

## **Working Paper**

### **Tourism Form: Exploring Entrepreneurial Opportunities in Tourism Sector**

#### **Introduction**

Tourism is a potent economic driver with vast untapped potential in many regions, including Pakistan. To harness this potential, we propose the creation of a dynamic and inclusive "Tourism Forum" that will serve as a platform for engaging entrepreneurs and experts from the tourism industry. This forum will facilitate dialogue, collaboration, and knowledge exchange, focusing on entrepreneurial opportunities and challenges within the tourism value chain.

We are excited to announce a special two-hour session as part of 14<sup>th</sup> ICMR, dedicated to the vibrant world of tourism entrepreneurship. The "Tourism Forum" will be an engaging and insightful gathering of entrepreneurs and industry experts, offering a platform to explore entrepreneurial opportunities and challenges within the tourism value chain.

#### **What to Expect:**

This exclusive session will bring together entrepreneurs, investors, and seasoned professionals from various sectors of the tourism industry. Participants will engage in constructive discussions, gain valuable insights, and network with like-minded individuals who share a passion for tourism and entrepreneurship.

#### **Key Highlights:**

- **Interactive Workshop:** Participants will have the opportunity to attend interactive workshop designed to enhance their knowledge about entrepreneurial opportunities in tourism sector
- **Networking Opportunities:** Connect with potential partners, collaborators, and mentors during networking event
- **Market Insights:** Stay informed about market trends and research findings relevant to the tourism industry.

#### **Who Should Attend:**

- Tourism Entrepreneurs
- Industry Professionals
- Investors Interested in Tourism
- Policy Makers
- Researchers and Academics

**Why Attend:**

- Gain insights into the latest trends and opportunities in tourism entrepreneurship.
- Network with industry leaders and like-minded professionals.
- Access valuable resources and best practices for your tourism venture.
- Contribute to discussions on the challenges and solutions in the tourism value chain.

We look forward to welcoming you to the Tourism Forum. Together, let's explore and shape the future of tourism in Pakistan!

**CARBS**

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