**THE CONTRIBUTION OF TOURISM FOR SUSTAINABLE ECONOMIC GROWTH: A CASE STUDY OF LAHORE-PUNJAB**

Tourism is an engine for sustainable economic growth and cultural heritage tourism always considered as an asset for a country. Pakistan’s tourism sector has the potential to become an exporter to sale goods and services to the domestic tourists as well as to the international tourists. Tourism supports to labour market; it contributes differently to the economy; in different areas like, generates the employment opportunities, increases the government revenue, improves standard of livings, and eliminates the poverty and also a big source of foreign exchange. There are many studies that address tourism’s contribution in sustainable economic growth.Tourism impact can be analyzed through different prospective (economic, socio-cultural, life gratification, environmental, This study was based on the following objectives; (i) to study the socio-economic characteristics of the respondents (ii) to estimate the impact of tourism (iii) and to give policy recommendations. To meet the objectives; pre-testing was conducted before the finalization of questionnaire. Likert items open and close-ended questions were included in the questionnaire. Total 150 occupied people were selected randomly for the interviews at Imperial mosque and Royal fort (Lahore). MS excel and SPSS used for descriptive analysis and applied partial least square structural equation modeling (PLS-SEM) for the estimation of latent variables, for this purpose SmartPLS3 was used. The results of the study showed that majority of the respondents were male, matured in age, married, having low education level and they were belonged to low income group.

***Key words:*** **Tourism, Sustainable economic growth, poverty, PLS-SEM**