

## **Tourism Potential Investment Opportunities in Pakistan: A Critical Analysis**

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**Abstract :** Pakistan is such a diverse region, it is the center of various religions and settlements long before the creation of the nation that exists today. The country's attraction range from the ruin of the Indus Valley Civilization such as Mohenjo-daro, Harappa and Taxila, to the Himalayan hill stations, which attract those interested in winter sports. Pakistan is home to several mountain peaks over 7000 m, which attracts adventurers and mountaineers from around the world, especially K2.[4] The north part of Pakistan has many old fortresses, ancient architecture and the Hunza and Chitral valley, home to small pre-Islamic Animist Kalash people community. The romance of the historic Khyber Pakhtunkhwa province is timeless and legendary, Punjab province has the site of Alexander's battle on the Jhelum River and the historic city Lahore, Pakistan's cultural capital, with many examples of Mughal architecture such as Badshahi Masjid, Shalimar Gardens, Tomb of Jahangir and the Lahore Fort. Tourism is a growing industry in Pakistan. However, till this date, the government has not be able to take the tourism market seriously within Pakistan. Pakistan is home to a diverse number of tourist attractions which have not been funded or protected due to the government giving the tourism market a low priority.

**Keywords :** architecture, Pakistan, tourism, tourist

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