

Received: 28 May 2024, Accepted: 15 June 2024

DOI: <https://doi.org/10.33282/rr.vx9i2.53>

Navigating the Complexities of Pakistan's Tourism Industry: Problems and Remedies

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ABSTRACT

Worldwide economic growth is increasingly dependent on tourism. Given Pakistan's wealth of natural resources and diverse array of man-made attractions, the tourism industry has great potential to boost the nation's economy. This research aims to ascertain the obstacles that Pakistan's tourist sector faces and offer workable answers and suggestions to tackle these problems.

A review of the results of previous studies on the subject constitutes the basis of the content analysis research approach. The report identifies and examines five primary problems facing Pakistan's tourist industry and discusses possible remedies. The government should prioritize tourism, improve tourism education, fortify public-private partnerships (PPP), and guarantee visitor safety and security, among other important proposals.

In addition to providing a path ahead for developing a flourishing tourist sector in Pakistan, this paper also addresses the shortcomings of the present research and proposes topics for further investigation.

Keywords: tourism in Pakistan, PPP model, tourism education, activity-based tourism, Travel & Tourism Development Index

1. Introduction

Tourism is an important activity for every country's economy in the world and specially Pakistan, where we have huge potential for tourism (Ahmed, Ahmed, & Abbas, 2022). Due to its potential, Pakistan can compete in global scale. Tourism is leaving its place and going out for pleasure, leisure or business. It is a business of attracting, entertaining and accommodating travelers. It is the collection of various activities like accommodations, transportation, food and beverages, entertainments and recreations. Tourism enhances social integrity and cohesiveness. It creates relationships with other cultures (Cloquet, Palomino, Shaw, Stephen, & Taylor, 2018). It facilitates significantly to the employment and economic growth of a country (Streimikiene, Svagzdiene, Jasinskas, & Simanavicius, 2021).

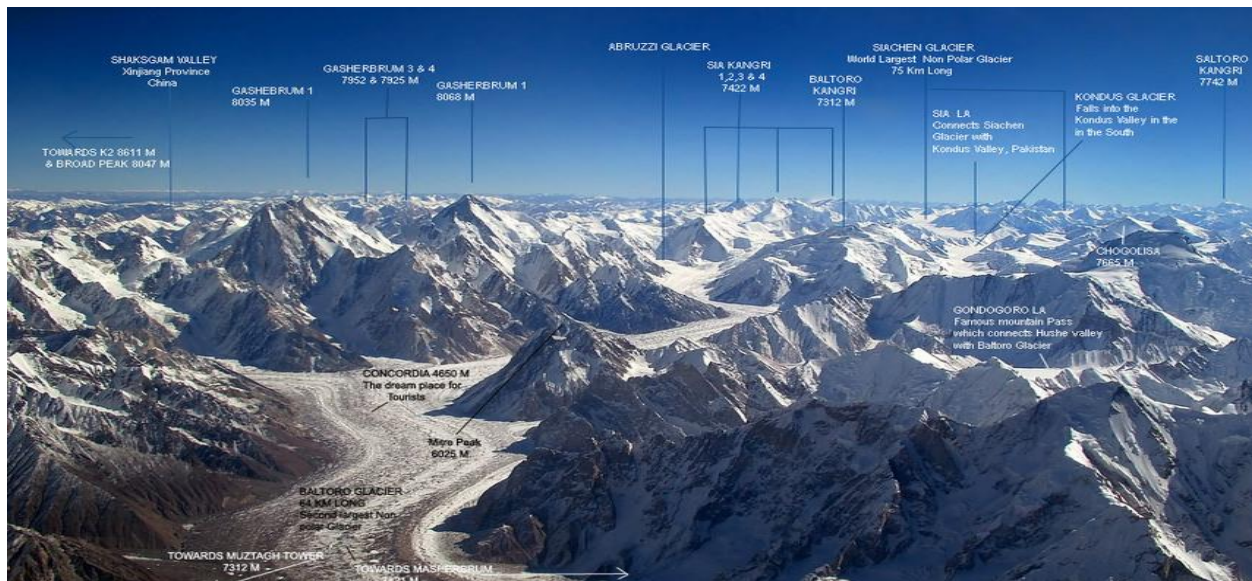


Figure 1: Highest Peaks of Northern Pakistan

After <https://jntrekkersclub.com/>

To facilitate tourists, Pakistan offers all type of products which can attract any type of tourist to this country. Pakistan is famous for its adventure, archaeological, historical, religious, natural, and eco-tourism sites, which catches the attention of lovers of these niches. Five out of the fourteen eight thousanders mountains are in Pakistan. Outside poles, the largest glaciers in the world, enjoys four weathers or even the fifth.i.e.. monsoon. From Karakoram to Arabian Sea, one can find all sorts of products necessary for a country to enjoy the benefits of tourism in full swing. But Pakistan is not able to attract large number of tourists (Arshad, Iqbal, & Shahbaz, 2018).

There are various issues including poor management kept Pakistani tourism at retarded around the w Numerous problems, such as inadequate administration, have caused Pakistani tourism to stagnate internationally. The government makes policies, but they are not carried out quickly. Stakeholders' absence of responsiveness because they don't think indirect earnings exist. According to the research studies, inadequate infrastructure and inflation at tourist destinations (14%) are the main reasons why tourism is not growing, another issue is a lack of tourism education (Mohammad Arif & Du, 2019). Lack of professionalism, scams at tourism area, the role of national and international media to broadcast the image of Pakistan is questionable and media is broadcasting negative image of Pakistan outside the country (Alasttal & Burdey, 2017). Other than this, Pakistan has been at war against the terrorists due to which it was not possible for foreign tourists as well as local tourists to visit the most beautiful sites (Hayat, 2024).

In Pakistan tourism had started flourishing as terrorism is now restricted to fewer areas, insufficient private sector investment, unexplored religious tourist sites, lack of proper marketing strategy, branding of Pakistan's Tourism products, insufficient use of IT for tourism promotion, poor participation in international tourism market, no funding mechanism for promotion activity, lack of research in tourism sector , ineffective public and private partnership, multiplicity of taxes , low emphasis on joint destination marketing, negative advisories of different potential tourists generating countries, ineffective use of press and electronic media, 18th amendment in the constitution and its effects on tourism sector, lack of human resource development and poor economic condition of the country are the reasons due to which tourism are having issues in

Pakistan. The attitude of locals towards tourist is also a big issue, safety and Security is one of the common issues in every destination (Mohammad Arif & Du, 2019). Due to the mentioned problems; Pakistan tourism could not develop. Moreover, the recent notorious COVID-19 was a major issue for tourist mobility, the global pandemic has also halted the tourism industry (Alam, Khan, & Hussain, 2021).

Objectives:

This study aims to:

- i. Identify the main issues faced by the tourism industry in Pakistan.
- ii. Examine obstacles hindering the promotion of tourism in Pakistan.
- iii. Highlight the five major issues and problems of tourism in Pakistan.

2. Literature Review

Tourism is the fastest growing industry in the world. According to WTTC, tourism accounts for 10.4% of the world's GDP, making it one of the largest economic sectors worldwide with 8.8 trillion US dollars. Tourism is one of the fastest growing industries in the world in many countries like Malaysia, Dubai, Turkey, Switzerland etc. have their focus on tourism and tourism is the best source of their economic support. The numbers of International tourist arrivals grew at 4% in 2019 to reach 1.5 billion around the globe (Canton, 2021).

In 2020 the pandemic of COVID-19 kicked off and pause every type of business and economic source. Traveling was banned in many countries; both locally and internationally. But still it was not able to impact the numbers and a total of 272M (1 in 11) travel and tourism jobs were recorded by WTTC. That is a mere decrease of 18.5% i.e. -61.6M (Bălan, 2021). The contribution travel and tourism to GDP for Pakistan was 19.7 (billion) US dollars in 2019. This contribution of tourism to GDP of Pakistan increased from 4.4 billion to 19.7 US dollars from 2000 to 2019, growing an average annual rate of 8.48% (Hanif, Alam, & Manzoor, 2021).

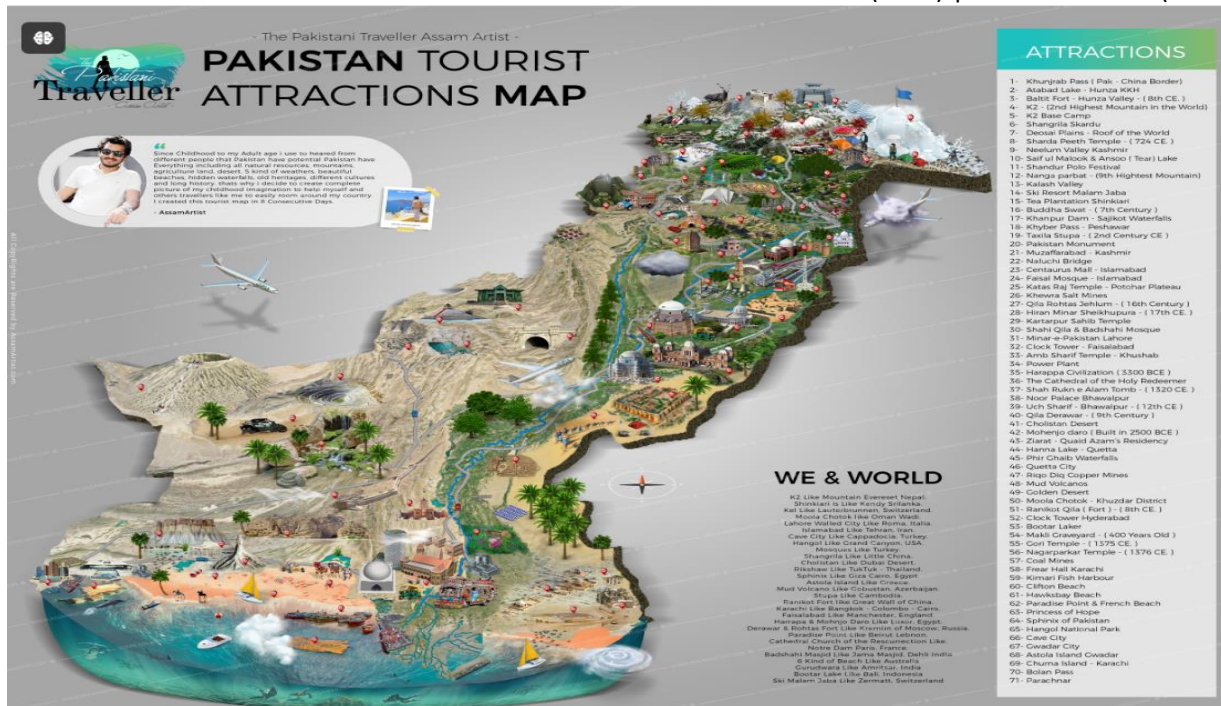


Figure 2: Pakistan Tourism Map

(After M. Assam Altaf, <https://thepakistanitraveller.assamartist.com/i-am/>)

Pakistan has amusing potential of tourism due to its rich culture, history, geographical and natural diversity. Tourism has developed as an instrument for creating considerable economic advantages. The country has various tourist destinations at Behrain, Kalam, Shangla, Malam Jabba, Kaghan, Naran, Ayoubia, Balakot, Murree, Gilgit Baltistan, Hunza, Chitral, Neelum valley, Katas Raj Temple, Badshahi Mosque, Minar-e-Pakistan, Noor Mahal, Rohtas Fort, Wagah Border, Mohenjo-daro, Mohatta Palace, Clifton Beach, RaniKot Fort, Sea View Beach, Keenjhar Lake, Kundmalir Beach, Hanna Lake, Mehrgarh, Hingol National Park, Gondrani Cave, Hinglaj Mata Shakti Peeth, Ayub National Park and other mountainous ranges, and historical and archaeological sites (see Figure 1). Pakistan has prodigious potential and offers diverse opportunities for activity base tourism, such as trout fishing in the glacial water of Gilgit Baltistan and Swat rivers, Shandur Polo traditional tournament, trekking, mountaineering, rock climbing, paragliding, parasailing, horse riding, Jeep and camel safari in the Cholistan desert, wild Boar hunting, and crabbing in the Arabian Sea (Ahmed et al., 2022; Arshad et al., 2018). Pakistan has an excellent potential of tourism growth but due to lack of proper management our tourism sector is not as much developed

as it should be. According to the World Economic Forum's Travel & Tourism Development Index 2024, Pakistan is rated 3.41 out of 7, which places it in 101st position (WEF, 2024).

Economy	TTDI rank	Enabling Environment					T&T Policy and Enabling Conditions			Infrastructure and Services			T&T Resources			T&T Sustainability		
		Business Environment	Safety and Security	Health and Hygiene	Human Resources and Labour Market	ICT Readiness	Prioritization of T&T	Openness to T&T	Price Competitiveness	Air Transport Infrastructure	Ground and Port Infrastructure	Tourist Services and Infrastructure	Natural Resources	Cultural Resources	Non-Leisure Resources	Environmental Sustainability	T&T Socioeconomic Impact	T&T Demand Sustainability
India	39	3.79	5.06	3.47	2.85	3.84	4.11	4.13	5.66	4.59	4.43	1.60	5.80	5.62	5.05	3.64	4.01	4.55
Sri Lanka	76	3.34	5.21	4.66	3.42	4.43	4.78	3.69	5.69	3.07	3.92	1.58	2.70	1.44	1.61	3.70	5.84	3.70
Pakistan	101	3.41	4.53	3.49	3.24	3.30	3.08	2.95	6.04	3.31	3.37	1.67	2.89	1.97	2.77	3.64	4.31	3.97
Nepal	105	2.91	5.39	3.52	3.27	3.24	4.57	3.74	5.77	2.70	2.24	1.35	2.61	1.18	1.28	3.82	4.83	4.35
Bangladesh	109	3.25	5.67	3.58	3.13	4.02	3.23	2.12	5.25	3.08	3.95	1.37	2.14	1.63	2.09	3.60	3.42	2.71
South Asia		3.34	5.17	3.75	3.18	3.77	3.95	3.33	5.68	3.35	3.58	1.51	3.23	2.37	2.56	3.68	4.48	3.86

Figure 3: Travel & Tourism Development Index 2024.

The following weaknesses are the reasons behind the less developed tourism industry of Pakistan.

- i. The infrastructure in the country is not tourism friendly, which does not facilitate travelling and tourism. The responsibility of making good infrastructure lies on the shoulders of government. Better infrastructure is a very attractive factor for visitors to travel to different sites in the country's destinations. Kanwal, Rasheed, Pitafi, Pitafi, and Ren (2020) pointed out infrastructure as one of the important factors for tourists. They figured out that the immense linkage of infrastructure with tourism i.e 1.7% upturn in tourism is being added by 1% rise of infrastructure level. Infrastructure includes water supply systems, safety services, roads, health services, sewage disposal systems, electricity, gas lines, communication, and public transportation (Hanif et al., 2021). Tourism has two types of infrastructure such as soft and hard. Hard infrastructure consists of airports, roads and lodging facilities, while soft infrastructure includes accessible information on heritage and culture, trail maps, ground operators, outfitters and training programs for tourism manpower such as tourist guides,

- commentators, etc. Hard infrastructure may require massive investment for development that occurs over several years, while soft infrastructure needs only a little capital expenditure for development (Hanif et al., 2021; Kanwal et al., 2020).
- ii. Policies are being made by the government but cannot be implemented eagerly as stakeholders most of the time remain unaware from policies. According to research, 64% of respondents believe that the main problems facing Pakistan's tourist industry are related to government policies and tourism management, with past governments failing to sufficiently address the sector's growth (Asif et al., 2020). In light of the 18th Amendment to the Pakistani Constitution, tourism ministries were transferred to provinces, but this devolution process created complications as some resources were transferred and some were kept with central government. Provincial governments did not priorities tourism sector except Khyber Pakhtunkhwa. At the present time all the provincial tourism organizations are unable to give attention because of lack of funds, lack of skilled personnel and lack of attention from the government. To promote tourism sectors making and systematic way there is the need of strong tourism policies which gives attention to all stakeholders including the socio-economic purposes for the growth and development of tourism in addition the government should involve public as well as private sectors, making of policies for investors and the rules regulation for tourists and tourism. The main aim of tourism should be the growth of the economy and to support society. Policies in which all stakeholders are taken in confidence and based on their inputs will always yield results (Edgell, Swanson, Allen, & Smith, 2008; Krutwaysho & Bramwell, 2010).
 - iii. Scam also affects tourism. Scam is the activity in which the local community take benefit from tourists in an ineffective way by exploiting tourists in many ways like charging high prices for their products and services which generally discourages tourists for visiting these tourist places. This mindset is a huge obstacle in the development of tourism in the country. The tourists not only get financially miserable, but they also get demoralized. It directly causes tourists to lose interest in that tourist

- spot. To encounter these problems the government needs to take strict measures, making brochures and boards for the rates of stuff and transportation details with price. They should also setup travelling advisories at every spot so that tourists get any information with much excess (Li & Pearce, 2016; Ly, Yi, & Fok, 2022).
- iv. The lack of human resource development is also a big challenge for tourism. The tourism sector presents challenges that can be resolved by applying effective HR practices at all organizational levels, including poor pay, excessive hours, inappropriate career routes, and a lack of professional advancement (Sharma & Gursoy, 2018; Urbano & Yordanova, 2008). Tourism industry will serve effectively when the employees have the flavor of Tourism and Hospitality industry (Nickson, 2013). According to a survey, 14% of participants think that inadequate tourist education impedes the growth of industry. Building government employees' capacity is necessary because many lack formal education and training in tourism-related activities, which has a detrimental effect on international visitors. Hiring qualified employees is essential (Ahmad, 2015). Tourism education will be improved, when government and private sector come together and build institute and places where the education or training of tourism and hospitality can be taught and with education or training the institutes have to give certificates and diplomas to the successfully passed out students. The most important, on top destinations it should be mandatory for the person who wants to establish and start tourism related business must have certificate/diploma or field related experience, will ensure quality products and services thus resulting increasing competitiveness of the destination (Simancas Cruz, García Cruz, Greifemberg, & Peñarrubia Zaragoza, 2018). In order to prepare students for lucrative careers in the industry, the government supports institutions to adopt a successful learning model, well-equipped facilities, and industry relationships through laws and regulations (Alam, M., et al., 2024).
- V. Pakistan tourism sector has been in difficult time due to Political instability (Rauf, Abbas, Rafiq, Shakir, & Abid, 2022). Government keeps on changing and due to their

- differences in policies they pay not much attention to tourism. The present government is keen to work for the uplift of Tourism. In 2016 the PM visited northern areas especially Kumrat made it popular within the country brand its overwhelming with tourism. Swat motorway was also another milestone by the government. More projects are going to increase the Tourism in the country (Rauf et al., 2022). Due to fear of terrorism, it was considered insane to come Pakistan by the foreigners and even local people fear to go to north like Swat which was completely occupied by terrorists for quite some time. Finally, Pakistan has managed to overcome these terrorists. Tourism spots are opened for foreigners and local tourists after operation against militants (Fleischner, 2011).
- v. Lack of proper marketing and promotion is another obstacle. The 21st century has brought about a new age in the promotion of tourism, with online publicity taking the role of "WOM" (word of mouse) publicity and social media emerging as the most effective method for promoting travel to all nations, regions, and destinations (Živković, Gajić, & Brdar, 2014). Social media has changed the landscape completely. Today most of the domestic and foreign travelers determine their travel plans based on social media shares and reviews (Zeng & Gerritsen, 2014), Research indicates that around 22 percent highlight that Pakistan's tourism business is not adequately advertised or promoted, and that improper tourist marketing is impeding the sector's growth (Haq & Jackson, 2021). One of the problems with our tourism industry is Low emphasis on joint destinations marketing. If there is only one tourist attraction spot or attraction in the region there will be low emphasis because tourists have different psychology towards different regions. Some may like trekking while others may like horse riding. Tourism industry should focus on this destination marketing by making hotels or other sort of attractions for that particular spot so that tourism may become more flourishing at that spot (Khan et al., 2019; Nazir, Yasin, Tat, Khaliq, & Mehmood, 2022).

- vi. Unexplored religious tourism sites are another issue; they play an important role in the attraction of tourists. Religious tourism involves travelling to visit a holy place, a temple, or a building of worship, and related sightseeing for satisfaction (Irfan & Ali, 2020). Pakistan is home to three major religions: Islam, Hinduism, and Buddhism, and is also the birthplace of Sikhism. The country's Islamic heritage is significant, with Gurdwaras at Nankana Sahib and Hasanabdal being popular for the Sikh community. Additionally, the country has numerous shrines of Sufis and saints, attracting pilgrims worldwide (Akhtar, Jathol, & Hussain, 2019; Khan, Zaman, & Baloch, 2019). These are shrines of Data Ganj Bakhsh Ali Hujwairi, Hazrat Baba Fariduddin Ganj-e-Shakar, Mian Mir, Shah Hussain, Bahauddin Zakaria in Punjab, Shah Abdul Latif Bhattai, and Lal Shahbaz Qalandarin Sindh.
- viii. Public and private sectors coordination play an important role in the success of tourism industry, generally the responsibility of infrastructure lies on the shoulders of government and the responsibility of superstructure on the shoulders of private sectors. Better coordination between private and public sectors (PPP) creates a favorable environment for tourism (Wang, Xiong, Wu, & Zhu, 2018).

3. Research Methodology

The objective of this research work to identify Pakistan tourism issues and problems and to provide possible solutions to those issues and problems. This study is descriptive in nature where focus is on highlighting problems and issues of tourism in Pakistan and this study also intends to look into the solutions of these issues and problems. This will help identifying the gray areas and to work on them to make Pakistan one of the best tourism destinations in the world.

This research work is qualitative based on literature review investigation, so content analysis was made. In qualitative research, thematic analysis is employed to investigate themes or meaningful patterns in the data. A research technique for examining spoken or written language in connection to its social environment is discourse analysis. It seeks to comprehend language use in everyday contexts. There are two further types of content analysis: discourse analysis and thematic analysis.

The analysis of themes is the study of meaning patterns. Put differently, it involves examining the themes present in your dataset to determine their significance. Most foremost, this method is guided by your research questions, therefore concentrate on the significant elements that connect to your research questions rather than trying to find every theme in the data.

The existing literature served as the basis for the content analysis. To identify these difficulties and to offer workable answers, we examined a variety of research papers, theses, articles, books, and magazines. Discourse analysis, topic analysis, and contents analysis are all combined in this research study. A research technique of content analysis makes it possible to methodically and consistently examine the qualitative data gathered for a study in order to draw conclusions about the categories that the researcher is interested in.

4. Discussion and Recommendations

The Pakistan tourism industry faces several challenges, including government policies not being implemented, lack of stakeholders' response, poor infrastructure, inflation, lack of tourism education, professionalism, and scams. The media's negative image of Pakistan is questionable, and the country has been fighting against terrorists. Insufficient private sector investment, unexplored religious tourist sites, and inadequate marketing strategies hinder tourism growth. The 18th amendment in the constitution, lack of human resource development, and poor economic conditions hinder investment in tourism and safety. The COVID-19 pandemic has also halted the industry. Solutions to these issues are proposed, with a focus on addressing these major problems.

Pakistan's tourism policy has been on the priority list since its inception, but efforts have been limited. The National Tourism Coordination Board (NTCB) has not been actively promoted, and the PTDC has faced criticism for sacking employees and closing hotels. Awareness about Pakistan's tourism policy is lacking, and stakeholders are not involved in policy implementation. The government needs to improve its coordination system and focus on destination marketing. Pakistan should also work on creating a solid brand and participating in international tourism-related festivals and exhibitions to attract tourists and create a soft image of the country.

The lack of public-private partnership (PPP) is a big issue in tourism promotion, as it creates a gap between public and private efforts. The private sector's responsibility for tourism infrastructure and superstructure is shared, but if they are not on the same page, efforts diverge. Close coordination between public and private entities is crucial for better tourism promotion. Incentives for private sector investment, such as tax relaxation, equipment import, utility bill relaxation, and licensing, can encourage and promote tourism. Public bodies should work closely with the private sector to remain on the same page, ensuring they remain on the same page. A close working relationship between public sector organizations and destination taskforces can also help in addressing the terrorism problem that negatively impacts international tourism.

The September 11th attacks in the United States have significantly impacted Pakistan's tourism industry, causing significant human rights issues and financial losses. Terrorism has also impacted the country's infrastructure, leading to dwindling tourism activity. The safety and security of tourists are crucial for the development of tourism and the national image. The country's law and order situation is a major impediment to the tourism industry's expansion. To combat terrorism, Pakistan needs to improve its tourism police, law enforcing agencies, intelligence agencies, community, social institutions, educational institutions, media, and opinion leaders. Ensuring safety and security is crucial for the country's growth and development

Effective tourism police capacity building, alerting law enforcement agencies, and coordinating intelligence agencies can help maintain peace and peace in the country. Community members should closely monitor the environment and report suspicious situations, while social institutions and educational institutions should educate people about peace and harmony. Media can also help identify stakeholders and ensure the implementation of measures. Additionally, strategic placement of security cameras and other devices can help create a peaceful environment for tourists to enjoy their stay.

Khyber Pakhtunkhwa, a provincial province in Pakistan, has been focusing on policy development for tourism development. The 18th amendment to the Constitution devolved the sector to provincial governments, but most have not taken significant steps to construct a provincial tourism

policy. The KPK government places a high value on education, but the provinces should adopt wide tourism policies that include socioeconomic goals, public and private sector participation, investment strategies, and laws and regulations. The primary goal of tourism development should be to increase its economic and social impact, and proper management is crucial. Provinces must create their own tourism policies in alignment with national tourism policies, and stakeholders should be informed about these policies. The government's new tourism strategy (2020-2030) aims to focus on sustainable economic growth, job creation, poverty eradication, safety, transportation system reconstruction, hygienic food, telecommunication services, health facilities, and value shopping.

Tourism education is a core problem in Pakistan, as employees working in the industry lack proper training. This lack of education hinders the provision of the best services to tourists and hinders the growth of industry. Education plays a crucial role in people's grooming and understanding emotions. However, universities and institutions offering professional courses are limited, resulting in a lack of trained employees. To address this issue, mandatory hiring of educated personnel in key positions with close connections to tourists is recommended. Training programs should be well-designed and regularly launched to enhance the capacity of tourism officials. Government establishment of additional educational institutions and training programs in other countries can also help share experiences and trends in the tourism industry. Tour operators, who serve as front-line guides for tourists, should be educated and trained to assist tourists effectively.

5. Recommendations

Based on the above study following are the recommendations.

- Government may make tourism its priority, and the government may take visible steps for the promotion of tourism in the country. They should have a compact tourism policy for marketing their products and services nationally and internationally. In these marketing programs the focus should be on the potentials of the country and creating a soft image of the country.
- The government may work on the integration and coordination of tourism government bodies. So that their efforts can be uni-directional and the same will bear fruits. The

government will need to strengthen inter provincial coordination. For this purpose, their regular interactions and meetings may be arranged where they can share their experiences with each other for the smooth functioning of the tourism industry.

- The awareness about tourism policy may need to be ensured to all the stakeholders so that they can have knowledge of it and can determine their respective role in the successful implementation of tourism policy.
- The government needs to work on destinations management and marketing. The management of destinations is very necessary in terms of its sustainability aspect. This can be done by forming a tourism task force for destinations. This task force will be in a better position to know the problems and issues associated with destinations and they will be in better position to have an indigenous and readymade solutions for those problems and issues.
- Till now we as a country have been unable to brand ourselves. It is badly needed that we should have a distinctive brand for our country which should be the source of international tourism attractions. That brand should be inclusive of all the potential this country has and the dominant potential may need to be overwhelming.
- Pakistan should participate in international tourism exhibitions/ events and programs. These events and programs give an opportunity to the country to market itself in the international market and it is also the source of creating a soft image of the country. This can be also used for intercultural harmony.
- The government should also take steps to ensure that tourism jobs are given to those who have specialized tourism education. They are the people who know how they can use their expertise and knowledge for the betterment of tourism industry in Pakistan.
- The government should focus on tourism education. In Pakistan few universities are offering BS programs in tourism and hotel/hospitality management, but it still lacks MS and PhD programs. The government should focus on introducing PhD and MS programs in tourism departments so that industry can get qualified and expert professionals who can positively contribute in the development of tourism in the country.
- Government should focus on the declaring the inhabitant areas of the endangered species as protected areas and debarring hunting of these species like area of Chitral where about

868 Markhor were hunted without permits and the Trout fish in Kumrat area are on the verge of losing its existence due to neglecting its sustainability aspect. If not conserved, we might lose this unique and scarce species.

- The Pakistani government should take a serious interest in the preservation of deteriorating historical buildings and ruins. Due to their historical significance, these locations are likely to attract many tourists.
- Government may focus to create more tourist information centers in every area where tourist flow is high, through this center tourists can get information easily. Brochures are an important information and marketing tool. It provides important information to the travelers. Brochures need to be made for every destination which involve all the destinations information such as time of travelling (season), hotels, restaurants and attractions in detail.
- Pakistan Tourism industry should make calendar for tourism activities/calendar events by combining activities of provinces in one central calendar and they should ensure that all these events take place according to the calendar. The same may be projected in the media so that it can pay off. The soft image of the country can also be strengthened.
- As the focus of Pakistan tourism is mainly on cultural and adventure tourism. We get maximum revenue from these two segments. Government should also prioritize other niches in tourism like sport tourism, medical tourism, religious tourism, spiritual tourism, dark tourism, rural tourism and the like. These niches have huge potential and can be materialized if managed properly.
- To attract more investors, the government should focus on public–private collaboration. Incentives may be given to the private sector who want to invest in the tourism sector.

Application of study

Tourism industry will be benefited from this research by knowing what the main issues and problems which hinders tourism in Pakistan are and knowing possible solutions so that tourism can flourish. This study also provides readymade solutions to the problems faced by tourism industry of Pakistan. Tourism industry can work on issues highlighted in the study so that they can make tourism as number one contributor to the GDP of Pakistan.

Limitations

There are a few limitations on the current study. First and foremost, this work merely constitutes just a fraction of the larger corpus of literature. Further research attempts could involve a thorough analysis of the current literature, clarifying different subjects explored within the scope of this work. The present investigation additionally utilized theme analysis of extant literature. Still, performing empirical study within the sector may prove advantageous for future research efforts. It is advisable to obtain a more comprehensive understanding of the tourism industry by thorough research from industry specialists.

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