NEW OPPORTUNITY: INNOVATION AND DIGITAL TRANSFORMATION

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SEQUENCE

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PAKISTAN TOURISM SECTOR AT A GLANCE

• In Pakistan, Tourism was not a focus area during the past two decades
  o Due to uncertain security situation & lack of investment

• The subject of tourism has been devolved to provinces in the aftermath of 18th amendment
  o Responsibility of tourism development and implementation of projects lies with provinces

• The present Government attaches high importance to the tourism industry
  o Development Endowment Fund
  o Improved coordination with tourism stakeholders

• Government undertook number of initiatives to revive Pakistan’s tourism sector
CONSTITUTION OF THE NATIONAL TOURISM COORDINATION BOARD (NCCT)

• After 18th amendment, there was absence of coordination in development of tourism industry

• NCCT was constituted for developing synergies among all stakeholders

• With representation from all provincial/regional tourism departments, relevant federal government ministries along with relevant associations, corporations and tourism experts

• Fostering horizontal and vertical coordination among stakeholders based on regular consultation
GOVERNMENT INITIATIVES ON DIGITAL TRANSFORMATION

• NCCT online reporting on dashboard enhance coordination among stakeholders and ensure timely sharing of progress

• Visa policy has been liberalized by providing E-Visa facility to over 190 countries

• Digital promotional activities carried out including local destinations, cuisines, culture, people, festivals etc. on social & digital media platforms along with interacting with travel enthusiasts and bloggers

• Development of Brand Pakistan along with global digital marketing strategy

• Geo-mapping and profiling of all tourist destinations
GOVERNMENT INITIATIVES ON DIGITAL TRANSFORMATION

• An exclusive E-portal & App will be launched to provide a world class exposure to Pakistan’s tourist attractions and online bookings through one click.

• Working to provide high-speed internet connectivity in remote and mountainous areas.

• E-office suite put in place for paperless reporting/ correspondence among departments.

• Development of National Minimum Standards for provision of quality services.

• Development of National Tourism Strategy (2020-30) and NTS action-Plan (2020-2025).
Thank You