

**Assessment of Potential Tourism Resources for
Developing Different forms of Tourism:
A Case Study of Swat Valley**



This thesis is submitted in partial fulfillment of requirement of the degree of

MPhil in Asian Studies

Submitted by

Sajid Iqbal Badshah

Submitted to

Dr. Sadeed Arif

**Taxila Institute of Asian Civilizations
Quaid-I-Azam University,
Islamabad
2022**

Supervisor's Declarations

I hereby declare that the M.Phil candidate **Mr. Sajid Iqbal Badshah** I has completed his thesis titled “**Assessment of Potential Tourism Resources for Developing Different forms of Tourism: A Case Study of Swat Valley**”, under my supervision. I recommended it for Submission in candidacy for the master of Philosophy in Asian Studies, Taxila Institute of Asian Civilizations (TIAC), Quaid-i-Azam University Islamabad.

Supervisor: _____

Dr. Sadeed Arif
Assistant Professor

Taxila Institute of Asian Civilizations
Quaid-i-Azam University, Islamabad

Candidate's Declaration

I hereby that this M. Phil thesis currently submitted bearing the title “**Assessment of Potential Tourism Resources for Developing Different forms of Tourism: A Case Study of Swat Valley**”, is result of my individual research and has not been submitted concurrently to any other institution /university for any other degree.

Sajid Iqbal Badshah
M.Phil. candidate

DRSML QAU

Abstract

The purpose of this research is identification, inventorying and classification of Swat tourism resources, which might helpful to be used as a baseline data for decision makers to develop, promote and market the case study area for future tourism development. In order to identify potential tourism resources criteria used for assessment to decide reasonableness and probability of progress in the event that advancement occur. The three segments of the tourism industry are thought of; nature-based tourism, cultural tourism and agri-tourism.

The findings in the study depend on qualitative method in a type of meetings and recording interviews and field perceptions. Analysis of the data confirms that Swat have rich tourism potential resources principally in terms of diversification all the three segments of tourism are analyzed.

Findings disclose that Swat has underprivileged, neglected and poor basic infrastructure, lack of easy access is the significant disadvantage to the possibility of future tourism exercises. The main GT road leads to Swat is very snaky, mostly routed between thick populated residential fragments of the area and narrow, but there is possibility to visit and reach the case study area via alternative routes if upgraded and signposted (*Swat expressway ends at Chakdara then joins the Main GT road, Shangla Besham Road enters Khawazakhela, Dir/ Upper Kohistan Badgoyee Pass enters Utror Kalam, Buner road enters to Barikot Swat*). Due to the gap between stakeholder's coordination is the only reason for the lack of basic infrastructure, as complex and hoary laws and regulations, policies which has restricted the level of local investors.

Results and conclusion of research work supports that Swat valley is suitable for tourism development; for a successful tourism attraction is the major factor due to variety in attractions in Swat it is the main drive for the travelers (national & International) to pay a visit to the destination, if there is lack of attraction then provision of services, amenities etc. are at loose ends. The facilities and services provided for tourists can be used by the local population which will improve the life standards.

Acknowledgments

Above all else, I would like to thank Allah Almighty for being able to complete my research with success.

I would like to acknowledge and give my warmest thanks to my supervisor Dr. Sadeed Arif, Department of TIAC, who made this work conceivable. His direction and counsel conveyed me all through every one of the phases of composing my research work.

Beside my supervisor, I would like to thank the rest of my teachers in TIAC Dr.Ghani Ur Rehman Director TIAC, Dr Ashraf, Dr Moez, Dr Rafi, for their encouragement and simulating discussions, I would also like to thank Dr Abdus Samad Director Museums and Archaeology, Muhammad Arabi Director DTS, Prof.M Parwesh Shaheen, Zubair Torwali, Haji Zahid Khan President SHA, and all others for offering me their previous time, insightful comments and hard questions during interview.

I take a great pleasure to thank my colleagues, Dr Zia Ullah, Mr Asad Raza, Ms Maria Shaheen, Dr Ijaz Khalil, Mr.Shahab Ali, Dr Amir Khesro, Mr.AzharUddin, Dr.Majid Khan, Shamsher Ali, and all my classmates for their help and cooperative attitude.

In Particular, I am thankful to Quaid.i.Azam University for granting me admission for my MPhil studies.

Last but not the least; I would like to extend my special thanks to my parents, elders and family members for supporting me spiritually throughout my life.

Sajid Iqbal Badshah

TABLE OF CONTENTS

Chapter ONE: Introduction.....	1
1. Introduction.....	1
1.1. Statement of the Problem.....	3
1.2. Significance of the thesis.....	4
1.3. Research Questions.....	5
1.4. Aims and objectives of the research.....	5
1.5. Thesis Structure.....	7
Chapter TWO.....	9
Literature Review.....	9
2.1. Classification of Tourism Resources.....	10
2.2. Inventories of Tourism Resources.....	12
2.3. Assessment of tourism potentials.....	12
Chapter THREE.....	14
Research Methodology.....	14
3. Brief introduction of the research methods.....	14
3.1. Reliability & Validity.....	15
3.2. Choosing Methodology.....	17
3.2.1. Interviews guide.....	18
3.3. Data Analysis.....	19
3.3.1. Categorization.....	20
3.3.2. Interpretation Types.....	20
Chapter FOUR:.....	22
Standards for Assessment of Tourism Potential.....	22
4. Assessment of Tourism Potential.....	22
4.1. Attractions.....	24
4.1.1. Value.....	24
4.1.2. Fame/Popularity.....	25
4.1.3. Activities.....	25
4.2. Physically Features.....	25
4.2.1. Seasonality.....	25

4.2.2. Accessibility	26
4.2.3. Tourism Facilities and Infrastructure.....	26
4.3. Socio-Economic Aspect	27
4.3.1. Admission.....	27
4.4. Local Community.....	27
4.5. Stakeholders.....	27
4.6. Political Situation.....	27
4.7. Conclusions.....	28
Chapter FIVE: Identification, Analysis of Potential Tourism Resources in Swat Valley.....	29
5. Tourism Resources in Swat Valley	29
5.1. Swat Valley Tourism (Attractions to identify tourism resources)	30
5.1.1. Natural resources.....	31
5.2. Cultural Resources of Swat valley	51
5.2.1. Tangible Resources.....	51
5.2.2. Heritage Buildings	59
5.2.3. Handicraft Products	66
5.2.4. Intangible Cultural Heritage Resources	70
5.3. Agri-Tourism	77
5.3.1. Introduction.....	77
5.3.2. Assessing the Potential of Agritourism.....	78
5.3.3. Population Density.....	82
5.3.4. Diversity of Crops and livestock	82
5.3.5. Non-farm Population Dependent on Industry other than Agriculture	83
5.3.7. SWAT agricultural potential remains unutilized for want of supportive infrastructure facilities.....	85
5.4. SWOT and TOWS Matrix Technique.....	86
5.4.1. Strengths.....	86
5.4.2. Weaknesses	87
5.4.3. Opportunities	88
5.4.4. Threats.....	89
5.5. Conclusion	93

Chapter SIX:	95
Discussion and Results	95
6. Discussion and Results	95
6.1. Attraction	95
6.1.1. Popularity	100
6.1.2. Travel industry related activities	101
6.2. Physical Aspects	102
6.2.1. Seasonality.....	102
6.2.2. Approachability	105
6.3. SOCIO-ECONOMIC ASPECTS	107
6.3.1. Admittance/Entry.....	107
6.4. Local community	107
6.4.1. Awareness of Cultural heritage locations	107
6.4.2. Perceptions of locals	108
6.4.3 Local communities acceptance of tourism development	110
6.5. Stakeholders.....	112
6.6. Political, Law and order Situation.....	112
References.....	114

List of Figures

Figure 1.1: Research Design	7
Figure 3. 1: Sampling Techniques and respondents.....	19
Figure 4.1: Criteria for assessment of tourism resources	24
Figure 5. 1: Main codes and Sub-codes for tourism resources	30
Figure 5. 2: Classification of tourism resources attraction in Swat.....	31
Figure 5. 3: Heritage sites of Swat.	52
Figure 5. 4: Barikot/ Bazira.....	54
Figure 5. 5: Gogdara Rock Inscriptions.....	54
Figure 5. 6: Ghaligai Buddha.....	55
Figure 5. 7: Shingardar Stupa.....	55
Figure 5. 8: Odigram Ghaznavi Mosque	56
Figure 5. 9: Gumbatona	57
Figure 5. 10: Amlook Dara Stupa	58
Figure 5. 11: Butkara	58

Figure 5. 12: Jehanabad Buddha	59
Figure 5. 13: Saidu Baba Shrine.....	60
Figure 5. 14: Historical Mosque in Kalam Bazar.....	60
Figure 5. 15: Spal bandai historical Mosque.....	62
Figure 5. 16: AllahoAkbar Masjid	62
Figure 5. 17: Swat Jehanzeb College	63
Figure 5. 18: White Palace Hotel	64
Table 5. 1: Swat tourist destinations.....	64
Figure 5. 19: Swat Handicrafts.....	67
Figure 5. 20: Wood Carving	68
Figure 5. 21: Swati Ornaments.....	69
Figure 5. 22: Swati Embroidery	70
Figure 5. 23: Average temperatures in Swat and surrounding areas.....	81
Figure 5. 24: Average number of sunny days in the research area	81
Table 5. 2: Population Density.....	82
Figure 5. 25: TOWS matrix technique (The researcher).....	86
Table 5. 3: SWOT and TOWS analysis.....	90
Table 6. 1: Existing and potential Tourism resources	97
Table 6. 2: Visitors to Swat and Surroundings areas, 2016 (DoMCA,).....	103
Table 6. 3: Causes for high nature-based tourism demand in Swat	104

List of Tables

Table 5. 1: Swat tourist destinations.....	64
Table 5. 2: Population Density.....	82
Table 5. 3: SWOT and TOWS analysis.....	90
Table 6. 1: Existing and potential Tourism resources	97
Table 6. 2: Visitors to Swat and Surroundings areas, 2016 (DoMCA,).....	103
Table 6. 3: Causes for high nature-based tourism demand in Swat	104

List of Appendices

Appendix 1 Interview Guide	107
---	------------

Acronyms and Abbreviations

BBS	British Backpacker Society
D.C	Deputy Commissioner
DTS	Department of Tourist Services
DOAM	Department of Archaeology & Museums, Govt. of Pakistan
ISMEO	International Association of Mediterranean and Oriental Studies
F&B	Food & Beverages
GIS	Geographic Information System
GDP	Gross Domestic Product
KITE Project	Khyber Pakhtunkhwa Integrated Tourism Development
IAM Pak	Italian Archaeological Mission in Pakistan
NHA	National Highways Authority
PTDC	Pakistan Tourism Development Corporation
SHA	Swat Hotel Association Swat
TCKP	Tourism Corporation Khyber Pakhtunkhwa.
TICs	Tourists Information Centers.
WB	World Bank

Chapter one: introduction

1. Introduction

The travel industry is a major business in pretty much every country on the planet. Yearly huge number of individuals travels on a several events disbursements billions of dollars. Defining tourism is not a simple matter, as it is a complex industry made up of many businesses as this industry is not a production industry it's a service both in provision and as consumers. According to UNWTO (2008), Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business purposes, these people are called visitors(which may either excursionists or tourists). Keeping this definition in mind we can see that tourism is not just a movement of people for a number of purposes but the overall agglomeration of activities, services and involved sectors that makeup the unique tourist experience.

In this context the drawn out effective eventual outcome of the travel industry is dependent on attractions, transportation, cordiality, hospitality and travel encounters generally turning out to be more appropriate and less requesting. The improvement of the travel industry can prompt significant upgrades in fundamental foundation and help vacationer constituencies' to create (Bramwell et al., 1996).

The Travel industry could offer huge monetary advantages in created states since it produces an affordable advantage effectively prefer to other financial fragments. It doesn't involve high import content, prompts a high development rate, impacts trades, and is a work concentrated portion which rises business (Scheyvens and Momsen, 2008).

However the travel industry describes a critical monetary action, it is fundamental to put resources into compulsory foundation and to meet the needs and needs of vacationers, with the goal that the state budget of a developing nation can profit from it (Gupta and Bansal, 2001). Despite the fact that travel industry is a solid driver for quicker development in financial turn of events and keeps up with biodiversity, eco-frameworks, and social legacy (Cobbinah et al., 2013) there are problems which stay away from the travel industry from achieving targets, and which present dangers to maintainable the travel industry improvement (Cobbinah et al., 2013). This forces consideration in arranging, working of

framework, and thought of conveying limit with regards to explicit zones for traveler use and administrations improvement (Tanaka et al., 2005).

Pakistan, as an emergent country with imperfect infrastructure, is a young country in terms of the tourism industry. Tourism is a fast source to earn much needed foreign exchange and a perfect remedy for poverty alleviation in our country (M.A Mummunka, 2019). Pakistan is a kaleidoscope of some of the most diverse natural beauty in the world; It's a foundation of ancient cultures and civilization, a 'melting pot' of culture and religion. The World Economic Forum positioned Pakistan among the top 25 per cent of global destinations for its UNESCO 'World Heritage Sites.' From the stretches of great mountain ranges in the north, to the vast sedimentary delta of the Indus River in the south, Pakistan remnants a land consecrated with majestic nature. With shining deserts and some of the world's highest peaks, Pakistan has myriad attractions for sightseers, skiers, trekkers and mountaineers. Pakistan is a place for those interested in whitewater rafting, trout fishing, and jeep, camel and yak safaris and out of this world flora and fauna. Pakistan grips a reservoir of considerate information and knowledge for archaeologists, researchers, historians, artists, academicians and anthropologists, and it contains deep sacred heritage for pilgrims of many faiths and beliefs. This mean that tourism segment in Pakistan has started to register exponential and swift growth. From less than half a million foreign tourist arrivals in 2015, the world tourism monitoring agencies documented over two million tourist arrivals during 2019. National tourism crossed 40 million marks last year. Pakistan ranked No. 1 by Condé Nast Traveller's list of 20 best holiday destinations for 2020. Lonely Planet called Pakistan 'tourism's next big thing.' Forbes rated Pakistan as one of the '10 Coolest Places to go in 2019.' The British Backpacker Society (BBS) affirmed Pakistan as the world's third best potential adventure destination for 2020. BBS declared that 'Pakistan tops the list of world's best travel destinations', describing it as 'one of the welcoming countries on earth.' A majesty terrestrial, the landscape stretches remarkably from the high mountain ranges in the north to the plains and deserts of central Pakistan, and the Arabian Sea in the south. In addition to the natural beauty in all provinces of Pakistan, the people are very hospitable and generous towards foreign tourists. Khyber0Pakhtunkhwa is well known for its varying natural beauty, covering some overwhelming valleys and mountains in the north, including the Kaghan and Swat valleys, and the famous Khyber Pass.

The rich green and memorable Swat in Malakand Division lies between 34 - 40' to 35 N scope and 72' to 74 - 6' E longitude and is important for Khyber Pakhtunkhwa area of Pakistan. The valley is a fundamental piece of the key and critical electorate where three pieces of the Asian Continent — South Asia, Central Asia and China meet. The verifiable names of Swat are UDYANA and SUVASTU on account of the grand excellence of the valley and the name of the stream, individually. The old and social remaining parts of the area give verification about human exercises covering an enormous range of time. Alexander the Great came to Swat in 327 BC on the way India. In antiquated times it persevered through focal point of Buddhism, actually having its imprints found in lower Swat from waterway support to the highest points of the mountains. During Abdul Wadud (1917-1949) and Jahan Zeb's (1949-1969) quiet area, Swati regions shaping piece of Swat state saw remarkable improvement in the fields of schooling, wellbeing and correspondence. The sublime Swat Valley prominently known as the Switzerland of the East, is arranged north of Peshawar. In old times, it stayed focal point of thriving Buddhist development, actually having its remainders found at different places particularly in lower Swat. The old name was Udyana (Land of Gardens). The archeological locales and religious communities tracing all the way back to Buddhist period add to its verifiable fascination. Encircled by great mountains, Swat Valley is brimming with uproarious waterways, lavish green woods and snow-covered tops adding to its normal fascination. "Upper" and "Lower " Swat are terms in pattern in view of the clueless boundary of higher and lower regions In the valley by Swat River. Green fruit orchards, beautiful lakes, spouting streams and a charming landscape make it a place for tourism.

1.1. Statement of the Problem

The worldwide slice plea for Pakistan travel industry have been weakened as a result of the religious, extremism and administrative uncertainty; this has been devastatingly wedged on all destinations, yet significantly affected potential the travel industry locales which have not been settled up until this point, as there is at present minimal capital accessible for the travel industry improvement drives, and financial backers are pessimistic of supporting elite framework which isn't probably going to understand an impending income. Solitary such objective is Swat, which experiences disregard in wording of

tourism development, due numerous challenges. Current case studies offer proof that, although historians and researchers have worked hard mostly on the cultural heritage sites, the delivery of infrastructure and other essential services to assist tourism has never been an administration primacy, in this thesis the main problem and obstacle discussed is that potential attractions of tourism in Swat has not been identified and inventoried. As a proved TCKP 2021 statistics, which is the first case in point that such data and statistics was collected, In lower Swat there are few destinations which attract visitors, namely Jahanabad Buddha, Shingardar stupa, Amlook Dara Site, Bazira Swat Museum, Saidu sharif Budkara, Wali Swat Banglow (Palace of the Swat Ruler) Ghaligay caves, Mehmood Ghaznavi Mosque Odigram. Because of the absence of studies connected with the travel industry for the contextual analysis region itself concerning openness, possible turn of events, appropriate framework, and adequate the travel industry offices and administrations. This proposition finds and assess potential tourist attractions based on unambiguous the travel industry appraisal rules, to recognize current fascination resources which could go about as the reason for fostering an expanded the travel industry item. As expressed already, the travel industry advancement in Swat has been frustrated by weaknesses in and threats to the travel industry improvement which exist commonly in Pakistan. Further hardships which relate plainly to the examination region are: availability and street networking, landownership, inadequate and denied quality framework, high levy/charges, overlying obligations, changes in organization and the board design, official and hierarchical arrangements influences choices, funding, and resistance and coordination between pertinent financial backers. Current challenges & weaknesses are tended to, ideas on other options and suggestions for improvement for the case study area provided by using the SWOT analysis matrix.

1.2. Significance of the thesis

This research work deliberates the current and potential tourism resources in Swat. The existing tourism resources and their distribution in Swat area have been identified and classified like natural and cultural tourism resources.

In chapter five specific criteria for tourism potential resources has been addressed which classifies the resources into three tourism form; natural, cultural and agri-tourism. The

thesis climaxes the weaknesses and threats facing tourism development in the case study area, and provided recommendations and substitutes to address those problems and complication in tourism development. As a final point, the finding in the case study area provide for the future tourism planning and decision-making, as this effort will thoroughly identify and inventory existing attractions in Swat, which could be utilized to assemble an agri-tourism item. As well as arranging assets as one or the other regular or social, spatial dissemination for Swat is planned. Assessment in view of explicit models estimates reasonableness of current and potential tourism assets to help the three the travel industry fragments referenced above and gives standard information to future the travel industry improvement, to advance and spread Swat as a vacationer location at the public and global level. In addition, this postulation adds to a liberal of how to differentiating the travel industry items and economic exercises to give profit open doors to the neighborhood locals in the area.

1.3. Research Questions

Mainly two key questions are tended to:

- 1). What is the current and potential tourism resources available in Swat?
- 2). Are these tourism resources (existing and potential) seem satisfactory to make diversified tourism product?

1.4. Aims and objectives of the research

In light of the research questions objectives of the research are as under:

Research Question No.1: What are the current and potential resources in Swat valley?

- I. Identification of altogether tourism resources in Swat.
- II. Classify tourism resources in Swat Valley as:
 - a. Cultural heritage
 - b. Natural heritage

Research Question No.2: Are these tourism resources (existing and potential) seemed satisfactory to make a diversified tourism product?

- I. Identification and implementation criteria for tourism resources potential assessment:
- II. Identify tourism segment which is most likely to be successful in each instance, depending on existing and potential resources;
- III. Evaluate the possibility of an effective and sustainable tourism product.
- IV. Identification of strategies for sustainability, conservation and integrity of tourism resources.
- V. Suggestion of marketing practices.

DRSML QAU

1.5. Thesis Structure

The thesis consist of six chapters as shown in the figure (1.1)

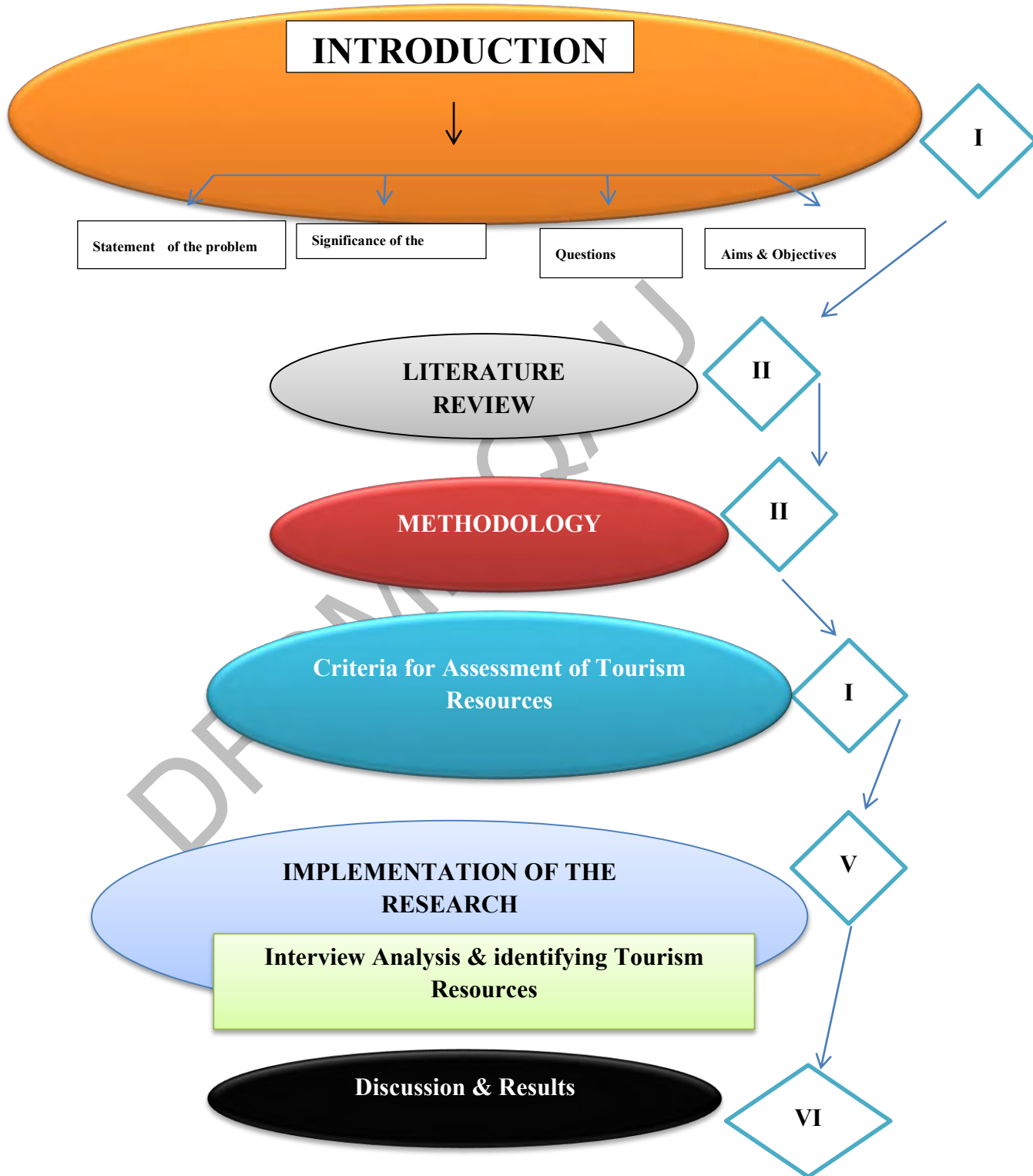


Figure 1.1: Research Design

Chapter one delivers the thesis summary, it covers a brief introduction of global tourism in general Pakistan and Swat tourism in particular, statement of the problem, the research questions, the significance of the study, and the aims and objectives of the research.

Chapter two reviews the significant reachable tourism literature the overall bases and sources associated for assessment of tourism resources for development, Concept of tourism potential, classifications used for tourism product, and techniques used for assessment.

Chapter three deliberates the case study methodology and presents research methods, methods for data analysis (data collection, recording, sampling, transcribing, content analysis etc.) along with features of interview.

Chapter four offers an outline regarding criteria used in the literature in order en route for doing the assessment of tourism resources.

Chapter five presents the results of research Questions. The key emphasis is to categorize, identify and inventory existing tourism resources, thus providing baseline data for determination of potential tourism attractions, these resources as an alternative employment source and economic advantage. It holds the analysis of present and potential resources in Swat, and supporting ability for the three forms of tourism. Keeping in view the context chapter five is sub-divided into three sections. First section is nature-based tourism assessment of the potential resources, which could be developed to promote alternative attractions. A detailed outline of the identification and assessment of natural resources in the case study area is based on the tourism resource base identified. In the second section cultural heritage tourism potential, by assessment of the existing tourism product with detailed overview of existing and potential tangible and intangible cultural heritage resources Swat. The third section is assessment of agritourism. If careful planning and support provided, this tourism segment could have exciting possibilities, based on a set of location-based factors that would play major role in contributing to the potential success of agr-tourism. Significance of agriculture in local community, roles played by the various stakeholders in developing and promoting this potential tourism segment in Swat is also addressed. This entire chapter is the most important in the thesis.

The last **chapter (six)** of the thesis covers the discussion and results of the case study area.

Chapter Two

Literature Review

This chapter reviews the relevant literature for assessment of the tourism resources for tourism development, the concept of tourism potential, tourism resource classification, tourism resource inventories, together with methods and criteria used for assessment.

Though tourism potential is broadly used in the tourism territory, it can occasionally create misunderstandings about possible regional competences, which may have a slightly narrower dominion (Abdulla and Soumen, 2012). Study shows that “potential” may be substituted by word “attractiveness” which openly refer to the liaison among source of supply and demand (Formiica, 2000). Regardless of the resemblances between two concepts, several scholars select to use attractiveness because it involves a more wide-ranging association between supply and demand, focusing on the dependence amongst current and potential elements and tourism demand, performing directly on arrival of tourists, and guaranteeing the success of a tourist destination (Iațu and Bulai, 2011), although concept of tourism potential focuses on the existence of tourism resources, which include natural, human, and infrastructure components. Both the concepts however, are very essential as “it directly put their mark on how these actors act in tourism” (Garbea, 2014:). The term ‘tourism potential’ will be used during this thesis throughout, as tourism resources in the case study area needs to be improved, stimulated, enhanced and will be effectively managed in order to create demand. Assessing tourism resources which are measured mandatory for tourism supply (based on specific criteria) will be the principal focus.

Broadly, we can define tourism potential as the natural, human or man-made, cultural, historical, economical, and social components which characterize the potential tourist supply of a given region. All these aspects, together with technical amenities and basic tourism infrastructure, establish the basis of a tourist attraction for a given area and will help to consider the area either suitable or not for the tourists to visit.

The capability of an area is to attract tourists it relies on numerous dynamics, utmost essential of which is that it must have any kind of attraction. This is toughly associated to the accessibility of tourism resources in a region and their capability is to attract tourists, in addition to a place which is near to other hubs which has abundant tourism demand. However, the existence of resources only is not sufficient to prove that an area/place/region has tourism potential. Manageable and appropriate infrastructure, amenities/facilities, and ancillary services must also be present.

2.1. Classification of Tourism Resources

Tourism is as an activity that involves three key elements: the tourists (service seekers), service providers means the people who are working in the industry, and a place where we can get services (hotels, restaurants, parks etc.). The customers/tourists who seeks services are the key actors in tourism industry and their needs, wants or demands must be taken in to consideration. The target market, who would be concerned in consuming the specific tourism product under offer, need to be recognized. Service providers seeks in order to meet the needs of the visitors. Location is an essential component for determining the extent of the travel industry in any area/constituency. Accidentally tourism do not occur and no doubt it's success is different, reliant on attraction. Therefore, every sightseeing movement inside any constituency/area/location can't initiate without its potential is famous, characterized, assessed, and understood (Furmica, 2006).

This is agreed that basic tourism resources, which are essential for a particular visitor attraction, vary considerably from one location/area to another location/area. Likewise, tourism studies also differ as to how they classify tourism assets and tourist attractions. Kusen (2010) states that all tourism resources can't be tourist attractions, but all tourist attractions are tourism resources, the reason is that 'tourism resource' actually a synonymous term for 'potential tourist attraction' (which might remain meaningfully unidentified, not evaluated, or unprotected). It can't became factual till the provision of all-purpose approachability to the tourists. Beside this, the term 'tourist attraction' refers to actual tourist attractions which at present be existent in flea market of tourism which being effectively promoted.

A variation of altered replicas for classification of tourism resources has been suggested. Lew (1987) deliberates three main typology methods for the classification of tourism attractions: these are ideographic, the organizational approach, and the cognitive perspective.

- **The Ideographic approach** designates the real rareness of the site, relatively than the focusing on universal features. Typologies are recognized separately by the names, with which each group contained of similar attraction types. The nature, nature-human, interface and human are the three tourist attraction categories which have been identified by this approach.
- The second approach is **organizational** which doesn't observe the attractions by themselves but focuses on three categories: spatial features, capacity features, and temporal nature.
- The third perspective is **cognitive** which is based on the tourist observations and practices related to those attractions.

Lew's (1987) classification of tourist attractions doesn't only include landscapes, historic sites and enjoyment parks; it also encompasses ancillary amenities and facilities which accomplish the needs of tourists, but which aren't essentially the attraction tourists have come to see. JansenVerbeke (1986), however, categorizes such amenities as secondary elements of visitors attractions; while they subsidize meaningfully to the charm of a location, for which they only supports primary elements. Her classification falls into two groups; leisure settings, such as physical setting and social/ cultural characteristics (for instance, natural and cultural components); and activity arrangements (Like, any entertaining, cultural events services).

Further arrangement frameworks lay out the travel industry assets in generally of overall in any case cross country positions. On the overall the travel industry asset order of Boniface et al. (2016). surveys the capability of any site for improvement as a vacation spot into two unique elements; actual highlights, like ocean, landforms, mountains, slopes, inland water, drifts, and woods, and social elements, like culture, way of life, craftsmanship, handiworks, and legacy. Swarbrooke (2012) characterizes assets for the travel industry on a

public scale, where limits may not generally be obvious, yet can cover. In this occurrence, the travel industry assets are grouped into four arrangements;

Natural (for instance, caves scenic structures),

Man made: structures or potentially destinations which are not initially intended to draw in guests for touristic purposes (for example, castles, church buildings and palaces),

Man made: incorporates assemblies or potentially locales which were implicit request to draw in guests for touristic purposes (for instance, exhibition halls and amusement parks), and

Special events: (like, brandishing or strict occasions, festivals and celebrations)

This case study basically classifies the tourism resources attractions in Swat into 2 categories: natural and cultural.

2.2. Inventories of Tourism Resources

With respect to as the tourism industry improvement is concerned this requires a scope of proof and data about the potential the tourism industry assets which will be useful to help the tourism industry designers/ decision-makers and its leaders. Previously an area/place/area of traveler thought and fascination has recognized, it is vital for list/stock and to order the current and potential the travel industry assets of that area. Stock of the travel industry assets is the primary stage which should be taken while surveying the travel industry potential. It includes data about the regular and social assets, along with the travel industry administrations and offices (Boniface et al., 2016).

For a standard information the general inventories of the travel industry assets which can be utilized to survey the travel industry potential in boundless have been created.

Significance should be given to the distinguishing proof of current and potential the travel industry assets in Swat.

2.3. Assessment of tourism potentials

Two approaches were used for assessing tourism potentials which Edward and George (2008) provided:

First is to study the potential for tourism activities; and second one is to explore visitor's perceptions and preferences of a destination's attractiveness.

Several criteria and indicators have been used to assess tourism resources (for instance, availability; accessibility, health care facilities/ hospitals; road network; education, infrastructure, entertainment facilities; political stability; admission; popularity; importance; seasonality; diversity) rendering to the form of tourism being examined, observed and studied. Different practices are applied as essential apparatuses to help the high authorities/ decision-makers. Substitute assessment strategies/methods depend on research, for example interviews and a bunch of group conversations

This case study is mostly based on the fieldwork i.e. the interviews from the stakeholders for classification and identification of main tourism resources, the stakeholders interviews assisted in identification of the potential tourism destinations and other segments and the level they were get suitable for tourism product development, and results and detail discussion were made on the basis of assessment criteria which has been applied in chapter six.

Chapter THREE

Research Methodology

This chapter basically shapes the methods used for the research process. Qualitative content analysis research in social sciences is require for data analysis (Data collection, interviews recording, collecting sampling, translation and transcribing and content analysis). This chapter shapes the methodology used for the research process. Its shapes characteristics of interview.

3. Brief introduction of the research methods

Two separate methods are utilized in Social Science; Qualitative and Quantitative. Some of the time, a both are utilized or as a blend or mixed methodology. Rely on the idea of the research problems and questions.

Quantitative research strategy is utilized for standard procedures reasonable for enormous examples and is implied to measure social peculiarities utilizing mathematical or factual information; it tests speculations or hypotheses by analyzing the connection between the factors (Silverman, 2013; Creswell, 2014). A key analysis coordinated just before quantitative method strategy is the shortfall of straight contact with individuals, which can prompt haphazardly characterizing factors and variables. A few peculiarities can't be estimated mathematically, measurably or utilizing irregular examining and it restricts the opportunity to find remarkable sampling of a peculiarity (Allwood, 2012).

Creswell characterizes subjective examination as:

An investigation or analysis approach important to investigate and grasp a focal peculiarity. To obtain about this peculiarity, the inquirer asking the members an expansive, general inquiries, gathering the detail perspectives on members as contentions or pictures, and assesses the proof/data, information for depiction and its subjects. From these information, the scientist/scholar deciphers significance of the data, drawing on private reflection and previous exploration. Based on scientist's/researcher inclinations and considerations which show the last design of the reports deftly.

Qualitative research centers on grasping perspectives, sentiments, views, practices, and contentions as opposed to numbers and uses unassuming instead of shut finished queries (Creswell, 2014). Additionally, there are additional accentuation on individual models than general opinions or event (Mayring, 2014). All in all, it's primarily inductive as opposed to logical. Parts of legitimacy and dependability are connected with analysis of subjective examination strategies; the two perspectives will be talked about later on in segment 3.2.1.

Hence, Research Methodology selection relies upon the idea of exploration issue, research problems and questions which is inspected. For a contextual investigation or exploratory examination, a subjective substance examination strategy has all the earmarks of being the most proper decision for research plan (Mayring, 2014). Rather than recognizing, reviewing, and arranging the primary assets, and afterward evaluating their reasonableness for the turn of events and advancement of various the travel industry fragments, this contextual investigation utilizes an elective methodology; that is, questions that could go either way to distinguish the travel industry assets. Utilizing this gauge information to evaluate the travel industry potential for the contextual analysis region from the partners' place of perspectives, and afterward investigate appropriate the travel industry improvement possibilities as per the stock. Notwithstanding utilize an exploratory examination plan, this study utilizes current hypotheses to comprehend the method involved with surveying the travel industry potential and to evaluate the degree to which potential the travel industry assets happen. Inductive cycles are utilized to foster a characterization and evaluation standards model for contextual investigation region.

3.1. Reliability & Validity

In qualitative research it's suggested that both reliability and validity are considered. Although, Qualitative generalization is confined in its application to this strategy. Bryman (2012) claims: motivation behind subjective examination isn't to sum up the discoveries of a solitary contextual investigation, populace, or irregular testing, yet fairly it expects to comprehend and investigate a particular case or a particular circumstance. In a similar setting, Creswell (2014,) states:

Qualitative generalization is that word which is utilized in a halfway manner happening subjective exploration since the plan of this type of examination isn't to sum up results to

those people, region, destinations, beyond that review. Summing up results/discoveries to speculations is approach involves in various contextual analysis subjective examination, for which the specialist should be irrefutable techniques, strategies and advanced subjective data set.

In qualitative strategies legitimacy is one of the primary qualities, which depends on distinguishing the exactness of results or discoveries. Validity in qualitative research has been characterized by Leung as "suitability of the information apparatuses, cycles, and information". Assuming that the exploration question is substantial for the expected outcome, the decision of technique is dependably proper for responding to the examination question, the plan is legitimate for the system and the example and information investigation is appropriate, lastly, the outcomes and ends are substantial.

Applied methodology has utilized in this study depends on triangulation, utilizing multiple sources of proof: essential information sources to introduce the primary foundation data about the contextual analysis region, semi-organized meetings, and field perceptions to find extra the travel industry resources for the situation concentrate on region which were not referenced by the respondents, and furthermore to notice perspectives and conduct displayed by the nearby local area individuals towards guests/sightseers, both public (neighborhood, homegrown) and worldwide. Once in a while, especially while gathering information used to ensure exactness in the evaluation cycle extra addressing was required and asked, as the respondents some of the time addressed compactly and overall. Extra inquiries can fortify exactness of the assessment interaction, as certain respondent can't cover all the inquiries questions. Also, rich and thick portrayals of the subjective information (interviews and field perceptions) with complete depictions have been given as part of examination and evaluation process.

One more part is reliability of qualitative or subjective method, which alludes to consistency of approach across various specialists, at different times and various circumstances, to acquire a similar outcome (Gibbs, 2007; Drost, 2011). It is extremely challenging to guarantee dependability, particularly for subjective examinations. In this foundation, Taylor et al. (2015: 10-11) say that it "is preposterous to expect to arrive at amazing unwavering quality assuming we need to deliver huge investigations of genuine world". Subjective

examination studies underscore importance since "they are intended to guarantee a close fit between the information and what really individuals say and what they do" (Taylor et al., 2015: 10). The methodology engaged is to notice individuals regular routines, stand by listening to what they say, and converse with them to realize what is on their brains; with this technique, research gets data direct.

For this contextual analysis the system follows both Mayring and Silverman's supports, by expecting various measures to guarantee dependability of gathered information; occasions incorporate planning interview questions which support the examination points, voice recording all meetings, deciphering, making an interpretation of, utilizing citations to investigate information gathered during the exploration interaction.

3.2. Choosing Methodology

Using Qualitative methodology a few strategies can be utilized to lead research, like meetings, interviews, perceptions, and gathering conversations. Interviews are the most reasonable technique for this situation, in light of the fact that the analyst can unreservedly pose unconditional inquiries, hence gathering itemized sees, thoughts from the respondents about the examination inquiries to pose to inquiries without a right or wrong answer, consequently gathering extensive perspectives from respondents about the exploration question/s.

According to Bryman interviews can be coordinated (organized), semi-structured or unstructured. Semi-structured and unstructured meetings are generally used for subjective exploration, as they are no doubt to bring about 'thick', start to finish information which consolidate ends, points of view, observations, and experiences for each interviewee (Edwards and Holland, 2013).

Semi-structured interviews were picked as the most reasonable strategy for this context oriented examination. Regularly, a meeting guide with a once-over of inquiries or points to cover during the gathering. Adaptability in a semi-organized interview guarantees that theoretical issues can similarly covered, which helps the analysis. Semi-coordinated interviews are more reasonable than organized interviews for this context oriented examination, as a result of the possibility of the investigation questions, which hope to recognize and assess existing and potential the travel industry assets for the situation

concentrate on region, which will add to improved comprehension of how the travel industry and its assets can be produced for the contextual analysis region. Structured interviews could forestall the chance of investigating further into the issues being talked about; due to moderately not adaptable they are more helpful for outsized scale assessment.

3.2.1. Interviews guide

Formerly initiation the interviews, a literature review of existing investigations related to the assessment of tourism resources has been yielded, for fostering the inquiries questions and its blueprint. Which have been created laid out after assessing measures as perceived in writing, inside the classes according to the respondent gatherings; this has been examined more in a long ways ahead segments and sections. The foundations of these inquiries, rundown of inquiry or the interview guide created, which goes about as an instrument to maintain the focal point of the interview and to guarantee that all subjects and issues was covered during this interview (See Appendix No.1)

For covering of all the themes as discussed in the thesis, about seventy people were interviewed. And they were divided in four groups, conferring to theme. The case study is based on probability and nonprobability sampling, using random and purposive sampling techniques (see Figure No.3.1). Purposive sample technique for nonprobability sampling was used to identify a sample from those familiar with the main issues (Assessment of the case study site resources, its basic and tourism substructure, etc.) as this “enables the researcher to use their findings to select cases that will better enable him to answer the research questions and to meet the objectives”. Using this approach thirty interviews were conducted with the respondents from TCKP, DTS, Directorate of Archaeology and Museums (DoAM), Field experts’, local community, representatives from the SHA (Swat Hotel Association), the private sector, (NGOs), and other donor establishments (KITE) The two approaches were used to connect potential respondents. Initially, an introductory e-mail to the potential interviewee was sent, with a short-term explanation and description about the research topic and had a request for info about their concentration & disposal during the field work to participate in the interview. Next, if didn’t have their email address of the potential respondents, Phone calls and SMS was made for scheduling interview possibility.

A probability approach for random sampling, which is examining methodologies that can be utilized in qualitative content analysis, was utilized to get an sample of 37 people in Swat valley from the neighborhood local area.

Between 28th March and 20th July 2022 all the interviews were conducted in various locales (at their place of stay/homes, offices, and at the archaeological places/sites); duration for interview of each person took 20-50 min. The interviews was taken n English, Urdu (National language) and Pashto (local language), voice-recorded were also done with the consent of respondent.

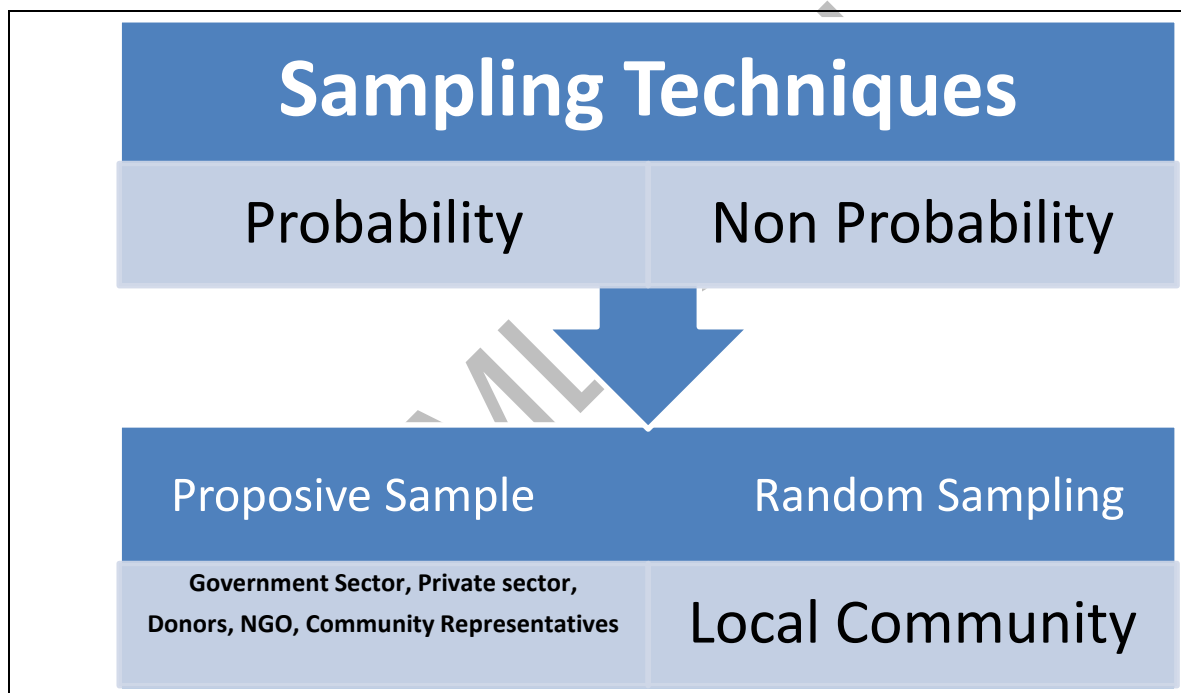


Figure 3. 1: Sampling Techniques and respondents

3.3. Data Analysis

The interviews were documented for the purpose of analysis. The main step at the time of conducting a QCA (qualitative content analysis) is to describe the source of the text material, which comprises data collection methods, sampling techniques, the number of samples and the target groups, describing the basic situations of the interview. Additionally, research questions and the theoretical background must be rigorously specified and described. The research questions and its theoretical background of study are provided in Chapters 1&2 under (section 1.4) (sections 2.1 and 2.3), and the

interview guide is provided for more detail (Appendix 1). In (section 3.3.1) descriptions of the research design, whether it is relational, descriptive, explorative, causal or mixed.

3.3.1. Categorization

In coding the information/data researchers must review and revise the coding data and should be conscious of the risk of missing data that is unpredictable with categories. Thus, Categories should be carefully defined and the researchers must be conscious for the important data which may fall outside them (Mayring, 2014).

In this case study each of the categories are further divided in sub-categories, and then each is defined, each interview was frequently assessed in order to define the missing sets/categories or sub-categories, and then carefully coded by reading line by line all the text. Afterwards, each code was assigned a color scheme, to keep track of what was important within the text and to quickly identify the codes contained in each interviews. Further categories and sub-categories were developed if the content didn't suitable within existing categories. Some content was transferred exact. Though, contents were summarized on occurrence, mainly when statement/s was repeated or explanations were particularly wordy.

Onwards all the interviews were coded, data has been analyzed and interpreted (see chapter five)

3.3.2. Interpretation Types

There are three basic interpretation types which can be applied in QCA (qualitative content analysis): (Summary meaning, Explication Meaning, Structuring meaning)

- **Summary meaning:** When the analysis the object of the analysis is to less and reduces the material in such a way that the important and essential contents remain in order to create comprehensive overview.
- **Explication meaning:** when additional material is provided if there is any doubtful terms or sentences with a view to increase the meaning, understanding and interpreting that particular text.

- **Structuring:** At the point when the object of the analysis is to screen or sift through the particular parts of the material and give it a cross segment to pre-decide requesting models or to assess it as indicated by specific standards.

In this case study, the structuring was an object for analysis for filtering out as a whole the pertinent content of the material and was then analysed according to the pre-defined categories. The categories were designated as per the theoretical background for identification, classification & assessment of the tourism resources of the case study area.

DRSML QAU

Chapter Four:

Standards for Assessment of Tourism Potential

This section offers an outline about the primary standards which is utilized in the writing for assessment of the travel industry assets.

4. Assessment of Tourism Potential

The travel industry is an action which needs the removal of assortment of constituents to make progress. Models are same e to survey the travel industry capability of any area. A model presented by Rowe et al.(2002) of the travel industry components which comprises of for the most part three parts:

- Fascination
- Advertising
- The travel industry related offices

While Heyns et al. (2000) introduced four the travel industry parts:

- Sightseers
- The travel industry items
- Conveniences/offices and Infrastructure
- The travel industry facilitators

For assessment of an area various measures can be utilized which have the travel industry assets which depends on the idea of these assets and where the assets are natural or cultural attractions. Boniface et al. (2016) expressed that a region will not be considered unless it has five key elements:

- 1). Existence of attraction, even one can be promoted as a selling idea.
- 2). Tourism related services and facilities;
- 3). Accessibility to the attraction site;

4). Political, Law and order stability and Infrastructure is mandatory for development of tourism; and

5). Role of tourism stakeholders to upkeep the tourism products.

Furthermore, for a successful tourism management all above mentioned elements the engagement of neighborhood local area, partners and the travel industry staff (specialist organizations) are considered as significant parts. The obligation of the travel industry staff and partners is to give the fundamental the travel industry offices and administrations which the need and as well concerning keeping up with, safeguarding and to upkeep the objective's fascination with the cooperation of the neighborhood local area. Buhails (2000) recorded six principal parts that can be utilized in evaluation the components of a travel industry objective;

- Attraction
- Availability
- Services
- Workouts,activities
- Auxiliary administrations
- Affordability (Affordable bundles ought to be offered by intermediaries)

Six criteria has been identified by Taylor and Banda-Thol (2013) for assessment of potential for tourism development and opportunity

- Attraction
- Fame/ popularity
- Accessibility
- Tourism related activities
- Seasonality (feasible time to visit)
- Amenities and infrastructure

Based on the above rules recognized by the specialists, this study has distinguished in some way six standards to be utilized in investigating potential the travel industry assets in Swat valley to foster a model for each type of the travel industry in view of the travel industry assets recognized in chapter-five.

Criteria's comprised of Attraction (including value/importance), Fame/ Fame/prevalence, Physical viewpoints, Admission, socio-economics aspects, political, law and order situation, local community Accessibility Tourism related activities Seasonality (feasible time to visit), Amenities and infrastructure (See Figure.4.1 which shows the criteria for assessment tourism resources.

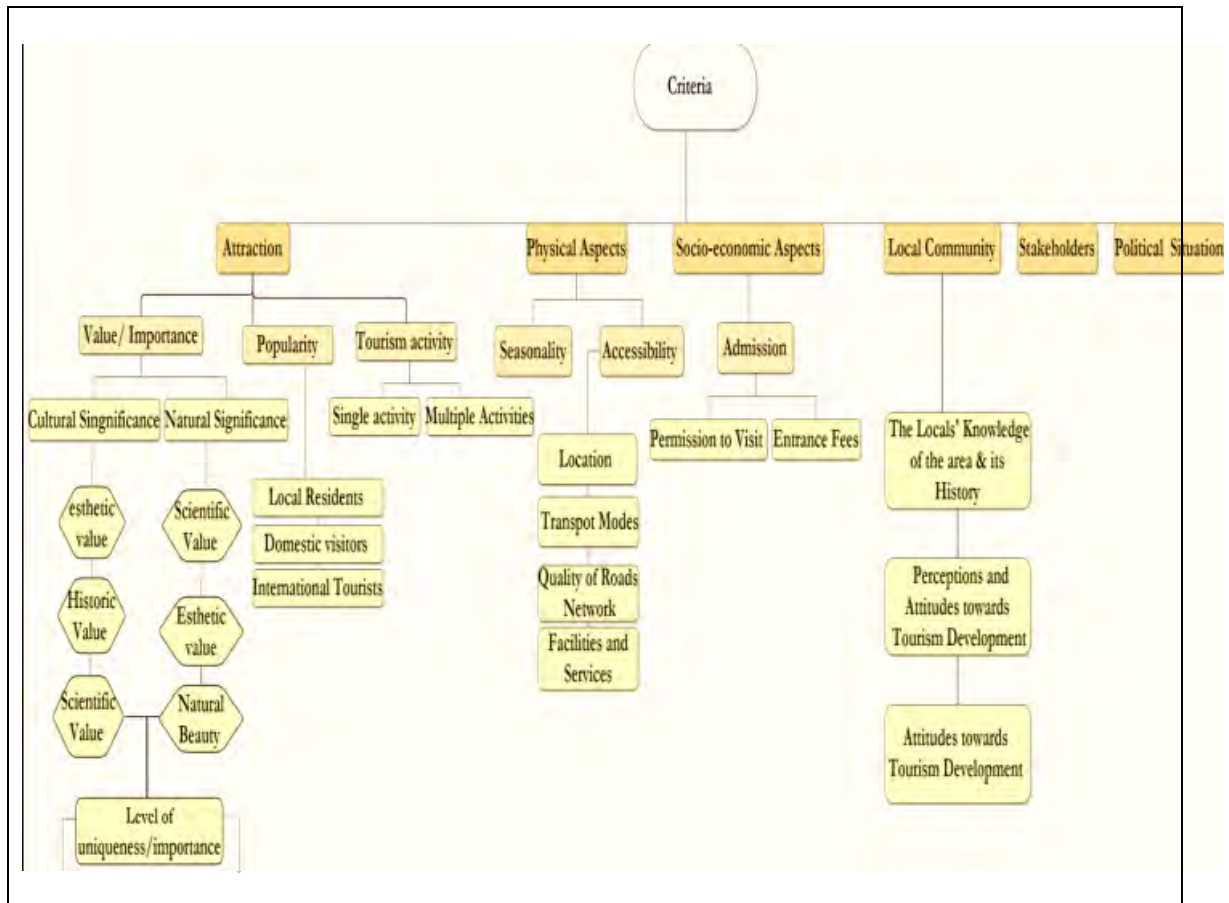


Figure 4.1: Criteria for assessment of tourism resources

4.1. Attractions

4.1.1. Value

As described in the literature about the various criteria to identify potential resources which contribute the formation of tourism products in a location. The main three essentials encompass a travel destination: area attraction, location and the tourists, the literature stress on the attraction of a region as the utmost main criteria element to assess the potential of

tourism destination; as discussed earlier that there must be at least one attraction in a location to develop it for a tourists.

Assessing features of any attraction is important in terms of its value and importance, its unique characteristics and scarcity & variety. A destination which has high value and rareness from other destinations of the same category will have great potential in order to become a high tourist attraction area and the tourist will be attracted and will keen to visit that area.

Furthermore, the area importance and value at international, local, regional, national level will play a vital role in attraction of tourists depends on the attraction level of its importance & its unique features.

4.1.2. Fame/Popularity

The flow of tourists and frequency of visits to a tourist destination due to its attraction by national and international visitors is dignified by visiting numbers to the destination attraction per day, month and year (Abdullah and Soumen, 2012).

4.1.3. Activities

The travel industry exercises allude to the accessibility of exercises for vacationer when they visit the site which might be various exercises according to the travel industry type (Boniface et al, 2016). In the travel industry assets the travel industry exercises are the components that can be utilized for appraisal of potential the travel industry objective alongside availability, conveniences, reasonable bundles presented by mediators and accessible subordinate administrations (Buhails, 2000).

4.2. Physically Features

4.2.1. Seasonality

The most important feature in tourism is seasonality. As well-defined by Butler in 2001, it is the “a temporal imbalance in the phenomenon of tourism, which can be articulated in the term of dimensions of such elements as tourist numbers , visitors expenditures, traffic flow on roads and many others like transportation, employment and entry/admissions to the destination”.

Due to these three factors the temporary imbalance in tourism flow occurs, these three factors are:

- Natural factors like climatic conditions, metrological variables such as temperature, perception, sunny and rainy days.
- Geographical location
- Institutional factors and traditional temporal variations which are linked with actions of human and policies like vacations (weekends, public holidays etc.).

These three factors play a key role to identify the duration of visitation periods according to variable factors which influence the target groups.

4.2.2. Accessibility

To assess a region travel industry assets potential openness is the principal component which alludes to the capacity to come to a touristic fascination, relies upon the significance of locales attractions, transportation modes and streets network quality and fascination offices(Boniface et al., 2016). The geological area of an area is quite possibly of the main component that assumes a fundamental part in invigorating interest for the travel industry. The time which consumed to get the site or utilize any assistance is one of the variables openness (Handy and Niemeier, 1997).

Accessibility is not entirely set in stone by utilizing electronic steering administrations, for example, Google maps or by GIS to decide the time among administrations and the ideal area (Sheth and Perry, 2008). Transportation modes are emphatically connected with the distance covered and time consumed which impacts availability (Kahtani et al., 2011).

4.2.3. Tourism Facilities and Infrastructure

Basic tourism facilities and infrastructure should be made available in order to support the destination. The tourist's infrastructure and facilities -such as ancillary services, accommodation, food and beverages, communication, information and guiding facility should be available to support the site and locals.

4.3. Socio-Economic Aspect

4.3.1. Admission

Admission refers to permission to access the site, participate in the activities which are offered there, visit it, pay any fee/ charges if applicable (Lew, 1987; Panbamrungkij, 2012).

4.4. Local Community

The neighborhood local area ought to be investigated according to the perspective of the nearby advancement in view of the travel industry as it should be one of the fundamental substances which upholds the travel industry improvement. It relies upon the neighborhood's information on the area, its set of experiences, understandings perspectives towards the travel industry improvement and the consciousness of nearby's towards its positive and adverse consequences to recognize the degree of future the travel industry advancement. These are vital in understanding the objectives of neighborhood local area supporting the travel industry advancement by including them in setting, arranging, putting together laying out any objectives and needs (Boniface et al., 2016).

4.5. Stakeholders

Between the public and private the role of tourism stakeholder's partnership and collaboration is another key factor which can help in development of potential travel industry assets. (Boniface et al., 2016)

4.6. Political Situation

It is an outside factor and one of the pre-conditions for the travel industry advancement which can truly influence the travel industry interest and supply, Means political strength in any vacationer location increments traveler interest and decidedly results on supply side. In like manner, the degree of state contribution in showcasing, advancement and offering types of assistance and offices for the travel industry area, limitations and guidelines whenever forced by the state on the travel industry area, too as privatization can all influence the travel industry (Boniface et al., 2016).

4.7. Conclusions

To get the target of the second research question, six essential appraisal models were laid out, in view of the writing and attributes of the review region, which can be utilized to evaluate the travel industry assets and survey the potential for the travel industry open doors and the travel industry advancement. These include attractions, actual perspectives, and financial viewpoints, nearby local area, partners and political steadiness. These will be applied in chapter- five, to survey the reasonableness of Swat valley for the advancement and improvement division of the travel industry item (three distinct the travel industry sections will be examined: Nature-based, social legacy and agri-the travel industry..

DRSML QAU

Chapter Five: Identification, Analysis of Potential Tourism Resources in Swat Valley

5. Tourism Resources in Swat Valley

Identifying and inventorying the local accessible tourism assets are the main errand to foster a travel industry plan which ought to incorporate the travel industry attractions and essential the travel industry foundation (Travis, 2011). This segment will envelop and zero in on doing such for the accessible and potential the travel industry assets in Swat valley to evaluate the travel industry asset base and their reasonableness for fostering the various types of the travel industry.

In this study the initial step is concentrating on the potential assets of the travel industry in view of interviews directed with various individuals who have recognized and surveyed the ongoing circumstance of the site. The inquiries were planned (supplement 1) to figure out the current and to identify strengths to foster various forms of the tourism.

The principal bunch talked with was government authorities which was additionally isolated in four sub gatherings, including archeologists at DOAM (Directorate of Archaeology and Museums) Peshawar KP, in the second subgroup were TCKP officials. In the third subgroup Managing Director of (DTS) Department of Tourist Services including the officials of PTDC (Pakistan Tourism Development Corporation) and fourth sub-group was District Administration of Swat. The second group interviewed was private sector tourism experts (Academicians) and investors in the tourism industry of Swat. Interview from NGO's (third group), World Bank, USAID and others (Fourth group). The fifth group was local community comprised of:

- i. Members who have no interaction with tourism,
- ii. Members who have interaction with tourism like; Islampur, Charbagh, Khawazakhela and Madiyan handicrafts villages and small business owners (food service providers),
- iii. Representative from the local community in the case study area.

5.1. Swat Valley Tourism (Attractions to identify tourism resources)

Coding was at first finished as a basic exercise, as the main target of the principal question is to order the travel industry assets as indicated by the travel industry structure. Natural and Cultural were made as essential codes, which were then additionally separated into sub-codes: like Scenic View, Topography and Landforms, geographical Formation, Flora and Water assets (As Shown in Fig.5.1).

A few the travel industry specialists and authorities were posed the inquiry "What are the current potential assets for the tourism industry in Swat Valley?"

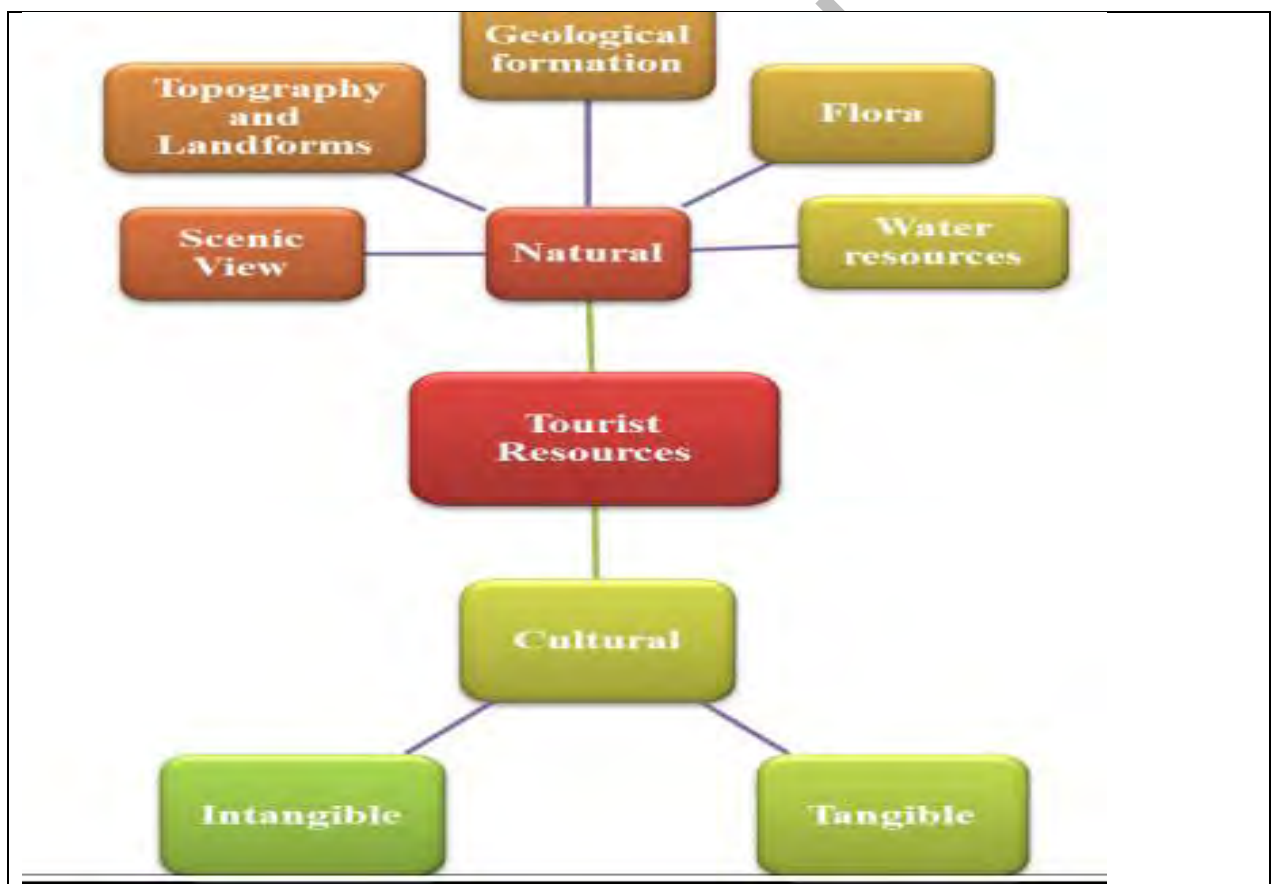


Figure 5. 1: Main codes and Sub-codes for tourism resources

Available and potential tourism resources in Swat valley as shown in Figure 5.2.,The natural resources which have been further categorized into 5 sub categories which can be identified and classified;

Topology & landforms, water, geological formation, natural beauty, flora & fauna.

Cultural resources of swat valley were divided into two sub-categories;

Tangible cultural heritage {Archaeological sites, heritage buildings, handicraft products}

Intangible cultural heritage {customs and traditions}

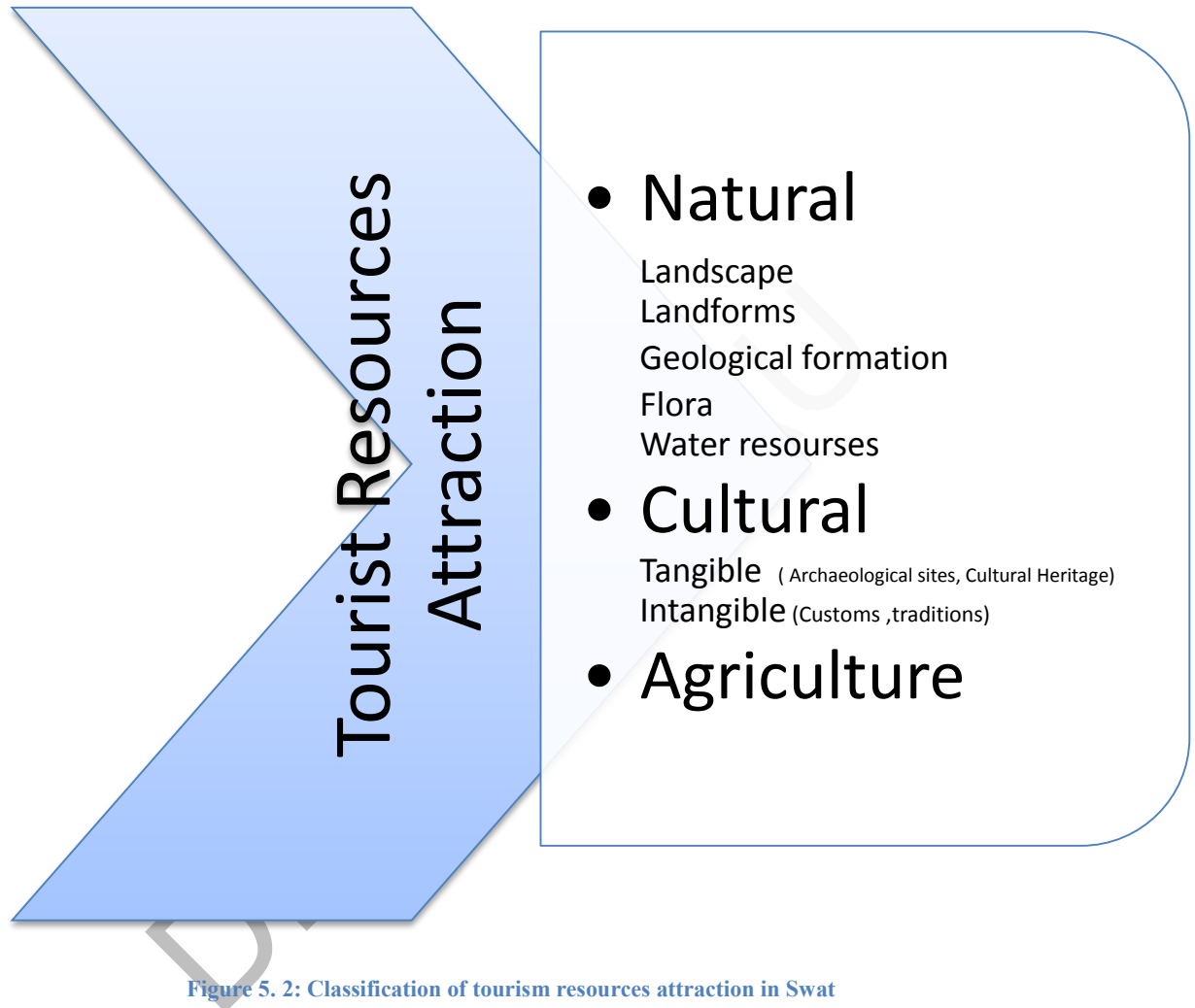


Figure 5. 2: Classification of tourism resources attraction in Swat

5.1.1. Natural resources

Tourism Natural assets comprise of the multitude of accessible natural components and elements that have a serious level of engaging quality and mirror the topographical climate and can be valorized for the travel industry purposes (Djukic, 1999). As per their applicable highlights, this large number of assets can be delegated geomorphological, environment based, hydrographical and bio-topographical and as safeguarded natural heritage..

5.1.1.1. Natural attraction

The respondents from officials and tourism experts stated the pleasant and good views about Swat valley's natural beauty and considered it's as a beautiful destination in PPakistan. In this connection, Muhammad Arabi., DG Department of Tourist Services KP., stated: "...Swat valley is an important and main spontaneous beautiful location, where the current PTI government, related tourism authorities and NGOs are honestly striving to promote tourism in Khyber Pakhtunkhwa in general and particular in Swat and adjacent areas. Sajjad.A.S AGM TCKP stated: "Swat destination is a paradise and is famous for its natural pleasant attractiveness, and gain a high degree of beauty that it became a natural tourist hub and tourist target." Ex.GM Mushtaq.K stated "Swat Valley is famous for its natural beauty and is considered as a paradise on earth. The landscapes of Swat are rich of natural elements and this area has a great contribution in the economy of Pakistan as a tourism destination". Zubair Torwali expressed his views as: "the Swat valley is truly called 'Paradise on earth which is known to everyone about the God gifted attractiveness of this peaceful site. Swat has attracted extraordinary foreign visitors. Shamsheer A.K: stated, "The swat valley in specific upper swat has tremendous potential for nature based tourism having green lush meadows covered by snowcapped mountains providing a lap to mesmerizing lakes. Another respondent, Dr. Khesro., who is a renowned trekker, stated: "the swat valley have prominent natural attractions for local, regional and international visitors, all the villages of Swat valley are full of natural resources like green sky-high mountains capped with snow attracts visitors frequently who appreciate the peaceful and serene scenery as well as the kind demeanor of the locals. A traveler to Pakistan would never be satisfied unless they visited Swat".

5.1.1.2. Nature based tourism in Swat and Surrounding areas

Swat valley is the hub to almost each sort of Tourism including archaeological, cultural and nature based. The swat valley is famous for its natural beauty that's why it is known as Switzerland of Asia. The swat valley in specific upper swat has tremendous potential for nature based tourism having green lush meadows covered by snowcapped mountains providing a lap to mesmerizing lakes.

The Charming Swat, a relaxing, interesting region between green sky-high mountains, supercilious peaks, attracts visitors year after year. Its natural beauty draws visitors across the globe that comes, appreciate peaceful and serene scenery as well as the kind demeanor of the locals. A traveler to Pakistan would never be satisfied unless they visited Swat.

Swat covers 4000 square miles and has a population of around 1250000 people. Its elevation fluctuates between 2500 feet and 7500 feet above sea level.

5.1.1.2.1. Places of interest for nature-based travelers

5.1.1.2.1.1. Harunai Valley via Matta

This is a rare-visited spot situated on the right bank of Swat River, north of Matta including these small valleys of Biha, Rogingar and Shawar. The area is purely rural and natural and virgin for tourist. This area is famous for fruit orchard especially apples, pears and peaches. The people are simple, hospitable and Pakhtune. The neighbourhood is not exploring any way for tourism therefore lack of Hotels and restaurants however small huts construction are in progress, in fact this is also very beautiful and scenic for road journey, photo safari to enjoy the greenery and rural life. Trekking towards many lakes like Saidgai, Daral via Solatanr to Bahrain via Daral River is easy from Rodingar.

5.1.1.2.1.2. Lalku valley

This location is one among the Swat Valley's hidden gems. This Sub-valley is located west of Fatehe Pur, and a paved road leads to Sakhra, which is roughly 61 kilometers west of Mingora. The local 4x4 vehicle will take you to Bar Lalku from Sakhra. The road to Garhi has been metaled.

Up to the bar Lalku is a one-way street. After that, if you take a vehicle to Kar khwar, you'll need two and a half hours of trekking to get to one

Gabin Jabba is the most important site in the area. It is far more gorgeous than the valley's most popular tourist attractions. There is a chance for future tourism development in the Lalko valley, which will not only bring tourists to new destinations, but also to existing ones

5.1.1.2.1.3. Miandam

Miandam village is a small summer spot 10 kilometers away from Fatehpur. It lies 6000' above the sea level and 57 Km from Mingora/Saidu Sharif which takes almost 1 hour to reach. Miandam village is relatively peaceful with refreshing fine air, having all natural elements like streams, springs, forest, scenic beauty, the terrace fields is step up to the hill top. Usually tourists enjoy refreshing water by moving up along the stream near the bridge. This is a best place for hiking and health tourism. Hotels, restaurants are available to cater tourists. The main road (metaled) passes through small villages slanted up towards the hillside, the roofs of houses made from wood and tin sheets looks very attractive as one row of houses making the street for other houses constructed directly above.

The village has several tremendous sights and trifling small village on the top of mountains. All the graves in graveyards are engraved woody grave posts with floral designs, like used by Buddhists about 1,000 years ago. Miandam valley has many unexcavated sites.

5.1.1.2.1.4. Madiyan/ Madyan

Madiyan is a famous riverside visitor destination at elevation of 4335' and 57 kilometers from Mingora/Saidu Sharif. It is located on the left side of River Swat. Madiyan is an affordable destination as many hotels and restaurants in all price range. This is basically the last Pakhtoon/ Pushtun village. In Madiyan one can enjoy the famous trout fish, where there are several Hatcheries and you can get it from the Fisheries department and can be fried there. The bazars worth exploring for their handicrafts, antique, traditional embroidery, carved wood. Madiyan village offers exciting multiple hiking to many mountain peaks.

5.1.1.2.1.5. Chail

This destination lies on east from the main bazar of Madiyan. You may turn your vehicle from the center of the Madiyan bazar towards east. A small road leads to wards trout fisheries and the road goes on ward to Chail sub valley. The road is unmetaled after 6 km, and you will need 4x4 vehicles. This is a beautiful sub valley having fresh cool environment and away from the tourists rush and traffic, along the water you can find a very safe and clean places just a few Kilometers ahead for the restricted families who wish to sit near the cool clear water and go through the lunch or brunch. From here you can go on ward by trekking to Bishigram Lake.

5.1.1.2.1.6. Tirat

The ancient Tirat is a famous historical town located in the west of Madiyan. This is ancient town of Udiyana according to the legend Buddha came to Tirat on the request of the residents to protect them from the tyranny of Appal Naga. The foot prints of Buddha also discovered from this site in 1939 is now displayed in the museum.

5.1.1.2.1.7. Behrain

Behrain offers a very fabulous view of the landscape and has outstanding hiking, trekking and camping sites, a perfect and majestic view of natural waterfalls gushing and overflowing river Daral. Bahrain lies 4500 feet above the sea level and 66 km away from Saidu Sharif. Behrain town is located on the right Bank of river Swat. In the center of the Town River Daral joins river Swat under the bridge by cutting a cliff. You can make trekking itinerary to the Daral Lake, Kandollo and Saidgai Lake. It is famous all over the country for its pleasant air and cool water.

5.1.1.2.1.8. Kalam

This is the most famous tourist summer resort of Swat valley. It is located 100 kilometers from Saidu Sharif and lies 6800 feet above sea level in the northern upper section of Swat valley along the bank of river Swat, Kalam is the joining point of river Ushu and River Utror from where river originate into River SUVASTU (Swat river). In Kalam the valley widens and breaks into small plateaus. It's an open place enclosed by mountains and back by moraine. The valley is thick forested with an abundance of walnut, apples, pine trees and the green meadows at the foot of forest. The natural beauty of Kalam slowly dissolving in to the unplanned development since 1988, a large number of hotel Restaurant (200), constructed to beat the touristic demand in summer season. Kalam is good to stay but it is better to visit the charming sub valleys located in the north or take a local for discovering the hidden beautiful valleys and mesmerizing sites. Kalam has a very long, busy and known for summer nightlife; shopping and other entertainment is there for your services. Some hotels are constructed in a very attractive location but don't limit your trip to hotel, go out to see the natural beauty in the northern part but if you have the energy take a local guide and discover the beauty by trekking.

5.1.1.2.1.9. Ushu / Matiltan (Swat Kohistan sub valley)

Ushu is the sub-valley of Kalam which lies 7300 feet above sea level and located 13 kilometers to the north-east of Kalam. Ushu is the greener and very accessible than the west sites of Kalam. The highest peak in Swat know as Mount Falaksair 20528 feet high, Matiltan is located to the further north and the glacier all over the year even present on the road side. You will see a crowd enjoying their holidays in cool wind blowing there. The visitors enjoy this place due to the weather associated with the glacier. The tourists climb up on the glacier to take pleasure on the snow sheet but be careful when you walk on moving snow. This is the most scenic sub valley in Swat kohistan. These destinations have numerous picnic and hiking and fishing spots.

5.1.1.2.1.10. Utror/Gabral

This is also a sub valley of Swat kohistan Kalam, located north-west of Kalam, this is a beautiful village at 7300 feet , the valley of Utror provides some other tremendous spots to visit .The road up to Utror is metaled. It's an area of natural beauty, lofty mountain, springs, lakes, attractive forests and landscapes and fishing spot. Further to the north the road is rough and leads to Gabral, Shahibagh, Gulabad and Gujaro Gabral. The area is typical rural. The homes are in form of hamlets having no touristic facilities but good ground for angling of brown trout in river Gabral. This area is connected with district Chitral and district Dir. One can easily trek from Jamra pedestrian trail to Tal lamutai in a single day trek.

5.1.1.2.2. Mountain Ranges

5.1.1.2.2.1. Eastern Ranges

Mankiyal is the chief knot of eastern mountain ranges in Swat Kohistan. The northern side and branches separate Swat Kohistan from Abasin / Abaseen Kohistan. These ranges are a barrier between Gilgit and Swat and Chitral and Swat while the Southern extension of Mankiyal ranges reaches to Swat where they joins Shangla mountain ranges which separates proper Swat from Shangla Par/ Shangla district. In district Shangla ranges, Karora mountain ranges separate Puran from Kanra and Ghurband, While Dwasaray is the joined which separates Lower Swat from Puran and on the other sides its separates Buner. When it is turned westward there is Elum range which is

a high peak and creates a big wall between Swat and Buner which lasts at the mountains of Malakand.

5.1.1.2.2.2. Western Ranges

These ranges start from Gabral mountains and hills which joins the mountains of Kundal (Utror) where they meet Daral ranges and forms a border with district Dir. They have local names and are oriented westward. For instance, the Lalko ranges, Manrai, and Chaprai, among others, finally converge on the hills of Adenzee and Shamozee. Some offshoots are sent south by the Manrai ranges. The hills divide the widest valley of Nekpikheil Valley from Arnoyay Valley.

There are some tall peaks on these mountain ranges, and the snow on top never melts. Falakseir, a well-known peak in the Mankial Ranges to the north, rises to a height of 19415 feet above sea level. Another towering mountain in the same ranges, Chokail, is located south of Falaksair. This peak rises to a height of 20528 feet.

The third one is near Chokail and is called Mount Mankiyal. It rises 18338 feet above sea level. While attempting to conquer them, an explorer plunged himself in the snow. But in 1975, a Japanese explorer successfully scaled Mount Mankiyal. There are lakes in these high mountains called as Dand lakes. The renowned lake in Ushu is Mahodand (the lake of the fish). Bashigram Dand is the other well-known Dand in the eastern ranges. Although there are other Dands, Bashigram Dand is particularly endearing. All of the large blocks in this Dand have been prepared with great care by the sculptor and have been arranged skillfully, giving the impression that it was created by some enormous monsters. This Dand's natural setting is so appealing that Three times the former Swat ruler has been there. The Bashigram River has several origins, including this Dand. Three large Dands are also found in the western mountains, the Daral Ranges. Three of them are located within the DIR border, with two of them being in the Swat region. The largest of these ranges' Dands is the Kundal Dand. It is a relatively little sea that is encircled by tall peaks with rills that are whispering. Two smaller dands may be found next to this largest dand; the first is known as Khaperai Dand (fairy Dand), and the second is the dand of Speen Khwar. The former Pakistani president, who finds this Dand so endearing, Farooq Ahmad Khan Laghari arrived here in a helicopter to take in the allure of this Dand. Although Seidgai Dand is larger than Swat, it is outside of

Swat's limits (watershed). It is located in the Wosheray Dara, Dir, terminal. The reason it is noted here is that Swati shepherds rent out these pastures. The Dand of Daral is the smallest of the large Dands, coming in at third in size. Rivers are fed by these Dands. Daral Dand, for instance, supplies Daral River, which merges with Swat River in Bahrain. These ranges provide excellent pastures; typically, a dand's immediate region is used as a pasture. These fields are so lovely. Green grass covers the land's surface. Cattle, goats, sheep, cows, horses, and even buffaloes that are grazing on the hills appear to be quite attractive. Mair, Tolay, Jamdarai, Seidgai, Tharkana, Kar Banda, Chamber, Jaba, Kundal, Batal, Lado Banda, and Loi Pandghalay are a few of the well-known pastures. These meadows are located within the Daral knot. There are meadows on every Spinsar (denude mount). For instance, the pastures of Bashigram and Ajmair are so high that the rock is denuded and devoid of soil.

5.1.1.2.3. Swat valley adjacent areas

Swat valley is linked with some other valleys with a number of passes which are as;

- Malakand Pass; (2705') connects swat valley with Peshawar valley via Dargai.
- Kulangai pass; connects Swat valley with Peshawar valley via Charsadda or Dargai via Kot.
- Gabral pass/Badwai Pass; Connects Swat valley with Kumrat valley of District upper Dir via Gabral (Jamra).
- Shangla Pass; (7000') connects Swat Valley with Bisham via Alpuri.
- Kalail Pass; connects swat through Jambil with District Buner via Pir Baba.
- Karakar Pass; (4384') connects Swat valley with dust Buner via Jawar.
- Dadarili Pass; connects Gilgit with swat via Mahodand (Trekking route).
- Kachikani Pass; (15637') connected to Chitral valley in northwest from Mahodand.

5.1.1.2.4. Flora

Swat is considered a home to several diverse species of plants, wild & medicinal herbs Dr Atta.U.R. said: *The floral diversity of the area comprises of 58 plant species belonging to 32 families.*

5.1.1.2.4.1. Flora species

Swat valley is floristically classified into seven types i.e. tropical dry deciduous forest, dry sub-tropical broadleaved forests, Sub-tropical Chir pine forests, dry and moist temperature forest and sub-alpine and alpine forest.

A broad classification of forest in swat valley is given below based on the altitude and species grown there can be simply divided in to three types. Alpine Forest, Coniferous Forest and Sub-tropical dry Forest.

5.1.1.2.4.1.1. Alpine Forest

Alpine forests lie above 2500 meter in the mountains with high altitude in the upper Swat and Swat Kohistan. The important species of these forests are Silver fir, Blue fine, Birch and spruce. Above appears in these forests and carpeting the soil for short summer. On high altitudes due to severe cold, barren topography having no vegetation except the denudated rocks.

5.1.1.2.4.1.2. Coniferous Forest

Coniferous Forest are growing between 1500-2500 meter in Upper Swat and Swat Kohistan in the areas like Malam Jabba, Jambil, Banjute, Miandam, Madyan, Kalam and Pacha kali. The common species are chir, kail, and deodar, Fir, spruce, and walnut. These forests are the mostly effected forest and severely damage by the local populations. The illegal furniture industries are operating in the foothills of these forests. Wild flowers and short woody plants are grown in the sub valley.

5.1.1.2.4.1.3. Sub-tropicall dry forests

These forests lies in the low lying areas below 1500 meter and on the floor of the valley on the roadside or in the field Bari kot, Murghazar, Charbagh, Thana, Malakand, Alladand, Tutakan The common species are found walnut, Shisham, Mulberry, Chinar, Fig, Wild olive, Beriberi, Acacia are present and also grown in artificial forest. The tree line wild grasses, colorful wild flowers and meadows are present.

5.1.1.2.4.2. Mushrooms / morels moral

Mushroom is the black gold of Swat valley. During the months of March to July, roughly eight kinds of morels were discovered and gathered in the valley. Mushrooms are an

extremely nutritious natural food that contains a lot of plant proteins. Mushrooms are popular among the upper crust, and they are used in crucial and difficult recipes in high-end hotels. *Morchella conica* and *Morchella esculenta* were the most common species collected in Swat Valley. However, a brief description of some additional important *Morchella* species found in Swat Kohistan and sold overseas is provided. *Morchella conica* is a Kohistani Gujai that starts off yellow but matures to a grey or black colour. It accounts for the majority of the collection. *Morchella esculenta* Speena Gujai is the scientific name for Speena Gujai. This species can be found in dense coniferous forests. In the beginning, the colour is white. At maturity, however, the color changes to a pale or yellow brown. Ziarra Gujai is the name given to *Morchella ultima*, which has a yellowish color. This is *Morchella rotunda*. Ghounda Gujai, which has a spherical shape. It has a yellow colour, but when it comes into touch with a substance, it turns blue.

Morchella delicosa, also known as Pashakalai Gujai, is a yellowish-colored pencil-shaped morel that is found and gathered during the monsoon season. It's most common around apple trees and along the banks of streams and rivers. Topai Saree (cap on head) Gujai is the local name for *Morchella semlibera*. During the spring and rainy seasons, it grows under pine trees. It has a whitish colour while young, but as it matures, it turns blackish. Da Khawar Gujai is the name given to *Morchella elata*. It thrives in gloomy, moist environments. *Morchella crassipes* is known as Dabbala (thick) Gujai because it appears thicker than other morels.

Morels are taken from the forest and sold in Madyan and Mingora's local marketplaces, from which they are exported to national markets or sold locally. 1 kg of dry morels can be traded on 3000-12000 PKR or even with high prices when pass from gatherers to National and international marketplace. Annually the local traders buy and then export about 12000 to 27000 kg.

5.1.1.2.4.3. Medicinal plants

Some of common species are *Acorus calamus*, *Podophyllum hexandrum*, *Paeonia emodi*, *Valeriana jatamansi*, and *Bistorta amplexicaulis*. Banafsha (*Vida segers*) Mushk-bala (*Valeriana wahichi*), Tarkha (*Artemisiaso*) etc.

5.1.1.3. Fauna species

The Swati Fauna includes the following species

5.1.1.3.1. Animals

Markor, Himalayan Ibex, Musk deer, Snow leopard, Brown bear, Black bear, Common leopard, Wolf, Civet, Yellow throated Martian, Golden Marmot, Pika, Hare, Fox, Jackal, Rhesus Monkey. All these species are located in the upper Swat and Swat kohistan near Ghazar district.

5.1.1.3.2. Birds

Swat is famous for its shooting grounds and a variety of birds including migratory and resident species are found here. Himalayan snow cock, snow partridges, Monal pheasant, Cockles pheasant, caleage pheasant, Wood doe, Snow pigeon.

Among song Birds: Finches, Rose Finches, Cakar Minvit, Paradise flycatcher, Wood pickers, Tits

Legal game birds: Chakor, Black partridge, grey partridge

Migratory Birds: Ducks, Pental, Committal shouller, Rodenshel ducks, Geese, Cranes,

Waders: Plover, Curlew, Spine, Shank, Lapwing, Quill, Russian dove, Common Mina, Starling

5.1.1.4. Landforms

Swat valley is located at a high height high-elevation in the northwest mountains scopes of the Khyber Pakhtunkhwa. Swat valley is sited on the Swat River, at the directions of 35°12'N 72°29'E, which is at around 247 Km (153 Miles) distance from the Islamabad capital of Pakistan. However Swat valley has a status for its terrific, lovely, regular wonder yet a significant number of its vacationer locations spread across its area of 5,337 km² (2,061 sq. mi.) are relatively unseen.

5.1.1.5. Geological Formation

Northern Pakistan lies by rocks of the Indian plate, Kohistan Island Arc and Asian plate disconnected by two regional thrust zones: the Main Mantle Thrust (MMT) and Main Karakorum Thrust (MKT) (Faisal et al., 2016). In lower Swat valley Jambil meta-carbonatites befall within Indian plate rocks ~10 km southeast of Mingora. The real range of these intrusive bodies is unidentified because a thick soil layer covers large area the small isolated carbonatite bodies that are exposed intrude the Proterozoic Manglawar formation, which is also intruded by the Permian Swat granitic gneiss (Sheikh et al., 2020). To the South Swat valley, the Swat granitic gneiss and Manglawar formation can be linked with the Permian Ambela granitic complex in the Peshawar basin and Proterozoic Tanawal and Hazara formations in the Abbottabad area, respectively. The Manglawar formation includes strained garnet mica schist, quartz muscovite schist, quartzite, calcite marble, tremolite marble, feldspathic quartzite and minor graphitic schist all of which have been affected by multiple folding events (DiPietro and Lawrence, 1991). The Alpurai Group can be subdivided into a Carboniferous rift facies of the Marghazar formation and a Triassic to Jurassic passive carbonate shelf deposits of Kashala, Nikanai Ghar and Saidu formations (DiPietro et al., 1993). However, in the Peshawar basin and Abbottabad area the early Paleozoic quartzite's, argillites and carbonates uncomfortably overly either the Proterozoic (Tanawal formation) or Cambrian sequence (Ambar formation) (Palin et al., 2018).

A variety of geophysical formation is made from the water which flows cross the river Swat, which not only affect the water quality and all other related life-forms but also determines the flow and speed of the river generally. The comprehensive geological surveys about the Swat valley (Jan and Tahirkheli 1969). Shows that several forces during the geological history have resulted in the foundation of mountains, plains, and outwash deposits. Dost.M, and Yasin.K indicated: *“Swat is an unified geographical and geological system which composed of attractive elements, suitable for development as a visitor destination also having a variety of cultural heritage sites but needs a rigorous research and development.”*

5.1.1.6. Water Resources

In Swat valley, river, streams, ponds, natural springs and lakes are present throughout the valley and the surrounding areas and also flows to Irrigation water channels from the river swat. Regarding this, J.Nawab (environmentalist) said: *"that Swat is rich with different water assets giving regular excellence, where numerous homegrown vacationer approach the regions where the water flourishes."* Director irrigation likewise expressed: *"Water assets rivers,lakes,ponds and streams next to the normal grand magnificence of the region serves the horticulture land, ranches and so on , implies that a ton of public and worldwide market as commodity and furthermore travelers visit the region persistently over time."*

5.1.1.3.1. Alpine Lakes

Lakes are inland water bodies that grow in rock basins of various shapes and sizes due to numerous sources. Swat valley is located in the Hindu Kush mountain range, which remains under the ice sheet during glacial periods, and by the time these lakes are formed as a result of various geological and weathering processes, we can see more than a dozens of Alpine lakes/Glacial lakes spread throughout these mountains.

These lakes are not only a source of water for the Swat River, but they also have the potential to become a major tourist destination in the valley because they are positioned far away from the main tourist route and hence stay hidden and pristine.

Some well-known alpine lakes include: Kandolo Lake is located in the Dir Swat Mountains in upper Swat. You can get there by way of Matta, Rodingar to Sulatanr, and Kandolo hiking. It gets its name from its circular form. Another lake in the area is Saidgai Lake.

Mt Shago sar and Speen sar are also high in the same area about an hour from Kandolo. This lake is located at the summit of the mountain.The beautiful and spectacular vista will stay with you for a long time. Daral Lake is about two and a half hours northeast of Saidgai. This is the Daral River's reservoir. You are welcome to visit Bahrain. On Utror, Kandol Lake is located in Ladu Banda, Swat Kohistan , with the two-hour hike. This lake is 1.5 kilometres long, a kilometre wide, and 100 feet deep. Its attractiveness stems from its location, which is at a high elevation and surrounded by mountains. One interesting feature of this lake is that the water does not flow directly from the lake, but rather from the toe of the hill. Peri (Khapiro) Lake is located in Ismiss banda's Utror region. Gujaro Gabral's Kharkhari Lake

Dassan Banda's Gudar and Speen Khwar lakes. Anakar's Gidar Baik lake. Ushu sub-valley contains Mahodand lake. The only accessible lake is Mahodand, which is reached through an unpaved route from Matiltan. This adventure requires a full day of driving in a 4x4 vehicle. All these charming Lakes of various sizes in swat valley are waiting for their turn to be fully explored and provide additional site of visits for tourists and hikers.

5.1.1.3.2. Streams/Tribunes

There are many streams and hill torrents, which increase the volume of river swat as the river continues the journey towards south. They exerted considerable efforts on the hydrology of the valley. These streams or khwars which ultimately giving shape, size and volume to river Swat are generally perennial but most of Khwar are dry or may carry small amount of water during dry season but after heavy rainfall, they are usually flooded.

5.1.1.3.2.1. Right bank tributaries

River Ushu (Ushu gol plus Paloga gol) is the important right bank tributary forming river Swat at Kalam. The Seri and Jabba streams join at kolali as kolali river (Lubu khwar). Bishigram bella and Bishigram streams as Bishigram river join it in Madyan, Miandam stream (Musa Khwar) near Fatehe pur, Khwazakhela khwar, Manglawar Khwar (Ugad khwar), Jambil khwar, Saidu khwar and Barikot Khwar are other right bank tributaries.

5.1.1.3.2.2. Left Bank tributaries

The streams of Battal, Utror combine with river Gabral and jointly pure their water as Gabral river in kalam to shape river swat. Kedam river near Kedam and River Daral pure the water in Bahrain is important left bank tributaries. Harunai khwar, shawar khwar share the water with river swat at Matta. Deoli khwar, Hashpanr khwar etc are important right bank tributaries.

5.1.1.4. Vegetation cover

The temperature and rainfall are sufficient for the development of plants. Because the environment in the plains and mountains are different, there are two categories of naturally growing plants.

5.1.1.4.1. The vegetation of plains

Because the temperature in Swat's lowlands is high, the trees and plants there have broad deciduous leaves. Common non-fruit trees include poplar, banyan, and willow. Mulberry, pear, apricot, plum, damson, walnut, apple, fig, grapes, orange, and jujube are examples of fruit trees that may be found all over the world. In gregarious situations, you can also find acacia and olive. Some plants and bushes have names such as Kharawa, Manrogaya, Kwarae, Manro, Soorazghi, Ghorashki, and Khonawli that are used locally. The slopes of the hills and the foothill regions are covered in plants and bushes.

5.1.1.4.2. The vegetation of Mountains

Massive coniferous tree forests, including pine, dewdar, cedar, byar, and other species, may be found above the height of 4500 feet. Typically, each type of belt creates its own belt. The bottom belt is primarily made of pine. The following are Dewdar and Byar. These two types' belts extend to the bare mounts (Spincers). Even at Buner, where the height is not much higher, pine and spruce may be found. However, Dewdar and Byar are present in Kohistan and can reach appropriate heights. On the slopes of the hills and mountains, shrubs including Borajae, Bang-e-Dewana, Ghanamrangae, and Shangla are cultivated. Shepherds and other nomads—known locally as "Ajar"—move to the highlands with their flocks. Where there is more grass growth. These locations are thought of as permanent pastures. When the snow melts, the same places also yield caraway seeds and mushrooms.

5.1.1.5. Tourism Infrastructure

5.1.1.5.1. Accommodation

The Swat has rich accommodation services, which were noted by some of the officials and tourism experts interviewed. W.K., M.A., K.K., B.B., S.B., G.K., and J.A.K. agreed: "Swat have classified and star ranked accommodation facilities for tourists in main Swat like Mingora, Marghuzar, Fizaghat, Malam Jabba, Madyan, Behrain, Kalam." The surrounding areas have lack of accommodation facilities which are tourists destinations can briefly exploit its closeness to legitimate Swat as far as facilities until the travel industry facilities are laid out in the surroundings.

5.1.1.5.2. Food and Beverage (F&B) services

A large number of the respondent's referred to lacking F&B facilities and services at the surroundings. B.M. said: "There are unfortunate food and drink specialist organizations reasonable for worldwide vacationers; a grouped and global eatery networks are exceptionally required. We could facilitate with a portion of the business local area and nearby occupants, and present dispensing a part of their territory to make an amusement park or a traveler café." A.K. likewise expressed: "There are no touristic administrations in the upper area of Swat to draw in global, exclusive class and affluent neighborhood sightseers. Local people and global business local area ought to lay out them. Sheeren Zada. said: "The current rest houses and eateries have not been created to meet the prerequisites of global or prosperous neighborhood travelers." Owners of the ongoing cafés examined a portion of the difficulties they confronted while endeavoring to extend their ventures, especially as far as securing credits and the expense of permitting charges. Khurshaid.A. proprietor of Chumaireen Inn and Restaurant, expressed: "I thumped on more than one entryway and attempted to get a credit for my extension project, without progress. Ventures, for example, this ought to be given a credit without money related ensures. Be that as it may, because of the intricacy and administrative noise in the overall set of laws, we can't get what we need." Similarly, the leader of Hotel Association Swat, H.Zahid.K., added: "The utility, prime and work costs are excessively high. Last year we dealt with an issue with such bills. We paid a more than our income and no benefit for two successive years."

5.1.1.5.3. The Parking Area

The region has no adequate parking spots for vacationer transports and vehicles, B.M. said: "The region needs parking spots close to the archeological locales, for example, at Shingardar Stupa, Ghaligay caves and Jahanabad Buddha, and close to different destinations. The public authority ought to do appropriate plans to purchase the land and move it toward [parking spaces] which will tackle this issue." The restricted street and no parking spots lead to serious congestion, particularly at the ends of the week and pinnacle season as expressed by some of respondents from the neighborhood local area. Shahid and Abdullah additionally said: "The resthouses and eateries in urban communities and close by any site need to extend and make leaving regions." In help, Abid.I.B said: "The street limit isn't adequate for the enormous number of vehicles which show up, on the grounds that it is thin and there is no

leaving to oblige so many. The primary street can't be utilized by the nearby local area in view of congestion, particularly when there are weddings and memorial services, and at ends of the week."

5.1.1.5.3. Restrooms

One of the critical complaints of the relative multitude of respondents was the absence of public restrooms and lay bays at these destinations. Majid.F.M additionally expressed: "... there are no facilities close to these destinations, including latrines." Many respondents from nearby local area said that occupants are at times inquired as to whether vacationers can utilize their latrines, and accept this insufficiency might deflect tourists from returning to the site or referencing the locales to different guests.

5.1.1.5.4. Signage

There was absence of explanation at the site before which would empower guests visiting without a manual for connect all the more profoundly they would say. Dr. Abdul Samad. expressed: "There are presently an adequate number of signs." During field work the researcher observes that now there are signboards/ sheets at the entry of Swat and one close to the locales alongside full history and portrayal especially at heritage destinations of Swat, and Directorate of Archeology and Museums under oversight of Dr Abdus Samad who is serving as a Director have done enormous endeavors for the arrangement of these signage/data boards at any of the social legacy destinations. Moreover, the researcher noticed a few directional street finishes paperwork for neighboring attractions which are satisfactory for the present until the potential the travel industry extension happens.

5.1.1.5.5. Visitors Information Centers (Public Sector)

The Swat has several tourist information and visitor centers. Afzal.K. from DTS stated: "There are visitor centers offering information for visitors; and even booklets are provided." In support, Bilal. Inspector DTS said: "In Swat there are Tourists Information Centers (TICs) and other supportive services are offered information to visitors at every check posts/ entry points and DTS is committed to serve the tourists at entry point of Swat, to provide relevant information about the site."

5.1.1.5.6. Location

An objective's area comparative with an enormous populace with broadened the travel industry necessities enjoys a clear benefit for openness contrasted with different destinations which are far away. On account of Swat and its encompassing regions, T.F. noticed the significance of the site's vicinity to Islamabad: "It's near Punjab, making it simple for public sightseers to visit. Travelers who stay in Islamabad ought to visit such locales [as Swat] to see an alternate culture." N.B. additionally expressed: "Its closeness to the capital is a benefit that ought to be exploited". A.U.D. expressed: "Its area is misdirecting, in light of the fact that in spite of the fact that it isn't not even close to the capital; just 200 kilometers from Islamabad [Pakistan capital]. In any case, it isn't near the destinations which are on the assigned traveler trail. It would require a long investment on the off chance that they took the sightseers from Punjab or Islamabad to Swat. To put it plainly, its distance and detachment from the significant destinations is the explanation Swat isn't visited by inbound the travel industry organizations." A.S. upheld M.R.: "Sadly these destinations are not connected to the public the travel industry trail, because of its geographic area." N.A. likewise noticed the nearness of Swat to Islamabad by saying: "The site and its encompassing towns are near Islamabad and Peshawar to one another, which gives us a potential chance to make a path which interfaces the archeological locales with the regular scene and will permit vacationers to move without trouble across the whole region and partake in the perspectives." To summarize, Ali.Sh. Expressed: "...the geographic area of the site among Islamabad and Peshawar gives solid potential to a fruitful the travel industry site."

5.1.1.5.7. General Basic infrastructure

Respondents were asked about the ongoing state of essential and the travel industry infrastructure and key difficulties confronting the site and the encompassing regions: "What is the nature of existing fundamental and the travel industry infrastructure framework of the Swat?"

5.1.1.5.8. Road networks

Basic infrastructure is an important component for the travel industry improvement, is a significant shortcoming of Swat. The travel industry arranging and advancement wouldn't be imaginable without foundation. A considerable lot of the authorities and the travel industry

specialists talked with depicted the state of the road network as the primary component of framework in Swat as lacking to get vacationers which shapes a fundamental piece of the travel industry bundle. Two respondents thought about the limited street as a benefit. Fahim.I. remarked out and about network: "...the GT road is thin yet could be a benefit for the destinations." Supporting his view, M.Saeed. expressed: "The roads are phenomenal and touristic because of their rough and crisscross setup, which resembles to those in European nations, as the Ex.District Nazim Sadeeq.A.K has noticed." The road' ability and quality are significant for the both guests and the nearby public. In this connection Khadim.S and Ajmal.K. accept: "The fundamental issue is that the GT road prompting Swat and the encompassing region is excessively restricted." In help, Ali.Shah. additionally expressed: "... the roads are undependable in light of the fact that there are exceptionally risky turns, slants and levels." Saif.U. likewise remarked on the nature of the street organization: "The streets and roads are restricted and lacking. At the ends of the week, the region is packed with homegrown vacationers and just a single vehicle can drive at a time, although it is a two-course road."

The majority of the respondents featured the restriction of the GT road as a shortcoming. The roads unfortunate condition has made a portion of the travel industry workplaces stop a few locales from their visit list, including Swat in spite of its significance. As expressed by M.R., the proprietor of a nearby the travel industry organization: "The site is significant, be that as it may, the basic infrasture specially GT road of Swat isn't adequate, as the roads are thin and in horrendous shape on the grounds that insufficient assets is given by the public authority to keep them in respectable shape, nor to update them even to further develop use by the neighborhood local area. It is difficult to utilize enormous transports, and that implies need to utilize different little vehicles.

All respondents from the nearby local area were analyzed to address the inquiry "What is the fundamental entanglement in your space hampering the travel industry advancement?" to find the assessments of neighborhood occupants. Every one of them as a matter of course griped about the unfortunate state of the principal road, and communicated the requirement for an updation. In this setting I.A said: "The primary road should be extended from Chakdara interchange to Kohistan Kalam. In any case, I figure we will stand by quite a while before it works out, because of nepotism and bias [shown to other places]." Other respondents had a

similar assessment; that the road is a lot of restricted and should be extended and appropriately kept up with.

Different respondents had a similar assessment, expressing that it was the obligation of the public authority to work out and about. As H.B, Ilyas.B and Hassan said: "The GT road ought to be extended, and this is the obligation of the commonplace government and NHA." In help, A.M. said: "The fundamental obligation lies with the Khyber Pukhtunkhawa Govt and the Ministry of Communication for the arrangement of key administrations, like the extension of streets, lighting, clearing, and upkeep."

A portion of the respondents examined expanded road clog at the end of the week because of homegrown the travel industry, and its impact on the nearby local area. U.M. expressed: "The primary road should be improved, in light of the fact that it's extremely tightened, particularly at the end of the week and public occasions, as a result of the quantity of nearby and homegrown guest's stream to the travel industry objections. This adversely influences the neighborhood local area, especially when nearby occupants have their social developments, wedding festivities or memorial services." K.M. expressed: "On the off chance that there was a crisis, it would require over 2 hour to clear the street, particularly at the end of the week, get-aways and top season." F.M.K additionally expressed: "The streets and roads should be fixed, as they aren't wide enough for the vehicles to pass, particularly on a portion of the bends, slender streets. It is far and away more terrible on siestas, when individuals come from everywhere the nation visit the Swat region.

In resistance, two of the public authority authorities' respondents rejected that the street is the principal issue. They remarked that other option, great quality roads to Kalam upper Swat and the encompassing region are as of now in presence. B.M. expressed: "The organization of road adjusting Swat and its encompassing region is great; the gorges and the crisscross street are the main flimsy parts. There are optional roads which begin from Buner to Barikot, Shangla to Khawazakhela, and Upper Dir (Dir Kohistan) to Utror Kalam. Moreover, another road starting from the Shamozu Landaky through Kabal Kaju driving Madyan can likewise be utilized and Swat freeway from Chakdara route is additionally in the arranging stage. Once fabricated, it will offer a chance to advance the put for expansion on the traveler map, in light of the fact that the speculation will possibly return a benefit assuming the roads going

through towns permit a higher progression of traffic serenely and securely." A.M. likewise said: "The roads can't be made more extensive in light of the fact that it creates issues with neighborhood occupants, some of whom have built their homes and markets on the edge of the road.

5.1.1.5.9. Transportation Modes

None of the respondents expressed to the accessibility of transportation modes to arrive at the case study area. Swat and its encompassing regions are difficult to access right now utilizing all current public transportation administrations.

5.1.1.5.10. Ancillary Services

Respondents didn't address ancillary administrations during the meeting for interviews, for example, water, power, wellbeing administrations, correspondences, and public transportation, which are in great shape in light of essential information. There are a few Public medical care administration offices in Swat region —Main City Mingora and capital of Swat Saidu Sharif have well equipped standard private and public hospitals, two public health centers in Upper Swat, and some emergency service in the villages of Swat- in addition to various 24-hour private clinics. There are several banks offering 24 hrs ATM services and exchange offices its branches and automated services, cities have post offices and courier services are also available.

5.2. Cultural Resources of Swat valley

5.2.1. Tangible Resources

In Swat valley a large number of Buddhist sites protective stupas, monasteries, caves, viharas, settlements, rock-carvings and inscriptions are strewn. Most of these sites are near Barikot, 30 Km from Mingora on GT Road. The Buddhists constructed mostly their stupas and monasteries higher on the hills of lower Swat with the aim that agricultural economy may not suffer and also to provide a sort of protection and security to them from the invaders, warships and for privacy.

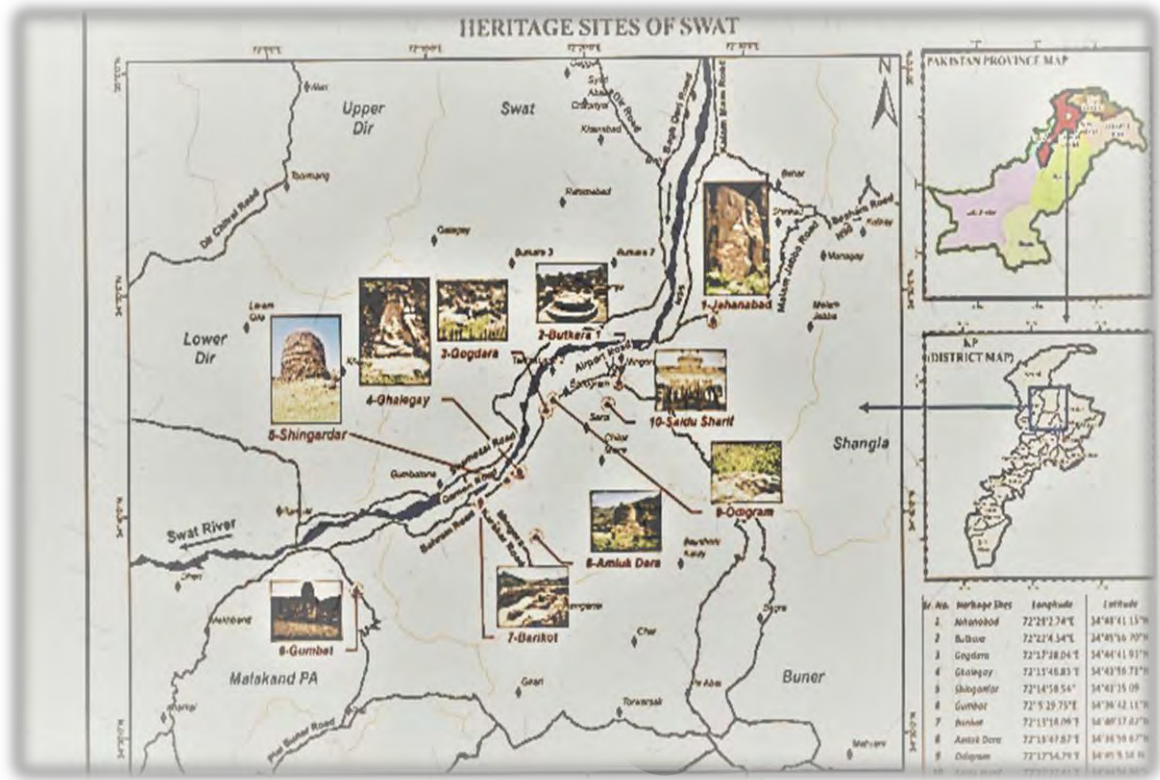


Figure 5. 3: Heritage sites of Swat.

5.2.1.1. The Barikot site/Bazira

The historical market called Barikot is referenced by Alexander the Great. With bastions spaced out every 100 feet, a sizable built-up area, and the acropolis, the city's walls are still clearly discernible. At the confluence of two tributary rivers, the Kandag and Karakar, Barikot is situated at 34° 40' N, 72° 12' E; 799 m above sea level in the midst of the Swat valley in Khyber Pakhtunkhwa Province, Pakistan (Vidale and Olivieri 2002). The first signs of human settlement in Barikot date to between 1700 and 1400 bce (Swat Period IV; Stacul 1987), however the Galeghai cave adjacent provides evidence of occupation dating as far back as the early third millennium bce (Stacul 1987). Archaeological evidence indicates the existence of a sizable community (about 15 ha) between 1200 and 800 bce, which had a hilltop acropolis, an inner fortification, and a sizable outside graveyard (Callieri et al. 2000; Olivieri et al. 2019). (Narasimhan et al. 2019). After a period of abandonment with little archaeological evidence, work on building an urban center started about that time. (Olivieri and Iori 2020; Olivieri et al. 2019) 500 BCE. Before a lengthy urban wall with square towers every 28 metres was completed after 150 BCE, under the reign of Menander's successors,

the location was already defended. At that time, the city, which covered about 12 acres, had an acropolis atop the rocky outcrop. The city expanded during the ensuing years, reaching its greatest size under the reign of the Kushans in the second century a.d. The lower city was abandoned towards the end of the third century or a little later after a string of earthquakes and the dissolution of the Kushan Empire (Olivieri 2011, 2012), and it was rebuilt along the acropolis' margins (Olivieri 2003). The Italian archaeological team has explored the site. The site has been consistently excavated since 1984, under the direction of P. Callieri and L.M. Oliv, by the Italian archaeological mission in Pakistan, Istituto Italiano per il Medio ed Estremo Oriente (IsMEO), Italian Institute for the Middle and Far East (now ISMEO, International Association of Mediterranean and Oriental Studies). The excavations began in the 1970s in sondages by G. Stacul. The highest and most advantageous location in the valley is where Barikot is situated. A large terrace that slopes down to the south and a rocky hill that looks out over the Swat river to the north are its defining features. Two tributary valleys of the rivers Karakar and Kandak, which run through the region, are noticeable. The name of the city is Bazira or Beira in classical sources (Beira is Pakistani and Indo-Iranian va(y)ira, and Bazira is Sanskrit vajra; Baums 2019), and Vajirasthana in mediaeval sources (von Hinüber 2020). In 327 bce, Alexander the Great besieged and took control of this Assakenian fortress. The region was famed for its fertility in antiquity; in historical records, Arrian of Nicomedia lauded the region's richness of crops and the number of its herds in the beginning of the second century ce (Brunt and Robson 1976–83, IV 25, 4). In the first century ce, Curtius Rufus described it as an *urbs opulenta* (rich city) (Atkinson and Yardley 2016, VIII). The latter being a phrase that explicitly denotes agricultural prosperity, which the Roman historian otherwise very seldom uses and only applies to Tarsos, Babylonia, Persepolis, and Bactria (L. Prandi, personal communication). A section on previous habitation strata at Barikot was included in Costantini's (1987) archaeobotanical study of the Swat valley (ca. 1700–1400 bce).



Figure 5. 4: Barikot/ Bazira

5.2.1.2. Gogdara

The settlements of Gogdara are located on the main Mingora-Malakand road. The place is historically very significant. There are several Buddhist carvings from 6th to 7th century AD can be seen on the rocks. According to several scholars, the petroglyphs were incised in 1000 BC. Beautiful rock carvings are the purpose of tourist's attraction here



Figure 5. 5: Gogdara Rock Inscriptions

5.2.1.3. Ghaligai

The settlements of Ghaligai are located on the main Mingora-Malakand road. The place is historically very significant. There are relief carvings in a cave at Ghaligai. A seated Budha carving is kept intact but the face has been damaged.



Figure 5. 6: Ghaligai Buddha

5.2.1.4. Shingardar Stupa

The Shingardar Stupa is a remnant of Buddhist era and is one of the thousand ancient monuments of Swat valley. The Stupa of Shingardar is arranged on the left half of the main GT road. This is the popular stupa which was constructed by King Uttarasena to house his portion of the relics of the Lord Buddha.



Figure 5. 7: Shingardar Stupa

5.2.1.4. Odigram

This is the site of the ancient town of Ora which Alexander the Great caught in 327 BC. Odigram was a genuinely enormous town of the vestiges which, circled by immense walls, move along the inclines of the mountains overshadowing the valley. On the slopes of the mountain there existed a castle which, as custom goes was obliterated by Mahmood of Ghaznavi in 11th century. The remains of an 11th century mosque worked by Sultan Mahmood Ghaznavi are situated close to Odigram along the slope. The mosque is the third most seasoned mosque in Pakistan after those of Bhambhore and Mansurah. Up the slope is the site of Raja Gira's castle.



Figure 5. 8: Odigram Ghaznavi Mosque

5.2.1.6. Gumbatona

The site of Gumbatona is a Buddhist foundation arranged on the right bank of the river Swat, 6km west of Barikot town along the metalled road driving towards Nimogram in a wide valley. The valley is comprehensively depleted by the Swat stream which streams in a few meshed channels through the area. The archeological remaining parts are dispersed over a scope of 1500 meters north to south and 1000 meters east to west in wide terraced fields slanting unto the slopes behind, known as Shamoza range. A spring is situated in the pleasant crevasse, north of the sacred region.



Figure 5. 9: Gumbatona

5.2.1.7. Amluk Dara

The stupa of Amluk Dara is arranged around 2km on the north of Nawagai town in the delightful little valley of Amluk Dara, on the primary street to Buner. One is expected to stroll around 0.5 km through the town to arrive at the site. The high stupa stands noticeably apparent from the encompassing region, normally shielded by the incomparable Mount Elum. The stupa is raised on a glorious square plinth with base trim in torus and Scotia design, measures 34 meters in breadth. The level of the square shape base plinth is around 4 meters.



Figure 5. 10: Amlook Dara Stupa

5.2.1.8. Butkara

The Buddhist holy area of Butkara distinguished as the religious community of Ta-Lo, referenced by Sung Yun (520 AD) visited and portrayed by the Chinese Buddhist travelers of the fifth, sixth and seventh hundreds of years AC lies at the eastern finish of the old capital of Udyana Meng-Chich-Li, by and by Mangora. The principal Stupa stand in the center, around which are packed landmarks Stupas, Viharas and segments, on the Northern side stands an extraordinary structure and further toward the north and west the occupied region. The Great Stupa went through five reproductions, each new one incasing the oldery from third century B.C down to tenth century A.D. There are three (03) Butkara stupas called Butkara – 1, Butkara – 2 and Butkara – 3. All are located within 500 m radius to each other.



Figure 5. 11: Butkara

5.2.1.9. Jehanabad Buddha

The tremendous picture of a situated Buddha carved into a high and colossal stone face of rosy variety that ascent on the slope toward the southwest of Jehanabad (Shakhorai) town. It is arranged a good ways off of 5km to the NE of Manglawar. There is no immediate access up to the site which is on a mountain and it might goes for 1-hour stroll/climb from the street to arrive at there. The enormous picture of the Buddha can likewise be apparent from the road, on the right side when one is en-route to Malam jabba. Because of its elevated place over the tight patio, it is all around protected aside from the nose appears to have been harmed by the scoundrels. The Buddha figure is around 7 meters in level and is surely the most great piece of model to be seen in Gandhara region.



Figure 5. 12: Jehanabad Buddha

5.2.2. Heritage Buildings

The presence of exceptional houses is one more significant component of cultural and heritage attractions nearby. Just three of the respondents made note of these structures which could be utilized for the travel industry. As verified by Perwesh.S: "Swat has legacy structures which would be great to use for the travel industry. In lower and upper Swat had a phenomenal legacy building, however sadly it was not as much minded and annoyed by local people for the development of current structures, because of absence of consciousness of their significance." Prince.M.G.Aurangzeb likewise expressed: "Utilizing legacy and heritage houses, vacationers need to see, the local flavor, and 'a feeling of the local culture' like neighborhood cooking, and customary lifestyle, the legacy houses ought to be reestablished and safeguarded, if not they would be at risk for obliteration."

5.2.2.1. The Shrine of Akhund/ Saidu Baba

The shrine of Akhund of Swat (Saidu Baba) is housed in the marble yard of a mosque in Saidu Sharif. It is concealed among the tight rear entryways between Maraghzar street and Aqba street. Saidu Sharif is blessed in view of the place of worship of the Akhund of Swat. The altar goes back in 1295 AD after death of Akhund of Swat. Later the city was named Saidu Sharif due to shrine of Saidu Baba.



Figure 5. 13: Saidu Baba Shrine

5.2.2.2. Historical Mosque in Kalam Bazar

Kalam has lush green hills and a dense forest lays between them a historic 300-350 year-old mosque. Nobody recognizes the exact history of this mosque. The walls are made with solid diyar wood and tree trunks have been used as support structures. The wooden doors are carved beautifully and present a beautiful picture.



Figure 5. 14: Historical Mosque in Kalam Bazar

5.2.2.3. Spal Bandai Mosque

Spal Bandai mosque is 315 year old Mosque in Marghuzar Spal Bandai Village, Swat KP Pakistan, this is a common illustration of conventional Swati mosque design with sublimely cut wooden sections, wood structure outlines, stone workmanship, winter/summer petition regions. The mosque as a structure type and foundation has generally served social capability in Muslims social orders, next to that of being a position of worship. With the help of Prince Claus Fund (PCF) this mosque was recently renovated by professional architects and the building was restored to its original glory.

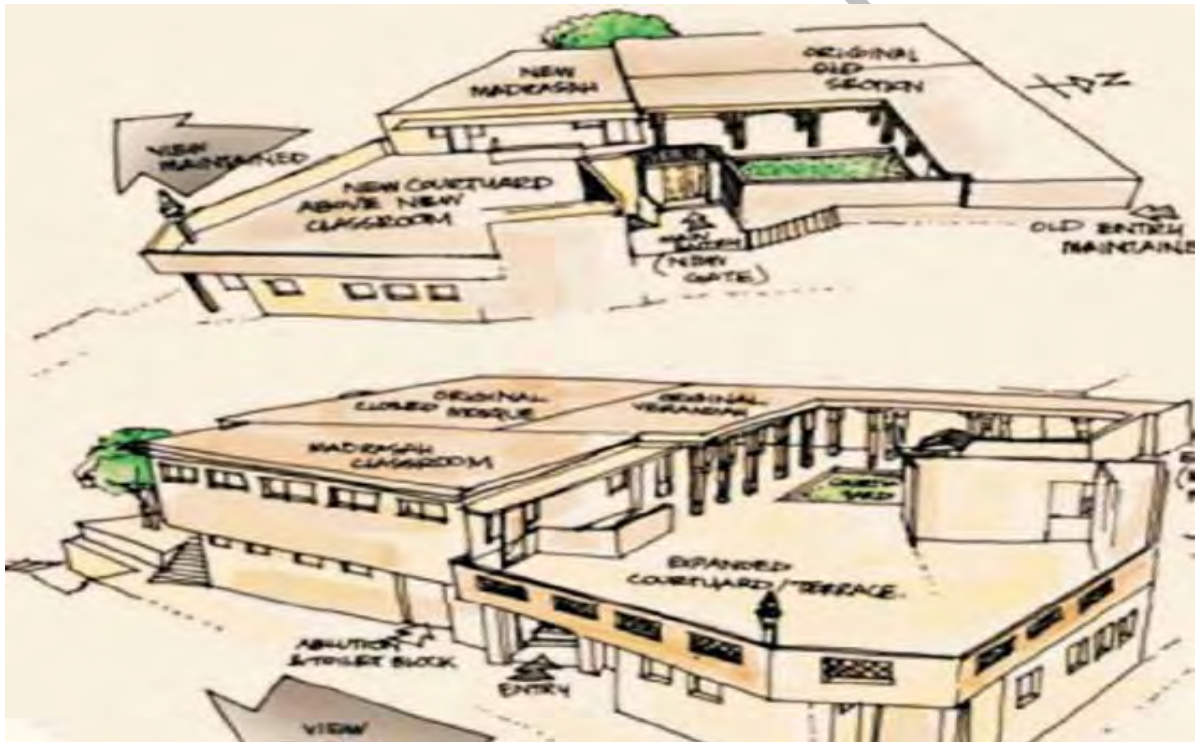




Figure 5. 15: Spal bandai historical Mosque

5.2.2.4. Allaho Akbar Masjid

This mosque is situated on the main Saidu Sharif road inverse to the Central Hospital, Saidu Sharif. The Allaho Akbar Mosque was built in Saidu Sharif in 1944, during the last long stretches of Badshah Sahib's (Miangul Abdul Wadud's) rule. The mosque is an amazing illustration of Islamic strict design and is still being used. The exterior is described by a veranda, set apart with three strong support points finished off with atlantes on the roof top a minaret on the left side.



Figure 5. 16: AllahoAkbar Masjid

5.2.2.5. Jahan Zeb College Saidu Sharif

Jahan Zeb College Saidu Sharif is one of the most renowned organizations of Khyber Pakhtunkhwa, worked by the last Wāli of Swat. The Jahan Zeb College was built somewhere in the range of 1951 and 1954 on the fundamental street that associates Mingora to Saidu Sharif to take care of the instructive requirements of the district. The arrangement of the structure is looking like an E (for "training"). The two fundamental floors were finished in 1951 while the third floor and a different science block were added later. The structure was harmed in the 2005 tremor, however because of the demand of the majority to safeguard legacy, it was not annihilated and is still being used.



Figure 5. 17: Swat Jehanzeb College

5.2.2.6 White Place Hotel

One of the strengths of Saidu Sharif is the Sufed Mahal/White Palace, built right close to Marghuzar. The castle was utilized as the home of the Wali/ruler both when the freedom of Pakistan and Swat consolidation. Its area is on the Marghuzar Hill which is 7000 feet above ocean level. This vacationer resort has around 30 exceptional and complex rooms.



Figure 5. 18: White Palace Hotel

Table 5. 1: Swat tourist destinations

Archaeological sites in Swat	
1.	Nimogram Stupa and Monastery
2.	Najigram site
3.	Gumbatuna
4.	Bazira Barikot
5.	Amlok Dara Stupa
6.	Balokalay Stupa
7.	Shingardar Stupa
8.	Ghaligay Buddha
9.	Gogdara Sankotay
10	Gogdara Rock Carvings
11	M Ghaznavi Mosque
12	Raja Gira Fort
13	Butkara I, II and III
14	Jahan Abad Buddha
Popular Shrines Swat	
1-	Ghazi baba
2-	Saidu Baba
3-	Sham Baba (Kanju)
4-	Shiekh Milli Baba (Balogram)
5-	Barai Baba

6-	Lewanu Baba Shangla
7-	Bele Baba Shangla
8-	Hafiz Alpurai mazar
9-	Ahmed Khan Baba Thana
Popular Destinations by Road	
1-	Marhghuzar
2-	Fizagut
3-	Malam Jaba
4-	Madyan
5-	Bahrain
6-	Kalam
7-	Mahudan
8-	Sangar
9-	Gut Peuchar
10-	Sultanr
11-	Yakh Tangay Shangla
12-	Miandam
Hiking Spots	
Lower Swat	
1-	Shingru Danda (Manglawar)
2-	Sresha (Manglawar)
3-	Dwa Saru Peak (access from Kalil Kandau)
4-	Loye Sar (access from Sangar)
5-	Jugyanu Sar (access from karaker)
6-	Ranzrha Gat (access from Spal Bandai/Marghuzar)
7-	Banjeer Baba (access from Najigram)
8-	Saland Sar (5-6 hours access Manrai Kabal)
Matta Side (Pura Ghara)	
9-	Gabin Jaba
10-	Jarogu Water Fall
11-	Said gai Lake (6-7 hours from Sulatanr/Gabin jaba)

12-	Daral Lake (6-7 hours from Gabin Jaba)
Bahrain/Kalam Side	
13-	Chukail Meadows (Mankial Valley)
14-	Jag Banal meadows (Kalam)
15-	Kandol Lake (utror)
16-	Janshai Banda (Ankara Valley, Kalam)
17-	Gornai (Bahrain)
18-	Spin Khwar (5-6 hours Utror)
19-	Izmis Lake (utror)
20-	Kooh Lake (5-6 hours Ankar Valley)
21-	Godar Lake (5-6 hours Kalam)
22-	Deesan Meadows (utror)
23-	Shahi Bagh (Utror)
24-	Bashigram Lake (Bashigram Madyan 6-7 Hours)
25-	Shetan Gut (Kedam)
26-	Pari Lake (Utror)
Other	
27-	Shangla top to Malam Jaba (2-3 hours hike easy)
28-	Dud Sar (Miandam Valley)

5.2.3. Handicraft Products

Despite the fact that there are issues with creation, showcasing and preparing, along with an absence of item character and neighborhood marking, craftsmanship items in the Swat Islampur (Salampur), Madyan and KhwazaKhela, Charbagh Handicraft Villages are another social fascination. A few respondents alluded to these focuses as one of the site's assets, because of the accessibility of regular unrefined components and the quantity of ladies and men keen on preparing and creation. As verified by D.C Junaid Khan in his conversation about the Handicraft Village: “Swat Valley which is flourishing center for the creation of exquisite arts and crafts. These handicrafts are accumulated by visitors and are famous locally and abroad . Swati shawls are intended for gents to be worn for escaping the harshness of the winter season”.

Commonly known as ‘Sharai’ are the woolen blankets which is made by the local Swati craftsmen ‘Jhollagaan’ are the weavers who are engaged in making these blankets having weight around 4 KG and are made in Islampur (Salampur), Dewlai, Kala Kalay, Puran and Ghurband. Similar to the blankets are the shawls made for ladies, created from woollen sheets. Cotton is mixed with the wool to add some texture to the fabric and the ends are fringed exquisitely. ‘Lamsay’ or rugs are made using the fleece from local livestock, which is then spun using a wooden instrument. The spun fleece is then laid out on a straw mat and sprinkled with water and dye in astonishing shades of pink, black and crimson. Then, the straw mat is rolled and tread upon.

They are additionally well known for handcrafted trimmings and embellishing family articles. The weaved and emboided things made by ladies are the brand name. For instance women cloaks, wooden furnishings, painstaking work and honey are well known things. They are additionally extremely well known for valuable and semi-valuable stones.



Figure 5. 19: Swat Handicrafts

5.2.3.1 Wood carving

The immense sculptures of Buddha in Bamiyan, Afghanistan and the extravagantly planned sculptures of Buddha in Swat are adequate verification of the enduring and dedicated work of the specialists of that period. The custom actually go on in the valley of Swat with extraordinary energy.

In Swat, the dim dark, hard, strong and normally toned wood of pecan trees is utilized for this craftsmanship. Its hard surface, charming appearance and solid aroma build up the magnificence of the plans and work of the craftsman. Cedar and pinewood are additionally utilized for woodcarving. Particularly the normally tinted, concealed, planned and fragranced wood of Deodar tree is utilized.



Figure 5. 20: Wood Carving

5.2.3.2. Swati Ornaments

Swat is known for its extraordinary culture. The goldsmiths of this valley have made wonderful gems and adornments that are unique, average and local. The lovely young ladies of Swat should be visible wearing these imaginative types of gems.



Figure 5. 21: Swati Ornaments

5.2.3.3 Swati Embroidery

Swati embroidery has an extraordinary importance and has won an exceptional status because of its inventive and imaginative supporting all around the country. Unadulterated silver yarn was utilized in weaving previously. Unmarried Swati young ladies have taken on this craftsmanship as their leisure activity. These skilled young ladies enhance every one of the dresses, wraps, covers, bed sheets, pad covers, decorative spreads, shroud, head scarves, tissues, and so forth which is to turn into a piece of their share after their marriage. The brilliant trim weaving of Swat is renowned all through the country

The embroidery of Swat is especially captivating, and is an ancient and revered art, inherited from the old Gandhara civilization.

The embroidery of Swat is especially captivating and is an ancient and revered art, inherited from the artisans of Gandhara. Women are usually engaged in this art as they spend a large portion of their day indoors, so it also serves as a pastime for them. Even young girls can often be seen with needles in their hands. The embroidered work of Nekpikheil is especially stunning and can be classified into three broad areas consisting of silken thread work, cotton thread work and golden lace work. The silk work is hardest and most time consuming as the threads of warp and woof of the cloth have to be counted and the embroidery carried out according to calculations. Bed coverings, table cloths, pillows, shirts and caps are created using this technique. Pure silver yarn is used on dresses which are heavy and ostentatious. It is common to embroider verses, mosaics, animals, flowers, fruits and natural landscapes on these dresses. The finery of brides is mesmerizing with beaded and mirrored embroidery

around the necks of dresses and ends of shirts and shawls. Golden and silver ribbons are used excessively with artificial gemstones and colored glass beads or 'Laloon'. This gives an ethereal beauty to the brides of this valley.

Aside from garments, Swati craftsmen make shoes named 'Panrae', which are old fashioned leather shoes, embellished with gold lace. However, this craft is becoming outdated. 'Bachookay' are threads for hair, made with strips of silk and cotton woven together and decorated at the end with beads and tinkling bells. Interestingly, Swatis locally produce many of the items used in their daily lives and beauty is an important element.

Shkours are well-designed containers for keeping bread (Chapattis). Wheat trunk is used in their construction and even this simple item is ornamented with beautiful art work.

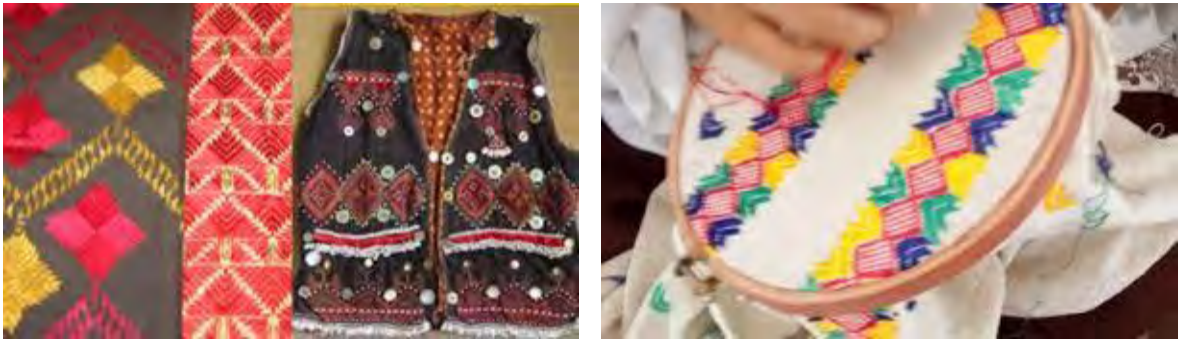


Figure 5. 22: Swati Embroidery

5.2.4. Intangible Cultural Heritage Resources

A couple of respondents referred to intangible cultural assets. Perwesh.S expressed: "The idea of the multitude of towns as a country region is which isolates them, and the genuine culture, ordinary of customary Pashtoon society, which we would rather not change, however could be introduced to the sightseers for all intents and purposes, since it portrays the nearby local area. Then again, they could draw in guests who are searching for new encounters, which would be a method for developing vacationer spending.

Intangible Cultural Heritage refers to the practices, values, norms, traditions, singing, dancing, illustrations, expressions, knowledge, skills as well as the instruments, artifacts and poetry. Swat has a rich intangible cultural heritage since from the time of wali Swat. During the reign of Wali Swat dancing, singing and playing musical instruments were in practice in the area of Fathehpur, Madyan but with the passage of time this community started moving towards Newroad Mingora Swat and started residing in Banr area. According to the

definition of Intangible cultural heritage; intangible means practices, values, norms artifacts, dancing, singing, poetry and playing musical instruments but the researcher focused only on dancing, singing and playing musical instrument.

It is proved that Pashtun culture has been best represented by the Pashto folk poetry which needs consideration for the best demonstration of Pashtun culture. Pashto life style and all its elements are the part of the culture which is governed by Pukhtoonwali- a code of conduct adopted by the Pashtun society for their economic, social and political aspects of life which clearly differentiate it with the rest of the cultures of the world (Khalil, 2011). Poets like Khushal Khan, Ghani Khan and Hamza Baba were all the advocates of humanity, openness and beauty of life. Pashtun also carry a strong tradition of dance which is known as Attan in which both men and women participate vigorously. In marriage ceremonies, relatives and other guests are invited for a feast. Pashto folk songs are also a valuable asset. These songs are used to relate the stories from their history which is pivotal in Pashto folk literature often composed by women. These songs reflected and represented the spiritual, emotional, political, psychological and aesthetic aspects of Pashtun society (Buneri, 2012). Pashtun society in Swat valley is based on ethnic and Islamic religious norms where the affairs of the everyday life are administered under the pukhtoonwali code and Islamic religious practices (Rome, 2008)

Pashtuns also constituted a council of the elderly for the establishment of peaceful co-existence and the resolution of conflicts. These elders also known as (Masharan) were very experts in reconciliatory measurements and were full of wisdom. In Jirga everyone is welcomed to express their opinion in any matter. Jirga has these different forms, local Jirga, regional Jirga and National Jirga. Now a day because of some radical and political administrative interference Jirga is losing its popularity. Pashtun are also famous for their hospitality towards guests and even they will entertain an enemy. A Pashtun will go to bed without food, but he will provide it to his guests. These things, the hospitality and refuge is a matter of honor. In Hujra guests are provided with free food and lodging. Hujra is a socio-cultural club where people of any kind whether kids or elders can learn a lot of things (Buneri, 2012). Some of the intangible cultural heritages of Swat valley are:

5.2.4.1. Welcoming and greetings

Bara-bar-ye was a communal word to greet anyone and in response *starey -mashey*. *Kherset aap* was/ is another word for greeting. Usual Pakistani peace greeting, *salam*, has by now replaced barabarye. *Kha-charay* means Hope you are doing well is commonly used when someone is working in the fields/farms and their response is *Pa-khair raghley* means welcome. The younger ladies used to bow when greeting the old ladies for respect and the younger ladies even touch their feet. The elder women in turn kiss the younger ladies on their forehead. This practice is still observed in swat and surroundings. The male usually shake hands and hug each other's with a smiling face and greet with Salam.

5.2.4.2. . Marriage

Marriages were generally made in young ages. For females, the typical age was thirteen, while for guys, it was fifteen. A female could never suggest or endorse her friend. Boys might do this in a very quiet and admiring manner through their mother. It was not even asked what the girl wanted. Parents, in particular the father, wanted what the girl wished for. A delegation from the guy's family comes to ask about the relationship after the boy proposes the girl. Both parties entered into nikah after announcing their engagement (marriage bond). Following this engagement, a wedding was planned. Usually in the early morning or late evening, the bride was escorted to the bridegroom's home by her siblings, sisters, and friends, especially close. A wooden box that was used to carriage the bride's clothing to her husband's home as part of the dowry (a bridal gift). The dowry also included a bull, a cow, a goat, or some livestock. The bride was sitting on a mat that had been laid out in a corner of the large multipurpose room because there was no special area designated for the newlyweds. The bride was also accompanied by a female close relative, usually the sister of the bride's mother, the wife of the bride's brother, or the father's sister. This still gets done. This unique companion was or is known as saet. Meher (dower), a property right that the bride had over the bridegroom, was prevalent but not used. Typically, the wife gave her husband the meher property. Its quantity was equally modest. There wasn't much meher in the jewelry. Silver was utilized for the decorations back then. It wasn't as polished as it is now. No gold was utilized. There were no formal contracts between meher and nikah. Today's dowry is substantial. There is a tonne of furniture and everyday goods there. It is normal to wear gold jewelry, and the amount is decided during engagement discussions. Nowadays, agreements

including more, such as real estate, land, and jewels, are more common. Close family and friends from the community were/are fed a communal meal in the homes of both the bride and the groom. There is only one dish served at the meal, and wheat bread is seldom present. Special representatives known as kotwaal sent out invitations to the weddings. They were responsible for not only sending invitations to weddings, but also for informing guests about funerals, big dinners, and ashar (a local festival that will be described subsequently). These envoys, as well as blacksmiths, drummers, pipers, barbers, and circumcision doctors, were regarded as low caste despite the significant contributions they made to the society. They go by the name Qasab, which means craftsmen in Arabic. Soon after the wedding, a close friend or cousin of the groom would organise a ceremonial procession, or jaen, to the man's home. Numerous individuals were seen waving tughs, or enormous, multicoloured folded flags. It served to respect the bridegroom. The greater the number of tughs in the procession, the higher the social standing of the bride's or the bridegroom's family. This procession was joined by local musicians playing various instruments. The drummer played his drum, which was called dhumaam, and the piper played his instrument, which was called surni. These instruments were all produced in the area. Additionally, there were livestock in this procession as a present for the groom. Now, there is no such parade. The procession, or jaen, takes place in the communities where there is a wedding cradle. There are no longer any tughs. The bride's friend was/is taken back to her house with several presents, including raw and prepared food, after a few, often seven days. It was known as satama. The ritual of sending the bride to her husband's home by her parents once she arrived on satama was/is known as rukhsati, or seeing off. On significant occasions like Eid, it was customary for the married woman's parents to give gifts—typically food items—to her. Currently, moms continue to maintain this tradition. When the bride or her companion was "saw off" by the groom's house, the gifts that had been sent with them were/are dispersed to the neighbours as Naman. Naman often includes fruits, chickens, wheat bread cooked in ghee with gur (raw sugar), and other foods. Now that they are wealthy, the Saet produce some jewelry.

5.2.4.3 Social Gatherings

Publics, societies and people use to gather in a common house, which was often held by the village chief/head this was known as *bhetak* and, on occasion, *hujra*. At the winter, people would often gather around the fire pit in mosques. The elderly used to share their experiences,

tell folk tales, and talk about local politics at the mosques. People in the *bhetak* used music as entertainment. It was really easy. A mud pitcher with a neck and a sitar or rabaab was the instruments utilised. The pitcher's open end was securely wrapped in either hide or another stretchy material. The only song performed back then in hujras was Torwali zo. In addition to music jokes, the hujras enjoyed telling stories and solving puzzles. Hujras and gatherings around mosque fire pits don't exist anymore. There is music, but it isn't used as often. The Torwali traditional zo progressively disappears, and popular melodies in Pashto and Urdu take its place.

5.2.4.4. Festivals

Except for the two occasions known as Eid according to the Islamic calendar, there were no festivals. Eid greetings and new outfits are typical. There are no greeting cards utilized. On these particular days, the village heads and older relatives are honored and welcomed. A tiny percentage of people still exchange greeting cards nowadays. There is a common celebration in place. It is carried out during planting, harvesting, and reaping crops as well as when cutting hay, threshing corn, and building a house. It is known as asher. To work, people assembled. It is shared among the locals and villages. Music is played during this tournament by skilled dhums. These days, people more often use a daily wager than an Asher.

5.2.4.5. Honor and family grace rituals

Tribal disputes and intergenerational animosities over matters like land and female elopement were frequent. Land-related disputes were resolved by force because there were no courts. Before to the establishment of the Waali administration (prior to 1925), the local jirga served as both the police and the court. Hakims (judges) from the Waali regime were there to resolve the conflicts. As a result of everyone's ingrained fear of the policeman known as the nowker, his government had very strong police. When a boy eloped with a girl, authorities searched for the pair and shot them when they were located. For many years, the two families had been at odds with one another. People frequently sought to resolve conflicts through mediation. In order to achieve reconciliation, the boy's family was inadvertently punished. The girl's elopement was seen as a grave humiliation; therefore her family received compensation in the form of money and a girl. In many circumstances, this girl wouldn't be

of legal age at the time of reconciliation. The eloped girl, who is now married, wasn't permitted inside her father's family's home until after the settlement. This was known as dar. Dar is synonymous with reconciliation. There would be ongoing animosity between the families until retribution was exacted if the mediation failed to resolve the conflict. Now, the process for reconciliation in court marriage cases or elopements is the same, but there is no ongoing animosity. There is just a protracted standoff between the families. In these situations, people call the police. The end of honor killing is almost here. It seldom ever takes place. The punishment for the reconciliation is unchanged from before.

5.2.4.6. Birth

A feast was given in the home when a man was born. This was done to honor the birth. This feast included merriment, dancing, music, and food. Family members and neighbours came to celebrate the new arrival. They brought presents that included food as well. Female delivery was lamented rather than glorified. The mother was hated by her family and blamed for giving birth to a kid in a woman. Even the hubby refused to go inside. During her rehabilitation, the mother did not get good care. Although people's attitudes have altered somewhat since then, male birth is still seen as superior than female birth. Also congratulated is the newborn. But fewer people celebrate the birth of a woman. No longer is a mother of a girl kid cursed by her family. Now, gifts are typical on these occasions.

5.2.4.7. Circumcision

The procedure was done on the youngster between the ages of two and five. Dhum, a seasoned drummer, carried it out. He performed this unique procedure while working as a physician and musician. During this occasion, neighbours and family members were offered a shared supper. There were also greetings and congrats. In Torwali, it is known as sunnat. Nowadays, circumcision is often performed on young children. This surgery is done by doctors.

5.2.4.8. Puberty

Puberty in this context refers to the age at which a kid must engage in mandatory prayer and fasting. Nothing about this ritual has changed, and it wasn't a noteworthy occasion in the person's lifetime. However, even though the kid is still a minor, fasting is now celebrated in some homes. This clearly originated in cities where wealthy religious individuals do it.

5.2.4.9. Anniversaries

There is no birthday party. Only a tiny portion of the town's residents now observe it. Death commemorations were frequent. Every year, on the day of the death, the family serve a substantial lunch. It is known as Tlien.

5.2.4.10. Death

When someone passes away, many people visit their home—women for funerals and men for burials. The woman sobs with a melodic accent. The deceased corpse is buried after the Islamic traditions of bathing, burying in a coffin, and offering prayers are completed. Even though the deceased corpse is still at home, a substantial lunch is provided. The families had several smaller dinners over the course of seven evenings after the funeral. These were known as niyashams, which simply means evenings. For a period of seven weeks, the evening meals on Thursdays were much larger. Fridays were referred to as shugaer. It could be because Friday is so revered in the faith. Another factor is that residents here view one night as leading into the next day. Friday night is the evening after Saturday. Chehlum's final Friday lunch was served at that time. It is known as dubeshum, or forty. For three days, people would visit the deceased's home to offer their condolences to the family. Additionally, the attendees of the funeral received payment in the form of food, soap, or cash. It is known as iskhaat. There are currently more modifications. There was no longer a communal supper served at the funeral. Some people still observe Fridays and Evenings as the days on which their particular religious faith provides the foundation for this activity. Rarely is the tlien used. Even though the iskhaat is uncommon, a few wealthy families continue to do it. They most frequently give cash to the men and women who congregate for the burial. The deceased are interred in a 5-foot-deep rectangular wooden coffin. Two sides of the coffin are open. Inside the coffin, which has wooden boards affixed on its top side, the deceased are spread out on the ground. The graves may have wooden structures above them.

5.3. Agri-Tourism

5.3.1. Introduction

The third potential form of the tourism is agri-tourism which can be created, which will give monetary motivations to neighborhood agriculturist to keep up with the agribusiness land.

The term agritourism arose during the 1990s to characterize the exercises which rely upon dealings among the tourism industry and horticulture. Specialists have involved different definitions for agritourism, like Barbieri and Mshenga (2008), who characterize it as "any training created on a functioning homestead fully intent on drawing in guests" (2008, p. 168). These terms are utilized reciprocally agritourism, agrotourism, ranch the travel industry, ranch based the travel industry, provincial the travel industry are a few monikers and definitions in light of a bunch of qualities. Marques (2006) characterizes agritourism as "a particular kind of country the travel industry where the facilitating house should be coordinated into a farming domain, occupied by the owner, permitting guests to partake in rural or corresponding exercises on the property" (2006, p. 151). A few misconception exists in the works and writing with respect to wording, terminology mainly among agritourism and rustic the travel industry, which have been utilized as equivalent terms for provincial the travel industry, ranch the travel industry, and farming the travel industry (Pertoman and Pertoman, 2010). Some contextual investigations have utilized the word agritourism reciprocally with other related names (for instance Phillip et al., 2010). In these examinations agritourism is characterized as diversion related adventures coordinated into the exercises of a functioning homestead or different settings of horticultural creation, though rustic the travel industry centers around going into a provincial region or settlement for unwinding or other the travel industry purposes, which could conceivably contain farming creation exercises (Barbieri and Mahoney, 2009).

Although agritourism as a concept is still relatively new in Pakistan, it has a long history of growth as a tourist activity in other European nations. It gives rural communities, which sometimes lack other industries for employment, substantial economic assistance.

In the case of Swat, the majority of locals are employed either in the public sector, the agricultural, tourist, or hospitality industries. The main sources of income in rural communities are primary industries including agriculture, fruit orchards, and animal husbandry. Unfortunately, agriculture continues to generate little money. Because of this, several families struggle to make ends meet even working full-time in agriculture. This is especially true of employees who work as day labors for local landowners rather than owning their own land or livestock.

Agri-tourism, as a model of regional growth & as a link among the tourism agricultural sectors, has the potential to increase agricultural revenue, notably the development of

natural resources and the financial support of rural communities. This may be a device to promote growth and economic diversity (Stela et al, 2013). This might be done through creating initiatives, goods, and tourism attractions on farms in addition to entertaining and instructing visitors. This would advance the diversification of the tourism sector and aid in the economic diversification of Swat. Agritourism might offer much-needed supplemental income for local commerce employees and land owners, as well as generate indirect job possibilities for locals, as a secondary to current and prospective cultural heritage tourism and nature-based tourism chances to raise the general quality of life in the area. Such a significant change in the case study area would preserve agricultural practices, which is much more likely given that 31% of Swat's economy is based on agriculture and 38% on tourism. As a result, agritourism would not only boost local economies but also contribute to the preservation of still-used traditional farming methods, thereby ensuring the long-term viability of cultural heritage.

5.3.2. Assessing the Potential of Agritourism

The potential success of agritourism is greatly influenced by both farm-specific and location-based factors (Bernardo et al., 2004; Brown and Reeder, 2007). To evaluate the potential of agritourism, however, the majority of current study focuses on aspects unique to farms, paying little attention to other aspects (Baskerville, 2013). Farm specific explicit factors incorporate how much abundance each homestead family gets, the size of the ranch, and the tasteful allure of the ranch (Bernardo et. al 2004; Brown and Reeder, 2007). The potential progress of agritourism has been assessed utilizing various area based boundaries, including: The homestead's openness and the accessibility of different transportation choices (JBernardo et al., 2004); population density (Jensen et al., 2014; Schilling et al., 2014); distance from urban areas or proximity to a city with a population of at least 10,000 people (Bernardo et al., 2004; Schilling ; Jensen et al., 2014; Bagi and Reeder, 2012; Brown and Reeder, 2007); natural amenities preferred by visitors to a region, such as climate, topographic variation, and water (U.S. Department of Agriculture Economic Research Service, 1999; Brown and Reeder, 2007; Bagi and Reeder, 2012; Schilling et al., 2014); proximity to other attractions and recreational infrastructure (Bernardo et al., 2004; Bagi and Reeder, 2012); tourism infrastructure (Che, 2007; Lucha et al., 2014).

The elements that might be used to determine the potential for agritourism in the research area are discussed in the following section.

5.3.2.1. Natural Amenities

5.3.2.1.1. Topographic

Given its location in the Hindukush Mountain range's foothills, Swat is a mountainous area. Within the Swat region, this range spans roughly north to south and has a range of elevations, starting at 600 meters above sea level in the south and rising quickly to over 6,000 meters in the north. The Swat area, where the Swat River meanders, is also home to forested mountains, snow-capped glaciers, woodlands, meadows, and plains.

5.3.2.1.2. Proximity to Water Resources

The usage of agricultural land is reliant on the availability of water resources; the Swat River serves as the primary supply of irrigation water for farming. The majority of the district's farming is done in the southern regions, which include Mingora, Kabal, Barikot, Matta, and Khawazakhela. Wheat and maize, which are the main crops in the Kharif season, will take up the majority of the farmed area in the Rabi season. In addition, the Swat produces practically all kind of vegetables because to its ideal climate, rich ground, and irrigation water. The region is renowned for growing high-quality fruits. Numerous fruits, including peaches, apples, pears, apricots, plums, persimmons, walnuts, etc., are grown and sold across the nation.

5.3.2.1.3. Climate

The severe weather in Swat normally occurs from December to March, with a minimum temperature of -20C being recorded. In contrast, summers are rather mild with a maximum recorded temperature of 33C in the area. The Swat district receives between 1000 and 1200 mm of precipitation on average every year, which is split between the three rainy seasons of winter, spring, and summer. In the temperate Zone is Swat. While it is warm and brief in the higher northern section of the Swat Valley, it is cold and pleasant there. June is the warmest month, with average high and low temperatures of 33 and 16 degrees Celsius, respectively. With a mean maximum and lowest temperature of 11°C and -2°C, respectively, January is the coldest month. There is snow and rain during the lengthy winter season, which lasts from

November to March. The amount of rain that falls during the winter is more than that in the summer. About 242 mm of rainfall was the most in March ever observed..Average temperatures throughout the year and sunny days are showed below:

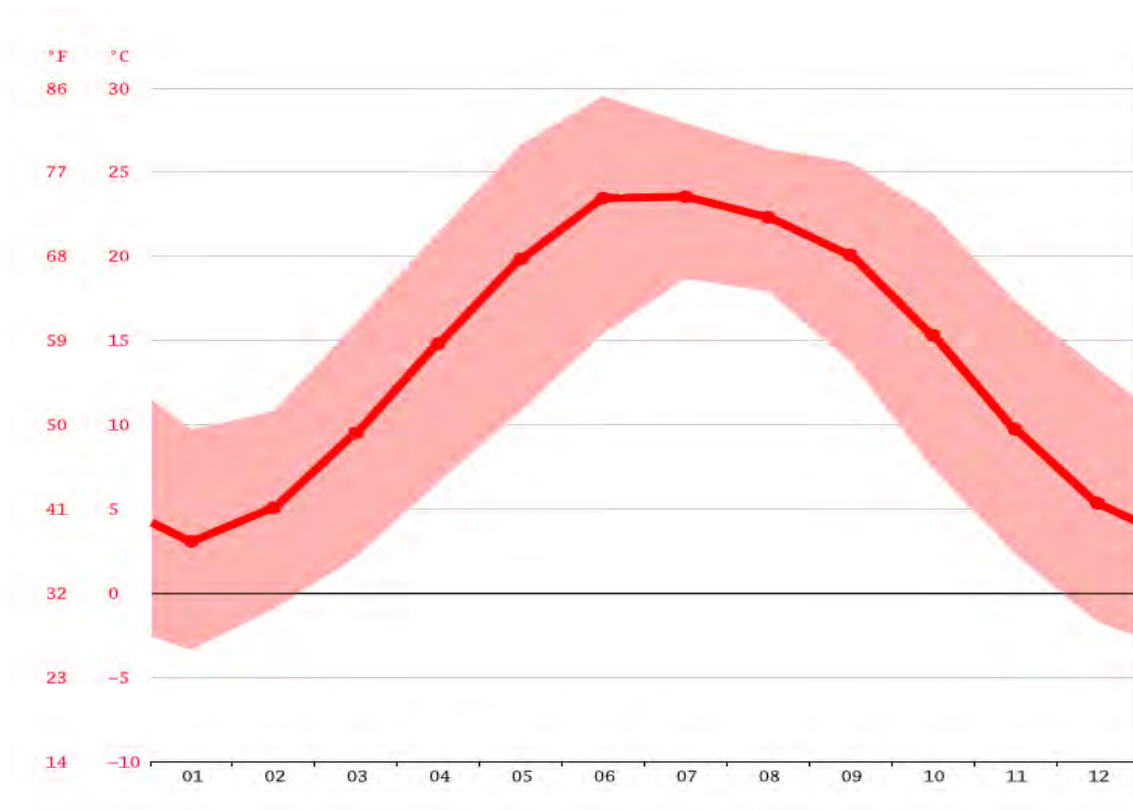


Figure 5. 23: Average temperatures in Swat and surrounding areas



Figure 5. 24: Average number of sunny days in the research area

5.3.3. Population Density

The total population of district Swat is 2309570. According to 2017 census total population of swat district males are 1172974, female are 1136544 and transgender are 52.

Table 5. 2: Population Density

	Rural	Urban	Total
Population	1613670	695900	2309570
Male	814527	358447	1172974
Female	799140	337404	1136544
Transgender	3	49	52

5.3.4. Diversity of Crops and livestock

Rice, onions, wheat, maize, tomatoes, and vegetables are the main crops in the area and its environs. On 60,470 hectares of the cultivated land, maize is sown, making up the greatest portion. Wheat follows after this (59,850 hectares). On 12,470 and 8,380 hectares, respectively, fruits and vegetables are cultivated. In addition to having sizeable stakes in the agricultural lands, rice, rapeseed, mustard, onion, and canola are sown on more than 1000 hectares.

In Swat, there are 97,281 hectares of cultivated land and 409,247 hectares of uncultivated land. There are 138,282 hectares of forest. In the horticultural industry, Swat District is renowned for producing a variety of delectable apples that are well-known both domestically and abroad. Additionally, the high-quality honey produced in Swat by small-scale bee farmers is well-liked by the local businesses. Additionally, Swat produces a vast range of peaches, grape pears, apricots, figs, and walnuts. The main cash crops produced in 2020–21 were maize (115,734 tons), rice (14,585 tons), and wheat (122,616 tons).

In rural places, livestock is a significant source of income. The Malakand Division's highest concentration of agricultural animals is located in Swat, which offers significant growth potential for the livestock and dairy industries. A total of 687,168 agricultural animals, including 253,790 cattle, 117,101 buffalo, 80048 sheep, and 236,229 goats, are present. Swat is perfectly situated to develop into a tiny regional center of livestock that can satisfy the wants of the aforementioned states because to its closeness to Afghanistan, Central Asian States, and potentially China, where there is a lack of animals and a strong demand for dairy products.

5.3.5. Non-farm Population Dependent on Industry other than Agriculture

To comprehend the economic structure and possibilities of any place, it is important to grasp what constitutes an employed force. Regarding the division of the labor force into industries, occupational groups, and working status, information is provided in this section. The district's estimated current population, as reported by the Development Statistics of Khyber Pakhtunkhwa, 2014, is over 2 million, with an average growth rate of 3.3% per year. Using KP's crude activity rate, the sum of people in the labor force who are actively working are

projected around 0.8 million. In this industry, rural employment was around 41% in 2012–13. (PSLM survey). The trade industry contributes significantly to employment, employing roughly 16% of the work force (30% in urban areas and 13% in rural areas). The manufacturing sector employs roughly 5% of the labour force, while the service sector employs about 31% of the workforce (52 and 29 in urban and rural regions, respectively). Agribusiness 35.34% 0.30% of mining 5.12% manufacturing Building 11.63% Trade 15.68% Sectors of Other Services, 31.92% (Estimated from Household Level Data of PSLM, 2012-13) The occupation category "Skilled Agriculture and Fisheries Workers" employs roughly 38% of the rural labor force, while craft and allied trade workers make up about 9% of the workforce. Skilled Agriculture and Fisheries Workers 33.06 Craft and Related Trade Workers 9.69% Clerks/Sales Workers 23.94% Non-Skilled Workers 8.76% While there are around 4% of workers who are sharecroppers, there are still another 24.55%. Self-employed (own-account workers) make up 48% of the workforce, respectively. Employer: 2.54% Independent 24.69% Wage Worker 39.91%.

5.3.6. The Significance of Agriculture from the perspectives on the Local Community

While cultural and natural tourism are acceptable and desired by the local people, agri-tourism is not, in their opinion. On the importance of agriculture, a large portion of the local population was polled: "Will you prefer to build a project connected to tourism and quit agriculture?" This inquiry was intended for gauge the amount of locals' knowledge about both agricultural initiatives and other types of tourist projects. Some people accepted the concept of starting a venture connected with travel industry, while many of them choose to stick with agricultural ventures. Reactions comprised both positive and negative points of view. If given an opportunity, some farmers are eager to switch from farming to investing in tourist initiatives, particularly those centered on cultural or natural tourism. Due to farmers' current lack of understanding of the connection between tourism and agriculture, they believe the current tourist prospects will be more profitable.

For instance, M. Ali from Manglawar said in response: "if I get the opportunity to spend and make a business in travel and tourism sector, I will avail this opportunity and leave agriculture business." Imtiaz.K. concurs: "I would gladly work in the tourist sector if given the opportunity. S.S.B. stated: "If I were a farmer, even if tourism is seasonal, still I would

like to start a tourist project than staying in the agricultural corporate since it is more lucrative than agriculture." Yes, I probably would, because it earns more money than agriculture, especially if the project was adjacent to natural places, said B.Z.K. from Madyan. Additionally, Ijaz.M. from Utror said: "Yes, investing in tourism would be a good idea because it generates more money. In fact, whether the tourist project would bring a larger financial return than agriculture, U.H. from Kanju responded. Jamshaid.K. from Kanju Swat, however, pointed out I would like to take part in the travel industry since it has a higher monetary return than farming, however we have run into issues with the enlistment and other managerial regulations and guidelines.

5.3.7. SWAT agricultural potential remains unutilized for want of supportive infrastructure facilities

The absence of cold storage and food processing facilities, as well as the exorbitant costs of agricultural support, has badly damage agriculture and horticulture in particular.

Massive agricultural production losses, problems with transportation and marketing, and the use of poor pesticides and fertilizers in the study region continue to support subsistence farming and poverty. The majority of farmers, especially small ones, engages into contracts and borrows money in advance from commission agents. At the time of harvest, they are required to sell their goods at predetermined prices that are typically far lower than the market price.

By creating connections and fostering communication between farmers, local businesses, and international corporations, the government may assist farmers in finding new markets, according to Ihsanullah.K, a farmer and social activist from the Swat region.

Swat is the natural source of premium walnuts, honey, soybeans, delectable fish, seasonal and non-seasonal fruits and vegetables, as well as a third place-ranking plant nursery. But because the government hasn't given these industries much attention, farmers have continued to suffer from inadequate funding, lack of marketing connections, poor packaging, lack of value addition, and lack of plant processing.

Farmers in the chilly higher sections of Swat Valley continue to grow no wheat since conventional wheat seeds cannot mature there, and research experts have been unable to create any distinct early maturing/cold wheat varieties.

The high cost of agricultural inputs, the absence of cold storage facilities, and the lack of food processing have all had an impact on agriculture in general and the horticulture industry in particular. About 50% of the KP's walnut population is found in Swat and the neighboring areas, but the region has been severely harmed by ongoing deforestation and a lack of official assistance. A household with 50 canals of land can plant 200–250 walnut trees on the edges of each canal. And even if the yield per tree were only 50 kg, at the going market pricing, it would still bring in almost PRs 2.5 million for the family. The tree typically grows on the slopes of mountains.

5.4. SWOT and TOWS Matrix Technique

In the light of respondents' views about resources in Swat valley its identification and assessment, SWOT analysis has been carried out as a tool to regulate & interpret assessment of Swat current situation (Table 5.3a). It is used for better understanding the internal (strengths, weaknesses) & external (Opportunities, threats) factors in order to brighten main obstacles and challenges facing to the destinations development. For this purpose, it is very important to know what Swat can actually offer and to develop the potential tourism resources and identify the main stakeholders. Hence, the TOWS matrix technique was also applied to eliminate the identified threats and weaknesses (Table 5.3)

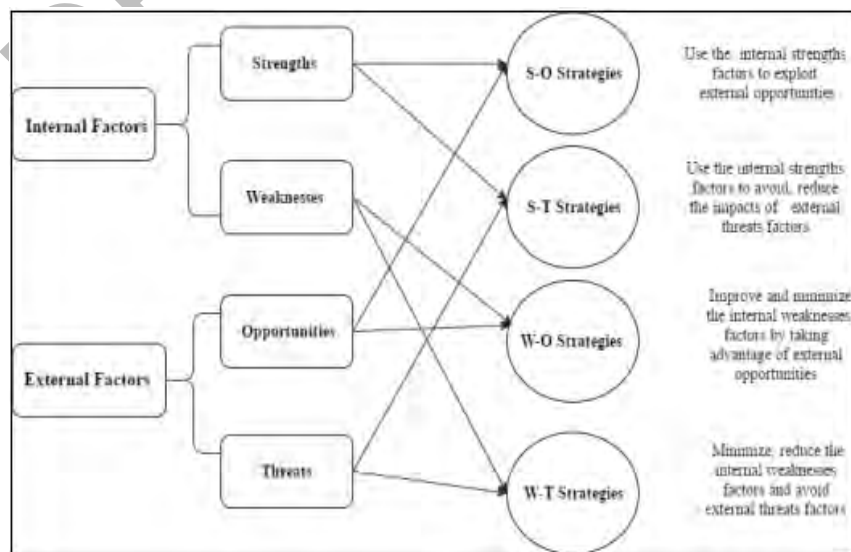


Figure 5. 25: TOWS matrix technique (The researcher).

5.4.1. Strengths

The principal strength of Swat is its area, i.e.: its proximity to Peshawar and Islamabad International Airport. To get to the site, an individual would have to drive around 200-250 km (3hr). A second solid point is the region's variety of novel archeological locales, specifically Lower Swat. Besides, the excellence of the normal scene all through the entire region is strength, explicitly the accessibility of water, evergreens, and the presence of woodlands, plants and spices which are of extraordinary logical worth and restorative interest. This magnificence captivates huge quantities of global and homegrown vacationers to visit the region, particularly from the start of spring until the start of pre-winter which is considered a pinnacle season and in winter enormous number of traveler visits smack for getting a charge out of snow, skiing rivalries are held from Mid-December till February end. This is a chance for sports, nature-based the travel industry including ecotourism. The region contains the possibility to help with the progress of this sort of the travel industry. Too, the extravagance of the agrarian grounds in the space might be utilized for agritourism. This would give an elective kind of revenue to the neighborhood local area. In addition, the accommodation, kind disposition and helpful nature of the nearby local area separates individuals in the Swat from different regions. They have a special nearby Pashtun culture nevertheless keep up with their practices and customs.

5.4.2. Weaknesses

A significant weakness of Swat is the absence of the tourism industry infrastructure. The ongoing norm of fundamental the travel industry administrations in the space is lacking in both amount and quality, in particular: - Insufficient and deficient and unacceptable cafés (F&B) and their administrations in addition to ascribes nearby notwithstanding the accessibility of a few eateries. Every one of them, in any case, are worked by financial backers from the neighborhood business local area, however they should be named vacationer establishments to be grown more and they need to offer better administrations. - Unavailability of shopping close to these locales. Shopping regions are accessible in Mingora which is the primary business city in lower Swat for which sightseers visit it via vehicle. Absence of stopping region in the downtown area and other touristic spots. There is deficient space to arrange vehicles and transports nearby. - Lack of public latrines, one of the fundamental issues looked by sightseers in the area. - There is a reasonable lack of signage

important to help travelers' understandings about the regular and social destinations. - Lack of a travel industry data focus in the environmental factors to partake in the space's fabulous evergreen scene and running river, streams, springs, lakes and cascades. By the by, it doesn't offer the travel industry data to guests, this is because of an absence of relational abilities, or English or multi-language speakers. Traveler assets, for example, pamphlets and guides are additionally absent. One more significant shortcoming is the detachment to the site and its environmental factors as far as the street organization and quality stretches out from Wadi Kalam to Utror through Dir Kohistan. This is the primary issue for the two occupants and vacationers. The street is restricted and hazardous as rock falls and can't oblige two vehicles side by side on a similar path.

One more weakness according to the perspective of authorities and the travel industry specialists talked with is that the neighborhood local area isn't prepared for the travel industry advancement particularly the upper Swat. A significant soft spot for the travel industry improvement in Swat and the encompassing region is related with unfortunate showcasing and advancement because of an absence of status concerning the travel industry framework. Versatile organization and web is likewise primary issue in the northern and bumpy objections. Not all travel services list the Cultural Heritage locales in their bundles. As referred to by one of the respondents, the Team chief for a rumored Travel and Tourism Company, this is because of the unfortunate state of the street. There are other flimsy spots connecting with land possession as Section-IV has been forced and infringements been completed by the public authority on many vacationers' administrations regions and ID of the limits and support zone where everything the land encompassing the site is claimed by the neighborhood local area which is chiefly utilized for rural drive. Questions on lands particularly on the passes in upper Swat makes extensive rule of peace and law circumstances and fears for the travelers as numerous discussions were directed in this respects with the nearby local area however fizzled and the debates are still exist to procure the grounds ownership either from government or from rough approximation/Land mafias.

5.4.3. Opportunities

As far as promoting and improvement, Swat and the encompassing region have a riches and variety of possible assets for the tourism industry, both natural and cultural components, which would engage various kinds of vacationers. Furthermore, the region has the potential

for development as a traveler objective with its special vacation destinations and the possibility to foster a few new types of the travel industry, like agritourism, food the travel industry (by reinforcing creation, marking, and promoting of various neighborhood farming yields close by the effective showcasing of figs), nature-based the travel industry, sports entertainment and experience and social the travel industry. The travel industry peculiarity is profoundly subject to public utilities and framework. This open door lies in resolving significant issues, for example, the travel industry framework all through the area that can improve the guest's insight. One more open door is further developed network between every one of the towns' environmental factors, making them one unit by making an arrangement to deal with all the encompassing towns as one objective. An assessment study can be carried out for those towns encompassing the site to perceive the monetary truth of the travel industry, the accessible financial the travel industry potential open doors, the undiscovered neighborhood networks in these towns, the financial exercises, social patterns of local people towards the travel industry, the job of government offices and common society associations and their readiness to foster the travel industry with a mindfulness raising project. Supporting nearby interests in convenience offices and F&B, as well as neighborhood undertaking improvement of painstaking work by upgrading and broadening the nature of craftsmanship items by giving instructional classes, item marking, managing creation and showcasing proceses, and agro/nature and breaks ventures. This could work on the way of life of the nearby local area by offering financial open doors, like business open doors and expanding pay through preparing and open positions. This would prompt development for these networks, as well as friendly open doors. Lower Swat has some very much protected legacy structures,. Others ought to be reestablished and safeguarded and could be transformed into traveler offices, for example, convenience offices or guest focuses.

5.4.4. Threats

The significant threat which influences the tourism industry in Swat is the political, the rule of law and order circumstance in Pakistan which has prompted a critical retreat in this area. The tourism industry in Pakistan is especially dependent upon local aggravations, for example, those brought about by the Afghanistan and ancestral regions which particularly influence the vacationer's stream. Despite the fact that Swat is right now viewed as a protected objective, Swat has experienced the Talibanization and political emergency with

diminished quantities of sightseers. Swat has likewise experienced a diminishing in unfamiliar travelers since genuine pay comes from International Buddhist vacationers who visit the fundamental renowned archeological and the travel industry locales (Barikot, Batkarra, Shingardar, Jahanabad and others) and who additionally book costly visit bundles across Pakistan.

Table 5. 3: SWOT and TOWS analysis

SWOT Analysis of Swat Valley	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> • Nearness of Swat to Islamabad and Peshawar International Airports. • Natural green landscapes • Flora(forests, wild, medicinal herbs) • Rich in agricultural land • Cultural/Heritage resources • Heritage buildings • Handicraft Villages • Old watermills • Archaeological attractions • Friendliness and hospitality of local people • Signage helps in identification particularly to the cultural Heritage sites • Ancillary services in lower Swat 	<ul style="list-style-type: none"> • No buffer zones for the site • Lack of basic & tourism infrastructure in the upper and far flung areas of Swat and surroundings • Narrow roads - Insufficient signage to the natural and cultural heritage destinations, lacking parking area, Classified/sophisticated and branded chains of F&B establishments, tour and trekking guides, tourism professionals in the industry, toilets, tourists information centers. • Lack of Ancillary services in Upper swat
	OPPORTUNITIES	THREATS

	<ul style="list-style-type: none"> • Provision to incorporate rich cultural heritage tourism of the research area with other tourist's destinations to develop many other forms like sports tourism, agri-tourism, nature-based tourism. • Bridging all the villages of Swat as one unit. • Publicity and creation of tourism development opportunities. • Proper funds to maintain the cultural, historical and natural values. • Provision of suitable basic infrastructure. • Support in terms of allocating funds and loans to the business community. 	<ul style="list-style-type: none"> • Political, Law and order situation in the Pakistan and Adjacent countries. • Lack of financial support (insufficient government budget). • Due to government, organizational & institutional arrangements which directly affect the decisions, budgeting and regulations. • Old policies, laws, regulations and other investment legislations in tourism sector.
--	--	---

Opportunities (External)	S-O Strategies	W-O Strategies
<ul style="list-style-type: none"> • Provision to incorporate rich cultural heritage tourism of the research area with other tourist's destinations to develop many other forms like sports tourism, agri-tourism, nature-based tourism. 	<ul style="list-style-type: none"> • Public stakeholders must improve nature-based tourism in the case study area to make it effective destination for domestic tourism and motivate tourism SMEs to improve their business and service quality as needed by tourists. • Khyber Pakhtunkhwa tourism department and other related wings must develop the archaeological attractions for international visitors 	<ul style="list-style-type: none"> • Four alternative good-quality roads can be used as an alternative routes to reach Swat instead of the main GT road(Besham Shangla, Buner, lower Dir,and Dir Kohistan) • Negotiations must be established with the

<ul style="list-style-type: none"> • Funds to maintain the cultural, historical and natural values. • Connect all the villages of Swat and surrounding together through bridges as one unit. • Publicity and creation of tourism development opportunities. • Provide suitable tourism infrastructure opportunities and develop the basic infrastructure. • Support in terms of allocating funds and loans to the business community. 	<p>by connecting both sides of the river villages, list the site itineraries</p> <ul style="list-style-type: none"> • Local Administration and Ministry of Communication must focus on basic infrastructure such as roads and communication development. • Agri-tourism potential in the research area which has sufficient land, water resources as a high percentage of locals works in agriculture sector which lead to the positive economic outcome. • Enhancing the local handicrafts by creating local brands and quality improvement. • Local culture (tangible/intangible) must be considered as a part of tourism product, which represent the Swat with research into the local culture 	<p>local community who are living near the archaeological sites to keep it maintain and assist the tourist in identification.</p> <ul style="list-style-type: none"> • Creation of tourism infrastructure in order to facilitate visitors to visit the case study area by developing local investors.
--	--	--

External Threats	S-T Strategies	W-T Strategies
<ul style="list-style-type: none"> • Political, Law and order situation in the Pakistan and Adjacent countries. • Lack of financial support (insufficient government budget). • Due to government, organizational and institutional arrangements which directly affect the decisions, budgeting and regulations. • Old policies, laws, regulations and other investment legislations in tourism sector. 	<ul style="list-style-type: none"> • Attention must be paid to the existing domestic tourism business as a result of political situation of the region. • For sustainable development of tourism stress should be given to establish partnership among stakeholder and NGOs and other donor agencies. • Ease in investment constraints by the responsible authorities and solve problems facing by the local investors 	<ul style="list-style-type: none"> • Land ownership must be clearly identified. • Strong coordination must be establish with landlords/rich people of the area to allocate some part of their land for parks, parking areas and other tourism services. • Local Government and TCKP must facilitate and offer financial warranties to the investors regarding licenses renewal, fees and taxes and lease. • Alternative roads must be followed to reach the destination safe, on time and at ease

5.5. Conclusion

Chapter Five discussed the current and potential tourism resources in the case study area. Three sections have been discussed. Section one represents the identification and inventory of the current available and potential resources.

- 1) Natural resources include the case study landforms, landscapes, its geological formation, flora and fauna, vegetation water resources etc.
- 2) Cultural resources include tangible cultural heritage (Archaeological sites, heritage buildings and handicrafts products) and intangible cultural heritage (Customs and traditions).
- 3) Agri-tourism resources discussed the potential of agri-tourism in case study area based on location-based factors.

A SWOT analysis had been done as an instrument for directing and deciphering the data as well as investigating and assessing what is happening of the contextual investigation region. Besides, for better comprehension the inner (strength, shortcomings) and outside (opportunities', threats) factors to light up the principal snags and moves looking to the objections improvement. For this reason, it is vital to understand what Swat can really offer and to foster the potential the travel industry assets and recognize the primary partners. The TOWS matrix procedure was additionally applied to take out the distinguished threats and weaknesses. The assets of the travel industry recognized in this section would be utilized as baseline information to survey the travel industry expected in Swat

Chapter Six:

Discussion and Results

6. Discussion and Results

This chapter offers' the findings and assessment criteria as identified in chapter four regarding the suitability of case study area (Swat). Identification, intervention and classification of tourism segments according to tourism activities which can be developed.

6.1. Attraction

This is the critical part of the travel industry & it's the chief rule. Attraction is the primary inspiration driving vacationer to visit a location, with the arrangement of administrations. Lew's (1987) characterization, fascination is partitioned into 3 classes; Natural attraction, nature-human attraction, and man-made attractions which are additionally isolated into sub classifications, Though, Swarbrooke (2012) recognized four significant groupings: Natural highlights, human-made(which are intended to draw in vacationers), man-made which are not intended to draw in sightseers , and extraordinary occasions. Kusen (2010) expressed that accessibility of attractions in an objective is considered as a total the travel industry item. Attractions and administrations are the significant parts for a travel industry item. Thus, an objective can't be considered as a total vacation destination's if misses the mark on two parts. Without attractions the travel industry won't exist, and there may be no requirement for different offices and administrations without the fascination (Gunn, 2002). Notwithstanding this, objective might have obscure assets should be find, distinguish and assess for the travel industry improvement. The fascination assets can be separated into two classes: 1) existing the travel industry attractions and 2) potential the travel industry attractions. To close, suitable improvement for an objective ought to be recognized, not entirely set in stone.

Result No.1. There are existing cultural (known) and Potential (unevaluated) tourism attraction in Swat which can be developed for tourism.

Rendering to outcomes of the study, the respondents refered to Swat as a location with vast diversity of attractions and can be developed for tourism. The site has unique cultural

resources and has great potential for tourists (domestic and international).the respondedts categoroized the current resources as: natural and cultural attractions. The cultural tourism resouces as shown in the map exists in Lower Swat area such as Barikot, Ghaligay, Odigram,Saidu Sharif, Manglawar, Aligrama, Jambil,Amlook Dara and other archaeological features in Swat are also identified in chapter four are some potential sites at current.

Result no.2. In Swat vast variety of regular natural assets exists for tourism development

The findings reveal about the vast variety of natural resources exists in the case study area, which has been categorized by

1) General environment. 2) Unambiguous feature's about the area's geology, flora, fauna and water resource; and 3) Lengthy seasonality.

The key drive for local/domestic tourism as identified is to get to the natural attractions: countless or high flow of domestic visitors and excursionists choice is to visit it on weekend for outdoor, as identified by the respondents in research area there are potential to extra promote the natural attractions as the area is much more accessible because of proximity to Peshawar and Islamabad capitals, secondly there is a possibility to expand the current natural resources globally. Finally, the case study area has vast tracts of agriculture land has a potential to promote agri-tourism due to favorable climatic factors.

The table below shows the identified, inventory and classification of the existing and potential natural resources of Swat.).

Table 6. 1: Existing and potential Tourism resources

Current		Potential	
Natural Assets		Natural Assets	
<ul style="list-style-type: none"> • Water resources: River,ponds, lakes, waterfalls, streams, springs, wells, water channels • Landscape • Green meadows/spaces • Flora and fauna 		<ul style="list-style-type: none"> • Scenic diversity • Geological features such as a massive emerald, limestone, marble, dolomite, and many others • Adventure potential opportunities (Skiing, paragliding,rock climbing, trekking, driving through curves and rugged terrain. • Leisure and recreational potential • Wide and beautiful landscape vistas 	
Cultural Resources (Primary)			
Existing Historical Attractions/Resources		Potential resources (Historical attractions)	
<ul style="list-style-type: none"> • Bazira (Barikot) • Mehmood Ghaznavi Mosque • Ghaligay Cave • Shingardar Stupa • Batkara (I,II,IV) Saidu Sharif • Jehanabad Buddha • Odigram RajaGera 		<ul style="list-style-type: none"> • Amlook Dara (Stupa) • Abasaib Chena • Arab Khan cheena • Gumbatona Kalay • Balokalay • Khazana Ghat • Nimogram • Stupa of Shnai Sha • Panr Monastery &Stupa • Kanjar Kotay (Nawagai) {Surroundings} • Owba Ghat Manglawar • Sperkay Stupa (Nijigram) • Tokdara Stupa 	

	<ul style="list-style-type: none"> • Sorai Tangai Castle (Baidara) • Watch Tower Gunyar thana (Surroundings) • Takht Shamansor (Zulam Kot) • Shney Sha Stupa (Marghuzar) • Fizaghat (I-II-III) • Rasha Ghata (Jambil) • Stupa of Garasa Manglawar • Rehman Chena shararai • Khawaja Kandaopatai • Taghwan Kozqala • Kalkatta Manglawar • Stupa of Jurjurai jambil • Jaray Madyan • Shanglo Maira • Sangkotay (Gogdara) • Seven Human figure Jambil • Hatti Dara Alladand dherai • Cherat Remains(Thanna)
Traditional Attraction	Traditional Attraction
<ul style="list-style-type: none"> • Handicraft villages • Handicraft showroom • Wali Swat Banglow • White Palace & Saidu Baba Shrine, • Kalam Historical Mosque, Jehanzeb college, Saidu Sharif Hospital and & other historical administrative Buildings • Swat Museum 	<ul style="list-style-type: none"> • Architectural: Heritage buildings, old City markets , Spalbandai masjid, water mills (panchakki) • Art Performance: songs/music, dance ,Artists' colony Banr Mingora • Social practices: culinary traditions (Baigami rice served with milk and Butter), Laitay (Made from flour, butter and nuts)

Concerning the importance and value, Ribieiro and Varieiro (2012) ruminates a tourist destinations esteem is completely founded on the idea of stocked assets and peculiarity trademark. They did the grouping of fascination into 3 ranks: Local, public & global. Panbamrungkij (2012) enhances that assets with great extraordinary significance is more alluring to guests than with lower rank; locations are named "great significance" in the event that it comprise multiple normal assets with an elevated degree of excellence, she grouped uniqueness of archeological destinations truly into five levels: neighborhood, commonplace, national, regional and worldwide. Suryawanshi (2014) has another moronic view; he thinks about that any area with high worth and exceptionality contrasted with other area will turn into a vacation spot and will draw in additional sightseers. Swat is as much older than other civilizations in Pakistan, such as Harappa and Taxila, it date back to the times of Alexander the Great. Archaeological evidence – statues, temples, idols etc. – show solid signs of ancient Hinduism and Buddhism. According to a local historian and archaeologist Prof. Pervesh Shaheen, there are almost 2,200 historical sites in Swat. Professor Shah Nazar Khan, former director of Archaeology and Museums Government of Khyber Pakhtunkhwa, says that *Uddiyana* (the ancient name of Swat which means “the Garden”) is believed to be a part of the *Gandhara* civilization, which was brought here by *Kushana*, the nomads of Central Asia, in the 1st century C.E. He states that Swat is full of historical temples, residential buildings, stupas, castles, and enormous amounts of carved stones.

Result No.3. Swat has outstanding value and importance at every level as it has the existing archaeological sites and historical buildings which have not been re-developed by later ages.

Related terms to importance and worth utilized by analysts to depict Swat are close to the cultural and historical importance with more than one value; in this case, artistic and ancient. Buddhist cultural heritage in the area is a testimony to the past Buddhist civilization, whose traces are found from the 17th century C.E. The land of Swat was sacred to them, and people from China, Tibet, Korea, Thailand and many other countries visit Swat valley to perform their religious rituals.

Dr. Loca Maria, who served for the Italian Archaeological Mission in Swat for 27 years and is considered the most authentic archaeologist of *Uddiyana* (Swat), says that while it's too difficult to classify the historical and archaeological heritage of Swat, it is one of the most significant heritages of the world. According to some other archaeologists and historians, less than ten percent of the artifacts have been found.

6.1.1. Popularity

The flow of tourists and frequency of visits to a tourist destination due to its attraction by national and international visitors are estimated by visiting numbers/ tourist influx to the destination attraction daily, monthly and yearly. (Abdullah and Soumen, 2012).

Swat valley is famous for its natural attractions which include its breathtaking diverse wildlife and landscape .Swat has abundant scenic country sides, lush green forests, and inspiring high lofty peaks, mountain passes. This all offers an appropriate natural habitation for wildlife as well as draws tourists. Other general features of Swat are; it's enormous freshwater, lakes, rivers, springs, waterfalls, and it's pleasing weather. This all jointly marks it a safe haven for tourists in Pakistan.

Tourism activities round the year its summer and winter are also well-known attraction of the research area. The case study area in summer is popular for excursionists and long-stay visitors for honey moon, general holiday making, mountaineering, trekking and hiking, camping, zip lining, and chairlift/cable car riding. In winter sports activities in Swat make it the most eminent and enjoyable tour destination in Pakistan. Local, domestic and international travelers visit the case study area in winter [2,804 meters (9,199 ft.)] to enjoy skiing, ice skating, sledding, ice hockey, bandy, snowboarding, speed skating, curling, etc.

Result No.4. Swat is visited by local, national & foreign visitors.

Findings on this fact allude to the varieties in distinguishing the level of region's notoriety, which is based on the respondents views and indicated the most popular sites in the case study area like, Bazira(Barikot),Batkar,Gogdara,Jahanabad Buddha, Ghaligay caves, rock carvings and the prehistoric graveyards, and for cultural tourism purpose few foreigners visit

these. The other historical areas and structures of Swat which are referred to in the past part are rarely visited, if at any point, visited by unfamiliar sightseers since they are excluded from bundle visits planned by both neighborhood and worldwide visit undertakings. In 1961 British Queen Elizabeth II during her visit named Swat “Switzerland of the east (Pakistan/Asia)” due to its landscape likenesses and similarity in scenic splendor with Switzerland. Additionally, the case study area has fair weather and for this purpose, locals and tourists sound it “a paradise on the earth”. Swat is a peaceable harmless place for both national and foreign tourists. The residents of Swat are keen to see foreign tourists as their local economy is mostly reliant on tourism. The people of Swat are humble and historically they are known for their great hospitality whether you are domestic or international visitors. This is constant with the reactions from locals living close by the archaeological spots and field remarks all through research.

Result No.5. More tourists for Nature-based than Cultural tourism

Evidence provided by Hotels, restaurants, rest house and other service providers, remarks passed by the locals as a part of their replies during interview, and field observation during research elaborated the flow of domestic tourists visit more to nature based destinations.

6.1.2. Travel industry related activities

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business purposes, these people are called visitors(which may either excursionists or tourists).(UNWTO, 2008). The variety and diversity of attractions contributes to the diversification of tourist activities. Such exercises add to enrich Such exercises add to the tourists familiarity (Buhalis, 2003). However, Robinson (1976) considered the geographical features of the travel industry assume a huge part in laying out the travel industry exercises, like natural and man-made exercises: Location, scenery, climate, animal life, settlement features, intangible heritage of the local community.

Result No.6. Swat has plenty potential for enhancement of the travel industry related activities

Regardless of abundance of the research area which includes tangible and intangible heritage resources and natural geographies, the research results has recognized that tourism activities are quite inadequate paralleled to what is feasible to offer. Results based On the respondent's statement during interview from local citizens, and observations. As indicated earlier, activities related to cultural tourism are limited to the lower Swat and the Handicraft Villages. Nature-base tourism activities include outside exercises, like picnics, in the regular habitat; most guests are homegrown, and exercises are reliant upon meteorological circumstances. However, this contextual analysis has laid out that Swat has monstrous potential for dissimilarity of the travel industry exercises in the three the travel industry sections distinguished in chapter-five.

6.2. Physical Aspects

6.2.1. Seasonality

Butler (2001) clarifies possibility of seasonality for the travel industry with regards to the quantity of vacationers, spending, traffic, and occupation. On the interest side, irregularity is overstated essentially by elements, for example, massing (Jang, 2004), strain on convenience, estimating, transportation, along with fundamental the travel industry course of action (Commons and Page, 2001). The stockpile side is impacted by elements like expense, HR, ecological wellbeing, and work (Butler, 2001). Different examinations address the normal reasons for irregularity which are connected with environment and fleeting factors like temperature, downpour and snow, radiant times, sunlight (Butler, 2001; Petrevska, 2013), topographical area (Commons and Page, 2001), as well as organized reasons for irregularity, for example, school and college occasions, ends of the week, celebrations, occasions, journeys, and the accessibility of recreation time (Commons and Page, 2001; Butler, 2001; Cannas, 2012).

Result No.7. October to March is a peak season for cultural tourism

Regardless of the existence of outsized diversity of tourism resources in Swat that create a base for potential tourism , According to Director DoAM; "the peak season for cultural

tourism is generally from October to May” the main factors are study trips, active academic sessions, low seasonal tourists flow and on the other hand flow of international tourist specially Buddhist pilgrims from different countries visit Khyber Pakhtunkhwa and Swat for their religious activities, furthermore, same-day visitors also pay their visits to lower Swat due to accessibility as lower Swat is manageable to other districts and the road condition is

Table 6. 2: Visitors to Swat and Surroundings areas, 2016 (DoMCA,)

Season	Month	Foreign	National	Total
Winter	December	60	150	615
	Jan	30	200	
	Feb	25	150	
	Season Total	115	500	
Spring	March	45	250	1140
	April	30	350	
	May	15	450	
	Season Total	90	1050	
Summer	June	10	650	1820
	July	15	325	
	August	20	800	
	Season Total	45	1775	
Fall	September	10	65	

	October	65	250	1175
	November	35	750	
	Season Total	110	1065	
	Overall Total	360	4390	4750

Result No.8. During spring and autumn Nature-based tourism is high among domestic tourists

With regards to Nature-based tourism in Swat are categorized by high seasonality that is subjective by natural causes like, mild temperature, fresh air, sunshine with institutionalized cause like school holidays, weekends and Friday (a traditional picnic day) (table 6.4), Peak season of Swat begins from spring till the start of autumn so during this period flow of tourist are very high especially on weekends and the area is overcrowded. Due to the condition of basic infrastructure particularly the road which is very narrow and rough, impacts on tourist's satisfaction, severe road and traffic congestion affects the local community.

Table 6. 3: Causes for high nature-based tourism demand in Swat

Natural causes	Institutionalized causes	Impacts
Climate	Weekend holidays	Traffic congestion
Water resources	Schools holidays	Plants loss, picking flowers
Natural attractiveness	Nearness, proximity	Environmental impacts, pollution, rubbish left etc.

The best strategy to overcome seasonality during off-season is to organize tourism-related events, festivals, expos, fairs etc.

6.2.2. Approachability

6.2.2.1. Location

Reference to the assertion of Hudman and Jackson (2003), objections which have a mix of required components, for example, nearness to different objections, warm winter climate and different attractions are bound to be a fruitful objective, since they can profit from guests to different locales in their overall region, thus fostering a place of interest as opposed to a solitary objective. Weidenfeld (2010) considers area of vacation destinations' one of the assorted characteristics which draw in travelers to visit due to openness component.

Result No.9. Swat has strategic locality as nearness by Islamabad and Peshawar

Based on the findings from all the respondents, the case study proved, Swat has a high level of accessibility because of the proximity (approx. 250 Km) to Islamabad, Alama Iqbal international airport and Peshawar, Bacha Khan International Airport.

6.2.2.2. Road Networking

Many authors express that roads are a basic piece of the travel industry package and it add to upgrade accessibility to an area (Gumm, 2002; Inskeep, 1999). Hunch and Ritchie (1999) made a more grounded point, and considered streets are basically as significant as other foundation (power, sewage, water, air terminals and harbors) and that without these components arranging a successful tourism is unimaginable. The road network could play a vital role to determine a successful tourism experience or slowed down by poor quality roads and no accessibility.

Result No.10. Four Alternative roads enters Swat which the tourists can use

There are alternative roads which originate from Buner enters to Barikot, Shangla enters to Khawazakhela, and Upper Dir (Dir Kohistan) enters to Utror Kalam upper Swat. Additionally, another road originating from the Shamozi Landaky via Kabal Kaju leading Madyan can also be used and Swat expressway from Chakdara interchange is also in progress, if built, it would be a great opportunity to promote the case study area.

6.2.2.3. Transportation modes plus duration of journey

According to the literature transport modes and travel time as elements which can influence emphatically on availability and can draws sightseers. Convenient and Niemeier (1997) express that a distance of the site from the starting place, called for investment and cost of arriving at the objective by different kinds of transport are key elements connected with accessibility.

Result No.11. Swat is easy to visit by via current transport means.

All the respondents stated that an availability of transportation mode to reach any destination of Swat is very easy to travel in the existing transportation services. In Swat non custom paid (NCP) and registered companies are offering luxury services are available for transportation.

6.2.2.4. Tourism facilities and services

Many researchers consider tourism infrastructure as a vital part for the travel industry bundle and a likely element of the travel industry objective engaging quality. Gunn (2002) and Inskeep (1991) allude to the travel industry offices and administrations required, similar to transportation, convenience and fascination should be accessible at objective to upgrade appeal.

Result No.12. Swat has tourism but lacks basic infrastructure

Regarding the assessment of the case study area's infrastructure, the findings don't mirror the issues which are viewed as significant in the writing, especially regarding fundamental infrastructure, i.e., water, electricity, communication, health and safety, the main obstacle is road which is narrow, rough and congested. With respect to the travel industry framework respondents distinguished existing foundation and administrations, but everybody was in favor of tourism infrastructure but have some lack if critically observed like accommodation facility at the cultural heritage sites, F&B services for foreigners although the case study area have number of restaurants but cannot offer high quality services.

6.3. SOCIO-ECONOMIC ASPECTS

6.3.1. Admittance/Entry

Lew (1987) deliberates attraction's accessibility by admittance or entry to an attraction as an important factor. Panbamrungkij (2012) is more open; while she agrees that admittance or entry is the main criteria for assessing tourism potential resources, She also noted that the positive or negative impacts on potential as per the degree of admission (difficult or easy) or high, low or free of charges entry.

Result No.13. Easy admission/ Low entrance fee

Response from Directorate of Culture, Archaeology and Museums there is no admission fees to archaeological sites in Swat and its surrounding areas however to some places if any is very low and affordable to visit, for foreigners who want to visit Pakistan have facility of e-Visa or Visa on arrival on visit, there is no complex or lengthy process for foreigners.

6.4. Local community

6.4.1. Awareness of Cultural heritage locations

Lowenthal (1981) states the significance of commonality of the nearby local area towards their place of home and their past while Blinder (2008) accepts that 'feeling of spot' character with the neighborhood local area of culture legacy fascination prompts a compelling balance between the travel industry interests and local area needs, and may bring about dangers to safeguarding, protection or supportability. Jamrozy and Walsh (2008) have modified assessment: that a 'feeling of spot' mirrors the opinions of local people about where they dwell, which prompts developing a genuine picture for explicit objections.

Result No.14 Locals are well known from the cultural heritage sites

On the subject of awareness of the locals to all historical sites in Swat, findings confirms that majority of the respondents are well familiar from the local archaeological site, with the exception of some sites mentioned in the potential table of potential sites. This lack of awareness is due to lack of signage and facilities that's the reason tourists don't pay visit to the site.

6.4.2. Perceptions of locals

6.4.2.1. Financial Impacts

Resident's impression of the travel industry effects can fluctuate among pessimistic and positive feelings. Sharma (2004) states that uplifting outlook of the neighborhood local area towards the travel industry influences among fragments will prompt effective the travel industry advancement. His accentuation on the significance of comprehension of local area insights towards the travel industry influences, which will help to energize ceaseless neighborhood support for the travel industry advancement through local area limit building. Moreover, extensive investigations in regards to specific qualities and prerequisites for the traveler objective, which are delicate to the longings of local people should be created. The nearby occupants view of the travel industry influences relies upon social trade hypothesis, by which inhabitants impression of both positive and negative the travel industry influences on their economy, culture, society and climate are estimated . Positive effects as seen by inhabitants are the aftereffects of business valuable open doors, neighborhood income, open doors for extra speculations and pay, way of life and financial enhancement. On the other hand adverse consequences of the travel industry, as seen by local people are excessive costs for administrations and offices and disparity in the dissemination of monetary advantages (Vargas-Kumar et al., 2015).

Result No.15. Absence of attention to negative financial effects

Case study findings reflect that respondents have essential degree towards mindfulness about the positive effects, mostly with regards to positive the travel industry monetary effects. However, the way that main not many of local people are right now influenced by the travel industry might be a justification for why they make not encountered any pessimistic impacts. Most of the neighborhood respondents settled on the travel industry can possibly foster their nearby economy as far as work, kinds of revenue, new tasks, which will prompt neediness lightening of Swat. Training and mindfulness meetings ought to be organized to teach neighborhood individuals about both positive and negative the travel industry influences and to give techniques expanding positive effects and diminish negative.

6.4.2.2. Socio-cultural impacts

There are positive as well as adverse consequences concerning socio-cultural effects, which impact on the nearby local area, due to intercultural correspondence and fellowships are expanded, the picture of the objective is worked on this prompts high traveler stream and increments monetary worth. Nearby custom and handiworks could likewise turn out extra revenue through touristic outlets, this will empower the laborers uniquely ladies to turn out to be financially steady and autonomous and will likewise resuscitate conventional social practices, which are in danger to be lost. Then again, adverse consequences, for example, drugs, burglary, prostitution, wrongdoings because of the passage of non-local people, can become deterrents for the nearby local area where they were no event or uncommon previously. Conflicts among guests and host networks, convenience and administration expenses and change of their one of a kind culture to fit travelers necessities may likewise expand (Martin, 2008; Mason, 2015). The connection among vacationer and host local area generally results both negative and positive effects as their discernments, ways of life and conduct are impacted because of such collaborations (Nukoo and Ramkissoon, 2007).

Result No.16. Awareness of Socio-cultural impacts exists in the local community

Case study findings show that most of the respondents have consciousness of both positive and negative socio-cultural effects from the travel industry. The larger part expects collaboration between the host local area and travelers will be positive effect, as a method for meeting individuals from various social foundations, subsequently giving upgraded open doors to intercultural correspondence and to strengthen neighborhood specialties and culture. Though a few respondents were worried about adverse consequences on neighborhood civilizations and customs which already have been unchallenged, yet which might be impacted by relationship with sightseers, like drink of wines and liquor, especially among youth, social clash, antagonism and desire between occupants because of rivalry over monetary advantages from the travel industry.

6.4.2.3. Environmental Impacts

Tourism has both negative & positive impact on environment. Andereck et al.(2005) reveal that locals often observe tourism positive environmental impacts, like protection, conservation and preservation of wildlife habitations, natural areas and cultural

or historical sites. Sunlu (2003) illustrates a number of tourism environmental impacts both negative and positive; Undesirable and negative environmental impacts comprise overcrowding and congestion, pressure on destination which will be polluted and exhaustion of the natural resources such as water and other indigenous resource's , degradations in terrestrial results increasing consumption. Jago et al. (2006) recommend that tourist flow can cause road traffic crowding, parking and pedestrian problem, contamination, and devastation of flora fauna in a tourism destination.

Result No.17. Awareness about Environmental Impacts

From the case study findings it is clear that few respondents know about the negative natural effects results from the travel industry. Greater part of the respondents has no commonality and consciousness of even sure or negative natural effects
Just hardly any neighborhood respondents know about bad ecological effects concerning gridlock, packing, exhaustion of nearby assets, and disintegration of agrarian land. Thus, Mass mindfulness meetings ought to be organized prior to starting any travel industry related projects, to teach and urge local people to bring issues to light about the pessimistic and positive natural effects.

6.4.3 Local communities acceptance of tourism development

By numerous studies it is confirmed that neighborhood networks acknowledge the travel industry as far as making and supporting fruitful the travel industry advancement. Johnson and Snepenger (2006) perceive that acknowledgment of the travel industry by nearby occupants across all friendly classes is fundamental, which prompts financial expansion for the general local area and guaranteeing the outcome of the travel industry improvement. Subsequently, Teye et al. (2002) prescribe that absence of nearby's underwriting to change from current work to another, in this way achieving financial expansion, will cause disappointment of the travel industry assuming there is no help of local people. Acknowledgment of the travel industry can be related with the financial advantages which would follow on the travel industry creating projects. Power (1995) depend on that nearby local area acknowledgment of the need to development from present work to elective, which results emphatically and adversely viewed as for the most part serious for work in the travel industry, expected that it is by and large irregularity based. Neighborhood people group who

have no past or little involvement in the travel industry improvement as the provider of financial incomes, specifically, expect customary impressive monetary benefits, which is generally not sensible. This relates with the contextual analysis discoveries, as certain respondents having no past involvement in the travel industry advancement seeing that their acknowledgment of the travel industry would be restrictive on getting financial benefits, like expanded open positions and created framework. Then again, potential the travel industry advancement inside their neighborhood local area was acknowledged by most of respondents the respondents additionally said that they will concede vacationers in their space since it gives a valuable open door to meet homegrown and global vacationer's diverse openness would be created. These assertions concur with individual perceptions during the contextual investigation where most of communications were positive, and just few negative ways of behaving were displayed by occupants. From this it has been seen that where uplifting perspective and conduct towards unfamiliar sightseers was on numerous occasions seen; in any event, vacationers were not troubled by neighborhood local area, who generally welcome and welcome the travelers both homegrown and outsiders with grin.

Result No.18. Local community acceptance or disapproval

The acceptance or disapproval of the local community, based on behaviors Swat as a tourist destination with host and guest interactions, local people who have a positive communication with sightseers will see the cooperation from a positive discernment and comparably improper way of behaving towards vacationers by the neighborhood inhabitants, for example, ladies who are inadmissibly dressed (tight dresses), albeit a few respondents from local people expressed they will acknowledge and regard visitors independent of dress principles or social foundation.

6.5. Stakeholders

Partner support is fundamental part for fruitful the travel industry improvement for an objective's travel industry item. Gunn (2002) states; that distinguishing proof of fundamental partners and deciding their obligations requires participation and coordination, which is vital to achieving practical the travel industry improvement. Byrd (2007) perceives that, to achieve effective and reasonable the travel industry, cooperation required won't work; support is fundamental to accomplish feasible the travel industry advancement, despite the

fact that Williams and Lawson (2001) support both the private and public area partners who exists in the space are the principal partners for accomplishing the travel industry improvement effectively.

Result No.19. Stakeholders Coordination

Lack of effective coordination among the stakeholders has been determined from the findings concerning leisure industry growth. Even respondents had contrary opinions about stakeholder's role & tried to distract their responsibilities on others shoulders but on the other hand the local residents respondents believes that government sector stakeholders aren't fulfilling their concerned responsibilities towards the private stakeholders for tourism development.

6.6. Political, Law and order Situation

Stability or instability of political, Law and order condition is a main external issue which should be evaluated as it's meant as among the precondition for the development of tourism. Party-political, law and order firmness in a touristic place are important for suitability of tourists mandate & would absolutely disturb the tourist stream. Additionally, the level of state involvement and corporates in promoting, providing facilities for tourism also have considerable impact.

Result No.20. Political, Law and order instability

Many respondents during interview stated political instability is a big threat which affects tourists flow. Law and order and political instability in Pakistan have a major retreat in tourism sector. Local unsettling influences, for example, those brought about by the Afghanistan, TTP attacks and tribal clashes which especially affect the tourists flow. Although Swat is currently considered as a safe destination, Swat has suffered a lot and number of foreign visitors decreased due to political instability and Talibanization. Swat has also suffered as less revenue from foreign tourists because tangible revenue comes from International Buddhist community who visits Swat archaeological sites (Barikot, Batkarra, Shingardar, Jahanabad and many others) used to visit buy expensive travel packages across Pakistan.

Result No.21. Complexities and complications in term of Laws and regulations

Imposed law and regulations by TCKP, Tourism authorities, Department of Food Authority, Local Administration and others, these are serious obstacle to develop and expand the projects, they are paying high rents long with high taxes and other hidden charges and no mechanism for getting subsidy and loans for improving their businesses. Furthermore, because of no motivating forces which energize and console neighborhood financial backers to add to advancement, There are other flimsy parts connecting with land ownership as section-IV has been imposed and encroachments been carried out by the local government on many tourists' services areas and still no marking has been identified for the borders & safeguard region where all the surrounding terrestrial is owned by locals and using it for adgriculture. Disputes on lands especially on the passes in upper Swat creates lengthy law and order situations and fears for the tourists as many negotiations were conducted in this regards with the local community but failed and the disputes are still exist to acquire the lands possession either from government or from guesstimation/Land mafias.

References

- Wall, G. & Mathiason, L., 2006. *Tourism: Change, Impacts, and Opportunities*. Harlow: Pearson Education.
- Weidenfeld, A., 2010. Iconicity and 'Flagshipness' of Tourist Attractions. *Annals of Tourism Research*, 3, pp. 851–854.
- Williams, C., 2007. Research Methods. *Journal of Business & Economic Research*, 5(3), pp. 65-71. Williams, J., & R. Lawson., 2001.
- Community Issues and Resident Opinions of Tourism. *Annals of Tourism Research*, 28, pp. 269–290. Yang, J., Ryan, C. & Zhang, L., 2013.
- Social Conflict in Communities Impacted by Tourism. *Tourism Management*, 35, pp. 82-93. Yoon, Y., Gursoy, D. & Chen, J., 2001.
- Validating a Tourism Development Theory with Structural Equation Modeling. *Tourism Management*, 22(4), pp. 363-372.
- Swarbrooke, J., 2012. *The Development and Management of Visitor Attractions*. New York: Routledge.
- Taylor, S., Bogdan, R. & DeVault, M., 2015. *Introduction to Qualitative Research Methods: A Guidebook and Resource*. 4th ed. New Jersey: John Wiley & Sons.
- Silverman, D., 2013. *Doing Qualitative Research: A Practical Handbook*. 4th ed. London: SAGE Publications.
- Teye, V., Sonmez, S. & Sirakaya, E., 2002. Residents' Attitudes Toward Tourism Development. *Annals of Tourism Research*, 29(3), pp. 668-688.
- Sunlu, U., 2003. Environmental Impacts of Tourism. In: D. Camarda & L. Grassini, eds. *Local Resources and Global Trades: Environments and Agriculture in the Mediterranean*. Bari: Centre International de Hautes Etudes Agronomiques Méditerranéennes, pp. 263-270.
- <https://www.visitswatvalley.com/>
- https://en.wikipedia.org/wiki/Swat_District#Geography

Appendix 1: Interview Guide: Questions used during field research for the case study

In your view

1. What are the potential resources for tourism in Swat and its surrounding areas?
2. What is the significance or value of the Swat valley as a tourist destination?
3. What is the quality of existing basic infrastructure of the Swat and its surrounding areas?
4. What is the quality of current tourism infrastructure of Swat and the surroundings areas?
5. How do you evaluate the general attitude of the local community towards tourism?

Local Community

1. Can you express any archaeological sites which you know in Swat?
2. Do you see tourists visiting these or any other places of interest in your area?
3. How do these sites you mentioned mean to you?
4. In your point of view, what would be the expected impacts if your local area became more attractive for tourism?
5. Would you leave agriculture to establish or work for a project related to tourism, if this option was available?
6. Would you accept tourism development in your area?
7. To what extent has existing tourism affected your business, either positively or negatively?
8. Have you ever invited guests to visit archaeological sites or natural areas?
9. What, in your opinion, is the role concerned stakeholders play regarding a local area's tourism development?