

**SOCIO-ECONOMIC IMPACTS OF TOURISM
IN DIAMAR, GILGIT-BALTISTAN**



Saddam Hussain

Department of Anthropology

Quaid-i-Azam University

Islamabad, Pakistan

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By

Saddam Hussain

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Department of Anthropology

Quaid-i-Azam University

Islamabad, Pakistan

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Formal declaration

I hereby certify that the work which is being presented in the thesis, entitled “**socio-economic impacts of tourism in Diamar, Gilgit-Baltistan**” has been done by myself under the close supervision of my supervisor and without any kind of assistance other than that mentioned in the acknowledgment. The ideas that were taken immediately and indirectly from the third party’s work, have been scheduled in the below sources both incite and at the end of the study.

I also assured and reassured that this research work has not been printed, published, and submitted to any other educational institute, any office concern, or any examination board for the degree purpose in Pakistan and internationally.

Last but not least, I am wholly responsible for the content of this research work that 2this is my original work based on both primary and secondary resources.

Saddam Hussain

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ABSTRACT

Tourism has the potential to generate vast economic, environmental, and social support, based on how tourism operations are controlled and expanded. Tourism, on the other hand, has the potential to have more negative consequences. As a result, the study's objectives are as follows: First, to examine the economic impacts of tourism on the local community of Diamar Gilgit-Baltistan. Second, to explore the engagement of youth in the tourism sector in Diamar Gilgit-Baltistan. Third, social mobility of local people due to tourism in Diamar Gilgit-Baltistan and forth, to know the perception of locals about the tourist and tourism. The study is based on data collected from 35 households in three villages to examine local populations' attitudes and views about tourism development in their respective areas. In addition, six unstructured interviews with government officials from these villages were conducted in order to acquire a clear knowledge of tourism development in local communities and its effects. According to the research, obstacles include inadequate political will, shallow laws, indefinite rules, insufficient knowledge and lack of expertise of travel agencies, and the greater societal difficulties of deprivation and its consequences. Despite enormous economic benefits to the federal government, commercial businesses, and other external groups, local villagers do not benefit directly from tourism development. The research site is located in the cultural triangle; villagers and visitors in this area are generally sensitive to local norms, reducing adverse socio-cultural ramifications.

Chapter. 01

1. Introduction

In the world, tourism has evolved into one of the largest economic sectors contributing 35% of global exports of services. Two billion US dollars per day incomes from the tourism industry in 2006 and a 6.5% increase in international tourist arrivals per annum throughout 1950 to 2006 showed the sustainability of this division. It also expected 1.7 billion foreign tourist arrivals globally by 2022 which shows the growth potential of the tourism sector all across the world. (UNWTO, 2008, world tourism organization)

Tourism has become an emerging field in Pakistan. After Pakistan is declared the most beautiful country in the world with the inception of foreign and inborn tourism towards Pakistan. With the advent of modern global communication technology, such as, online travel agencies, the internet, mobile computing, online banking, etc. which makes it easy to manage tourism-related activities like tour destination plans online-based reservations, ticketing, and hotel selection. As tourists prefer to travel in a group to the destinations from their locality during this course, they generally bring effects most of the aspect, so life belongs to the destinations, in the meaning of economy, culture amalgamation and infrastructural changes happen. (WTTC 2006, World travel & tourism council)

Pakistan is a big country with diversified demographical, geophysical, economic, and social structures, particularly, the northern areas of Pakistan have a significant role in attracting tourists towards this country, and one of the most engaging tourist destinations in Pakistan is Gilgit-Baltistan which is blessed with abundant natural resources. It has hilly & mountainous topography characterized by deep valleys, rugged and undulating terrain. It is endowed with natural beauty with thick forests, fast-flowing rivers, streams, waterfalls, lakes, beautiful landscapes, valleys, biodiversity, and other tourist attractions. It has several archaeological and historical sites and monuments that have endured the aftereffects of time and other factors to unfold the ancient history of Gilgit-Baltistan. (Archaeology department report, 2011)

The region, however, does not yet have modern facilities provided by the government in the field of tourism but its natural look still attracts millions of tourists per year to this destination. Which can provide them the opportunity to come together and learn new ways to live and enable them to share their experiences of life. Generally, this interaction culminates into good socio-economic impacts. The social impact in the form of diversified languages and unique way of life, which could be very appealing for both locals and tourists. It has been identified that tourism is one of the potential industries to provide employment opportunities and to become a catalyst to the growth of the economy more inclusively and it has a large impact on the destination economy particularly domestic business and infrastructure (Wall and Mathieson, 2006).

Tourists' direct spending has a huge impact on domestic industry and employment growth, such activities reserve the cultural heritages located in different geographical parts of the country. Imbalances Apart from the positive impact of tourism, we should not ignore its negative pit and falls it bring of cultural traditions of the local community. These disadvantages come in various shapes like cultural disadvantages like loss of pure culture and cultural misinterpretation of foreign culture hybridization of local culture and environmental degradation like deforestation due to infrastructure and event tourist fire at the destination can lead to destruction and pollution. By keeping the need in mind, the government has provided numerous services like Karakorum highway from Islamabad to Gilgit-Baltistan is one of the pioneers of tourism influx into Gilgit-Baltistan besides the socio-economical enhancement. There are many drawbacks like rapid infrastructure development that can lead to environmental degradation in Gilgit-Baltistan, but the destination can be protected by planting trees and enforcing strict laws in the region (Chari, 2011).

1.1. Statement of the problem

The purpose of this study is to provide an overview of tourism's cultural and social implications in Diamar Gilgit-Baltistan's culture. Local communities profit economically from tourism, yet their culture is threatened in some ways. Although it is well recognized that the tourism industry is growing at a rapid pace and is essential

to a country's development, yet the matter of concern is that whether or not the local community benefits from this. What kinds of cultural changes are occurring as a result of tourism development, and how beneficial or harmful are these changes? Is tourism a source of long-term and improved economic opportunities? It gives people several opportunities to improve their living standards, or each interaction between locals and tourists has a negative impact on local culture. This will be determined by the findings of this research. Tourism's economic impacts are frequently exaggerated, while its cultural and social impacts are frequently underestimated. People value tourism's economic contribution but often ignore its socio-cultural impacts. Tourism has such a large impact on culture that it is hard to measure.

The goal of this study is to learn more about the development of sustainable tourism and the socio-cultural effects of tourism. Another area that has yet to be investigated is people's perceptions of tourism. The researcher will learn about the locals' attitudes towards tourism. What are the opinions of the locals on tourism? Do they support tourism or do they see it as a danger to their way of life? All of these characteristics are intended to be investigated in this study. Changes in the native language are largely due to tourism.

1.2. Objectives

The study's goal is to assess the socioeconomic implications of tourism in Diamar, Gilgit-Baltistan, and to critically examine the benefits, if any, of local community involvement in tourism. The following are the study's objectives:

1. To assess the economic impacts of tourism on the local community of Diamar Gilgit-Baltistan
2. To explore the engagement of youth in the tourism sector in Diamar Gilgit-Baltistan.
3. Social mobility of local people due to tourism in Diamar Gilgit-Baltistan
4. To know the perception of locals about the tourist's and tourism

1.3. Significance of the study

This study has the advantage of being conducted by a native researcher who has knowledge and an in-depth grasp of the local population, as well as a high level of cultural awareness, which will aid in identifying and analyzing the research concerns. To fill a gap in the literature, this study focuses on the effects of tourism on the local community and investigates how tourism affects income, investment, employment, kind of business, and community involvement. It also focuses on social implications such as lifestyle changes, cultural values and conventions, law and social order, and consumer habits. Furthermore, the study seeks to determine whether the beneficial effects of tourism development are accompanied with unfavorable ones. As a result, the findings of this study will assist policymakers in developing adaptive policies, investors in investing for long-term profit, and thus the local community. Because this study concentrates on Diamar Gilgit-Baltistan as a suitable location to investigate tourism's economic and socio-cultural implications, it is not concerned with the economic and social impacts of tourism at the national level. Diamar was chosen as a research area because it is the gateway of the tourist attraction in Gilgit-Baltistan, the most visited tourist spot in the country, and practically all the basic tourism investments are made here, making it a vital location.

Chapter. 02

2. Literature review

This chapter comprises the prior knowledge about the current study, in the form of themes and models. It is very primary to the research process that before going to conduct research one should have deep understanding related to the current research so by understanding this gap researcher extensively reviewed the literature and will step toward further.

The study of tourism is the study of individuals away from their natural habitat, of institutions that cater to the needs of travelers, and of the effects they have on the financial, ecological, and societal well-being of their hosts (Wall and Mathieson, 2006).

Tourism in developing countries is frequently considered as the beginning of the foreign exchange, modernization, and employment. According to Butler (1992) tourism is a source of destruction to of culture and traditional life of the destination. It initiates the concept of the neo-colonialist relationship of exploitation and tourism cause dependence upon industries that is not reliable industry and inflation (Hall, 1999).

2.1. Tourism and development of economy

Economic development is a complex subject that is difficult to define comprehensively. Initially, development was described as Western-style modernization accomplished through economic expansion. Economic development, from a Western perspective, refers to the modernization of economic systems through economic growth. Economic growth raises national productivity and per capita income, and consequently the population's standard of living. It prioritizes productivity and output levels, and if accomplished, the advantages will flow down to the populace. However, this may not always appear to be the case, as in many nations where the benefits of development are enjoyed by affluent segments of the

population, the majority of the population lacks access to and the right to these benefits. (Redcliff, 1987)

Economic growth indicators are exclusively used to assess economic development, or more accurately, progress in economic development. The International Commission on International Development Issues (ICIDI) has challenged the development model based on economic growth. According to ICIDI "global development is not only an economic process.... Statistical measures of progress remove the vital element of social welfare, individual rights, and values not quantified by money." Many researchers argue that development cannot be viewed solely as an economic phenomenon, and they have rejected economic growth as the goal of economic development since it ignores the "human element" of development. Because economic expansion was not only failing to alleviate social and political problems in many countries but was also producing and exacerbating them. Many countries had met their economic expansion targets, but "the majority of people's standard of living remained, for the most part, unchanged". (Ray, 1998)

So, the question to ask regarding a country's development is: what has happened to poverty? What has happened to the jobless rate? What has happened to inequality? If all three of these have fallen from high levels, the country has unquestionably entered a period of development. Even if per capita wealth had doubled, it would be odd to term the result "development" if one or two of these basic problems had gotten worse, let alone all three.

By the 1970s, a larger definition of economic development had formed, which encompassed poverty reduction, job creation to address unemployment, reduction of disparity between rich and poor, and self-reliance. Sen (1994:220) notes in this regard that growth "may mean a great deal, but if it does, it is because of some connected benefits that are obtained in the process of economic expansion." Development is a multidimensional process that involves the reorganization and reorientation of entire economic and social systems, not just improvements in income and output, but also significant changes in organizational, cultural, and organization's structure, attitudes, customs, and beliefs. The purpose of development is a complex process that includes

fundamental changes in social structures, people's sentiment, and national agencies, as well as the pace of economic development, the decrease of inequality, and the abolition of absolute poverty. In essence, development must represent the entire range of change through which an overall societal system, adapted to the diverse basic needs of personal and social groups within that system, keep moving away from a situation considered as dissatisfying and moving forward to a circumstance of life widely perceived as materially and spiritually better. (Todaro, 1989)

As a result, development is concerned not only with the expanding economic well-being of a nation's population but also with their brains and desires for a high quality of life. Economic development is defined similarly in the UNDP's Human Development Report (1990): development is the expansion of people's options, the most important of which are to live a long, healthy and happy life, to acquire knowledge, and to have access to the services required for an acceptable quality of living. "Economic growth, structural transformation, independent industrialization, individualist anarchism, self-actualization, and personal, national, regional, and cultural self-reliance" are some of the definitions of development (Harrison, 1988). Initially, the term development only referred to economic progress, but it was later expanded to cover social, moral, ethical, and environmental concerns. The researcher follows the definition of development provided by (Sharpley, 2002).

2.2. Tourism and development

As tourism moves from the periphery of economic policy to the foreground, it is critical to assess its role in promoting economic growth. The business is cloaked in myths and prejudices, and it is necessary to objectively assess recent trends in tourism, its economic organization, and its contribution to the growth. (William and Shaw, 1991)

Forecasts stable growth in worldwide travel & tourism between 2009 and 2018, with just an average annual growth rate of 4.4 percent, supporting 297 million employment and 10.5 percent of global GDP by 2018. Academic approaches to tourism have been seen as a development stream since the 1960s. Tourism generates foreign currency,

creates jobs, draws domestic and international private capital for development, and fosters financial freedom. Tourism has long been regarded as an effective strategy for economic development in developing and least-developed countries (LDCs). (WTTC world travel & tourism council, 2008)

Tourism can lead to economic growth and development due to its potential for job creation, links with the local economy, foreign exchange revenues, and multiplier impact. Poverty, low per capita income, unequal distribution of income and wealth, low degree of industrial growth, high unemployment, a tiny domestic market, a small quantity of disposable income, and uneven regional growth describe developing countries. A substantial body of evidence concludes that export expansion is a major contributor to long-term economic growth. It has been stated that for emerging countries to modernize and develop economically, a transition from a traditional agricultural economy to an industrial economy is essential. This type of change necessitates a large amount of capital and foreign earnings. Initially, travel was influenced by a need for livelihood (food, shelter, and security), a desire to expand trade, and a desire to win. While the transportation system was developing, the urge to transform the huge and virtual globe into a close-knit area arose, resulting in the creation of a new industry known as Travel and Tourism. (UNWTO united nations of world tourism organizations 2002)

A religious, educational, and cultural movement began during the Hindu and Chinese civilizations. Christian missionaries, Buddhist monks, and others travelled long places with religious messages, bringing back amazing sights and thoughts about strangers. Travel was considered a vital element of every young Englishmen's education during the 16th century. Going that route became a means of self-improvement and education in its broadest meaning. The educational tour was titled the "Grand Tour." However, the construction of railways, roads, ships, cars, and planes helped to spread technology throughout the world. In the 19th century due to rapid industrialization and urbanization, the interest in tourism has been increased. As a result, in some countries, the industrial revolution and its consequences are relatively quick, and the enrichment of a large proportion of the population, combined

with an increase in the level of education and training. An increasing number of people, money and free time is starting to get involved in tourism. (Hunt, J. D. 1975)

At the beginning of the 20th century, in developed countries, the problem of free time and recreation of the population has become a major economic factor, which attracts the attention of the authorities. In addition, its importance was enhanced by the organized labor, the organization, and the trade unions were demanding, among other things, paid time off. S. Wodejko gives a reasoned opinion on the concept of tourism as a stand-alone category. It has been developed in each country, at a certain level of socio-economic development, which reflects a corresponding increase in the tourism sector, coupled with the economic, social, and political indicators. In addition, the author notes that the countries have the same opportunities for the development of tourism policy and its implementation. It identifies three areas of activity that are carried out by the state authorities on matters relating to the tourism sector: It responds positively to the implementation of active tourism policies, designed to promote its growth, at the same time, they are trying to eliminate the barriers to its expansion. In the neutral state, to intervene in the case as a compromise to other areas. Negative (partially negative) measures to regulate, govern even avoid travel to certain types of tourism, such as, closing services, and tourism. (Wilson, S., 2001)

At the same time, his analysis of the origins of tourism, and the politics of identified two groups of historical factors, including the reason for the creation and development of tourism policymaking (in the modern sense of the word). The first group, which consists of the terms and conditions, requires the government not to get involved in this. They have a significant impact on the tourism sector as an area of economic, social, and foreign policy, regional policy, which requires the state to intervene in the tourism industry. The other group is the one that addressed issues in the tourism sector, as it sees the need for government intervention to improve the terms and conditions of their business. Doweiko focused on matters of the state are involved in the implementation of high-priced investment projects, mainly in the field of transport, and the protection of the environment. The researcher also noted that the need for coordination between the various elements of the social and economic life,

and the significant growth in the field of tourism, cross-disciplinary nature of tourism, as well as the application of the law, that is, directly or indirectly, to create the conditions for their development. (S. Doweiko, 2007)

Because of the above, the author has asserted that it is, perhaps, the policy (in its current form) is to go back to the interwar period of the actions that have been taken by several countries. In addition, they may cause deterioration of the economic situation in the first place, the Great Depression. For this reason, it is the most important goal for the government to take actions that have been taken in the 1920s and 1930s, was to generate the maximum possible profit for the domestic tourism industry. However, it should be noted that during this period, there was one other major group of factors that led the authorities to take part, directly or indirectly, through the support of various organizations, in the development of the tourism sector (individual forms). It was the one which had the social and educational values, which may be used for the development of its qualities, and the younger generation. Remember that, as a result, at the end of the First World War, it appeared in several countries in which the field of tourism, and in turn, the motion of a useful tool for the development of patriotic feelings of the young citizens of countries such as Poland, Hungary, Austria etc. At the same time, the inter-war period saw the expansion of the two totalitarian systems: communism and fascism. The two modes of thinking take tourism as a pure tool. They were, to a large extent, be used as an effective tool for the mass of political indoctrination of the citizens, which will require a significant commitment of government agencies. (Sharpley, R. 2009)

2.3. Culture Change through Tourism

Tourism and culture have a symbiotic or mutually beneficial relationship that can make areas more appealing, attractive, and competitive. Tourism and culture have a mutually beneficial relationship and a favorable association that can help make locations, regions, and countries more desirable and inexpensive. In a congested global market, civilization or culture is becoming an increasingly significant element of the tourism offering, contributing to its distinctiveness. At the same time, tourism

serves as a vital method of valuing society and culture while also generating cash to sustain and consolidate cultural legacy, production, and innovation (McKercher & Cros, 2002).

Anthropologists are also interested in the origins of tourism and how it affects cultural evolution, which involves the communication, interaction, and intervention arrangements of individuals from various cultural environments, as well as cultural production, rituals, and the individual's cultural individuality and expression in society. (Stronza, 2001)

"Social transformation or cultural damage" is one of the four mainstays or pillars of the anthropology of tourism. Furthermore, the three strands of the investigation are social and cultural changes. In addition, acculturation is one of his three key hypothetical or theoretical approaches in the study of the anthropology of tourism. (Burns, 1999)

Furthermore, in order to be entertaining, the tourism industry easily interjects itself into the culture of the host society. As a result, disagreements can be observed in their everyday behavior, attitude, clothing trends, food items, arts and culture, songs, and even their strong social interactions with the hosts. Some traditional cultures and traditional societies are eventually confronted with challenges and problems that threaten to diminish or even eradicate existing cultural elements. However, many other factors can influence society, such as global homogenization's influence, the broader society's hesitant approach, and weak organization among the neighborhood people and their socio-economic needs, as well as the desire for the community to modernize. (Stronza, 2001)

2.4. Tourism and Culture as Attractiveness and Competitiveness

Factors

Tourism competitiveness is characterized by the available economic and social resources, which include natural resources, cultural assets, and cultural heritage objects. Tourism-related infrastructure and other supporting activities, on the other hand, were among the resources developed. Among the supporting variables were infrastructure in general, service provider excellence, access to the ultimate destination, and so on, as well as target or destination administrative aspects. (Dwyer & Kim, 2003)

On the other hand, competitiveness is concerned with the reliance on genetic, inherited, or imagined assets, as well as how these assets are coordinated, managed, and deployed in the market. The relative benefit for destinations appears to be obtained mostly from gifted resources, such as cultural heritages, whereas the competitive gain appears to be based more on reserve deployment, which includes management and marketing tactics. In the context of tourism and cultural developments, the capability of intentions to play for visitors or venture money resides in the ability to convert fundamental genetic components into established assets with a greater figurative or symbolic price that is more appealing and has a higher market value (Clark & Monk, 2017)

2.5. Relationship between Tourism and Cultural Change

Tourism and culture have become closely connected as the role of cultural assets in attracting travelers and distinguishing terminuses from one another has been recognized. Several factors have contributed to the rising confluence of culture and tourism. (Richards, 2007)

Globalization has strengthened culture's status as a source of local distinctiveness while rising educational levels and an aging population have increased interest in culture and cultural systems. Postmodern modes of consumption, as well as a demand for new information, are on the rise. Mostly on the source side,

the tourism industry has evolved into a source of employment and cash, as well as a motivator for local expansion and a means of creating a brand in an increasingly low-cost tourism market. (Green, 1999)

The reality that cultural tourism is regarded as a "healthy" type of tourism has facilitated its wide adoption by governments worldwide. Tourism and culture have merged to create a powerful economic engine as well as a source of social and psychological development for the region and its inhabitants. (Richards, 2001)

"More than half of all tourist-related movements or activities in Europe are motivated by cultural heritage, and cultural tourism is expected to increase at the fastest rate in the tourism sector." (Europa Nostra, 2005)

Cultural tourism accounts for over 40% of international tourist development or output, according to UNWTO estimates (Richards, 2007). According to the Atlas (2008) study, the number of cultural businesses having a specific cultural tourism incentive has increased over time, growing from 17% in 1997 to over 30% in 2008. The closer ties between tourism and culture are reflected in national and provincial governing systems. At least 25 countries share administrative systems for the promotion of culture and tourism. There has also been a shift in cultural meanings from creation-based to process-based or sense of life's meanings. Tourists gradually visit places in order to gain a better understanding of the daily lives, cultures, and traditions of the people who live in a particular region. 'Imaginative businesses' or 'culture businesses' have been acknowledged as having an important connection with the tourism sector in numerous regions and nations. Tourists get more engaged in iconic and physical intake of the images and ideas associated with specific places as tourism gradually evolves away from its former fixation with surroundings and natural resources, such as the sun, sea, and sand. (Weaver & Opperman, 2000)

In addition, the status of tourism has frequently been linked to the interaction of cultures, behaviors, principles, and traditions. Presenters and tourists can learn a lot from each other in the tourism industry because they can communicate and interact with each other right away. Cultural transformations are aided by interactions

between locals and tourists. Tourism also necessitates more welcoming and sophisticated host neighborhoods in order to provide tourists with important services. Furthermore, interactions between locals and visitors provide new ideas, ideals, and motivations for social and economic advancement. Furthermore, tourism can revitalize a group's cultural life because foreign tourists are drawn to art and rituals. (Buhalis & Law, 2008)

Furthermore, the insulence of the local people on tourism has four stages; euphoria, where tourists are welcomed by the public or community members without regulation or planning, and apathy; where tourists are regarded as a provided by the community people, and tourists, where the local association becomes formal, industrial, or commercial. Another source of discomfort is what is known as saturation with the tourism business, in which the neighborhood's positive or negative attitude toward tourism and related activities begins to shift. As an alternative to limit expansion, decision-makers should invest in infrastructure. Finally, antagonism refers to natives expressing their dissatisfaction with tourism and tourists. The remedy should be planning, but better marketing is being used to alter or change the village's deteriorating image and standing. (Fennel, 2007)

Finally, globalization is accused of destroying local inhabitants' socio-cultural identity as well as aboriginal values, traditions, and daily life (Macleod 2004).

Cities in impoverished countries that are visited by various tourists are not realistic, but rather decontaminated and McDonald. As variation gives way to production, local culture provides way to global culture. A miniature village that is experiencing many economic difficulties can turn things around by utilizing a variety of features, such as attractive landscape, tranquility, and a lack of congestion. (Paramo La Haine, 2008)

2.6. Positive Impact of Tourism on the Cultural Changes

Tourism has a favorable impact on cultural transformation as well. By discovering, expanding, maintaining, and connecting cultural events to the global market, tourism, as a very last resort, keeps them un-nurtured or even shut down. (Lantfant (1995)

Tourism has social, cultural, political, and environmental components in addition to being primarily an economic phenomenon. Therefore, it's crucial to understand that any evaluation of the consequences of tourism should take into account both non-financial, intangible effects like social and cultural ones, as well as financial ones like revenue and foreign exchange profits. The ways that tourism is influencing changes in value systems, individual behavior, family connections, collective life styles, moral conduct, creative expression, traditional rites, and community organization are known as its social and cultural impacts. In other words, they are the results of direct and indirect interactions with tourists on residents of host towns. (Pizam & Milman, 1986)

2.7. Culture preservation

Similarly, tourism funds the preservation and protection of cultural heritage, restores cultural pride, revitalizes customs and traditions, and promotes cultural dissemination and learning. (Sharma, 2000)

The majority of the widespread positive cultural effects of tourism include enhanced cross-cultural communication, a clearer sense of cultural change, the preservation of local culture, arts and crafts, and traditions, and the empowerment of host communities to strengthen cultural values and norms. Cole discovered that people in Indonesia are proud of tourism since it promotes their cultural values. In order to entice faraway tourists, children here keep local customs in order to establish a solid and true base of cultural materials, with no interruption of the ancestors' values and beliefs. (Cole 2007)

Furthermore, the state of tourism has opened the way to determining cultural personalities, such as houses, garments, and monoliths dressed as their group

character, as well as the acknowledgment of political authority through shooting and promoting these identities in provincial promotional materials. People feel that tourism has enabled them to influence economic and political capital in order to strengthen the church's authority and position in government. On the other hand, tension and crime in important tourist locations may be reduced as a result of social respect and power. (Tsoudis, 2001)

2.8. Building Institutional Infrastructure

Tourism-related activities can undoubtedly improve understanding among people who may not be complicated in their traditional crafts, as well as business and economic operations. Tourism preserves these cultural systems by constructing some formal infrastructure. The revitalization of Indian arts as a result of tourism is common among many academics, Counterpart the international, a non-profit organization that developed the 'Community Tourism Alliance' from 2006 to 2012, has safeguarded the powerful hundred-year-old Maya culture through co-managing and co-preserving techniques and methodologies. (Deitch 1989)

It has aided women's progress in diverse folk art and artifacts, as well as ambling goods, through numerous private sector advancements. Later, it developed sophisticated marketing materials and broadcasted them all over the world, as well as organizing trade shows to attract travelers. Now, the society declares that they are proud of their culture, which has been discovered all over the world through their arts and crafts. However, because of the nature of women's work, family unit conflict and annulment rates improved as a result of the interaction. (Simmons, 1986)

2.9. Derive demand

The case study in Hawaii, in which the official or formal tourism sector repressed demand for traditional Hawaiian culture in hotels, is another outstanding example of local host ritual preservation. Representatives from the public and private sectors came to the conclusion after a conference or meetings that rebuilding and preserving native Hawaiian cultural ideas would be more helpful to the business than importing and developing new components. (John M. Knox & Associates 2004)

The job or desire for Hawaiian locals to narrate stories using unique language with honor and pride has increased as a result of tourism. Native Hawaiians now argue that tourism has allowed them to show the rest of the world how important tourism is to human well-being. Private company, on the other hand, brought with its money, power, and a desire to make more money, resulting in a shift in local habits, an increase in crime, gaming, and alcoholism, and a push for the commercialization of culture. Through a range of interactions between people and society, tourism forces social transformation. (Rátz, 2000)

2.10. Motivating collectivism

As a result of social engagement, people occasionally shift from a self-centered to a collectivist mindset. Residents of Jaipur were self-centered, but as a result of tourism's involvement and intervention, social contact amongst people developed in order to provide a pleasant impression to tourists. So that, students obtained knowledge of other countries and a better comprehension of India's imperialist nations. In terms of exhibiting strangers' honesty, and friendliness, this social engagement rose. This case study involves a large number of researchers. In reality, mutual understanding between hosts and visitors reduces misunderstandings and distance. (Argyle, 2017)

Furthermore, social contact facilitates the formation of bonds between hosts and tourists, who then disseminate positive word of mouth about the hosts once they return home. Tourists, where tourism and hosts are jointly responsible, are not solely responsible for the positive and negative consequences of tourism, which are based on human aspects such as the mindset, attitude, and behavior of tourists and hosts as a result of interactions and interaction. As a result, rather than participating in the debate, figuring out how to deal with tourism's effects might be a beneficial task. Socio-cultural effect management and host-guest meeting locations like products and help procuring are frequently the most essential management areas, where there was face-to-face collaboration and engagement for the sharing of ideas and information. (Richards, 2008)

Chapter. 03

3. Research Methodology

The process or method the researcher employed to carry out their research is known as the research methodology. The ways that researchers can analyze, find, and formulate knowledge about a topic are found in methodology. It demonstrates how data is collected and analyzed at the end to meet the study's objectives. (Sileyew, 2019)

Exploring the complexity of human connections is central to the study of anthropology. It blends humanities and social scientific methodologies as a study field. What distinguishes anthropology from other disciplines is the method of gathering in-depth information about human culture and behavior and the way that information is used. As a result, while carrying out a research, researchers immerse themselves in the rich, primarily qualitative data and look for new themes that offer insightful conclusions. Different research methodologies, such as comparative, cross-cultural, historical, or ethnographic, can be used. However, the data gathering must be correct, enabling the use of a suitable technique, in order for the research to be successful. (PCMH Research Methods Series)

The researcher used both qualitative and quantitative research methodologies for this study. These techniques gave researcher the chance to interact directly with professionals in the field. It aided researcher in analyzing how they reacted socially and how they knew about and viewed the socio-economic impacts of tourism. The researcher was able to establish rapport with the community and acquire important informants with the aid of qualitative research methods. It made it possible for me to employ several methodologies, including in-depth interviews and participant observation.

3.1. Rapport building

To fully comprehend the process and get insight from the participants, rapport-building is most important tool of qualitative research. It can be challenging for researchers to interact with people and build relationships; in order to do this, they

must get along well with them. The primary goals of rapport-building are to produce quality data and foster effective communication between the researcher and participant.

The researcher tried to get to know the participants better in order to establish a rapport and get over the difficulties that researchers encounter while trying to access and win the trust of participants. The researcher knew the local language and customs, which was helpful for the researcher. In order to be present and spend time in their setting, the researcher initially rented a room next to the main Chilas Bazaar. The researcher spent time with the locals, hung out in tourist's points, and had informal discussions with them about the socio-economic impacts of tourism for better understanding. To build trust and understanding, the researcher talked about the regional problems and listened to the participant's thoughts.

After the researcher feels unthreatening and a friendly relationship has been formed, the researcher introduced himself and presented an outline of the research's goals and an introduction to the study. The researcher then promised them not to use any private data.

3.2. Participant observation

In order to do participant observation, a researcher must engage in the setting's everyday activities, forge relationships with participants, and monitor all daily activities. It is frequently employed in numerous social science studies. The researcher stayed at the research site for a set amount of time in order to gather trustworthy data through observation. Its goal is to become intimately and closely acquainted with a group of people. In addition to taking part and establishing rapport, participant observation entails producing field notes and daily diaries that provide a written account of what has been observed.

While conducting fieldwork, the researcher first observe people's attitudes and behavior toward the tourism, locals attitude toward tourists and tourism and how they interact with tourists, whether they cooperate with tourists or not, and whether they get benefit from tourism or not, the researcher observe how people react when

tourists came to their place whether they get profit from it or not. Additionally, the researcher travelled with the tourists and stopped at several tourists' spots, hotels, and transportation hubs to observe how the local people was reacting to the tourism. In order to blend in during the observation, the researcher had to take on a variety of roles. The researcher participated as a volunteer in the event "safai nisf-e-emaan hai" and attended some seminars about tourism awareness activities hosted at Karakoram International University Chilas campus and other nearby private schools. I participated in religious activities like the "jummah namaz" to familiarise myself with the culture and to watch how people behaved. I used to go up early to monitor and observe how travel agents and hotel owners interact with tourists. The researcher used to go to restaurants at night to communicate with locals I met. Additionally, researcher interviewed several participants in a variety of settings, including their homes, schools, tourists, and other public places, while also analyzing their daily activities.

The participant observation approach was ongoing throughout the fieldwork since it served as a useful tool for studying how individuals were observing the tourism sector. It was challenging to interact with the participants because so many of them were either completely ignorant of the tourism and some of them don't have that much money to invest in the tourism sector and some of them getting enough benefits from it.

3.3. Key-Informants

People who are known as key informants can readily get absolute knowledge of the area. These are individuals who are frequently well-informed and involved in their communities. The key informants are approachable and communicative, and they understand what the interviewer is looking for. On the other hand, some informants become key informants as a result of their outstanding and intimate relationship with the interviewer, as well as their capacity to understand what the researcher want to find out. (Bernard, 2005)

The researcher developed close relationships with two key-informants while conducting the fieldwork, Janda malik and Usman raikoti. The former works as the

travel agency manager. As he interacted with different tourists coming from different cities and different countries, he was able to prove his depth understanding of the tourism. He therefore has strong reputation among community members, which aided in my ability to interview local & foreign tourists in the area.

While the later was a hotel manager, he used to run a hotel in fairy meadows. He had a great knowledge about the tourism sector and the benefit he is getting from the tourism. usman's elder brother was running a restaurant in Babusar top and had three tourist jeeps. It helped me to collect a lot of data from the locals and tourists, they both helped me getting authentic data about the socio-economic impacts of tourism.

3.4. In-depth Interviews

In-depth interviewing was another qualitative research technique has been used in the study. The purpose of this interview is to learn about the respondent's thoughts, specific programs, points of view, or situation. A small number of respondents are chosen for intense individual interviews for this purpose. One may comprehend the interchange of ideas between people around a similar issue by using the technique "in-depth interviews" (Kvale 1996).

Over the course of his time in the field, the researcher conducted interviews. To obtain reliable and accurate data, the researcher took into account interviews. Open-ended or unstructured questions were conducted to respondents at the start of my fieldwork to ease them into the process and establish a connection. The researcher generally questioned them about how they felt, behaved, and experienced the tourism. Numerous other issues that were relevant to the subject surfaced as a result of the interview's broad and investigative format. The researcher then conducted in-depth interviews with the research participants using an interviewing guide.

A total of 42 respondents took part in in-depth interviews On the basis of their accessibility, practicality, willingness, and consent. Additionally, participants who were involved in tourism related business and those who are getting benefit from it,

Tourists who are visiting the area, women's who are involved in promoting and getting benefit from tourism. Respondents were selected from a variety of religions,

sex, different ethnic background, and age groups in order to examine and make assumptions about different perceptions, attitudes, and behaviors based on their personal experiences related to tourism. In addition to letting responders talk freely and without inhibition, the researcher also assured them that their information would remain private. The researcher also added my voice to the conversation to foster teamwork and move the conversation toward the conservation of the subject. The proliferation of important information from the respondent was the primary advantage of these interviews, and the interviews also benefited the respondents in group discussions. The research objectives were taken into consideration when creating the interview guide.

3.5. Sampling

In social sciences the process of selecting certain types of groups, events, and cases from large population for the purpose measurement. Each study employ a certain type of sampling technique according to type of research, a researcher intends to conduct. For this study simple purposive or random sampling technique has been used. The intention behind choosing this simple random sampling technique in most of researches often used when working with very small population and wish to select cases that are particularly informative in nature. For this study going to use this technique in all universal data collection. The reason behind choosing this sampling procedure is very little diversity among universal data collections and population size of each universal data collection. (Bernard, 2006)

3.6. Purposive sampling

Purposive sampling is a technique used in qualitative research to find and choose participants who are relevant to the researcher's research interests. Purposive sampling is a widely used approach even though there are many different sampling strategies. It is a form of judgmental sampling method that is non-probability based. The researcher chooses people who meet the requirements of the study questions during the responder identification phase. (Palinkas, et al., 2015)

The researcher used purposive sampling since study questions and goals were based on people's experiences with tourism and their involvement in tourism sector.

3.7. Sampling units and size

The sample size for the current study was 42. In-depth interviews were conducted with each of these respondents in order to gather data. To meet the research aims, the researcher divided the sample size into various sample units. The main factors used to divide the sample were the locals who are benefiting from the tourism and tourists who come to the area in summer season. 24 of the 42 respondents were men 6 were women; 7 respondents belonged to the hotel management, and 5 of them are travel agents.

3.8. Units of Data Collection

The main step of research is to identify units of data collection. For this study, units of data collection can be individuals, documents, group entities, and professionals determine in accordance with research approach and strategy. For study, the following expected units identified:

- Employers of historical sides and rest house providing food and accommodation for tourists in district Diamar
- People who operates tour offices in Diamar
- Shops of local community people.
- Women's involved in business

3.9. Case study of (Diamar)

This section will explore the methodology particularly data collection methodology, case study is chosen for data collection by examining the nature of objectives to be explored and the research aim. It's complex to describe a case study because many researchers and authors use the term interchangeably. Cases and case studies, on the other hand, are not the same thing. Case studies are referred to as strategy by some researchers, while they are referred to as approach by others (Hame, 1993).

Research technique that entails an empirical investigation of a specific contemporary event in its true context employing a variety of sources of data. It is a detailed investigation of a set of entities based on a huge data set (Robson, 2002).

The economic impact study required some level of primary data collection. The data collection was through closed ended questionnaire to get information from local

people of Diamar. Mostly researchers have used close-ended questions to evaluate the impact of tourism (Puttaiah & Kumar, 2015).

The reasons which make clear sense to choose case study as suitable data collection method are as under.

- i) In Diamar Gilgit-Baltistan, there is no plenty of knowledge on the tourist sector; only research studies have been initiated to evaluate the influence of tourism on the local communities. Because the purpose of this study is to examine and investigate, the researcher views case study as a reliable methodology.
- ii) The current study aims to acquire primary data directly from the target audience, and the qualitative paradigm necessitates the use of case studies as a powerful tool for this type of study.
- iii) Although the case study focuses on individual real-life experiences, it is impossible to comprehend human activities and societal phenomena until we have access to the meaning assigned to those acts, thoughts, feelings, and beliefs.

3.10. Focus group discussion

Focus group discussion (FGD) is a type of group discussion that gathers data by allowing participants to communicate with one another. Although group interviews are widely used as a rapid and acceptable technique to collect data from a large number of people at the same time, focus groups openly use group communication as a tactic. Instead of the researcher analyzing each person to answer a question, people are encouraged to converse with one another, asking different questions and assessing each other's understanding and PowerPoint of viewpoints (Kitzinger, 1995). A total number of three focus group discussions have been conducted in the area between, one focus group discussions from shopkeepers, one from tourist guides, and one from people who are running hotels and guest houses in the area.

3.11. Filed notes and jotting

Field notes were written and jotted down by the researcher during the research field to dedicate the experience and personal level events of the day, and field jotting was also done by the researcher to not lose any type of knowledge during the research process. The researcher took careful note of the participants' daily routines, their

specific performance in relation to a position, and events that occurred in the research region. As a result of using these procedures, the researcher was able to acquire valuable and consistent data from participants while conducting the study. The notebook was used to record all of the data and participants in this study.

3.12. Audio recording

The researcher employed the audio recording technique while in the field, while conducting interviews with participants because it was difficult to write down everything in detail due to lack of time. As a result, for the duration of fieldwork, the audio recording was used to save time and gather data. Furthermore, the audio recording assisted in covering all testimony and information provided by participants during the interviews.

3.13. Photography

One of the most essential ways in research for collecting information on the spot in fieldwork is photography. During the fieldwork, the researcher took photographs to keep track of detailed data about local foods, cultural artifacts, and historic sites. The researcher used food products, gorgeous places, and other historic places in the current research method.

3.14. Daily dairy

It is another significant way that anthropologists use to keep a clear and error-free record while collecting data in an unfamiliar community for research reasons. It's similar to the science of keeping a practical notebook in which a researcher records his or her daily activities and experiences while conducting research. It is a creative endeavor. This aids in maintaining the data's manual record.

3.15. Confidentiality in the research process

There are several ethical considerations in social research that the researcher must keep in mind while performing research or fieldwork. The major ethical principle is to protect and entirely ensure the privacy of respondents' data, and all meetings obtained from respondents will be deficiently classified and only used for educational or research reasons. The researcher has focused on seven key ethical concerns or

issues that arise during the social science research process, including respondents' informed consent, deception, privacy (including privacy and anonymity), physical or mental distress, sponsored research issues, scientific wrongdoing, or fraud, and scientific advocacy.

In this case, the researcher has informed the responders that the data would be kept private and will only be used for academic purposes. Second, the researcher has placed the data in a secure location so that no one may utilize it for personal gain.

3.16. Ethical considerations

Ethical consideration is an essential component of any research project. Keeping these ethical concerns in mind is critical during the study process. In the current study, informed consent was verified before any members were interrogated during fieldwork. The researcher has evaluated the study's goals and scope, as well as the collecting data goal. The researcher has promised all participants that the information they provide will be kept completely confidential and used only for the purposes of the current research project.

Also, the particular character will not be made public, and after the research hurdle, the data will be established carefully so that the squandering data may be underestimated in the future. Second, the researcher has not invited any concerns that are personal to them and may harm their culture, religion, or social standards. All of the participants contributed according to their own preferences, and they might quit the conversation at any time (Altinay, Paraskevas & Jang, 2015).

4. Area profile

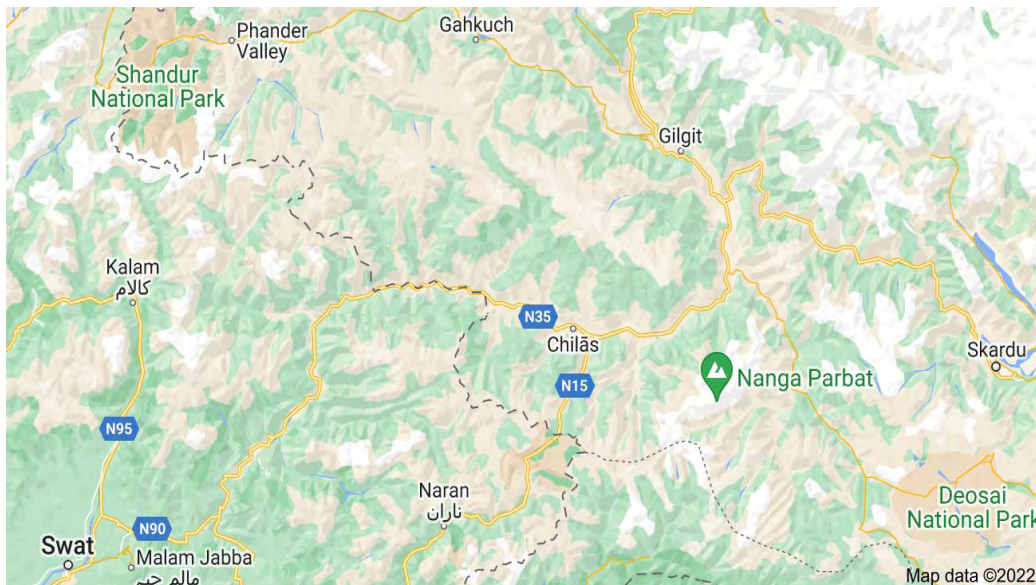
For the purpose of conducting current study Diamar Gilgit-Baltistan has been selected as the locale.

4.1. Diamar

Diamar District is located in Pakistan's Gilgit-Baltistan province. Chilas is the district's administrative centre. The Tangir and Gilgit districts are to the north, the Astore District is to the east, the Naran District of Pakistan's Khyber Pakhtunkhwa Province, and the Neelum District of Azad Kashmir are to the south, and the Upper Kohistan District of Khyber Pakhtunkhwa Province is to the west. The Diamar District is passed by the Karakoram Highway.

Diamar is a district while Chilas is the district's Center, and the Karakoram Highway runs through it. In the summer, it's hot and dry, and in the winter, it's dry and chilly. It is accessible via the Karakoram highway as well as the Kaghan valley via the Babusar Pass. The Chilas city is divided into two regions; the upper part of the city is known as shaheen gaon while the lower part of the city is named as paeen gaon.

Figure 1 Figure. Map of district Diamar



(Source: Google map)

4.2. Geography, Administration and population

Gilgit-Baltistan is located in extremely north of Pakistan, there are only about twenty people per square kilometre and the majority of the land is very hilly. Geographically, it is scattered throughout the Himalaya, Karakorum, and Hindu Kush mountain ranges. The area is located between latitudes 32 and 37N and 71 and 75 E. Gilgit, Baltistan, and Diamar-Astore Division are the three administrative divisions that make up Gilgit-Baltistan. In addition, the region is divided into fourteen districts: Gilgit, Ghizar, Hunza, and Nagar in the Gilgit Region; Skardu, Ghanche, Shigar, and Kharmang in the Baltistan Region; and Diamar and Astore in the Diamar-Astore Region. Four of these districts have been notified but are not yet operational. There are 113 union councils, 20 sub-divisions, and 31 Tehsils. There are 113 union councils, 20 sub-divisions, and 31 Tehsils. The towns of Gilgit and Skardu serve as the main administrative hubs. Through the Self-Governance Order, which was approved by the president of Pakistan in 2009 and designed to give the Gilgit Baltistan people more power, it was given some autonomy and changed its name to Gilgit-Baltistan. In Gilgit Baltistan, where Raja Jalal Hussain Maqpoon is the governor and Muhamad Khalid Khurshid is the present chief minister, a legislative assembly is in session.

Table 1 Administration units in gilgit-Baltistan

S.no	Administration units	Total
1	Divisions	3
2	Districts	10
3	Sub-divisions	20
4	Tehsil	31
5	Union council	113

(Source: planning and development department Gilgit-Baltistan)

Table 2 Population and Area

District	Area in square.km	Population in million
Gilgit	4208	0.29
Diamar	7234	0.27
Skardu	10168	0.26
Ghizer	12381	0.17
Astore	5412	0.1
Ghanche	5832	0.16
Hunza	10108	0.5
Nagar	4138	0.7
Kharmang	6144	0.5
Shigar	4173	0.7
Total	72467	1.49

(Source: planning and development department Gilgit-Baltistan)

4.3. Heritage sites and hotels

In Goharabad, Darel valley the cultural heritage site considered as the most international and local growing interest. There are many attractive cultural heritage sites in Gilgit-Baltistan particularly in Diamar district, the flow of tourist to explore the beauty of Diamar district increased from last five years. In Diamar there are fifteen hotels are categorized according to the level of facilities. Following table shows the list of hotels and heritage sites.

Table 3 Heritage sites and hotels

S.No	Heritage sites	Hotels
1	Goharabad	Shangrilla hotel
2	Fairy meadows	Blue sky hotel
3	Darel	Modern hotel
4	Chilas	Downtown residency
5	Taangir	Mir contenatal hotel
6	Babusar	Pine park lodges
7		Ravi hotel

(Source: data collected by Researcher)

4.4. Tour operators

Tour operators build packages for travelers based on their goals and knowledge of the region. A tour operator is a company that integrates tour and travel components to create a package trip. They promote their products and holidays through advertisements and brochures. Table 6 shows a list of operators who work at Diamar.

Table 4. List of Travel agencies in Diamar

S.no	Tourism companies
1	Flight and travel tours
2	Dayal air travels and tours
3	Burqa tour and travel agency

4	GB tour and travel
5	Gilgit travel guide
6	Paradise hike tour and travel

(Source: data collected by Researcher)

4.5. History

The area was known as the Chilas District and was considered a tribal territory during the British Raj. Shilts was probably its original name. When the Gilgit Agency was established in 1935, the Chilas district was included. It was ruled by a 'republican community,' rather than a ruler. In the Chilas town, a Gilgit Agency Assistant Political Agent was stationed. The Darel District and the Tangir District were previously part of the Diamar District but were upgraded to district status in 2019.

4.6. Education

The Diamar District was placed 95th out of 148 districts in terms of education in the Alif Ailaan Pakistan District Education Rankings 2015. The district was ranked 127th out of 148 for facilities and infrastructure. The district's educational institutions must now ensure access, equity, and educational quality. Dr. Allah Bakhsh Malik, the previous Deputy Commissioner of the Diamar District, opened the first-ever Chilas Public School in the Deputy Commissioner House in 1992, with the help of his wife, Mrs. Shahnaz Akhtar Malik.

- Educational institutes in district Diamar include
- Separate high school for boys and girls
- KIU sub campus Diamar
- Chilas Cadet College
- Technical institute Chilas
- Colony public high school Chilas
- APS Darel

4.7. Settlement patterns

Settlement patterns rely on the economy, the environment, culture, and climate of every society. In Gilgit-Baltistan, the majority of people still reside in old traditional homes known as "desi goot." Some "desi goot" are constructed of mud and wood, while others are made of cement and wood. Both pakka houses and kacha houses are ideas. The wealthy live in pakka homes, while the less fortunate reside in kacha homes. However, the majority of people are housed in pakka homes, which are constructed of cement and feature timber roofs. However, the majority of homes in Gilgit City, the region's capital and commercial centre, are pakka houses, as in other Pakistani cities. Gilgit is connected to various locations and the city itself via a huge network of metaled highways.

Figure 2 Settlement pattern kacha house



(Source: photo by Researcher)

Figure 3 Settlement pattern pakka house



(Source: photo by researcher)

4.8. Transportation

The sole route from the south to Gilgit was a rough track north from Balakot to the Babusar Pass (through Kaghan, Naran, Besal, and Gittidas) and farther north from Babusar Gah to Chilas before the Karakoram Highway was built in 1978. The road from Besal to the Babusar Pass has recently been metaled, and the route from Besal to the Babusar Pass is in fair condition.

4.9. Socio-economic profile and climate in Gilgit-Baltistan

Gilgit-Baltistan is considered one of the wonderful places on earth and has full potential in attracting tourists. It falls within the Himalayan organic belt and lies between longitude 73°-75° & latitude 33°- 36°. It comprises (13,297 square kilometers) 5134 square mile area. The elevation varies from 360 meters in the south to 6325 meters in the north. The south contains a dry subtropical climate while the north has the moistest temperate. GB has a wide range of climatic conditions with significant variation in the rainfall pattern across different regions both in terms of amount and distribution. Average annual rainfall ranges from 1000 mm to 2000 mm.

However, precipitation in the northern districts is 30% to 60% in the shape of snow. In winter, the snow line lies around 1200 meters while in summer it is 3300 meters. Temperature ranges between Zero to 07°C in winters, and, 20°C and 32°C in summer.

4.10. Tourism profile of Gilgit-Baltistan

Gilgit-Baltistan has great potential for the development of tourism. Its numerous scenic spots, dense forests, flora & fauna, flora & fauna winding rivers, majestic towering mountains, revitalizing climate, and historical & cultural heritage all together make it an excellent tourist point. Despite the tourism potential available in abundance, it could not be explored for a long time. It was mainly due to the absence of the infrastructure, rarity of funds, and other problems of varied types. However, with the overall improvement of the conditions in the area, tourism also got some attention since 2008 and since then efforts are being made to develop and provide basic amenities for the tourists in Gilgit-Baltistan. Some of the famous tourist potential destinations are as follow; five of the "eight-thousanders" and more than fifty peaks above 7,000 metres can be found in Gilgit-Baltistan (23,000 ft). The three primary centers for expeditions to the mountains are Gilgit, Astore, and Skardu. Most of the world's highest mountain ranges can be found in this region. The Karakoram and the western Himalayas are the two primary mountain ranges. To the north are the Pamir Mountains, and to the west is the Hindu Kush. K2 (Mount Godwin-Austen) and N1anga Parbat, the latter being one of the world's most dreaded mountains, are among the highest peaks. Gilgit-Baltistan is home to three of the world's longest glaciers outside of the Polar Regions: the Biafo Glacier, the Baltoro Glacier, and the Batura Glacier. In addition, Gilgit-Baltistan has a number of high-altitude lakes.

(NIGAR, 2018)

4.11. Understanding of Local Tourism Influx

The GB Government established the GB Tourism Department for harvesting the existing tourism treasure through a well-established promotional and regulatory mechanism. The department was mandated to develop tourism on a commercial basis by identifying different sites and providing basic infrastructure at various locations in GB. The tourism development activities remained limited due to the nonexistence

of tourism policy, limited resources, inadequate technical know-how, absence of public-private partnership, frequent man-made & natural calamities, and absence of basic infrastructure, etc. It is pertinent to mention that fairy meadows Valley attracts tourists on account of its scenic beauty. It was observed that around 10,000 tourists visited fairy meadows in 2018 and the number has drastically increased with every passing year. The north GB is rich in snowbound areas and has the potential (ERRA; earthquake reconstruction & rehabilitation authority, 2007).

4.12. Nanga Parbat

Nanga Parbat, which can be translated as the "naked mountain," is the ninth-highest mountain on Earth, with a top elevation of 8,126 meters (26,660 feet) above sea level. Nanga Parbat is the westernmost major peak of the Himalayas, and thus, in the traditional view of the Himalayas as bounded by the Indus and Yarlung Tsangpo/Brahmaputra rivers, it is the western anchor of the entire mountain range. It is located immediately southeast of the northernmost bend of the Indus river in the Gilgit-Baltistan region of Pakistan-administered Kashmir.

Among the fourteen eight-thousand-meter height mountains is Nanga Parbat. Nanga Parbat is a massive, majestic peak towering well above its surrounding landscape that is notoriously difficult to climb and has acquired the title "Killer Mountain" due to the increased risk of climbers' death.

Figure 4 (nanga parbat) tourism site in Diamar



(Source: picture by researcher)

4.13. Tourism activities

Tourism activities in Chilas are following

- Mountaineering, Trekking, and Hiking to fairy meadows
- Fishing
- Wildlife
- Biking
- Walking excursions

4.14. Fairy meadows

Fairy Meadows, also known as Joot, is a grassland near one of the Nanga Parbat's base campsites in Diamer District, Gilgit-Baltistan, Pakistan. It was named by German climbers (German Märchenwiese, "fairy tale meadows"). It is the starting point for hikers attempting to ascend the Nanga Parbat's Rakhiot face. It is located at an elevation of around 3,300 metres (10,800 feet) above sea level. Fairy Meadows was designated as a national park by the Pakistani government in 1995.

Fairy Meadows has a six-month tourist season that begins in April and ends in September. Tourists stay at the "Raikot Serai" camping site, which covers 800 hectares (2,000 acres). Despite being only partially constructed, Fairy Meadows earns approximately PKR 17 million in tourism revenue, primarily through the provision of food, transportation, and lodging. Brigadier M. Aslam Khan (M.C, H.J, F.K), First Commander Gilgit Scouts, developed the route to Fairy Meadows, which now employs locals. To protect the forest and boost tourism in the area, the local community halted timber extraction. The view of Nanga Parbat Mountain is the main attraction of this location, aside from the meadows themselves. From Fairy Meadows, tourists frequently climb to the mountain's base camp.

Figure 5 Fairy meadows, tourism site in Diamar



(Source: picture by researcher)

Chapter.05

5. Impacts of Tourism in Diamar

The section examines the tourism industry's economic impacts, including its contributions to growth, employment, and income. The section begins by examining the three routes by which tourism has an influence, namely direct, indirect, and induced impacts, before reviewing the effects on employment and earnings.

5.1. Positive impacts

In this chapter, the researcher examined the effects of tourism on local residents' home economies. Tourism has a number of positive effects on local residents' household economies. The tourism sector is essential to the socio-economic development of a tourist attraction in Diamar. Locals benefit from this business since it provides jobs. Mobility creates wealth, multiplies income in the economy, and aids the development of other industries.

The findings of this study demonstrate some direct, indirect, and dynamic influences on the lives of the people in the area, as well as the fact that tourism continues to contribute significantly to overall family income. One of my respondent stated that:

In a nutshell, it's a sector that helps the economy grow. Tourism contributes to the development of the Diamar region's economy, as well as Pakistan's overall economy."

Improving tourism's efficiency is crucial to guaranteeing food security. This is also true in the context of this study because the respondents' responses indicate that the locals' household economy is totally dependent on tourists. Tourists visited their communities, providing opportunities for employment and revenue-generating industries. Tourists are sold a variety of locally created products by locals. The women create a variety of goods that are always popular with tourists. Tourists not only enhance their revenue but also learn about their culture by purchasing products. Locals involved in tourism, business, and other activities not only support their families financially but also expand their assets. People increase their assets in order to use them in in the event of a disaster in the future. Respondents also emphasize that

they provide all of a household's fundamental necessities and that any leftover funds are used to sell homes and enhance their resources. The rural inhabitants' perceptions were positive since they could sell the products and conduct any business to supplement their income and meet their basic requirements. The people of the Damar had favorable impressions about tourism, according to this study. All residents of the area, including men and women, urban and rural, have agreed that tourism benefits them. There are a variety of companies in Damar that help tourists and promote tourism. Local employees are hired and given job security by these businesses. Many of the inhabitants in the area have relied on tourism for their livelihood. In the case of Damar, residents have a favorable attitude toward tourism. They regard it as their primary source of income because no other industry can give these economic activities and job opportunities. In the case of this topic and location, this is also true. Tourism is the only source of income for all of the activities. Locals benefit from tourism since there are several tourism agencies, government, and private organizations that promote tourism and give employment possibilities for locals. Respondent said that:

“Tourism, without a doubt, has an impact on local jobs and income. Ecotourism raises awareness from a variety of angles. Tourism is not just a symbol of the region's growing pluralism, but also a source of revenue. Tourism is a source of revenue for diamar cultural promotion; it has raised people's total incomes, resulting in a shift in overall living standards, and, of course, tourism has an impact on inhabitants' jobs.”

Similarly, one of the most significant components in reducing poverty and empowering and resourceful individuals is education. It is also known as the leisure industry, which refers to the movement or transit of people from one location to another for the purpose of viewing or experiencing the place for economic gain. It has various advantages because its money remains in circulation in the touristic area, helping all stakeholders in a financial or economic sense. It's a business that requires travel, but it may also be enjoyed as a leisure pastime.

5.2. Work Opportunities

Tourism create three types of work opportunities: direct, indirect, and induced. Local populations in the affected areas now have job opportunities thanks to tourism. However, estimating the precise number of residents who have found work in tourism-related activities is difficult due to the lack of workforce statistical information and the refusal of tourist industry firms to contribute to statistics to outsiders. Senegal, the same conditions in Senegal when examining tourism impacts. Diagne (2004)

Hotels, restaurants, transportation, coffee/tea shops, trading and retailing, local tour operations, as well as self-employed and small entrepreneurs such as tour guides, small store owners, shop workers, and vendors, generate the majority of jobs in Diamar. Apart from that, jobs are created in real estate development, construction, and trading, all of which are directly or indirectly related to tourism. One of my respondents stated that

“It is definitely positive to society because it contributes to the growth of the local economy both directly and indirectly through a variety of channels such as the hotel sector, the overall transport links, handicrafts, arts, and music, etc.”

As per the above response, the researcher finds out that tourism boosts the revenue of the area, creates jobs for the locals, and changes the infrastructure of the area. Another respondent stated that

It was a wonderful experience for me because it fosters a sense of cultural interchange between locals and visitors.

Another respondent described that

“Tourism generates a substantial number of jobs in a variety of industries. These employments are not limited to the tourism industry; they can also be found in the agricultural, communication, health, and educational sectors”.

As per the above responses, the researcher observes that tourism is profitable for the local restaurants, hotel, and other sectors.

5.2.1. Case study 1

Maqsood is a man in his thirties. He is from the village of Babusar. He works as a boatman on Lulusar Lake. His dad sold a plot of property 10 years ago and established a "Danish boating club" to provide boating services to Babusar Lake guests. He described his situation during the interview as follows: "We reside near the lovely Lake of Babusar." Visitors began to visit our area after the government developed Babusar Lake. Prior to the establishment of Babusar Lake, the bulk of our villagers used to travel to other parts of Diamar and Pakistan in search of work. My father moved to Rawalpindi in the 1980s and started working in a bakery. My father couldn't pay my college expenditures; thus, I didn't finish my education. My father sold a piece of property and bought two boats to provide boating services to visitors on Babusar Lake when the number of tourists began to rise. With the passage of time, our household income has begun to climb. My father eventually established a boating club, and we currently have five boats that provide tourist boating services. Our average monthly income during the tourist season, which runs from April to September, is 70,000 PKR.

Tourism is vital to the survival of many economies throughout the world. Tourism benefits host cities in a variety of ways. Tourism boosts the economy, creates thousands of jobs, strengthens economic growth, and promotes cultural exchange between visitors and locals. One of my respondents said that

"When compared to locations where tourism is not present, areas, where tourism is prevalent, can easily be distinguished as more developed."

It simply indicates that tourism helps to an area's improved and higher living conditions. "Of course, tourism generates revenue, which benefits the entire society, whether directly or indirectly." The majority of the tax revenue is reinvested in

community history preservation and welfare projects." Tourists are attracted to Diamar because of its numerous historical sites.

5.2.2. Case study 2

Mohammad Sarwar is a 65-year-old man who lives in Chilas city. He owns and operates a restaurant on the main bazar between Chilas and Raikot. He was a constable in the Pakistan Army before opening his restaurant, and he retired at the age of 55. Two sons, two daughters, his sons' wife, and their sibling make up his family of fourteen. During the interview, he stated the following: "After retiring from the Army, I chose to make an investment I received as a pension." Because of the increased number of tourists in our area, I was able to open a restaurant in my hometown, which was a wonderful opportunity. Tourists began to visit our area in the previous 15 years, and today a huge number of tourists visit, particularly during the summer season. In my restaurant, I have eight employees, including my son. My older son has been assigned to work in Dubai. He also sends money from abroad on a regular basis. By Allah's blessing, my restaurant is bringing in a lot of money. My grandchildren have all attended private schools. In addition, I have made a real estate investment. The development of tourism in our area has altered the way of life of our peasants. People were go to other cities in order to search of work before tourism promotion because there were no job prospects in our area, but today tourism has produced job chances for the locals.

5.3. Major infrastructure Development and Investment

In Ferry meadow and Babusar villages, large investments have been made in infrastructures such as development, guest houses, pleasure areas, restaurants, and residential buildings over the previous 10 years. The government has constructed three hotels and one resort in the area village, whereas the government has constructed two hotels and three resort in fairy meadows. Apart from that, the private sector is responsible for the establishment and operation of all guest houses, restaurants, and other tourist's places. In the previous 10 years, the private sector has opened about 20 hotels and guest homes. One of my respondents describe that

Five years ago, I spent ten lack PKR on a guest home in Chilas Bazar. My guest house has become a tremendous hit with the locals. There is always an inflow of people from various sections of the country during the peak tourism season (April to September). In the enchanted meadows, I intend to open a restaurant.

As per the above response, the researcher observes that Locals who rely substantially on tourism for a significant amount of their income spend heavily in the hotels and tourist, hostels, and cafes. They want more tourists to come to their area, which needs access to safe and modern services. As a result, more roads and highways are being constructed, parks are being established, public spaces are being updated, new airports are being constructed, and possibly better schools and hospitals are being constructed. Infrastructures that are both safe and innovative allow products and services to flow freely. Additionally, individuals in the area have access to chances for economic and educational progress.

5.3.1. Case study 3

Muzaffar khan, a Raikot native, is 31 years old. He owns and operates a tuck shop in the fairy meadows. His family consists of ten members, three of them are youngsters. Five brothers, two sisters, and a widowed mother make up the family. He was only nine years old when his father died. Following his father's death from a heart attack, his mother supported the family by making clothing. In 2005, his mother sold her property and moved his older brother to Karachi to work. In 2006, muzaffar khan dropped out of high school and started his own Tuck store with funds provided by his Saudi Arabia-based brother. When I asked him why he dropped out of school and founded a tuck store, he said: I planned to join the Pakistan Army after finishing secondary school to help support my family, but I was turned down due to a physical condition. Then I requested my brother to get me a visa so I could work in Saudi Arabia, but my mother refused and told me to stay at home and care for my family. Then I made the decision to run a little store near Babusar Lake. It turned out to be really beneficial to me and my family. During the peak tourist season, a huge number

of visitors go from all over the country to enjoy the magnificent weather of Babusar Lake and its environs. During the tourist season, I work from 8 a.m. to 9 p.m. and make between 40,000 and 45,000 PKR every month. I am no longer financially dependent on my older brothers. As a member of a joint family, I am responsible for supporting my family's other members. For instance, I gave 300,000 PKR to cover the costs of my three sisters' weddings. I'm also helping my younger sister with her studies. In addition, I assisted in the construction of a three-room concrete house. The development of tourism in our area enabled me to work in my community and provide for my family."

5.4. Tourism and women employment

In comparison to many other enterprises in the organized sector of the economy, the tourism industry generates more job opportunities for women around the world (Baum, 1993). However, my fieldwork in Diamar Gilgit-Baltistan suggests that only a limited proportion of women work in tourism-related jobs.

Many women in Gilgit-Baltistan work mostly in the handicraft industry. Gilgit shawls, handmade woolen caps, for example, are the most popular handcrafted handicraft in chilas. The stitching, washing, is a household craft in which female members, particularly girls and women, assist the embroiderers.

5.4.1. Case study 4

I'm a 45-year-old divorced mother of two. My husband died fifteen years ago in a vehicle accident. He worked in a shawl shop as a salesman. Following my husband's death, I offered stitching skills in the shop where he used to work to help support my family. There was initially little work to be done, but as demand grew over time as a result of an increase in the number of visitors visiting our area, I and my three children began to offer dying and washing services in addition to stitching. I earn roughly 14,000 PKR per month. My oldest son also works as a salesman in a business."

5.5. Government employer's opinion

In addition to tourists and the local community, there are many different stakeholders in the tourism industry; therefore, it is important to consider their attitudes, experiences, and expectations about tourism development and its impacts in order to

have a well-planned, sustainable tourism industry. As a result, the study has concentrated on the attitudes and perspectives of accountable government officers who are involved in improving the socio-economic conditions of the study area's local community through capacity building and empowerment. According to them, tourist development has provided the community and the surrounding area with numerous benefits. One of my respondents stated that

"The people of the area mostly rely on agriculture, but owing to poor weather conditions (drought), getting a good harvest is quite difficult, thus tourist development is a great opportunity for the villagers to generate additional revenue."

The Diamar is located in a dry zone, and as a result, the people have had difficulty continuing their farming activities due to a lack of water. One of my respondents described that

"The area's infrastructure is being developed, as is tourism development, which is mostly focused on the Diamar hotels and its surrounding attractions. Otherwise, infrastructure such as roads, power, telephones, banking facilities, and other services are not developing quickly or adequately".

Discussion with a respondent, he said that

"Bad weather and wild animals have a significant impact on agriculture. Furthermore, the farmers lack a marketing channel for their crops and face post-harvest challenges. The people in this area work in potato and maize fields, but they do not earn enough money, and their revenue varies from season to season. Agriculture is seasonal, and farmers don't get much benefit from that. As a result, tourism has provided chances for the community to participate in tourism-related activities and earn a sufficient income."

Village children have developed an interest in receiving a better education as a result of tourism, and parents are likewise motivated to provide their children with a better education. One of my respondents said that

"The villagers want to offer their children a better education, and the parents have identified their deficiencies, realizing that if they could speak English and other foreign languages, they would be able to engage in tourism-related activities and earn a sufficient income and other benefits."

Tourism has brought more benefits to the area; yet, due to their poor capacity and other restraints, the locals are unable to get the full benefits. One of my respondent discussed that

"Despite the fact that tourism has created a variety of business opportunities, the majority of villages are unable to take advantage of them due to a lack of education, financial restraints, and entrepreneurial abilities. As a result, the villages are limited to extremely modest companies and self-employment. Outsiders and big-sized organizations handle the large and medium scale enterprises in the area. The people can find work in those places, which is a solution to the area's high youth unemployment rate; nevertheless, they can only find lower-level occupations."

Land tenure has become an issue for the area, according to the authorities, as demand for land is continuously increasing. One of my respondents stated that

"New business prospects are emerging as a result of rising demand and tourism development. As a result, outside businesses purchase land in this area for commercial purposes at low prices. The locals have no idea what those lands are worth now or in the future, and their only motivation is to earn money to help them with their day-to-day financial problems."

The villagers in this area are not all involved in tourism-related companies. The growth of tourism has also had some severe societal implications. Respondent described that

"There have been a few instances where tourism growth has had a negative impact on the quiet lives of local people. Some teenagers are addicted to cigarettes and alcohol, and their lifestyles and other behavior patterns have deteriorated. As a result, effective planning and policies are required to ensure that tourism development in the area is sustainable. Tourism education and awareness are also critical for people to reap the benefits."

Tourists come to Diamar for a variety of reasons, although the majority come for pleasure, especially in the fairy meadows. As a result, even after arriving in the intended place, people want to continue their normal lives and behavior patterns. However, because the research location is located in a culturally sensitive area inside a rural community, it is critical to properly organize tourism development efforts in order to reduce potential detrimental effects on society and culture. As a result, community awareness and education should be integral parts of any tourism development efforts.

5.6. Negative economic impacts

Tourism boom in Diamar has obviously contributed to economic prosperity, but it has also had some negative economic consequences. The following are the biggest negative economic repercussions of tourism in the studied location, according to respondents.

5.6.1. Increases land price and rent

Increased land prices, high rent, and a housing shortage for locals are some of the evident negative effects of tourism growth identified in the study area. Several research investigations (Cooper and Ruhanen, 2005) addressed this topic. The expansion of tourism necessitates the acquisition of land, resulting in an increase in land prices. Masud Zaman, a 55-year-old native, discussed that

“Agriculture used to be the primary source of income in our town twenty-five years ago. However, as tourism-related activities grew in popularity in the 1990s, investors from other regions of the country began to buy land from locals at higher prices in order to build hotels, residences, flats, and shopping malls. In addition, I sold my land (5 acres) where I used to grow maize and wheat. However, the situation has changed dramatically. Land is scarce, and prices are sky-high, making it extremely difficult for poor people to buy a piece of land to live on.”

This research backs up Archer, Cooper, and Ruhanen (2005) findings that a farmer and other landowners are urged to sell their land throughout the tourism boom process, converting them to landless peasants in the process. Various real estate agencies are building apartments and houses in chilas, which are mainly purchased by wealthy people from other areas of the country.

These flats and houses are typically highly expensive.

Mr. Khurshed, a nearby citizen, expressed his thoughts as follows:

The growth of tourism in our area has caused challenges for local residents, particularly the impoverished. Purchase of property and construction of a home has become extremely difficult, while rents have grown unsustainable. I'm concerned about how our future generations will deal with this scenario.

5.6.2. High price of essentials and commodities

Higher pricing of popular commodities is one of the most significant negative economic effects noted by respondents. The high prices of vital food goods, transportation, and rent seemed to be causing a lot of concern among the locals. According to Akama and Kieti (2007) and Sebastian and Rajagopalan (2009), the price of necessary food goods and other items rises as tourism grows. The tourists and immigrants travelling from other places for work, according to the respondents,

are the causes for the high pricing. Mr. Roshan, a chilas Village native and school teacher, stated as follows:

Everything is very expensive here in our village. The people with limited income are facing very difficult to meet their livelihoods.

It has also been noted that transit fares are extremely exorbitant. The major objectives of the transporters, according to the respondents, are visitors who are willing to pay a premium fee for their comfort. According to respondents, housing rents have risen dramatically as a result of the influx of individuals to chilas and Babusar, and raikot villages for work, and accommodation supplies often fall short of demand.

I believe that tourism development is not the sole cause of high costs for basic goods and services. Inflation has risen in all sections of the country, including the study area, due to extraordinary increases in fuel prices and an unpredictable political and security situation in Pakistan in recent years.

5.6.3. Seasonal business

The seasonal variance in visitor arrivals, according to the respondents, has a negative impact on their livelihoods. In tourist research, the seasonality effect has been widely documented (Wall and Mathieson, 2006).

According to respondents, seasonality has a significant impact on employees working in lower-level positions in restaurants, hotels, and mall stores, as well as self-employed small business owners. Rafeeq Ahmad, a 35-year-old chilas resident, described the situation as follows:

In Chilas, I work as a server in a hotel. During the peak season, which typically runs from April to September, a considerable number of people visit chilas and Babusar villages to enjoy the good weather and natural beauty.

Each year, after September, the number of tourists begins to decline. Tourists come to see the snow fall during the winter season, but in smaller numbers. Our hotel owner

normally shuts his hotel for at least three or four months during the winter due to a decline in tourist arrivals.

5.6.4. Socio-cultural impact of tourism

The social and cultural effects of tourism development on the local inhabitants of Chilas and Babusar are discussed in this section. According to Affeld (1975), tourism social and cultural impacts study can be divided into three categories: (a) tourist and host relations centered research examines the effects of host and tourist interactions on cultural and social structure; (b) host centered research examines local society's participation in tourism activities; (c) tourist centered research examines tourist expectations, demand, and attitude, among other things. To attain the research aims, the researcher employs the first two types.

6. Impacts of tourism on a social/family structure

According to the respondents, tourism development has an impact on the area's family structure. Tourism, they claim, weakens traditional family arrangements. Individualistic behavior has grown among the people of this village as a result of tourism, resulting in the formation of a nuclear family structure. Mohammad Sharif, a resident of raikot, made the following statement:

Our society has traditionally been centered on a joint family arrangement. Everyone in the family is socially and economically reliant on one another. There was mutual respect and love between the two of them. There were few job prospects in our area prior to tourism development. Some family members must relocate to different locations in search of jobs, while others must care for their families. However, things have changed lately. People were economically and socially independent as a result of tourism. People, particularly the young, prefer to live in nuclear families than joint families. Tourism has given work opportunities for people on the one hand, but it has damaged the social fabric on the other.”

Some respondents, on the other side, stated that tourism development had improved family cohesion. People used to relocate to other cities for work before tourism development due to a lack of job prospects. This migration causes a slew of societal issues and, in certain cases, strains family relationships. However, as tourism develops, the locals prefer to stay in the village and participate in tourism-related activities. Arshad Khan is a writer. Babusar, a 46-year-old merchant from a hamlet, told his story as follows:

"Before tourism development, I moved to Karachi, Pakistan, for employment following my marriage in 1988, and worked as a laborer in a textile factory for seven years." Once a year, I have to pay a visit to my family. My wife used to argue with me about

moving her and the kids to Karachi, but I couldn't afford it. I've wasted valuable time away from my family. However, I am currently employed in my community. It feels wonderful to be with my family."

6.1. Impact of Tourism on a Relationship among the Community Members

On a large scale, tourist expansion may create both opportunities and difficulties for societies. During the research, some respondents stated that tourist development had an impact on social ties among the people in their community. Some respondents believed, for example, that tourism development increased individualistic conduct among the people in their community, and that commercial interactions gradually surpassed other social relations. Some respondents, on the other hand, believed that tourism growth in their area had reduced communal tensions and promoted communal cohesion in their community. They cited the availability of work possibilities, particularly for young people, as the key reason for this. Arif Jadoon, a 55-year-old Chilas native, said:

Prior to the rise of tourism, job prospects for the people in our area were scarce, and as a result, frustration grew among the young people, which often manifested itself in communal disputes. People are now so preoccupied with their employment that they have very little time to argue with one another.

6.2. Impacts on traditional handicrafts and Artifacts

In Diamar, demand for traditional handicrafts has surged during the last fifteen years. Local businesspeople say that the rise in demand is due to the increasing of tourism. The local economy is being impacted by this rising demand. According to Zulfiqar Lodi, a local shopkeeper who specializes in traditional handicrafts stated that.

"Traditional handicrafts such as Shawls and carpets are well-known in our area." The demand for these Shawls was quite low prior to tourism. These things were mainly made by the locals for

their own usage. However, as tourism grew in popularity, the demand for shawls and carpets skyrocketed. Our traditional items were marketed all over the world thanks to tourism. Handicrafts have become a thriving business, resulting in the development of jobs for locals in general and women in particular. Stitching and weaving are common activities for local women. We were able to export our traditional products to other regions of the world thanks to tourism.

6.3. Impacts of tourism on dress pattern among women (pardah)

The culture is impacted by tourism in both positive and negative ways. However, the majority of the general positive effects of tourism on culture focused on enhancing cross-cultural communication and integration, understanding norms, sustaining and keeping community culture, arts, and traditions, empowering the host communities, and promoting cultural values at both the local and regional levels. However, from an economic perspective, while tourism creates riches, money, and employment possibilities, the degree of wealth leaves the town and the majority of the jobs are low-paying. The tourism industry also supports peace in the area from a sociocultural standpoint by bringing together individuals from various backgrounds, ethnicities, values, and traditions. One of respondents stated that

“Tourism are probably the best tool to give awareness about cultural values, the importance of history and heritage and above all the importance of environmental protection. But taking care of our female’s pardah is our first priority”.

The researcher observed that apart from economic benefits, traditional people are more conscious about their norms and values. In certain cases, tourism contributed to the breakdown of a community's social structure. A place is regarded to be at

greater risk of losing its uniqueness the more visitors visit it. Another respondent stated that

“Traditional way of living is one of the factor and tourist feel happy to visit such places. Another point is that because of our traditional system tourist also posed threat to their security and existence. These are threats to our cultural /religious values, with care culture is compatible, and e.g., it crosses ethical barriers. Lust for money, sale everything to tourists -privacy of Mohallahs due to guest house fever. Life standards have been improved - hospitality extended-food services improved and I think it creates privacy issues”.

It has been observed that when there is a lack of respect and understanding for one another's cultures and ways of life, tourism can create conflict, antagonism, and suspicion between tourists and the local populations. Further acts of violence and other crimes against tourists could result from this.

6.4. Impacts on privacy

The host countries and their indigenous populations are affected by tourism in both positive and negative ways on a sociocultural level. Influences on residents' daily lives, values, way of life, and intellectual and artistic output are referred to as socio-cultural influences. Most of these effects are related to how residents engage with tourists and the tourism sector as a whole, both directly and indirectly. The impact tends to increase with the degree of cultural divergence between the native countries and the countries of destination. One of my respondents stated that

“Yes, I am definitely in favor of tourism as long as it maintains parameters of "responsible tourism" this also includes eco-tourism. We have seen disastrous results of uncontrolled and unmanaged growth of tourism in the shape of privacies issues”.

The researchers of the view that, In relationships with their visitors and service providers, host communities frequently play the weaker party for a variety of reasons, utilizing any influence they may have. Another respondent stated that

“As you know we are from a traditional society where we are more conscious regarding our privacy our norms and our beliefs, but once we welcomed tourists to our area our values are in threat”.

From above responses, It has been observed that traditional people of Chilas taking good care of their privacy, even though they are welcoming to outsiders.

6.5. Exposure – change in dressing patterns

Despite the beneficial effects, few negative effects have been noticed by the Diamar locals on culture and social development. One of my respondents stated that

“It is somewhat true that our younger generation idealizes travelers and copy how they dress, and behaves in ways that are similar to tourists”.

Facilities built for tourists can help locals, tourism can raise living standards in a destination by funding the development of facilities and services for the local population that might not have been built otherwise. Another respondent said that

“Tourism brings cultural changes, changing in the overall dressings patterns of people and their lifestyles have changed due to interaction with the foreign and national tourists”.

Due to large inflow of tourists in past few years, it has been observed that dress pattern of the area has been slightly changed after the promotion of tourism, youth is converting from shalwar kameez to jeans-shirt. These problems primarily relate to religious and cultural beliefs. For instance, the way westerners dress is inappropriate in our society, and there are problems with the food and drinks that foreign visitors may want to enjoy but cannot get because of legal and religious prohibitions. But

tourism can also have beneficial effects, such as promoting peace and pride in cultural traditions, as well as reducing rural-to-urban migration by generating jobs in the area.

6.6. Impacts on family system- joint or nuclear family

The local community's beliefs or behaviors may alter as a result of tourism, endangering the community's indigenous identity. Community structure, family relationships, collective traditional life styles, rites, and morals may all be impacted and altered by changes that occur. A respondent of the view that

“Due to the flow of the tourists in the area peoples living patterns has been changed, people prefer living in nuclear families”.

Strengthening community's tourism may enhance community vitality in a variety of ways. As an illustration, cultural shows that have traditionally attracted the most local residents as participants and viewers are frequently revitalized and developed in response to tourist interest. The participation of local communities in the creation and management of the tourism industry appears to be a significant requirement for the preservation and sustainable use of biodiversity.

6.7. Revaluation of culture and traditions

The preservation and transmission of cultural and historical traditions can be aided by tourism, which frequently aids in the protection of local heritage, the conservation and sustainable management of natural resources, and the revival of indigenous cultures, cultural arts, and handicrafts. Benefits may include improved infrastructure, advancements in health and transportation, brand-new sports and recreation facilities, eateries, and public areas, as well as an influx of goods and food of higher quality. On this regard on of my respondent mentioned that

"Tourism is probably the best way to give awareness about cultural norms and values, the importance of history and

heritage and above all the importance of environmental protection".

Additionally, a change in the way people's household income was affected by tourism. The revolutionary infrastructure developments, where people gave up agriculture and pastures because they could earn more money elsewhere and people have transformed their land into tourist's places, and the economic changes are good for society. To prevent cultural changes brought on by tourism, the tourism industry and increased interaction and association improve the local language values system, the cultural traditions surrounding food, music, art, and crafts, and festivals.

7. Summary & Conclusion

This study intended to explore the socio-economic impacts of tourism and people perception and attitude towards the tourism sector. To conduct this research, forty two respondents who belonged to different religious sects, age and gender were selected from district Dikmar through purposive sampling. Qualitative research methods such as case study method, rapport building, participant observation, key informants, focus group discussion and in-depth interviewing was utilized to collect detailed data pertinent to research objectives.

Tourism appears to be the villager's second-highest source of income after agriculture and goat farming. Although the region is still among the most underdeveloped and impoverished in the nation, tourism is shifting the local economy toward quick socioeconomic growth. Over the past few years, there has been a sharp increase in tourism-related revenues. In cooperation with MGPO, an NGO working for environmental conservation and rehabilitation in this mountainous setting with highly vulnerable ecosystem, the villagers had constructed a few significant camping spots in fairy meadows. The villagers have collected more than \$3 million in savings over the last few years. Famous mountaineers from several nations have started health and education initiatives. Governmental organizations and NGOs are assisting in the improvement of communication and infrastructure development facilities.

However, there were tourists who joined these trekking and expedition teams as transporters, guides, high altitude porters, cooks, and kitchen assistants. The majority of the villagers are involved in tourism in the form of hotel management, restaurants and porters. A few of the villagers have built nearby grocery stores and little first aid stations along the trekking path. Some people have built campgrounds on their property, and by collecting fees, they are making significant profits. The majority of the products they offer include food, livestock that tourists can take to basecamps, mineral gems, and antiquities. They do buy some items from these tourists at very low costs. Because they may use transportation services, receive financial aid from development programs, and, most significantly, receive help for their health and education, tourism has significantly reduced their suffering. They are learning a

number of new ideas and new ways to adapt cultural and social norms. They were ignored for more than 50 years after gaining their independence, but now government authorities are paying attention, primarily because of the potential for tourism in their region. Since market access has risen as a result of tourism exposure, they have developed trade and economic relations with certain non-locals. Their agricultural products now generate considerable monetary income after previously only producing modest returns. Additionally, it was noted that the villagers were trading hiking and climbing gear with international mountaineers in order to increase their sales and profit margins. If game birds and other species are safeguarded and conserved by collaborative wildlife conservation initiatives, the area offers a tremendous potential for trophy hunting. They will profit financially and by having access to a necessary element of tourism. In a few villages in the north, community-based trophy hunting programs are already banned. These programs put large sums of money at the community's disposal for welfare and development, in addition to helping the wildlife and providing a wide range of indirect benefits and monetary gains.

Increasing land prices and rents, high costs of required commodities, and seasonal changes are the most apparent negative economic impacts noticed in this case study, according to local respondents. The study also reveals certain socially influenced characteristics. Among the principal socio-cultural repercussions of tourism identified by respondents are changing changes in family structure, differences in community relationships, changes in dressing styles, and promotion of locally created traditional handicrafts. Tourism has both positive and negative socio-economic repercussions in the local community, according to the survey. Tourism, according to the study, may assist improve infrastructure while also producing jobs and chances for investment. Daily wagers and low-wage workers suffer from a lack of labor options during the off-season, according to the research. According to the study, tourism has a visible impact on the social-cultural status of individuals in the research locations. Tourism has altered the family structure in various communities, according to several respondents. Tourism provided job opportunities for the locals, reducing economy is heavily reliant on their families, especially among some of the

younger population, who prefer living in a nuclear family instead of a joint family, resulting in a weakening of family structures and social ties comparison to what existed prior to tourism development in their area. Some respondents, on the other hand, claimed that tourism helped to family cohesion since it offered jobs for them, allowing them to stay with their families at home and appropriately care for their children rather than traveling to other regions for work. Tourism has a favorable effect on the improvement of traditional handicrafts created locally.

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ANNERURE

Demography of the participants			
S.no	category	S.no	category
1	name	5	income
2	Age	6	qualification
3	Gender	7	ethnicity
4	profession	8	marital status

Interview Guide

Q: how long have you been living in this area?

Q: how you define tourism?

Q: according to you what is the importance of tourism?

Q: does tourism helps in developing the economy in your area?

Q: what profits did you get from the tourism sector?

Q: does tourism has any impacts on jobs and income of locals?

Q: how formal and informal education has been affected by tourism?

Q: does tourism has any impact on household economy?

- Q: does tourism has any Impacts on cultural values?
- Q: does tourism has any impacts on family structure?
- Q: how family politics in the area changing due to tourism?
- Q: what kind of cultural changes have been brought by tourism in Diiamar?
- Q: does tourism promotes awareness among locals?
- Q: what is your perception about tourism?
- Q: are you in favor of tourism or not?
- Q: is there any policy regarding the cooperation for tourism?
- Q: what is the role of government for tourism promotion?
- Q: what are cultural barriers for tourism promotion?
- Q: what is the behavior of tourist with the locals and locals' behavior with tourists?
- Q: is tourism a threat to social norms?
- Q: what is the role of tourism in language identification?
- Q: what are the impacts of tourism on shina language?