



# PAKISTAN HOTELS ASSOCIATION

(REGISTERED WITH THE MINISTRY OF COMMERCE, GOVERNMENT OF PAKISTAN)

December 26, 2019

## **PHA Participation in National Tourism Strategy Consultative Workshop organized by PTDC Islamabad**

ISLAMABAD: Pakistan Tourism Development Corporation (PTDC) in collaboration with United National Development Program (UNDP) on 26 December 2019 organized a follow up consultative Workshop to take the process further and finalize National Tourism Strategy. The process started a few months back and with the support of NTCB and its Thematic Working Group members the Strategy is going to be finalized soon. In the workshop members of National Tourism Coordination Board (NTCB), private sector tourism experts and members of thematic Working Groups actively participated to share their recommendations and suggestions.

Chairman NTCB and SAPM Syed Zulfiqar Abbas Bukhari inaugurated the workshop and appreciated the contribution of participants in tourism sector of Pakistan. He said that the Government welcomes constructive and productive feedback of experts and private sector representatives which will be incorporated in finalizing the strategy. He said that present government under visionary leadership of PM Imran Khan, has a special focus on development and promotion of tourism. Formulation of a well-coordinated tourism strategy at national level is essential to make Pakistan an attractive tourist destination. The proposed strategy will provide a roadmap for achieving the important milestones in a more organized and systematic manner.

Mr. Haseeb A. Gardezi, Senior Vice Chairman, Pakistan Hotels Association participated in the Workshop with suggestions on National Tourism Policy, as PHA input on National Tourism Policy has already been submitted to all concerned forums for inclusion in National Tourism Policy.

Managing Director PTDC Syed Intikhab Alam said that draft National Tourism strategy has been developed in consultation with all major stakeholders. The PTDC plans to promptly incorporate comments and recommendations of private sector experts and NTCB members so that NTS could be launched soon. The strategy will help to realize the governments 'vision 2030' and uplift the tourism industry at par with international standards. He also recognized support of UNDP in organizing the workshop

**Secretary General**  
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