



**Government of Pakistan  
Ministry of Overseas Pakistanis &  
Human Resource Development  
Islamabad**

**Special Assistant to Prime Minister**

*D.O. No.1(2)/2020-SAPM  
Islamabad the 18<sup>th</sup> May, 2020*

**Subject: TOURISM BE DECLARED AS AN EXPORT SERVICES INDUSTRY AND  
INCENTIVES FOR THE RECOVERY OF TOURISM INDUSTRY**

Dear

I hope this letter of mine will find you in good health.

2. Government assigns special importance to travel and tourism industry (T&T) and rightly so as it would certainly realize the goal of economic development and poverty alleviation. T & T contribute toward economic development mainly through generation of income, employment and foreign exchange earnings. In last one year key initiatives were undertaken and are in the offing to provide enabling environment to tourism and associated sectors. However COVID-19 has postponed our planned activities for the sector that includes launch of Brand Pakistan which will now be held once the Covid-19 situation subsides.

3. The worldwide outbreak has negatively impacted all segments but according to UNWTO, tourism has been the worst affected of all major economic sectors. Significant and swift measures are needed to support T & T sector in these turbulent times. I am confident that support measures will help T&T sector to play its role to weather these difficult times and reinvigorate Pakistan's economy as the COVID-19 situation improves.

4. In this regard it is recommended that:-

- a) Tourism may be declared as an "Industry". By declaring tourism as an export services, it would enjoy the same benefits as the other export industry do. In all major tourism markets it is a recognized services industry. For example, India declared it as an industry in 1986, and Sri Lanka in 2007. Since then there tourism flourished with 2019 foreign tourism arrivals in India crossed 12 million and Sri Lanka around 2 million. Needless to mention that the visitation contributed substantially to foreign exchange and domestic economic activities.

- b) Import of machinery and equipment for travel, tourism and hospitality sector be exempted from import duty e.g machinery, equipment and other items required for setting up, up-gradation and expansion of hotels; tourism sporting and other recreation services related items; pre-fabricated room/structures for setting up of new hotels /motels; camping and hiking items; adventure sports (mountain, rock climbing) equipment.
- c) Special concession in import duty may be considered for vehicles imported for use of tour operators for transportation of tourists.

With best regards,

Yours sincerely,



( Sayed Zulfiqar Abbas Bukhari )  
Special Assistant to the Prime Minister  
/Chairman NTCB

**Dr. Abdul Hafeez Shaikh,**  
Adviser to Prime Minister on Finance and Revenue  
Ministry of Finance,  
Islamabad.

**Mr. Abdul Razak Dawood,**  
Adviser to the Prime Minister on Commerce, Textile and Investment  
Ministry of Commerce,  
Islamabad.

Copy to:-

- 1- Secretary, Ministry of Commerce, Islamabad.
- 2- Secretary, Revenue Division, Islamabad.
- 3- Secretary, Ministry of Industries & Production, Islamabad.
- 4- Managing Director, PTDC, Head Office, Rawalpindi
- 5- Joint Secretary (EA), Prime Minister's Office, Islamabad.