

## **Deterrents in Tourism Development in Pakistan: A Case Study of Northern Areas**

**Authors :** Qurat Ul Ain Bashir

**Abstract :** Since the inception of Pakistan Tourism industry was not on developed level but afterwards 9/11 the tourism has declined rapidly in the country. Despite Northern areas full potential, rich historical and cultural heritage, natural beauty, museums, art galleries, hiking tracks, tourism is not getting that response in Pakistan, which it deserves. In fact Pakistan has been blessed with all the features that could make her a tourist destination. On the other side the attitude of the local people, socio-political condition, lack of facilities of international standards, media's way of reporting about country, governments' negligence etc has more adversely affected the international tourism than domestic tourism. From 2013 onward some developments in the said industry has been shown but that is not much encouraging. In 2017 approximately two million tourist visited Pakistan in comparison to 1.75 million in 2016. In the light of above debate the paper attempts to diagnose the causes which are not allowing the reasonable growth of tourism in Pakistan and suggests steps which must be taken to develop the industry through a large scale campaign and long term planning. The methodology about this research is quantitative with reference to description, analysis and recommendations. The material would be collected from the government publications, articles, surveys, tourist accounts, books, internet, magazines.

**Keywords :** tourism, terrorism, barriers, infrastructure, culture, northern areas

**Conference Title :** ICDTHS 2020 : International Conference on Domestic Tourism, Hospitality and Sustainability

**Conference Location :** New York, United States

**Conference Dates :** June 04-05, 2020