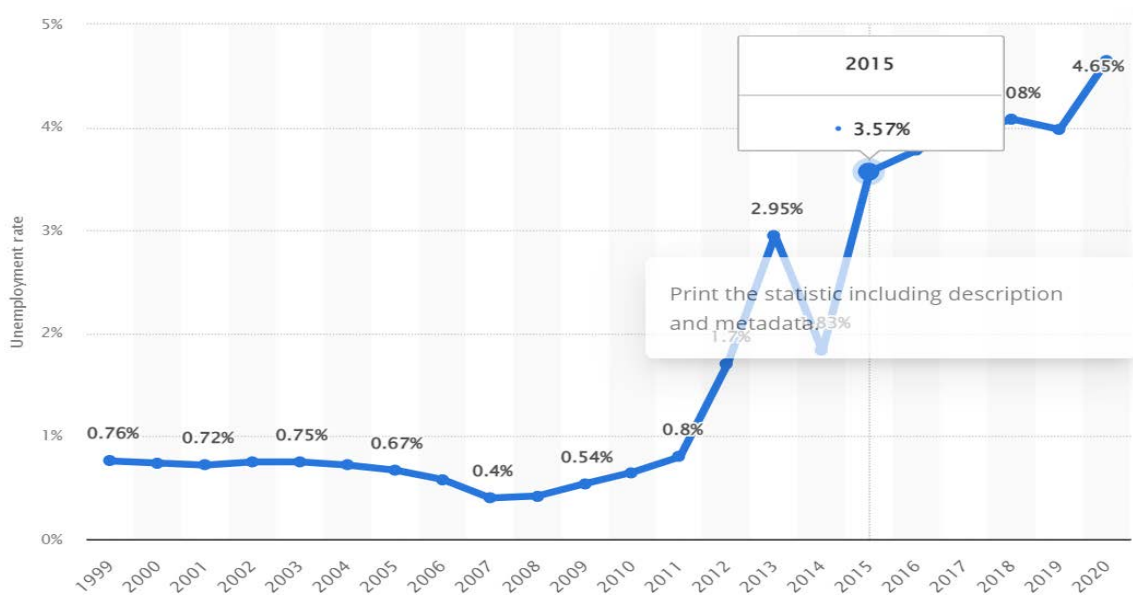
#### Sharing economy:

The increase in the sharing economy has influenced the way tourists travel. With the ease of Careem, Uber, And Driver services in Pakistan, travel has increased. The Metro bus project by

the Punjab authority has made it easy to travel across Punjab. The metro bus should be extended to Islamabad International Airport, making it easy and accessible for tourists.

### The rise in unemployment rate:

As you can see from the graph above, the unemployment rate in Pakistan has increased drastically in the past ten years. Due to this, there is a decline in disposable income which has caused local tourism to decline as unemployed citizens cannot afford to travel.



### Sociological Factors:

Following are the sociocultural factors affecting the tourism industry of Pakistan.

#### Social Media:

With the increment of web-based media, individuals follow influencers and need to accomplish their way of life. A large number of the people in Pakistan who follow influencers like Ukhano, Taimoor Salahuddin, aka mooroosicity and eve Zu beck are affected by their movement experience. This urges the youth to travel more.



### Ethnological Acknowledgement:

Over time, people worldwide accept and respect racial and cultural differences. The Chinese respect our culture the way we do. After the China Pakistan Economic Corridor, Urdu language courses are offered in the Chinese universities.

### Technological elements influencing the tourism industry:

Following are the technological elements influencing the tourism industry of Pakistan.

#### Social Media:

Pakistani citizens are very active on social media platforms like Instagram, YouTube, Twitter, Etc. Some of the Pakistani influencers are very famous and are recognized internationally. Over the year, tech literacy has increased in Pakistan. The famous Netflix series "Money Heist" show cast a Pakistani hacker, and since then, people from around the world have been hiring Pakistani tech specialists.

Travel vlogging emerges as a new industry. Pakistan became a famous tourist destination after the famous travel vlogger Eva Zu Beck visited Pakistan and show cast the beauty of the northern areas of Pakistan. She said that the mountains of the northern areas will always have her heart, and she is leaving a piece of her in Pakistan. (Beck, n.d.)

#### Transportation improvement:

With the advancement in technology, the mode of transportation has improved. However, Pakistan should invest in bullet trains or metro trains to match the developed countries.

#### Legal:

Following are the legal regulation's impacting the tourism industry of Pakistan.

#### PTDC:

The laws made by Pakistan Tourism Development Corporation on assigning Visa on arrival for foreigners have increased the easiness to travel.

#### Environmental Factors:

Following are the Environmental Factors impacting the tourism industry of Pakistan.

### Landscape:

The land of Pakistan is wealthy. Pakistan has plains, deserts, valleys, mountain ranges, in short, every beauty of nature. With correct branding, Pakistan can be the top destination for tourism.

### Pollution caused by tourists:

Many of the tourists in Pakistan cause pollution to the tourist destinations. The Margalla Hills are filled with trash of plastic bags, juices, etc. Murree is polluted so much that the beauty is compromised. Along with promoting and encouraging tourism, it is essential to take care of the tourist destinations and keep them clean. (Shaw, 2021)

### Porter's Five-Factor Model:

Porter's 1980 article identified five factors that affect competition: entry barriers, substitute threat, buyer and seller bargaining power, and Rivalry among existing competitors. Porter's five forces model is used to explain how profitability can be sustained. The theory provides the most effective analysis method when applied to Pakistan's tourism industry. Following is a ranking based on Porter's estimations of the relative weight of these factors in businesses. It is the power of buyers and sellers, according to Porter (1980), that determines a market's profitability.

### The threat of Substitute Goods:

When it comes to Pakistan's Tourism, Leisure and Hospitality sector, the opportunity is abundant for new businesses to thrive. The organizations may be found in all price categories in terms of pricing and facilities. There will always be a constant battle for customers to choose over the competition. A more efficient overall market is made possible by advances in internet technology, which has increased the size of the potential market and created new dangers of substitutes. This market's potential necessitates a well-thought-out approach.

There is a fear that a competitor's newly established web strategy or marketing campaign could erode the company's customer base. With the help of collaborative event management and the structuring and sharing of customer-oriented value chain data underpinned by process analysis, Porter claims that the performance of value chains and online commerce is significantly boosted.

### Bargaining Power of Buyers:

Customers in Pakistan's Tourism sector are well-informed and up-to-date with changes in their customers' skills. They know what they are getting into when they hire a company. It has become a lot easier for consumers to research online and choose the best company that provides excellent services. Travel agents, corporate travel advisors, or any other middlemen are no longer needed to help them choose where they will get their services. The buyers' negotiation power is predicted to grow under Porter's model by eliminating intermediaries.

Tourism customers in Pakistan are increasingly able to use new communication technologies like the internet to strengthen their bargaining power, which is in line with Porter's concept of increasing the bargaining power of consumers. In order to take advantage of their increased bargaining power, consumers are turning to internet companies to help them negotiate or discover the pricing. Because of the Porter model's prediction that the end-user would have more bargaining power, and because the Porter model predicts lower switching costs, customer loyalty to a single company is becoming obsolete unless that company takes advantage of the unique and valuable differentiator that comes with a customer sticking with it for an extended period.

### The Rivalry among existing competitors:

Competitors in Pakistan's Tourism industries are engaged in a fierce war of attrition. As more people learn about a hotel on the internet, the disparity between the competitors is narrowed. People in business want to get the most value for their money. Therefore, they are looking for ways to decrease expenses as much as possible. As a result of the market's expansion and the consequent increase in rivals, this sector serves a wide geographic area. For example, a tourist who wants to spend a day at the historic site may simply choose a nearby tourism company provided the amenities or cost are appropriate. In costlier areas, the variable and fixed costs may be different.

### Barriers to Entry:

The initial investment in Pakistan's tourism sector is a significant barrier to entry; however, the internet has reduced some barriers. As a result, the costs of upstart marketing are reduced marginally, and new competitors have access to potential suppliers and resources. To learn the

fundamentals of marketing and how to entice customers, even a newbie to the industry may turn to the channels of large chains.

The differentiation is a significant roadblock. Customers are more likely to stick around if a firm can differentiate itself by its location, service, facilities, or other characteristics. In Pakistan's Tourism industries, the lack of expertise is another deterrent to starting a firm. Unfortunately, in today's mobile culture, employees may leave one company chain to work for another, taking their skills and knowledge with them. As a firm grows, its ability to influence its customers and consequently its bottom line may be measured in these two areas: competence and differentiation. Many of Pakistan's well-established Tourism businesses have a strong relationship with their established channels of commerce.

#### Bargaining power of the suppliers:

The Tourism industries in Pakistan are not in danger, but there may be ramifications, notably in suppliers, for these sectors. When fewer people are available to fill service roles in a sector, the labor supply's bargaining leverage is incredible, allowing enterprises to attract and retain high-quality employees and deliver exceptional customer service. Every corporate chain should include an employee recruitment section as part of its overall strategy. Whether they come from the provider or the hotel network, other hotel products can also be obtained more easily via internet channels. Suppliers benefit from increased competition for their products since more firms are interested in purchasing them.

#### Conclusion:

These factors affect the profitability of a firm's online presence no matter how well-established or young a company or its chain is: the threat of substitution; buyer bargaining power; the intensity of competitor rivalry; obstacles to the entrance for new rivals; and supplier bargaining power. Integrating these traits may influence a company's value and even its longevity. Using Porter's concept of industrial analysis, firms may share information and develop their distinctive points of view. This is particularly significant in the Tourism sectors of Pakistani enterprises.

In the Buyers' bargaining power context, Porter's five-factor model helps to study the emergence of new ideas and corporate enterprises. This tool may be used to better understand the factors that drive organizations to stand out. Porter's concept of "Bargaining Power of Suppliers" influences the strength of the Tourism business in Pakistan, which explains why workers may have greater bargaining power.

When analyzing business chain strategies, differentiation is the most crucial thing to keep in mind. Businesses have chosen to set themselves apart from one another by emphasizing their location or degree of opulence. The utilization of consistency and price by others has allowed them to stand out from the competition. Porter's model is a good starting point for highlighting the challenges and hazards that each force brings to the table in order for businesses to achieve the necessary profitability.

The practical industrial analysis is based on Porter's model, and applying its suggestions might result in increased or sustained profitability at planning and structure phases. This comprises customer involvement and applications across a variety of sectors such as supply chain, finance, and HR to widen the value chain. When used in combination with other innovative business practices, however, Porter clarifies that the model has merit. (Five Forces Analysis of the Leisure, Tourism and Hospitality Industry, 2021)

### Cost-Benefit Analysis and its Types:

An essential part of the Cost-Benefit Analysis (CBA) is describing a particular policy's societal benefits and drawbacks in terms of a common currency. The goal of CBA is to examine the costs and benefits of each idea, even if it is a complex undertaking.

The net benefit of a design may be calculated using the cost-benefit method. Using a method called Cost-Benefit Analysis, policymakers, projects, and decisions may be evaluated from the perspective of society as a whole to determine which is better from the standpoint of costs and benefits. CBA is a process in which the entire estimated cost of a project is compared to the advantages it is expected to provide to determine if the cost is more than the benefit.

## 1. Economic Cost-Benefit Analysis:

Tourism in Pakistan development projects in a location's economy is subject to economic cost-benefit analysis, which seeks to determine the monetary gains and expenses. This method provides a roadmap for the financial gains and losses of the government's tourist programmers and endeavors.

Any Tourism in Pakistan-related project in a region must undergo a financial profit loss evaluation to ensure that the investments made and the profits generated are in line with expectations. Because of this, only projects that are more profitable and beneficial than their set-up expenses should be permitted for use in estimates and their communities.

Tourism in Pakistan development initiatives would kick start the destination's economic growth, allowing local governments to reap greater financial rewards while also transferring those advantages to the community at large.

There is just one advantage that can be quantified and calculated in monetary terms: the economic benefit. An enterprise's costs and benefits should be carefully weighed before launching, and funding should be granted only if the project's advantages outweigh its expenses. The destination's government and authorities would earn more due to this.

### Economic Costs:

- The construction of tourist infrastructures, such as airports, highways, and recreational facilities, comes at a price. It may also be used to construct other types of community infrastructure, such as a hospital or a school.
- Property values and the cost of products and services may rise due to more Tourism in Pakistan. Due to their greater inclination to acquire certain products and services, tourists have a greater buying power and can thus demand a higher price for land and other assets.
- If outside interests are given precedence in the ownership of tourist development, the community will miss out on most of the economic rewards.

- Many foreign currency revenues are repatriated to the host countries to meet visitor requirements. Tourism in Pakistan requires enterprises outside the destination country to supply products and services not readily available in the host country. Instead of providing a visitor with a product, the host should supply a local alternative.
- Employment in the Tourism in Pakistan industry is primarily dependent on the time of year. Tourism in Pakistan workers may be laid off during the lean season because the amount of money produced by tourists is so low that it is challenging to employ a significant number of people.
- Many positions in the tourist business are underpaid. Tourism in Pakistan and associated organizations have a specific shortage of qualified managers in destination countries because of a dearth of local talent in these fields.
- Terrorism, economic downturn, and other issues are all examples. • Tourism in Pakistan also follows a "product life cycle," which is problematic in nations heavily reliant on the industry. There are no new or diversified attractions to be found in a destination in its terminal stages of decline, and the quality of services may suffer due to the increased competition and visitor saturation.

#### Economic Benefits:

- In addition, Tourism in Pakistan contributes to a more stable and diverse local economy. It boosts the local economy by drawing tourists worldwide, which expands the market for local goods and services.
- Additionally, Tourism in Pakistan provides skilled and semi-skilled employment possibilities in the local economy. All employees that are directly or indirectly associated with the travel and Tourism in Pakistan industry, such as travel agents, tour guides, and hoteliers, are included in this category.
- Every time a tourist spends money, it goes back into the local economy. It positively affects the local economy. The money that comes into the economy as a result of Tourism in Pakistan is much needed.

- The tourist industry benefits from the influx of new companies and services brought in by Tourism in Pakistan.
- As a service business, Tourism in Pakistan is a labor-intensive one. Human services are needed at every stage of the Tourism in Pakistan process, from the buying of a ticket via a travel agency to the use of a tour guide when seeing locations, to the use of room service and catering in restaurants, as well as any other services that tourists may require.
- Travel and Tourism in Pakistan bring in much money for the country where it takes place. Foreign currency can only be generated if no items are sent outside the nation. Tourists are willing to part up to their hard-earned cash for an authentic cultural encounter and a sense of place.

## 2. Social Cost-Benefit Analysis:

It is possible to measure the social costs and benefits of a tourist endeavor or a policy implementation via a social cost-benefit analysis tool. Project expenses, taxes, and profit margins are all included in the project's societal effects, including pollution, environmental safety, space quality, and health consequences.

Policymakers often overlook cultural standards for economic gain when conducting social cost-benefit analyses in the tourist industry. This strategy may be used to conserve a place's distinctive culture and traditional beliefs while allowing Tourism in Pakistan to thrive more productively by keeping in mind its distinct characteristics.

Social cost-benefit analysis is required for island destinations or places that are more sensitive than mainland destinations to maintain tribal traditions and sacred values while maximizing economic and social benefits from Tourism in Pakistan. Instead of eroding long-standing customs, Tourism in Pakistan should assist the local community to grow.

### Social Costs:

- People who visit the destination may bring views and lifestyles that disagree with the host communities. Suppose a visitor is caught using drugs and alcohol in a prohibited



area, such as a religious site. In that case, the sight might harm religious feelings and diminish the sanctity of the location.

- Individual tourists' habits and family connections may be affected.
- It might increase the spread of sexually transmitted diseases between the host and visitor groups.
- There is a risk that traditional values and culture in the host communities may be lost if tourists' conduct is mimicked or adopted by locals.
- Using public transit, traffic, or other services might become congested or overcrowded as a result.
- Both the host and the visitor may engage in competition for the use of public resources, such as restrooms, laundry facilities, and other retail establishments.
- Tourists may be harassed because they are seen as affluent, which may increase crime in the region.
- Residents of a location may be uprooted from their homes and possessions. Even though specific beaches have been protected for hotel guests, locals are prevented from accessing beaches where they make their living. For example, Human rights are violated when such practices take place.

#### Social Benefits:

- Visitors bring in money that would otherwise be unavailable to construct and maintain community structures and services.
- It promotes civic participation and pride in local heritage, architecture, and natural resources.
- Consequently, it helps preserve local festivals and cultural events by bringing people together to enjoy them.
- Facilities and infrastructure for local inhabitants may also be developed as a result of Tourism in Pakistan.
- For both the host and visitor, it promotes the acquisition of new languages and abilities. It aids in reviving languages that are on the verge of extinction.
- Schools and other social infrastructure were built in certain places using revenue from Tourism in Pakistan.

### 3. Environmental Cost-Benefit Analysis:

Using this method, the responsible authority may maintain track of a project's environmental consequences by calculating both the project's benefits to the environment and its expenses and then comparing the two.

The specified benefits must outweigh the project's environmental costs to pass the project. This contributes significantly to preserving and protecting the local animals and plants.

For example, to conserve the environment and the creatures that inhabit it, it is necessary to conduct frequent inspections of the lodging facilities located inside the boundaries of protected areas such as national parks and reserves.

#### Environmental Costs:

- Mountain ranges, beaches, coral reefs, historical monuments, and other particular areas vital to the community are just a few examples of how Tourism in Pakistan may have a detrimental influence on unique natural resources and assets.
- Tourism in Pakistan-related competition for limited natural resources such as land and water arise due to the increase in the number of people visiting the country. The degrading of the environment, reducing natural beauty, and the extinction of species are likely consequences of this activity. The influence of Tourism in Pakistan on solid waste pollution and sewage difficulties in tourist-hosting areas, among other things, is significant.
- The various modes of mobility contribute considerably to pollution, which has a detrimental influence on Tourism in Pakistan in general and on the tourist industry specifically.

#### Environmental Benefits:

- Natural and cultural resources are better protected and preserved when visitors see them.

- It promotes the revival of local communities by aiding in preserving and repairing historical treasures. (Public Sector Support for Sport Tourism Events: The Role of Cost-benefit Analysis, 2006)

### Comparative Analysis:

If we look at the top tourist destinations of the world, in the past 5-10 years, Turkey, Maldives, Malaysia and Dubai has become the top tourist destinations of the world.

The main reason these countries have become the top tourist destinations is how they have branded themselves.

### Brand Image:

Pakistan Tourism Development Corporation needs to create a positive brand image of Pakistan. Malaysia has branded itself as truly Asia and created an image that all of the Asian cultures is found and can be experienced in Malaysia, making it stand out in the tourism market.

Creating a brand image and branding Pakistan as the ultimate destination to explore Asia. Campaigns need to be run on social media platforms highlighting Pakistan's beauty and branding Pakistan with the tag line ***“Pakistan the destination to explore authentic Asian culture.”*** Spending money on marketing will only bring us to benefit in the long run.

If we look at turkey, it recently emerged as the top tourist destination by only highlighting the country's positive aspects on social media. By ensuring people that the country is the safest in terms of security and is beautiful.

Many vloggers that visit Pakistan have described Pakistani people as the most hospitable. Recently an American travel vlogger on his visit to Pakistan in 2019 said that he did not spend any money in Pakistan because the people are so hospitable that they did not let him pay for anything. This kind of news needs to be highlighted and promoted on social media to improve the brand image of Pakistan.

**BRAND PRODUCT MATRIX:**

<b>Offerings</b>	<b>Existing Markets</b>	<b>New Markets</b>
<b>Existing Products</b>	<b>Scuba Diving in Churna Island</b>	<b>Mianwali Coal Mines</b>
<b>New Products</b>	<b>Submarine Tourism</b>	<b>Under Water Hotel</b>

**Market Penetration:**

As in tourism, we got a lot of market penetration. Scuba diving at Churna Island is a new thing in the market as we got many beaches in Pakistan, but we can only get a jet ski or swimming facilities, but this is new that they are offering scuba diving and snorkeling options too at Churna Island as many of are attracting toward this just because of to do something new.

**Market Development:**

Nowadays, most tourism companies are developing new strategies to boost the tourist market. The tourism of the coal mines in Mianwali can be a new market to the existing industry.

**Service Development:**

Submarine tourism can be introduced in Gwadar, opening new doors to success.

**Diversification:**

Constructing an underwater hotel like the Maldives will be a new product to the tourism industry of Pakistan, which will capture new markets and attract tourists from around the globe.

## Chapter 4

### Recommendations

Following are the recommendations to improve the tourist market of Pakistan.

#### Murree incident 2022:



9<sup>TH</sup> December 2022, the beautiful city of Pakistan; Murree was declared a catastrophe. Many of the innocent tourists coming to the area were stranded in the cold for hours which eventually led to their death. This is not the first time an accident has happened in Murree. Due to increase in demand the hotels increased there charged to a rate that the tourist couldn't afford. The blame is naturally ascribed to the inefficient

response of the local and provincial governments. The mismanagement of the government took the lives of many innocents. The public authority should show a drive on permitting the tourists to enter an area of just the limit it can hold. This should be possible by creating applications or programming projects to follow the quantity of vehicles entering; to not recurrent any of the disaster that occurred later on. (Niazi, 2022)

#### Management:

The government should enable itself to be authoritative because the tourism industry has seen its worst days without their overlooking. GOP should make a serious effort to keep a strict check and balance on PTDC, the provincial government, to ensure all provided facilities are of the same level and there is no error. Furthermore, it would be beneficial if the tourism industry is re-established and the central government acts as the controlling body.

#### Pakistan is becoming more peaceful:

due to the valiant effort of our army, Pakistan is becoming more and more peaceful by the day. Moreover, everyday life in terror-struck places is resuming too normal. The government and other establishments should take this opportunity to send and spread this message and image to both the local community and international.

### Dubai expo 2020:



In the 2020 Dubai Expo Pakistan pavilion was manifested as the country's best talent and Actors Mahira Khan and Ahad Raza mir were appointed as the official brand ambassadors in unraveling the hidden treasures of Pakistan at Expo 2020. Platforms such as Dubai expo 2020 have brought much positive light and established our brand on the international level. The GOP should take the initiative to be part of such a forum to promote all kinds of tourism for the country.

### Official social media accounts:

Dividing the content between government promoted and content made by influencers who visit tourist destinations. As a result of this, they will receive two sides of s story and get to see the real Pakistan, what it has to offer, see Pakistan through a commoner's point of view this will not feel as if they are only being portrayed as the biased picture of Pakistan.

A social media marketing team, comprising youngsters with exposure, should be established to look over the process keenly and suggest and implement ideas to make it better and attract more

attention from foreign target audiences. Besides this, influencers worldwide should be hired to promote Pakistan on their respective platform, which will help reach a higher number of people around the world.

Each platform would have its team of handlers, including digital marketing teams, sales, and finance. The post posted should differ, but the core message should be the same.

### CPEC:

as we all know, the condition of our infrastructure in far-fetched areas is. With their help and cooperation, there is a high chance that road, rail, and air links can be established and used for domestic and international use, and because of this, the tourism industry will receive a much-needed boost, and many of the unexplored, undiscovered areas will be highlighted.

### Visa Free entry:

Recently Qatar has issued visa free entries for 100 countries to bring in more tourists. Pakistani government should also take such an initiative to bring in more foreigners in the country.

### Government Packages:

The government of Pakistan should establish a website/portal where all the procedures including visa approval to hotel booking can take place, making it easy for foreigners to visit the country.

The portal should offer:

- reservations of hotel ranging from 2 star to a 5 star
- the airline tickets ranging from the cheapest to the most expensive one
- option for the days of the stay ranging from a week to a month.

When there will be ease of the facilities more foreigners will be attracted to visit the country.

### Cruise Ship:

Lately a 14 story Italian cruise ship was offered to garbage since Pakistan needs more ocean ports to stop a cruise ship. Ahmadullah Khan put forth attempts to



purchase a cruise ship to change it into a hotel or a cruise just to advance the travel industry.

This groundbreaking thought would have been a triumph provided that Pakistan had an adequate number of assets. The public authority should make some move and ought not allow such astonishing plans to go to squander. A cruise ship showing up from various nations and having a stay in Pakistan will be beneficial in advancing the travel industry in Pakistan. (Pakistan has no space to park magnificent 14-storey Italian cruise ship: owner, 2021)

#### New Venture Ideas:

Pakistan is an exotic country. It has all four seasons and is rich inland. Many of the places in Pakistan are still not discovered and explored yet. Pakistan can benefit more from the tourism industry by creating more tourist attractions and marketing them the right way. Following are some new venture ideas for the tourism market of Pakistan.

#### Coal mines Mianwali:

Pakistan is plentiful in minerals. The bringing in of the minerals contributes a ton to the nation's economy, very much like how the khewra salt mine in Jhelum is a place of interest. The coal mineshafts in Mianwali can be turned into a new tourist location. Alongside the fundamental



reason for mining coal, the coal mineshaft can be a spot to wander around and find how coal is mined.

Marketing the coal mines will attract many local and international tourists as well. A coal mine can be a spot for taking aesthetic instgrammable pictures. @Sheryararoundpk discovered this new place.

#### Underwater Hotel:

Pakistan is rich in islands. Pakistan has 15 islands that can build an underwater restaurant like the Maldives. We all know the Maldives is famous for its underwater restaurant. The underwater restaurant and hotels in the Maldives have become the sole source because tourists visit the Maldives. Pakistan can construct such a hotel; it will require much investment but will benefit the economy of Pakistan in the long run. (List of islands of Pakistan, n.d.)

#### Submarine tourism Gwadar:

Submarine tourism can be a new step towards increasing awareness about tourism. Submarine tourism can open new doors to success. This new initiative will attract more audiences and help Pakistan become the ultimate tourist destination only if marketed the right way.

#### Hand Picking industry

Pakistan is ordinarily wealthy in products of the soil. Pakistan even exports their fruits and vegetables all over the world. A better approach to developing vegetables and fruits can make a handpicking industry. Vacationers' guides will be employed, and an entire visit of the farms through the tourist guides can be given where the sightseers can handpick the soil products.

#### Blimp Tourism:

Blimp tourism can be introduced in Pakistan offering a tour of the northern areas of Pakistan. Blimp or Airship tourism is only found in European countries, bringing the concept to Pakistan will make Pakistan stand out from rest of the Asian countries. This is a new concept and requires a lot of investment but will surely benefit the tourism industry of Pakistan in future.

### Desert Safari:

Pakistan hosts five deserts in different locations. The Balochistan desert is put to use by having Baluchistan rally this year. The other deserts can be utilized by offering a desert safari just like Dubai. Traditional dances can be done and traditional food can be offered. (List of deserts of Pakistan, 2022)

### Conclusion:



We would like to conclude our report by stating that Allah has blessed Pakistan with magnificence beauty which whenever took advantage appropriately can help up the economy of Pakistan. What Pakistan needs to do is to promote its tourism with the right marketing tools and

strategies that are mentioned in our report briefly. We can say that travel industry is an extremely useful action both for the traveler and the government. As they support each other at the same time. Additionally, the government ought to consider working on the states of the Pakistan as increasingly a greater number of travelers visit Pakistan. The travel industry area is the main area that needs increasingly more investigation so the government should make strides for investigating new vacation spots. To have the option to contend in the worldwide field the government should investigate the miracles the travel industry of Pakistan offers. This involves every one of the roads, including different vacation destinations, upgrade the travel industry bodies by presenting experts on a commonplace level, embrace strategy structure, ration existing areas and acquaint more with benefit, extend and offer more to those meeting our country. Pakistan tourism can use social media as a promoting platform as social media now has the power to promote, reach maximum people in a short time period and can build Pakistan tourism image better. Infrastructure needs to be developed. By offering facilities of online website/ portals to make it easier for foreigners to visit Pakistan. The goal is to make tourism contribute about Rs 1 trillion to the GDP of the country.

## Reference

- Beck, E. Z. (n.d.). *PAKISTAN*. Retrieved from <https://evazubeck.com/pakistan>
- FRUE, K. (2016, June 6th). *The Advantages of PESTLE Analysis*. Retrieved from <https://pestleanalysis.com/advantages-of-pestle-analysis/>
- gossling S, S. D. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*.
- Haque, I. U. (2021, november 4). *Challenges for tourism bonanza in Pakistan*. Retrieved from [tribune.com](http://tribune.com).
- Herasymenko, v. (2016). Estimation of Tourist and Recreational Potential of the Region.
- Huma Maryam, Z. M. (2020, June). *Analysis of Pakistani Tourism Industry*. Retrieved from Research Gate: [https://www.researchgate.net/publication/342233168\\_Analysis\\_of\\_Pakistani\\_Tourism\\_Industry](https://www.researchgate.net/publication/342233168_Analysis_of_Pakistani_Tourism_Industry)
- masood, s. (2022). *Heavy Snow Kills 21 at Popular Tourist Site in Pakistan*. Retrieved from [nytimes](http://nytimes.com).
- Mohsin, M. (2021, February 6th). *Resurgence of Pakistan's Multi-Billion Dollar Tourism Industry*. Retrieved from <https://macropakistani.com/tourism-in-pakistani-fma/>
- Murree snowstorm death toll goes up to 23 amid rescue, relief operation*. (2022). Retrieved from [geo.tv](http://geo.tv).
- Nazir, R. (2021, August 10th). *News Analysis: Pakistan's tourism industry makes headway amid COVID-19 challenges*. Retrieved from Asia and Pacific: [http://www.xinhuanet.com/english/asiapacific/2021-08/10/c\\_1310119374.htm](http://www.xinhuanet.com/english/asiapacific/2021-08/10/c_1310119374.htm)
- nestor shpak, o. m. (2021). Simulation of the Influence of External Factors on the Level of use of regional tourism potential: a practical aspect. *Administrative sciences*.
- Niazi, A. (2022, January 16). *Can Pakistan afford to build its tourism industry*. Retrieved from <https://profit.pakistantoday.com.pk/2022/01/16/can-pakistan-afford-to-build-its-tourism-industry/>
- O'Neill, A. (2021, July 29). *Pakistan: Unemployment rate from 1999 to 2020*. Retrieved from Statista: <https://www.statista.com/statistics/383735/unemployment-rate-in-pakistan/>
- Pakistan Celebrates 73 years of Independence*. (n.d.). Retrieved from Colombo Plan Staff College: <https://www.cpsctech.org/2019/08/pakistan-celebrates-73-years-of.html>
- Pakistan has no space to park magnificent 14-storey Italian cruise ship: owner*. (2021, December 5). Retrieved from Geo News: <https://www.geo.tv/latest/385957-pakistan-has-no-space-for-italian-cruise-ship-owner>
- Pakistan Tourism News*. (n.d.). Retrieved from Pakistan Tourism Development Corporation: [https://tourism.gov.pk/publications/NEWSLETTER\\_PTDC.pdf](https://tourism.gov.pk/publications/NEWSLETTER_PTDC.pdf)

plzakova, I. (2021). Impact of the COVID-19 crisis on European tourism. *national institutes of health* .

PTDC. (n.d.). Retrieved from [tourism.gov.pk](http://tourism.gov.pk).

PTDC. (n.d.). Retrieved from [tourism.gov.pk](http://tourism.gov.pk).

PTDC. (n.d.). *PTDC*. Retrieved from [tourism.gov.pk](http://tourism.gov.pk).

*Public Sector Support for Sport Tourism Events: The Role of Cost-benefit Analysis*. (2006, August 8).

Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/17430430500087864>

Shaw, A. A. (2021, March 28). *PESTLE Analysis of Pakistan*. Retrieved from

<https://swotandpestleanalysis.com/pestle-analysis-of-pakistan/>

tahir, M. (2020, november 2). *Tourism in Pakistan – Tourist Attractions, Challenges, and Potential*.

Retrieved from GraanaBlog.

Terebukh, A. a. (2016). Assessment of tourism potential. *Actual Problems of Economy*.

Appendix:

Appendix A:

A picture with the manager for Publicity and promotions of Pakistan Tourism Development Corporation.



## Appendix B:

Following is the plagiarism report of our project.

