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**Branding National Parks to Promote Tourism in Pakistan
(Margalla Hills National Park)**



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Abstract:

Tourism these days has become a very serious & important industry around the globe. People are becoming more & more health & environment conscious & are fun oriented as well. For this purpose a study has been conducted. This study based on the awareness & commitment of general public regarding tourism to National Parks in Pakistan and especially Margalla Hills National Parks which also is going to be very helpful for the Government institutions, to take some initiatives which could also result in boosting our tourism industry.

Key words: Margalla Hills, National Park, Tourism, Branding

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