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**THE ROLE OF TOURISM IN SOCIO-ECONOMIC
GROWTH OF SHIMSHAL VALLEY, DISTRICT HUNZA,
GILGIT BALTISTAN**



By

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Department of sociology

Quaid-i-Azam University,

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2015

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**“Thesis submitted to the Department of Sociology, Quaid-i-Azam
University, Islamabad, for the partial fulfillment of the degree of Master
of Science in Sociology.”**

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FINAL APPROVAL OF THESIS

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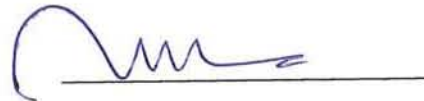
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ACKNOWLEDGEMENT

In the name of Allah the most merciful and beneficent, who gave me courage to complete this research work. However, without His blessing the dream of finishing this research work has never come true.

I am thankful to Dr. Sadia Saeed who guided me in this research work. Under her supervision all my difficulties regarding research work have been cleared.

I am highly thankful to my friend Umar khan , Asif Nawaz , Rahim ud din , Rana, Sania, Maryam And Mashkooor from the Department of Sociology and Shandana Saeed from NIP, Quaid-i-Azam University Islamabad, who helped me in the completion of my research work, I am truly grateful for all kinds of attention provided by parents brother and cousins who always encourage me in my academic work.

Asif Raza

Abstract

The ministry of tourism has not played a good role in the field of tourism in Pakistan. Some of the reasons for this might be because of terrorism, lack of investments and modern values in tourism and as a result the economy of the country loses a valuable asset. This study is an attempt to explore the relationship between tourism and the socio economic growth of Shimshal valley. To analyze the situation, this study was conducted in the Shimshal valley. The quantitative research method was adopted to conduct the research; the sample size was 162 respondents both male and female. The simple random sample was used as the sampling technique. The tool for data collection was interview schedule. The tool for data analysis was an SPSS. Quantitative data analysis was chosen and chi-square test was used to test the relationship between dependent and independent variables. Out of the total respondents, 53.1% said that the area is popular because of tourism 81.9% respondents claimed to be involved directly or indirectly in tourism activity and 52.5% agree that tourism creates job opportunities in the area. The study shows that tourism increases the socio-economic growth among the people of Shimshal valley.

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Chapter No.1
INTRODUCTION

The word tourism is taken from the word tour which means moving from one place to another place for some time and tourism is the activity of people who travel to places outside their customary surroundings and stay there for leisure, business or other purposes, for no longer than one year without interruption (World Tourism Organization 2002), It may be for various purposes like for business meetings, conferences or even to meet with their relatives. “tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual movement environment for reasons such as leisure, business, religious or health reasons and other purposes such as visiting friends and relatives (Willy et al. 1987)” .

According to definition of World Tourism Organization(2002:67) “Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater for their needs” .

As the term tourist is derived from the word tour meaning a circular trip usually for business, pleasure or educations during which various places are visited and for which an itinerary is usually planned..The travel industry produces expectations, sells dreams and provides memories(elgammal 2012).

The tourism industry is composed of variety of trades in goods and services. Primary travel trades in the tourist industry are hotel industry, food and beverage industry, transport industry, travel industry. Whereas, secondary travel trades include retail shops of souvenirs, antiques and gifts, Banks and

financial institutions, hair dressers, laundries and suppliers of goods and services for hoteliers, caterers and transport undertaking (Murphey 1990). There are many elements and factors to complete tourism, the first thing is the person who is traveling by which we mean the tourist, second is the place being visited, which is his destination and lastly we have the host community. Without these elements, tourism may not exist. Basically tourism is divided into four categories, the first is International tourism, second is Internal tourism, the third is Domestic tourism and fourth is National tourism which includes Internal tourism plus Outbound tourism.

Tourism is one of the growing activities in world and its importance and significance in international trade is very important and its rank is among the top industries and tourism is a source of social and economical change in the world (McIntosh et al. 1995). As tourism have both problems and benefits for the host country, in the twentieth century tourism effects the socio-cultural and socio-economic environment and tourism increases the foreign exchange earnings, creates jobs, generates income, increases tax revenue and promotes welfare (Robertico and Manuel 2008).

Tourism is one of the worlds oldest and most profitable businesses. From tourism many countries that have low economy, countries including France, Spain and Italy in Europe and Thailand, Nepal, Sri Lanka and India in Asia, have improved. Tourism industry is one of the major sources of foreign exchange, tourism development generates economic growth in under

developed economies that have no primary sector of any significance and also lack of export diversification. The state of Bhutan and Nepal are good examples. Most governments in developing countries that promote tourism do in order to earn more foreign exchange, to increase national income, increase rate of employment and basically something to achieve regional development of backward areas. Some small economies that are poor in natural resources may benefit from promotion of tourism (Kadt 1979). Pakistan is one of the richest in culture and historically. There are different cultures in Pakistan like Pashtuns, Punjabies, Sindhies and Balochies, the beauty of Pakistan is one of the famous in the world and historically Pakistan is one of the oldest place of civilization, religion and culture, its landscape, mountains, rivers and lakes attracts tourists from all over the world to visit Pakistan.

For the nature lover, Pakistan is a land of spellbinding beauty, for the adventure seeker, this is a terrain that challenges the most daring of spirits, for the historian, there are excavations, museums and artifacts aplenty.

The center of half a dozen ancient civilizations is evident in the sights and scenes one comes across at diverse places. The Indus Valley civilization flourished at Mohenjo-Daro and Harappa 5000 years ago. Evidence of the glorious Gandhara era is still to be found in the country. In the northern region of Pakistan stand eight of the ten highest peaks in the world. Here we have the amazing Karakoram Highway, popularly known as the Eighth wonder of the world. The height is 16,000 feet above sea level and it meets to People's

Republic of China. The beaches on the shores of the Arabian Sea are perhaps few of the unspoiled ones in the world. It is in this scenario that Pakistan emerges as a favorable tourist destination.

In the 1980's, the average tourism receipt was 41 million, in the 1990's it was 45 million and in the last decade the average tourism receipt was 196 million. In contrast, terrorist activities have also increased in last three decades. In the 1980's, the average terrorist activities were 27, in the 1990's it was 163 and in the last decade it was 251. This result shows a positive effect on the economic growth of Pakistan but terrorism has created a bad effect on tourism in Pakistan, the lack of interest of the government and international countries has resulted in much more strict visa policies that have reduced the flow of tourism in Pakistan which in turn has caused trouble for the economy of Pakistan. So now the tourism industry is not able to put their share in the economy of Pakistan (Raza et al. 2013).

Shimshal is situated in the extreme northern boundary of Pakistan, adjacent to a river of the same name forming a tributary to the Hunza River. Opened to the world through a 53 km jeep track that connects it to the Karakoram Highway in 2004, Shimshal is a collection of some 200 households who speak Wakhi, an East Iranian language (Butz 2002). Situated in a series of glacial and alluvial fans, irrigated agriculture is made possible by melted water from the glaciers, snow capped mountains and the river. At an altitude of 3,000 - 3,300 meters above sea level, the cultivated area of the valley covers about

250 hectares, where hardy cereals, potatoes, peas and beans, apricots and apples are grown. Literacy levels are notably high at above 80 % (Shimshal Environmental Education Program 1995) but major health issues include tuberculosis (Alvi et al. 1998). Many tourists come Shimshal every year and the local organisation that goes by the name Shimshal Nature Trust deals with the tourists and are working for the promotion of tourism in the village (Butz 2002).

1.1 Statement of problem:

Shimshal Valley is one of the most attractive tourist destinations in Pakistan, it is famous for its natural beauty and it has high mountain peaks, passes, glaciers etc. Many tourists come every year for mountain climbing, pass crossing, tracking, hunting, teaching and training and to enjoy the natural beauty of Shimshal valley. The main source of income in Shimshal is tourism. The people are very attached with the tourism industry they work as a tour guides, porters to carry the luggage of tourists and many people run their own tourist companies and hotels to provide services that the tourists may need. The other sources of income are live stock, small businesses, selling fruits, some spices and dried fruits and few people are working in government and public sector.

From tourism the people of Shimshal have benefited greatly in many ways like construction of schools, health centres, Shimshal Nature Trust office and mountaineering school Shimshal have been set up in the valley. All these

institutions have a significant effect on the socio-economic values of the locals and in addition it has become a source of disputes among the society because of the monetary issues and work forces that run these institutions.

Many of the tourists provide short and long term scholarships to the students which really helps the students in boosting their intellectual qualities and to utilize their skills for the betterment of their future and to serve their beautiful village. These scholarships have helped many students to accelerate their studies from schools to university levels in unique subjects.

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1.2 Objectives:

- To find out the effect of tourism on economic life of the local people of Shimshal valley.
- To find out the effect of tourism on social life of local of Shimshal valley
- To find out the current situation on tourism in Shimshal valley.
- To find out the people's perception about tourism.

1.3 Significance of study

Tourism represents the movement of one third of the world' s population on an annual basis but in the recent years, the study of tourism as social contributor received global attention and purposeful treatment in the last two decades. Whereas in third world countries like Pakistan because of the lack of resources we cannot make our tourism industry strong.

Very few research studies have been conducted on tourism in Pakistan and its importance has been neglected. This study will help to find out the significance of tourism and it' s effects on the socio-economic conditions of the people and a new chapter will be added for further studies and in the pieces of research we will also find the effect of tourism on the social and economic lives of people. I want to find out how the tourism industry is beneficial for Pakistan and if the result is positive then we will promote tourism in places other than Shimshal and if there is some negative impact of the lives of local people then we will try to solve the problem.

Chapter No.2
REVIEW OF THE RELEVANT LITERATURE

2.1 Social effects of tourism

Deery (2012) offers an exhaustive audit of the literature on the social effects of tourism. The creators have used an elaboration of Getz's (1977) simple scientific classification of financial, social and natural effects that is utilized here to catch insightful commitments crosswise over controls. They contend that an exhaustive comprehension for tourism's effects is debilitated by the overwhelming quantitative methodology of existing research. At long last, they proposed that individual attributes, for example, to what extent occupants have lived in a territory, level of reliance upon tourism and distance from tourism were key impacts on how tourism is seen and in what context. Derry supported subjective methods, for example, narrating, stories and perception. Chur et al. (2006). In this research the researcher examined how to get income, how to collect income from foreigners and tourists and use them for the welfare of the society. First to use the domestic made things to sell them to tourists and the second to use natural elements such as landscapes, to attract tourist and in both cases, the result was positive. To get more revenue from the tourists, he thought to get the locally produced goods, which were sold for a cheap price and then sell those for a higher price to the tourists. He found that from these experiences there are two types of benefits, first rise in tourism and second improvement in the income of society.

2.2 Impact of tourism on people of shimshal valley

Butz (2000) a high number of middle aged occupants of Shimshal work as porters, however none of them show portering is their primary occupation. The men who carry luggage are mostly in their late adolescence to mid forties, and belong to families of middle class. An unbalanced number are English-speaking understudies, home for the mid year and isolated to some degree from their family' s agrarian schedules. The action of portering is not developed desultorily as an occupation; nor is it connected with a specific cast or class of family. Shimshali porters praise most tourists. The tourists who visit the territory are greatly welcomed and highly appreciated by the locals. Despite the intense attention towards numerous other part-time jobs of acting as a watchman, numerous youthful town men in northern Pakistan are pushed into looking for portering work by absence of job opportunities and are pulled by the possibility of speedy income. In this paper, the researcher has talked about a project of strategic, casual, unbalanced resistance and a vital, formal and straightforwardly fierce resistance. Both of these have joined to develop an ally-situated method of operation and a changing spatiality - the statement of a third-space sensibility. In both cases Shimshalis have envisioned parts of their domain as being spaces past the dualisms placed in those spaces. This is a move both of resistance and hybridism. Indeed, the hybrids born in resistance have been a central topic all through the paper. Doormen's strategy endeavours to draw in tourists past the dualistic way of

the work relationship. Thus, the Shimshal Nature Trust surrenders much to western technocratic understandings of and cases to imperilled space/ Shimshali space. In both cases Shimshalis have changed their comprehension of themselves toward their oppressors.

2.3 Economic development and International tourism

Chou (2013) consumed the data to distinguish causal connections between tourism spending and economic development in ten Central and Eastern European nations from 1988 - 2011. Despite the fact that the creator does exclude Croatia in the examination, the blended results propose that the arrangement producers ought to fare thee well before tolerating the thought that tourism essentially causes development. Chou finds that in Slovakia, Latvia, and Cyprus, tourism spending prompts financial development, while in the Czech Republic and Poland, monetary development can expand tourism. The creator finds that in Estonia and Hungary, tourism and development strengthen each other. Skerritt and Huybers (2005) investigate the effect of international tourism on economic growth of 37 developing countries and the result is positive. It is concluded that tourism has significantly contributed to boost economic growth in developing countries.

2.4 Defects in the tourism of Pakistan

Baloch (2001) stated that the ministry of tourism department has not been playing a good role in the field of tourism in Pakistan and it does not have the full power to handle the tourist problem so the tourist area and the tourists

themselves face many problems because there is the the non availability of sufficient fund, government is not interested, lack of modern technology and facilities. Pakistan Tourism Development Corporation have a chain of hotels all over Pakistan but Pakistan Tourism Development Corporation has failed to provide standard facelifts for the tourists. In June 2006, Malamjabba Resort reported five different names on signboard and only 22 rooms were in use and there were no facilities of toilets, parking and telephone. The reason for lack of tourism is political instability, regional and local conflicts and poor security and safety, international marketing, poor quality control. The high peak of the Hindukush with their untainted, green roads and inviting cordial populace are a tourism asset of it' s own kind, which can deal with the required income for the populace of Chitral. Existing wealth of physical and social environment in Chitral constitutes the asset base for tourism and wellspring of prime fascination for visitors. The absence of a natural disposition of aides, cooks, kitchen assistants, doormen, inn managers, and neighbourhood occupants as a noteworthy issue and turn-off for vacationers in Chitral. Dwyer (2005) stated that event tourism is a source of economy, he said that special events are considered one of the major generators of income for host destinations. He argued that the impact of an event on the local economy is usually greater than it' s impact on the hosting country, as socially people meet with different cultures and people. The other is that local food or other items are introduced and people sell the locally manufactured

things at double price which is a source of income for them. The guest use the host destination accommodation, local food and transport and which is a good sources of income generation for host destination.

Hundt (1996) stated that development in tourism impact on worldwide and international economy tourism has become one of the most important economic industries in the world. First the tourism in developed nations then for cheap labor and then the place they move to under develop nations so some people invest in tourism and other take the profit from tourism. In the field of tourism there are many problem that the tourists find, health is one of them and it may be any form like hospital or lack of medicine or diseases like Sexual Transmitted Diseases (STD). To attract tourist there are six basic things that promote tourism, the first is social infrastructure, second is your political organization, how the politicians of your country influence tourism, third is some attraction in form of natural beauty. Fourth is accessibility in food, transport and accommodation and last is cheap labor so they can easily use labourers in the area. So from these sources we can gain foreign exchange, balance of payment, tax from tourists, we can generate income, employment through using human labour and work for the empowerment of women. There is also some disadvantage of tourism which is in the form of environmental issues, in form of economical and health so there should be proper planning for tourism and planners should be focused on the need for tourists as well because it does play a role in the growth of the economy of the

country in the form of handling money, hoteling and other sources of income generation. There will be problems in the development of tourism if it's not planned out. Levi and Petit, (2015) stated that the wage distribution has a beneficial outcome on aggregate intra-traveler exchange and the coefficient is critical with the partial legit estimator. For any two nations, the more comparative the pay circulation designs are as far as normal salary by docile and the more noteworthy is the force of vertical intra industry exchange. It has beneficial outcome just on vertical intra industry exchange tourism when it comes to recognizing even and vertical intra exchange, regardless of whether there are settled impacts. This is the thing that we expect accordingly for the assembling area. The numbers of verifiable and social locals has a negative effect on the intra industry trade at the point when there are no altered consequences on the other hand blustery days have a beneficial outcome on vertical intra industry exchange tourism on the grounds that atmosphere have a decent part in tourism.

2.5 Gross domestic product and tourism

Not surprisingly for locally made products max GDP likewise has a constructive outcome on worldwide and vertical intra tourism exchange. For the assembling segment, the span of the economy matters. A given item is more prone to be made in an expensive economy because of the more extensive scope of businesses. Vertical intra industry trade is more inclined to be watched when exchanging accomplices have an extensive generation

division. Economies with extensive tourism parts might in like manner take part in exchange vertically separated things. Gross domestic product per capita, salary appropriation cover, social vicinity and geographic separation are the most critical main thrusts behind vertical intra industry exchange for European nations. There is intra-tourism exchange between European nations in social administrations in light of comparative interest and pay, yet the supply side of the clarification is comprised of distinctive mixes of segments, which consolidate to clarify the allure of every nation. Intra-tourism exchange is prone to take after the pattern saw in fabricated merchandise. Kim et al. (2013) link the people living style with their satisfaction, how they want to live and what facilities they want in this the author wanted to link tourism with the accommodation facilities present in the tourist area the author made different hypotheses to explain the development in tourism, further he explained the start of tourism, how to grow, the maturity and decline and he used the data from Virginia city for this. They concluded with the social, cultural, economical and environmental impact on tourism how these factors affect the tourism industry and how these factors are involve in health and safety of people of host people and tourist. Kunst (2011) used a case study to deal with and analyze Croatia's strategy choices amid the continuous worldwide subsidence. Given the part of the tourism area in Croatia's economy and vulnerability about the nation's rising up out of the budgetary emergency, the creator analyzes the country to Malta, Egypt, and Turkey, all

of which he saw as having usefully managed the business amid incline brassiness time. Utilizing confirmation of accomplishment by these reasonably created Mediterranean match-mates, he advocated firmly for government associated in pulling in and controlling interest in the tourism industry. Malik (1998) the study was intended to determine tourism potential, evaluate its socioeconomic effect in order to draw rules for amplification of its advantages for the populace of the range. The study presumed that if tourism, if legitimately arranged and kept within tourism accepting ranges within the breaking points of tourist limit, performs the part of impetus of improvement. The study rotated around and succeeded to demonstrate taking after theories in the setting of Pakistan all in all and Northern Areas specifically. There is direct/positive relationship between the tourism development and economic improvement. The economic effect becomes more profound and more extensive as tourism develops. In Northern Areas tourism has turned out to be one of the significant impetuses of starting and speeding up of improvement procedure. Noteworthy ascent in wage level, changing utilization example, stream of products and administrations in the range talks about critical commitment of the tourism to the change in the zone's economy. Till the season of finish of the study, tourist flow had almost no or no effects on the general social and social environment of the Northern Areas, as the neighborhood foundations were excessively solid, making it impossible to counter the antagonistic engravings. Nonetheless, some antagonistic effects,

on immaterial scale, have been seen in areas, which get tourists in moderately expansive numbers, and those are generally urban zones. Be that as it may, the power of social, economic, natural and different effects of tourism move in sensitivity for the level of tourist stream communicated as extent of nearby populace in tourist accepting zone. Milne (1985) indicated that to present a detail on the effect of tourism on destination economy, it esteems important to acquire full information on tourism consummation and other income, division by part, the general size and the total cost. Then again, business survey allows us to know the estimation and occupation era capacity of the different business divisions identified with the tourism and hospitality sectors but first should be gather information and make full plan for our future economy that will be good for the future. That there is ability in the local people to plan their tourism business and they can generate income from tourism at local level and they can generate revenue for their village. In case study of Egypt, the level of income and employment generation is higher than other place where 65% duty free sector like small hotel and tour operators are locally affiliated. The accommodation, restaurant and other service sectors they purchase good from local market so the revenue is double and the cost is minimum in this case it's 52% . Locally made handicraft are sold so the small business have the ability to generate more income and employment locally (Moussa and Moussa 2010).

Khalil, Kakar, and Waliullah (2007) stated in this article that the landing of remote vacationers is expanding step by step in these territories. Pakistan accomplished a record development in traveler entries of number of voyagers, 798260 to be particular, from all vacationer creating markets, which is 23.3 percent increment from the earlier year (2004). Pakistan's offer in the area has expanded from 8.6 percent in 2004 to 10.1 percent in 2005. On the planet visitor landings, Pakistan's offer is 0.10 percent contrasted with southern locale offer of 10.1 percent in 2005. Tourism in Pakistan has potential, the traveler arrivals are in the consistent line that around 42 million residential guests went with in the nation in 2005. Almost 90% traveler went by street, 8.5% by rail and just 1.8% went via air. Tourism industry has assumed a huge part in the financial advancement and has promising future and development potential in the nation. There is solid causality between tourism receipts and GDP, which is valid for all slack requests in the event of Pakistan. Then again GDP causes tourism receipts, implies that in the event of Pakistan financial development in GDP influences the tourism receipts it implies that monetary extension is vital for tourism advancement in the nation. Tourism plays its role in the economic growth because of sectional tourism increases in economy in short run and it also contributes in the economy of the country as well as in tourism development in which government generates income for the local people and employment through tourism development. Government gives the motivations to tourism industry as fundamental base, for example, streets, enormous air

terminals, great transport framework and assessment motivating forces to the inns and other tourism related commercial enterprises. Government also provides security for the local and international tourist so they enjoy their visit and government also make such policies which promote tourism in country.

2.6 Tourism is the source of income in developing countries

Wto (2013) argued Tourism is a source of economic growth and development further he says that tourism estimated to account for 9% of the world GDP direct or indirect in different foam it reduce poverty provide income and social opportunists. Tourism is also playing it' s role in the export sector the individual developing countries tourism is one if the three leading sectors. Tourism provides 230 million job all over the world directly or indirectly and specially for youth and women, the best thing is that tourism empowers women. Tourism takes us toward the green economy, it promotes private sector business and development which helps us to achieve the millennium development goals where tourism industry try to maximise the positive impact worldwide, the developing counties fully gain benefits from the tourism sector and build a better life style in a green development model. Wlliams and Lawson (2001) found that one of the most grounded determinants of constructive impression of tourism was individual advantage; individuals who get individual budgetary advantage from tourism have a tendency to be more positive about tourism's effects on a neighborhood group. Individual qualities may be a great deal more persuasive in deciding disposition towards

tourism than demographic variables. Case in point, individuals who rate group issues profoundly may be more negative about tourism's effect on groups. Subsequently, an emphasis on group advantages may be more significant: if individuals see tourism to be bringing advantages for the group in general, they may be more tolerant of any issues that tourism may present to them as people. Moran et al. (2001) found that in spite of the fact that weights on framework included high in tourism's financial effects, Westlanders by and large felt that the area could maintain expanded levels of tourism—in spite of the fact that this supposition differed marginally relying upon the area: for instance, Hokitika was seen to have sufficient ability to adapt to more tourism, whilst current levels of settlement, administrations and exercises in spots like Harihari couldn't undoubtedly adapt to higher appearance levels. The principle advantages distinguished were good to go, budgetary and occupation, trailed by those connected with enhanced group offices. The creators likewise found that the routes in which groups profited affected disposition towards tourism and that apparent group advantages in Westland obliged close examination to build up which divisions of the group profited and what the accurate way of these advantages was. Case in point, new organizations were frequently worked by new occupants who had relocated from outside the area, bringing on a level of disdain by long-term nearby inhabitants. Moreover, business and money related advantages were regularly at any rate incompletely restricted in bigger tourism focus.

2.7 Assumptions

The major assumptions of the study are as below

- Tourism is the source of the income.
- Tourism increases governmental revenues.
- Tourism improves the living standard people.
- Tourism creates job opportunities.
- Tourism strengthens the social and political changes.
- Tourism is the source of transmission of an advance culture.
- Tourism creates a favorable worldwide image your village.
- Tourism promotes international understanding and peace.
- It is an advantage for the hosts.

Chapter No.3
THEORETICAL FRAMEWORK

3.1 Theory of Social change

Ogburn's (1922) most enduring intellectual legacy is the theory of social change. He suggested that technology is the primary engine of progress but tempered by social responses to it. Thus, his theory is often considered a case of Technological determinism but it's really more than that. Ogburn posited four stages of technical development: invention, accumulation, diffusion, and adjustment.

3.1.1 Invention

It is the process by which new forms of technology are created. Inventions are collective contributions to an existing cultural base that cannot occur unless the society has already gained a certain level of knowledge and expertise in the particular area.

3.1.2 Accumulation

It is the growth of technology because new things are invented more rapidly than old ones are forgotten, and some inventions (such as writing) promote this accumulation process.

3.1.3 Diffusion

It is the spread of an idea from one cultural group to another or from one field of activity to another, and as diffusion brings inventions together, they combine to form new inventions.

3.1.4 Adjustment

It is the process by which the non-technical aspects of a culture respond to invention, and any retardation of this adjustment process causes cultural lag.

3.2 Application of theory

The theory is completely related to the topic. According to the theory that source of change in society is the technology. It is rare thing because the technology is the most pre-requisite to change the society or community. In this study the researcher is going to relate the technology with tourism. Without technology the tourism is impossible. The transport is the source of the reaching on the hill station or the valleys. However the people come to the valley for from flung areas to see the charm and beauty of the valley.

Another important role of technology in the tourism is that the advertisement of the modern dresses and culture in the valley. For amusement the lift erected in the rough places is also part of the technology. People see the beautiful panoramas through the lifts. The upper model demonstrated that when the change comes in the society, Technology existed in the community; however the technology boosts up the innovation. The innovations not only increase the prosperity but also the thrill of tourism. The tourism increases the amusement and joy.

3.3 Propositions

- Social change comes through technology.
- Technology increases innovations.

- Innovations boost up the Prosperity.
- Prosperity and booming provoke the people to tourism.
- Tourism is the massive source of Amusement among the people.

3.4 Hypothesis

3.4.1 Alternative Hypothesis

H^0 there is no relationship between socioeconomic growth and tourism.

3.4.2 Null Hypothesis

H^1 Tourism increases the socio-economic growth among the people of Shimshal valley.

Chapter No.4

CONCEPTUALIZATION AND OPERATIONALIZATION

4.1 Conceptualization

Conceptualization refers to the process of clarification of concepts and ideas that are being used in research work. In this process, research topic is divided into variables which are further explained defined in the light of existing information about them. A variable or concept may have many contexts; therefore, it is necessary to specify the nearest meaning of variable or concept that is being used in research work.

4.1.1 Tourism

Tourism is a activity in which people travel to another place and use their services or their pleasure (Oxford Advanced Learner's Dictionary 2010:3309) and provide business for the host as people use their their services. (Mariam webster2010:389).

4.1.2 Socioeconomic

Socioeconomic is a field of study that examines social and economic factors(Cambridge dictionary 2010:1229)to better understand how the combination of both social and economic activities influencessociety and According to Oxford dictionary (2008:2685), socioeconomic is concerned with the interaction of social and economic factors so socioEconomic is related to both economical and social factors .

4.1.3 Growth

According to Cambridge dictionary(2010:653), the increase in the size or the importance of something is growth, as the economical conduction of

people increase due to tourism so the life standard also increases , similarly the word “growth” has been defined as anticipated progressive growth especially in capital value and income (merriam webster 2008:135) as well the money come to the valley and people invest in business and increase their income.While it has been defined in another dictionary as “the process of increasing in amount, value, or importance” (Oxford dictionary 2008:968).

4.2 Operationalization

Operationalization is the process in which the researcher explains the key words which are being clarified previously by the different means.The researcher defined the key words and their concepts at the best of his knowledge.

4.2.1 Tourism

Tourism is a source for pleasure, entertainment and fun for many people. As for research purpose, tourism has been taken as the independent variable in the study because it affects the social and economic lives of people in the society thus from the given definitions and literature, researcher has concluded that tourism leads to social and economic growth. Tourism brings investment to the country. Through tourism, people run their hotels, restaurants and tourist companies which improve their social and economic lives.

4.2.2 Socioeconomic

The term "socioeconomic" refers to the social and economic activities. In the research, the terms used for social and economic activities which influence their life style such as education, family, environment, transport, business, hotel, transport and see the impact of tourism on the social and economic life of local people.

4.2.3 Growth

Growth refers to quantitative increase in importance, value and amount so the researcher found that tourism helped improve the social and economic status of the people and helped in improving their lives and what improvement or change become in their life style because of tourism.

Chapter No.5
RESEARCH METHODOLOGY

The research design used for the present research was quantitative, which is purely statistical in nature of research. Every scientific discipline has a set of rules and processes, which has to be observed in conducting an effective research. The survey research method is made up of research technique, which is used for data collection.

5.1 Research design

In this research the data was collected on the basis of quantitative research. The research was designed to find out the socio-economic growth due to tourism in Shimshal valley. Another major reason for using this method is that this design helps the researcher to relate the cause and effect relationship between the dependent and independent variable and this design also helps to test the hypothesis.

5.2 Universe of the research

The universe of this research was set in Shimshal valley District Hunza. Shimshal is one of the famous place for tourism and most of the people are well aware about tourism as most of people are employed in tourism industry .

5.3 Sampling techniques

In this research, the, the purposive sampling method was used to collect data from the sample population. In this research the researcher only give chance to the persons who is related to tourism industry directly or indirectly so the researcher get more accurate answer from the person.

5.4 sample size

The data was collect from Shimshal valley where tourism activities are concentrated and also from the residence of Shimshali people who live in cities and they are involved in tourism activates . The age of the respondents from which we collect data were above 24 years because they can easily understand the question and are involved tourism related activates, From the total of 1700 population the researcher take 162 respondent from shimshal valley.

5.5 Tool for data collection

Tool of data collection was interview schedule and many people who do not understand English language will be help to fill the questionnaire. All the variables are covered in Interview Schedule.

5.6 Techniques for data collection

Face to face interviewing was done through semi structured interview schedule in which mainly questions were asked from the respondent, The reason for this method is its reliability and accuracy for data collection.

5.7 Pre testing

Pre-testing is an instrument in which a researcher tests his exploration before the gathering of information. It gets to be important for the check of significance of the study. Questionnaire was pre-tested for 15 respondents.

5.8 Data analysis

In this research descriptive and inferential statistical procedure were used to analysis the data. Descriptive statistical was used to analysis the percentages and frequencies and inferential statistical was used for chi square, hypothesis testing in statistical package for social sciences (SPSS) which is one of the most popular software for social sciences.

5.9 Opportunities and limitation of the study

It was impossible for the researcher to get the data from the whole population, so the researcher has take a sizable sample of the universe. During data collection, the researcher experienced the irresponsible attitudes of the respondents.

Sometimes respondents left some question unfilled because of the shortage of time, for this the researcher has to convince them to give some more time to fill the questionnaire.

To explore the socio-economic change comes from tourism in their life it was very difficult to get their personal information.

5.10 Ethical Concerns

It is the moral duty of the researcher to get permission before initiating any research activity e.g. asking for interview from respondents. Trust can be built through politeness and giving due respect to the interviewees. The researcher must avoid personal questions and use of abusive language. In the field the researcher will take every research ethics. Before interviewing

to respondent, he will show them the permission letter from the supervisor and university for data collection in the field. He will give assurance that the information that is gathered from them will always remain confidential.

Chapter No.6

RESULTS

This chapter is divided into two sections. In the first section, descriptive analysis of variables is presented and in the second section, inferential data analysis i.e. hypothesis testing of variables is carried out. Descriptive analysis comprises the statistical methods dealing with the collection, tabulation and summarization of data, so as to present meaningful information whereas, inferential analysis is data analysis aimed at testing specific hypothesis.

6.1 Descriptive Analysis

Descriptive analysis is a statistical method for analyzing the percentages and frequencies. Descriptive analysis summarizes a set of data with one number or table.

Table 6.1.1 Gender of respondent

Categories	Frequency	Percent
Male	85	52.5%
Female	77	47.5%
Total	162	100.0%

Table no 6.1.1 demonstrates the overall percentage distribution of the respondents. In which 85 were male respondents and the 77 were female respondents. Males were 52% of the total respondents and the female percentage was 47.5% of the total respondents, there is equal participation of male and female in this research .

Table 6.1.2 Age of respondent

Categories	Frequency	Percent
24-29	56	34.6%
30-35	47	29.0%
36-41	29	17.9%
42-Above	30	18.5%
Total	162	100.0%

The Table 6.1.2 revealed that there are different categories with the reference of the age. At the age of 24-29 years; the respondents were 56 and the 34.6% of the total respondents. At the age of 30-35 years old were 47 respondents and the 29% of the total respondents. From 36 to 41 years old; the respondents were 29 and the 17.9% of the total respondents. Above the 42 years old the respondents were the 30 and the 18.5% of the total respondents, this table show that Most of the respondent were young people because they are energetic and can work on filed and mountain area .

Table 6.1.3 Marital status of the respondent

Categories	Frequency	Percent
Married	144	88.9%
Divorced/Widow	10	6.2%
Unmarried	8	4.9%
Total	162	100.0%

Table no. 6.1.3 showed that 88.9% of the respondents are married, 6.2% respondents are widow or divorced and 4.9% of the respondents are unmarried so this table shows that most of the respondents are married so they are working with tourism because of lack of resources and income.

Table 6.1.4 Family Size of respondents

Categories	Frequency	Percent
4-7	56	34.6
8 and Above	106	65.4
Total	162	100.0

Table no. 6.1.4 illustrated 56 respondents said that they have 4 to 7 family members in their family. Their percentage is 34.6 percent of the total respondents. On the other hand 106 respondents said that they have long family comprise of the seven above respondents. Their percentage is 65.4 percent of the total. People have long families they conveyed the message.

Table 6.1.5 Family type of respondents

Categories	Frequency	Percent
Nuclear	56	34.6
Joint	106	65.4
Total	162	100.0

Table no. 6.1.5 describes the different categories regarding the family. Here two Categories are given in the upper table. 56 respondents belong to the single family structure and they were 34.6 % of the total respondents. and 106 respondents said that they live in joint family and where the 65.4% of the total. Consequently, the majority of the respondents belong to joint family in Shimshal valley as they live in mountain region and people are not economically sound .

Table 6.1.6 Occupation of the respondents

Categories	Frequency	Percent
Employed	77	47.5
Farming	56	34.6
Any other	29	17.9
Total	162	100.0

Table no. 6.1.6 demonstrated the different types of occupation having the respondents. So, in this table 77 respondents are employed and their

percentage is 47.5. The count of the respondent who has farming occupation in 56 and the percentage is 34.6. The respondents who have besides the two types of occupation or have another occupation were 29 and their percentage is 17.9 percent. The table elaborates that the majority of the people are employed and most of them are working with tourism as tourist guide , portraying and the second source of income is farming and they grow wheat and other foods .

Table 6.1.7 Monthly Income of the respondents

Categories	Frequency	Percent
10001-20,000	56	34.6
20,001-30,000	29	17.9
Above	77	47.5
Total	162	100.0

Table no. 6.1.7 explained the monthly income of the respondent. Fifty six respondents have 10001 to 20000 monthly income and they were 34.6% respondents of the total. The respondents who have 20001 to 30000 monthly incomes were 29 and their percentage is 17.9%. Seventy seven respondents have above income of 30001 and their percentage is 47.5 percent. So the majority of the people belong to the middle class as they earn enough income from tourism .

Table 6.1.8. Respondent's opinion regarding the popularity of the area

Categories	Frequency	Percent
Tourism	86	53.1
Fruits	29	17.9
Prey	47	29.0
Above all	0	0.00
Total	162	100.0

Table no. 6.1.8 showed that 86 respondents and their percentage 53.1 said that their region has the repute of the tourism. However, 47 respondent said that the indigenous rely on the prey of the animals like ibex hunting until 29 respondents having percentage of 17.1 said that the region is famous because of fruits. The table conveyed the message that the Shimshal valley is reputed because of tourism as tourism is the primary sources of income and second the area is popular because of hunting is tourist come to the area and hunt ibex and other animals .

Table 6.1.9 Respondent's knowledge regarding the word tourism

Categories	Frequency	Percent
Yes	132	81.5
No	30	18.5
Total	162	100.0

Table no. 6.1.9 elaborated those 132 respondents having 81.5 percentages said yes about this question until 30 respondents having 18.5 percentages said no in the favor of this question. This table shows that majority of the respondents knew about the tourism and have the tourist visit the valley and they are well aware as most of the people are working with tourism industry ..

Table 6.1.10 Knowledge of the Tourism to Respondent

Categories	Frequency	Percent
Indigenous	33	43.56
Relatives	40	52.8
Friends	27	35.64
Any others	32	42.24
Total	132	100.0

The table no. 6.1.10 demonstrated that 33 people with percentage of the 43.56 said that they have listened from the indigenous of the valley. In this way 40 respondents said that they heard from relative until 35% respondents said that they have listened from the friends. In short majority of the respondents told the researcher that they are well known about the word tourism.

Table 6.1.11 Respondent response about tourism Activity

Categories	Frequency	Percent
Yes	106	65.4
No	56	34.6
Total	162	100.0

Table no. 6.1.11 explained that 106 respondents said that they knew the term tourism. However 56 respondents having percentage 34 said that they did not know about the term tourism. The table conveys the message that abundance of respondents has the knowledge of the tourism because the areas rely on the tourism.

Table 6.1.12 Respondent knowledge regarding the access of tourists in the valley

Categories	Frequency	Percent
Yes	132	81.5
No	30	18.5
Total	162	100.0

Table no. 6.12 showed that 132 respondents favored the question and said yes their percentage 81.5 on the other hand 30 respondents did not favor the question their percentage is 18.5 percent. This table is concluded that 132 respondents said that foreigner come to the valley for outing as they work and witness the tourist in Shimshal Valley .

Table 6.1.13 Respondents knowledge regarding the definition of tourist

Categories	Frequency	Percent
Tourists	133	82.1
Migrants	14	8.9
Any other	15	9.0
Total	162	100.0

Table 6.1.13 showed that 133 respondents favored the question and said that when people come from interior or abroad to valley are called tourists. However 14 respondents said that they are called the migrant until 15 respondents with the percentage of 9% of the total named it any other thing. All in all abundance of the respondents knew the distinct between tourism and migration.

Table 6.14 The advantage of tourists to the ingenious people of the valley

Categories	Frequency	Percent
Yes	133	81.9
No	29	18.1
Total	162	100.0

Table No. 6.14 elaborated those 133 respondents having 81.9 percentages said yes about this question until 29 respondents having 18.1 percentages said no in the favor of this question. The majority of the respondents favored the question. Most of the respondents told the researcher that their house

hold income rely on the visitors as they work and sell their product to tourists.

Table 6.1.15 Respondent opinion regarding advantages to local people by the tourists

Category	Frequency	Percentage
Economical	52	39.09
Moral	31	23.30
Cultural	17	12.78
Any other	33	24.81
Total	133	100.0

The table demonstrated that 52 respondent having percentage 39 said that the visitors gave the economic advantage to the local people however 31 respondents said that visitors give them the moral advantage to the folk. 17 respondents told that the visitor gave them the cultural advantages to the indigenous people. However the table conveyed the message to the people that the tourist gives the advantages to the local people.

Table 6.1.16 Respondent opinion regarding losses to local people faced by tourists

Category	Frequency	Percentage
Economical	5	17.24
Moral	16	55.17
Cultural	5	17.24
Any other	3	10.34
Total	29	100.0

The table demonstrated that 5 respondents Having percentage of 17.24 said that the visitors gave the economic loss to the local people however 16 respondents Having percentage of 55.17 said that visitors give them the moral loss to the folk. 5 respondents 17.24 percent told that the visitor gave them the cultural loss to the indigenous people. However the table conveyed the message to the people that the tourist gives the loss to the local people.

Table 6.1.17 respondents happiness on the arrival of tourists at the valley

Categories	Frequency	Percent
Yes	133	81.9
No	29	18.1
Total	162	100.0

Table No. 6.1.17 elaborated those 133 respondents having 81.9 percentages said yes about this question until 29 respondents having 18.1 percentages said no in the favor of this question. The majority of the respondents favored

the question. Most of the respondents told the researcher that people feel the happiness on the arrival of the respondents.

Table 6.1.18 Respondents opinion regarding tourism as a source of income for the local people

Categories	Frequency	Percentage
Livestock	19	11.72
Tourism	83	51.23
Personal business	22	13.58
Government job	20	12.34
Private job	10	6.17
Others	8	4.93
Total	162	100.0

The table illustrated that the primary source of local community is the tourism. The visitors come to the valley for visiting; the local people receive the remittance in return to give them the accommodation to the visitors. On the hand the some of the people related to local community depends on the government and the private job. Until 13 percent people relates to the business. The table conveys the message that the 80 percent of the local get income from the tourism.

Table 6.1.19 Primary source of income of respondent

Categories	Frequency	Percentage
Livestock	19	11.72
Tourism	83	51.23
Personal business	22	13.58
Government job	20	12.34
Private job	10	6.17
Others	8	4.93
Total	162	100.0

The table illustrated that the primary source of local community is the tourism. The visitors come to the valley for visiting; the local people receive the remittance in return to give them the accommodation to the visitors. On the hand the some of the people related to local community depends on the government and the private job. Until 13 percent people relates to the business. The table conveys the message that the 80 percent of the local get income from the tourism as the area is famous tourist point and there is lots of oppertunies in tourism industry so most of the people are working with tourism.

Table 6.1.20 Respondent opinion about their involvement in Tourism Activity

Categories	Frequency	Percent
Yes	133	81.9
No	29	18.1
Total	162	100.0

Table 6.20 elaborated those 133 respondents said yes they are involve in tourism activity until 29 respondents said that they are not involve in any tourism activity. The majority of the respondents are involved in Tourism as tourism is the primary sources of income of local people.

Table 6.1.21 Respondent's opinion regarding female participation in tourism

Categories	Frequency	Percent
Yes	121	74.32
No	41	25.68
Total	162	100.0

In table No. 6.1.21 121 respondents said yes about this question until 40 respondents said no in the favor of female participation in tourism activity. Majority of the respondents told the researcher that they are supporting the female into the tourism participation and they are involved in tourism as

many girls working as climbing and the Samina Baig the famous mountaineer is also belong from shimshal valley .

Table 6.1.22 Respondent opinion regarding female of his/her family who works with tourism

Categories	Frequency	Percent
Yes	122	75.30
No	40	24.70
Total	162	100.0

Table No. 6.1.22 elaborated those 122 Respondent say that their female participate in tourism activity about this question until 40 respondents said no in the favor of this question. The majority of the respondents support to their female to participating in any tourism activity so most of the respondents told the researcher that their females are involved in the tourism activity.

Table 6.1.23 the respondent opinion regarding satisfaction of tourists behavior

Categories	Frequency	Percent
Yes	106	65.4
No	56	34.6
Total	162	100.0

Table No. 6.1.23 showed that 106 respondents favored that they are satisfied with the behavior of tourist who come to visit the valley until 56

respondents said that the tourist who come in valley their behavior is not good with the local people. The majority of the respondents favored that they are satisfied with the tourist behavior with the local.

Table 6.1.24 Respondent opinion regarding to sell any thing to tourist

Categories	Frequency	Percent
Yes	110	67.90
No	52	32.10
Total	162	100.0

Table No. 6.1.24 showed that out of all respondent 110 said yes that they or their family member sell anything to tourist on the other hand 52 respondents did not favor the question and said no in the favor of this question. The majority of the respondents told the researcher that they have sold the something to the visitors.

Table 6.1.25 Respondents opinion regarding change in culture due to tourism

Categories	Frequency	Percent
Agree	30	18.5
Disagree	56	34.6
Strongly Disagree	76	46.9
Total	162	100.0

Table No. 6.1.25 showed 30 respondent agree that the culture is change due to flow of tourism 56 respondent disagree with the statement and 76 respondent Strongly disagree that due to flow of tourism there is no change in cultural values. The table is concluded that the respondent did not agree the view that the tourism degrades the cultural values.

Table 6.1.26 Respondent's opinion Regard Tourism creates Problem

Categories	Frequency	Percent
Strongly disagree	59	36.4
Disagree	47	29.0
Don't Know	56	34.6
Total	162	100.0

Table No. 6.26 explains that 59 respondents were strongly agreed about the question that tourism creates problem in the local , 47 respondents were agreeing and 56 respondents said they did not know about the question .

6.1.27 Respondent's opinion Regard to tourism Increases the incidence of crime and gambling

Categories	Frequency	Percent
Agree	30	18.5
Disagree	56	34.6
Strongly Disagree	76	46.9
Total	162	100.0

Table No. 6.1.27 that 30 respondent said that they were agree that tourism Increases the incidence of crime and gambling. 56 respondents are disagreeing that tourism Increases the incidence of crime and gambling on the other hand 76 respondents are strongly disagreeing.. This table shows the tourism is the suitable occupation rather than the problematic. So, majority of the respondent disagreeing from the statement asked from the interview Schedule.

Table 6.1.28 Respondent opinion regarding their personal income increases due to tourism

Categories	Frequency	Percent
Strongly Agree	47	29.0
Agree	56	34.6
Don't Know	29	17.9
Disagree	30	18.5
Total	162	100.0

Table no. 6.1.28 explains that 47 respondents having percentage 29.0 were strongly agreed about the question, 56 respondents were agreeing and 29 respondents said they did not know about the question, their percentage was respectively 34.6% and 17.0%. On the other hand 30 respondents having percentage 18.5 were disagreeing.

Table 6.1.29 Respondent opinion regarding family income increases due to tourism

Categories	Frequency	Percent
Strongly agree	77	47.5
Agree	56	34.6
Disagree	29	17.9
Total	162	100.0

Table 6.1.29 demonstrated for that 77 respondents were strongly agreed about the question, 56 respondents were agreeing and 29 respondents said they did not know about the question, their percentage was respectively 34.6% and 17.9 percent of respondent disagree. The table conveys the message that the tourism not only increases the beauty of the area but also the source family income.

Table 6.1.30 Respondent opinion regarding Tourism and enhancement of cultural heritage (art, music, handicrafts)

Categories	Frequency	Percent
Strongly agree	47	29.0
Agree	56	34.6
Disagree	59	36.4
Total	162	100.0

Table 6.1.30 explains that 47 respondents having percentage 29.0 were strongly agreed about the question, 56 respondents were agreeing and 59 respondents said they disagree about the question; their percentage was respectively 36.4% and 34.6 percent. The table gives the result that the culture and music is enhanced because of tourism as the tourist take picture and make videos and show them to their relatives and upload on internet and more people visit Shimshal Valley .

Table 6.1.31 Respondent's opinion regarding advancement of tourism and economic changes on local level.

Categories	Frequency	Percent
Agree	30	18.5
Don't Know	29	17.9
Disagree	56	34.6
Strongly Disagree	47	29.0
Total	162	100.0

Table NO. 6.1.31 elaborated that 18.5% respondents said that Tourism has increased the economy on the local level until 17.9% said that they did not know about the question. On the third point 34.6 percent said that they disagree about the question. In the end 29.0% said that they strongly disagree about the question.

Table 6.1.32 Respondent's opinion regarding tourism as a source of governmental revenues

Categories	Frequency	Percent
Strongly agree	47	29.0
Agree	85	52.5
Disagree	30	18.5
Total	162	100.0

The table no. 6.1.32 stated that 47 respondents having percentage 29 were strongly agreed until 85 respondents having percentage 52 .5. On the other hand just 30 percent people were disagreeing from the purpose. This table shows that the tourism is the source of governmental revenue as government take tax from tourist and use the services .

Table 6.1.33 Respondent's opinion regarding improvement of the living standard of locals due to tourism

Categories	Frequency	Percent
Agree	56	34.6
Don't Know	29	17.9
Disagree	30	18.5
Strongly Agree	47	29.0
Total	162	100.0

Table no. 6.1.33 elaborated that 34.6% of respondent agree that tourism improve the living standard of local people 29.0% strongly agree , 17.9%

said don't know 18.5% Disagree with the statement ,According to finding Tourism in the area effect the living standard in positive sense as the local people use to sand their children in good schools , collages and universities and inShimshal valley tourist build School and health center and working on different development sector so people take advantage from them to improve their life .

Table 6.1.34 Respondent's opinion regarding tourism creates job opportunities

Categories	Frequency	Percent
Agree	85	52.5
Disagree	47	29.0
Strongly disagree	30	18.5
Total	162	100.0

Table 6.34 argued that 52% respondents agree that Tourism creates job opportunities for local people, 29.0% disagree and 18.5% strongly disagree and said that tourism cannot provide job opportunists in Shimshal valley. As many people are employed in School and health center and other are working with tourism ,

Table 6.1.35 Respondent's opinion regarding tourism and enhancement of Socio-political changes

Categories	Frequency	Percent
Strongly agree	47	29.0
Agree	56	34.6
Disagree	59	36.4
Total	162	100.0

Table NO. 6.1.35 explains that 47 respondents having percentage 29.0 were strongly agreed about the question, 56 respondents were agreeing and 59 respondents said they disagree about the question; their percentage was respectively 36.4% and 34.6 percent. The table gives the result that the culture and music is enhanced because of tourism.

Table 6.1.36 Respondent's opinion regarding tourism as a source of transmission of an advance culture

Categories	Frequency	Percent
Agree	30	18.5
Don't Know	29	17.9
Disagree	56	34.6
Strongly Disagree	47	29.0
Total	162	100.0

Table 6.36 elaborated that 30 respondents having percentage 18.5 said that tourism is the source of an advance culture. However 9 respondents said that they do not know the importance of the tourism. In the same way, 56 respondents said that they are disagreeing with the statement. Until 47 respondents said that they totally disagree with the statement.

Table 6.1.37 Respondent's opinion regarding tourism and the promotion of peace and calm

Categories	Frequency	Percent
Strongly agree	47	29.0
Agree	85	52.5
Disagree	30	18.5
Total	162	100.0

In table 6.37 47% of respondent strongly agree that tourism promotes international understanding and peace, 52.5% respondent agree and 18.5% disagree. This table conveys the message that the tourism increase the think the international worlds and the soul of peace.

6.2 Inferential Analysis

Inferential analysis is a statistical procedure which is used to test the specific hypothesis through Chi square. It is complex statistical technique used to infer the cause and effect and to determine the degree to which the findings of a sample can be generalized to a larger population.

Table 6.2.1 Association between Increases the incidence of crime and gambling due to Tourism and Behavior of tourist with local people

		Are you satisfied with behavior of tourists in Shimshal valley?		Total
		Yes	No	
Do you think that tourism Increases the incidence of crime and gambling ?	Strongly Agree	47	0	47
	Agree	30	26	56
	Don't Know	29	0	29
	Disagree	0	30	30
Total		106	56	162

The above table shows that 47 respondents strongly agreed on behavior of tourists in Shimshal valley and 56 respondents agreed about that tourism increases the incidence of crime and gambling. So the respondents agreed on both statements.

Chi square

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.004E2 ^a	3	.000
Likelihood Ratio	131.546	3	.000
Linear-by-Linear Association	49.100	1	.000
N of Valid Cases	162		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1.02.			

P is < then 0.05. The relationships between Are you satisfied with behavior of tourists in Shimshal valley and Do you think that tourism Increases the incidence of crime and gambling have positive relationship and research hypothesis is accepted the significant Pearson square is 1.004E2a, degree of freedom is 3 and a P value is .000 which is less than 0.05 which shows the results are significant. However there is a relationship between” Are you satisfied with behavior of tourists in Shimshal valley and Do you think that tourism Increases the incidence of crime and gambling have positive relationship? So we accept the research hypothesis.

Table 6.2.2 Association between tourism creating social problems and tourism promote peace and calm in Shimshal valley

		tourism and the promotion of peace and calm			
		Strongly agree	Agree	Disagree	Total
Do you think that tourism creates social problems	Yes	85	47	0	132
	No	0	0	30	30
Total		85	47	30	162

The above table shows that 85 respondents strongly agreed on that tourism and the promotion of peace and calm in Shimshal valley and 47 respondents agreed that tourism creates social problems. So the respondents agreed on both statements.

Through Chi-Square testis do you think that tourism creates social problems and tourism and the promotion of peace and calm have positive relationship

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.620E2 ^a	2	.000
Likelihood Ratio	155.250	2	.000
Linear-by-Linear Association	136.775	1	.000
N of Valid Cases	162		

0 cells (.0%) have expected count less than 5. The minimum expected count is 1.56.

P is < then 0.05. The relationships between Do you think that tourism creates social problems and tourism and the promotion of peace and calm have positive relationship and research hypothesis is accepted the significant Pearson square is 1.620E2a, degree of freedom is 2 and a P value is .000 which is less than 0.05 which shows the results are significant. However there is a relationship between” Do you think that tourism creates social problems and tourism and the promotion of peace and calms we accept the research hypothesis

Chapter No.7

DISCUSSION, SUGGESTIONS AND CONCLUSION

7.1 Discussion

Tourism is an important step, even vital, income for many countries. It's importance was recognized during the Manila Declaration on World Tourism of 1980 as "a fundamental activity for the life of nations because of the direct impact on social, cultural, educational and economic sectors of communities and national and international relations". Bring tourism in large amounts of revenue for the local economy as payment for goods and services needed by tourists, which represents 30% of world trade in services, and 6% of total exports of goods and services. Furthermore, it creates jobs in the service sector in the economy related to tourism. However, in Shimshal (Pakistan) the occupation of tourism is at it's highest peak. People go there from flung areas to watch the eye-catching and beautiful natural panoramas in the valley. In the Shimshal valley the occupation of tourism is flourishing rapidly. The visitors come to valley to amuse themselves with elegant panoramas. Mean while the income of the local people increase because they sell the residence to the visitors on temporary basis . Besides that the tourism intruded the innovative and an advanced culture in to the valley. For example the advanced dress pattern is worn in advanced countries . Not only, from the indigenous: men participated in the distinct activities regarding tourism but also the women. They cooked and baked the various types of appealing meals for the tourists, in return for which receive the above given amount . The most positive thing is the literacy rate in the valley. The

customs of gaining education came from the advent of the visitors in the valley. From interior of the Pakistan, educated and innovative folks come into the valley for visit, observing them; the local people also send their offsprings into the laurel institutes existing in Pakistan. They send their children to the universities for higher education. The researcher is also one of these . Cultural legacy is the example of the a live nation. In the Shimshal valley, the section is advanced because of the arrival of tourists. In the valley the music, arts and it's instruments are advanced because of the involvement of the tourists in the valley. The pre-requisite and over-arching, the economy is advanced owing to tourism. The economic system that is integral for the soul of the survival for human being on the earth. So in the Shimshal valley, the economy of the people strengthens just because of the tourism . All in all the tourism is remained the favorable and reputable for the Pakistan in each epoch however the abundance of defects existed in the institution would be discussed in the coming apart.

7.2 Suggestion

The institution of tourism is favorable for the survival of Pakistan. However there is a bundle of slackness and defects on the way of institution needed to rectify.

1. Government should also involve themselves to modify the hill station in the Shimshal valley.

2. The residence of the Shimshal should also be careful about the cleanliness of the valley; all the dust and garbage should be taken care of effectively.
3. The locals should maintain the environment of peace in the valley so that maximum visitors and tourists come in the valley.
4. The locals should also put up the legitimate prices of residence on daily basis so that the tourists of each class come to the valley for amusement.
5. The local should refrain from the terrorist activities that spread the environment of war and terror in the valley.

7.3 Conclusion

Tourism is one the magnificent occupation of the people of the Shimshal valley, Pakistan. Although majority of the people are related to this profession. This research proved that the income of the local people depend on this profession. However a few of the respondents were related to other professions like animal stocking and business. The prerequisite thing in the valley is the transmission of the advance culture because visitors come from the flung areas or abroad. They introduce a culture of their own. The visitors increase the repute of the valley through of the world. The advantage is that majority of the visitors would come to the valley for visiting. In the end the tourism not only increases the socio-economic condition in the favor but also the jobs, health and educational opportunities.

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ANNEXURE

ANNEXURE

The Role of Tourism in Socio Economic Growth of Shimshal Valley, District Hunza Gilit Baltistan

interview schedule

Asif Raza

This questionnaire is related to an academic research on the topic “The role of Tourism in Socio Economic Growth of Shimshal Valley” and focused group would be male and Female of age 4 to 35 and above of Shimshal valley . I am student of Quaid-i-Azam University, Department of Sociology, the purpose of this research is purely academic and will not use to cause any harm to any person. Personal information will not be disclosed to any one and it will be kept confidential.

1. Gender of respondent

1 ..Male2 .Female

2. Age of responded

1. 24-29 2 .30-35 3. 36 and above

3. Marital status of respondent

1. Married 2. Divorced 3.Widow

4. Family Size of Respondent

1. 5-7 2. 7 and above

5. Family type Respondent

1. Nuclear 2. Joint

6. Occupation of respondent

1. Tourism 2. farming 3. Any other

7. Monthly income of respondent

1. 10001-20,000 2. 20,001-30,000 3. 30,001 and Above

8. According to your thinking for what purpose your region has fame?

1. Tourism 2. Prey 3. Fruits 4. Above all

9. did you hear ever the word tourism?

1. Yes 2. No

10. If yes then from where did you hear?

1. Indigenous 2. Relatives 3. Friends 4. Any others

11. Do you know that what tourism is?

1. Yes 2. No

12. Do foreigners or local tourist come to your area every year?

1.Yes 2.No

13. When people come from abroad or interior of country for amusement to your area, what do you say to it?

1.Tourism 2.migration 3.Any other

14. When tourists come from for beyond areas; do they give advantage to your village ?

1Yes 2.No

15. If yes then what type of advantage do they give?

1.Economical 2. Moral 3Cultural 4Any other

16.What type of loses face the local people from tourist ?

1.Economical 2.Moral 3.Cultural 4.Any other

17. When tourists come to your region do people feel burden or happiness on the advent of those?

1.Yes . 2No

18 . What is the primary source of income of local community?

1. Live stoke 2 Tourism 3 Personal Business 4, government employ 5.. Private employ 6 . others

19. What is your primary Source of Income?

- . 1. Live stoke .2. Tourism. 3. Personal Business 4. government employ.
5 Private employ

20. Are you involved in any tourism activity?

1. Yes 2. No

21. Do you support female participation in the field of tourism?

1. Yes 2. No

22. Is there any female in your family who works with tourism?

1. Yes 2. No

23 .Are you satisfied with behavior of tourists in Shimshal valley?

1 Yes 2. No

24. Do you or any of your family members sell anything to tourists?

1. Yes. 2. No

25. Do you think that tourism degrades the cultural environment?

1. Yes 2 No

26. Do you think that tourism creates social problems?

1. Yes 2. No

27. Do you think that tourism increases the incidence of crime and gambling?

1. Agree 2. Disagree 3. strongly Disagree

28. Do you think that your personal income increases due to tourism?

1. Strongly Agree 2. Agree 3. Disagree

29. Do you think that your family income increases due to tourism?

1. Strongly Agree 2. Agree 3. Disagree

30. Do you think that cultural heritage (art, music, handicrafts etc) is enhanced due to visitors interests?

1. Strongly Agree 2. Agree 3. Disagree

31. Do you think that tourism is the source of economy in village?

1. Agree 2. Disagree 3. strongly Disagree

32. Do you think that tourism increases governmental revenues.

1. Strongly Agree 2. Agree 3. Disagree

33. Do you think that tourism improves the living standard people?

1. Agree 2. Don't know 3. Disagree 4. strongly Disagree

34. Do you think tourism creates job opportunities?

1. Agree 2. strongly agree 3. Disagree 4. strongly Disagree