



**RESEARCH PAPER**

**Tourism: Economic Booster for Pakistan's Fragile Economy**

**<sup>1</sup>Umar Daraz\* <sup>2</sup>Muhammad Saif Ullah <sup>3</sup>Ghulam Sarwar**

1. Visiting Lecturer, School of Communication Studies, University of the Punjab Lahore, Punjab, Pakistan
2. Visiting Lecturer, Department of Political Science, University of the Punjab Lahore, Punjab, Pakistan
3. PhD Scholar (International Relations), Department of Political Science, University of the Punjab Lahore, Punjab, Pakistan

**\*Corresponding Author** [umardarazgondal@gmail.com](mailto:umardarazgondal@gmail.com)

**ABSTRACT**

Tourism plays a vital role in economic growth. People interact with each other and facilitate each other at national and international levels. The developed countries generate revenues from their tourism industries, contribute to their economic growth, and improve the country's GDP. Third-world countries like Pakistan are facing troubles in the tourism department due to a lack of funding and mismanaging dilemmas. Pakistan is an attractive destination for tourists but the absence of infrastructure makes the tourism sector problematic. Pakistan's government and policymakers need to take interest in Tourism and take steps to promote it at national and international levels. Economic boost through tourism leads the country into economic stability. This qualitative research study uses reports as empirical data, analysis the case studies of Aruba and Maldives as evidence, and implies interpretative discourse analysis as a methodology. This paper seeks to contribute to the tourism research sector of Pakistan in the economic aspect because solely tourism strengthens the economy of Pakistan and paves the way for new concerns of economic development.

**Keywords:** Economic Growth, GDP, Government, Pakistan, Policy makers, Tourism

**Introduction**

Tourism is an emerging booster in a country's economic growth. Nowadays, tourism is considered one of the world's largest and fastest-growing economic sectors. Tourism is the main tool of regional development in many countries because it creates new economic activities. Tourism has a positive impact on different economic factors such as the balance of payments, employment, gross income, production, etc. (Creaco, 2003). In a country's economic, social and cultural development tourism is seen as an important growth drive and an activity that promote and enhance development. No doubt, tourism brings incredible economic value to a country which impacts several industries directly or indirectly. Tourism is also a significant source of employment generation and foreign exchange earnings for a country. Due to all this, tourism gains much more economic importance and as an activity, it has positive impacts on industries, the economy, society, and for the whole growth and development of a country (Hitchcock, 2018).

Mathieson and Wall (1982) define tourism as "Tourism is a temporary displacement of people from their usual residences to outside destinations. Tourism is an activity that people do for leisure and pleasure. The activities commenced during their journey to outer destinations facilitate themselves as well as locals and the facilities created to cater to their needs (Mathieson and Wall, 1982)." Alan Thomas describes two meanings of development in his "Poverty and Development in the 1990s". First, development is a historical progression of social change in which societies transformed over a long period. Secondly, the development consists of deliberate efforts aimed at progress by various agencies such as

social, cultural, humanistic, political, and government institutions (Allen, 1992). Pakistan is one of those countries that need to be following new trends of alignment within the framework of the new patterns of international relations. These relationships required harmony between political, economic, social, and cultural relations. Therefore, the effects of these relationships and their role in the development of all economic sectors including the tourism sector. This research paper aims to highlight the aspects of the tourism industry in Pakistan in political and international relations end.

The tourism company Wild Frontiers declared Pakistan as one of the most peaceful and No. 1 tourist places for 2020 destination (Frontiers, 2019). The economic perspective of tourism in Pakistan has a crucial role in economic growth and improve GDP. World Travel and Tourism Council reported that in 2016 tourism contributed (directly) to Pakistan's GDP of US\$7.6 billion which is 2.7% of Pakistan's total GDP. More, The Express Tribune predicted that the Government of Pakistan assumes that the tourist industry will contribute, by 2025, one trillion to the economic growth of Pakistan (Tribune, 2015). The increasing number of tourists is boosting the economy of Pakistan. There were approximately 6 lac tourists who visited Pakistan in 2013 which contributed only less amount of US\$ 298 million to Pakistan's economic growth. But later, in 2018 the number of tourists increased, such as 1.9 million tourists visiting Pakistan in 2018, and contributed maximum (Tribune, 2018). The empirical data provided facts about Pakistan's tourism role in Pakistan's economic growth. At the political end, the government must put tourism a priority to engage international tourism to visit Pakistan. This research paper is an attempt to highlight the major flaws in the tourism industry of Pakistan, especially at the government and political end.

This research paper follows a qualitative research theme. All the data and literature were collected from books, research papers, and different written scholarships. The main objectives of this research paper are to 1) understand the role of tourism in economic growth, 2) emphasizes on government and ministers to construct the tourism industry as an economic tool 3) to ensure the importance of Pakistan as a tourism destination and the role of policymakers. The research questions are, how does Pakistan can improve its tourism industry? How does development in tourism enhance the economy? How do policies and strategies of a government play a crucial role in the economic development of a country, particularly in the tourism dilemma?

This research paper divides into four sections, first section identifies the introduction and background of the study. The second sector reviews the existing previous scholarships regarding the study of tourism. The third section highlights the tourism infrastructure and its contribution to their economic GDP in countries like Aruba and Maldives as well as the Pakistani government's policies and strategies in the past and for future aspects. The fourth part discusses and analyzes the theoretical data. Then the last part provides the findings, conclusion, and recommendations.

## **Literature Review**

According to Nawar Al-Saadi, these days tourism is considered one of the most economic and social sectors in the world and plays a prominent role in the development of countries and the international community to determine their relations. Tourism Has grown through media in importance as an industry and craft, especially as it develops Ministries of Tourism in most countries around the world along with the opening of educational institutions, and technical institutes specialized in tourism and hospitality. A large variety of books and scientific studies and research are available that relate to matters of tourism (Al-Saadi, 2014).

Nunkoo explains tourism is broadly regarded as an industry with many economic benefits. Development of the Tourism industry provides investment opportunities and employment for local people and expands the local economy. Tourism also increases personal income and improves the quality of life of local communities. The industry

promotes cultural exchanges between residents and tourists, provides many recreational, historical, and cultural benefits to local communities, and empowers local people (Nunkoo, 2015).

Dogru and Bulut explain that major European countries have experienced average economic growth through tourism. Some features are as follows (Dogru & Bulut, 2017):

Tourism has surpassed economic growth in European countries.

Tourism is a significant component of economic activities in these countries.

Economic growth and tourism development are strongly dependent.

Tourism development can help these countries to recover from the economic crisis.

According to Jenkins the major difference between the governments of developed and third-world countries is that the governments of the developed share many areas of responsibility. But in developing countries, the situation is the opposite because the problem of resource scarcity and consequently allocation is acute. Strong government strict control is necessary to prevent exploitation and obvious waste, and to ensure that the benefits of tourism are optimized. Tourism in developed countries can be regarded as a primarily social activity with economic consequences. It is mainly an economic activity with social benefits and consequences in developing countries (Jenkins, 1980).

Smriti Chand defines different types of tourism which empower the economic growth of countries from multiple perspectives. The below picture differentiates them on basis of their nature. Smriti discusses that domestic tourism promotes the domestic market of cities as well as improve the status of human being in northern areas. International tourism comprises foreigners which boosts the state economy at different levels (Chand, 2015).

Cultural Tourism

Religious Tourism

Business Tourism

Recreational Tourism

Social Tourism

Medical Tourism

Now the coming section analyzes the literature review of Tourism in Pakistan aspects.

Pakistan is famous for its mountains and the long archaeological history of the civilizations of Harappa and Mohenjo-Daro. These historical places attract tourists and make Pakistan a tourist destination. On the other hand, the mountains area also attracts tourists. International tourism makes Pakistan one of the favorite destinations in the world. J. Brida explains that economic expansion in tourism is imperative for economic growth and development (Carrera, 2008). The economic impact of Pakistan report explains that CPEC is an emerging context in the tourism industry in Pakistan which will contribute to achieving the 2025 vision of the government. It will economically contribute to and mitigate poverty in underdeveloped areas of Pakistan. It will enhance sustainability and attracts tourists to Pakistan (Council, 2015).

Pakistan Tourism Ministry's main aim is to make strategy, improvement in the tourism sector, and advancement at both national and global levels. Pakistan Tourism

Development Corporation (PTDC) is improving its tourism tools and introducing short destinations to promote tourism (Rana, 2015). On the other hand, Adnan and Ali describe that PTDC is still following the ancient ways of promotion and does not have valuable resources to implement. This traditional policymaking is putting behind the Pakistan industry. Pakistan's government must have to provide technological sources to the tourism department (Hye & Khan, 2013). Khalil and Malik spread light on the lack of planning, administrative flaws, and systematic errors are the reasons for Pakistan's tourism industry failure. They emphasize improvements and make it an economic tool. The tourism phenomena are a multidimensional dilemma that ensures earnings in a short time and provides a healthy livelihood to the native humans (Khalil & Malik, 2007).

### **Case Studies: Aruba and Maldives**

Aruba has a long history of tourism development starting from 1947. In 2022, Aruba is the country most reliant on Tourism which contributes 27.64% to GDP, 29.91% to employment, and its average contribution is 28.77% (Mariano, 2022). It establishes its Tourism frameworks stepwise, like, the Aruba Tourism Bureau (ATB) was established in 1953 to promote tourism and create possibilities for tourism development. ATB is a government-controlled entity that tends to lead Aruba's Tourism sector. Aruba's government adopted Tourism as an instrument of economic development and she strategically transformed her institutions as Government's first strategy was to ensure the touring places like Resorts, and Beaches development. Secondly, the government supported the hotels to increase the number of rooms, providing facilities, and beautifying the locations and views. Third and the most strategy was to create a hospitable and friendly environment. The fourth framework adopted by Aruba's government was to integrate into the world, establish friendly relations with other countries, and a global linkage of tourism development. The fifth strategy was using promotion programs in terms of hotel arrangements, facilities, etc. (Vanegas & Croes, 2002). The effectiveness of these strategies and the quality of management and organization in tourism development have been reflected in the progress, high growth in economic activities, opportunities for employment, and promotion of the local market.

Aruba's government expanded tourism to economic effectiveness. First, the government uses tourism to increase foreign exchange earnings which are essential to pay for imports. The second objective is to sustain the level of international reserves. The Aruba government adopts tourism as an income generation tool. Tourists generate revenues through expenditure in hotels, taxi drivers, bars, and nightclubs. From these earnings, every individual earns, some go to the earner, and other goes to the government in the form of taxes (Ridderstaat, Croes, & Nijkamp, 2014). Most important, the Tourism industry in Aruba, creates jobs, and modes of employment in which the labor force participates. It contributes to public sector tax revenues (Vanegas & Croes, 2002).

The republic of Maldives is a small country consisting of small islands. Like Aruba, it is also dependent on the Tourism sector. Maldives's tourism industry contributes 38.92% to GDP, 15.74% to employment, and the average contribution is 27.33% (Mariano, 2022). Maldives also has a long history in the tourism development industry. Like Aruba, the Maldives government also owns its tourism sector and establishes the infrastructure. The Maldives Department of Tourism is responsible for the supervision, coordination, and maintenance standards of tourist services. The Maldives tourism department is based on the principle of 'isolation'. Its tourism development is based on the idea of tourists' isolation from the bulk of local people (Henderson, 2008). The Maldives has a large number of inhabitant islands, available for foreign tourists and making it an attractive peaceful destination. The Maldives has an effective policy for economic growth by providing accessibility and temporary ownership of the resort. The Maldives government adopted tourism as a major contributor to the economy. Therefore, the ministry of development is responsible for maintaining and upgradation the facilities. It is inevitably prominent in the

policies of Maldives that Tourism can enhance and uplift the country to the established standards (Henderson, 2008). Therefore, the tourism department aims to facilitate the tourist, create links with other associations, and develop promotion programs (Sathiendrakumar & Tisdell, 1989). Like Aruba, Maldives also believes that tourism significantly contributes to the balance of payments. Local industry goods consumed by tourist leads to economic growth and promotion of local goods. Tourists also consumed imported goods like foods and oils contributing to economic stability. It is a source of domestic income. It generates jobs, mitigates poverty, and creates spaces of employment. Tourism is a source of enhancing government revenue. All these factors, contribute to GDP and domestic employment. It increases the import and foreign reserves.

### **Pakistan Tourism Industry: Participation of Government, Ministry of Tourism, and Policymakers**

Pakistan developed TDCP for tourism with aims to prove and develop infrastructure for tourism, promote the private sector into tourism, and provide the basic framework for earning from tourism. It has also announced provisional tourism departments to utilize the field as a subject and economic tool in national growth. Provisional institutes are facing fund issues and basic administrative issues. The systematic flaws in departments are making the tourism industry problematic. The travel agent's association of Pakistan (TAAP) association is working to achieve the best outcomes in the field. Pakistan Hotel Association (PHA) is promoting hoteling in northern areas and providing basic facilities (Rana, 2022).

There are organizations such as the sustainable tourism foundation of Pakistan are working to protect assets and secure historical places. Tourism is a commercial activity and governments do not create good marketing and promotional agencies. The bureaucratic system of administration hindered the way of tourism that's why they are too slow-moving. This is the main reason third-world countries are left behind by the fast-moving priorities of the tourism sector's commercial interests and the constant battle to attract international tourists to visit, in the case, of Pakistan. Unless the development, management, and promotion of tourism are addressed through public/private sector management structures, it is difficult to see how tourism can be seriously developed to the point where international and domestic investment in tourism can be encouraged, which in turn will increase economic activity in the sector.

The economic perspective secures the cooperation between visitors and natives. Tourism is imperative for far areas, northern areas, Gilgit-Baltistan, Swat, and Malam Jabba destinations. When tourists visit these places, they provide basic earnings to the natives. Pakistan is located in the hub of the South Asian subcontinent (Elahi, 2022). Pakistan's geographic location makes it a heaven for national and international tourists. Pakistan has been blessed by nature with some of the best and most attractive tourist destinations that are located almost all over the country. The Kashmir region and especially the region of northern areas are one of the most beautiful places in the world (Rana, 2022). Murree Hills, Swat Valley, Neelam Valley, Naran Valley, Bhurban, Kaghan, Soon Valley, Patriata, and Ayubia are the places visited most regularly in Pakistan. these places are famous all over the world for their beautiful lakes, mighty rivers, lush green valleys, plentiful wildlife, and sky-high mountains. Pakistan also has many historical sites like the Indus valley civilization, Gandhara Civilization, Shrines of Sufis, and saints that attract tourists to all the cities of Pakistan. (Elahi, 2022). But unfortunately, the tourism industry of Pakistan could not flourish much and has a very small impact on Pakistan's economy.

The decline of tourism in Pakistan has such reasons, i) Terrorism was the main cause, ii) Policy makers' un-seriousness iii) and the government does not provide basic infrastructure and funding, iv) High inflation rate v) Lack of transportation, and vi) bad governance. Here are some steps to promote tourism in Pakistan i) Provide security and safety as well as a peaceful environment ii) awareness and guidance iii) government must provide systematic resources iv) organizes festivals and events. Policymakers must

understand the economic factor in mind and think about the future outcomes which will be reasonably lucrative and pragmatic.

### **Challenges to the Tourism sector in Pakistan**

Pakistan is facing different kinds of tourism challenges which pose a serious threat to the sector. These challenges include:

Poor Security

Inadequate Infrastructure

Lack of basic facilities

Poor roads

Lack of government policies

Inefficient restaurants and hotels

Absence of tourism policies

Absence of tourism department involvement

Lack of economic resources

Absence of tourism frameworks and infrastructure

Lack of Efficient policies

These challenges cause hindrances in the promotion of the tourism industry. Poor facilities and poor security discourage foreign tourists to visit Pakistan. On the government level, everyone sees less involvement, and the government has not made any effective efforts for the promotion of tourism. The Pakistani government has ignored the tourism industry and a low budget is allocated to tourism industry. In Pakistan, the Tourism sector is being harassed and cheated because inadequate policies and strategies are not doing good with it. These hurdles can be overcome by effective measures and promoting tourism is always in the interests of Pakistan. Therefore, the Pakistani government has to be vigilant and intelligent to counter these challenges.

### **Pakistan's Tourism Potential and Landscape**

Pakistan lies at the crossroads of civilizations and holds immense importance for tourists and knowledge seekers. The Travel and Tourism competitiveness index of the World Economic Forum ranked Pakistan 83rd in 2021. This ranked other regional countries like India at 54th, Bangladesh at 100th, and Nepal at 102nd based on a set of policies and factors that favor sustainable development of Tourism (Uppink & Soshkin, 2022). This stand-up call stirs an air of despair and anxiety but there are also good stories to tell. Pakistan is a 'travel gem' named by the British Backpackers Society (BBS) ranked number one in 2018, and third in 2020, one of the most exciting and adventurous destinations. In this regard, the Pakistan government established National Coordination Committee (NCC) to promote tourism and improve relations with provincial governments and synergy. NCC aims at finding out feasible locations, developing strategies, and bringing investors on the board. NCC's work is based on a hierarchical structure where it divided the country into three zones. Each zone has basic facilities such as at least three 3-star hotels, one 1-star, gas stations, a school, and a hospital. The controlling authority of each zone has to ensure all this and place the tourism policy as a priority. The NCC's infrastructure is achieving end goals and this setup will soon be replicated in Punjab and other destinations (NUST, 2020).

Pakistan has great potential to attract tourists. Pakistan can promote its policies and developments in Tourism through the digitalization of Tourism. Each individual has access to mobile technology and internet connections. This digitalization of tourism strategy easily promotes and has great potential for Pakistan. Pakistan's local and private tourism organizations ran a social media campaign as 'Pakistan from terrorism to tourism' in 2017. This campaign received an overwhelming response and invited many notable influencers, giving a soft and positive image of Pakistan. Pakistan's Tourism sector will provide socio-economic stability when the government will involve the private sector. In 2018, Pakistan opened Kartarpur Corridor which is a religious destination for Sikhs pilgrims and promotes religious tourism. Pakistan is a place appealing destination for religious tourism. Pakistan is a place appealing destination for religious tourism. Pakistan is promoting religious tourism by renovating other religious places like Gurdwara Sahib, Buddhist history, and others (NUST, 2020). This will benefit Pakistan strategically, geographically, and economically because it gives a positive and soft image of Pakistan. Another aspect to promote tourism in Pakistan is the study of tourism at the degree level because it is an emerging field in Pakistan. Pakistan higher education commission needs to provide internships and other facilities to the student of tourism.

From Pakistan's Tourism Potential point of view, Pakistan has six UNESCO sites which include the Lahore Fort, and Takht Bahi. Pakistan has lush green hills and River destinations with natural beauty and adventure, Hunza Valley, Phander Lake, Swat Valley, and Azad Jammu and Kashmir (Tanvir, 2021). The Indus Valley Civilization is also a destination for tourists and historians. Mohenjo-Daro and Harappa both are historical places that offer great exploration to the world's archeologists and historians. Taxila is also an ancient city that has the historical roots of Buddhism and offers a treasure of the Buddhist Stupas and archeological remains. Pakistan has enormous importance due to its historical development and long history. Historians and archaeologists of the world have a lot to find and learn from the remains of these civilizations and valleys. These facts attract tourists of the world and lead to economic earnings which contribute to the stability of Pakistan's economy. It is predicted that the tourism sector of Pakistan will contribute one trillion to the economy. Pakistan, nowadays, is ranked among the top countries by tourists and tourism organizations. Therefore, the Pakistan government has to ensure the end goals, facilities, and strategies for the visitors to make Pakistan a visiting place for others. The institutions need to arrange events, seminars, and conferences on the tourism sector and highlight the opportunities.

Tourism institutions and administrations need to use technology to promote tourism in Pakistan. Social media influencers played a great role in introducing the positive and unique culture of Pakistan to the world. Therefore, Pakistan's government needs to invest in local tour agencies and operators, and provide them with facilities and roadmaps for long-term plans. The most important aspect is the collaboration between public and private organizations. This collaboration ensures the planning, and frameworks and improves the infrastructures of the working. Pakistan's government needs to rethink and redefine tourism perspectives and perceptions. This rethinking provides a road to economic boosting and stability. Secondly, the government has to put tourism policy a top priority, define funds, and establish departments to ensure the progress of the policies.

Pakistan is well furnished with natural resources, historical places, and amatory sights. Recently, a report announced Pakistan as one of the best destinations of 2020 in the world. December 2019 report of Conde Nast Traveler company named Pakistan the No.1 destination of 2020 (Traveler, 2019). While, in the recent past, Pakistan ranked No.1 coolest place to visit in 2019 by Forbes (Forbes, 2018). In Dec. 2017, the British Backpacker Society identified Pakistan as one of the friendliest countries for tourists and the No.1 destination to visit in 2018 (Jamil, 2017). World Economic Forum report covered by the Travel and Tourism Competitiveness index 2017 mentioned that Pakistan has improved its ranking in 2017. The report also mentioned Tourism's contribution to Pakistan's GDP was US\$328.3

million in 2015. This contribution constituted 2.8% of the total GDP of Pakistan (Forum, 2017). Another tourism company Wild Frontiers declared Pakistan as one of the most peaceful and No. 1 tourist places for 2020 destination (Frontiers, 2019). The economic perspective of tourism in Pakistan has a crucial role in economic growth and improve GDP. World Travel and Tourism Council reported that in 2016 tourism contributed (directly) to Pakistan's GDP of US\$7.6 billion which is 2.7% of Pakistan's total GDP. More, The Express Tribune predicted that the Government of Pakistan assumes that the tourist industry will contribute, by 2025, one trillion to the economic growth of Pakistan (Tribune, 2015). The economic perspective makes tourism an eye-catching subject. Recently, Pakistan opened Kartarpur Corridor which is a religious place for Sikhs and promotes Religious Tourism. Pakistan government earns twenty dollars per person for a visit and daily five thousand Yatree (Travelers) are allowed to come. This is an economic growth aspect. In the Philippines, the government earns 15% of its GDP from Tourism. The empirical data highlighted the tourism importance in Pakistan and it can play a vital role in state economic growth.

Pakistan's shift from the evil of terrorism to tourism is a pleasing thought for every Pakistani. This transformation is remarkable and eye-catching. There are the following reasons for tourism is a positive factor in the economic growth of a country. Tourism has the potential for creating linkage with other sectors of the economy.

It promotes improvements in a country's infrastructure

It facilitates the use of resources of the country

It produces foreign exchanges

It helps in sustain the foreign reserves

Tourism is a tool for transferring new technological skills into the economy.

It increases revenues and creates employment opportunities.

It leads to poverty elimination and stabilizes the economy of the country.

It argues that tourism has the potential to become a strategic engine of long-run economic growth by considering the benefits of tourism. Aruba and Maldives case studies highlight the importance of tourism as a sole contributor to the economy. These countries develop their tourism frameworks accordingly and are dependent on the tourism sector. Governments and policymakers are fully aware of its benefits. Therefore, they are constructing new modes and promoting tourism at national and international levels. From Aruba and Maldives, Pakistan has to learn and needs to develop a sound infrastructure of tourism. Pakistan is a country full of destinations, historical places, hills, and lakes as well as religious places. Presently, Pakistan is facing a severe economic crisis, unemployment, poverty, and the evil of foreign debts. Tourism can contribute to economic growth if the Pakistani government and policymakers can divert their efforts to it. Like Aruba and Maldives, by using tourism, Pakistan can easily increase foreign reserves, foreign exchanges, and revenues. It creates jobs and provides a wealthy livelihood to the indigenous peoples. Tourism is a shortcut to achieving long-term economic benefits. Tourism supports the economy and creates long-term relations with other countries. When foreigner visits Pakistan, it reveals a positive and hospitable image of Pakistan in the world. Tourism generates opportunities for cross-cultural transformation, and sharing of cultures creates harmony.

## **Conclusions**

The tourism industry is irrefutably a key component of the socioeconomic growth of any country of its contribution to employment generation and better livelihoods. It has also



been a powerful means for transnational social changes through unique linkages of peoples and their cultures. The findings of this research paper are tourism is a systematic tool for economic growth. It can achieve the maximum in a short time. Pakistan's economic crisis will mitigate if Pakistan officials promote its tourist destinations around the world. In conclusion, tourism is a booster of economic growth. Pakistan's Tourism industry is facing some systematic issues but if the government will pay attention to it, it will gain much, the policymakers have to identify the issues and provides a lucrative framework to gain higher. Economy and development work parallel, when a state has economic sources then it will automatically be in the line of development. third world countries like Pakistan need to promote tourism because it has every type of tourist place. Pakistan can easily be achieved maximum from its tourism destinations. Pakistan can achieve so much from it such as it increases foreign exchanges, and foreign reserves, eliminating poverty by creating jobs, and promoting local industry and goods. Tourism updates the local infrastructures and links the people with other communities. Like Aruba and Maldives, Pakistan has also resources to develop tourism but it lacks vision and policies. Pakistan lacks farsighted visionary governments. The absence of visionary policies is a major hurdle in the economic growth of Pakistan.

Synchronized management of the tourism industry is crucial for its advancement. With the help of a common vision, nations move toward stability and progress. Coordination is crucial between stakeholders and relevant offices, public and private sectors, civil society, communities, markets, and the state for improving Pakistan's tourism sector. Tourism development in Pakistan will be a process of progress that will shape the future of mobility and hospitality. It will bring the public and private sectors together to ensure that these initiatives meet the demands. All roads should lead to the development of sustainable and inclusive tourism in Pakistan after best using the best means and taking the necessary steps.

### **Recommendations**

Every major city has a tourism department. These departments aim to highlight the visiting places on social media and other sources. There should be well-developed organizations that promote tourism at international levels. There should be in Pakistan, every destination has basic life facilities. The tourism department must have to organize events and functions of different destinations to promote the tourism industry. Training of staff and local tour operators is also crucial for the development of tourism in Pakistan. The government has to do much to improve the quality of this sector in Pakistan.

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