Hellfire is surrounded by lusts, and Paradise is surrounded by adversities

Abu Hurayrah (may Allah be pleased with him) reported: The Messenger of Allah (may Allah's peace and blessings be upon him) said: "Hellfire is surrounded by lusts, and Paradise is surrounded by adversities."

[Authentic] [Narrated by Al-Bukhāri]

The Prophet (may Allah's peace and blessings be upon him) points out that Hellfire is surrounded by desirable things, namely the commission of sins or the failure to perform duties. So, whoever follows his desires in this regard deserves Hellfire. And that Paradise is surrounded by undesirable things, like persistence and patience in observing the commands and avoiding the prohibitions. So, whoever determines and strives to do this deserves Paradise.

http://www.sunnah.global/hadeeth/en/show/3702