

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 that is not a challenge
- 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

Misguiding

4. Opening of bank accounts

- a) Cannot open back 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.

Also mention
solutions/recommendations
Typed assignments are not
entertained, pls send hand written
assignments