

TOURISM INDUSTRY CASE OF PTDC (Pakistan Tourism Development Corporation)

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PART I

SECTION I

Tourism is an activity, which affects the society in many different ways and has a profound impact on the social, cultural and economic life. Jobs generated by Travel & Tourism are spread across the economy - in retail, construction, manufacturing and telecommunications, as well as directly in Travel & Tourism companies. Tourism can also be one of the most effective drivers for the development of regional economies. Pakistan is a special interest destination. Pakistan today is a tourist's delight. It is in this scenario that Pakistan has emerged as a favorable tourist destination. Its strategic location has made it a gateway to Central Asian States, and China by road. The majority of all foreign tourists arrive in the country by air, and Pakistan has fairly good international access. The tourism industry consists of a number of different sectors including the travel, hospitality and visitor services sector. Within each of these sectors there are a number of individual enterprises that provide a range of services to people who are traveling away from their home environment. Pakistan offers a number of opportunities for travelers. Pakistan has been facing problems on policy as well as implementation level to exploit the inherent tourist potential of the country. Natural disasters and terrorism play an important role in shaping the future path of tourism industry with due economic consequences. The two critical events of

September 11th, 2001 (terrorist attack on World Trade Center) and massive earthquake on 8th October 2005 (especially in Northern Areas). The major setback posed to Pakistan Tourism industry was the catastrophe of 9/11, which reduced the input of foreign tourists, as unjustifiably Pakistan was declared the prohibited territory to visit by many countries due to security reasons. This situation caused real damage to the tourism industry as foreigners were their major revenue generators. In response PTDC started focusing all efforts towards the development of domestic tourism by offering incentives, discount packages etc. Yet the industry had not recovered from the effects of 9/11 that another mishap added salt to its injuries. The earth quake which destroyed many cities of Northern Areas on 8th October, 2005. Northern areas, which had been the centre of domestic tourist attention, have become a questionable territory due to the recurrent aftershocks. No exact statistics can be given at this time as there is off season. Pakistan has got world-class tourist attractions which needs to be discovered & developed. Further it needs to develop, modify & promote its international image.

SECTION II

Garnished with all the splendors of nature, Pakistan, offers a variety of opportunities for travelers. Mystical journeys through time for Archaeological enthusiasts, panoramic valleys for nature lovers, majestic peaks to quench a mountain lust, luscious grounds to fulfill one's

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