

# **Impact of Tourism on the Socio-Economic Well-Being of Families in Skardu, Pakistan**



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Families in Skardu, Pakistan**



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FINAL APPROVAL OF THESIS

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## **Abstract**

*Pakistan being a developing country depends upon the tourism industry to increase its economy and GDP. People living in the tourism generating regions faces both negative and positive socio-cultural impacts on the families and their wellbeing. There are various opportunities and challenges that different socio-economic classes faces living in the tourism generating regions. However, the tourism is also known as the generator for income for most of the developed and developing countries of the world. Tourism is the world's fastest-growing business, a major source of foreign exchange, and a source of employment for people of all generations in many nations. However, this ethnographic study aims to explore the positive and negative impacts of tourism on the families living in Skardu, Pakistan and how it effect their socioeconomic wellbeing using purposive sampling technique. This current study was conducted in Skardu, Pakistan. Participant observation and in-depth interviews were involved in this research. The total number of participants is 20 where, men and women from diverse age groups, marital status and socio-economic backgrounds are selected. The findings of the study reveal that tourism is the most incredible social and economic phenomenon ever witnessed and it impacts clear the image that it effects the socioeconomic wellbeing of the families living in Skardu Pakistan.*

**Keyword:** *Tourism, phenomenon, enclave tourism, infrastructure, indigenous culture*

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## **Chapter 1**

### **Introduction**

Tourism is a fast growing industry of the world. Both developed and developing countries rely upon tourism industry to increase their GDP and economy. Pakistan being a developing country depends on tourism to increase its economy. Tourism is also known as cultural, social and economic phenomenon that describes the movement of people inside and outside their residential places for different purposes. According to the report of Hellenic Tourism organization in 2000 stated that the tourism demand increases the annual economic growth from 10% to 2.5%.

Tourism places with natural attractions and those which offer residence and pleasant weather grab more people towards them. This helps local people and overall country economic growth. Tourism describes the social and cultural effects where it bring changes in the value systems, individual behaviors, family relations and collective lifestyles, moral conduct and creative expression. Moreover, Kozak (2002) asserted that the discussion concerning the cultural effected might overlap with discussions regarding the social effects of tourism. However, according to the Sharpley (1994) stated that the tourism social effect can be sudden, visible and important to the communities living in tourism generating areas. The social effects can manifest as the development of the tourism industry by itself and from host and tourist relationship. As a result these effects can bring change into both collective and individual value systems, behavior patterns, lifestyles of the people, and community structures.

Tourism has impacted positively on the socioeconomic wellbeing of the families whereas it also impacted badly sometimes on the socioeconomic wellbeing of the families living in tourism generating regions. However, both of these effects also impacted on the country's economy. Tourism benefits society as well as individuals

in many ways. The foremost positive effect of the tourism is the direct and indirect employment opportunities and women empowerment. The development of socio-cultural aspects is critical for employment generation and enhancing tourist attraction. Tourism, according to Aynalem et al. (2016:03), employs a large number of people and is a substantial source of revenue. It also gives job opportunities for those without a graduate degree, as well as women, youth, and migrant workers, who may earn good money in a variety of ways. Moreover, women's empowerment is enabled by the tourism sector, which allows them to earn money for their families and themselves. It also paves the way for women to be free of poverty, as they become less reliant on their breadwinners. Women have been stepping into the corporate sector for some years now, with considerable success.

In general, tourism is incomplete without transport because people have to travel from one place to another for different purposes such as personal issues, business, and to spend leisure time at peaceful destination. In the literature of tourism, transportation is described as the interplay between modes and means of travel that helps visitors get into and out of locations while also providing services to tourists to get to their destinations securely. People visiting different countries such as Turkey, Maldives, Dubai, and many other tourist countries visit different tour and travel agencies and book their packages, the main purpose of which is to book the transportation medium to reach the destination and then to roam around different places, public transportation helps them a lot. In this scenario, people may easily enjoy their vacations and visits. In tourist destinations, people who own vehicles or manage tourism companies obtain profit. Transportation, according to the study, also helps emerging countries build their economies.

Tourism also plays an important role in enhancing the living standards of the families mostly living in the tourism generating regions. Tourism is a key source of revenue, and as people earn more money, their living standards rise. The most important component of improving the quality of life for local families is attracting tourists and demonstrating their significance and standard of living to them. Tourists come from different cities or countries in search of beauty, therefore locals make an effort to appeal to them.

Furthermore, tourism also impacted negatively on the socio-economic wellbeing of the families. There are many negative aspects of tourism for the country and for the families too. With an increase in tourism, the rate of land and rental houses, rooms, and apartments rises as well. Local inhabitants are affected by price increases in a variety of goods since the items they buy at a reduced price during the off-season will be doubled during the tourist season. As the economy is based on tourism, they have a lot of issues during the off season. Only those with their own businesses, transportation, or cafés are able to make some money during this difficult season thanks to the locals, while others are in dire straits. However, the increased taxation and cost of infrastructure also impacted negatively on the country's economy. The poor infrastructure of tourism generating regions where the government did not concentrate due to the heavy taxes is also a debatable issue for many countries. Due to the heavy traffic in the tourist areas, the infrastructure will not be able to cope with the increased demand, resulting in overcrowding and poor sanitation which may also lead to the diseases among both visitors and locals. The presence of foreigners in the city has the potential to disrupt the local community and cause discontent among the residents (Khadaroo, 2015).

Enclave tourism is also a negative aspect of tourism which lowers the economy of the country and families. The growth of "all-inclusive" vacation packages also decreases the likelihood of local businesses making money from visitors. Tourists who spend their whole stay on the same cruise ship or resort, which provides all they require and allows them to spend the majority of their money, leaving locals with little opportunity to gain from tourism. Although all-inclusive hotels make the most money, their economic impact per dollar of sales is lower than other types of housing (Oohlala, 2013). Furthermore, because of the lower trickle-down effect on local markets, they import more and hire fewer workers per dollar of sales than other hotels.

Consequently, Tourism also plays a part in obscuring the picture of indigenous culture and the identity of local inhabitants, who desire to dress up like tourists in order to make more money. The local people' social and cultural views have been destroyed as a result of the economic advantage, and they have frequently hidden or changed their identities. Moreover, the danger that different researches shows that many families compel their younger children to adopt western culture in order to earn more money, but this is not the case for the family's elderly members. With the passage of time, however, there is a risk that more people will be pushed to conform to western society as they witness others earning more money.

## **1.1 Statement Of The Problem**

Tourism is largest growing industry of the world which offers ease to most of the countries and enable them to increase their economy. As economy is a debatable issue for the developing and developed both

countries because due to this the governments are able to run their countries and fulfill their public basic necessities of life. The ongoing debate will examine that what are the positive and negative effect of tourism on the socio-economic wellbeing of the families.

### **Research Questions**

1. How tourism effects the socio-economic wellbeing of families in Skardu, Pakistan?
2. What are the negative and positive impacts of tourism in Skardu, Pakistan?
3. What are the living pattern of local people and their perception about Tourism in Skardu, Pakistan?

### **1.2 Objectives Of The Study**

1. To analyze the positive and negative socio-economic impacts of the tourism.
2. To analyze that how tourism industry is linked with different other sectors directly and indirectly.
3. To analyze the reason of hiding the indigenous culture of communities living in tourism generating regions.

### **1.3 Significance of the Study**

Although many researches are done on the socio-economic impacts of tourism on the wellbeing of the families but this research differs in the sense that it also finds out that why communities and local families living in the tourism generating region are forced to adopt western culture and to hide their own indigenous culture. Moreover, this study also help the future researchers to get an extensive data about the tourism impact including enclave tourism which is a biggest negative impact to the tourism industry.

## **Chapter 2**

### **Literature Review**



This chapter is divided into three main sections. The first section deals with the Tourism while its subsection deals with tourism types and subtypes. The second section deals with the positive socio-economic impacts of tourism however its five sub sections discusses a) Employment opportunities, b) Infrastructural Development, c) Education, d)Funding for Public Services and e) increase in demand for local transport. The third major part of the chapter focuses on the negative socio-economic impacts of tourism however its five sub sections discusses a) Price hike of essential commodities, land price and rent , b)Seasonality effects, c) Infrastructure costs and increase in taxation due to tourism, e) Friction between groups of local people, e) loss of cultural identity of place and community. The changes in the lives of local people living in tourist attraction places and how they are effected by tourism will be discussed in this section.

## **2.1 Tourism**

Tourism is the world's fastest growing industry and a great exchange of foreign and provides employment to the various generations of many countries. It is the most amazing social and economic phenomena that can ever be seen. The word "Tour" is derived from Latin word "tornus" which means a tool that is used for making a circle. Similarly the tourism means the movement of people from their residential place to another place for the purpose of fun and enjoyment with the intention to return back after some minimal time period. According to WTO (1993) tourism refers to those individuals who lives outside their normal residence place and travel for pleasure and luxury for less than a year or some minimum period for recreation, enjoyment, business or some other reasons. Moreover, a conference

conducted on tourism in Rome in 1963 highlights tourism as the movement of an individual or group of people to other countries other than his residential place for the sake of work or enjoyment.

According to the United Nations World Tourism Organization (2008), Tourism is an economic, social, cultural and environmental phenomena that involved people moving to various places or countries other than their normal residence for personal and professional reasons. They are known as visitors or tourists and their expenditure is termed as tourism expenditure. 27<sup>th</sup> September of every year is celebrated as the world tourism day to raise the awareness of tourism role in international community. This day was selected in 1970 to celebrate on this date when the statutes of UNWTO adopted.

### 2.1.1 Types of Tourism and its subtypes:

There are mainly two types of tourism which are further divided into subtypes. The figure 01 below shows the types of tourism.

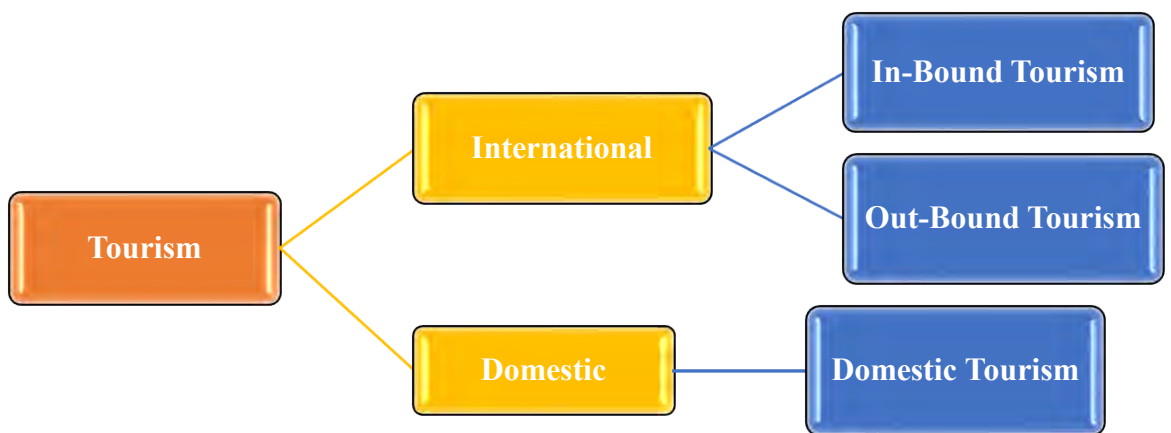
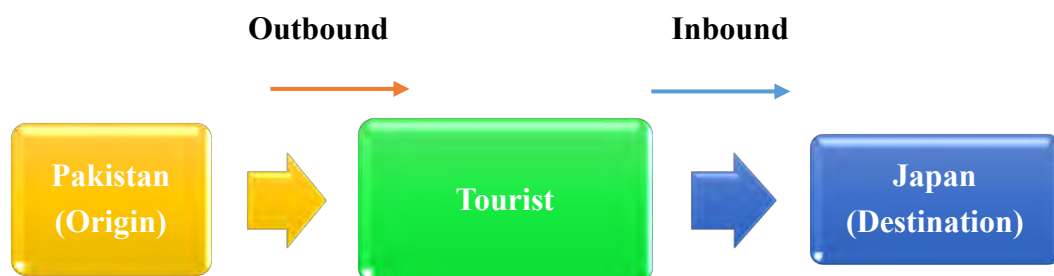


Figure 01: Types of Tourism

Anca and Cornelia (2008) explains the first type of tourism is “**International Tourism**” that can be defined as visit of a people to the foreign country where an individual needs a valid passport, visa, health documents and foreign exchange etc. There further two subtypes of international tourism are inbound and outbound tourism. “**Inbound tourism**” refers the activities of a tourist from outside their home country whereas “**Outbound tourism**” refers the activities of the resident tourist outside their home country. The problems of currency exchange, heavy luggage, difference in the language and conversion of money at shops and stores is difficult in the international tourism. However, on the other hand an individual or a group of people discover new things and places. It is like a leisure exposure to them.

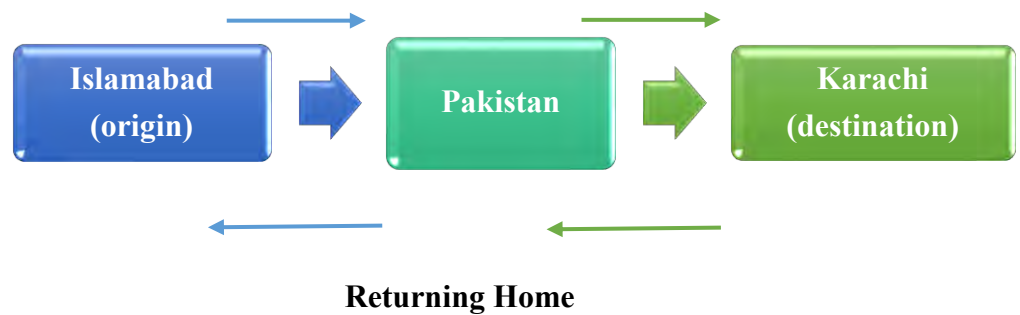
The figure 02 will clearly explains the subtypes of international tourism.



**Figure 02: International Tourism**

Furthermore, Anca and **Returning Home** Cornelia (2008) discusses the second main type of tourism is “**Domestic Tourism**” which refers to the movement of people within their own

residential country. It is an easier type of tourism because the person who is travelling does not need any formal documents and it is not essential for him to involve in various formalities like health checks or foreign exchange. Currency exchange and problem of other language is merely not faced in domestic tourism. The figure 03 discussed below will elaborate the domestic tourism.



**Figure 03: Domestic Tourism**

## **2.2 Positive Socio-Economic Impact of Tourism:**

Rahman (2010:03) stated that every country wants to flourish tourism for an economic development to reduce poverty and to restore the socio-economic wellbeing of their public. As tourism has an intense impact on the local communities and improves the economic and socio-cultural lives of human beings. The change in lives of people living in the destination communities is known as social impacts of tourism whereas the benefits due to the economy to the host areas of tourism is known as economic impacts of tourism. Tourism helps the host countries and places and provide many opportunities to the people local people of tourist areas. The socio-cultural impacts of tourism that

effects positively on the communities of host places are discussed below.

### **2.2.1 Employment Opportunities:**

Tourism benefits society as well as individuals in many ways. Anamika (2016) said that if we see tourism from the perspective of society in economic means it is a money spinner. Moreover it also provides direct and indirect employment opportunities for many individuals. A number of hotels, restaurants and guides are available in the tourist areas that serve the visitors. In this case, tourism serves individuals and society as well. Vroom (1979:10-11) asserted that thousands of people are working in tourism generating regions and they have the potential for better future and development that are beyond their expectations. For job creation and increasing tourist attract promotion of socio-cultural aspects are important. According to the Aynalem et.al (2016:01), tourism provides extensive labor and significant source of employment. It also provides employment opportunity to people those who have no degree or women, youth and migrant workers can earn handsome money by different means. Moreover, some countries that provide employment opportunities to their public through tourism. Likewise, India which is the second largest employment generator in tourism field provide up to 25 million jobs and Maldives provides 40 percent total employment to their public through tourism.

The International Labor Organization (2003) highlighted the issue of world's unemployed worker. According to them 40 percent of people especially youth between the ages of 15 to 25 are unemployed. However, to some unskilled people can get jobs at tourism generating

regions and these places are ideal for those who lack formal education. People can get jobs and generate their income as a hotel employees, guides, drivers, gardeners and laundry staffs. Moreover, some people can be employed at catering and cafes at the tourist places.

### **2.2.2 Women Empowerment**

Tourism is the fastest growing industry and known as the vehicle that leads women to the empowerment. Tourism sector opens gates for women empowerment and make them able to generate some money for their family and themselves. It also creates path for the elimination of poverty for women and they feel less dependent on their bread earners. From past several years women have stepped into the business world where they are getting notable success. As we all know that in most of the developing countries gender inequality is the major issue for development. Ramchurjee (2011:03) claimed that in the public and private sectors, women do not get jobs based on their skills and degrees, and they are suppressed due to patriarchal control, but that in the tourism industry, women's skills are enhanced, and they are better able to function and become independent.

Women can easily work as waitresses, cleaners, travel agencies sales persons, flight attendants and even can run their own shops of different accessories like clothing, jewelry, quilts and blankets etc. According to the secretary general of the United Nations, Kofi A. Annan (2006), discusses the double dividend of gender equality in his report by saying

*“When women are healthy, educated and free to take the opportunities life affords them, children thrive and countries flourish, reaping a double dividend for women*

*and children ... there is no tool for development more effective than the empowerment of women ... discrimination against women of all ages deprives the world's children – all of them, not just the half who are girls – of the chance to reach their potential”.*

Furthermore, when women are more involved into the working either doing job or business they can transform themselves economically or socially which leads women position in their region, countries or communities. Empowerment also helps women to achieve the goals of their life such as earning more income to fulfill the basic needs of their family like food, clothing, shelter, education and they are independent to take the decisions of their life Afridi (2020) highlighted the issues of gender inequality in Pakistan on one hand, and on the contrary he also discusses the women empowerment through tourism. As most of the developing countries economy is based on the tourism so both men and women are involved in earning money through tourist regions. As men can work at any place but women have to face many hurdles due to the patriarchal system of Pakistan but tourism provides opportunities to women where they can run their own business. . Adding to this if we look at the tourist regions of Pakistan, we can clearly see empowered women there. Every province of Pakistan is famous due as tourist place because some have beautiful sceneries and location whereas some consist of historical places which people love to visit. In all these regions some women have their own business whereas some of them are working on different position. Social entrepreneurship provides a platform where women can easily run their business. Women living in tourist region sell the famous dry fruits of their region, make wool shawls, embroidered bags and clothes having the specialty embroidery of the region and sell them.

### **2.2.3 Increase In Demand For Transport**

Tourism has become the important industry around the globe in last several years and it effect the economy of several countries directly or indirectly. Where tourism has provide ease to different sectors, transportation is also included in one of them. However, Tourism can only be possible through the transportation as it is considered a mean of communication. Yang et.al (2019:25-41) stated that tourism industry success in interconnected with transport connectivity between the residential origin to the destination location. In the literature of tourism, transport is defined as the interaction between the transport modes and ways where it supports tourists into and out of destinations and also provides services to tourist customers to reach safely to their destinations.

Van et.al (2017) discusses that the developed transportation infrastructure improves the tourist destination accessibility by providing a connectivity between the tourist facility and the network. For example by adding a direct link between the tourist origin places to their destination can reduced the distance. Talking about the typical tourist flow, transport infrastructure plays and important role while ensuring safe, comfortable, reliable and efficient services to the tourists.

Stephen (2009) discusses the symbolic relation between tourism and transportation and how it provide opportunity to different people to earn money. As transportation drives the tourism industry where it provides a facility to the tourist from their original place (home area) to the destination and back. In this respect transport have symbolic relation with tourism because occurring of one is impossible without other and they both are codependent. Moreover, Stephen also



discusses the ways through which tourism helps people to earn money. As we all know, tourism thrives because of transportation, and all modes of transportation, including personal automobiles, trains, and airplanes, need human operators. People who own cars or operate tourism companies, on the other hand, make money in tourist areas and to get to tourist areas. Likewise, according to the research the transport helps developing countries to rise their economy as well.

Moreover, if we talk about the demand of the transportation for tourism it is increasing globally. The tourism and travel agencies in Pakistan like PTDC (Pakistan Tourism Development Cooperation), Discover Pakistan Tours and Trekking and many other arrange tours for people and charge them according to the destinations they want to visit and stay. Drivers and the owners of the agencies increase their economy through tourism. Now look forward to the different tourism generating regions where people get opportunities of well paid jobs of drivers. In Pakistan, northern areas especially Narran Khaghan, Murree, Ayubia, Shogran valley and many other provides taxi, personal cars on rent, jeeps for people ease. Tourist came and deal with the drivers to visit different places. The benefit of travelling with these rented transports help tourist to visit different places without any hustle. Moreover, talking about different countries tours to Turkey, Maldives, Dubai and many other tourist countries people visit different tour and travel agencies and book their packages in which the main purpose is to book the transport medium to reach the destination and then to roam around different places public transport helps them a lot. In this case they can enjoy their holidays and visits easily. Due to this people having transports and travel agencies feel better and their income increase with the seasonal tourism.

#### **2.2.4 Tourism Enhanced the Standard of Living of Local people**

According to Hassan (2016), tourism plays a significant role in improving the quality of life of people living in tourism-generating areas. When the tourist season began, local families enjoyed the benefits. Tourism is a big source of revenue, and as people raise money, their quality of life improves. The most important part of improving the quality of life of local families is attracting tourists and demonstrating their importance and standard of living to them. Tourists are indeed coming from other cities or countries, and they want to see beauty, so locals make themselves appealing to tourists. This helps in attracting more tourists to their stores, rental rooms, and other modes of transportation.

Moreover, Choi (2011:3-5) the enhanced quality of life is positive social impact of tourism. The economic benefit gains the form of job growth and infrastructure construction. It also results in the socio-economic gains such as higher wages and economic benefits to the small business and communities. Tourism also contribute into the community's leisure services and educational framework. Adding to this the families those who are dependent on the economy gain by tourism have positive attitude towards the visitors and it shows their good behavior and frank gestures due to which tourists love to deal with them. This also benefits the local families to earn more profit. More travelers visit to the local people having positive attitude and as a result income and wealth both increases.

## **2.3 Negative Socio-Economic Impact of Tourism:**

Rahman (2010:09) said that tourism has numerous benefits for both individuals and society as a whole, but there are several negative implications of tourism that must be addressed in the study. Tourism has a positive effect on the economy, attracts more money, and improves people's quality of life. However, as we consider the negative effects of tourism, we can see that it has changed people's lives in bad manner. People who reside in tourism-generating regions face numerous challenges and issues.

### **2.3.1 Price Hike of Essential Goods, Land Price and Rent due to Tourism**

Tourism where brings a lot of benefits to the local people of tourist areas, also make people to face different difficulties and problems in peak season of tourism. Abbas (2012:13) highlighted the issue of increase in the prices of essential goods of tourist areas. According to the researcher, when the peak time of the tourism began, tourists demand for the various commodities and the shopkeepers or vendors higher the rates of the goods and services. This impact negatively on the local residents whose income does not increase proportionately.

Furthermore, Oohlala (2013:18) discusses increase in the rate of land and rented houses, rooms and apartment also increase with the increase in tourism. Local residents face difficulties in price hike of different commodities because in off tourist season the things they purchase at lower rate will become doubled when it tourism peak season. Land prices also increases because some time people within

the country came to visit different places as a tourist and some place really attracts them so they wanted to buy some portion of land there. As a result the seller or property dealers increases the rates of the land to earn more profit. In this case the tourist buys the land but at the same time if any local resident want to buy any land it is completely impossible for him due to the price hike.

### **2.3.2 Infrastructure cost and Increase in Taxation due to Tourism:**

Khadaroo (2015:1-2) stated that infrastructure promotes the tourism growth by increasing the demand of destination's beauty and competitiveness. Tourists usually select their destination which they consider services to be similar as homes. Strong infrastructure of the destination attracts demands for its goods. Infrastructure is an economic pillar of every country. Infrastructure refers to the legal, environmental, physical, and mental features that contribute to making the tourism product fun, dependable, and long-term. The airport, seaport, inland road network, public transportation system, hotels, bungalows, and recreational facilities are all examples of physical amenities that are directly relevant to tourism. The airport gives a first impression of the destination, and sufficient air connectivity is needed to increase arrivals and diversify tourist sources. Inland accessibility and familiarity are improved by an efficient road network and transportation infrastructure. The primary tourism system consists of hotels, bungalows, spas, restaurants, and leisure facilities. Destinations typically cater to a variety of tourist types by including amenities that appeal to both low and high spenders.

Moreover, Mdusm (2016:03) also highlighted some other negative points of the poor infrastructure of tourism generating regions

where the government did not concentrate due to the heavy taxes. Due to the heavy traffic in the tourist areas, the infrastructure will not be able to cope with the increased demand, resulting in overcrowding and poor sanitation which may also lead to the diseases among both visitors and locals. The presence of foreigners in the city has the potential to disrupt the local community and cause discontent among the residents.

Oohlala (2013:20) asserted that tourism growth can be expensive for both the local government and the taxpayers. Development teams want the government to upgrade the airport, highways, and other facilities, as well as offer tax cuts and other financial incentives, many of which are expensive government operations.

### **2.3.3 Enclave Tourism and its Negative Impacts in Different Tourist Regions.**

Enclave tourism can be defined as the “tourism in destinations where tourist events are scheduled and concentrated in a specific geographic region, allowing visitors to fulfil all of their travel goals without having to travel deep into the host country's rural regions”. Enclave tourism refers to intentional segregation of visitors from the general public. This is most common in an all-inclusive setting such as a cruise ship, spa, or resort complex. Enclaves are geographically, socially, and economically enclosed and self-contained areas.

Anderson (2011:365-366) stated that the development of "all-inclusive" holiday packages also reduces local businesses' chances of earning money from visitors. Tourists who spend their entire stay on the same cruise ship or resort, which offers all they need and where

they can spend much of their money, leave locals with little ability to benefit from tourism. All-inclusive hotels earn the most income, but their economic benefit is lower per dollar of revenue than other forms of lodging. Moreover, lesser trickle-down impact on local markets import more and hire less workers per dollar of sales than most hotels.

Another example of financial enclave tourism is the cruise ship industry. In 1999, 8.7 million foreign passengers boarded non-river cruises. Guests are encouraged to spend the majority of their time and money on board several ships, especially in the Caribbean, and opportunities to spend in some ports are tightly controlled and restricted.

### **2.3.4 Seasonality Effects Due To The Tourism**

Tourism generates the economy of the region and benefits many families living in the tourist places in the peak season. However, Lee (2008:05) stated that when the peak season of tourism ends the local residential families faces many problems. As there economy is dependent on the tourism but tourism decrease with the change of season. Diversification of an economy is a sign of health, but if a nation or region becomes reliant on one industry for economic stability, it will place a lot of pressure on that industry and the people who work in it to perform well. Many countries, especially those in developed countries with limited access to other resources, have adopted tourism as a means of boosting their economies.

For example, in the Gambia, tourism employs 30% of the population, either directly or indirectly. The Maldives has an 83 percent literacy rate, the Seychelles has a 21 percent literacy rate, and Jamaica has a 34 percent literacy rate. Over-reliance on tourism puts

tourism-dependent economies at risk. The effects of economic crisis, natural disasters such as tropical storms, and shifting tourist habits can all be catastrophic.

Moreover, Pegg (2012) highlighted that seasonal jobs face a variety of issues which includes job uncertainty and income, no assurance of jobs after peak season. Adding to this challenges in obtaining preparation, workplace-related medical care, and acknowledgment of their experience unsatisfactory accommodation and working conditions are some of the problem local people faces due to the decrease in tourism.

### **2.3.5 Friction between Groups of Local Residents due to the Tourism**

Eshliki (2012:333-337) stated that all local residents living in tourism generating regions wants more profits from the tourists. As tourism is the powerful source that effect many sectors of the country especially the economy. Everyone wants its own profit rather than the other. Due to this there is a competition between the people of tourist areas. As there are different shops, hotels, rented rooms and cottages and transportation facilities in the tourist areas and these facilities are provided by the local residents. Every local family set up their facilities in a way that it attracts the consumers and they can earn more income. As a result there comes a friction between groups of local residents due to the tourism and this friction occurs due to the jealousy of other groups earning more profit.

Moreover, Harrill (2004) emphasizes that residents who have made the most money are the most enthusiastic supporters of the

tourism industry. Residents cope by downplaying the negative impacts and stressing the economic advantages to sustain happiness with their society because tourism growth typically requires a tradeoff between economic benefits and environmental or cultural costs.

### **2.3.6 Loss of the Cultural identity of the place and community**

Urosevic (2012:69) stated that tourism also brings change in the lives of local people and often results in the loss of cultural identity of the place and community. Locals also begin to adopt tourists' lifestyles. They dress up as visitors, speak and act like them, which may lead to the extinction of indigenous customs and practices. Locals are often forced to adapt their traditional way of life in order to meet the demands of visitors. Because of the demand, shops are stocked with tourist products, hotels are planned and constructed in a “western” theme, and small family restaurants are transformed into cafes. Slowly, a quiet little town transforms into a never-ending party. And the inhabitants of the area have no choice but to adapt.

Moreover, the western food is common in the Asian countries as well and tourists look for KFC, McDonalds and other famous food chain. This is always a tourist's first preference whether he or she has no other options or is actually scared to try local cuisine. Slowly, local restaurants begin to appeal more to international visitors, serving “western” meals rather than local fare. And food is an essential component of any civilization.



## 2.4 Assumptions

1. Due to the national and international people visiting to the tourism generating areas provides employment opportunities to many people having no formal education or skill because they can simply become a tourist guide, drivers, caterers and hotel employees. This is also helpful to migrant workers, youth and women where they can easily earn handsome money through different economic means.
2. Women in tourists generating regions work shoulder to shoulder with men to help their husbands, father or brothers. Women also work hard because they face more challenges than men in working field. Women can earn money and make their own life choices and feel themselves independent. Women empowerment somehow increase the socio-economic wellbeing of the family as well as also increase the economy rates of developing and developed countries.
3. As a result, tourism not only allows individuals who own public transportation to earn more money, but it also allows travel and tour agencies to gain more money during peak seasons.
4. Migrant workers can also work as drivers in tourist areas, where they can earn a higher wage than some other areas. It is obvious that tourism and transportation are closely intertwined. Since they are interconnected, as tourism grows, so does demand for transportation, and this relationship facilitates many people in increasing their profits.
5. The price hike of essential goods and commodities due to the extra demand of tourist make people to earn more money in the peak season. It benefits the sellers and the vendors whereas it places obstacles for local residents to meet their basic ends.
6. On the one hand when tourism plays an important role in increasing the economy of the tourist regions, on the other hand it cost too much due to the development of infrastructure. However this development

also leads to the heavy taxes that should be paid by the government as they want to continue the tourism in their country.

7. If a government will not look forward to these developments then many problems occur which will effect local residents and tourists as well in the future and there is a chance of less tourism in areas having low or poor infrastructure.
8. It clearly shows that after the peak season local residents faces many challenges in which less or no income is the foremost. Other problems are left behind because when there will be no income or job people will face all the problems like clothing, food, education and many others.
9. Tourism is the largest sector of economic development for most of the countries but in the peak season. Once the peak season end the economic graph also shows decline for the country.
10. Consequently, tourism also plays an important role in blurring the picture of indigenous culture and the identity of the local residents because they want to get up like tourists so that they can earn more profit. The benefit in economy destroys the social and cultural view of the local residents and they have often hide or changed their identities. All of these factors combine to turn a once quaint and beautiful town into yet another tourist trap.

**Chapter 3**  
**Theoretical Framework**

### **3.1 Functionalism**

Functionalism theory was proposed by Emile Durkheim in 1964 by taking an idea from the theory of Herbert Spencer. According to Herbert Spencer, various body organs work together to stable the body in to the equilibrium position. Every organ needs other to work perfectly because they are interconnected to each other. Similarly, Functionalism, also known as structural-functional theory, views society as a system of interrelated components structured to fulfill the biological and social requirements of its individuals. Emile Durkheim was interested in the possible working of different institutes in the society and through there relation how society remain relatively stable (Crossman, 2014).

In functionalist theory, various parts of the society are essentially made up of social institutions, each of which is designed to meet a certain need. Moreover, according to Durkheim not a single part of a society can work alone because each component performs a crucial role and society works like an organism. If one system fails, the other must modify to fill the void. An institution can only exist in the society when it serves its vital role in functioning of society and if it fails in serving a role, an institution will die because new needs will evolve and create the new institute. Family, government, media, education, and religion are the core institutions that are defined in functionalism theory (Crossman, 2014).

This theory explains how society is made up of different social systems and interactions, as well as how they serve the needs of individuals. This hypothesis is relevant to my research in the sense that tourism plays an important role in the economic growth and increase in GDP of the country. Adding to this tourism is also related to different

positive impact on the families living in tourism generating regions. The particular region of our research is Skardu, Pakistan which is a most popular tourism destination. If we look at the tourism this institute of the society is interconnected with many other institutes such as economy, employment, education, business etc. The institute of tourism helps people to get employment opportunities, individuals invest in their business in the Skardu and the income is also increased due to the tourism in Skardu. If we look towards the theory, it shows that how different institutes work with connection to tourism. . It has many positive impacts on the socio-economic wellbeing of the families living in Skardu. Tourism provides extensive labor and significant source of employment where families get more income in peak seasons and migrant workers also get job opportunities. As tourism is the fastest-growing business, and it is often seen as a vehicle for women's empowerment. Women's empowerment is encouraged by the tourism sector, which allows them to earn money for their families and themselves. It also clears the way for women to be free of poverty, as they become less reliant on their breadwinners.

If we talk about the education, when people are having high income they are able to provide their children a good and complete education. Tourism also help government in such way that the economic growth and GDP increase of t a country due to the tourism. When tourist came and stay at these areas they purchase different products, stay at hotels or rented rooms and spend money, which automatically increases the income of the families living in Skardu however also increase the economy of the Pakistan. . Tourism helps the host countries and places and provide many opportunities to the local people of tourist areas.

Moreover, tourism plays a significant role in improving the quality of life of people. Tourism is a significant source of income, and as individuals earn more money, their standard of living increases. Attracting visitors and exhibiting their relevance and style of living to them is the most significant component of increasing the quality of life for local families living in Skardu. Consequently, tourism is more important for developing countries because their economy is based on the tourism so both men and women are involved in earning money through tourist regions. If we relate tourism with our theory it clearly shows that how this institute is related to other institutes and in this way society is working in equilibrium.

### **3.2 Diffusionism**

Diffusionism theory explains that “the spread of a cultural item from its original location to other locations”. A more expansive definition depicts “diffusion as the process by which distinct cultural traits are transferred from one society to another through migration, trade, war, or other forms of contact”. There are two school of thought regarding diffusionism theory. They both have their different views. Two renowned theorist explain diffusionism according to their own understandings.

Franz Boas (1938) student of cultural geography school of thought claimed that the independent formation of a culture trait might occur at the same time between far separated cultures where individuals have minimal influence over their own style. He also believed that this was particularly true in the communities which have comparable combinations of traits. Boas was more interested in

knowing about cultural traits through historical processes that were diffusionism and modification. These essential principles were employed by him to describe and interpret the meaning of culture. He also felt that a people's cultural inventory was essentially the outcome of diffusionism.

Another theorist, Lewis Henry Morgan from Social Evolutionist school of thought explain that individual innovation and diffusion were both important in societal transformation. He agreed with British sociocultural anthropologist that autonomous invention was frequently the source of human development but his research on kinship terminology demonstrated that diffusion happened among geographically scattered people.

This hypothesis applies to my thesis in that tourism plays an important role in the change of cultural traits. Every culture has its own significant values, customs and trends but due to interact with people belonging to different cultures results in loss of cultural identity of people and place. Intentionally or unintentionally people start adopting culture of their social individuals. As we talk about this negative impact of tourism in the literature where it clearly explains that locals are beginning to adopt the lifestyles of tourists. They dress up as visitors, talk and behave like them, perhaps causing indigenous customs and traditions to become extinct. To accommodate the needs of visitors, locals are frequently pushed to change their traditional way of life. If we talk about Skardu, Pakistan it is very popular for tourists due to its location in the mountains but this place is also losing its cultural identity due to the tourist's interaction and change in the youth life style. Moreover, due to the increased demand, tourist commodities are stocked in stores, hotels are planned and built in a "western" design, and local family restaurants are turned into cafés. Local and

traditional foods are also not a part of tourist's meals because western food is becoming popular in Asian countries, and travelers seek out KFC, McDonalds, and other well-known food chains. Whether a traveler has no other alternatives or is afraid to eat local cuisine, so that's why western food is always his or her first choice.

Food, after all, is a necessary component of every civilization. Slowly but steadily, local fast food chains began to cater to international guests, presenting "western" meals rather than traditional food. Consequently, tourism plays a significant part in blurring the picture of indigenous culture and the identity of local inhabitants, who desire to dress up like tourists in order to make more money. The local citizens' social and cultural views have been devastated in gaining the economic advantages, and they have frequently hidden or changed their identities.

### **3.3 Proposition:**

The above discussed theories clear the image of tourism and its need for the country and the local resident living in tourism generating regions such as Skardu Pakistan. Where tourism has impacted positively, on the other hand it impacted badly on the indigenous culture of Skardu where families are adopting the lifestyles like the tourists to earn more income. The argument raise here that if the local residents and places will lost their cultural identity then why tourist will love to visit the places similar to them. Although tourist visit these regions for change and for exposure of something new and if they do not get that then they will not visit such places and it will affect the



socio-economic wellbeing of the families and economic growth of the country.

### 3.4 Hypotheses

A prediction or an expectation about the relation among the study variables is known as hypothesis. The researcher sees that how the concepts of the study are related to the hypothesis and how result will be a predicted answer. The collection of variables that can be tested empirically is also known as hypothesis statement. The factual and philosophical, both components are the part of hypothesis. There are three main aspects in the hypothesis which are discussed below:

1. The difference that tells that we are struggling to find out something.
2. The relationship
3. Interactions

To understand the statistically significant in relationship means that the result obtained is not come by chance but it occurs due to the statistical reasons. Moreover hypothesis is important because it helps us to replicate the research, draw logical conclusions, find the relation between variables, select facts and knew our direction to the research. It is not necessary always that hypothesis should be right however, it sheds light upon the plan of the researcher, his study purpose to see whether the guess is correct is not. While research, a researcher can look at different variables and see which one might influence the final result (Dayanand, 2018).

**H1:** The Tourism impacts greatly on the socio-economic wellbeing of the families

**Ho (Null hypothesis):** There is no remarkable impact on the socio-economic well-being of the family and tourism did not negatively impact on the tourism generating regions.

**H1 (Alternative hypothesis)** There is an important relationship between the tourism and socio-economic status of families living in tourism generating regions.

**H2:** The tourism is directly related to the growth in socio-economic status of families and inversely related to the GDP of the country.

**H0:** There is no significant relationship between tourism and socio-economic wellbeing of the families.

**H2:** There is an important relationship between tourism and socio-economic status of the families living in tourism generating regions.

## **CHAPTER 4**

### **Conceptualization and Operationalization**

## 4.1 Conceptualization

There are some key concepts used in this research that must be defined so that the reader does not get confused. Numerous definitions in the paper must be identified.

The first definition is **Socioeconomic Status**. Socioeconomic status can be defined as “composite of the economic status of a family or individuals on the basis of occupation, educational attainment, and income. Wealth and power are related factors that help determine a person’s socioeconomic status”. There are mainly five determinants of the socioeconomic status. Wealth, income, education, power and occupation (Gibbs, 2015).

The second definition is **Enclave tourism**. “It is a type of tourist development marked by socio-spatial restrictions on host-guest relationships and related mobility. Typically, such complexes include all or almost all of the amenities and services required by tourists with few options or wishes to leave the enclave” (Saarinen, 2016).

## 4.2 Operationalization

As we have seen, creating operational meanings entails translating an abstract notion into a specific, quantitative, and testable explanation. It entails selecting on the specific research methods we will utilize to collect data on our notions. This, of course, needs recognizing that which research technique may be utilized to learn about the researcher's thoughts, and we will go through individual research techniques in more detail in the various data collecting and

analysis techniques. However, we discovered that “Tourism” was an independent variable because it has the ability to increase or decrease developing and developed countries economy, as well as the family's socioeconomic well-being, which is a dependent variable in the study.

**Chapter 5**  
**Research Methodology**

The term "research" refers to the process of looking for information. The main purpose of the research is make better decision about some particular thing or topic. As a result, your research should attempt to place its findings in the perspective of a wider body of work. Research should always be of high quality so that it can be used outside the research context also. Furthermore, the findings of your research might have ramifications for future policy and project implementation. Research is also described as the systematic examination of a specific subject and topic using specific methodologies. According to American sociologist Earl Robert “research is a systematic inquiry to characterize, forecast and manage the observable phenomena”.

A systematic technique to gather the correct information I used in good research while making observations or drawing conclusion, researcher must follow a code of ethics. Moreover, authentic observation in natural environments are used to generate real-time data and knowledge. One of the most important part of research is reliability. The data should be authentic and comprehensive (Nazerio, 2016). Since research is primarily about philosophical and logical consumptions, the academic literature includes a part regarding research methods. Every research is conducted using certain procedures and procedures, hence the goal of this chapter is to explain the research method followed in this research to ensure that it is a valid study.



## **5.1 Universe**

The main objectives of this research are to investigate that how tourism effects the socio-economic wellbeing of families in Skardu, Pakistan. It will also find out the negative and positive impacts of tourism in Skardu, Pakistan. Furthermore, the researcher will aims to explore the living pattern of local people and their perception about Tourism in Skardu, Pakistan.

## **5.2 Unit Analysis**

The data was collected using a technique called purposive sampling. Purposive sampling is a type of non-probability sampling in which the researcher selects participants for data collection based on his or her own judgment. Purposive sampling's key benefit was that it would have the least barriers and took the shortest time (Tongco, 2007).

The following are the criteria for including and excluding respondents in this study:

- ❖ Migrant workers.
- ❖ Working males and females.
- ❖ Females with their own startup.
- ❖ Hotel, Cafes and transport owners.

Based on above criteria, the respondent will be chosen those who met the criteria. People below the age of 12 and tourists were excluded from the study.

### **5.3 Data Collection**

Ethnography is a qualitative research study that involves the cultural lens for the study of people's lives within their own setting (Atkinson, 2019). In this study qualitative research method is used to analyze and interpret the data by conducting in-depth interviews and participant observation. According to Boyce (2006), an in-depth interview is a technique that is used by the researcher to gain information in order to attain a holistic approach to the situation that has been researched. These methods aim to understand the richness and complexity of social experiences by closely experiencing the actions, interactions, and social contexts of everyday life.

While conducting ethnographic research, the very first step taken was to build a strong trust and to develop rapport building. Participant observation was carried out to grasp a better understanding of the impact of tourism on socioeconomic wellbeing of the families. The people chosen in this study were those who were local and migrant workers at Skardu. Female entrepreneurs were also the part of the research. Moreover, Skardu is a tourism generating region so for the study of tourism it was selected.

People belonging to different nations, communities, and from various academic backgrounds were selected for collecting data. The staff including the shopkeepers and security guards was also selected for the interviews to know about their opinions. Interviews were given in Urdu and English both for the ease of the people and for authenticity of the research. Along with these techniques, secondary sources like articles, books, blogs, writings, journals, and editorials were also used.

## **5.4 Interview Schedule**

A plan for an interview is essentially a collection of organized and unstructured questions. They are well prepared before conducting interviews in order to assist researchers, interviewers, and investigators in gathering data on a certain matter. Moreover, a set of questionnaires were given to the respondents in English and Urdu according to their comfort.

Moreover, the following were the reasons for interview schedule:

1. To explain the respondents about the research topic.
2. The open ended questions during the interview were asked in English but after the circumstances in Skardu, they were also asked in Urdu.
3. If respondents were unable to understand any question, researcher comprehend the questions for their ease.
4. Interview schedule are also favored because researcher can also obtain other data from the respondents.

## **5.5 Analysis and Transcription**

The interview conducting phase was well observed by the researcher to obtain the necessary and relevant information. Field jottings were taken as well throughout the interviews which were later converted into field notes to keep them in the record for every minor detail. All the major and minor information and data were noted down to evaluate well in the analysis part. Thematic analysis was also performed to support the research questions. The collection process consisted of tape-recorded interviews, my written notes, photographs, and face-to-face conversations. Along with also these techniques,

secondary sources like articles, books, blogs, writings, journals, and editorials were also used.

## **5.6 Ethical Concerns**

Research ethics were followed while conducting this research. Confidence was built with respondents and they were told that this research will use only for academic purposes. The participants willing to participate were guaranteed the confidentiality of the information that the data will purely be used for the research purpose and their identities and personal information will not be revealed to anyone. Verbal consent was taken from the participants informing them of the whole purpose of the study. Moreover, I told them about my thesis and ensure them that it does not demand any personal information regarding the respondents.

# **Chapter 6**

## **Results and Discussions**

In this chapter, the researcher describes the major findings of the study. It consists various themes that explains the positive and negative impacts of tourism on the families living in Skardu, Pakistan and how it effect their socioeconomic wellbeing. The chapter is divided into two main sections based on the research questions of the study. The first section focuses on the positive and negative socio-economic impacts of tourism on wellbeing of families in Islamabad. The second section of this chapter sees the living pattern of local people and their perception about Tourism in Skardu, Pakistan.

### **6.1 Positive And Negative Impacts Of Tourism On Socio-Economic Wellbeing Of Families.**

In many countries, tourism is the fastest-growing industry, a key source of foreign income, and a source of employment for people of all generations. It is the most amazing social and economic phenomena that has ever occurred. Every country wants tourism to grow in order to boost economic growth and increase inhabitants' socioeconomic well-being. Mostly, the third world countries are more dependent on the tourism and Pakistan is also one of the country which relies upon tourism to increase the economic growth of Pakistan. However, there are many positive and negative impacts of the tourism which are discussed in this section.

#### **6.1.1 Employment Opportunity And Women Empowerment**

Tourism is a major contributor to employment creation and economic growth. It opens employment platform for local and migrant people however, it also empowers the women of the tourism

generating region. The saying of former President of Costa Rica “Laura Chinchilla Miranda” shows that Tourism not only provide employment opportunities to the people of developing countries, but also help the people of developed countries to seek jobs and increase their income. (Agarwal, 2019). According to him,

*“Tourism equates to 27% of Costa Rica’s GDP. 80% of that benefits the lowest quintile and 60% of the jobs are for women”.*

In Pakistan, Skardu is one of the most beautiful tourist regions where people from Pakistan and foreign love to visit and spend their vacations there. Due to the numerous visits of tourists in Skardu make people able to earn more income and women to empower themselves. According to the respondent, Hashim 69 year’s old driver at Skardu stated that,

*“I have been working in Skardu from 25 years as a driver. I have two buses and three jeeps for tourists. . My friend asked me to come and work here so when I started working in Skardu, I earn more income than my brother who works at Peshawar. My children are studying and one daughter is married. I am a migrant worker from Peshawar but tourism in this regions allow me to earn more for my family”.*

Tourism has shown its ability to create jobs and encourage income-generating activities that help local populations in tourist destinations (World Travel & Tourism Council, 2018). Similarly, a local resident worker Usman 34 year’s old café owner shared his experience. He said that tourism is best way to earn and people living in the tourism generating regions earn more money in peak season. According to him,

*“During the peak season of tourism I earn more income than other months so I start saving. Due to this when there comes off season and tourist are not able to come due to the heavy snow fall and land sliding I use my saving to fulfill the basic needs of my life”.*

Moreover, tourism not only give job opportunities to the people having formal education but it also offers a large volume of low skilled job for the people having no formal education or diplomas. As they are unable to do job in any firm or organization they can simply work in tourists regions to support their family. This also helps the country to increase their economic growth and reduce their unemployment rate. According to the Ahsan, 49 years old security guard of the hotel stated that,

*“I am illiterate and it is very difficult for me to work in any organization and fulfill the basic needs of my family so I started working as a security job at hotel. During the peak season of tourism my income increase because tourists give me tips and other small gifts as I give them security. No job is bad because if you are earning by legal ways to comfort your family then every job is right”.*

In the same context, Maham 26 year’s old hotel worker stated that her father died last year and her mother is not able to do work because she is a diabetic patient. She had two younger sisters at home. According to her,

*“I left my study after my father died and we were facing economic recession. My aunt and her daughter work in the same restaurant I am working. They gave an idea to my mother that Maham should also work*



*with them so that the situation of family get better. My mother agreed and I started working at hotel as a room service and at laundry. I start earning money and it increases during the peak season because tourist gave some tips after their room service. This is the benefit of tourism for my family”.*

Moreover, if we talk about women empowerment we can clearly see that both developing and developed countries women are working in the global work. They are becoming active and independent and even started their own business. They are working shoulder by shoulder with their men and bread earners and also sharing economic load of the family. Women's empowerment and control over natural resources might be enhanced through tourism (Ramchurjee, 2011). Adding to this tourism industry is known as a crucial sector for women where they can work easily and end their poverty. In the same context Rida, 29 years old shop owner stated that,

*“I have learned to make quilts, bags and jewelry in Skardu and Gilgit traditional styles. I and my sisters work at night every day for three hours to make unique and elegant designs. This skill helps us a lot to earn profit through tourism because when tourists came they want to buy these ornaments, and other products for their loved ones and for themselves too. This make us to increase our profit growth in the peak season. Moreover, in the off season of tourism local residents also purchase these products for wedding and other events”.*

Consequently, the responses shed light upon the biggest positive impact of tourism where the migrant and local workers also are able to

earn more income and other benefits due to the tourism. Moreover, it also empowers women to eradicate the poverty and share the economic load of their families. Both genders are working in different occupations and they earn more income in the peak season of tourism due to the various visits of tourists in Skardu.

### **6.1.2 Increased Demand of Public Transport**

Paulley et.al (2016:03) highlighted that new forms of transportation such as guided bus ways, the link between land use and public transportation supply and demand effect the transportation policies in the positive way. Fares are critical to the functioning of public transportation since they are the primary source of revenue for operators. Moreover, Albalate (2010: 01) asserted that tourist immigrants contribute significantly to a country's economic prosperity and wealth. In contrast, according to the World Tourist Organization, international tourism receipts accounted for almost 6% of global goods and services exports. In the same context, Musa 61 year's local driver said that,

*“Transport and tourism are interconnected. Both are dependent on each other. In this case tourists decide to use public transport because private transports is much expensive. Their decision to use public transport increases its demand and we are able to get more profit”.*

Tourism allows not only public transportation owners to make more money, but also travel and tour operators to make more money

during peak seasons. Migrant workers can also work as taxi drivers in tourist destinations, earning more money than in other places.

Tourism and transportation, of course, are inextricably linked. Since they are linked, so as tourism rises, so does demand for transportation, and this relationship helps a lot of people make more money. Furthermore, tourists make more than one visit to different destinations in a single while enjoying their vacations so they prefer to use public transport. It is also a source of interaction with the local residents as well as it also makes them to spend more on transportation. Another respondent, Husnain 21 years old driver of a mini bus asserted that,

*“I work with my father and drives mini bus inside the tourist situation of Skardu as it helps my family to increase our income. During the peak season of tourism we slightly increase the fair of the transport due to which locals has to pay the same fare. In this situation we earn more benefit”.*

Consequently, tourism represents an obvious demand for transportation at tourism generating regions. The owners of the buses raise the fares for tourists, resulting in an increase in profit for the driver's families. Although private transportation costs are expensive and not everyone can afford them, most tourists choose to take public transportation. Tourists schedule their trips around weekends, as they are able to take use of public transportation with ease because local residents do not use transport for work or other purposes at weekends.

### 6.1.3 Increase in Price of Essential Commodities

With the growth in tourism, Oohlala (2013:13) mentions an increase in the rate of land and rental houses, rooms, and apartments. Local inhabitants are affected by price increases in a variety of goods since the items they buy at a lesser price during the off-season will be doubled during the tourist season. Moreover, when tourists make additional demands on local services in a tourism site, commodities prices rises. According to the economic theory, pricing and tourism are inversely related. More the demand, more the price increases. As one of the respondent, Aliya 48 year's old manager at tourist guide said that,

*"I have a stable job and income but when its peak season of tourism, I also faced an increase in the price of essential commodities. It not only disturbs the monthly budgets bur also effect on the savings. Sometimes I have to leave few thing because they are out of my reach. Tourism is blessing but it also has some negative impacts which local residents of Skardu cannot afford".*

Another respondent Haider, 55 years old hotel worker shared his experience about price hike. According to him,

*"I am not able to fulfill my family basic needs during both off season and peak season. As I do not have any stable job during off season and when there is increase in the tourists visits in Skardu the price of many essential products increases more than half. In this case the shop owners are benefited but due to the demand of tourist local residents of the Skardu have to*

*suffer. Although peak season of tourism increase my income but I am also not able to purchase different products due to the price hike”.*

Consequently, it is clear that the socioeconomic wellbeing of the family is related to the family system in which individuals live because they have to manage their expenses and saving. The research shows that most of the respondents prefer to living in nuclear family were happy with their family system because according to them they have to just look after their small family whereas the other respondents belonging to joint and extended families were seem little sad because they had to give more money for the household chores and for other expenses too. The price hike impacts badly on the socioeconomic wellbeing of various families. During peak season, shopkeepers earn more money due to price increases in necessary products and commodities due to increased tourist demand. It enriches the sellers and vendors, but it makes it difficult for locals to satisfy their basic needs (Greenthumb, n.d).

#### **6.1.4 Infrastructure Cost and Taxation**

Infrastructure, encourages tourist growth by raising demand for a destination's beauty and competitiveness. Tourists frequently choose a site where the services are comparable with their own homes. The destination's strong infrastructure stimulates demand for its commodities. Every country's economic backbone is infrastructure. The legal, environmental, physical, and mental elements that contribute to making the tourist product enjoyable, dependable, and long-term are referred to as infrastructure. Physical assets that are immediately relevant include the airport, seaport, inland road network,

public transportation system, hotels, bungalows, and recreational facilities (Khadaroo, 2015).

As one of the respondent, Usman 34 years old shop owner said that,

*“Due to the high volume of traffic in tourist locations, the infrastructure would be unable to meet the increasing demand, leading in overcrowding and poor sanitation, which may result in illnesses among both visitors and residents. The presence of foreigners in the city has the potential to destabilize local communities and cause natives to become dissatisfied”.*

On the one hand, where tourism contributes significantly to the economic growth of tourist zones and infrastructure attract the tourist towards the tourism generating regions. Similarly on the other hand, tourism comes at a high expense owing to infrastructure development. However, as a result of this development, the government would have to pay higher taxes if they want to keep tourism alive in their nation and increase their income through tourism. Most of the developing countries economy based on the tourism so they have to pay high taxes to make remarkable infrastructure.

#### **6.1.5 Tourism Off-Season Effects**

Seasonal workers suffer a number of challenges, including job insecurity and low pay, as well as a lack of employment security beyond peak season. Seeking preparations, workplace-related medical treatment, and acknowledgement of their experience, inadequate

accommodation and working conditions are some of the issues local people confront as a result of the decline in tourism. Several families faces a lot of problems during the off season because there economy depends on the tourism. Only the individuals have their own shops, transport or cafes earn some income during this struggling season due to the locals whereas other faces very much difficulties (Pegg, 2012).

In the same context, Musarat 53 years old shop owner said that off season of tourism brings a lot of difficulties and challenges in their lives. According to her,

*“Many of the local women knew the traditional stitching and designing and they are not interested in quilts, bed sheets, bags and other local products because they can easily make them at home. When it is a peak season many tourist women love to purchase these products for their houses and for their relatives too but during the off season it brings income problems due to which we are unable to fulfill our basic needs”.*

Another respondent, Akbar 43 years old business man said that,

*“Off- season is very bad for many families because due to this there is no job guarantee, businesses graphs declines and there is a lot more challenges and problems we have to suffer. Due to heavy snow fall and land sliding tourists are unable to visit tourist regions which results in decline of the economy of country and socioeconomic wellbeing of the families living in Skardu”.*

Consequently, diversification of an economy is a sign of health, but if a country or area becomes overly reliant on one industry for economic stability, that industry and the people who work in it will be under a lot of pressure to perform well. Many countries have turned to tourism as a method of strengthening their economy, particularly those in developing countries with limited access to other resources.

## **6.2 Living Pattern of Local People and their Perception about Tourism in Skardu, Pakistan.**

Tourism is the world's fastest growing industry and a great exchange of foreign and provides employment to the various generations of many countries. It is the most amazing social and economic phenomena that can ever be seen. There are mainly two types of tourism. International tourism and domestic tourism (United Nations World Tourism Organization, 2008). "International tourism" is described as a visit by a people to a foreign country that necessitates the use of a valid passport, visa, health documents, and foreign exchange, among other things. Currency exchange issues, bulky luggage, language differences, and money exchange at shops and retailers make international travelling tough.

An individual or a group of individuals, on the other hand, discovers new things and locations. Domestic tourism refers to persons travelling within their own nation of residence. It is a less difficult kind of tourism since the traveler does not require any formal documentation and is not required to participate in numerous



formalities such as health checks or foreign exchange. Domestic tourism does not have to deal with currency conversion or other linguistic issues.

Skardu is one of the tourist destination where people from foreign and within the country loves to visit due to its beautiful sceneries and weather. There are a lot more different beautiful destination which people love to visit. Many people came from different countries and stay in Skardu and explore various places where people of Pakistan also prefer to spend their vacations in the Skardu. Due to the tourism the standard of living of families in Skardu is enhanced.

According to the respondent, Ahsan 49 years old respondent state that,

*“Tourism plays a significant role in improving the quality of life of people living in tourism-generating areas. When the tourist season began, local families enjoyed the benefits. Tourism is a big source of revenue, and as people raise money, their quality of life improves”.*

Tourism also contributes to the community's recreational and educational infrastructure. Furthermore, families who rely on tourism's economic benefits have a favorable attitude toward visitors, which is demonstrated by their pleasant behavior and frank gestures, which make tourists want to do contact with them. Another respondent Laiba, 37 years old respondent stated that,

*“Attracting visitors and exhibiting their relevance and style of living to them is the most significant component of increasing the quality of life for local*

*families. Tourists frequently come from other cities or nations, and they want to see beauty, therefore residents make an effort to attract to them. This assists in inviting more tourists to their shops, lodgings, and other forms of transportation”.*

Moreover, where tourism enhanced the standard of living of different families in Skardu, there is also a very challenging situation between the residents which is the friction between local groups due to the jealousy. As it clears that people those who have good marketing techniques draws more customer towards their shops, cafes and buses and results in increase of income. But this produces friction between the local groups of the Skardu because no one is happy with the high profit of others. As one of the respondent, Hassan 18 year's old respondent said that,

*“My friend suddenly stop talking to me when I start business with my father. After some time I came to know that this all was due to the jealousy because when more tourists were visiting our hotel, my friend's family break their relations with us. Everyone wants its own profit rather than the other”.*

Everyone is more concerned with their personal profit more than with the profit of others. As a result, there is rivalry among the residents in tourist locations. In tourism destinations, there are many businesses, hotels, rental rooms and cottages, and transit services, all of which are provided by local inhabitants. Every local family sets up their own facilities in such a manner that it attracts customers and allows them to earn more money. As a result of the tourism, there is conflict between groups of local inhabitants, and this

tension is caused by jealousy of other groups who are making more money.

Furthermore, there is also one more aspect to be discussed about the living pattern of the families in Skardu. During the research it was explored that most of the local families have adapted the western cultural to attract more customers. Tourism also brings change in the lives of local people and often results in the loss of cultural identity of the place and community (Urosevic, 2012). According to the Asma 15 years old women stated that,

*“I was also forced to adapt western culture by my parents because they think that if I will leave the indigenous culture I will get more tips and gifts from the tourists in the hotel. Adding to this she also said that many locals especially the youth are often forced to adapt their traditional way of life in order to meet the demands of visitors”.*

Consequently, with the passage of time there is a threat that may be more individuals will be forced to adapt western culture when they will see that others are earning more income. In this way they will lost their indigenous cultural heritage and identity.

Furthermore, Tourism also contributes to the distortion of indigenous culture and identity among local inhabitants, who wish to dress up like tourists in order to make more money. As a result. The economic gain damages local inhabitants' social and cultural values, and they frequently hide or change their identities.

## **Chapter 7**

### **Discussion and Conclusion**

The main objectives of this research are to investigate that how tourism effects the socio-economic wellbeing of families in Skardu, Pakistan. It will also find out the negative and positive impacts of tourism in Skardu, Pakistan. Furthermore, the researcher will aims to explore the living pattern of local people and their perception about Tourism in Skardu, Pakistan.

Tourism is the world's fastest-growing business, a major source of foreign exchange, and a source of employment for people of all generations in many nations. It is the most incredible social and economic phenomenon ever witnessed. Every country wants tourism to expand in order to boost economic development and improve the socioeconomic well-being of its citizens. Tourism benefits the host countries and localities, as well as providing numerous possibilities for the individuals who live in tourist destinations. Similarly, like other countries Pakistan is also one the country which is dependent on tourism for its economic growth. In this study the primarily focus was on the impact of tourism on socioeconomic wellbeing of families living in Skardu, Pakistan.

According to the study, it was seen that individuals who live outside their habitual residential location and travel for pleasure and luxury for less than a year or some minimal period for amusement, leisure, business, or other purposes are termed to as tourists. Tourism, according to the United Nations World Tourism Organization (2008), is an economic, social, cultural, and environmental phenomenon in which people travel to other areas or nations for personal or professional purposes. They are referred to as visitors or tourists, and their spending is referred to as tourist expenditure. Moreover, there are mainly two types of tourism. Inbound and outbound which are subdivided further. Although when we are talking about any specific topic or term, we look forward to both negative and positive aspects.

According to the following study we came to know that tourism has impacted positively on the socioeconomic wellbeing of the families whereas it also impacted badly sometimes on the socioeconomic wellbeing of the families living in tourism generating regions. However, both of these effects also effect the country's economy.

Furthermore, the positive impacts of the tourism on the socioeconomic wellbeing of the families enhance their living standards and also allow them to increase their income. Tourism provides platform for many individuals an employment opportunities, where people without having any formal degree can work and fulfill their basic needs. It also empowers women in positive means where they feel independent and work shoulder to shoulder with their men to share the economic responsibility of the household. Moreover, it also provide migrant worker to work in tourism generating regions where they can earn more money than any other regions. They can work as drivers, hotel or café workers and many other job opportunities they can easily get there. As due to the tourism there is also an increase in the demand for public transport which ultimately means that tourism flourishes because of transportation, which need human drivers for all means of transportation, including personal autos, trains, and aircraft. On the other side, those who own automobiles or run tourism businesses make money in tourist destinations. According to the research, transportation also aids emerging countries in growing their economies. Consequently, tourism also enhanced the living standard of the families those who are the residents of the tourism generating regions.

On the other hand if we look at the negative impacts of the tourism it clear the image that it effects the socioeconomic wellbeing of the families living in Skardu Pakistan. The foremost issue of tourism

occurs during the off season of tourism because there is less opportunity of employment, people lose their jobs and they do not earn enough money to fulfil their basic needs. Moreover, when its peak season of tourism most of the families face the increase in the price of essential commodities due to the increase demand of commodities by tourists. Tourism contributes significantly to the economic growth of tourist areas, but it also means increased expense related to infrastructure development. However, as a result of this development, the government would have to pay higher taxes if they want to keep tourism alive in their nation.

Consequently, there exist both positive and negative impacts of the tourism on the socioeconomic wellbeing of the families living in Skardu Pakistan. Sometimes individuals face problems regarding their job, income and friction between the local resident groups due to jealousy as other group is earning more. Adding to this, there are a lot of positive impacts that are being discussed in the study which also increases the economy of the country especially the developing countries those which depend on the tourism.

## Conclusion

The study has looked the impact of the tourism on the economic wellbeing of the families living in Skardu Pakistan. The responses collected through the survey sheds the light upon the negative and positive factors both in the study. Purposive sampling was used in this research to choose the people from Skardu Pakistan as a sample. Before talking about the impact we should discuss the respondent's age which shows that come illiterate individuals are also doing jobs in Skardu.

Moreover, the positive effect can be seen in terms of businesses, employment and women empowerment. Most of the local workers and migrant workers were working in the Skardu and if we talk about the women empowerment in tourist-generating areas, women work side by side with males to assist their husbands, fathers, or brothers. Women also put in extra effort as they experience greater problems in the workplace than males.

According to the study another aspect was seen that was the working of young children with their families to increase their income. Adding to this, as we discussed earlier that tourism also provide employment opportunities to the migrant workers. Male migrants are working as drivers, hotel workers and café workers in Skardu.

Moreover, after the research the researcher find out that most of the respondents prefer to living in nuclear family were happy with their family system because according to them they have to just look after their small family whereas the other respondents belonging to joint and extended families were seem little sad because they had to give more money for the household chores and for other expenses too. Besides



this it was also examined that respondent's earn relatively more income or profit in peak season of tourism. It also shows that they will have a good lifestyle where they can fulfill their needs in the peak season.

In contrast, there were negative issues also which were explored after the survey where it was clearly shown that most of the respondents were unemployed during off-season of tourism. This shows that the respondents faces a lot of problems during the off season because there economy depends on the tourism. Only the respondents have their own shops, transport or cafes earn some income during this struggling season due to the locals whereas other faces very much difficulties.

During peak season, people earn more money due to price increases in necessary products and commodities due to increased tourist demand. It enriches the sellers and vendors, but it makes it difficult for locals to satisfy their basic needs. Adding to this another negative impact which can also said as the threat is that data reveals many families forced their younger children to adapt western culture like tourists to earn more profit whereas there is no such condition for aged people of the families. But with the passage of time there is a threat that may be more individuals will be forced to adapt western culture when they will see that others are earning more income. In this way they will lost their indigenous cultural heritage and identity.

However, the responses sheds light upon the friction between local groups due to jealousy, fights, arguments and hate due to the tourism. As everyone is more concerned with their personal profit more than with the profit of others. As a result, there is rivalry among the residents in tourist locations. Consequently, the research concludes

that the tourism has positive and negative both impacts on the socioeconomic wellbeing of the families living in Skardu, Pakistan.

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## **Annexures**

## **Interview Guide**

- Name:
- Age:
- Gender
- Education
- Profession
- City
- Marital status
- Monthly income
- Local worker
- Migrant Worker

### **Question No 01:**

**What are the negative and positive impacts of tourism in Skardu, Pakistan?**

1. What do you know about tourism?
2. What is your opinion about tourism in Skardu?
3. Do you think tourism provides employment opportunities?
4. Are you a local resident?
5. Are you a migrant worker?
6. Do you think tourism also empowers the women in tourism generating region?
7. Where do you work?
8. How much do you earn in peak season?
9. Why income increases in peak season?
10. Why income decrease in off season?
11. How increase in demand of public transport increase the income?
12. Do you think tourism is connected to transportation?

13. From how many years you are working here?
14. What do you think about good infrastructure draws more tourists?
15. What techniques do you use to draw more tourists to your shop, hotel and café?
16. What is your opinion about seasonal jobs in Skardu due to the tourism?
17. Do you face price hike during off season?
18. Why price of commodities increase in peak season of tourism?
19. Why tourist prefer local and public transport?
20. Do you get any tip or gifts from tourists?
21. How off season effect your business?
22. Do you think improving infrastructure of the tourist regions results in more taxation for the government?
23. What do you know about enclave tourism?
24. In your opinion what are the positive impacts of tourism?
25. In your opinion what are the negative impacts of tourism?
26. In your opinion how tourism impact on the socioeconomic wellbeing of the families living in Skardu?

**Question no 02:**

**To explore the living pattern of local people and their perception about Tourism in Skardu, Pakistan.**

1. How tourism enhance the living standard of local residents?
2. How increase profit enhance the living standard of local residents?
3. What is your opinion about attracting tourists through positive attitude?
4. How frank gestures will help you to earn more income?
5. Do you ever forced to adapt western style to attract tourists?
6. Why you are forced to adapt western culture?

7. Do you think adapting western culture will lead indigenous culture to extinct?
8. What is your opinion about hiding cultural identity to draw more tourists?
9. Why local residents of Skardu feel to adapt western culture and lose their cultural identity?
10. How this will benefit to earn more income?
11. Do you face any argument with other group or any other people due to tourism?
12. Do you think tourism make local residents face friction between various groups?