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TOURISM SECTOR AS DRIVER FOR ECONOMIC GROWTH IN PAKISTAN



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ABSTRACT

Tourism is an activity that affects the society in different ways and has a deep impact on cultural, social and Economic life of inhabitants and the place itself. It involves many reliant industries like Hotel and Lodging services, Food and beverages, manufacturing, telecommunication, construction, Transportation, retail market and warehousing. Tourism has the potential to become the driver for the expansion of the economies all around the world. Pakistan because of its strategic location has become a special Tourist Destination. Tourists both national and International are keen to explore the unseen natural beauty in Pakistan. Recently Pakistan has been rated top destination by the British Backpacker Society. Despite of such attractions, Tourism in Pakistan is not providing its desired share in GDP and Employment. This research paper elaborates the Tourism potential in Pakistan by highlighting major Tourists Destination along with the real consequences why this industry is not performing at the par. Qualitative information is gathered through unstructured interviews from all the stakeholders and their criticism and suggestion are incorporated in the critical analysis and recommendations for the improvement of this important sector. Pakistan is facing challenges both on strategic and in the field to capitalize the Tourism because of multiple reasons: terrorism, nonexistence of proper setup and insufficient work class facilities for tourists, over-all Image of Pakistan abroad is based on fear due to media.

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List of Abbreviations

OECD - The Organization for Economic Cooperation and Development

UNWTO - United Nations World Tourism Organization

WTO - World Trade Organization

WTTC – World Travel and Tourism Council

UNESCO - United Nation Educational Scientific and Cultural Organization

KPK - Khyber Pakhtunkhwa

AJK - Azad Jammu and Kashmir

UN - United Nations

GDP – Gross Domestic Production

PTDC – Pakistan Tourism Development Corporation

NATO - North Atlantic Treaty Organization

US – United States

A.D - Anno Domini

B.C - Before Christ

WAPDA - Water and Power Development Authority

KM – Kilo Meters

MW – Mega Watt

KKH - Karakorum Highway

NHA - National Highway Authority

DTS - Directorate of Tourist Services

NOC - No Objection Certificate

GB – Gilgit Baltistan

NFC – National Finance Commission

PIA – Pakistan International Airline