

Pak tourism industry should avail of opportunities

Pakistan's hotel and tourism industry has a huge potential for both the local and foreign investors and they should come forward to avail the opportunity. This was stated by LCCI President Zafar Iqbal Chaudhry while speaking at a reception hosted by the Managing Director Shun restaurant in honor of newly elected by LCCI office-bearers and Executive Committee. MD Shun restaurant Nadeem Inamul Haq and Zafar Ghuman also spoke on the occasion. The LCCI President said that there was an acute shortage of hotels in Pakistan in general and in the City of Lahore in particular, that has attained the status of hub of business activities in the country. Zafar Iqbal Chaudhry said that there was no denying the fact that revenue growth in the hotel industry had steeply dropped in the wake of global recession and law and order situation. However, he said, it was temporary phase that would vanish with the speed it appeared on the scene. He said that Shun Japanese restaurant was not only a good addition in the Lahore's hotel industry but it would also help the people of two sides to understand each other. The LCCI President said that the government should come up with a package of incentives for both the hotel and tourism industries to attract the potential investors as on the one hand it would cut poverty and unemployment while on the other it would generate extra revenue for the state. The LCCI President said that there was no doubt in it that the recent incidents of terrorism have destroyed the economic fabric of the country and shocked every human being but the entire nation is determined to weed out the menace once for all.