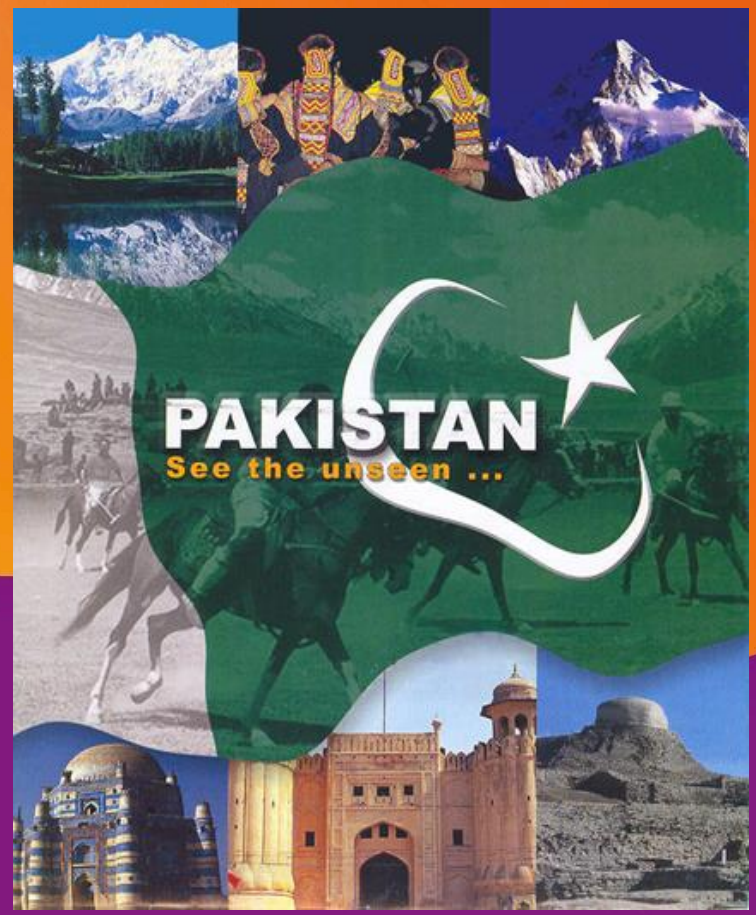
Pakistan Tourism Development Corporation

UN Tourism

Cultural Tourism in Pakistan

The 19th UN Tourism Asia-Pacific Executive Training Programme on Tourism Policy and Strategy

19 - 22 May, 2025
Mongolia



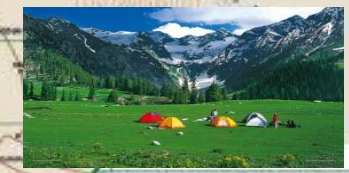
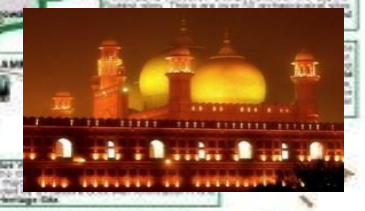
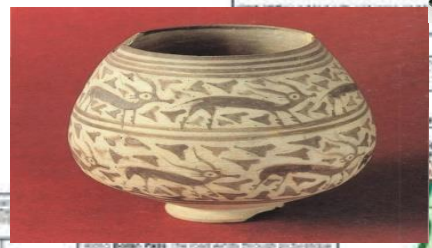
Tourist Map of Pakistan

Pakistan is one of those countries in the world which are blessed with diverse inventory of untapped tourism potential.















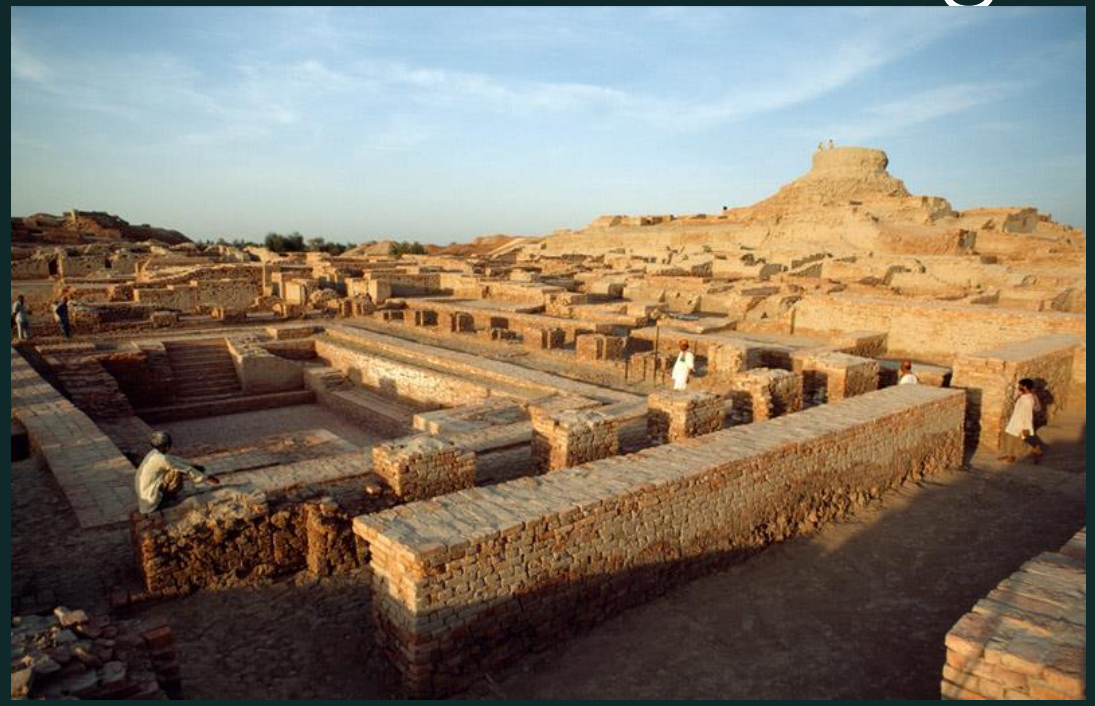


SALAM PAKISTAN

Our New Tourism Brand

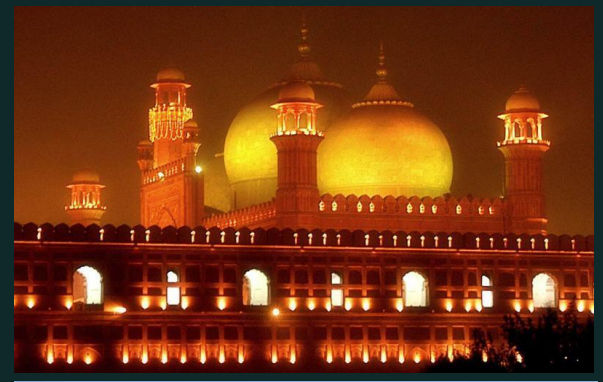
Salam Pakistan Official Videos (Brand video, Musical video): https://shorturl.at/auEwM

Pakistan is a unique country in terms of cultural and heritage diversity

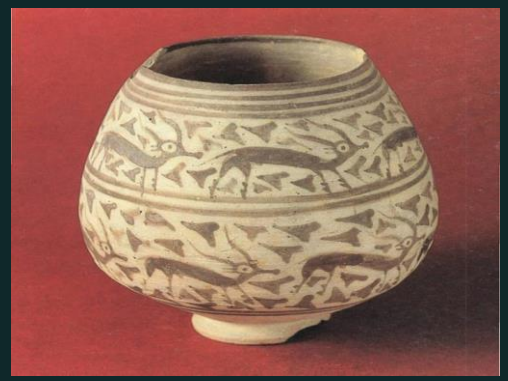














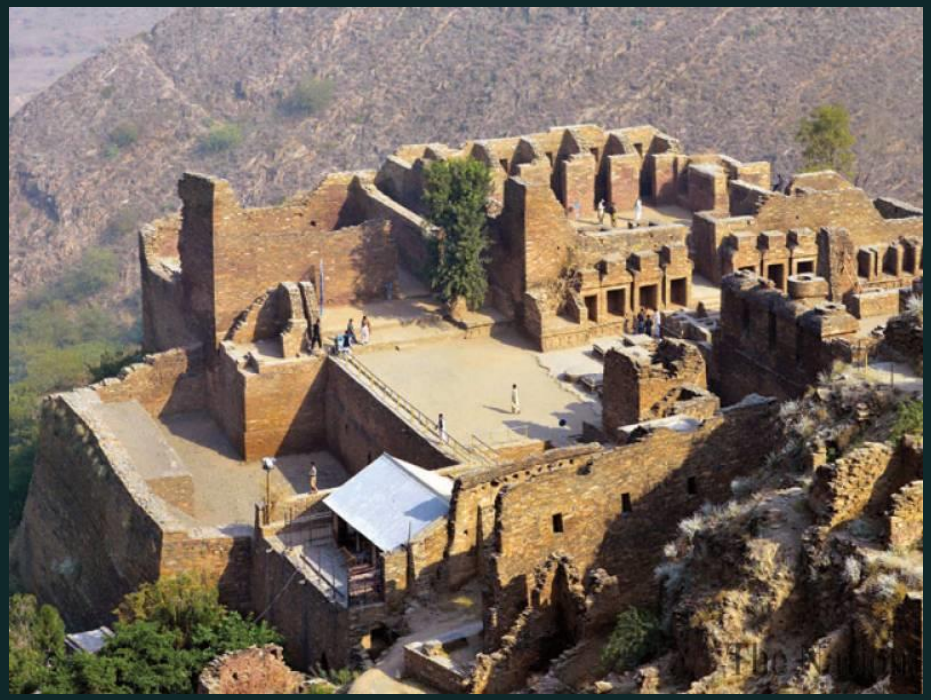




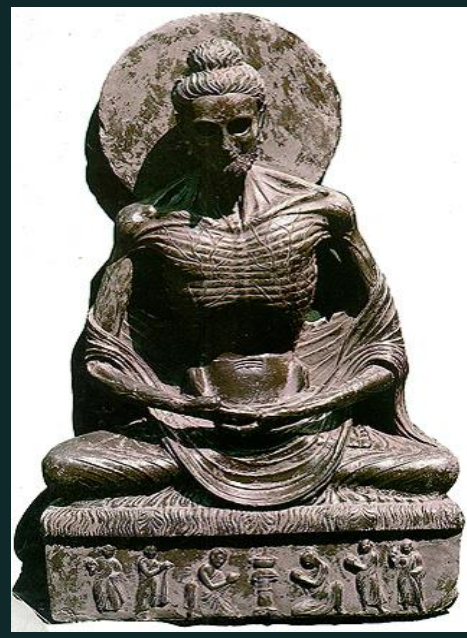


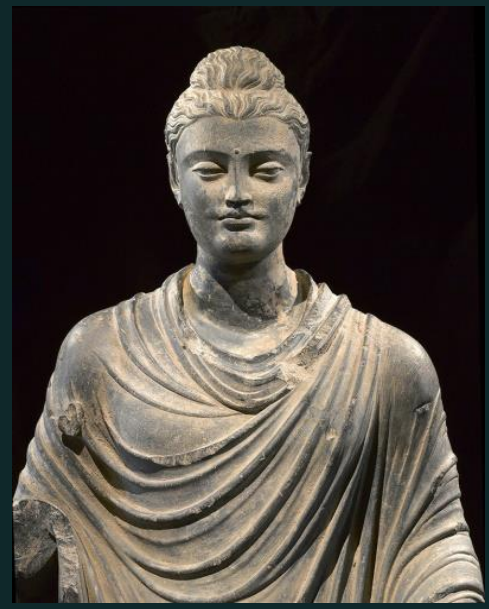
Thanks to its historical, geographical and ethnic diversity, Pakistan's culture is a melting pot of Persian, Afghan, Indian, Central Asian, South Asian and Western Asian influences.

Potential of Buddhist Heritage Tourism













The region of Gandhara in KP and Punjab is most Important in the world in terms of centuries old Buddhist Heritage

Hundreds of Sites of Buddhist Heritage are located around Taxila and in KP Province



DIR
Panjkhora
SWAT
MINGORA
KHERAI
Nimogram
Udegram
Andan Dheri
Gumbatuna
Panr
Butkara
Saidu Sharif
Shnaisha
CHAKDARA
Chatpat
Barikot
Gumbat
Indus
BAJAUR
Mora Pass
Karakar Pass
Malakand Pass
Loriyan Tangai
BUNER
DARGAI
GIRARAI
Jandol
Swat River
Palai
Sanghao
Kashmir Smats
Barandu
Nathu
HAZARA
Zar Dheri
Tareli
Jamal Garhi
Sikri
MANSEHRA
JALALABAD
Bimaran
Takht-i-Bahi
Mekhasanda
AMB
Ahin Posh
Kabul
HADDA
HASHTNAGAR
Muhammad Nari
(Mohammed Nari)
Chanaka Dheri
CHAMLA
Ranigat
Siran
NANGARHAR
Sahri
Bahlol
SHAHBAZGARHI
Shaikhan Dheri
MARDAN
Bala Hisar
CHARSADA
ABBOTABAD
AFGHANISTAN
Ali Masjid
GANDHARA
SWABI
PESHAWAR
Landal (Kabul)
UDABHANDAPURA
(HUND)
Khyber Pass
Jamrud
Shah-ji-ki Dheri
NAUSHAHRA
Indus
ATTOCK
Bhamala
Haro
Taxila
Margala Pass
ISLAMABAD
PAKISTAN
Tamra
RAWALPINDI
30 km
Indus
Soan
Manikyala

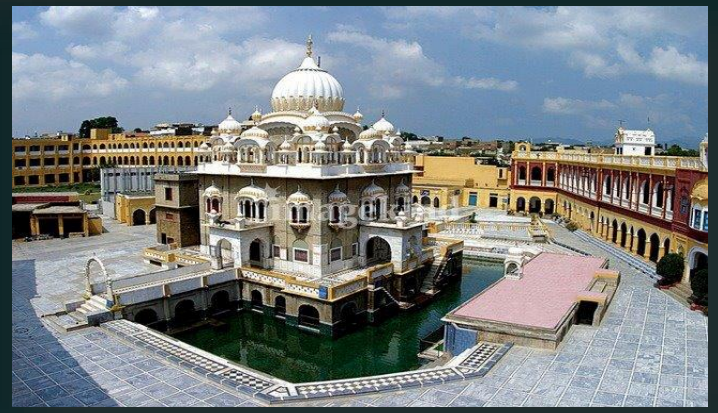
Sikh Heritage Tourism











Most of the holy places of Sikhs are in Punjab Province of Pakistan which makes it an important pilgrimage centre for Sikh People from around the world.

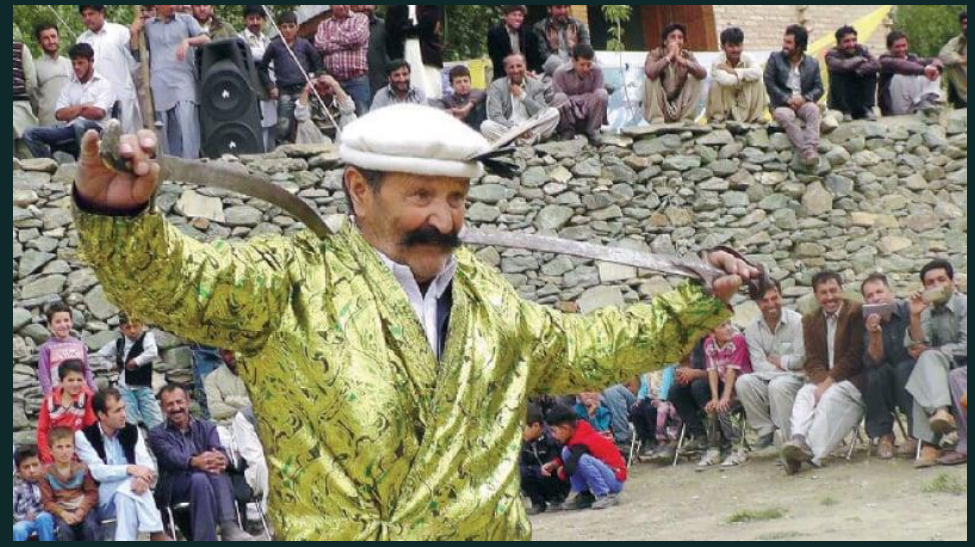
Gilgit-Baltistan





















Fresh Fruits and local Cuisine of mountains

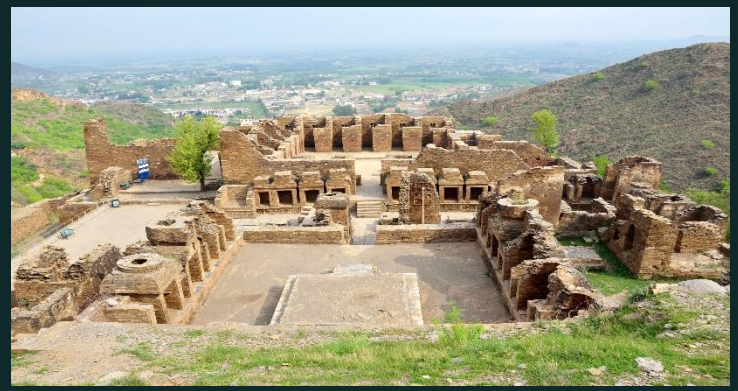
Khyber Pakhtunkhwa



















Traditional Cuisine and rich variety of delicious food can help us to promote gastronomy tourism in the country.

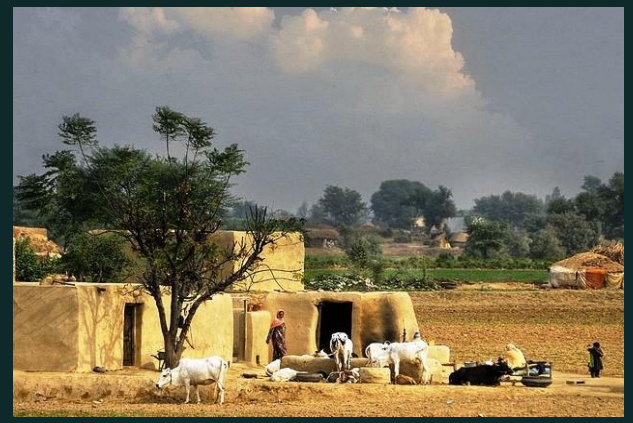
Punjab





















Sindh

Mohenjo-Daro – one of the world's oldest Civilizations





A World Heritage Site











Its history go back to 4500 years, when a highly developed civilization flourished in the Indus Valley.

Balochistan































The Makran coast is Balochistan's southern strip and stretches for 754 km

Government's Current Initiatives to Promote Tourism in Pakistan

- Citizens from 126 countries can obtain a "Visa Prior to Arrival" (VPA) without any fees, valid for a single entry with a 90-day duration.
- Restructuring of PTDC (Tourism Authority)
- Launching of Salam Pakistan Tourism Branding Campaign to build the image of Pakistan in international market :https://salampakistan.gov.pk/
- Development of **Integrated Tourism Development Plans** to improve tourism infrastructure and develop new destinations in different provinces.
- Introduction of **National Minimum Standards** for tourism and hospitality Sector to improve the standards of services in tourism
- Opening of **Skardu Airport in GB for international flights** and Gawadar airport in Balochistan to enhance flight operation

Success stories
Ghulkin, Hunza



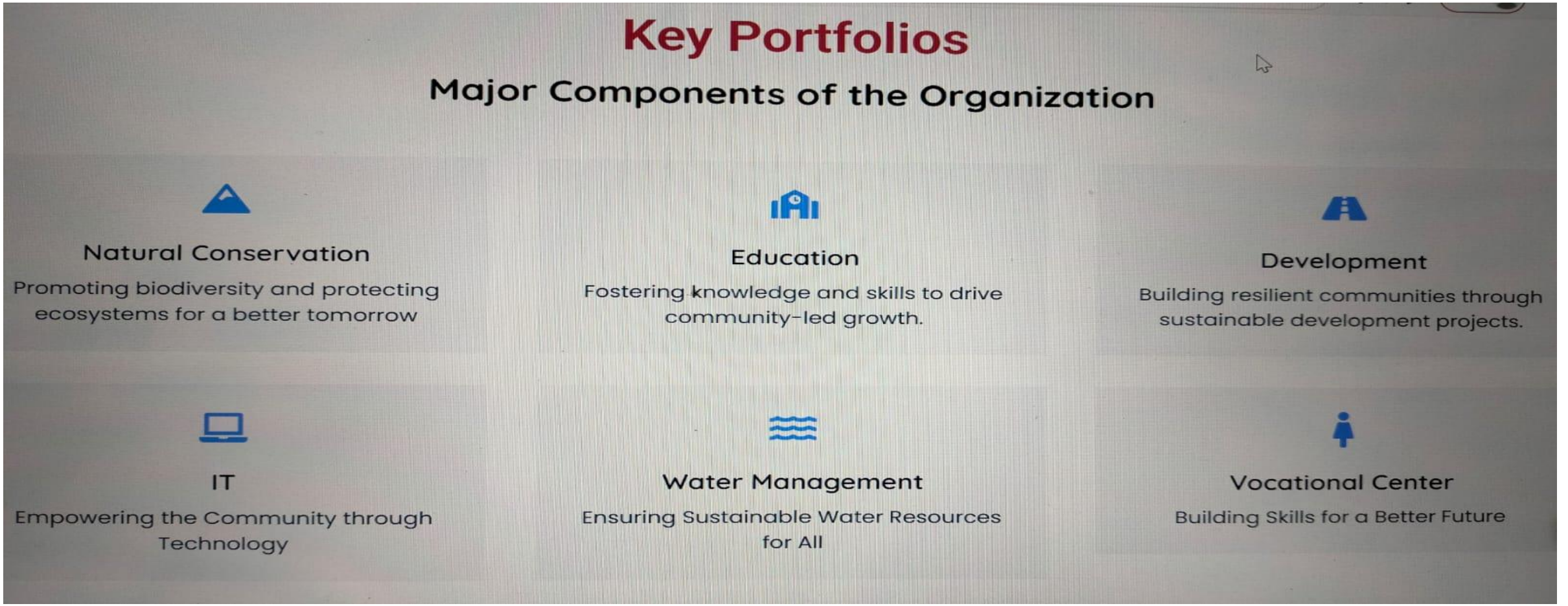
Lahore






Explore Ghulkin
The Land of Beauty & Adventure
VISIT GHULKIN
GILGIT - BALTISTAN

Innovative Initiatives for Community Based Tourism
Ghulkin Local Agency for Development (GLAD) established in 2022.



Innovative Initiatives for Community Based Tourism

- Ghulkin Local Agency for Development (GLAD) has been established in 2022.
- *The village has village organizations and women's organizations for development, supporting both male and female entrepreneurship.*
- *Additionally, there are societies that provide financial assistance to village-level businesses and offer joint venture projects at the community level.*

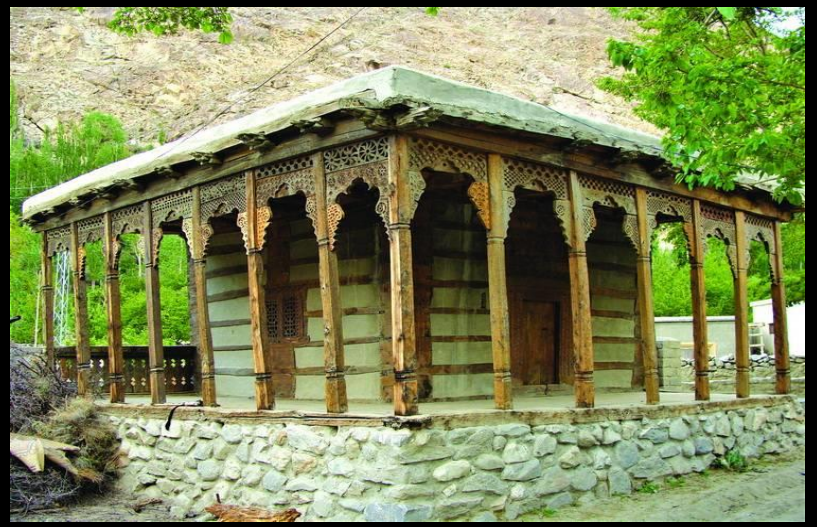
- *For women empowerment village establish women hand craft centre.*
- *Ghulkin Natural Conservation Committee, the village actively works to preserve the biodiversity of the village and surrounding areas. One such initiative is the trophy hunting program, where 80% of the profit goes to the community and 20% to the government. The average price of trophy hunting is between 6000-7000 USD,*



Old House Design on Pillar
(700 Years Old)



Ancient/Old House (700 years old)



Ancient Mosque (900 years old)



White Glacier



Folk Music



Festival



Festival



Traditional House



Traditional Dishes to Tourists



Traditional Dishes



Tropy Hunting to preserve wild-life



Women are engaged in sewing at the Center



Water Irrigation Channel



Women Empowerment



Nomination of Lahore as the ECO Tourism Capital for 2027

Architectural Marvels of Lahore

Walled City	• Walled city offers multitude of tourist attractions with 13 entry gates and Shahi Hamam
UNESCO World Heritage Sites	• Shalamar Gardens, Lahore Fort
Iconic Mosques	• Iconic Badshahi Masjid, Masjid Wazir Khan, Sunehri Masjid, Bahria Grand Mosque
Museum/Gardens	• Lahore Museum, National History Museum, Greater Iqbal Park, Bagh-e-Jinnah
Tombs	• Jahangir's Tomb, Anarkali's Tomb, Dai Anga's Tomb, Asif Jah Tomb, Noor Jehan Tomb
Religious Sites	• Data Darbar, Shrine of Bibi Pak Daman, Shrine of Mian Mir, Gurduwara Dera Sahib, Samadhi of Ranjit Singh, St. Anthony's Church, St. Magdalene Church, Jain's Temple
Iconic Government buildings	• Townhall, GPO, Governor House, Lahore High Court, State Guest House
Educational Institutions	• Government College University, National College of Arts, Aithcison College





Challenges

- Limited international and domestic air connectivity
- Lack of infrastructure in remote tourist areas (roads, transport, accommodations)
- Shortage of skilled professionals in tourism and hospitality
- Environmental degradation from unregulated tourism activities

Recommendations

- Development of heritage hotels, eco-lodges, and traditional guesthouses
- Promotion of cultural festivals, handicrafts, and folk art tourism
- Investment in museums, cultural centers, and archaeological parks
- Creation of specialized tour companies for heritage and religious tourism
- Public-private partnerships in site restoration and tourism infrastructure
- Training and certification programs for tour guides and hospitality staff
- Digital platforms for booking, virtual tours, and cultural storytelling
- Growing interest in experiential, rural, and community-based tourism

Some Useful Links for Pakistan's Tourism Relation Information

- PTDC official Facebook Page

https://www.facebook.com/ptdc.pk

- PTDC official YouTube Channel

https://www.youtube.com/channel/UCuxsxnA4nonPN5jYSQIC3tw

- PTDC Instagram Page

https://www.instagram.com/ptdc_official/

- PTDC Official Website

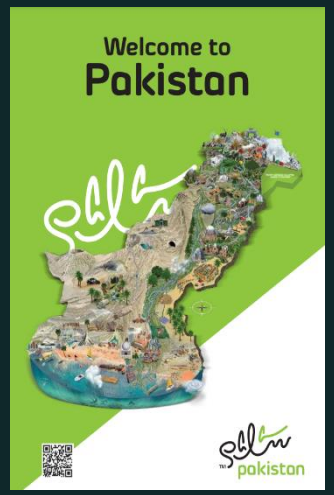
https://tourism.gov.pk/

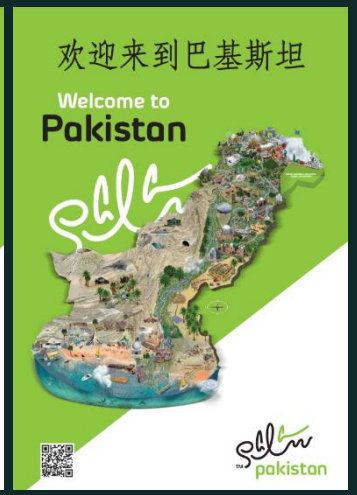
- Salam Pakistan Official Website on Tourism

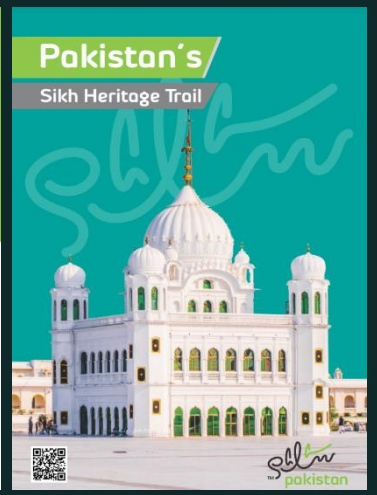
https://salampakistan.gov.pk/

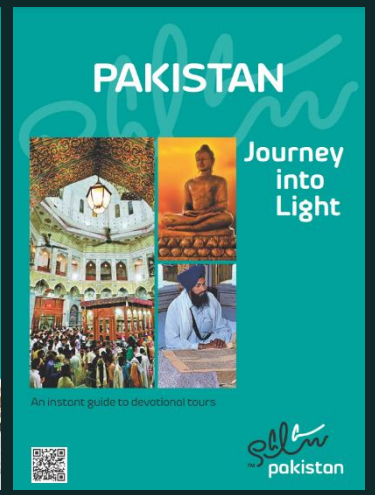
- Official email of MD office: md@tourism.gov.pk

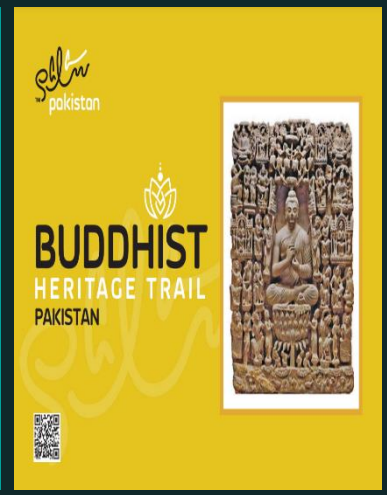
SALAM PAKISTAN
PUBLICATIONS

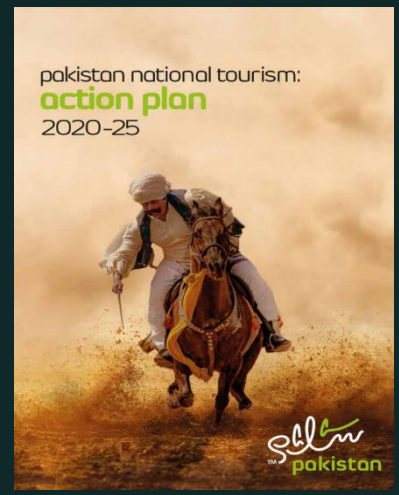


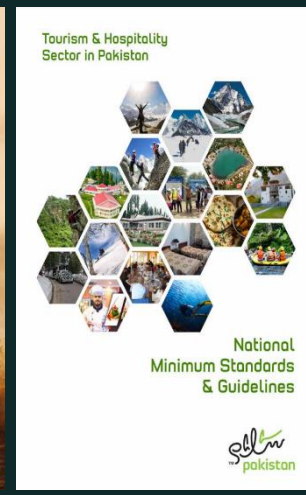




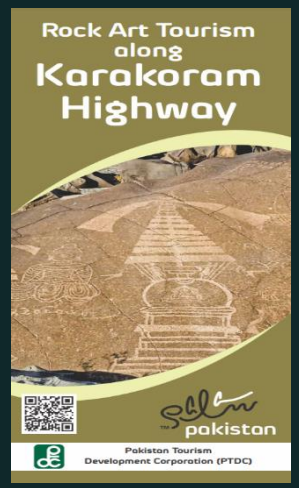


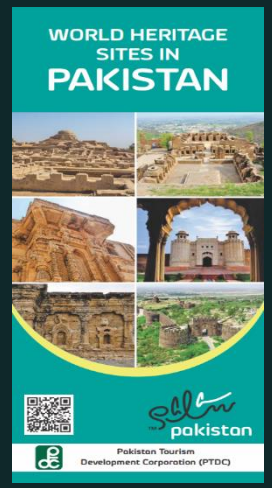


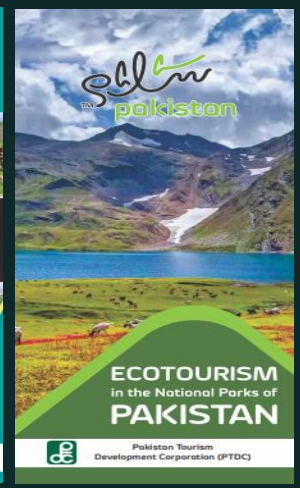


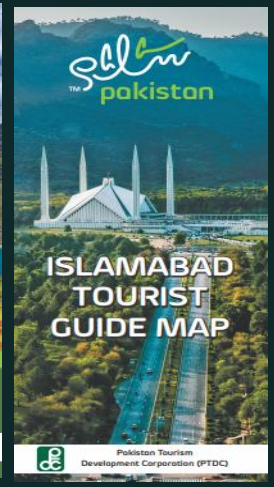


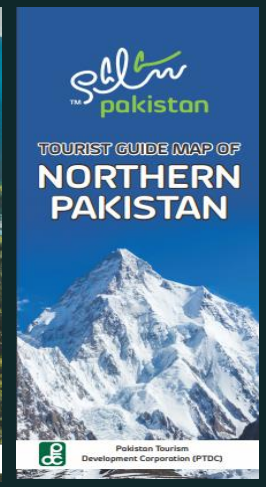


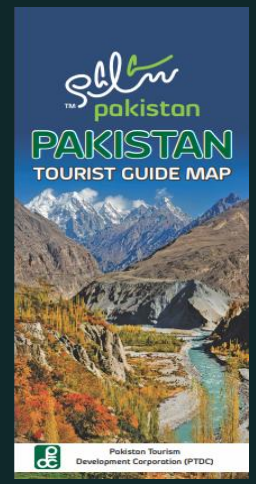


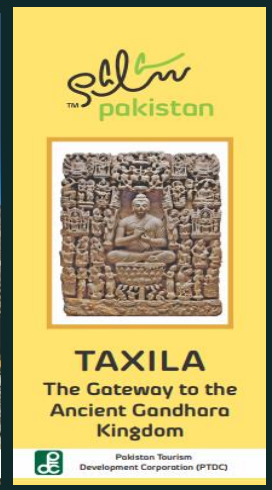


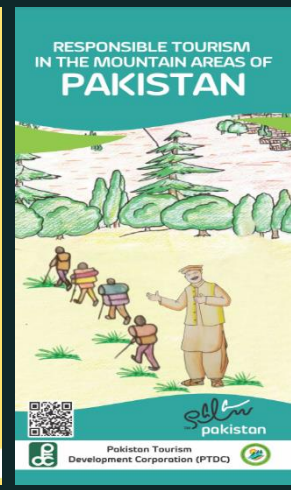














Thanks for your attention

Sadia Nauman
Manager Publicity and Promotion
Pakistan Tourism Development Corporation

SCAN ME
Website:
www.tourism.gov.pk

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Website:
www.salampakistan.gov.pk