

Promoting tourism in Pakistan:

Day: _____

OPPortunities and challenges

Date: _____

Challenges (outline)

- (1) Terrorism and "law and order"
 - => Public places for joyment
 - => Hospitals
 - => Resturants

- (2) Lack of investment in hospitality industry
 - => Attraction sites for tourist
 - => Public transport
 - => Tourist guide

- (3) Public is not trained
 - => Bad behaviour with tourist
 - => Extra charging of money
 - => Wrong information

- (4) Opening of Bank accounts
 - => Cash handling
 - => Roberry

- (5) Poor infrastructure
 - => Transport
 - => Hygiene issue