

Moreover, another challenge to tourism in Pakistan is poor hoteling system. It can hinder tourism by causing booking inefficiencies, guest dissatisfaction and negatively impacting the country tourism. In fact, increase in security concerns deters tourists from choosing Pakistan hotels, making them feel unsafe about visiting the country.

The U.S Embassy in Islamabad has prohibited all its personnel from visiting to Marriott hotel in december due to security concerns.

Such a security concerns indicates the inefficiency of poor hotelling system in Pakistan. (Crisis 24, Pakistan: US Embassy prohibits staff, 2022). To sum up, poor hoteling system is a challenge to tourism industry in Pakistan.

Another challenge to tourism in Pakistan is the propagation of Pakistan's negative image on international media. It influences by variety of factors such as, political, social and economic issues. Pakistan is facing the revival of terrorism. Such terrorism creates negative image of Pakistan. These image of terrorism has been spread by international media which ^{has} produced negative perception about Pakistan. The Global Terrorism Index's recent designation of the Baluchistan Liberation Army as the fastest growing terrorist group. Such designation reflects negative image of Pakistan which consequently declines tourism in the country (Voice of America, Pakistan Suffers Record Terror, 2023). In short, Pakistan's negative image propagated by international media is an obstacle to tourism industry.