

## **Tourism Industry in Pakistan: Challenges Faced and Future Prospects**

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**Abstract :** In this work we will discuss the challenges faced by tourism industry in Pakistan. Tourism plays vital role in the socio-economic growth of a country. The countries of world, with less tourism opportunities are lagging behind from other nations of the world. Pakistan is one of those countries which rich in historical places, natural beauty, and uniqueness in handmade items and also of green forests. Present study will discuss the challenges being faced by tourism industry with special focus on hotel industry and law and order situation.

**Keywords :** Pakistan, tourism, handmade items, hotel industry

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