

A dark green world map is visible in the background, showing the outlines of continents. The text is overlaid on this map.

# NEW OPPORTUNITY: INNOVATION AND DIGITAL TRANSFORMATION

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# PAKISTAN TOURSIM SECTOR AT A GLANCE

- In Pakistan, Tourism was not a focus area during the past two decades
  - Due to uncertain security situation & lack of investment
- The subject of tourism has been devolved to provinces in the aftermath of 18th amendment
  - Responsibility of tourism development and implementation of projects lies with provinces
- The present Government attaches high importance to the tourism industry
  - Development Endowment Fund
  - 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 18<sup>th</sup> 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