

Assignment No. 2

Challenges of Tourism in Pakistan

- Terrorism and Law and order
- Lack of investment in hospitality industry
- Public is not trained
- Opening of bank accounts
- Poor infrastructure: railways/ transport

1. Terrorism and Law and order

- a) Risk of attack on tourism sites – Nanga Parbat Base Camp Attack 2013
- b) Challenge of militant attack on crucial airports - Lahore, Islamabad and Peshawar airport
- c) Challenge of possible attack on religious sites – Lal Shahbaz Qalandar attack in 2017
- d) Challenge of malicious attacks of militants on tourists – Nanga parbat massacre in 2013
- e) Challenge of militant's attack on hotel – 2008 Marriott Hotel

2. Lack of investment in hospitality industry

- a) Shortage of quality hotels and accommodations
- b) No effort to maintain tourist sites
- c) Language barrier

d) Language barrier

3. Public is not trained

- a) Market price scams
- b) Challenge of theft, pick pocketing
- c) Challenge of negative attitude of people towards Britishers
- d) Street harassment of females
- e) Criticism on their cultural dresses.
- f) Telling tourist the wrong address or directions

4. Opening of bank accounts

- a) Cannot open bank account in Pakistan
- b) Complex procedures
- c) Cannot use credit card of their respective country
- d) Carry cash

5. Poor Infrastructure: Railways/ Transport

- a) Challenge of old infrastructure, insufficient maintenance, least modernization efforts
- b) Challenge of railway incidents – Tezgam Fire incident (2019), Ghotki train collision (2021) etc

c) No direct railway route to terrorist locations like Northern areas

d) Lack of tourist friendly transport services

e) Over crowded roads and transportation means.