

# Promoting tourism in Pakistan:

Day: \_\_\_\_\_

## OPportunities and challenges

Date: \_\_\_\_\_

### Challenges (outline)

- (1) Terrorism and "law and order"
  - => Public places for joyment, entertainment
  - => Hospitals
  - => Restaurants
  
- (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
  - => Robbery
  
- (5) Poor infrastructure
  - => Transport
  - => Hygiene issue

Keep writing