

***“IT IS BETTER TO SEE SOMETHING ONCE THAN TO HEAR
ABOUT IT A THOUSAND TIMES.”***

LET’S EXPLORE PAKISTAN

A Project - A vision to promote the tourism industry in Pakistan

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“Tourism is the biggest industry in the world.”

– Martin Parr

ABSTRACT

The primary purpose of our project is to elevate the revenue of the tourism industry in Pakistan.

Our goal is to design a web application that would engage Service providers and customers of the tourism industry. Service providers can offer their services remotely while customers can avail them at the comfort of their couch. These Service providers can be tour operators, travel agents, transport companies, hospitality companies, photographers, and tourist guides. Our application will provide better information regarding travel agencies, site-seeing, food areas, hotels, and pictures to help people decide the spots according to their interests. Once they have decided where to go, our application can help them choose the travel mode, which place to stay, and which package to avail of according to their budgets and interests.

This platform will facilitate tourists from around the globe, promote Tourism in Pakistan, and attract people towards the enchanting and worth seeing tourist spots in Pakistan by showing people the brighter side of Pakistan. Our project would help People easily explore Pakistan within their budgets and according to their interests.

TOURISM INDUSTRY IN PAKISTAN

Pakistan holds a vast tourism potential being home to ancient archaeological places of civilizations such as the Indus valley civilization, Kalasha, Buddhists, etc. The breathtaking areas throughout Pakistan, the northern areas with mighty peaks, glaciers, rivers, and the southern areas such as the Cholistan desert, Gawadar sea beach, shrines in Sindh, and Punjab are very well known. Despite such immense potential, the tourism sector in Pakistan was

not given its due rights and consideration. There is an enormous gap between demand and service delivery and coordination among the departments.[1]

At the end of 2019, Conde Nast Traveler announced Pakistan as their number one travel destination for 2020. By 2025, the government predicts tourism will contribute Rs1 trillion (US\$6.2 billion) to the Pakistani economy.[2]

This project is a contribution to the tourism industry to bridge the gap between demand and supply of the industry.

REFERENCES

1. https://en.m.wikipedia.org/wiki/Tourism_in_Pakistan
2. [Towards the Development of Sustainable Tourism in Pakistan: A Study of the Role of Tour Operators](#)