

IS MARKETING & MANAGEMENT OF TOURISM REALLY COMMENDABLE IN PAKISTAN?

Qanita Imtiaz Nafees

¹Lecturer, Business and Management Studies, Hamdard University, Karachi, Sindh,
Pakistan.

ABSTRACT

Tourism, a multidimensional business activity, was grown to be a multimillion industry worldwide. Its significance to country's economic, services, and employment generation performance is crucially recognized all over across the globe. However, in Pakistan, despite its promising potential, the state of tourism affairs is gloomy. This research article attempts to diagnose the causes of crawling nature of Pakistan's tourism growth on empirical grounds and suggest ways and means to develop the industry through an optimum use of its natural, historical and cultural resources. The new dynamics of the twenty-first century led to a new competitive environment in the field of tourism business. This scenario is driving the industry companies to adopt new strategic marketing and Management processes, identifying two important aspects of tourism lacking in Pakistan based on the segmentation of tourism marketing and the strategic decisions

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