

**THE ROLE OF TOURISM IN THE ECONOMIC
DEVELOPMENT OF PAKISTAN:
A CASE STUDY OF NORTHERN AREAS.**



BY

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**CENTRE FOR APPLIED ECONOMIC STUDIES
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**A Thesis entitled
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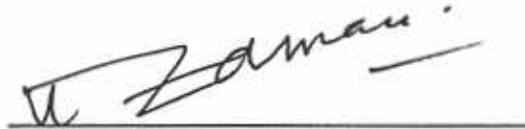
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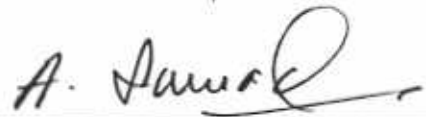


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ABSTRACT

The present study, conducted with main focus on Northern Areas, was designed to: inquire into the state of tourism potentials; assess its socio-economic impact; and draw guidelines for minimisation of its adverse and maximization of beneficial impacts in future. The study is addressed to, but not mainly focused on, hypotheses that: (i) there is a positive relationship between tourism and economic development; (ii) the socio-cultural factors and tourism are not necessarily inversely related; (iii) the intensity of social, economic, environmental, and other impacts of tourism moves in sympathy with the level of tourists inflow expressed as proportion of local population in tourist receiving area.

MAIN FINDINGS:

The study, on the whole, brings out the fact that tourism has had positive impact on project area and that these promise to grow deeper and wider as tourism grows. Main findings in this respects are as follows:

- *During 1984-94, the Northern Area received 541,135 tourists annually on average. Main characteristics of the tourists, as derived from sample survey conducted in 1994, are as follows:*
 - *Most of the tourists were domestic; inflow of foreign tourists is, however, positively upward.*
 - *Some 60% of tourists were males; majority belonged to 16-30 years age group; as many as 94% were educated; 88% visited the project area for the first time; 50% spent 4-8 nights in the project area.*
 - *The single largest category (35%) of tourists comprised of students/teachers, followed by government employees (31%), commercial employees (17%) and businessmen (3%).*
 - *Most tourists carried with them Rs. 8,000-10,000 per head for visit to the Northern Areas. Majority of them spent around Rs. 300-400 per day per head.*
 - *The single largest number of local tourists came from NWFP (45%), followed by Punjab (41%), while among the foreign tourists the corresponding position is held by England (27.3%), followed by Germany (20.4%).*

- *Tourism has positively affected agricultural sector of the economy. Total operated area under cultivation increased by 28% during last 10 years. Overall production of crops especially fruits increased by 782%; vegetables 510%; fodder crops 650%; wheat 31%; and maize 20%. Land management practices have improved too. Farmers cultivate all crops more scientifically than before. Use of mechanization on farms has increased nearly six-folds. Average income from agricultural sector has increased from Rs. 15,000-20,000 per annum in 1984, to Rs. 30,000-40,000 per annum in 1994.*
- *Although agricultural sector is still the main provider of jobs considerable expansion has taken place in off-farm employment and tourism development has made a major contribution in this respect.*
- *There were no reports of women engaged in tourism sector. However, they are now getting better job opportunities in health and education sector compared to ten years before.*
- *The project area has registered considerable improvement in infrastructure during 1984-94. There has been much expansion in banking (92%), communication facilities (203%) schools (316%), health facilities (121%), electricity (233%), sanitation (275%), water (103%), roads (83%) and housing (144%) during last ten years. These developments have facilitated tourism and are also to an important extent the outcome of tourism development policy of the government.*
- *Mobility of local people has also increased. Visits to family and friends have increased by 125%, visiting more places by 788% and utilization of modern vehicles by 362% during 1984-94.*
- *Temporary and permanent out migration of local people has come down by 28% and 47% respectively after 1984. However, temporary migration of local people to urban centers, within project area, for job/business has increased by 153% and temporary inflow of outside people to project area for job/business has increased by 267% in last 10 years.*
- *Tourism has had very little adverse impact on the level of corruption, dignity of people, and goodwill towards foreigners in the area. Local controls are found still effective.*
- *Some concern is found among the locals as well as tourists about increase in deforestation, soil erosion and excessive hunting of the wild life in the area. The project area cannot withstand flow of mass tourism, overcrowding and excessive use of places for recreation.*

- *Tourism promotion has induced changes in consumption behaviour of the local population, with regard to certain types of beverages, vegetables, dairy products, and fashion accessories etc. The average consumption expenditure of sample family has gone up from Rs. 20,000-30,000 per annum to Rs.30,000-40,000 per annum in last ten years.*
- *Rise in local people's income and employment level, to which tourism has made a good contribution, increase in their mobility, and their growing contacts with tourists from more developed regions of Pakistan, as well as foreign countries, have had a positive impact on their attitude towards, and perception of, modern education, modern medical practices (allopathic treatment) in preference to old ones, housing, sanitation etc. The quality of life has, thus on the whole, been improving due to these positive influences.*

CONCLUSIONS:

Several important conclusions emerge from this study's findings on socio-economic impacts of tourism in the context of Pakistan in general and Northern Areas in particular. These conclusions are stated below with reference to the study's hypotheses.

I) There is a positive relationship between tourism and economic development.

The study confirms this hypothesis. In the particular case of Northern Areas, tourism has proved to be one of major catalysts of initiation and acceleration of development process, and this role will grow with further growth of tourism. All sectors of the project area's economy present positive readings. The farm sector has experienced significant expansion both vertically and horizontally. Visibility of non-farm sector's expansion is even greater. Thus, all told, a significant rise in income and employment has taken place in the project area, more goods and services are available now than before, consumption patterns are changing, and the local economy is on the whole much better placed than a decade ago. Thus, tourism has made a significant contribution to the area's economy.

II) The socio cultural factors and tourism are not necessarily inversely related.

The study's findings confirm this hypothesis, but with reservations. In the particular context of the project area, little or no impact on the area's overall social and cultural environments has been caused by tourists inflow yet. Some adverse impacts, on negligible scale, have been observed in localities which receive tourists in a relatively large number — and these are all urban localities. But local institutions are still strong enough to counter the negative impacts. The project area is not yet

exposed to negative impacts in this sphere, because the tourists are relatively small in number. But, the hazards are bound to grow as tourists' number relative to local population increases. Appropriate planning can, however, help minimize these hazards.

III) The intensity of social, economic, environmental, and other impacts of tourism moves in sympathy with the level of tourists inflow expressed as proportion of local population in tourist receiving area.

This hypothesis is confirmed by the present study. Infact this conclusion is embodied in hypotheses as discussed above. Tourism has begun positively impacting the project area's economy. The strength of impacts is presently low, but it will increase with tourists inflow, repeat visits, and increase in stay. The adverse impacts are low or negligible presently — such as erosion of social values, sexual immorality, crimes, conspicuous consumption, etc. A definite positive association between these negative impacts and level of tourists inflow is observable. Appropriate planning can, however, help minimize the same. Thus, to conclude, the above hypothesis is duly verified by the study's findings.

Summing up the aforesaid three inter-linked conclusions, it is concluded that tourism, if properly planned and kept within tourists receiving area's tourists carrying capacity, performs the role of catalyst of development. It contributes positively to initiation and acceleration of the process of development and in its turn receives impetus from the same i.e; development. Therefore, tourism industry should be an integral component of development plans for areas that have tourists attractions, such as the Northern Areas.

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Chapter 1

INTRODUCTION

OUTSET

The history of tourism is perhaps as old as that of mankind. But as an organized, regular, and large scale activity qualifying for the status of 'industry', tourism came into prominence in the current century especially after the second world war and is now ranked as the top most industry in the world. According to the report of World Tourism Organization (WTO), June 1991, tourism is the world's largest industry and the major contributor to global development. It is credited with: generating more than \$25 trillion in gross output which is 5.5 percent of the world GNP; employing more than 112 million people worldwide or 1 in 15 employees; investing more than \$350 billion a year in a new facilities and capital equipment; contributing more than \$300 billion in direct, indirect, and personal taxes each year, more than 6 percent of tax payments; and growing faster than the world economy in terms of output, value added, capital investment and employment.

For several countries including France, Spain and Italy in Europe and Thailand, Nepal, Sri Lanka and India in Asia, tourism industry is one of major sources of foreign exchange. Tourism development generates economic growth in under developed economies which have no primary sector of any significance and also lack export diversification. The states of Bhutan and Nepal are good

examples. Most governments in developing countries that promote tourism do so in order to earn more foreign exchange, to increase national income, employment and sometimes, to achieve regional development of backward areas. Some small economies that are poor in natural resources may benefit from the promotion of tourism" (de Kadt, 1979). Tourism also constitutes a positive element for social development. On the one hand, it has great potential of overcoming ignorance and on the other, it has brought the world closer together and helped develop international understanding and goodwill. It has also enhanced cross cultural understanding. Tourism development can help appreciate country's cultural, architectural, technological achievements and provide opportunity to tourists to experience art, literature, music, language and history etc. of the tourists receiving countries.

Pakistan is richly endowed with tourists attractions, most of which lie in its north-western regions especially the Northern Areas. For over a decade, the inflow of tourists has been maintaining positive trend. But on the whole development of Tourism industry has been slow and far behind the growth rate of the global industry. Pakistan is located in a very important geo-political situation and the emergence of Central Asian free republics has added significantly to its importance. Pakistan has large numbers of high peaks of the world which attract mountaineers from all over the world. There are some hill stations where

a large number of domestic and foreign tourists spend their summer for rest and recreation purposes. Pakistan, in past, has been the home of some major world religions including Islam, Hinduism, and Buddhism and there exist a large number of old stations and places of religious and cultural importance. Some of the well known ancient cultural stations are Taxila, Harappa and Moenjodaro. The remains of old cities, major buildings and ancient cultures show the height of progress of old civilization in Pakistan. Pakistan is located at a place surrounded by countries with rich civilizations such as Islamic culture in Central Asia, Iranian culture in the west, Chinese culture in the East, Hindu and Buddha culture in South. Thus, there are bright prospects for Pakistan to attract a large number of tourists every year. Most of the tourists coming to Pakistan are of transit tourists type i.e; they pass through Pakistan for other countries including India, Afghanistan, Srilanka, etc.

Although the present level of inflow of tourists is not large by international standard, it is fairly high to bring about lasting, socio-economic impacts in tourists receiving areas. Prospects of a steep and sustainable rise in tourists inflow from abroad as well as domestic tourists number are bright.

If India, Nepal and Sri Lanka can dramatically boost their incomes from tourism, there is no reason why Pakistan should not be able to do the same. Pakistan is well placed in South Asian countries in respect of tourists attraction.

In the past, Pakistan had, however, not be able to cash in its tourism potentials as done by India, Nepal and Sri-Lanka, due to a number of factors. Now, Pakistan has recognized tourism as an industry and formulated new tourism policy in recent years. Attractive rates of rebates and tax holidays are available for foreign investors for investment in tourism sector. Government has provided numerous facilities, incentives and concessions. Various efforts are underway to strengthen infrastructure, communication and institutional arrangements in tourist receiving areas. These measures are expected to go a long way in attracting more investments more visitors and more earnings in the country.

THE PROBLEM

Planned efforts for development of tourism started in Pakistan in the seventies. These efforts, briefly outlined above, are addressed to the whole country, but since bulk of tourists attractions are in Northern Areas, the latter have received a correspondingly larger share in tourism development efforts. The imperatives of a further acceleration in development of tourism and ensuring its sustainability are now greater than ever before as the country has to improve the tempo of overall development, raise the level of employment, work for a fairer income distribution, improve the quality of life, and facilitate masses' access to avenues of leisure and recreation so as to prepare the nation to meet mounting challenges on the development front. However, before for launching any new

programmes accelerating tourism development, a number of questions about the past and current state of tourism industry and its impact must be answered. How has the industry performed in the past? What beneficial or/and negative socio-economic impact it has had in the country or/and selected regions? What aided or retarded the tourism industry's growth? These and other relevant questions and issues merit a serious and searching study to draw policy guidelines for further growth of tourism, determine causal connections between various actions and effects, and refine understanding as to the process of tourism development and its implication for development in general. Tourism produces both positive and negative impacts. The aforesaid inquiries are essential to identify them, and find ways to maximize the positive and eliminate/minimize the negative impacts. To date no systematic inquiry into this problem has been undertaken. The present study therefore addresses this problem and related aspects.

OBJECTIVE OF THE STUDY

Main objective of the study is to:

1. inquire into past trends in, existing state of development, and future prospects of tourism industry in Pakistan with main focus on Northern Areas;
2. bring out and analyse the factors aiding and retarding tourism development;

3. assess and evaluate impact of tourism development on social, economic, cultural, environmental, and general condition in the Project Area;
4. explore into ways and means for maximization of beneficial and elimination or minimization of negative impacts of tourism; and
5. make recommendations for future course of tourism development in the country in general and Northern Areas in particular.

HYPOTHESES

The study is mainly of descriptive type designed to collect, collate, and analyse widely scattered information, and gather new one, on this hitherto unexplored field of inquiry i.e; tourism and its impact in the project area. It, nevertheless, attempts to test, but is not restricted to, the following hypotheses.

1. There is a positive relationship between tourism and economic development.
2. The socio cultural factors and tourism are not necessarily inversely related.
3. The intensity of social, economic, environmental, and other impacts of tourism moves in sympathy with the level of tourists inflow expressed as proportion of local population in tourist receiving area.

ORGANIZATION OF THE STUDY

The study is divided into eight chapters, followed by two annexes (References & Statistical Appendix); Chapter 1 is an Introduction of the study. Chapter 2 contains review of literature. Chapter 3 explains methodology. Chapter 4 presents overview of tourism in Pakistan. Chapter 5 provides profile of Northern Areas and existing state of tourism development. Chapter 6 presents analysis of tourism in Northern Areas. Chapter 7 presents finding on socio-economic impact of tourism in Northern Areas. Chapter 8 sums up the study's findings, conclusions and recommendations.

Chapter 2

REVIEW OF LITERATURE

Substantial literature has been brought out in post-second world war period by individuals and organisations on tourism and its impacts on tourist receiving regions. Some relevant works are reviewed in this chapter. Evidences on tourism's impacts are almost entirely from outside Pakistan, and highlight both the positive and negative impacts of tourism. On the whole, the impacts are found to be positive provided appropriate measures to regulate tourists inflows, prevent environmental degradation, and counter the negative impacts on social situation are undertaken. The nature and magnitude of impacts, as indicated by the review of literature, vary from place to place, and as no two places are alike, this fact points to the need for conducting impact assessment studies in all major tourist resorts for proper planning and development. Hence, the need for the present study. From the review of the relevant literature the following conclusions/views on tourism's impact emerge.

1. Tourism facilitates economic development; creates more jobs, increases economic benefits to local people. It is also responsible for increase in prices, desire to possess more material things and change eating habits, dress etc.
2. Tourism development also has some effects on culture, preservation of traditional values and religious beliefs etc. It has some impact on the level of the dignity of people and goodwill towards (foreign) tourists.

3. Tourism development causes increase in vices namely prostitution, drug consumption etc. and results in a general decline in morality.
4. Tourism development causes a great deal of degradation of natural environment in tourists receiving countries.

As will be seen from the review presented in detail in the rest of this chapter, that although these propositions do not necessarily hold true in all situations and in all time contexts, yet on the whole they approximately portray the general situation and are as such useful for policy formulation. To begin with the impacts on development are reviewed.

Tourism facilitates economic development, creates more jobs, increase economic benefits to local people. It is also responsible for increase in prices, desire to possess more material things, change eating habits, dress etc.

A number of authors have shown how tourism has helped the economic development of developing countries by increasing their gross national product and particularly their foreign exchange earnings. Boltvinik (1979), Cheung (1979) and Smaoui (1979), noted tourism's beneficial impact on employment in Mexico, Hongkong and Tunisia. Holder (1988) pointed out the infrastructural benefits from tourism in Caribbean countries. The benefits include improved telephone, health facilities, air and sea ports, and development of air, sea and road transport. Participation of local population has played an important role in this respect. Similarly, Papadopoulos (1988) states that receipts from tourism have been often used to upgrade the basic infrastructure in different areas of

Greece. Henry (1988) and Bettum (1989) have provided similar notes of beautification of the areas in Jamaica and Norway respectively. In another study, United Nations has estimated that tourism earned poor countries about \$ 55 billion in 1988 making it, after oil, the second largest earner of foreign exchange (O'Graddy, 1990). In this context, the states of Myanmar and Bhutan are good examples. Even though Bhutan has not very much to offer besides scenic beauty and cultural inheritance, it is earning a handsome amount of foreign exchange. Lee (1977) found tourist industry as quite an effective vehicle for promoting economic development in underdeveloped areas of Latin America. Hermone (1992), reports that..... "Tourism sector provides largest source of foreign exchange earnings in countries such as France, Spain and Italy in Europe and Thailand, Nepal and Sri Lanka in developing world. Many countries already rely on tourism as a major part of their economic development".

(Kahn, 1979) argues that "owing to the decline in demand for primary products in world markets, governments and businessmen in LDCs are focusing attention on tourism as an important new industry. Its economic importance arises mainly from its potential as a source of foreign exchange earnings. Tourist industry has also particular advantage for LDCs in that it caters to a market in which world demand for service is growing at a rate faster than either growth in per capita income or in population, and tourism could be the largest industry in the world by the year 2,000."

World Tourism Organization (WTO) in its June 1991 report on Conference on Travel & Tourism, reports the importance of tourism in following words: "Tourism is the world's largest industry and the major contributor to global development; creating new jobs to counter un-employment, providing vital foreign exchange to reduce balance of payment deficits; producing a rapid return on investment for emerging economies; bringing essential technology and training to improve living standards in the developing world; and enhancing cross-cultural understanding as a basic element of peaceful development."

Some authors e.g; de Kadt, (1979) and Norhona, 1979), however, have noted that positive economic impacts of tourism may be exaggerated. They found that certain goods and services have to be imported — e.g. import of sophisticated products or indirect imports of raw materials for food and fuel. Payments to tour operators and travel agencies abroad, and expenses on publicity and promotion abroad have to be made in foreign exchange. Therefore, the economic benefits from tourism to a developing country may turn out to be much lower than expected.

Economic distribution of benefits derived from tourism is affected by the social structure of a country and its political system (de Kadt, 1979). For example, in Puerto vallarta, Mexico, it was mainly large non-regional Mexican and foreign corporations that were used for developing the tourism industry

(Evan, 1979). Similarly in Cyprus, private enterprise made huge illegal profits from tourism development in Famagusta (Andronicov, 1979). Bryden (1973) provides examples of similar bad planning for countries in Caribbean region.

Development of tourism could cause an increase in prices, wages and the value of lands. Hermione and Feuerstein (1992) have shown that tourism development pushes up prices, wages and exchange rate, displacing existing industries such as farming and making it difficult for others to develop. Land vales may be pushed up due to the demand for lands for hotels and tourists facilities, making it difficult for local residents to purchase land. The price of local home and items of daily use can also go up.

Similarly, tourism could have some effects on the patterns of consumption, tastes and habits of the local people. Foster (1964) explains that tourism development does have some effects on higher demand for goods and services resulting from the impact of the demonstration effects of tourists consumption patterns which creates new tastes and stimulates the demand of residents for sophisticated foreign consumer products, Greenwood (1976) found that young Baques mimic the consumption patterns of the tourists, dropping all signs of their Baque culture. Wilson (1979) tells of the adoption of imported tastes in Seychelles. Boissevain and Serracino (1979) found that the Maltese have taken over the custom of eating out in restaurants on special occasions. Norhon (1979)

and Harrison (1979) found that direct interaction between local population and tourists has facilitated demonstration effects among local population from merely observing tourists. Jurgen (1990) has found that even in spite of many restrictions, new ideas — even revolutionary one penetrate into the society through the contact with tourists. Bhutan, Myanmar and People's Republic of China are good examples. Even in Bhutan the traditional ways of clothing, eating and behaviour are changing. If one stays in Nepal and tries to climb in the Khumbu area, the roof of the world, one will see that the traditional fur boots, hand sewn and similar other objects used for centuries by the sherpas, have been replaced by mountain boots of western style. Foster (1964) claims that the presence of tourism creates unnecessary demand for sophisticated products which often have to be imported. Norhona (1979) has documented this demonstration effect in many developing nations. More specifically, Green Wood (1976) notes this demonstration effect in Spain.

On the whole, however, tourists economic contributions to tourists receiving areas are positive and far outweigh the negative ones. Like the economic impacts, searching studies have also been made into tourists effects on culture, tradition values, etc. A select review of these studies is as follows:

Tourism development also has some effects on culture, preservation of traditional values and religious beliefs etc. It has some impact on the level of the dignity of people and goodwill towards (foreign) tourists.

Tourism development can have positive as well as negative impact on the cultural traditions of a country, and the life style of its inhabitants. It is only recently that the literature research on the cultural aspect has begun to take place in various tourist receiving countries.

A number of authors have shown that tourism does have some effects on the culture, society, and environment of the local people. An early example of the research on tourism and cultural change was Greenwood's account of a ritual event in the Spanish town of Fuenterrabia which was published in the classic volume of essays edited by Valene Smith, *Hosts and Guests* (Smith, 1979, revised 1989). In this essay, Greenwood has argued that one of the main effects of tourism in this town and other regions of European periphery was the commoditisation of rituals to accommodate the gaze of paying tourists. These steps had brought the cultural transactions into cash nexus. Green Wood noted that the significant fact of this process was the loss of cultural autonomy on the part of local people. They had no control over their own ritual and cultural life, since they were forced to dance to the tune of tourist dollar. This kind of argument has been developed and refined by several authors. There seems to be loss of cultural autonomy in the tourists visiting areas. de Kadt (1979) and

Andronicou (1979) found that the most notable impact of tourism on traditional values is that social and human relations are brought into the economic sphere. They have given the example of Cyprus, where the people who are directly engaged in the tourism industry, confronted with the situation where human relations become commercialized. Further, de Kadt (1979) has shown that young people, and women especially, appear to benefit from tourism jobs, and their resulting independence is supposed to weaken the authority of the family head. The impact of tourism on people who come in direct contact with tourists and particularly on those who work in tourism facilities can be very powerful. Greenwood (1976) has found that young Basques mimic dropping all signs of their Basque culture.

Maurer (1979) feels that when two societies with different cultures and different level of economic development meet through tourism, the most changes usually occur in the least developed country. Social impact such as breakdown of traditional social organization in the least developed country, is only partially quantifiable. Manson (1990) found that the impact of tourism is influenced by its form, characteristics of tourists, and character of destination, particularly its susceptibility to social, cultural, economic and environmental impact. O'Grady (1990) found that tourism has become a powerful agent of cultural change.

Koyama (1990) writes that "Modern tourism is not a pilgrimage. The pilgrim treads sensitively on the holy grounds, the tourist tramples on sacred rites and photographs their remains. The pilgrim travels with humility and patience; the tourist with arrogance and haste."

Development of tourism in many cases may involve architectural as well as social and cultural fragmentation and disintegration. Sirvi (1990) and Chelidoni (1990) demonstrate such examples in various islands in Greece, where Ancient settlements in island centres, with agriculture based economies, have relocated in coastal settlements with tourists based economies. Most of the tourists arrived here for spending holidays. The planning and controls on the islands are either minimal or absent. The result is devastation of agriculture, wide spread social dislocation and environmental degradation.

On the other hand, tourism may result in an increase in the social tension and xenophobia. These concerns are vividly described by many authors (Britten, 1978; Cleverdon, 1979; Bryden, 1973; Smith, 1977; de Kadt, 1979, etc.). There are many examples where authors have turned their attention to the study of the impact of tourism on the local inhabitants of the industrialized and developing countries. Young (1973) and Murphy (1980) for Great Britain; Butler (1975), Thompson (1979), Crompton (1979) for Canada, have shown various degrees of concerns over the hosts and tourists relations.

Jenkins (1980) and Pizam (1978) have found that the un-controlled tourism can also cause long term social problems. Social habits and customs of the tourists, along with increased use of drugs, alcoholism, casual sex, etc. could cause increase in the social tension and even xenophobia. Similar views have been expressed by Witt *et al.* (1991). The researchers are examining the possibilities of how to foster mutually supportive interaction between tourists and host community for better outcome of the tourism development Zube *et al.* (1990).

During the early stages of rapid tourism development the possibilities for cultural change may be greater. It may change the cultural patterns and attitudes in visiting countries (Buckley and Witt 1989; Johnson and Thomas 1990). Other writers like Bascorn (1976) and May (1977) have pointed out that the development of tourism will lead to production of goods for tourists in non-traditional methods.

Similarly, Kaur and Singh (1990) have shown their concern over the increasing number of secular tourism and the pressure on infrastructure that may have negative effects on the religious traditions in Garhwal and Himalayas areas.

Several researchers have noted the impact of tourism on traditional patterns like life style of the tourists on the local communities in different areas. Green wood (1977) and Pacione (1977) reported these type of changes in rural

Mediterranean Areas. In some cases, growing employment opportunities for the young population may lead to rifts in traditional family and changing patterns of economic leadership (Wilson 1979). Bjønness (1983) has reported the same for the backward region like Himalayas. Koea (1977) and Tonga (1977) have shown similar results of decline in the traditional ways of life.

On the much positive notes, a number of authors have noted the positive aspects of tourism development on the cultural change. Hassan (1975), for example, concluded that majority of Japanese tourists made little contribution to cultural change in visiting Singapore. Grahn (1991) noted the ways in which tourism can help in retaining the pattern of traditional small farms and associated activities in Swedish Lapland. Similarly, Deith (1977) and Mckean (1977) observed a renaissance of traditional art forms due to the increasing demand from tourists for cultural authenticity.

It has been argued by various anthropological researchers that tourism development in a region provides more opportunities. In many countries, regional or local manifestations of culture have come to be newly appreciated by the local population. In some places this interest in arts and crafts has been created (i.e. Malta, Boissevain and Serracino, 1979), and in others it has reinforced a national sense of cultural identity and rediscovery (i.e. Bali, Norhona, 1979). In the studies of Maltese tourism, for example, Black argues that in some respect a

tourist economy can lead to opportunities for those who were previously subject to the constraints of more traditional economic and social practices. She cites the relative emancipation of women from men in the new economy as an important example (Black, 1992).

Pakistan (Northern Areas) is a country with very strong cultural traditions stretching back thousands of years. Therefore, it is felt that negative impact of tourism on culture, tradition and life style will be resisted, and positive impact will be facilitated, resulting in only a small overall impact. The ratio of tourists to local inhabitants is small in Northern Areas. Most of the tourists to resort such as Northern Areas are interested primarily in adventure, climate, and natural beauty. Therefore, the tourists contact will be limited. Consequently, the tourists' direct impact on cultural traditions and religion is perceived to be limited.

Tourism development causes increase in vices namely prostitution, drug consumption etc. and results in a general decline in morality.

Certain changes in sexual morality or patterns of behavior are attributed to tourism. Prostitution, drug consumption and other similar vices are said to flourish in tourist resort. It is believed that development of tourism can cause distortion in the social habits and customs in many developing countries. There may be increase in drug taking, alcoholism, begging, casual sex, prostitution and criminal activities.

Tourism, in many cases, is considered to cause changes in sexual morality and patterns of behaviour. Jsohi and Sharpston (1973); Thurot (1976); have found that prostitution flourished in tourism resorts. Same concerns have been shown in the studies of deKadt (1979), Norhona (1979), Manning (1979), (Greenwood (1976), O'Grady (1990), Manson (1990), Hermione, (1992) in developing countries. Bouhdiba (1976) and Group Huite (1979) have reported on the activities of young unisian males, who make themselves available to women tourists and to the lesser extent, to homosexual tourists. Consumption of drugs such as smoking hashish, alcohol, crime and gambling are also reported in a number of developing countries (de Kadt, 1979; Sethna ,1979; O'Grady, 1990; Manson, 1990; Bouhdiba).

The most notable impact of tourism on traditional values is that social and human relations are brought into the economic sphere. In Cyprus, for example, most people not directly engage in the tourism industry are said to see the encounter not as a cash generating activity, but as an opportunity for genuine human rapport. However, where there are hordes of tourists, the situation is different: human relations become commercialized, Andronicou (1979) and de Kadt, (1979).

In addition to the changes in behaviour and values attributable to the direct interaction between the local population and tourists, demonstration effects are

created from merely observing tourists (Norhona, 1979; Harrison, 1979). Greenwood (1976) found that young basques have come to adopt a style of life similar to that of the middle class tourists they have seen. Wilson (1979) tells of the adoption of imported tastes in the Seychelles and Malta. Bouhdiba (1976) found that the desire to satisfy certain secondary needs, taken over from the tourists, has led to juvenile delinquency in Tunisia.

O'Grady (1990), found that traffic in women, international migration of poorer women from Third World countries and mail — order brides are often by-products of "sex Tourism." Similar views were expressed by Aquino (1987) for Philippine.

John Barraclough (1992) found that the long term effects of tourism caused break down of families, the exploitation of women, the degradation of culture and the sacrifice of human and natural resources for the paid tourists especially in poorer countries.

Aquino (1987 p.8) in his book "Tourism and Child Prostitution in Philippine" observed: "The disadvantage of tourism are well documented in Third world. One such disadvantage is the prostitution of women and children. The Philippines has perhaps the dubious of being the only country in the world where sex tours were promoted as part of the government programme under Marcos dictatorship."

Padilla (1989) found that tourists from Europe, especially from France, Germany, Britain and from other parts like Japan and Australia etc. visit Philippines for sex tourism and also promote mail order brides called Filipino in recent years, which has caused harm to local culture. Similar studies from three Asian countries- Thailand, Srilanka and Philippines — cite tourism as a major factor in increase in the number of child prostitution etc. Further, tourism is also considered to cause health problems in many countries. The more movement of people carries disease around the globe. For example, sexually transmitted diseases particularly AIDs is well known around the world. Thailand, is an open example in this regard.

Gasparavie (1989) studies the impact of tourism development on moral values. He has reported the relationship between the growth of tourism and increase in crime. He argues that increasing incidences of stealing, drug use, and prostitution are directly at tributable to growth in tourism. Pizam (1978) explained the experience of Cape Code. He noted the increase in the rate of drug abuse, vandalism and drunken behaviour of locals in Spain. Srisang (1991) outlines the decline in several aspects of the moral behaviour with respect of tourism development in Asia. The evidence of support have been provided by the further studies (e.g. Urbaowiez, 1977; Arether, 1978; Holder, 1988).

Similar points have been made by the various studies by Papadopaulos (1988) for developed and developing countries and Cohen (1982) for Thailand.

A positive impact of tourism development on environment includes stimulation of measures to protect the environment, historic sites and monuments, such as UNESCO's efforts to conserve the great cultural monuments of mankind. There is World Conservative Strategy to enable environmental and conservation considerations to be built into tourism planning and management (Peak National Park, U.K., 1987).

Pizam (1978) points out that the more dependent an individual on tourism, the more favourable the attitude. Thompson, *et al.* (1973) found that Corpus Christi residents were supportive of prolonged stay of tourists visitors.

Tourism development causes a great deal of degradation of natural environment in tourists visiting countries.

Un-controlled Tourism does pollute the environment. There is a relationship between growing tourism and the ecology. Manson (1990) pointed out that impacts of tourism are multifaceted. An area may benefit economically with job creation in a new hotel, but the same development could have a detrimental effect on the natural environment due to landscape destruction and loss of wildlife habitats. "Tourism is growing concern as a source of environmental problems. Demand for tours accommodation, services and resources can place stress on local environments and can interfere with the cultures and lifestyles of indigenous people." (UNDP Environmental Data Reports 1987, 1991/92).

Several ecological consequences have also been reported in various popular tourists resorts due to the tourism development in these region. Manson (1990) found that excess tourism could cause ecological problems. "Some locations are able to withstand a high level of tourist activity, while others are more likely to be damaged by even a low level of activity. When tourists note a decline in the environmental attractiveness of an area, they move on to other destinations. Exceeding carrying capacity can also lead to permanent changes to the plants and animals of the natural environment. According to the findings of O'Grady (1990) Egypt's famous ancient Sphinx monument is crumbling partly from salt oozing from its limestone cracks, due to sewage from a tourist village and a hotel favoured by the rich and famous.

Severe ecological consequences have also been reported in other tourist destinations such as Mediterranean, as a result of deforestation (Grenon and Batisse 1989). The loss of valuable flora and fauna species has been reported in, for example, Cyprus (Andronikon 1987), the reefs and coral formation areas in the Caribbean (Holder 1988), and Majorea in Spain (Morgan 1991), avalanche risk brought about by deforestation in Switzerland (Smith 1989). Other physical resources can be depleted as a result of tourism development. Long run supplies of animal used for food to satisfy the tourists demand have caused reduction in short run availability in various parts of Caribbean. (Smith *et al.*, 1989). Jackson (1981) reports over fishing problems in tourists resort. Dowling (1991) provides the same example of over fishing in Western Australia. Vegetation can also be

affected. Loss of agricultural land is reported in a number of studies (e.g. Jackson, 1984; Milne 1990; Tananone, 1991). Ahmad *et al.* (1990) observed similar problems in Himalayas region. Changes in the value and distribution of lands in these regions may also follow tourism development.

Antunae (1989) argues that pollution of natural resources is a greatest threat to the tourism industry. Plants and animals can also be affected with tourism. Dupuy (1987) reported that natural environment of some African countries is affected through pressure of wildlife tourism. He gave example of the Senegal where killing and collection of wild animals and plants for the souvenirs and gifts have resulted in the ecological imbalances in the area. Milne (1990) has noted that the killing and marketing of marine animals for souvenirs trade has caused ecological problems in Mediterranean and Pacific Islands.

Growing tourism in an area may have profound impact on the breeding grounds etc. There may be tourist disruption to important breeding grounds of animals. Such fears have been expressed by, for example, Erize (1987) with reference to cruises in the Antarctic, Walker (1991) with reference to sea birds and sea turtles breeding grounds in Australia, Smith (1989) for Cheetah population in Tanzania etc. Links (1988) have expressed threatening of wildlife and endangering of rare species etc. Twardzik (1978) mentions impact of tourism on a country's natural environment.

Air and water pollution can accompany tourism development. The release of inorganic and organic wastes, spillage of oil and petrol has been noted in a number of studies. Stark (1990), with reference to coastal environment of Hawaii; Holder (1988) mentioned general impact of coastal tourism in Caribbean; Harris (1991) in relation to the discharge of oil contaminated water by tourists ships in South Shetland Island of Antarctica. Tananone (1991) noted the contamination of ground water in Thailand; Milne (1990) in relation to oil contaminated water in Pacific Islands. Sewage pollution is reported to be the major adverse impact of tourism development in various areas Andronikou, (1987) for Cyprus; Owens (1991) for England; Watanabe (1990) for Japan; Westlake (1992) for Venice; Smith & Jenner (19989) for steams of the French Pyrenees).

As far as mountain regions and their environment are concerned, there are numerous studies available expressing their concerns about the eco-system in the mountain regions. Along with other mountainous developing countries, Himalayas seem to be the target of major attack of tourism. Most of the studies were worried about the growing level of ecological damages in the region. These studies and literature have also recommended possible steps and measures to combat growing environmental degradation in mountain areas. Recreation activities set limits to maximum number of visitors, institutional arrangements, policy recommendations and local participation and education and awareness

programmes in this regard (Tej Vir sing & Jagdish Kaur, 1985; Himalaya Konfrenz, 1983; Brugger & Messerli, 1984; Biting, 1980; Cohn, 1978; Lichtenberger, 1799; Hanni, 1984; Sing, 1983; Kaur, 1985; Misra and Thangamani, 1982; Fukada, 1971; Kandari, 1984; de Kadt, 1979; O'Graday, 1990; Manson, 1990; Eber, 1992; etc.).

Tyler (1989) observes that developing countries are giving low priority to environmental issues. They are prone to more environmentally related damages due to their need for generating income. Tananone (1991) has observed that tourism development has acted to transfer the ecological problems of industrialized nations to developing countries. Hills and Rinke (1989), in their review, have concluded that mass tourism in developing countries has damage their biophysical and cultural environment. This view has been supported in other reviews (e.g., Andronikou, 1987; with reference to Cyprus).

However, other authors have adopted a different view regarding the role of tourism in facilitating the conservation and protection of natural environment. Stankovic (1991) emphasized the role of tourism as a protector, as well as the consumer of natural environment. He pointed out that tourism has served to enhance the economic value of some aspect of nature. Brockleman and Dearden (1990) suggest that tourism development in Thailand has acted as a means for providing an economic rationale for protection of natural environment and its

wild life. Norton and Roper (1992) noted tourism cannot only increase the conservation value of natural habitats, but also improve the ecological education of large number of people. This view has also surfaced up in other reviews (see, for example, Grant (1990),with reference to Australia; and Olokesusi (1990); with reference to Nigeria).

To deal with the further issues relating to socio-cultural and economic impacts of tourism on a local economy, UNDP and World Bank/UNESCO and WTO have conducted various studies of tourism in number of countries showing great concern over un-satisfactory situation. These studies and researches have stressed greater emphasis on promotion of sustainable tourisms¹ and greater co-operation in future.

For tourism to be more beneficial with least amount of social upheaval requires careful planning. It should be understood that there is no longer a simple one to one relationship between the number of tourists arrivals and the advantage they bring to the local community. Tourism development brings economic benefits. But there are many social, environmental, moral and other hazards associated with attracting tourists.

1 "Sustainable tourism is a phrase which entered into the common vocabulary with heightened environmental awareness of the late 1980s. There is no universally accepted definition of tourism. The most accepted definition is found in the World Commission on Environment and Development (1987). According to the World Commission, Sustainable development is development that meets the needs of the present without compromising the ability of future generation to meet their own need" (WCED 1987:43).

Several research studies have placed more emphasis on sustainable tourism development. They have suggested that overall environmental decline can't be reversed or halted through re-marketing alone, until there is an improvement in the environment and management strategies. (e.g., Reime *et al.* (1979); Pearce (1989); Uysal (1990); Butler (1991). Sustainable tourism development seeks to conserve natural, built and cultural resources. It aims at maintaining and improving the quality of life and tourist experience at destination areas through promotion of economic development.

Aspect of interpretation of sustainable tourism development are evident in tourism literature. Cronin (1990) places emphasis on the intra-generational aspects of sustainable tourism development. It further suggested that local community must be benefited from the benefits received from tourism. They should also be given access and participation in the shaping of local tourism industry.

Tourism literature contains calls for appropriate balance between tourism generated economic growth and respect for the quantity and quality of environmental resources in a visiting region i.e. tourism carrying capacity of an area. Studies and literature on sustainable tourism development ask for conserving, maintaining, and enhancing quality of life of local people and quality off the tourist experience. In this sense, tourism activities may be made to operate on

sustainable basis, using resources in a low consumptive manner, below the thresholds of resource renewability. Literature has also recommended possible measures to determine the physical and biological carrying capacity, understanding the recreation objectives, understand the recreation activities, set limits to maximum number of visitors, institutional arrangements, policy recommendations and local participation and education and awareness programmes especially in mountain areas (e.g., Butler (1991); Uysal (1990); Pearce (1989); O'Reilly (1986); Martine *et al.* (1990) etc.

In recent literature, the importance of alternative tourism is brought in a sharp focus, for its role promoting sustainable tourism. Butler (1990) argues that small scale tourism activity presents an alternative to traditional mass tourism. It is frequently developed by local people and involves travelling to remote undisturbed natural areas with objective of admiring, studying and enjoying the scenery, environment, wild plants, animals, as well as cultural features of the area. It aims to conserve the environment and sustain the well-being of local people. Durst (1987) suggests that main feature of alternative tourism its health-minded orientation and attention to the threats to wild life. It is believed that alternative tourism will offer an alternative to mass tourism. It will lead to new tourism markets with concept of sustainable development. Alternative tourism in its current state of development is hoped to represent sustainable future. Kelmm

(1992) argues that real challenge for the future is to provide sustainable tourism for large number of people. The view that the alternative tourism has created and will continue to create opportunities for tourism development in sensitive, unique and remote natural areas is suggested and supported in other works (e.g., Krippendorf, 1987); Laarman *et al.* (1987); Munt (1992), Himmetoglu (1992) etc.

Managing the tourist environment is considered necessary in the process of tourism development. Milne (1990) stresses the central role of management in the development of tourism. Cullen (1981) emphasize that tourism management can ensure maintenance of tourism environment. Tourism management measures are very important to protect the tourist environment (Peltzer, 1989). According to French (1991), tourism management is very effective to monitor visitor access.

Literature on tourism recognizes the need for involving local people in early decision making of tourism development in an area. It is a very valuable source for expert opinion and assessment of potential impact. It will reduce the likelihood of anger, resentment and litigation etc. in the process of tourism development. "Community involvement in tourism planning and development can facilitate the implementation of sustainable development and foster the growth of more environmentally compatible forms of development" (Maderm 1988; Pigram, 1990).

TOURISM IN PAKISTAN

Little or no mentionable literature of direct interest to this study with focus on northern areas of Pakistan is available presently. There are, however, some good survey reports and booklets, of the tourism division and AKRSP which provide information of interest to this study. These studies are evaluated and analyzed. A few more studies related in one way or the other to the main theme of present study are reviewed, too.

The report on '**Tourism Growth in Pakistan**', is annual report prepared by Planning Development & Research wing of Tourism Division, Islamabad. It aims at helping tourism planners, financial experts, hospitality trade and industry, researchers, and others interested in tourism. It covers the following aspects: a) Volume & Receipts Trends in Foreign Tourism; b) Structural Characteristics of Foreign Tourism; c) Domestic Tourism & its Features and d) Tourism & the economy. The 1992 volume of this report is reviewed below:

a) **Volume and Receipts Trends in Foreign Tourism:** The study provides information regarding the arrival of tourists and amount of foreign exchange earning since 1980 to 1992. Arrival of 0.352 million tourists during 1992 was recorded as the lowest after 1990. In general, foreign exchange earnings from tourism except for 1992 have almost remained static over the period from 1980 to 1991. It also indicated that among the various factors for negative growth in

foreign tourism, the most important ones were the internal situation and poor presentation of Pakistani tourist products in main tourist generating countries over the years.

b) Structural Characteristics of foreign Tourism: According to the report, Europe emerges as the main tourist generating market for Pakistan. It supplied around 40 per cent of tourists in 1992. UK emerged as the top tourist generating country for Pakistan, supplying 84.2 thousand tourists in 1992. January and February months showed highest tourism arrival in Pakistan. Air tourism has grown rapidly compared to land and sea arrivals². Main motivations for foreign tourists (Excluding Indian) were reported to be visiting friends (38.0 per cent), business (28.4 per cent), recreation³ (21.7 per cent). Main motivation for Indian tourists was reported to be visiting Family (96.5 per cent). The average length of stay of foreign tourist in our hotels was 1.18 nights. The age and sex composition didn't register any change compared with the findings of 1982 survey⁴. The report also indicated that the usual places of visits in Pakistan by foreign tourists were mainly business centers and large cities which was in line with the main motivation of visit.

2 78.5 per cent tourists arrived by Air, 21 per cent by Land, and 0.5 per cent by Sea during 1992.

3 1992 survey results indicated that the share of holiday makers further declined compared to the finding of 1982 survey.

4 The majority of tourists found to be in the age group between 31-40 years of age. Tourism to Pakistan was mostly man dominated activity.

c) Domestic Tourism and its Features: The survey indicated that the domestic tourism continued to expand as usual growing at the rate of 3.5 per cent per annum. Being of huge size it continued to provide the sustenance base for the hospitality industry in the country. It is male dominated activity concentrated mostly among those below 40 years. Main motivation for travel were social calls, followed by religion, business and sight-seeing. Majority of domestic tourists were businessmen (21.8 per cent), followed by house-wives (13.8 per cent), farmers (12.8 per cent) and students (12.6 per cent). Majority stayed with their relatives (52 per cent), followed by hotel accommodation (13.8 per cent). About 63.3 per cent domestic tourists travelled by road, followed by rail and air with 32.1 per cent and 4.6 percent respectively.

d) Tourism and the Economy: The survey found that tourism ranked 9th as a source of foreign exchange in 1991-92. Tourism receipts during 1980-92 grew at annual rate of 9.6 per cent. Foreign exchange earning from tourism stood at Rs.118.7 million during 1992. Income from tourism has not yet made any substantial impact on balance of payments. The travel balance was negative during 1991-92⁵. Tourism receipts as percentage of GNP stood at 0.69 per cent during 1992.

5 Rs. 12926.3 million. This negative travel balance in 1991-92 was due to the higher amount of foreign exchange consumed by Pakistan nationals on their foreign trips.

'Tourism on Karakoram High Way (1992)' is based on a survey conducted by Economic Research and Statistics Section of Tourism Division, Islamabad. The survey was undertaken for: estimation of the extent of Tourism on the Karakoram Highway in its various reaches; analysis of the bio-psychic and travel characteristics of the tourists; collection of information on hotels and rest house accommodation; and assessment of facilities on filling stations on road.

The study found immense tourist potential on KKH but actual tourism was found to be very small in magnitude⁶. Air and foreign tourism was also found very low⁷, owing mainly to inadequacy of road linkages and also lack of tourism promotional campaign. Overwhelming majority of tourists was found to be Pakistani, being 99.6 per cent. There were only 5.3 per cent female tourists. Majority of tourists visiting northern areas were found between the age group of 31-40 years⁸. Tourists mostly travelled alone⁹. Main tourists were farmers¹⁰. Majority stayed between 2-4 nights, being 43 percent. Main motivation for travel

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- 6 Tourism on (KKH) is in its infancy. This was due to the road linkage (KKH) which was not fully opened at that time for tourists. (KKH) was formally opened on 1986.
- 7 Total flow of tourists was 541135 during the reference year. Road tourism was found to be 531800 per annum whereas air tourism found to be 9335 per annum.
- 8 31-40 (42.3 per cent), 16-30 (26.1 per cent).
- 9 Alone (49 per cent), group (37.8 per cent), with family (13.2 per cent).
- 10 Farmers (24.1 per cent), Govt: officials (23.2 per cent), businessmen (21.8 per cent).

was business being 32.6 per cent¹¹. Majority of tourists reported staying with their friends and relatives being 62.2 per cent¹². It was also reported that 60 per cent accommodation was located between Abbotabad and Thakot. Occupancy ratio was very low being 35.6 per cent in case of hotels and 20.2 per cent in rest houses. There were 27 filling stations located between Abbotabad to Hunza. General condition of filling stations was not satisfactory.

The survey report made a number of recommendations for the facilitation of tourism development on karakoram highway (KKH). Main suggestion in this regard was the development of joint tourism with the People Republic of China¹³. This was first detailed informative study conductive on (KKH) which is still serving frame of reference for future researches in that area. This has provided the base for developing further studies.

'Tourist Price Indices (1992)' is a survey report prepared by the Planning, Development & Research wing of Tourism Division, Islamabad. The present report is seventh in series and covers price indices of essential tourists products (accommodation, food, transport) in order to cater the requirements of tourism planners, financial experts, researchers and others engaged in this sector.

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- 11 Social calls (25 per cent), religion (10.7 per cent), recreation and sight seeing (8.2 per cent), health (4.6 per cent), education (1 per cent).
- 12 Hotels (17.8 per cent), Rest houses (0.5 per cent).
- 13 Study also recommended, improved air services, promotional campaign abroad, tourism infrastructure, improvement in the existing conditions of accommodation, rest houses, filling stations etc.

The study found that the general tourist price indices rose by 27.5 per cent during 1991-92. Food indices increased by 15.8 per cent, followed by accommodation (9.5 per cent), and transport (0.5 per cent). The report observed that there were lesser variation in transport and accommodation price indices; whereas there was substantial variations in food price indices. Tariff rates, of accommodation, in Northern Areas were still considered lowest as compared to other places. Price indices of food served in Northern areas were compared and were found higher compared to other places around Pakistan¹⁴. This was probably due to the distance involved and overall position in that region. It was also estimated transport prices were still nominal in Pakistan. There were little variation observed in transport prices¹⁵.

The study also made comparison of tariff rates of different categories of hotels in selected South Asian countries. It was found that tariff rates in Pakistani hotels of one and two star categories for single and double rooms were lower compared to India and Sri-Lanka. The analysis also indicates a faster increase in domestic tourism price compared to the depreciation in the value of Pakistani Currency in terms of US dollar. The study also incorporated the price indices of necessary tourist items in Northern Areas.

14 The increase in food prices was 16.4 per cent in restaurants, where as there was 29.7 per cent increase in food prices in hotels in Northern areas.

15 There were small increase of 0.51 per cent in general transport prices. Increase of 3.9 per cent in rail fares, 5.2 per cent increase in road fares. No increase occurred in air fares and rent a car services.

'Lodging Industry in Pakistan (1992)' is a first ever study conducted on the lodging industry in Pakistan. It was carried out by the Planning, development & Research wing of Tourism Division, Islamabad. The study inquires into three major aspects of lodging industry. These are: marketing, utilization, and tariff structure. The study concluded that overall performance of lodging industry in Pakistan was good in terms of average occupancy and average length of stay by hotel guests. The size of the lodging industry in terms of number of hotels/motels and number of rooms registered a modest increase of over five per cent during 1992. Average hotel tariff rates have increased only 3.6 per cent for single rooms occupancy, whereas substantial increase of over 16 per cent was registered in hotel rates of double rooms occupancy during 1992. As far as Northern areas are concerned, a significant decrease has been recorded in average length of stay and nights spent per hotel establishment in 1992 over 1991¹⁶. Single and double room occupancy decreased in 1992 over 1991. In Northern Areas increase in average tariff rates of single and double rooms was the lowest being only 0.7 percent and 1.8 percent respectively.

'National Tourism Policy (1990)' is a useful source of information on the subject of tourism in Pakistan. The Ministry of Tourism has embarked upon an ambitious program to implement the various recommendations of National

16 Average night spent fall by 22.1 per cent and average length of stay also fall by 24.1 per cent in 1992 over 1991.

Tourism Policy. For this purpose, an ambitious plan to promote tourism in the country was designed and published in form of a booklet in 1993. It envisages a multi-pronged thrust to fully exploit the country's tourism potential. The booklet contains various features of National Tourism Policy which is designed to: to provide facilities, services, assistance, encouragement, concessions, recreation and amusement to tourists; to establish requisite infrastructure for promotion of tourism in the country; to develop existing and new tourist destinations across the country; and to provide and develop all other related facilities for the tourists including quality transport, commercial projects like hotels, motels, stopovers, amusement parks and publicize the tourist opportunities in the country with a view to attract domestic and international tourists. A major break through in this regard has undoubtedly come in form of declaration that: "Tourism sector has been accorded the status of an Industry." Export status has been granted to tourism industry. Other major concessions included were, duty free imports of machinery and special equipments, concessionary loans, free import under NRI, income tax holiday, establishment of tourism zones, permission of charter flights and helicopter services etc; relaxation in visa requirements etc; deregulation of rules and regulation for tourists facilitation and for investment in tourism sector.

Hotel Restaurant & Tourism Directory (1986), is a directory published each year by Planning, Development & Research Wing of Tourism Division, Islamabad. This is booklet incorporates relevant tourism material and geophysi-

cal and geographical information of Pakistan. It provides necessary knowledge regarding availability of hotel accommodation in various parts of Pakistan. This booklet also provides useful information about the restaurants and rest house availability in the country. The booklet is very helpful for tourists especially for foreigners who have little or no idea about our country, its people, culture, places, environment and tourists facilities¹⁷.

CONCLUDING

Review of the literature on tourism pertaining the contemporary developing and developed countries brings out both positive and negative impacts of tourism on economic, social, and environmental characteristics of tourist receiving areas. The nature and magnitude of impacts vary from place to place, and in view of great diversity of characteristics of socio-economic and environmental situation obtaining in the world, a general theory on impact of tourism is yet to be developed.

The foregoing review points to the need for developing tourism policy on the basis of in-depth research at both macro and micro level, preferably starting at micro-level and then build up data for macro-level study. The unit of study

17 Accommodation, food, travelling, and other relevant information like prices of foods, tariff rate of hotels, travelling distance, identification of important tourists sport, useful knowledge of places their locals, languages, etc. It also provide necessary information of heights, temperature, tourists seasons of different places and localities etc.

is to be the tourist receiving locality, and in a large country there can be numerous such units. Focusing on important micro regions of tourism importance can help gather reliable data for developing policies for these regions as well as the country. In Pakistan, Northern Areas stand prominently among tourists attraction, but no scientific study of tourism and related issues in the context of these areas has been done. The present study attempts to fill up this gap.

Chapter 3

RESEARCH METHODOLOGY

INTRODUCTION

The study is addressed to Pakistan with particular reference to Northern Areas. It is thus a three-stage study conducted at Macro, Meso, and Micro level. The Macro-level study addresses the subject in the general context of Pakistan as a whole. At Meso-level, the Northern Areas taken in general constitute the study's universe. At the Micro-level, sample localities constitute the universe where the units of study are i) sample tourists and ii) sample households of local population.

METHODOLOGICAL APPROACH

The study is based on both secondary and primary data, supplemented by information secured through informal interviews, and the talk and walk around method. Step by step methodological approach is explained as follows:

SECONDARY DATA

The study at macro and meso levels is based on secondary data. The study's scope at these two levels — Pakistan and Northern Area taken in general, embraces: overview of tourism development at the respective levels; government's tourism development policy; tourists attractions; tourists arrivals, their average stay, speeding, origin, etc. Sources of data are given in the chapters concerned.

SAMPLE SURVEYS

Analysis of impact of tourism development on Northern Areas is based mainly on sample surveys. One survey was addressed to tourists, and one to

inhabitants (households) of Northern Areas. The sample design is described as follows:

SAMPLE SIZE

The study area lies in rural and urban areas of the Gilget, Hunza, Chilas and Skardu. Population (number of households) in both the regions (rural & urban) is known. Hence overall sample size was determined by the formula of Finite population.

$$n = \frac{0.25 Z^2 N}{0.25 Z^2 N e}$$

Where,

Z = Level of Significance

N = Population

e = Maximum Percentage error acceptable

SAMPLE FRAME WORK

For distribution of the overall sample size, stratified random sampling technique was used. The whole universe was divided into different groups (or strata) on the basis of area's characteristics. Applying the sample technique the sample size of each stratum was divided equally among the sample Mohallahs/Colonies and villages using the following formula:

$$ns = \frac{n N_s}{N}$$

Where,

ns = Sub sample drawn from the nth stratum

n = Total size of the sample

Ns = Size of the nth stratum

N = Size of the population.

Selected areas were divided into urban and rural sectors. In rural sectors, two Union Councils (UC) were chosen systematically from each sub-division.

The selected Union Councils are:

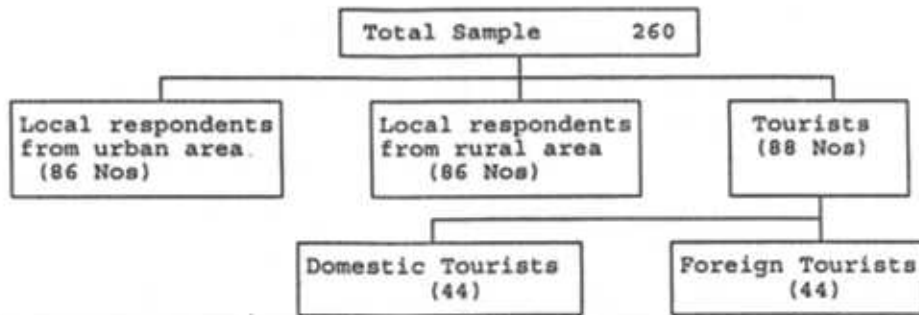
1. Danyur
2. Sakwar
3. Baltit
4. Gulmit
5. Guner
6. Thore
7. Chunda
8. Shiger Khurd

Lastly, two villages were selected from each selected Union Council through systematic sampling techniques. One village each was selected from UCs Danyur and Sakwar respectively due to small number of villages there. Urban areas of selected sub-divisions were categorized into three form such as top, middle and bottom.

The total sample consists of 260 respondents — 172 local people, and 88 tourists. Out of the 172 local people 86 were urban residents and equal number from rural areas. Similarly, total sample of 88 was allotted to tourists equally distributed over Pakistani and foreign tourists.

The division of urban and rural sample is given in the following tables.

DISTRIBUTION OF SAMPLE SIZE



Sr. No.	RURAL AREAS							
	District	Sub-Division	Union-Council	Village	Population	Proportion	Sample (#)	
							Locals	Tourists
1.	Gilgit	Gilgit	Danyour	Danyur	6,174	0.348	29	14
		Gilgit	Sakar	Minawar	1,112	0.063	5	2
		Hunza	Baltit	Diranshal	1,039	0.058	5	2
		Hunza	Baltit	Sarrat	223	0.013	2	1
		Hunza	Gulmit	Khyber	322	0.018	2	1
		Hunza	Gulmit	Sosat	445	0.025	2	2
02	Chilas	Chilas	Guner	Guner	2,468	0.139	12	6
		Chilas	Guner	Trinal	776	0.044	4	2
		Chilas	Thore	Khayo	190	0.011	1	1
		Chilas	Thore	Thurill	440	0.025	2	1
03	Baltistan	Skardu	Gole	Gole	2,695	0.152	13	6
		Skardu	Gole	Shila	339	0.020	2	1
		Skardu	Shiger Kurd	Kalang-Ranga	153	0.009	1	1
		Skardu	Shiger Kurd	Shiger-Kurd	1,388	0.078	6	4
Total					17,764		86	44

* Rural areas consist of Union Councils and related villages. Sample allocated according to the Population Proportion. This study was based on 1981 census report.

ALLOCATION OF URBAN SAMPLE

Sr. No.	URBAN AREAS					
	District	Sub Division	Population	Proportion	Sample (#)	
					Locals	Tourists
1.	Gilgit	Gilget	30,410	0.0633	54	27
		Hunza	112	0.002	1	2
2.	Chilas	Chilas	5,873	0.122	11	5
3.	Baltistan	Skardu	11,619	0.242	20	10
Total:			48,014		86	44

The Urban areas were categorized into three parts: Top, Middle, Bottom. The sample was allotted according to the population proportion as in 1981 census report.

As will be seen in the above table, 86 male respondents from various urban areas and Mohallahs/colonies were included in this study. All were above the age of 15 years. Formal and informal interviews were conducted. Initially, questions were asked to identify the effects, and then to find about the relationship.

So far as tourists are concerned, a total of 44 tourists were contacted from various tourists spots. Besides other information, questions were asked from tourists (both Pakistani & foreigners) about their experience and perception of visited area (places).

ANALYTICAL TECHNIQUES

Simple averages, percentages, diagrams and graphs etc. are used to analyse and interpret the data.

Interviewing

Interviews and informal discussions were held with target respondents to capture their perceptions which helped our study to great deal.

Questionnaires

Two different questionnaires were developed as form A and form B. Questionnaire-A consisted of 23 main questions which were further divided in sub-questions designed to capture information about the partial effects and peripheral effects of tourism on locality. It covered socio-economic and cultural effects of tourism on area and local nationals.

Main Questions:

1. Literacy Level
2. Occupation
3. Employment
4. Sources of Income
5. Production Activities
6. Tourism Opportunities
7. Production Opportunities
8. Business Opportunities
9. Job Opportunities
10. Tourism Activities
11. Tourism Problems
12. Migration
13. Movements

14. Price Stability
15. Land Speculations
16. Land Use planning
17. Regional Development
18. Rural Environment
19. Vocational training
20. Consumption Pattern
21. Social & Cultural effects
22. Natural Environment
23. Tourism Suggestions

Questionnaire-B consisted of 15 main questions which were further divided in sub-questions designed to capture information required from tourists about performance of tourist industry and potential of the area.

Main Questions:

1. Literacy Status
2. Service Status
3. Traveling Status
4. Nationality
5. Age & Sex
6. Occupation
7. Length of Stay
8. Accommodation Use
9. Tourism expenditure
10. Area attraction
11. Repeat Visitation
12. Motivation
13. Tourism experience
14. Tourism Problems
15. Tourism Suggestions

Maps & Charts

Several maps and chart were also used to assist sample selection, site locations, etc.

Interpreters

Interpreters were used in various places to communicate with local people.

Field Operation

The field operation was started from Chilas on May 11, 1994, and was finished at Hunza on 30th July 1994.

Limitations

The study suffers from some limitations as is usually the case in socioeconomic research of this type. Most of the difficulties cropped up in analyzing the economic effects of tourism. The analysis of economic effects was affected by factors discussed below:

1. It was found difficult to talk to or about the women.
2. The problem of reliability of information given by the respondents.
3. It is also very important to understand that most of the effects of tourism are not easily quantifiable, and also that many of these effects surface in the long run.
4. Most of the findings of the study are based on the information obtained from the primary data and field survey. The study is interested not in the

exact measurement but rather in the direction of change and its approximate magnitude. Time and resource constraint prevented a more thorough probe.

TOURISM DEFINITION

This study uses the definition given in Domestic Tourism Survey (1983) according to which a tourist is a person regardless of nationality who travelled to northern areas and stayed outside his usual place of residence for a period of at least 24 hours but not more than 90 days for any reason other than following an occupation remunerated at the place of visit. The purpose of journey should be any one of the following: pleasure, recreation, holiday, sports, business, family mission, meeting, conference, health, study and religion. Travelers not falling within the purview of this definition were traveling to Northern Areas for taking up employment or for carrying out professional activities or for establishing their domicile, or members of armed forces or nomads/temporary settlers.

Northern areas spread over 72,496 km with a population of 5,74,543. For administration purpose the area is being treated as Civil Division. The Division has five districts namely, Gilgit, Diamer, Ghizer, Ghanchee and Baltistan. Further it is divided into twelve sub-divisions. Out of total 12 sub-divisions, four were randomly selected namely Gilget, Hunza, Chilas and Skardu.

Chapter 4

OVERVIEW OF TOURISM IN PAKISTAN

As a prelude to the study of tourism in North Areas of Pakistan, which is the main focus of this study, it is considered appropriate to provide some macro-level information i.e; an overview of tourism in Pakistan. The present chapter is devoted to this purpose. The overview is split into two parts viz; International Tourism and Domestic Tourism, and is based entirely on secondary sources of data as mentioned at appropriate places in the chapter.

INTERNATIONAL TOURISM

Tourist is a person whose movements fulfil two conditions: that absence from home is relatively short; and that money spent during absence is money derived from home and not earned in the places visited. Thus tourists may be sightseers, holiday makers, religious pilgrims, invalids in search of health — any travellers who, as distinct from emigrants or immigrants, intend to return home, and who, as distinct from migratory labours, move in the capacity of consumers, not producers. Tourist traffic may be either internal, within any given country or district, or external, crossing political frontiers. Two types of foreign tourists arrive in Pakistan viz; i) overseas Pakistanis, and ii) overseas foreigners. They are briefly introduced as follow.

Overseas Pakistani: A large percentage of tourists flow to Pakistan is accounted for by overseas Pakistanis living abroad and coming back for a visit. This market segment is similar to the foreign tourists. Their motivations and behaviours are almost the same. Basically the majority come from family motivation their

average length of stay is quite high and the average sum of money spent on tourism is very low.

Overseas Foreigners: This is the market segment over which we would base, to a greater extent our present study. We have divided overseas foreign market into two broad categories: Indian Tourists; and Non-Indian Tourists.

DOMESTIC TOURISM

Domestic tourism throughout the world is recognized as a base for the growth and expansion of foreign tourism on account of its magnitude and relative stability. Domestic tourism holds great significance from national integration, cultural, educational, social and economic angles. Although by far the largest portion of the domestic market is made up of Pakistanis we must not forget foreign nationalities. We, therefore, discuss the domestic market under the two sections:

- Pakistani Residents
- Foreign Residents

Pakistani Residents

The motivation for travel by domestic tourist can be classified under any of the following possible ten heads:

- | | |
|---------------------|-----------------------|
| a. Business/Work | b. Health |
| c. Family | d. Safety |
| e. Home | f. Education |
| g. Religion | h. Politics/Diplomacy |
| i. Moving/Migration | j. Pleasure. |

D.K. 2281

Foreign Residents

Most foreign residents are staying in Pakistan for business, diplomacy and for international assistance. Some very important international agencies like the World Bank, the UN agencies, multi-nationals and several other agencies have their offices all over the country. Pakistan has also become an important centre for international business after the collapse of the Soviet Union and the emergence of freedom of Muslim republics of Central Asia. The arrival of foreign businessmen for business in Pakistan and Central Asia is increasing gradually. Pakistan is also an important centre for studies. For this class, the main motivations to travel within the country are:

- Business/Work
- Pleasure

CHARACTERISTICS OF TOURISM

The travelers visiting the research area consist of following two markets:

Domestic Market

- Pakistani Residents
- Foreign Residents

Foreign Market

- Overseas Pakistani
- Overseas Foreigners

There are following possible motivation for traveling to research area under consideration:

1. To enjoy the Scenic beauty in the area;
2. To enjoy the adventure in the area;
3. For pleasure;
4. To study the culture of people living in these areas.

Domestic Tourism

According to the information obtained from the statistics of Tourism Division (1992). The characteristics of domestic tourism are given below:

Trend of Travel

According to the estimates of tourism growth 1992 about 63.3 percent domestic tourists travelled by road, 32.1 percent by rail and balance 4.6 percent by air (Table 4.1).

Table 4.1

DISTRIBUTION OF DOMESTIC TOURIST BY MODE OF TRAVEL 1983-84 TO 1992-93

(000 Nos)

Year	Road	Rail	Air	Total
1983-84	18148	9203	1319	28,670
1984-85	18738	9501	1362	29,601
1985-86	19392	9834	1410	30,636
1986-87	20113	10200	1461	31,774
1987-88	20768	10532	1509	32,809
1988-89	21433	10868	1558	33,859
1989-90	22183	11249	1612	35,044
1990-91	22959	11643	1668	36,270
1991-92	23763	12050	1727	37,540
1992-93	24595	12472	1787	38,854
Overall	212,092	107,552	15,413	335,057
%age	63.30	32.10	4.60	100.00

Source: Based on growth rates worked out in "Domestic Tourism in Pakistan," A survey Report of Tourism Division, Government of Pakistan, Islamabad.

Domestic Tourism Profile

Domestic tourism is a male dominated activity. Another notable characteristics is predominance of the age bracket of 16-40 which accounted for 68% of all tourists shown in Table 4.2. This finding is in conformity with the common place knowledge that the 16-40 age group is the most mobile one.

Table 4.2

DISTRIBUTION OF DOMESTIC TOURISTS BY SEX AND AGE 1983-84 TO 1992-93

Age Group	Male		Female		Both Sexes	
	Number	%	Number	%	Number	%
Under 15	2,642	8.51	1,593	20.40	4,235	10.90
16 - 30	8,742	28.16	2,603	33.33	11,345	29.20
31 - 40	12,628	40.68	2,370	30.35	14,998	38.60
41 - 50	5,517	17.77	932	11.93	6,449	16.60
51 & above	1,515	4.88	312	3.99	1,827	4.70
Total	31,044	100.00	7,810	100.00	38,854	100.00

Source: Based on Co-efficient worked out in "Domestic Tourism in Pakistan," A survey Report of Tourism Division, Government of Pakistan, Islamabad.

Travel Motivation

For over half of the domestic tourists, main motivations for tourism was social calls followed by religion, business and sight-seeing. These four segments taken together explained 82.2 percent motivation for travel (Table 4.3).

Table 4.3
DISTRIBUTION OF DOMESTIC TOURISTS BY
PURPOSE OF VISIT 1983-84 TO 1992-93

Sr. No.	Particulars	Purpose of Visit									Total
		Business	Site seeing	Health	Education	Religion	Social Call	Conference/ Meeting	Sports	Other	
1.	Numbers	57,820	29,486	5,697	3,015	15,413	168,199	7,372	1,674	41,881	330,557
2.	Percent	17.49	8.92	1.72	0.91	4.66	50.88	2.23	0.51	12.67	100.00

Source: Based on Appendix Table 3.

Occupation

The highest number (40.70 percent) of domestic tourists were professional followed by 23.20 percent businessmen, 12.8 percent teachers/students, 13.80 percent farmers and 8.99 percent technical workers (Table 4.4).

Table 4.4
DISTRIBUTION OF DOMESTIC TOURISTS
BY OCCUPATION 1983-84 TO 1992-93

Sr. No.	Occupational Group	Tourists	
		Number	%
1.	Professional	136,357	40.70
2.	Business	77,730	23.20
3.	Technical Groups	30,113	8.99
4.	Farmers	42,885	12.80
5.	Sports/Recreational workers	1,669	0.50
6.	Teachers and Students	46,234	13.80
	Total	334,988	100.00

Source: Based on Appendix Table 4.

Travel Accommodation

Domestic tourists usually use three types of accommodation; relative's house, hotels and own house. They accounted for 51.56%, 13.57% and 15.83% of the domestic tourists during 1983-93 as covered by the survey shown in Table 4.5.

**Fig 4.1 Distribution of Domestic Tourist
By Occupation 1983-84 to 1992-93**

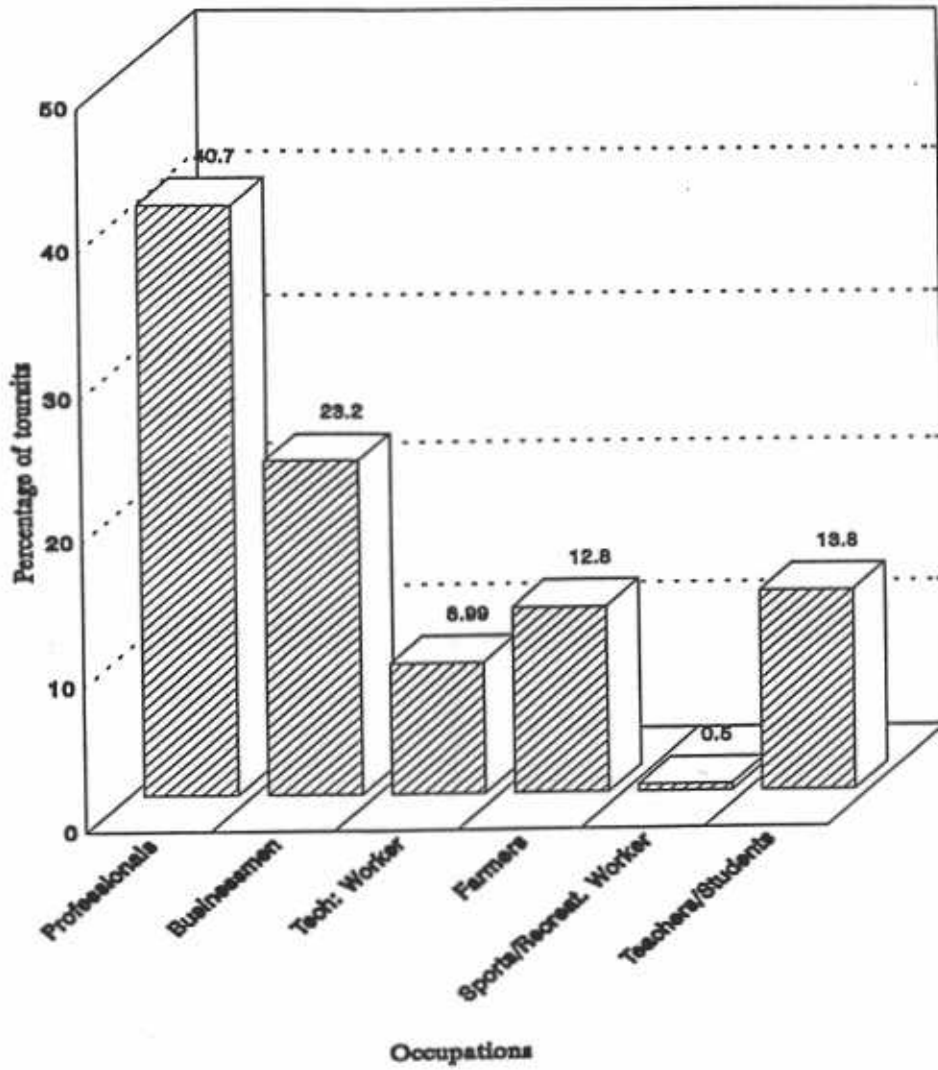


Table 4.5

**DISTRIBUTION OF DOMESTIC TOURISTS
BY ACCOMMODATION 1983-84 TO 1992-93**

Sr. No.	Accommodation Used	Tourists	
		Number	Percentage
1.	Hotel	5,388	13.87
2.	Friend's house	2,584	6.65
3.	Relative's house	20,034	51.56
4.	Own house	6,151	15.83
5.	Rented house	651	1.68
6.	Retiring rooms of trains/buses	489	1.26
7.	Rest house	456	1.17
8.	Hostel	474	1.22
9.	Other	2,627	6.76
10.	Total	38,854	100.00

Source: Based on "Domestic Tourism in Pakistan," A survey Report of Tourism Division, Government of Pakistan, Islamabad.

Foreign Tourism

Characteristics of foreign tourism are given below:

Nationality

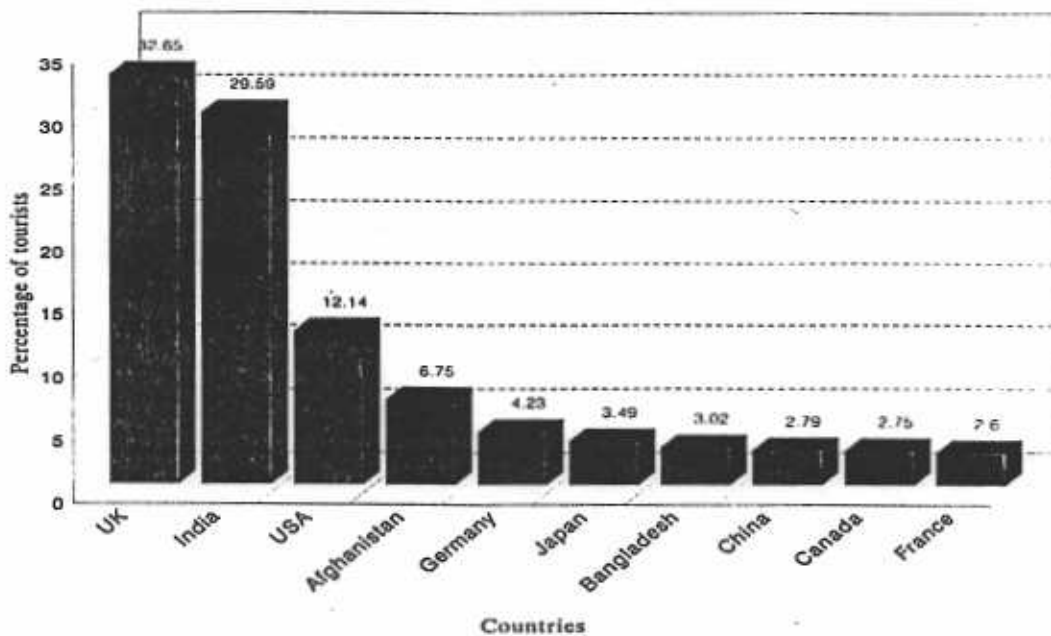
According to tourism survey 1992, UK emerged as the top tourist generating country for Pakistan, as shown in Table 4.6. UK, supplied 84.2 thousand tourists in 1992. It was followed by India from where 76.3 thousand tourists came to Pakistan (Table 4.6).

Table 4.6
MAIN TOURIST GENERATING COUNTRIES
1992

Sr. No.	Countries	Tourist		Rank (1992)
		Number	%	
1.	U.K.	84.2	32.65	Ist
2.	India	76.3	29.59	2nd
3.	USA	31.3	12.14	3rd
4.	Afghanistan	17.4	6.75	4th
5.	Germany	10.9	4.23	5th
6.	Japan	9.0	3.49	6th
7.	Bangladesh	7.8	3.02	7th
8.	China	7.2	2.79	8th
9.	Canada	7.1	2.75	9th
10.	France	6.7	2.60	10th
11.	Total	257.9	100.00	-

Sources: Tourism Survey, 1992, Tourism Division, Islamabad.

Fig. 4.2 Main Tourist Generating Countries - 1992



Market

Europe is the most important market for supplying around one third of the total tourists in Pakistan. It has supplied 29.08 percent tourists during 1983-92. It was followed by South Asia with 47.26 percent, and America with 8.82 percent. Corresponding year-wise data for 1983 through 1992 are given in Appendix Table 5 in which it will be seen that tourist arrivals from South Africa, Middle East and other African countries declined during this period. Whereas arrivals from Europe, America, and Pacific & East Asian increased considerably.

Table 4.7

MARKET-WISE TOURIST ARRIVALS IN PAKISTAN 1983-84 TO 1992-93

Sr. No.	Market	Total Tourist	
		Number	%
1.	Europe	1,232.50	29.08
2.	America	374.00	8.82
3.	South Africa	2,003.00	47.26
4.	Pacific & East Asia	280.80	6.62
5.	Middle East	235.00	5.54
6.	Africa	113.10	2.67
7.	Other	0.20	0.05
8.	G.Total	4,238.60	100.00

Source: Based on Appendix Table 5

Seasonality

Tourist arrivals vary with season. December is the leading month. The upward trend starts in September, reaching the peak in December, and starts

declining in January. The trend resides in March and the steeply declines till May, after when the revival starts (Table 4.8).

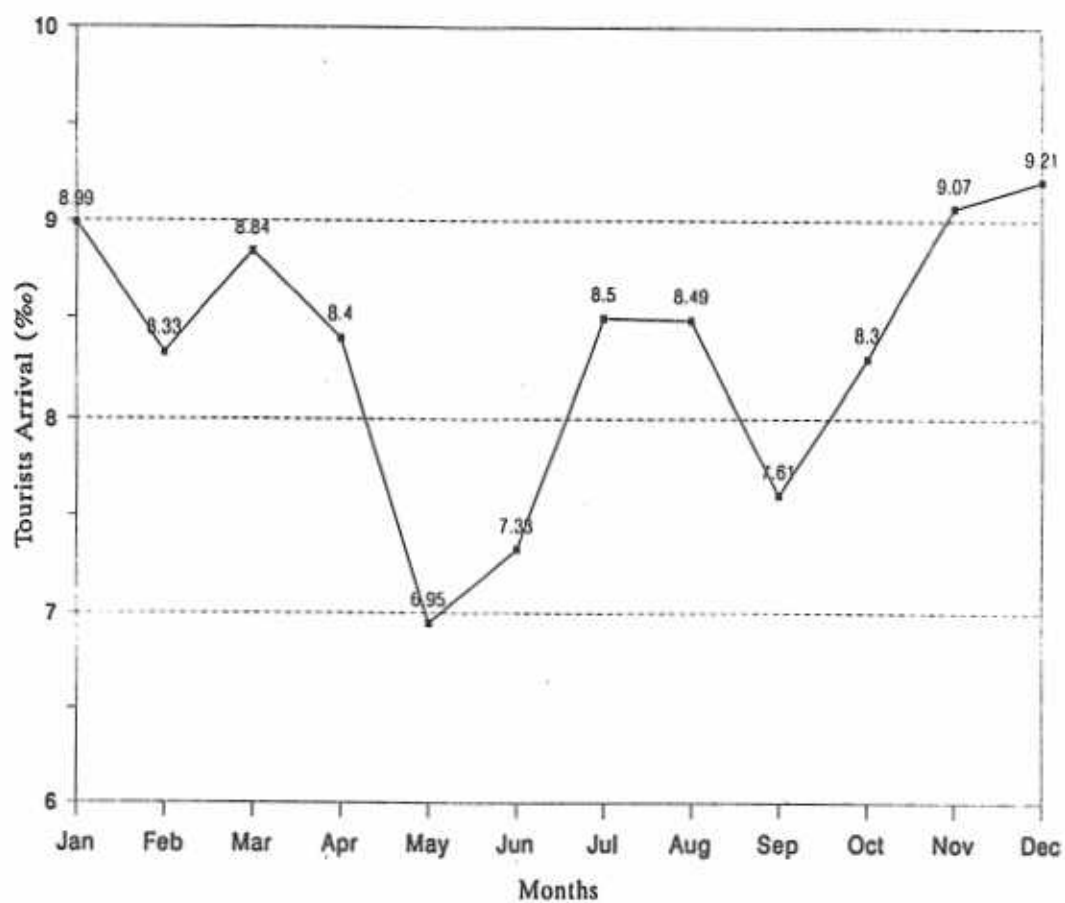
Table 4.8

SEASONAL VARIATION IN TOURISTS FLOWS
1983-84 TO 1992-93

Sr. No.	Months	Tourists Arrivals	
		Number (000)	%
1.	January	377.30	8.99
2.	February	349.70	8.33
3.	March	371.00	8.84
4.	April	352.60	8.40
5.	May	291.70	6.95
6.	June	307.80	7.33
7.	July	356.80	8.50
8.	August	356.30	8.49
9.	September	319.70	7.61
10.	October	348.30	8.30
11.	November	380.70	9.07
12.	December	386.90	9.21
13.	Total	4,198.80	100.00
14.	Monthly Average	349.90	-

Source: Based on Appendix Table 6

Fig. 4.3 Seasonal Variations in Tourists Flows
1992 (000 Nos.)



Mode of Arrival

There are three possible modes of arrivals in Pakistan; these are Air, Road and Sea routs. Air tourism constitutes major share in foreign tourism arrival in Pakistan. As many as 78% of tourists utilized Air services to visit Pakistan in 1992. Where as land and Sea constituted about 21.0 and 0.5 percent respectively. Indian tourists mainly arrive by Road (Railway) (Appendix Table 7).

Motivation

Main motivation of Indian arrivals in Pakistan are "family visits" followed by "religion." Recreations/Holidays are less motivated activity; which is clear from Table 4.9.

Table 4.9

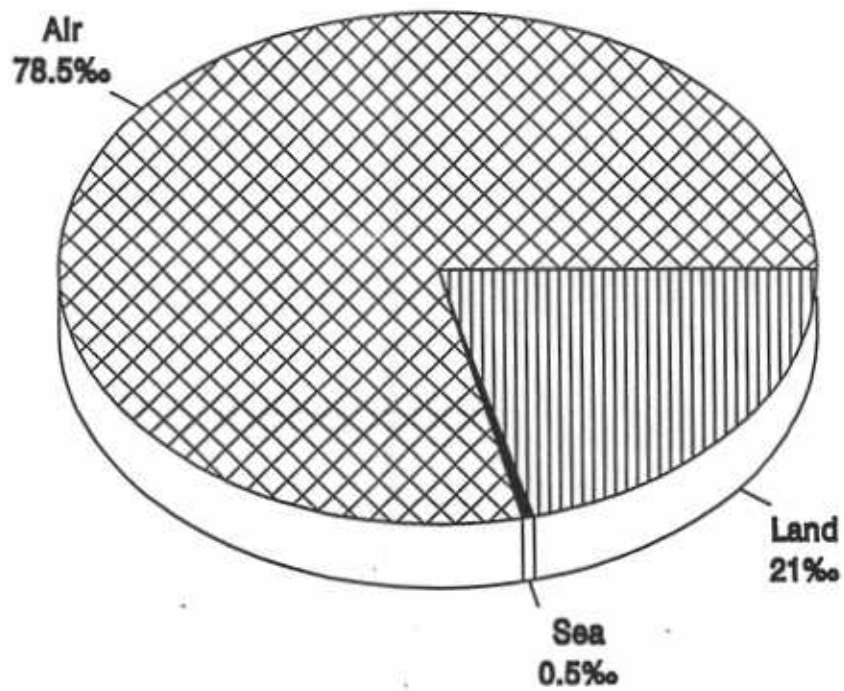
DISTRIBUTION OF INDIAN TOURISTS ARRIVAL BY MOTIVATION 1983-92

(000 Nos.)

Sr. No.	Motivation	Total Arrivals	
		Number	%
1.	Holiday/Recreation	12.00	0.71
2.	Business	15.70	0.93
3.	Family Visit	1,622.20	96.05
4.	Religion	19.30	1.14
5.	Health	1.30	0.08
6.	Politics/Diplomacy	1.50	0.09
7.	Others	16.90	1.00
8.	Total	1,688.90	100.00

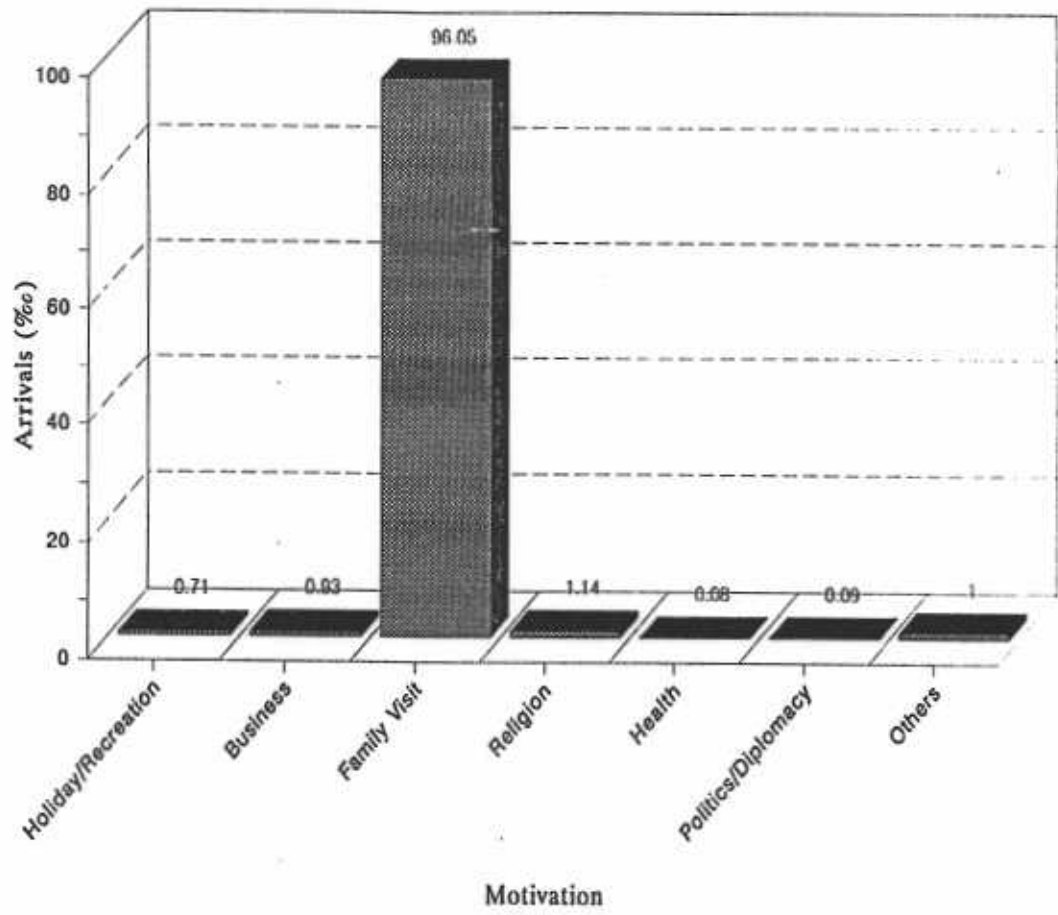
Source: Based on Appendix Table 8

**Fig. 4.4 Distribution of Foreign Tourists
By Mode of Travel - 1992 (000 Nos)**



Based on Appendix Table 7

Fig. 4.5 Indian Tourists Arrival By Motivation



Based on Appendix Table 8

The main motivation of non-Indian tourists to Pakistan are holidays/recreation followed by business. However, family visits (overseas Pakistanis) and visiting friends are also gaining popularity (Table 4.10).

Table 4.10

**NON-INDIAN TOURISTS ARRIVALS BY
MOTIVATION 1983-92**

(000 Nos.)

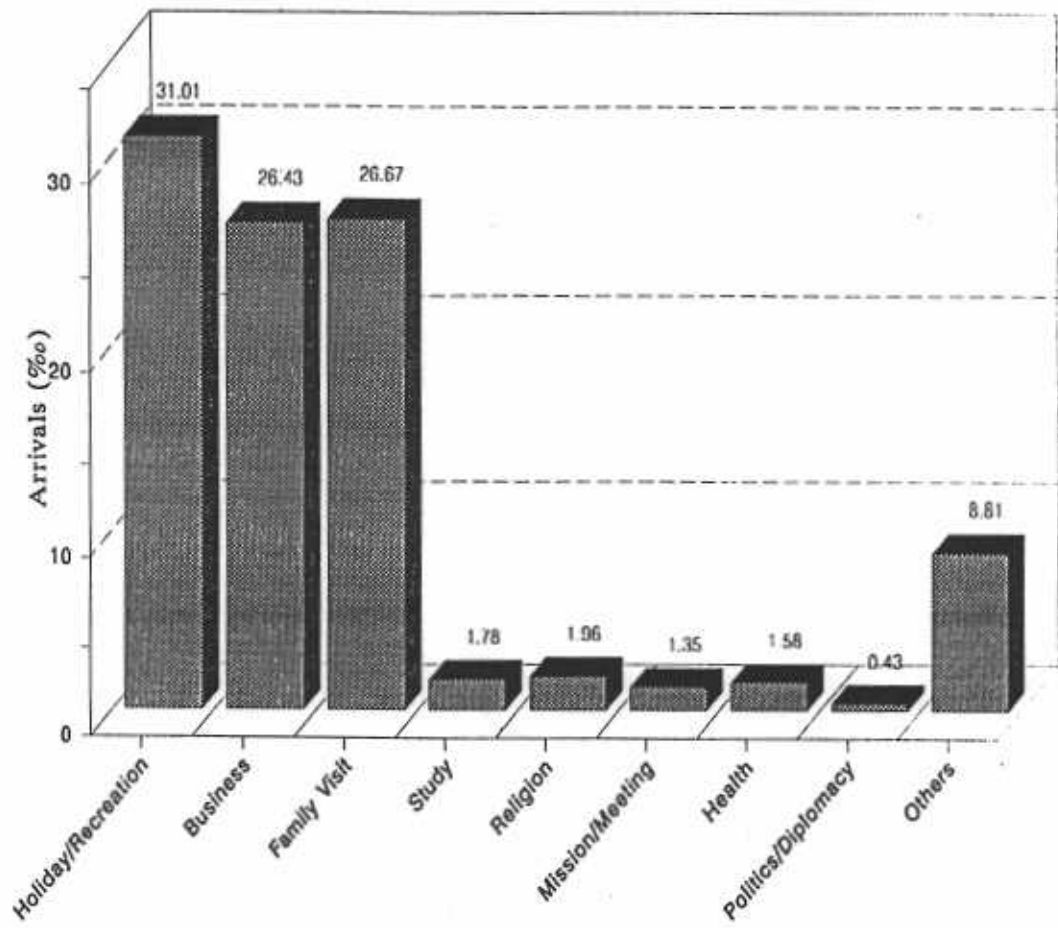
Sr. No.	Motivation	Total Arrival 1983 to 1992	
		Numbers	%
1.	Holiday/Recreation	737.50	31.01
2.	Business	628.50	26.43
3.	Family Visit	634.20	26.67
4.	Study	42.30	1.78
5.	Religion	46.60	1.96
6.	Mission/Meeting	32.00	1.35
7.	Health	37.50	1.58
8.	Politics/Diplomacy	10.20	0.43
9.	Others	209.60	8.81
10.	Total	2,378.40	100.00

Source: Based on Appendix Table 9.

Average Stay

The average length of stay of foreign tourists in Pakistan was 1.48 nights during 1992 as compared to 1.85 nights in 1987. This stay is rather short, and indicative of the fact that foreign tourists to Pakistan are mostly of transit type. They just stop over here for a night or so, while on way to India or elsewhere.

Fig. 4.6 Non-Indian Tourists Arrival By Motivation



Based on Appendix Table 9

Table 4.11

**AVERAGE STAY OF FOREIGN TOURISTS
IN HOTELS 1987-92**

Years	Average Stay (nights)	Percentage Change
1987	1.85	3
1988	1.21	-34.6
1989	1.30	7.4
1990	1.11	-14.6
1991	1.46	31.3
1992	1.48	19.2

Source: Tourism Survey, 1992. Tourism Division, Islamabad.

Age and Sex

a) Non-Indian Tourists: On the bases of international tourism survey of 1992, it is estimated that out of total non-Indian tourists, 80.2 per cent were males and 19.8 per cent females. Majority of the tourists were found to be in the age group of 31-40 years (Table 4.12).

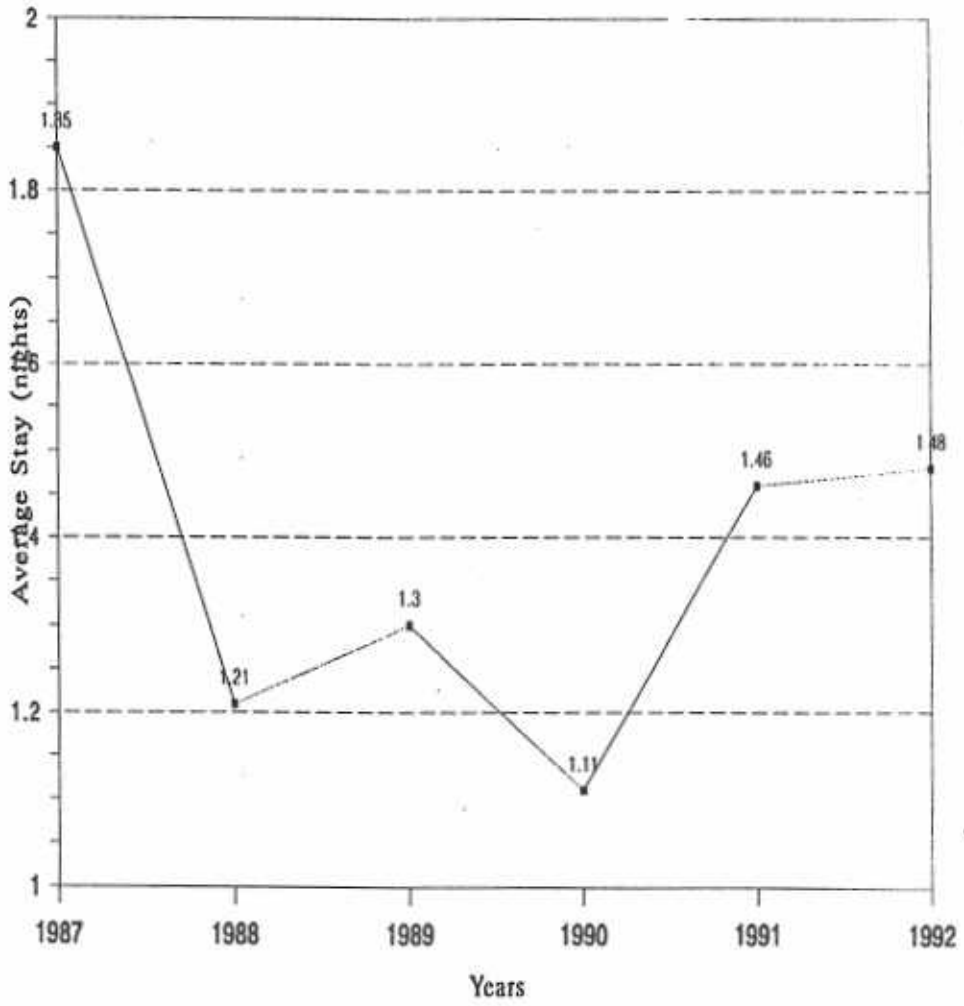
Table 4.12

**AGE AND SEX DISTRIBUTION OF
NON-INDIAN TOURISTS 1992**

Age Group	Male		Female		Both	
	Tourists	%age	Tourists	%age	Tourists	%age
16 - 30	54.6	24.6	17.5	32.1	71.9	26.1
31 - 40	70.8	32.0	15.9	29.2	86.7	31.4
41 - 50	50.7	22.9	12.1	22.1	62.8	22.0
51 & above	45.3	20.5	9.1	16.6	54.4	19.7
Total	221.40	100	54.60	100	275.80	100

Source: Tourism Survey, 1992. Tourism Division, Islamabad.

Fig. 4.7 Average Stay of Foreign Tourists In Hotels
1987-1992



b) Indian Tourists: According to the International Tourism survey 1992, 64 percent indian tourists were males and 36 percent were females. It is also estimated that 31.2 percent of Indian tourists belonged to age group of 41-50 years, followed by 28.8 percent in 31-40 years, 19.4 per cent in 16-30 years (Table 4.13).

Table 4.13

**AGE AND SEX DISTRIBUTION OF
INDIAN TOURISTS 1992**

Age Group	Male		Female		Both	
	Tourists	%age	Tourists	%age	Tourists	%age
16 - 30	11.4	23.4	4.2	15.1	15.6	20.4
31 - 40	15.1	30.9	6.8	24.9	21.9	28.8
41 - 50	14.4	29.5	9.4	34.2	23.8	31.2
51 & above	7.9	16.2	7.1	25.8	15.0	19.6
Total	48.80	100	27.50	100	76.30	100

Sources: Based on "International Tourism in Pakistan - 1992, A Survey Report of Tourism Division, Government of Pakistan, Islamabad.

Occupation

a) Non-Indian: Approximately 16 percent of the non-Indian tourists were businessmen, followed by 13.66 percent professional, 9.2 percent students, 5.98 percent executive, 5.10 percent house-wives (Table 4.14).

Table 4.14

**NON-INDIAN FOREIGN TOURISTS DISTRIBUTION
BY OCCUPATION 1983-92**

(000 Nos.)

Sr. No.	Motivation	Tourist	
		Number	%
1.	Professionals	347.90	13.66
2.	Technical	122.70	4.82
3.	Scientists	18.10	0.71
4.	Executives	152.20	5.98
5.	Clerks	34.30	1.35
6.	Teachers	69.80	2.74
7.	Businessmen	398.90	15.66
8.	Journalist/Writers	14.00	0.55
9.	Farmers	29.40	1.15
10.	Transport workers	105.60	4.15
11.	Sportsmen	30.80	1.21
12.	Students	234.40	9.20
13.	Government Officials	104.10	4.09
14.	Other workers	177.70	6.98
15.	House Wives	129.90	5.10
16.	Retired	88.50	3.47
17.	Un-classified	489.00	19.20
Total		2,547.30	100.00

Source: Based on Appendix Table 10.

b) Indian: Approximately 19 percent were businessmen, 28.17 percent were house-wives, 9.47 percent were farmers, 14.06 percent were other categories in 1992 (Table 4.15).

Table 4.15

**INDIAN FOREIGN TOURISTS DISTRIBUTION
BY OCCUPATION 1992**

(000 Nos.)

Sr. No.	Motivation	Tourists	
		Number	%age
1.	Professionals	63.2	3.74
2.	Technical	82.0	4.86
3.	Scientists	-	-
4.	Executives	6.5	0.39
5.	Clerks	25.1	1.49
6.	Teachers	43.2	2.56
7.	Businessmen	320.3	18.97
8.	Journalist/Writers	3.5	0.21
9.	Farmers	159.9	9.47
10.	Transport workers	49.9	2.96
11.	Students	102.6	6.08
12.	Government Officials	49.7	2.94
13.	Other workers	237.3	14.06
14.	House Wives	475.5	28.17
15.	Retired	30.2	1.79
16.	Un-classified	39.3	2.33
17.	Total	1688.2	100.00

Source: Based on Appendix Table 11.

PLAYERS IN THE FIELD OF TOURISM

The tourism industry is composed of many types of works and workers, such as travel agents, tour operators, airlines, cruise companies, railways, taxis, guides, couriers, reservations and sales staff, accommodation, catering and related services (hotels, caravan/camping sites, self-catering enterprises, restaurants and cafes), leisure facilities and entertainment (theaters, cultural shows, museums, galleries, wildlife parks, zoos, sports centres, gardens, historic sites, cinemas), and national, regional and local tourist organization and information centres. Tourism is thus a human as well as an economic activity (Lavery, 1987).

There are various actors in the field of tourism including individuals/household/travel parties, governments, travel agencies, providers of transportation, accommodation, food, drinks etc. They are important intermediaries between the tourists and the host country, because they select and distribute information.

Guides may serve as direct mediators between the tourist and the local population if they interpret religious ceremonies or popular or folkloric cultural manifestations that directly involve the people, their culture, and their way of life. The most familiar function of the local guides is to interpret to the tourists about the material culture and the major points about the history of the place, its religion, or its national pride (Kadet, 1979).

All these players play a vital role in inter cultural encounters. They can make it possible and create opportunities which can lead to promotion of healthy tourism.

TOURISM AND ECONOMY

The contribution of tourism to the economy of Pakistan is discussed below:

Gross National Product (GNP)

During 1991-92, the GNP of the country (in current prices) was Rs. 54390 million. The foreign exchange earning from the tourism industry amounted to Rs. 3774.2 million, accounting for 0.69 percent of GNP corresponding data for 1982-83 through 1991-92 are given in Table 4.16.

Table 4.16

TOURISM RECEIPTS AND GNP 1982-83 to 1991-92

Sr. No.	Years	GNP ^{a)} (in current prices (million Rs)	Tourism ^{b)} foreign exchange receipts (million Rs)	Tourism receipts as %age of GNP
1.	1982-83	349473	2687.3	0.77
2.	1983-84	364133	2503.7	0.69
3.	1984-85	386561	2669.2	0.69
4.	1985-86	408711	3026.5	0.74
5.	1986-87	428357	3128.3	0.73
6.	1987-88	449519	2684.8	0.60
7.	1988-89	468799	2755.4	0.59
8.	1989-90	491265	3356.1	0.68
9.	1990-91	509417	3489.7	0.69
10.	1991-92	543900	3744.2	0.69

Sources: (a) Govt. of Pakistan, Finance Division, Economic Survey of Pakistan, 1992-93

(b) Monthly return State Bank of Pakistan

The development of the tourism industry in Pakistan during 1980's has not been constant and smooth. Table 4.17 shows the number of arrivals in Pakistan and in world from 1980 to 1992. It is clear from the table that there were wide fluctuations in arrivals of tourists in Pakistan compared to world arrivals. There were minor declines in only two years and the growth of tourists in world was smooth and constant. In Pakistan, there were declines in five of the twelve years and at the end of the period, the share of Pakistan in global arrivals of tourists was much less than in 1980. In 1980 the share of Pakistan in global arrivals was over 0.1 percent. In 1992 it had declined to 0.074 percent.

Table 4.17
ARRIVAL OF TOURISTS IN PAKISTAN AND
THE WORLD WITH YEAR-WISE PERCENTAGE CHANGE

Year	PAKISTAN		WORLD (average per country)	
	Arrivals (000)	%	Arrivals (000)	%
1980	299.01	-	284.8	-
1981	290.2	(-)2.9	288.8	1.4
1982	313.7	8.1	286.8	(-)0.7
1983	365.1	16.4	284.2	(-)0.9
1984	407.3	11.6	312.4	9.9
1985	440.5	8.2	321.2	2.8
1986	432.3	(-)1.9	330.9	3
1987	424.9	(-)1.7	356.9	7.9
1988	460.1	8.3	382.1	7.1
1989	194.6	7.5	415.7	8.8
1990	423.8	(-)14.3	443.9	6.8
1991	438.0	3.5	448.6	1.1
1992	352.1	(-)19.6	475.6	6

Source: Tourism Survey, 1992.

Foreign exchange earning from tourism during 1991-92 was valued at Rs. 3744.2 million as against Rs. 3489.7 million during 1990-91 or a growth rate of 7.3 percent. Tourism receipts during last 12 years (1989-92) grew at a annual rate of 9.6 percent in rupee terms. In U.S. dollar terms, the tourism receipts showed very little increase. The place of tourism in important foreign exchange earnings items was 9th in 1991-92. This can be further made better if proper attention is given to the development of this industry. Pakistan's share in the global foreign exchange receipts was about 0.07 percent and share in the regional receipts was only 8.7 percent. If the share of Pakistan in arrivals of tourists in the world and in South Asia is compared with the share in the foreign exchange earnings, the per tourist earnings in Pakistan are much less than the world and the South Asia. (Growth of Tourism, 1992).

SLACK TOURISM

Any tourist traffic emanating from foreign countries which heads towards Asia is generally destined to go to India which is better known as compared to Pakistan. Pakistan is relatively unknown as a country despite fifty years of its existence. There are a number of reasons for insignificant flow of tourists to this country in recent years. These are discussed as follows:

1. Un-like other sectors e.g. communication, transport, energy, etc; the development of tourism infrastructure in Pakistan continued to remain

negligible due to a number of handicaps. For instance, a very low priority was accorded to the sector in country's 6th and 7th five year plans and actual release of funds during the period fell short of the plan allocations.

2. Despite having many tourists attractions, Pakistan has failed to attract more tourists. A major cause for this failure is unprofessional behaviour of tourism related departments. In rest of the world mostly the embassies of the countries provide literature about their countries and their tourism attractions. Pakistani embassies are doing very little because they do not have sufficient staff. Pakistan's touristic image abroad lies with the promotion and publicity directorate of PTDC. Resource constraints have prevented any major promotional campaign.
3. As tourism is a service oriented industry it requires trained manpower. To provide the trained manpower we don't have any meaningful training institute, except one in Karachi, for the persons involved in this trade. In India, the government has been much more patronizing to tourism, which is taken as a serious profession. They have training institutes and the subject is included in the academic curriculum as well.
4. Tourism is a very sensitive field. Political instability, ethnicity, and religious disparities all exert a negative pressure on this business. The situation in Sind is worst¹⁸. There is also found regional instability

18 Every government warned its citizens before leaving for Pakistan about the Sind situation. Every foreigner has to obtain a no objection certificate from sind government for visiting the interior of province. Tourists agencies are afraid of taking foreign tourists to Sind lest they might get kidnapped.

(religious disputes etc.) in Northern Areas¹⁹. This situation is very frustrating for tourists.

5. Tourism development in Pakistan has only recently been made a subject of the national integrated planning. Private sector has not been as dynamic in this field of economic activity as in other fields. The non declaration of tourism as an industry was an important factor that was responsible for preventing private sector from making the requisite and much needed investment in various tourists facilities. The lack of these facilities in turn kept Pakistan from emerging as a major tourist destination.
6. Despite the fact that tourism was accorded the status of an industry in 1990, when incentives were also announced to attract private sector in the field, no positive development for the promotion of tourism in the country could take place owing to bureaucratic snags and a number of formalities which were difficult to complete.
7. Another major problem especially for the foreign tourists is unsafe conditions at airports, as well as in hotels. Luggage thefts at airports, unnecessary formalities, unnecessary checking by policemen play a negative role in development of tourist industry. Tourists play a major role in propagating any country's tourism, and when they faces these problems here they carry back a negative impression with them which disheartens many others.

19 There were three weeks curfew imposed in Gilget town in August 22, 1993. It was due to the religious tension among various sections of shias and sunni Muslims in various localities. It was nothing before August, 1993. Northern Areas lost a large number of both foreign and domestic tourists before the end of tourists season.

NATIONAL TOURISM POLICY

To promote tourism in the country, Government announced a National Tourism policy in 1990. Various packages and incentives were announced for both foreign and local investors. These incentives are discussed below.

1. Tourism shall henceforth be accorded the status of an industry.
2. All tourism facilities would be treated as industrial concerns and would qualify for the same benefits, concessions and treatment as is extended to other recognized industries.
3. "Deemed Export status" has been granted to the tourism industry including hotels.
4. Monetary incentives provided to export industries shall henceforth be admissible to tourism related projects.
5. All tourism related projects established between July 1990 and June 1995 shall qualify for an eight year tax holiday, if established in areas where such concessions to other industries is allowed.
6. Concession of duty free imports admissible to industries in the prescribed areas would also be allowed for tourism projects.
7. Concessionary loan financing as admissible for tourism projects in the Northern Areas would henceforth also be available to projects established in Hazara Division, Chitral District, Muree Tahsil and coastal areas of the country (including Karachi).
8. Accommodation facilities for the pilgrims visiting various shrines in Multan and Sehwan Sharif would also qualify for loan at concessionary rates.

9. All tourism projects henceforth be eligible under the Non-Repatriable Investment Scheme.
10. All machinery and equipment for hotel industry, recreation, amusement, aviation and transport sector not manufactured in Pakistan would be allowed free import under NRI scheme.
11. Provincial Governments would allot state land for tourism projects on long lease basis.
12. Federal and Evacuee land where available shall be similarly allotted.
13. Land adjacent to Government rest houses would be leased out on nominal lease basis for construction of 2-3 star hotels and motels.
14. Income from log cabins, log lodges, cabanas etc. built in Kirthar National Park, Keenjhar and Haliji lakes, Khunjerab Park and the Northern Areas will not be taxed for a period of five years.
15. Youth hostels and camping grounds established by PTDC would be leased out to private sector for operation.
16. Kitchen and other hotel equipment not manufactured within the country shall be allowed to be imported free of duty and sales tax.
17. Incentives admissible to other industries would be allowed to tourism Zones or Enclaves established exclusively for foreign tourists.
18. Imported tourist coaches with a seating capacity of 15-20 persons and four wheel drives will be permitted in buildup condition by registered travel agents and tour operators. Custom duty and sales tax on such vehicles be realized in five equal installments against a bank guarantee.

19. Approved travel agents and tour operators shall be provided telephones, telex and fax facilities on priority.
20. Special equipment for adventure tourism will be allowed to be imported free of custom duty and sales tax.
21. Chartered flights shall be allowed henceforth under a regulated programme to operate on point to point (city to city) basis.
22. Tourist helicopters/small planes in private sector would be allowed to operate.
23. Pakistan railway would operate steam locomotives and narrow gauge trains under a package program.
24. 72 hour transit visas shall henceforth be granted free of cost on arrival to tourists at entry points, subject to overall policy considerations.
25. Multiple entry visas will also be granted by Pakistani missions abroad if such a request is made at the time of visa application.

Concession and Incentives for Travel and Trade

Government of Pakistan has announced a package of incentives for both local and foreign investors for development of tourism projects.

Income tax holiday and rebate on duties and rates have also been offered to the tourism industry as in case of other industries. Duty free import of machinery and equipment not manufactured in Pakistan has also been allowed. Frontier formalities have been further relaxed, green channel has been introduced

at all entry points, a number of cumbersome restrictions have been done away with while steps are being taken to remove those few which still exist.

Promotion of Domestic Tourism

Domestic tourism has received a big boost with the creation of Tourism Development Corporation of Punjab (TDCP), the Sind Tourism Development Corporation (STDC), the Sarhad Tourism Development Corporation (Sr. TDC) and at a later stage Balochistan Tourism Development corporation. A number of other measures were adopted for the promotion of domestic tourism discussed below.

- The rest houses and inspection bungalows owned by the Government and semi-autonomous bodies would be allotted to domestic tourists when not in use by those entitled. Income thus generated should be ploughed back on the maintenance of these properties.
- Pakistan Railway will introduce a "Discover Pakistan" discounted fare on excursion trains. These trains would be air-conditioned with dining and sleeping facilities. The excursion trains will operate on pre-determined routes with 12-24 hours breaks in journey enabling local sight-seeing.
- The Auqaf Department would use the substantial funds at their disposal for building hostel near important shrines to facilitate proper accommodation for domestic tourists. PTV and PBC will henceforth devote greater attention to generating tourism awareness in the country.

Performance Profiles

Tourism growth in Pakistan is not so significant as compared to other South East Asian countries. However, it is steadily growing. During the year 1993, 3,79,000 foreign tourists visited the country. It was 7.7 percent increase over the previous year. The earning through tourism (foreign exchange receipts) amounted to US \$111.8 million. Tourism occupied 10th position in the rank of foreign exchange earning items in the country.

Table 4.18
GENERAL TOURISTS PRICE INDICES 1990-92
(1987 = 100 BASE YEAR)

Sr. No.	Year	General	Food	Accommodation	Transport
1.	1990	144.0	133.8	164.0	133.0
2.	1991	182.0	177.0	197.4	273.2
3.	1992	232.0	205.0	216.3	274.6
4.	% change 1992	27.5	15.8	9.5	0.51

Source: Tourist Price Indices, 1992. Tourism Division, Islamabad

The analysis of above table shows that the general Tourist price Indices rose by 27.5 percent during 1992 over 1991. It is observed that there are lesser variations in transport and accommodation indices. Whereas, there is substantial variation — 15.8 %, in food price indices.

Tariff Rates

Average tariff rate of different categories of hotels for single and double rooms were taken from South Asian countries and compared with one another. From the available information, it was found that the tariff rates charged for single and double rooms hotels in Pakistan are lower (especially in one star and two star categories of hotels) as compared to India, Bangladesh and Maldives.

Table 4.19

**COMPARISON OF AVERAGE TARIFF RANGE OF 5 STAR HOTELS
IN SOUTH ASIAN REGION, 1992 (PER NIGHT)**

(US Dollar)

Sr. No.	Country	Rooms	Tariff Rate	Rooms	Tariff Rate
1.	India	Single	97-130	Double	112-146
2.	Pakistan	Single	101-113	Double	117-130
3.	Bangladesh	Single	123-145	Double	123-145
4.	Sri Lanka	Single	90-108	Double	95-118
5.	Nepal	Single	90-106	Double	104-116
6.	Maldives	Single	108-187	Double	139-227

Source: Tourists price indices 1992, Tourism Division, Islamabad

In five star hotels, tariff rates in single and double rooms were higher in Maldives and Bangladesh, followed by India, Pakistan, Sri Lanka and Nepal.

Table 4.20

**COMPARISON OF AVERAGE TARIFF RANGE OF 4 STAR HOTELS
IN SOUTH ASIAN REGION, 1992 (PER NIGHT)**

(US Dollar)

Sr. No.	Country	Rooms	Tariff Rate	Rooms	Tariff Rate
1.	India	Single	27-31	Double	34-41
2.	Pakistan	Single	105-114	Double	123-134
3.	Bangladesh	Single	108-132	Double	119-143
4.	Sri Lanka	Single	69-91	Double	80-123
5.	Nepal	Single	60-70	Double	75-85
6.	Maldives	Single	54-91	Double	66-113

Source: Tourists price indices 1992, Tourism Division, Islamabad

In four star hotels, tariff rates in single and double rooms were highest in Bangladesh, followed by Pakistan, Sri Lanka, Maldives, Nepal and India.

Table 4.21

**COMPARISON OF AVERAGE TARIFF RANGE OF 3 STAR HOTELS
IN SOUTH ASIAN REGION, 1992 (PER NIGHT)**

(US Dollar)

Sr. No.	Country	Rooms	Tariff Rate	Rooms	Tariff Rate
1.	India	Single	15-19	Double	19-26
2.	Pakistan	Single	15-24	Double	21-30
3.	Bangladesh	Single	30-55	Double	35-65
4.	Sri Lanka	Single	61-80	Double	70-109
5.	Nepal	Single	20-47	Double	27-73
6.	Maldives	Single	48-57	Double	51

Source: Tourists price indices 1992. Tourism Division, Islamabad

In three star hotels, tariff rates in single and double rooms were highest in Sri Lanka, followed by Maldives, Bangladesh, Nepal, Pakistan and India.

Table 4.22

**COMPARISON OF AVERAGE TARIFF RANGE OF 2 STAR HOTELS
IN SOUTH ASIAN REGION, 1992 (PER NIGHT)**

(US Dollar)

Sr. No.	Country	Rooms	Tariff Rate	Rooms	Tariff Rate
1.	India	Single	11-16	Double	15-20
2.	Pakistan	Single	6-11	Double	9-16
3.	Bangladesh	Single	-	Double	-
4.	Sri Lanka	Single	50-69	Double	50-88
5.	Nepal	Single	7-14	Double	9-17
6.	Maldives	Single	-	Double	-

Source: Tourists price indices 1992. Tourism Division, Islamabad

In two star hotels, maximum tariff rates were reported by Sri Lanka. Pakistan comparatively have lower tariff rates in both single and double room hotels.

Table 4.23

**COMPARISON OF AVERAGE TARIFF RANGE OF 1 STAR HOTELS
IN SOUTH ASIAN REGION, 1992 (PER NIGHT)**

(US Dollar)

Sr. No.	Country	Rooms	Tariff	Rooms	Tariff
1.	India	Single	10-13	Double	13-16
2.	Pakistan	Single	4-6	Double	6-9
3.	Bangladesh	Single	-	Double	-
4.	Sri Lanka	Single	22-31	Double	23-39
5.	Nepal	Single	10-12	Double	15-18
6.	Maldives	Single	-	Double	-

Source: Tourism price indices 1992. Tourism Division, Islamabad

In one star hotels, tariff rates in single and double rooms hotels were lowest in Pakistan compared to other South Asian countries.

Transport Fares

It is estimated from the information provided by Tourism division survey 1991, that the travel charges of Air, Land and Railway transports are very nominal. The price per kilometer is shown table 4.24.

Table 4.24

ITEM-WISE TOURIST TRANSPORT FARES

(Rs. per Kilometer)

Sr. No.	Mode of Transport	1990	1991	1992
1.	Over-all	1.39	1.94	1.95
2.	Air	1.69	2.03	2.03
3.	Economy	1.28	1.54	1.54
4.	First Class	2.09	2.51	2.51
5.	Rail	0.65	0.76	0.79
6.	A.C.	0.65	0.76	0.80
7.	A.C. sleeper	0.82	0.96	1.00
8.	A.C.Sitter	0.47	0.55	0.58
9.	Non A.C.	0.18	0.22	0.233
10.	First Class sleeper	0.29	0.34	0.36
11.	First Class sitter	0.17	0.20	0.21
12.	Road	0.09	0.11	0.12
13.	Coaches (a.c)	0.19	0.19	0.21
14.	Wagons	0.26	0.26	0.26
15.	Buses	0.19	0.19	0.19
16.	Rent-a-Car	0.12	0.12	0.16

Source: Tourism Price Indices Survey 1992. Division of Tourism, Islamabad

It is clear from above that there is little variation in transport fares during previous years, which is still considered nominal. Tourists can enjoy cheap transport to visit desired places.

Lodging Industry

Lodging facilities for the development of tourism constitute vital part of the tourists supply. Tourists spend around one third of their travel budget on accommodation. Lodging industry in Pakistan has expanded very fast during last decade. Hotel availability, and their density has improved from 82.4 thousand persons per hotel in 1979 to 58.2 thousand persons per hotel in 1986 (Pakistan Lodging Industry, 1992). The information in the following table shows that hotel units increased from 762 in 1987 to 1003 in 1992.

Table 4.25

SIZE OF LODGING INDUSTRY IN PAKISTAN DURING 1987-92

(Numbers)

Sr. No.	Period	Size of Hotel Industry
1.	1987	762
2.	1988	811
3.	1989	857
4.	1990	897
5.	1991	952
6.	1992	1003

Source: Pakistan Lodging Industry, 1992. Tourism Division, Islamabad

The above analysis paints an encouraging picture of Tourism industry in Pakistan. A sound planning in future can still bring better results.

ATTRACTION PERSPECTIVES

It is believed that tourism in Pakistan and particularly in the Northern Areas has the potential of becoming the second largest industry after agriculture. It could provide benefits to the local people if it is developed on proper lines. We can measure the attraction of the tourism industry in Northern Areas in respect to the following lines.

Market Justification

The main motivations of travel to Northern Areas under study may be summarized in tabular form as under:

Table 4.26

MARKET JUSTIFICATIONS OF NORTHERN AREAS

Sr. No.	Market	Segment	Pleasure	Culture	Sports*	Family
1.	Domestic	Pakistani Residents	X			X
2.	Domestic	Foreign- Residents	X			
3.	Foreign	Overseas Pakistanis	X			X
4.	Foreign	Overseas Foreigners	X	X	X	

* (Mountaineering, Trekking etc.)

Most of the tourists intend to visit Northern Areas for pleasure/recreation purposes. Only overseas foreigners have cultural motivation. Northern Areas present encouraging picture for attracting more overseas foreigners. Development of sport facilities could bring more and more of visiting tourist to this particular region.

Attendance

Total tourism in Northern Areas including air and road comes to 541,135 tourists annually (Tourism Survey, 1983). Majority (98.0 percent) travelled by road. Most of the tourists are found to be domestic Pakistanis. Air tourism is found to be of low magnitude. The important reasons for this deficiency are indicated below:

- Karakoram Highway was formally been opened for tourists only about nine years back, in 1986.
- No promotional campaign has been launched especially in foreign media, to highlight tourists attractions in Northern Areas.
- The travel time on Karakoram Highway, leading Northern Areas, is quite long.
- There was lack of standard Transport facilities for tourists in Northern Areas.

Chapter 5

PROFILE OF NORTHERN AREAS AND EXISTING STATE OF TOURISM DEVELOPMENT

In this chapter main focus of the study is on Northern Areas profile with particular focus on aspects relevant to tourism. Main concentration is on features that would help assess this region's tourists attraction and tourists' industry's state of development.

The Federally Administered Northern Areas (FANA) lie in the midst of Karakoram, Hindo Kush, Himalayas and Pamir mountains with heights varying between 3,000 feet to 28,250 feet above sea level.

Geo-politically, the Northern Area are the most sensitive part of Pakistan. The area touches China on the North West with Afghanistan and USSR in close proximity. On the southern side there is over 300 mile long ceasefire line with the Indian-occupied State of Jammu & Kashmir and Ladakh. Construction of Karakoram Highway (KKH) has given these areas additional strategic and political significance.

The FANA are spread over 72,496 sq.km with a population of 573,614; density of population being 8 per sq.km. Literacy level is 14.7 percent. The per capita income is very low. Consumption is being maintained through subsidized food grains and other necessities of life.

Table 5.1

**NORTHERN AREA: BASIC SOCIO-ECONOMIC
STATISTICS 1981-82**

Urban Population	1981	46,463
Rural Population	1981	527,151
Population Density	1981	8 persons/Sq. Kms.
Livestock Population	1982	1.41 million
Land under Cultivation	1982	50,000 hectares
Area Under Forest	1982	2.849 Sq.Kms
Mineral Wealth		Gold, Ruby and other Gem Stones
Electric Generation Capacity	1982	3,044 K.W
Road Length	1982	2,871 Kms
Primary Schools	1982	346
Middle Schools	1982	62
High Schools	1982	33
Intermediate Colleges	1982	2
Degree Colleges	1982	2
Teacher Training Institute	1982	1
Hospitals, Dispensaries & other Outlets	1982	167

BRIEF HISTORY

Northern areas were traditionally lumped together under the name of Dardistan, meaning the country of the Dards; a collective name for the many tribes inhabiting the area. Because the tribes live in isolated valleys, they have retained great cultural and linguistic diversity.

The area has been known to travellers on the Silk Route since the 2nd century BC. The Silk Route or Road was a series of trade routes linking China with the west. Silks and spices came west, and wool, gold and silver went east, back and forth over the Pamirs. The Karakoram Highway follows one of the paths of the Silk Route from China to India. After the decline of the Roman Empire, the Silk Route fell into disuse, and was only revived under the Mongols in the 13th and 14th centuries. The Chinese Buddhist pilgrims of the 5th to 7th centuries were afforded a safe passage along the routes to Swat, and Marco Polo used them to travel to Cathay. Hunza, Gilgit and Chilas were all important staging posts for travellers between China and India, (Staley, 1982).

From 1846, when the first Maharajah of Kashmir was created by the British, the Northern areas came under his nominal control. The British took an active interest in the region. Dardistan was a crucial buffer zone between two great powers. So the British moved in to stand guard against any Russian thrust.

In 1947 when Pakistan gained independence as a separate nation, the local rulers of Hunza, Nagar, Punial, Yasin, Ishkoman and Gupis, all sent messages of accession to Pakistan on November 26, 1947.

ATTRACTION OF THE AREA

The northern areas have immense tourism attraction. Main areas of attractions are discussed below.

Physiography

Mountains

Northern area of Pakistan is a very unique geographic region. Its mountain system possess some of the highest peaks of the world. Northern Areas contain in them three great mountain ranges the Himalayas, the Karakoram and the Hindu Kush.

There are as many as 143 peaks in these mountain ranges over 7000 meters, thus making these areas a paradise for mountaineers, climbers, trekker and hikers. The famous peaks K-2, Nanga Parbat, Casharfrum I & II and Broad Peak are located in this area; Appendix Table 12.

The Karakoram mountain range has 12 out of the highest 30 mountains in the world. It covers three-quarters of Pakistan's northern areas. The region is characterized by a multitude of 40 peaks which stand 24,000 feet above sea-level²⁰ Appendix Table 13.

20. 7 peaks exceed 26,000 feet - 6 in the Karakoram range (KK) and one in the Hindu Kush (HK); 18 are higher than 25,000 ft. - 16 in the KK and 2 in the HK; the Karakoram range comprises 75% of the Northern Area. Only Nepal has more peaks above 25,000 ft.

Table 5.2
THE WORLD HIGHEST MOUNTAINS

Sr. No.	Peak	Mountains	Height		Location
			Meters	Feet	
1.	Everest	Himalayas	8882	29028	Nepal
2.	K-2*	Karakorams	8620	28250	Pakistan-Baltistan
3.	Kancchenjunga	Himalayas	8603	28168	Nepal/Sikkim
4.	Lhotse	Himalayas	8501		Nepal
5.	Makalu	Himalayas	8470	27805	Nepal
6.	Cho-oyu	Himalayas	8189	26749	Nepal
7.	Dhaulagiri	Himalayas	8172	26810	Nepal
8.	Manaslu	Himalayas	8125	26658	Nepal
9.	Nanga parbat	Himalayas	8115	26660	Pakistan-Gilgit
10.	Annapurna	Himalayas	8078	26504	Nepal
11.	Hiddenpeak	Karakorams	8068		Pakistan-Baltistan
12.	Broad peak	Karakorams	8047		Pakistan-Baltistan
13.	Gasherbrum	Karakorams	8035	26410	Pakistan-Baltistan
14.	Gosanthain	Himalayas	8013	26291	Tibet
15.	Masherbrum	Karakorams	7821	25660	Pakistan-Baltistan
16.	Nanda-devi	Himalayas	7816	25645	India
17.	Rakaposhi	Karakorams	7790	25550	Pakistan-Gilgit
18.	Kamet	Himalayas	7755		Tibet
19.	Kulakangri	Himalayas	7755	24784	Bhutan
20.	Namcha-barwa	Hindu kush	7755	25445	Tibet
21.	Tirichmir		7750	25230	Pakistan-Chitral

Source: SEMA.

Forty five of the world's highest peaks are in Pakistan. These include five of the world's 14 peaks which are above 8,000 meters, 29 over 7,500 m and 101 over 7,000 m. In Baltistan and Hunza alone there are more than 100 peaks above 5,400 m.

Table 5.3

FAMOUS PAKISTANI PEAKS

Sr.No.	Peaks	Altitude (meters)	Range	World Rating
1.	K-2 (Chagori)	8,616	Karakoram	2nd
2.	Nanga Parbat	8,125	Himalayas	8th
3.	Gasherbrum I	8,068	Karakoram	11th
4.	Broad Peak	8,035	Karakoram	12th
5.	Gasherbrum II	8,047	Karakoram	14th
6.	Gasherbrum III	7,952	Karakoram	15th
7.	Gasherbrum VI	7,925	Karakoram	16th
8.	Disteghil Sar	7,885	Karakoram	20th
9.	Kunyang Kish	7,852	Karakoram	22th
10.	Masherbrum (NE)	7,821	Karakoram	24th
11.	Rakaposhi	7,788	Karakoram	27th
12.	Batura I	7,785	Karakoram	28th
13.	Kanjut Sar	7,760	Karakoram	29th
14.	Saltoro Kangri	7,742	Karakoram	33rd
15.	Trivor	7,720	Karakoram	36th
16.	Tirich Mir	7,780	Hindus Kush	41st

Source: Survey of Pakistan, 1991

Glaciers

There are a number of glaciers in the area. The area has given birth to some largest clusters of peaks and glaciers in the world away from the polar region. The Karakoram alone claims 3,850 sq. miles under glaciers. It is estimated that about 37% Karakoram area is under glaciers as compared to 17 percent of the Himalayas in Nepal, India and China put together and 22 per cent of the European Alps. On the basis of latest estimates, the Sicken is the largest glacier which is 71 km. long and covers an area of 685 sq. km. Biafo glacier is a huge river of ice, 63 km long.

Table 5.4

THE LARGEST AND THE MOST FAMOUS GLACIERS OF PAKISTAN

Sr.No.	Name	Area covered in sq.km.	Length in km
1.	Siuachin	685	71
2.	Baltoro	529	62
3.	Biafo	383	65
4.	Hispar	343	49
5.	Panmah	254	42
6.	Chongo Lungma	238	44
7.	Batura	220	56
8.	Khurdopin & Yukshin Garden	135	37
9.	Braldu	123	36
10.	Barpu	123	33
11.	Yagghil	114	31
12.	Virjerab	112	38
13.	Mohmil	68	26
14.	Gasherbrum	67	25
15.	Malangutti	53	22

Sources: Facts about Pakistan, 1991

Rivers

This area forms the upper drainage basin of the Indus river. Three fourth of the total discharge of the Indus basin is contributed by this area. It supplies water to irrigation system down in the plain and also provides water for the generation of hydel power at Tarbela. The Jhelum, Chenab, Ravi, Sutlej and Beas all emerge from the mighty northern mountains and receive water from the small mountain streams and huge glaciers. They all join the river Indus, the life-line of Pakistan, which itself rises from the main ranges of the Himalayas and the Karakoram and flows down to the mystical waters of the Arabian Sea traversing a distance of 3,180 km.

Topography

The Karakoram-Himalayan region commonly referred as Northern Areas in Pakistan extends between 34° 40'N and 37°N Latitude and 72° 30'E and 78°E longitude. The area shares common boundaries with Afghanistan in the north, China in the north-east, Kashmir in the south and Chitral district of Pakistan in the west. The mountains themselves are significantly drier than their neighbors to the east in Nepal and India. The monsoon barely reaches the area, much of which receives no more than 10-15 cm of rain a year (AKRSP, 1991).

The climate is extreme. In the winter the temperatures across the region are regularly below freezing while in the highest altitude settlements temperatures are reported to drop to as low as minus forty degrees centigrade²¹.

Demography

Some 45% population is under 15 years of age. A typical household contains four children and has more males than females despite the out-migration of males. While reliable data are not available, the population of the Northern Areas is believed to be growing at three to four percent a year. Many women bear four to eight children each and infant mortality is high, in the range of 150 to 200 per thousand births (AKRSP, 1990). The people are poor, with per capita annual income in the range of \$ 100-125²².

Anthropology

The people of the area display a variety of ethnic origins, characteristic of the regions which border the Northern Areas in all directions - Caucasian, Mongolian and Indian. A diversity of racial and cultural groups speaking five principal languages - Shina, Burushaski, Wakhi, Khowar and Balti- and

-
21. No reliable climatic data for the remoter parts of the region exists so such figures are based on speculation. However, more solid data shows that in Skardu town winter temperatures of minus eighteen degrees centigrade are not infrequent.
 22. Derived from the UNICEF-sponsored survey of 50 villages in the first phase of the new Community Basic Services Programme.

representing Sunni and Shia (Ithna' Shari and Shia Imami Ismaili) sects of Islam coexist reflecting the cultural heritage of an area at the crossroads between Central, South and East Asia. This manifold diversity has, on the one hand, attracted a large number of tourists, trekkers and nature lovers, while on the other hand it has fascinated researchers and writers (Hyder, C.A.K, 1991).

Scenic Beauty

The Northern Areas are located amidst towering snow-clad peaks, with heights ranging between 1000 and more than 8000 meters above sea level. Valleys of Gilgit, Skardu, Hunza, have unique flora and fauna. The Northern Areas are regarded as a paradise for mountaineers, climbers, trekker, hikers, naturalists, painters and photographers.

The cultural patterns in these areas are as interesting as their topography. The people with their typical costumes, folk dances and music and sports like Buzkushi and polo provide an interesting study.

Archaeology

The Highway brings the heritage of the past face to face with the travellers and makes them witness a galaxy of romantic ruins that dot along this path. "Across Batagram detouring 5 miles towards Pishora on the Highway one can see the ruins of a Buddhist monastery near a water spring. Near Thakot, ruins of a fort are identified to be the last place on the west of the Indus besieged by

Alexander. Near Dasu, on the river side, some broken boulders are still preserved that show carvings of seated Bhuda in the late Kushana style. Near Sazin a route leads to Tangir and Darel on the other sides of the Indus. These two valleys are full of ancient forts, carvings, graves of the late Bronze Age, Muslim tombs and mosques showing exquisite specimens of wood carving. However, it is at Shatial that there is a beautiful drawing of a stupa in Central Asian style with devotees on either side of the stupa and on the left a seated Budha holding a dove and a balance by his side relating the story of Sibi Jatake. Five miles from here one boulder shows Ibex in the Seythian style. Further ahead, lies the site of Thor which was a rich Buddhist settlement showing Stupa carvings and inscriptions etc. Ten miles away on the other side of the river one sees in village Hodur, hundreds of carvings, presenting a galaxy of scenes from Pre-historic period. The most remarkable is a series of temple drawings with inscriptions of 8th Century A.D. in Brahmi character at the foot of an ancient fort with its walls built up just of dry stone masonry still standing to some height" (Dani, 1989).

There are several ancient sites near Chilas on the other bank of the river Indus which reveal a continuity of rock art from prehistoric time down to the late historic period. The site near Thalpam Bridge is marked by a tall stupa. Among several figures, inscription and stupas in the Chinese character engraved on a

stone is worth noting. The prehistoric material in Chilas is very interesting. The whole representation makes a graphic picture of prehistoric life that may be dated from 5th millennium B.C. onwards right up to Goharabad but are not on the road side. Near Jaglot, lies the Sal valley which was visited by Chinese pilgrim Hiuen Tsang as it had important Buddhist monasteries. At Danyor there is huge rock in a private house containing a long inscription of a dynasty of local rulers of seventh Century A.D. In the Kargah valley one can see the remains of stupas. Up on the hill there is a remarkable figure of the standing Budha sculptured in Tibetan style. On approaching Hunza, the Highway presents two old forts, Baltit and Altit preserving the Hunza style of architecture showing remarkable specimens of wood carving. Below the side of Hunza rivers on a long series of broken ridge named as the sacred Rock of Hunza are animal carvings, inscription, stupas, humans, kings and other symbols represented in full vigor. This is the rock which shows the ritual life of the Burushaski people besides writings of kings and visitors. The most important is an old Chinese inscription regarding the visit of an envoy from the court of Tawel dynasty of Northern China in about A.D.520, probably on his way to the ruler of Gandhara. Onwards, the carvings are seen at Gulmit, Pasu, and Sust. These carvings are of horsemen and other hunting scenes (Dani, 1989).

Linkages

The opening of 85 mile long Khunjrab pass in May, 1986, on the Karakoram highway, 16000 ft up on the China Boarder, has provided a new dimension to Pakistan travel and tourism. Since then tourists have been able to visit China by Southern route via Karakoram highway.

The Karakoram²³ Highway (KKH) which has been aptly described as one of the wonders of the Third World, connects Europe with Asia. The all-weather Karakoram Highway connects Rawalpindi Islamabad with China's Xinjiang province.

Mountaineering²⁴, Trekking & Hiking

The Northern Areas offer enormous potential for mountaineering and trekking holidays. A range of well planned treks are already being offered by a number of operators. Conditions for trekkers have improved markedly in the last few years. Over 50 treks are identified and approved by the government as "open", "restricted" or "closed". Foreigners are allowed trek in the open zones without permit or guide. The "restricted" districts are in Chitral, Gilgit and

23. Karakoram is a Turkish word which means black-mountain (Kara for black and Koram for mountain).

24. "The Canway expedition in 1892 was the first large-scale expedition to visit the area which has always attracted explorers. Prominent among them have been Young husband, Canway, Cockerel, the Wormans, Longstaff and Vissar, See, Encyclopedia of Mountaineers, Walter Unsworth, (Penguin, 1977).

Skardu where parties must hire approved guides and porters (such routes are also being offered by the tour operator). Some of the more interesting treks include the following:

Treks	Treks
Shiger To:	Yaseen To:
- Shimshal	- Darkot
- Passo	
Shigar To:	Gupis To:
- Hispar	- Bathraz
- Nagar	- Tangir
Shimshal To:	Shandur To:
- Yas Ghil	- Laspur
- Khunjerab	- Mastuj (Chitral)
Naltar To:	Shandur To:
- Ishkoman	- Kachikani
	- Kalam (Swat)
Naltar To:	Satpara To:
- Sherqillah	- Deosai
- Punial	- Gangani
Naltar To:	Satpara To:
- Shani	- Deosai
- Bar	- Gangani
- Chalt	Satpara To:
	- Deosai Ali Malik Astore

Passes

Some of important passes of Northern areas are given below:

Sr. No.	Passes	Places	Height
1.	Irshad	Afghanistan Border	16158'
2.	Kalik	Chinese Border	15800'
3.	Mintake	Chinese Border	15450'
4.	Khunarab	Chinese Border	15420'
5.	Shimshall	Chinese Border	15540'
6.	Shandur	Chitral Border	12205'
7.	Darkot	Chitral Border	15560'
8.	Babusar	Kaghan Border	13000'
9.	Shonter	Kail Border	14973'
10.	Kamari	Kamari/Minimarg	13370'
11.	Burzul	Minimarg/Gultari	13375'
12.	Ali Malik	Deosai	13350'
13.	Chachok	Minimrag	13997'
14.	Chorbat	Indian Border	16700'

Source: Ministry of Kashmir Affairs & Northern Affairs, 1991

Wildlife

Amongst the Wildlife endowments in the Northern Areas are the Marcopolo Sheep, Markhor, Ibex Oriol blue Sheep, Mush Deer, Snow Leopard, Brown and Black Bears, Lynx, Wolb, Fox, Monal Partridge, Chikkor, Ram Chikkor, Eagles, Vultures and Falcons. To protect wildlife the Government has

established the Khunjab National Park over an area of 870 Sq. miles, 9 Game Reserves over 921 Sq. miles and 5 Game spread over 716 Sq. miles.

White Water Sports

Adventure holidays like white water sports are gaining in popularity for tourists prepared to risk canoeing, kayaking and rafting. Northern Pakistan holds immense potential for adventurers and sportsmen in White Water Sports. They should take full advantage of this opportunity by selling, special white water sports packages to its young and old alike as these sports are a popular activity in the developed world.

Potential for Foreign Investment

A number of countries are anxious to help develop resorts and tourist facilities in Northern Area. The Japanese, particularly attracted by the Buddhist sites, are keen to develop facilities in the mountain areas. Many European companies are interested in building new hotels and recreational facilities. The low operating costs, untapped tourist potential and abundance of labour provide a magnet for foreign investors.

Skiing

There are large potentials for skiing sport in Northern Areas. For instance, Naltar, is most suitable for conducting skiing sport. Proper development should take place as it will attract the attention of tourists.

ADMINISTRATION

For administration purposes, the area is being treated as a Civil Division with administrator as head of the administration. The Division has five districts and 12 sub-divisions. Each district has a Deputy Commissioner and each sub-division an Assistant Commissioner assisted by tehsildar and other revenue staff. The district Headquarters of Gilgit is at Gilgit. It is the major town with a population of 30,410. The Headquarters of Diamer is Chilas; Ghizer's Gahkuch; Ghanchee's Khaplu; and, that of Baltistan district is Skardu. There are three Municipal Committees one each at Gilgit, Chilas and Skardu. At the grass-roots level, there are 105 Union Councils. Northern Areas police is under a Deputy Inspector General who has an Assistant Inspector General and Superintendents of Police with other necessary staff under him. Planning and development of the area is under the Development Commission. The Ministry of Kashmir Affairs and Northern Affairs is the Administrative Ministry at the Federal level with functions relating to matters of policy making, legislation, advice and coordination at national level.

Government set up in northern area is shown by the help of following chart.

NORTHERN AREAS - GOVERNMENT SETUP

Level	Name	Composition	Election/Nomination	Responsibilities	Comments
VILLAGE	Village Council	Member of the village community	Nominated by village and Union Council	Village project committee, implementation, management, monitoring and supervision of project activities	
UNION (around 10 villages)	Union Council	One councillor from each village under the Union Employee of Rural Dev. & Local Govt. acts as Secretary.	Elected representatives from each village	Coordinate and supervise development activities with Markaz Council and the village	
MARKAZ (50-75 villages)	Markaz Council	Chairman of the Union Councils plus representatives of the functional Govt. Depts. (non voting) employee of Rural Dev. and Local Govt. acts as Secretary and as Manager of the Markaz)	Elected Chairman of each Union Councils	Coordination of activities of all Govt. Depts at the Markaz and Union Council levels.	Integrated Rural Development Mark is established at this level
DISTRICT	District Council	Village Councillor. Chairman of Distt. Council acts as local project Director (Sectional Deptt. representatives provide technical assistance)	Chairman of the Markaz Councils (7)	Coordination of the development activities in the District	Review, consolidate and approve development projects upto Rs. 1.5 million
NORTHERN AREA	North-ern Area Council	Minister of Kashmir Affairs & Northern Areas acts as Chairman, Development Commission as the Secretary (the latter also acts as Chief Co-ordinator of Development Project)	Elected Councillor	Approval of development projects	Review, consolidate and approve development projects upto Rs. 20.0 million

Source: AKRSP, 1990

ECONOMY

The Northern Areas produce agricultural and horticultural crops. Mixed economy of farming and livestock-rearing is practiced. Barley, wheat and maize are the major crops. Fodder, pulses and grams are also grown. Crop failure due to snow and frost is common. A variety of vegetables and fruits are grown in the kitchen gardens. Pasturing is an important source of economy. The livestock kept are cows, sheep, goats and yaks. A traditional system of pasture utilization exists (Israr-ud-Din, Department of Geography, 1991).

Barter trade is the most common mode of exchange inside the valleys whereas cash exchange is practicing in Gilgit and down-country. Government is providing subsidized products to this area from down-country mandi market in Rawalpindi.

Power Sector

In the power sector the Norther Area is independent of the national (WAPDA) power base and it is unlikely to be connected to the National Grid unless dams are constructed in the upper rivers of Indus River. Electricity can be generated through small hydel station, transmitted over short distance and distributed for domestic, commercial and industrial use. During peaks hours, resort to diesel power generation is made.

There are at present 50 hydel station which are in operation and 27 are at different stages of construction, while 19 are under active planning. The total installed capacity is around 16 MW. Some 30 percent population of the area is covered.

Telecommunication

The Special Communication Organization has provided 68 public call offices and 48 telephone exchanges. There are 3,219 telephones in the area (Appendix Table 14).

Post Offices

There is a General Post Office (GPO) and 21 Posts offices of different levels. The GPO is at Gilgit town. distribution of postal units is given in Appendix Table 15).

Karakoram Highway (KKH)

The KKH was completed in the middle of 1978 jointly by the Corps of Engineers and the Road Building Task Force of People Republic of China. This Highway is symbol of friendship between the two countries. The 806 km (Hassanabdal to Khunjrab Top) all weather Highway is the world's toughest Highway.

The KKH which is capable of taking 5-ton type vehicles. It connects

directly well over 30 Settlements²⁵ between Thakot and Khunjerab²⁶, and the (incomplete 170 km road branching off from Jaglot Farm (near Gilgit) connects over 15 settlements²⁷ along Indus gorge to Skardu.

The total journey time from Islamabad to Gilgit is 10 to 11 hours but one should allow more for temporary stay, landslides, etc.

The KKH has attracted some international attention on account of its efforts as a nation-building exercise (with China's cooperation as a friendly neighbor).

Health

The Health Department is providing limited free medical cover through a network of hospital, dispensaries, first aid posts and staff as given in Appendix Table 16. In all there are 26 hospitals-with beds, 106 dispensaries and 110 first aid posts. The medical staff comprises 130 doctors (authorized 150); 920 para medical staff (authorized 976) and 715 other staff (authorized 725).

-
25. Thakot, Besham, Dubair, Pattan, Kayal, Kiru, Kamila, Chuchang, Barasin Kaiga, Lotar, Sazin, Basha, Chilas, Jalipur, Raikot, Jaglot Farm, Gilgit, Dainyor, Jutal, Jaglot, Chanasgah, Nilt, Yal, Hini, Murtazabad, Baltit, Hallehgush, Shishkot, Passu, Khaibar, Khudabad, Morkhun, Sost, Billi, Dih, Barakhun khunjerab.
26. The distance between Thakot and Khunjerab is 646 km. The entire stretch from Rawalpindi to Khunjerab is 883 km.
27. Jaglot Farm, Farhadbr, Dupsari, Hanuchal, Sassi, Shahbatot, Shengus, Stagchhu, Triko, Twa, Danbubas, Bayicha, Tungas, Gurbidas, Tsari, Tsordas, Katzarah and Skardu.

The people are poor and because of poverty, diets are poor with serious shortages of both calories and protein. At the same time, the quality of drinking water is low and is regarded by UNICEF as the major cause of poor health status of the people. Infant mortality rates (estimated at 280 per 1,000)²⁸ are among the highest in the world, with goiter²⁹, tuberculosis and intestinal diseases all being epidemic.

EXISTING TOURISM STRUCTURE

Adventure tourism will attract sizeable number of tourists in Northern Area provided there are enough facilities for their arrival and stay. The currently available tourism structure is as follows:

a) Pakistan Tourism Development Corporation (PTDC)

The Department of Tourism was created in 1958 as a cell in the Ministry of Railways. Soon afterwards, however, this Department was shifting from one Ministry to another since no Ministry was keen to own it due to minimal importance accorded to it. The result was that clear cut policy guidelines and an effective development strategy could not be formulated.

In 1965 when the Department of Tourism was functioning under the

28. Ibid

29. The prevalence of goiter has recently been measured at 90% in those areas that have not received iodized salt under a programme funded by the Agha Khan Foundation.

control of the Chief Administration for PIA, Civil Aviation and Tourism, the President of Pakistan directed that the Chief Administration should take action for the preparation of a comprehensive plan for the development of tourism in Pakistan. The Chief Administrator in turn engaged M/s SEMA, well-known French tourism consultant for this purpose. M/s SEMA prepared a 'Master Plan for Development of Tourism in Pakistan' and it was in the said Master Plan that the foreign consultants recommended, among other things, the creation of PTDC.

No positive action was, however, taken for the implementation of recommendations contained in the SEMA report with the result that the development of tourism in Pakistan continued to suffer as before. It was only in March 1970 that the Federal Government, realizing the importance of tourism, established the Pakistan Tourism Development Corporation (Source: PTDC, 1991).

The Pakistan Tourism Development Corporation (PTDC) has the following Hotels/Motels and Rest Houses in the Northern Areas.

Table 5.5

PTDC HOTELS/MOTELS/REST HOUSE

Sr.No.	Name of Hotels/Motel/Rest Houses	Rooms
Existing		
1.	PTDC Motel China In Gilgit	44 Rooms
2.	PTDC K-2 Motel Skardu	31 Rooms
3.	PDTC Motel Karimabad Hunza	27 Rooms
4.	PTDC Motel Sost. Hunza	20 Rooms
Gilget		
1.	Serena Lodge Gilgit	43 Rooms
2.	Hunza Inn	20 Rooms
3.	Hunza Tourist House	16 Rooms
4.	Alpine Hotel	10 Rooms
5.	North Inn	09 Rooms
6.	Golden Peak Hotel	08 Rooms
7.	Park Hotel	52 Rooms
8.	J.S.R. Hotel	18 Rooms
9.	Sky Ways Hotel	20 Rooms
10.	Younus Hotel	20 Rooms
11.	Kinbridge Hotel	30 Rooms
Karimabad on the KKH		
1.	Mountain View Hotel	20 Rooms
2.	Hill Top Hotel	25 Rooms
3.	Hunza Palace Hotel	12 Rooms
4.	Hunza Tourists Hotel	10 Rooms
5.	Rakaposhi Inn	15 Rooms
6.	Aliabad Rakaposhi Inn	17 Rooms
Gulmit on the KKH		
1.	Silk Route Lodge	20
2.	Village Guest House	10
3.	Marcopolo Inn	12
4.	Horse Show Hotel	08
5.	Tourist Cottage	10
6.	Ever Sine Hotel	08

Sr.No.	Name of Hotels/Motel/Rest Houses	Rooms
Sust on the KKH		
1.	Khunjerab Hotel	18
2.	Hunza Tourist Hotel	12
3.	Dream Land Hotel	12
4.	Pamir Hotel	10
Chilas		
1.	Shangrila Tourist Resort	54
2.	Chilas Inn	20
Skardu		
1.	Shangrila Tourist Resort	96
2.	Karakoram Inn'	30
3.	Skardu Inn	10
4.	Hunza Inn	12
5.	Yak and Yurt Sarai	10
6.	Satpara Inn.	15
Naltar		
1.	Pasban Inn.	
Astor		
1.	Dream Land Hotel	
<u>REST HOUSES</u>		06
Gilgit District		
1.	Rest House Gilgit (NAPWD)	25
2.	VIP Rest House China Bagh (NAPWD)	06
3.	Circuit House Gilgit (D.C. GILGIT)	03
4.	Rest House Naltar (VIP NA PWD)	02
5.	Rest House Naltar -do-	02
6.	Rest House Bagrote -do-	02
7.	Rest House Chalt -do-	02
8.	Rest House Jaffarabad -do-	02
9.	Rest House Karimabad -do-	04

Source: Restaurant & Tourism Directory of Pakistan, 1993.

Special grant of Rs. 22.00 million was allocated in 1992-93 for publicity and promotional activities.

b) Transport

Road Transport

The jeepable road network extends to 3231 Km and there is a large choice of transport. Pakistan Tours Ltd offers coach services to tourist destinations on different routes and has its own highly trained ground handling staff. There are numerous private companies offering road transport. For individual travellers the "flying coach service" provides the most economic and comfortable way of travelling.

The Northern Administration have road transport Corporation called (NATCO) Northern Area Transport Corporation. Foreign nationals can cross over the Pass in conducted groups and on transport operated by Pakistan Tours Ltd or NATCO provided they have a valid visa both for Pakistan and China. Private vehicles are not allowed to cross through the Pass.

Table 5.6
NATCO VEHICLE FLEET

Sr.No.	Kind of vehicles	No. of Vehicles
1.	Buses	49
2.	Trucks	13
3.	Toyota Land Causer Station Wagons	10
4.	Suzuki Pick up	01
5.	Suzuki Jeep	03
6.	Toyota Pick up	18
7.	Toyota Wagons	05
8.	Motorcycles	01
9.	Coaster	06
10.	Suzuki	01
11.	Pajeero	01
	Total	108

Source: Ministry of Kashmir Affairs & Northern Affairs, 1991.

Air Network

PIA's most impressive achievement has been its success in opening of the inaccessible areas of the country. PIA's Foker Friendship Aircraft operate regular flights to the inaccessible valleys of Gilgit and Skardu.

PIA's mid-air Adventure

In a bid to attract the non ethnic market and promote adventure tourism in Pakistan, PIA recently introduced fortnightly "Air Safari" flights from Islamabad to the Karakorams and back³⁰. The two hours flight takes you to over some of the world highest mountain peaks, valleys, glaciers, lakes etc.

c) Accommodation

In the last few years accommodation facilities for the tourists consisting of hotels/motels and rest houses has been significantly improved in Northern areas. The information on most of hotels, restaurants and rest houses are given in Appendix-II.

FUTURE PLANNING

The main aim of the tourism policy in future planning is to induce the private sector both domestic and foreign by improving upon the package of incentives and concessions for them; augmenting the existing infrastructure such

30 The flight is of 1 hour and 50 minutes duration, flying between 21,500 feet and 25,500 feet, at 250 to 450 mph, covering almost 1000 km ground distance. The Safari thus flies below the summit heights of Nanga Parbat, K-2 and other peaks. The only other Air Safari the world is offered by Nepal. But that is only a 40 minute flight in a similar plane, where one sees Mt. Everest from a range of five to six km. On the PIA Safari, Nanga Parbat can be seen from a range of 1.5 km.

as electricity water, road and communications at various tourist resorts, to mark tourist, product of Northern Area abroad vigorously, and to improve upon the existing regularities and procedures.

Pakistan Tourism Development Corporation (PTDC)

PTDC is planning to establish following motels in the Northern Areas in coming years.

Table 5.7

PTDC ON GOING SCHEMES IN NORTHERN AREAS

Sr. No.	Name of Project	Approved Cost (Rs. in million)	Scope
I. SKARDU-BALTISTAN			
1.	Motel at Satpara	14.403	10 Rooms
2.	Motel at Khaplu	13.943	10 Rooms
3.	Camping Site at Skardu	3.651	Camping Site
4.	Motel at Rama Lake		
5.	Road-Side Facilities at Astak/Dambooo Dass	12.482 3.610	10 Rooms Restaurant
II. GILGIT/HUNZA VALLEY-KKH			
1.	Extension of Motel At Hunza	7.186	10 Rooms
2.	Motel at Besham PH-III		(existing 17 rooms)
3.	Motel & Road-Side Facilities at Khudabad	10.747 13.418	16 Rooms
4.	Motel at Phundar		22 Rooms
5.	Motel at Gupis	10.815 19.529	10 Rooms 10 Rooms

Source: PTDC, 1992.

Rural Development Finance Corporation (RDFC)

This corporation is also trying to promote tourism infrastructure in Northern Area. There are various tourism development schemes sanctioned by RDFC, which are given in Table 5.8.

Table 5.8

**TOURIST/HOTEL PROJECTS SANCTIONED
AND DISBURSED BY RDFC**

(Rs. in million)

Sr. No.	Area	No. of projects sanctioned	Amount sanctioned and disbursed
1.	Gilgit	14	29.508
2.	Hunza	06	16.894
3.	Sust. Gulmit	04	8.635
4.	Skardu	07	23.733
5.	Total	31	76.670

Source: RDFC, 1992.

ROLE OF GO's AND NGO's*Role of Government Organizaitions*

Tourism has been granted the status of an Industry. All tourism related projects established between July 1990 and June 1995 qualify for eight years tax holiday, if established in areas where such concessions to other industries is allowed. The concession of duty free import, admissible to industries in the above

areas would also be allowed for tourism projects. (NTP, 1990). Government is showing strong commitment to developing tourism. Government regularly publishes a hotel guide which provide details of facilities and prices. All the literature on tourist resorts provided by PTDC also give details about available accommodation.

a) National Plan & Tourism Strategy

Pakistan economic policy is implemented through a series of five- year plan. Priority to tourism development in 6th and 7th five-year plan is given below.

Tourism in 6th Five-Year Plan

In the last five-year plan, (1978-83) the Government had taken active steps to provide better handling facilities for the tourists at all the airports. Red and Green channels had been provided at al international airports for quick clearance of tourists. In addition, telephone and telex facilities were made available at all the international lounges of these airports. Exchange and banking facilities had also been provided.

The 6th five-year plan (1983-88), provides to further improve the facilities in various sectors, such as transport, accommodation, recreation and shopping. The international airports at Karachi, Islamabad and Lahore uptill now have been provided with terminal buildings with all modern facilities. At other airport

terminals, run-ways and other physical infrastructure would be augmented to meet future traffic requirements. New airports would be constructed at Chilas and in the Hazara Division. The total investment on airports during the 6th plan period was estimated to be Rs. 4 million. It was decided that the PIA fleet would be substantially augmented with modern wide-bodied and narrow-bodied aircraft. The proposed investment by the PIA would be over Rs. 2.7 billion. The 6th five-year plan also envisaged construction of 5,800 kilometer of new roads and improvement and widening of about 7,800 kilometers of existing roads. The provincial government have agreed to provide land at concessional rate for hotel construction in under developed and touristic areas. It was proposed to extend to economy class hotels also, some of the concessions presently available only to 4 and 5 star hotels. Credit lines of rupees 2.5 billion has been proposed for the construction of hotels, motels and rest houses in the plan period. It is anticipated that with these additional concessions, the number of hotels would increase from 1154 in 1982-83 to 1331 in 1987-88. The number of rooms would go up from 18,876 to 23,883 resulting in over 3,000 additional beds. The on-going programme for the Preservation of Moenjodaro, under execution with the assistance of UNESCO, would be accelerated. The Sixth Plan also purposed to initiate work on the establishment of museums at Quetta and Gilgit.

Tourism in 7th Five-Year Plan

In the 7th five-year plan (1988/89-1993-94), it was decided to adopt a firm tourism strategy. It was proposed establishment of tourist off UK, West Germany, the USA, Japan and the Netherlands. In addition some 175 projects, described as roadside facility units, were categorized according to the basic road facilities (e.g tea shop/counter and toilet facilities) rest houses or motels.

Table 5.9

PROPOSAL FOR DISTRIBUTION OF ROADSIDE FACILITIES

Province	Basic Facilities	Rest House	Motels
Northern Areas	12	11	1
North West Frontier Province	13	8	9
Punjab	19	16	9
Sind	10	8	5
Baluchistan	18	9	5
Azad Jammu & Kashmir	10	8	4
Total Units	82	60	33

Source: Seventh Five-Year Plan proposals as presented to government

The cost of the plan proposals was estimated at Per Rs 535.3 mn. Private investment is sought for all projects, from both domestic and foreign investors.

In the public sector a number of new projects have been proposed for funding during the financial year 1992-93. An allocation of Rs. 180.00 million

has been suggested for development of projects to be identified by the Tourism Advisory Committee constituted by the Minister of State for Tourism for Skardu, Gilgit, Swat, Chitral, Kaghan, Muree and the Gallies.

As tourism is a service-oriented industry it requires trained manpower. To provide the trained manpower, two projects, one at Karachi and one at Swat have also been proposed.

b) Tourism Conventions

The Ministry of Tourism organizes Tourism conventions every year which help in projecting and promoting Pakistan to international tourism professionals viz. travel agents, tour operators the media and the professional who control the trend of investment and traffic³¹. In the 7th tourism convention, held at Lahore, tourism was declared an industry and it was accorded the status of other industries at par.

c) Pakistan International Airline (PIA)

Pakistan International Airline (PIA) promote tourism mainly through its 81 on line offices and 46 off line offices located in most of the major cities of the Globe. Pakistan International Airline has play a significant role in promotion of

31 The Tourism conventions are being organized regularly since 1981 in collaboration with all concerned both in the public and private sectors. The tourism convention are basically aimed at exposing the produce and providing opportunities in both foreign and local tour operators to meet and negotiate business.

tourism in the country through its careful planning and marketing strategies. PIA has a world wide net work and touches 52 foreign destinations.

It has a fleet 44 of aircraft consisting of Boeing-747 Freighter (70F), Airbus (A310), Airbus (AB3) and Fokker Friendship (F-27). (Source: W.T.O./ National Tourist Organizations/Ministry of Tourism, 1992).

Marketing

PIA developed the first packages and is still the only organization with the expertise, resources and access to overseas markets to perform an effective tourism development role.

PIA also has increased its flight capacity in Greece, Denmark, the UK and the USA. It is also concentrating on the Japanese market. PIA's research activities rightly lead it to see good market opportunities in the development of special interest holidays. It offers particular tours which includes Buddhist study tours, trout fishing, golf holidays, air safari, squash and pilgrimages tour of Japanese Buddhists to Taxila.

Food Festivals

Food Festivals are organized regularly by the airline in major tourist generating cities and have been found to attract a lot of attention. Stop-over and transit tourism is also picking up, particularly in the case of European and even

American tourists flying PIA to China, who tend to welcome a Pakistan stopover. PIA Tours Promotion officials have also planned to operate mountain jeep safari to the Northern areas. It is also decided to adopt a liberal charter policy. PIA also decided to allow private sector airline to set its own traffic to northern area. Private sector tourist helicopter services would also be allowed. Under open sky policy some private airlines were allowed to operate in 1992. Two private airlines Aero Asia and Shaheen International Airlines are successfully operating. Ministry of Tourism with "Pakistan Institute of Tourism and Hotel Management (PITHM)" are offering certificates and diploma courses in numerous vocation in Tourism Industry. The number is ranging from "Travel agencies management course" to Tourists handling Techniques. "Department of Tourist services" (DTS) with its regional offices in all provinces and its headquarters in Islamabad rendering quality services to tourists. It is also providing registration and licensing facilities to various establishments (NTP, 1990).

Role of Non Government Organizations (NGO's)

Private sector has not been as dynamic in the field of economic activity as in other fields. Tourism in Pakistan has only recently been made a subject of the national integrated planning.

An important factor that was responsible for the lack of interest from the private sector was that unlike countries such as Turkey, Egypt, Spain, Jordan,

Morocco, Sri Lanka, Maldives, Nepal etc., where tourism had been declared as an industry Pakistan did not declare tourism as an industry till 1990 and still lags behind its South Asian neighbors as well as other Islamic countries some of which are faced with socio-economic conditions similar to Pakistan. The non-declaration of tourism as an industry prevented the private sector from making the requisite and much needed investment.

Number of groups entering Pakistan are still small. There is no exact figures available. However, there are two major operators viz; Travel Walji's Ltd and Sitari, both of which have overseas offices and, with Pakistan tours limited (PTL), offer a complete range of holidays in Northern Areas.

Marriot Hotel is going on in big way in promoting tourism in Pakistan. The Serena Hotel took a lead in this case and set up operations in Gilgit and Swat to provide safe and good accommodations to the people visiting with families. Pearl Continental Hotel recently opened their deluxe resort property in Bhurban in order to provide five star accommodation in the Muree Hills which has always been a popular vacation spot. Pakistan Tourism Convention, 1993, has been sponsored by four private sector agencies which include Travel Agent Association of Pakistan, Pakistan Hotel Association, Pacific Area Travel Associate and Pakistan Airline.

Chapter 6

ANALYSIS OF TOURISM IN NORTHERN AREA

In this chapter various aspects of tourism in Northern Area (also interchangeably called Project Area) are studied on the basis of sample survey conducted by the student in 1994.

LENGTH OF STAY

Attractiveness of an area is indicated not only by the number of tourists visiting it, but also by tourists length of stay, which in its turn depends on a host of factors, which will be studied later on in this chapter. As revealed by the survey, fifty percent of the tourists stayed for 4-8 days in the project area, followed by the 8-12 day group accounting for 30% tourist, as shown in Table 6.1.

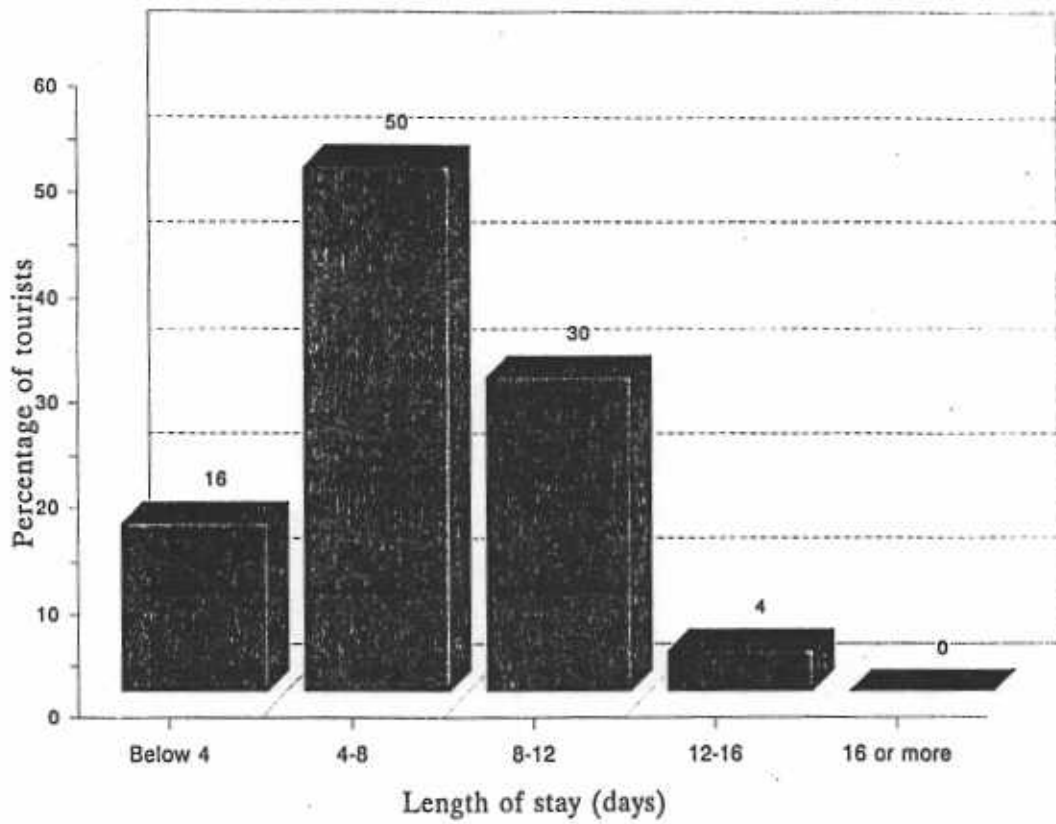
Table 6.1

AVERAGE LENGTH OF STAY OF DOMESTIC TOURISTS IN PROJECT AREA

Sr. No.	Days	Tourists	
		Number	Percentage
1.	Below - 4	07	16
2.	4 - 8	22	50
3.	8 - 12	13	30
4.	12 - 16	02	04
5.	16 or more	-	-
6.	Total	44	100

Source: Field Research, 1994

Fig. 6.1 Average Length of Stay of Domestic Tourists Visiting Project Area



No respondent reported staying more than 16 days. This much about the domestic tourists. The pattern was somewhat different, but not materially so, in respect of foreign tourists. As will be seen in Table 6.2, like the domestic tourists, the foreigners, too, stayed mostly for 4-8 days; this group accounted for 55% of them. However, the percentage staying for more than 4-8 days was higher as compared with domestic tourists. As shown in Table 6.2, a good 18% of foreigners stayed more than 8-12 days, including stay of 28 days or more accounting for seven percent of them.

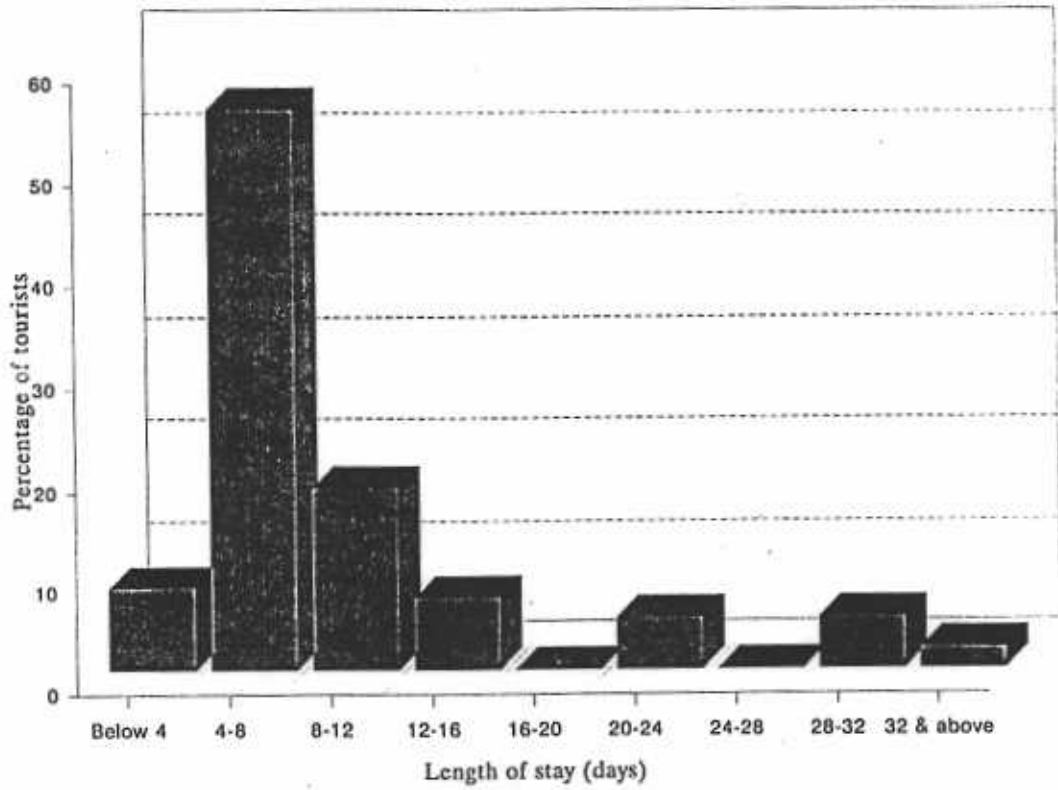
Table 6.2

**AVERAGE LENGTH OF STAY OF FOREIGN TOURISTS
IN PROJECT AREA**

Sr. No.	Days	Tourists	
		Number	Percentage
1.	Below - 4	04	08
2.	4 - 8	24	55
3.	8 - 12	08	18
4.	12 - 16	03	07
5.	16 - 20	00	-
6.	20 - 24	02	05
7.	24 - 28	00	-
8.	28 - 32	02	05
9.	32 & above	01	02
10.	Total	44	100

Source: Field Research, 1994

Fig. 6.2 Average Length of Stay of Foreign Tourists Visiting Project Area



Tourists in 28-32 days and higher categories come to this area for adventure and cultural and anthropological studies. This category includes students as well, who come for research.

The distribution of tourists by length of stay is relatively more uneven in respect of our research as against the findings of Karakoram Highway Survey in 1983. In that survey, conducted by Tourism Division, maximum number of tourists reported their stay ranging between 2-4 nights, being 43.0 percent. It was followed by one night stay with 13.4 percent of the tourists, and 5-7 nights with 12.1 percent. This positive change i.e; longer stay in the project area could be due to the opening of Karakoram Highway (KKH) for tourists in 1986. Encouraging trend of domestic tourism and improved international tourism network are also responsible in this regard.

REPEAT VISITATIONS

The repeat visitation represents the proportion of an attraction's audience that has previously visited the attraction. The importance of repeat visitation is that it is a measure of an attraction's maturity. As one would probably expect, higher the repeat visitation, the higher the maturity. In so far as this study's sample is concerned, the overwhelming majority, as high as 88%, visited the area for the first time. Those coming for 2-4 times account for 9% and the remaining reported having come for 4-6 time, as shown in Table 6.3.

Table 6.3

**REPEAT VISITATION OF TOURIST
IN PROJECT AREA**

(Respondents = 88)

Sr. No.	Visitation	Number	Percentage
1.	First time	77	88
2.	2 - 4 times	08	09
3.	4 - 6 times	03	03
4.	6 - 8 times	00	-
5.	Over 8 times	00	-

Source: Field Research, 1994

TOURISM EXPERIENCE

Around 22 perceptions were analyzed, using the principal components like accommodation, traveling, food etc., to uncover the specific tourism related problems faced by the tourists during their stay in the Project Area. These components were included to determine the tourists perceptions and find possible solution.

Accommodation

Main problems in accommodation were noted to be lack of clean water (89%), followed by lack of restaurants (80%) especially in rural area and around tourism spots, lack of standard accommodation (76 %) mostly in Skardu and Hunza; lack of proper rooms 30.7%, and high accommodation cost was registered by 17% of all the tourists (table 6.4).

Fig. 6.3 Repeat Visitation of Tourists
Visiting Project Area

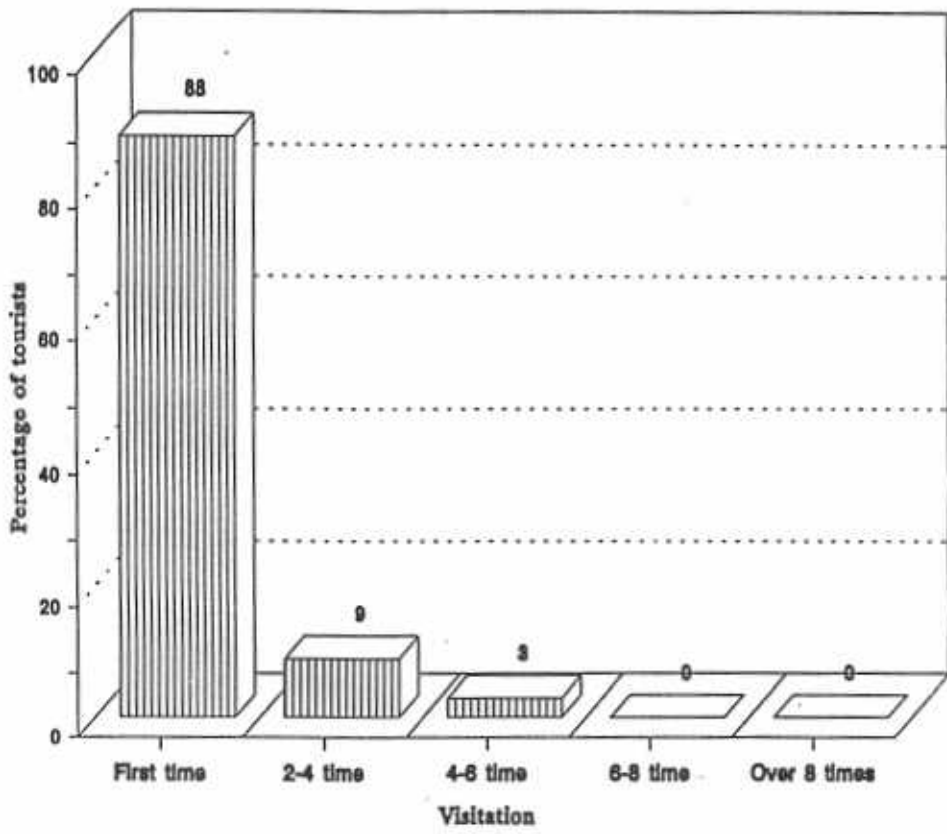


Table 6.4

**ACCOMMODATION PROBLEMS FACED BY TOURISTS
VISITING PROJECT AREA**

(Respondents = 88)

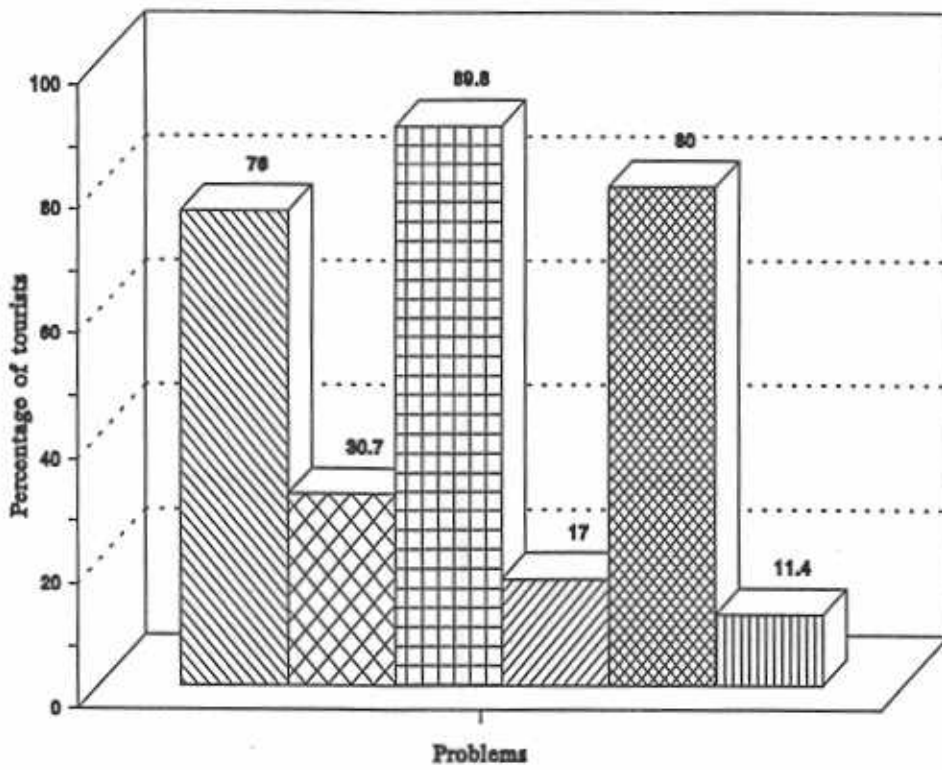
Sr. No.	Specific Problem	Tourist Numbers	%age
1.	Lack of standard accommodation	67	76
2.	Lack of proper rooms	27	30.7
3.	Lack of cleanliness	79	89.8
4.	High accommodation cost	15	17
5.	Lack of Restaurants	70	80
6.	Others	10	11.4

Source: Field Research, 1994

Traveling

Majority of the tourists (90%) reported the problem of political instability in the area (Sectarianism etc) which disturbed their tour and caused them anxiety. Around 62% of the tourists complained of lack of link roads taking them to the tourism spots. Lack of communication, reported by 50% respondents, followed by lack of standard transportation 46.6%, and delays in air services 43.2% are the other major problems. It is, however, gratifying to note that no respondent complained about road insecurity.

Fig. 6.4 Accommodation Problems Faced by Tourists Visiting Project Area



Accommodation
 Proper rooms
 Cleanliness
 High Accomod. Cost
 Restaurants
 Other

Table 6.5

**TRAVELING PROBLEMS FACED BY TOURISTS
VISITING PROJECT AREA**

(Respondents = 88)

Sr. No.	Specific Problem	Tourist Numbers	Percentage
1.	Political instability in the area	80	91
2.	Road insecurity	-	-
3.	Delayed air services	38	43.2
4.	Lack of proper link roads	55	62.5
5.	High transportation charges	7	8
6.	Lack of transport	41	46
7.	Lack of communication facilities	44	50

Source: Field Research, 1994

Food

A good 68% respondents complained of lack of hygienic food and approximately the same percentage (66%) reported about lack of clean water. Quite surprisingly, however, only 9% of the sample tourists reported about high prices.

Fig. 6.6 Food Problems Faced by Tourists
Visiting Project Area

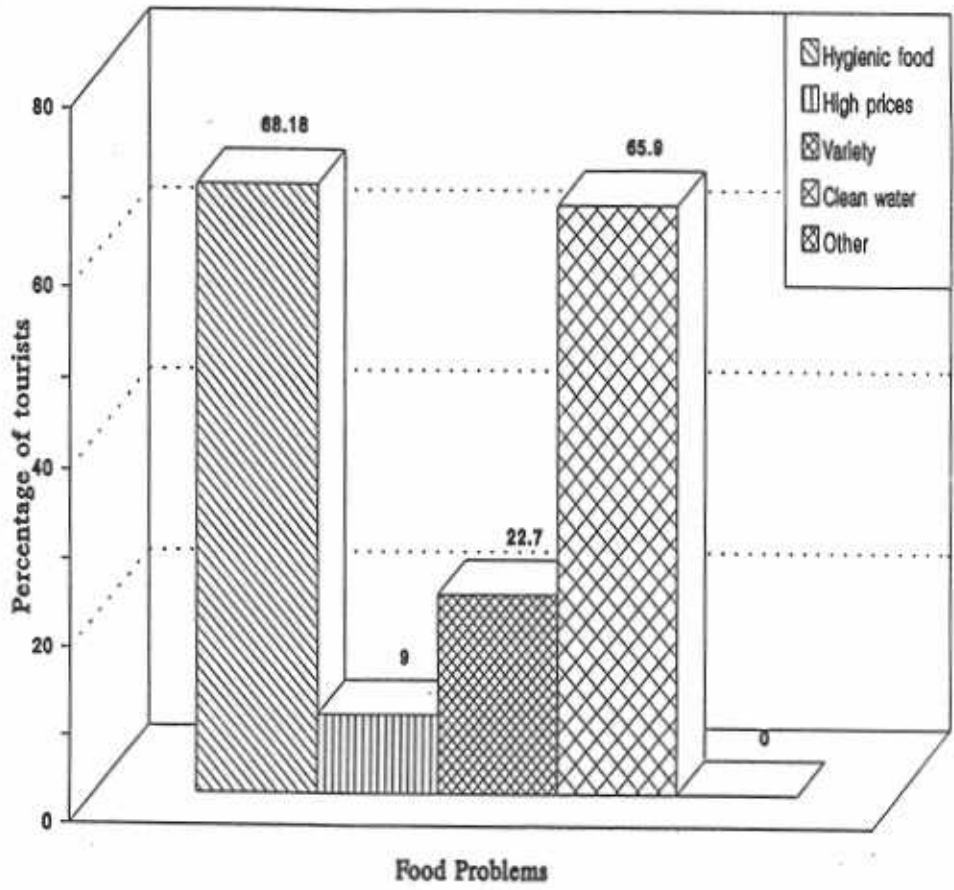


Table 6.6

**FOOD PROBLEMS FACED BY TOURISTS
VISITING PROJECT AREA**

(Respondents = 88)

Sr. No.	Specific Problem	Tourist Numbers	Percentage
1.	Lack of hygienic food	60	68.18
2.	High prices of foods	8	9
3.	Lack of varieties	20	22.7
4.	Lack of water	58	65.9
5.	Others	-	-

Source: Field Research, 1994

General

As will be seen in Table 6.7, as many as 88.6% of the tourists understand that they have little or no information about the area visited. It was followed by reports of lack of medical treatment facilities available to the tourists, being (22.7%), followed by bad behavior to the tourists (16%) especially in areas around Skardu and Hunza³². There were no other major concerns found like "food restrictions," "over crowding of the areas" or no "attraction" etc.

32 It was surprising to note that young tourists arriving here from various parts of Punjab provinces were treated with less good will. It was revealed on enquiry that group tourists have deliberately displayed bad behavior, which is highly regrettable.

Fig. 6.6 Food Problems Faced by Tourists Visiting Project Area

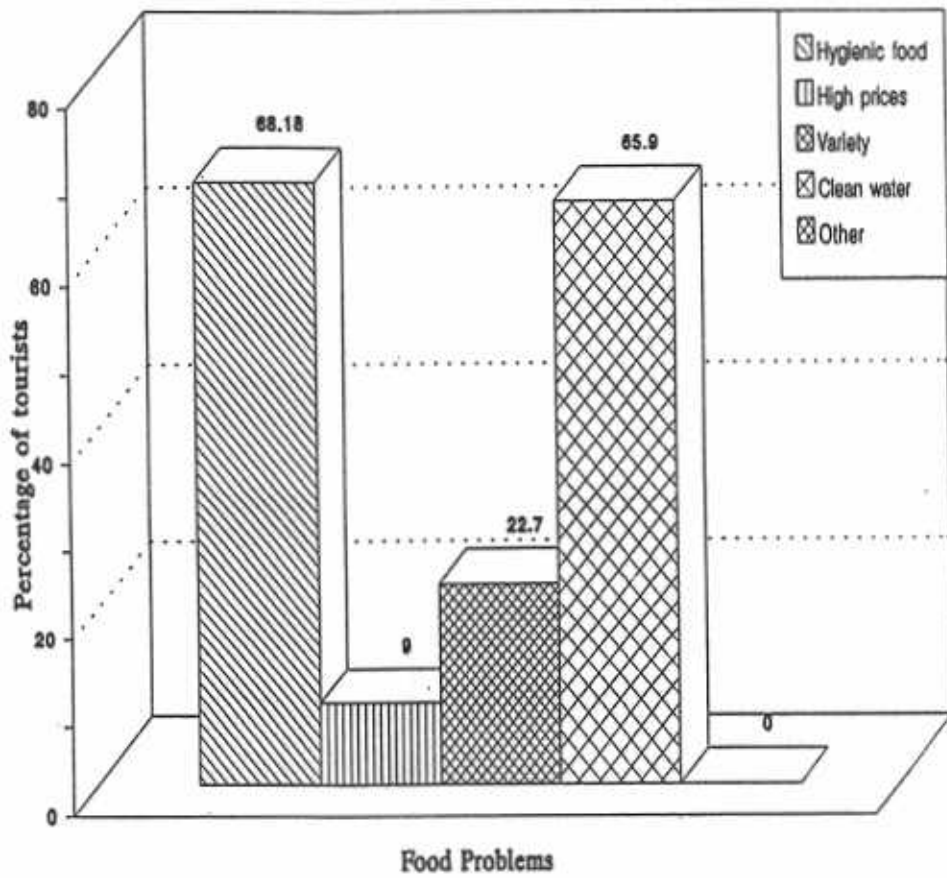


Table 6.7

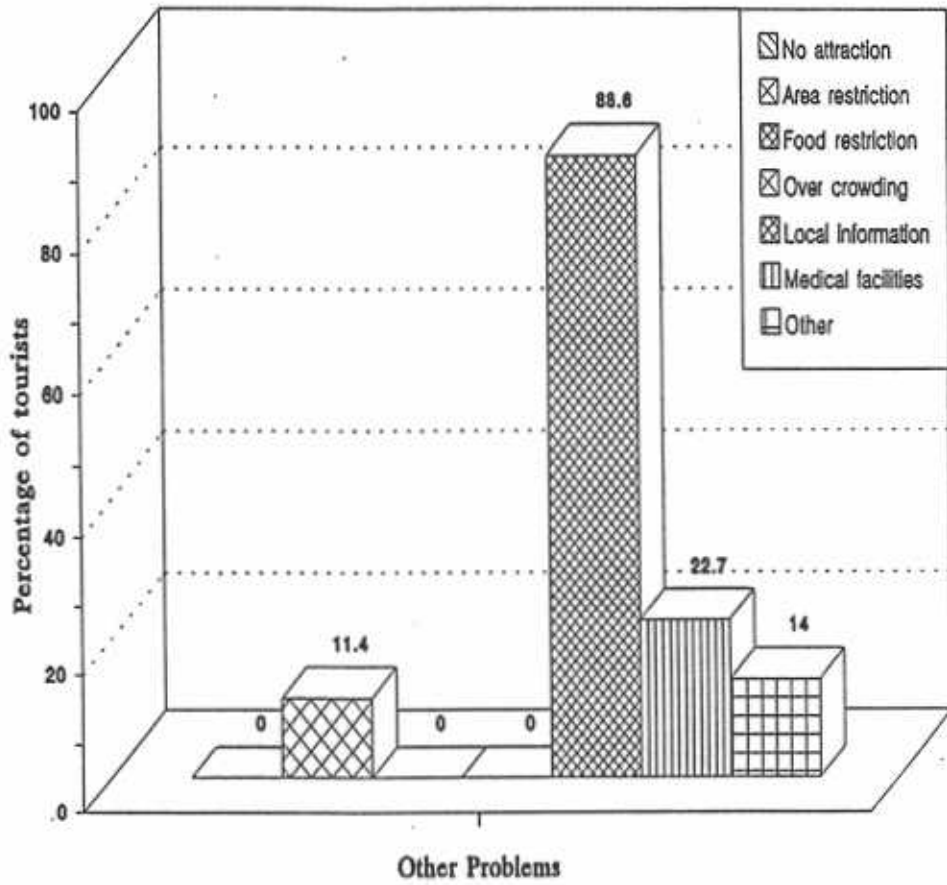
**OTHER PROBLEMS FACED BY TOURISTS
VISITING PROJECT AREA**

Sr. No.	Specific Problem	Tourist Numbers	Percentage
1.	No attraction in the area	-	-
2.	Area Restrictions	10	11.4
3.	Food Restrictions	-	-
4.	Over Crowding	-	-
5.	Local Information	78	88.6
6.	Lack of medical facilities	20	22.7
7.	Bad behaviour with Tourists	14	14

Source: Field Research, 1994

The basic message that seems to emanate from this complicated relationship is that there is an urgent need of providing much improved basic tourism infrastructure in Project Area. Improvement in the tourism infrastructure and prevalence of local stability will definitely bring satisfactory increase in repeat visitation and larger revenue to local community.

Fig. 6.7 Other Specific Problems Faced by Tourists Visiting Project Area



MARKET ANALYSIS

The survey conducted in Project Area provides useful information on bio-psychic, traveling, and other similar characteristics of tourists as shown below:

Age and Sex

The overwhelming majority traveling to the project area belonged to the young age groups. Tourism to Project Area is considered to be the male dominated activity.

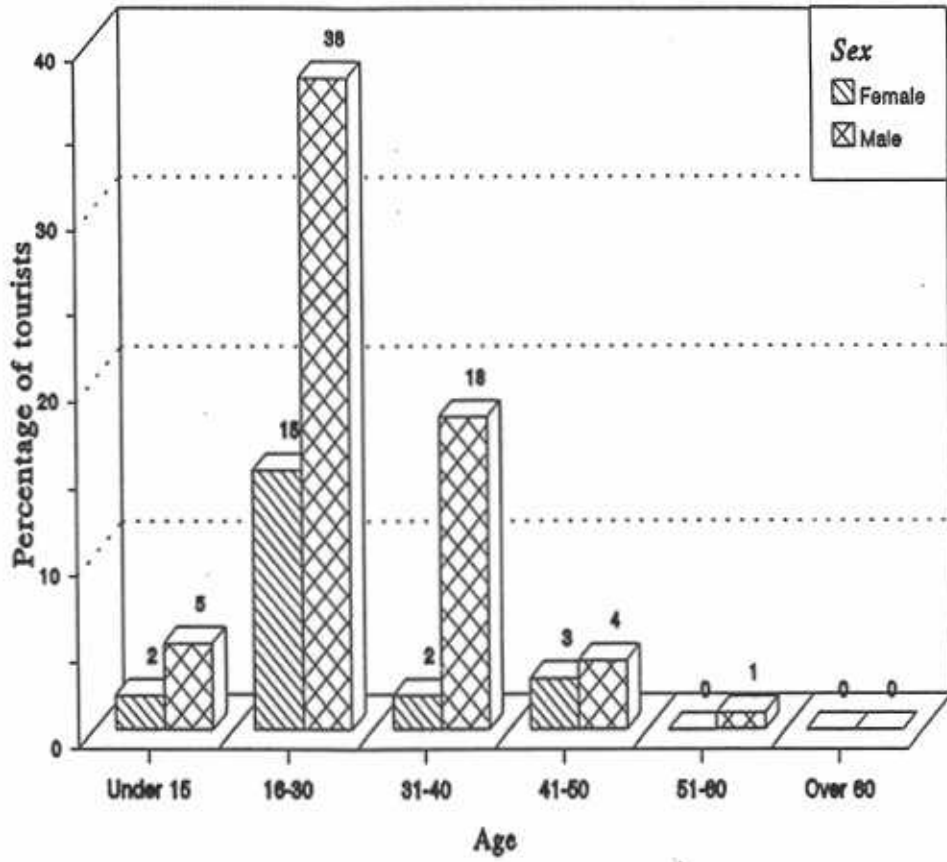
Table 6.8

**AGE & SEX DISTRIBUTION OF TOURISTS
VISITING PROJECT AREA**

Sr. No.	Age Group (years)	Female	Male	Total Numbers	Percentage
1.	Under 15	02	05	07	8
2.	16-30	15	38	53	60.4
3.	31-40	2	18	20	22.3
4.	41-50	3	4	7	8
5.	51-60	-	1	1	1.3
6.	Over 60	-	-	-	-
7.	Total	22 (20%)	66 (80%)	88	100

Source: Field Research, 1994

Fig. 6.8 Age and Sex Distribution of Tourists Visiting Project Area



It would be seen from the above table that majority of the tourists (60%) belonged to the age group 16-30 years; 60.4%. It was followed by the age group 31-40 years with 22.3%, 41-50 years with 8%. Thus about 82.7 percent of the tourists were in the age group ranging between 16-30 years of age. It was observed that only 20 percent of the tourists were females and the balance 80% males.

It is interesting to note that the distribution of tourists traveling to Project Area was significantly improved as compared to the findings of the Tourism Division Survey in 1983. According to the reports, only 5.3% were females and the balance 94.7% males. The age distribution showed that 43% tourists belonged to the age group 31-40 years, followed by the age group 16-30 years with 26.1%. The results of the present study are, thus encouraging for development of tourism in Project Area.

Literacy Status

As many as 94 percent of the tourists covered by the survey were literate. And majority (72%) of them had received College/University level education.

Table 6.9

**LITERACY STATUS OF THE TOURISTS
VISITING PROJECT AREA**

Sr. No.	Literacy Status	Numbers	Percentage
1.	Literate	83	94
2.	Illiterate	05	6
3.	Total	88	100

Source: Field Research, 1994

Table 6.10

**LITERACY LEVEL OF THE TOURISTS
VISITING PROJECT AREA**

Sr. No.	Literacy Level	Numbers	Percentage
1.	Middle	8	10
2.	Higher School	14	17
3.	College	26	31
4.	University	35	41
5.	Total	88	100

Sources: Field Research, 1994

From the survey's findings on literacy status and level of education of tourists, it can be concluded that tourism is much more popular among the literates and the highly educated persons than the illiterates and relatively less

educated one. This finding is in conformity with general perceptions about relationship of literacy levels and tourism. The relatively better educated persons are also relatively more affluent and more mobile than others; hence their larger representation among tourists.

Service Status

Occupation-wise the respondents are classified into six major groups shown in table 6.11. Main professional category was of student/teachers, being 35 percent, followed by government officials with 31 percent, and commercial employees with 17 percent. These three combinedly formed 83 percent of the total tourists.

Table 6.11

**SERVICE STATUS OF THE TOURISTS
VISITING PROJECT AREA**

Sr. No.	Service Status	Numbers	Percentage
1.	Businessmen	8	9
2.	Government officials	27	31
3.	Student/Teachers	31	35
4.	Farmers	3	3
5.	Commercial Employees	15	17
6.	Un-Classified	4	5
7.	Total	88	100

Source: Field Research, 1994

It would be interesting to compare these findings with those reported in the survey of Domestic Tourism on Karakoram Highway 1983. In that survey, the main professional category was of farmers, being 24.1 percent, followed by government officials 23.2 percent and businessmen 21.8 percent. These three categories taken together accounted for 69.1 percent of the total tourists. The tourists composition has categories have considerably changed since last few years. The young and educated generation is keenly interested to visit these places. They also want more information for travel. Proper tourism guidance will prove beneficial to attract sizeable market of young educated tourists.

It was observed that 41 percent of the tourists travelled in groups, followed by those traveling alone, 32 percent. Family travellers were relatively limited being only 27 percent.

Traveling Status

Table 6.12

**TRAVELING STATUS OF TOURISTS
VISITING PROJECT AREA**

Sr. No.	Traveling Status	Numbers	Percentage
1.	Alone	28	32
2.	In groups	36	41
3.	With family	24	27
4.	Total	88	100

Source: Field Research, 1994

Family visits can be increased by providing better accommodation facilities at one star and two star categories of hotels in the area. For example, in Skardu, there is lack of standard and clean accommodation facilities both at the center and around tourism spots.

These findings are compared with those of Domestic Tourism Survey 1982 and Karakoram Highway Survey (1983) as follows:

Travel Status	(Percentage)		
	Domestic Tourism (Survey 1982)	Karakoram Highway (Survey 1983)	Research Study (1994)
Alone	29.7	49.0	32.0
Family	43.1	13.2	27.0
Group	27.2	37.8	41.0

The three surveys compared above, show three different patterns. In 1982, those traveling with 'Family' constituted the single largest group, but in 1983 survey 'Family' was least represented one, and the same was the case in 1994.

Purpose of Visit

The purpose of visit includes; recreation, business, health, education, social calls/meeting friends, religion, adventure, etc. These are analysis below in Table 6.13.

Table 6.13

**DISTRIBUTION OF TOURISTS BY PURPOSE
OF VISIT TO PROJECT AREA**

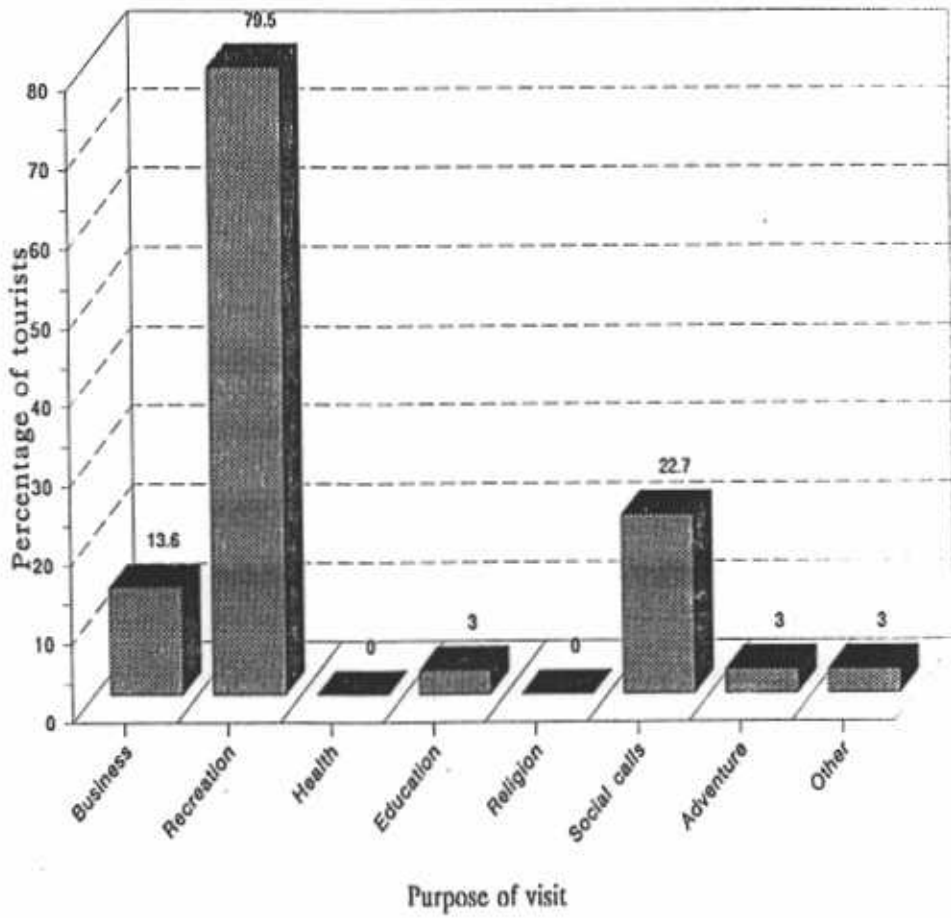
(Respondents = 88)

Sr. No.	Purpose of visit	Tourists	
		Numbers	Percentage
1.	Business	12	13.6
2.	Recreation	70	79.5
3.	Health	-	-
4.	Education	3	3
5.	Religion	-	-
6.	Social calls/Meeting friends	20	22.7
7.	Adventure/Sport	3	3.4
8.	Others	3	3.4

Source: Field Research, 1994

It will be seen in the above table that most important motivation of visit was recreation for which 79.5 percent tourists undertook the trip, followed by social calls/meeting friends with 22.7 percent.

Fig. 6.9 Distribution of Tourists By Purpose Of Visit to Project Area



Comparison with the findings of Tourism Survey on Karakoram Highway

is given below:

<u>Purpose of Visit</u>	<u>Karakoram Highway (Survey, 1983) (Percentage)</u>	<u>Research Study (1994) (Percentage)</u>
Business	32.6	13.6
Recreation	8.2	79.5
Health	4.6	-
Education	1.0	3.0
Religion	10.8	-
Social calls	25.0	22.7
Adventure	-	3.0
Others	17.8	3.0

The above data shows that the relative importance of motivations of visit differed in the two surveys. While in Karakoram Tourism Survey, the most important motivation was business, in case of present study it was recreation. Major differences were noted in respect of religion, health and adventure/sports etc. For social calls, almost same percentage of tourists undertook the trips, 25.0 percent against 22.7 percent in case of present study.

Accommodation Used

Most of the sample tourists (80.6%) stayed at hotels. Rest of them stayed with friends/relatives (20.4%), in camps (5.7%) and coach/vehicles (2.3%).

Table 6.14

**DISTRIBUTION OF TOURISTS
BY ACCOMMODATION USED
IN PROJECT AREA**

Sr. No.	Accommodation Used	Numbers	Percentage
1.	Hotels	71	80.6
2.	Rest Houses	-	-
3.	Hostel	-	-
4.	Friends/Relatives	10	11.4
5.	Camping sites	5	5.7
6.	Hired House	-	-
7.	Coach vehicle	2	2.3
8.	Others	-	-
9.	Total	88	100

Source: Field Research, 1994

The distribution of tourists by accommodation is quite in conformity with that on the purpose of their visits. The recreational aspect is clear in both cases.

Comparison with the findings of Tourism on karakoram survey, 1983 is given as below:

<u>Accommodation Used</u>	<u>Karakoram Highway (Survey, 1983) (Percentage)</u>	<u>Research Study (1994) (Percentage)</u>
Hotels	17.8	80.6
Rest House	0.5	-
Hostel	0.3	-
Friends/Relatives	62.2	11.4
Hired House	0.6	-
Camping	0.3	5.7
Coach Vehicle	0.3	2.3
Others	17.5	-

The above data shows that the relative importance of accommodation used differed in the two studies. In Karakoram Survey on Tourists, the majority of tourists, 62.2 percent, reported stay with their relatives and friends, while in case of present study, the majority, 80.6 percent, stayed in hotels. Utilization rate of all other types of accommodation on research study was found quite insignificant. The use of accommodation was relatively uneven compared with the findings of Tourism Survey on Karakoram Highway. It was also reported by most of the tourists, who were visiting relatives and friends, that they utilized hotel accommodations. This development should be considered positive for the growth of tourism industry in this region.

Average Spending Level

The single largest number of domestic tourists (20 percent) carried with them above Rs.8,000 for touring Project Area. Most of these tourists were family tourists. The group was followed by those who kept Rs.5000-6000 (18 percent), Rs. 4000-5000 (14 percent), and Rs. 6000-7000 (14 %). These tourists included students/teachers and young tourists traveling in groups. The variation in amount kept was due to the preferences for buying local products. It was generally observed that people carry larger amount for distant tourist destinations.

Table 6.15

TRAVELING TIME MONEY IN THE POCKET OF DOMESTIC TOURISTS VISITING PROJECT AREA

Sr. No.	Money in the Pocket (Rs)	Tourists	
		Number	Percentage
1.	Below 2000	4	9
2.	2000 - 3000	3	7
3.	3000 - 4000	3	7
4.	4000 - 5000	6	14
5.	5000 - 6000	7	18
6.	6000 - 7000	6	14
7.	7000 - 8000	5	11
8.	8000 & above	9	20
9.	Total	44	100

Source: Field Research, 1994

Longer the distance higher will be the amount kept for traveling expenditure. However, lesser disposable amount of Rs.2000-3000 was also reported, being 7 percent, followed by Rs. 3000-4000 (7 percent), and below Rs. 2000 (9 percent). These categories consisted of those having minimum of 2-4 nights stay in Project Area.

Table 6.16

**TRAVELING TIME MONEY IN THE POCKET OF THE
FOREIGN TOURISTS VISITING PROJECT AREA**

Sr. No.	Money in the pocket (Rs)	Tourists	
		Numbers	Percentage
1.	Below 4000	-	-
2.	4000 - 8000	3	7
3.	8000 - 12000	12	27
4.	12000 - 16000	10	23
5.	16000 - 20000	9	20
6.	20000 & above	10	23
7.	Total	44	100

Source: Field Research, 1994

No foreign tourist carried less than Rs.4,000, and only seven percent carried Rs.4,000-8,000. A good 23 % of them carried over Rs.20,000. This is an expected pattern as foreigners cover a much longer distance than the domestic tourists, and for that reason must carry large amounts.

Foreign tourists, who kept of Rs.8000-12000 were mainly those traveling in package tourism. Rs.12000-16000 were kept by who came here in groups. Most of them were young tourists of 16-30 years age. Tourists with Rs.16,000 and above mostly comprised young ones traveling alone who come here for education and for longer stay (adventure etc.). This category also included tourists aged between 31-40 years (mostly couples) who come to enjoy luxury trips. On the whole, it was estimated that majority of average tourists (domestic/foreign), traveling along Project Area, carry an amount of Rs. 8000-12000 for tourism expenditure.

Table 6.17

**AVERAGE MONEY SPENT PER DAY BY DOMESTIC
TOURISTS VISITING PROJECT AREA**

Sr. No.	Average money spend (Rs)	Numbers	Percentage
1.	Below 100	-	-
2.	100 - 200	2	5
3.	200 - 300	5	11
4.	300 - 400	20	45
5.	400 - 500	15	34
6.	500 - 600	02	5
7.	600 & above	-	-
8.	Total	44	100

Sources: Field Research, 1994

Some 45 percent domestic tourists spent Rs. 300-400 per day, followed by Rs. 400-500, being 34 percent. This category consists mostly of the domestic tourists traveling with family and visiting many places during their stay in Project Area.

Tourists with per day expenditure of Rs. 500-600 were 5 percent, traveling with families and in personal vehicles. Shopping of local products were also included in their tourism expenditure. It was followed by Rs. 200-300, being 11 percent, and Rs. 100-200 were 5 percent. This category included, group tourists who intended to stay longer periods. Their per day expenditure is less compared to others.

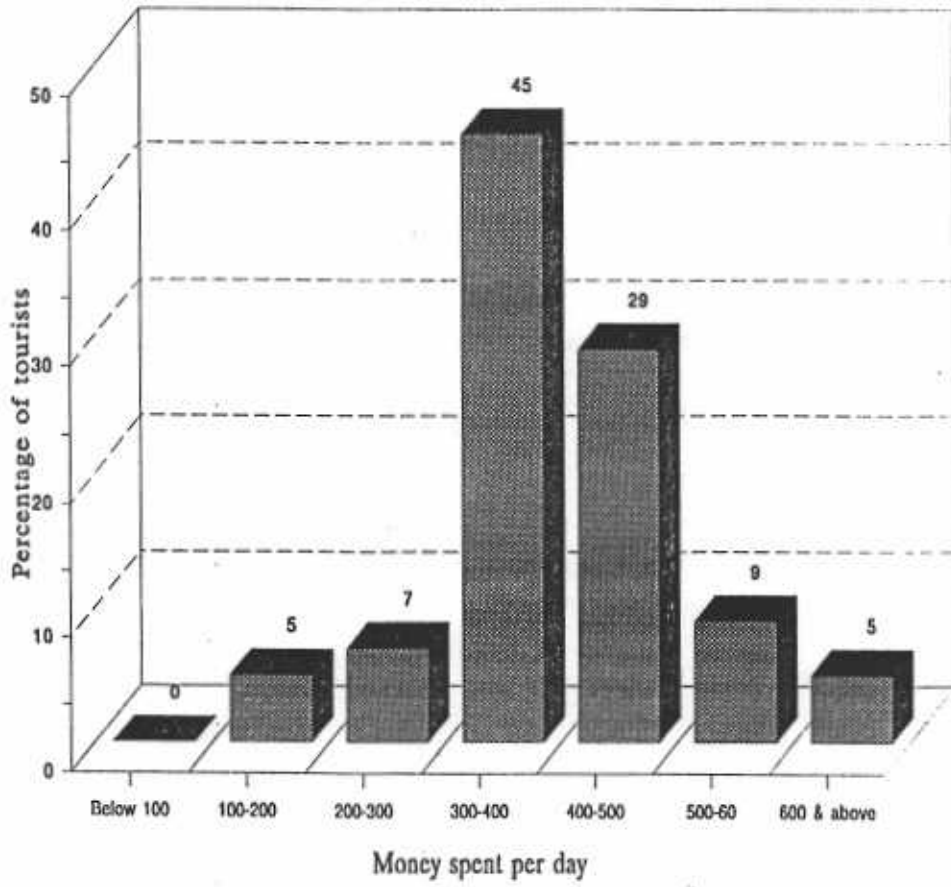
Table 6.18

**AVERAGE MONEY SPENT PER DAY
BY FOREIGN TOURISTS
VISITING PROJECT AREA**

Sr. No.	Average money spend (Rs)	Numbers	Percentage
1.	Below 100	-	-
2.	100 - 200	2	5
3.	200 - 300	3	7
4.	300 - 400	20	45
5.	400 - 500	13	29
6.	500 - 600	4	9
7.	600 & above	2	5
8.	Total	44	100

Sources: Field Research, 1994

Fig. 6.10 Average Money Spent per day by Foreign Tourists Visiting Project Area



Among of the foreign tourists, 45 percent spent around Rs. 300-400 per day followed Rs. 400-500 group with 29 percent. These tourists consists of young people, traveling in groups. Much of their tourism expenditure is claimed by food and accommodation. It was followed by tourism expenditure of Rs. 500-600 per day, being 9 percent. Tourists included in this class were those stayed comparatively for fewer days and spent more on shopping and food. They were mostly couples and between 31-40 years of age groups. It was followed by expenditure of Rs. 200-300 per day, being 7 percent, and of Rs. 100-200 with 5 percent. These tourists were staying for longer period and economized on their tourism expenditure. They had mostly come for education³³ (German) or for adventure. Most of their expenditure were on traveling across and visiting places. Around 5 percent of all the foreign tourists spent Rs. 500 and above per day. They were mostly old couples and spent more due to high cost of accommodation, food and traveling. They also spent more on buying locally made products.

On the whole, it was estimated that majority of tourists (both domestic & foreign), traveling along Project Area, spend around Rs. 300-500 per day.

33 Most of the German student/professors come here for study in Northern Areas under the cover of interdisciplinary Pak-German project Culture Area Karakoram (C.A.K.).

Attraction of the Area

The attraction of the tourists included; scenic beauty, archeology, linkage, pilgrim, culture, adventure, hospitality, etc. These are analyzed in Table 6.19.

Table 6.19

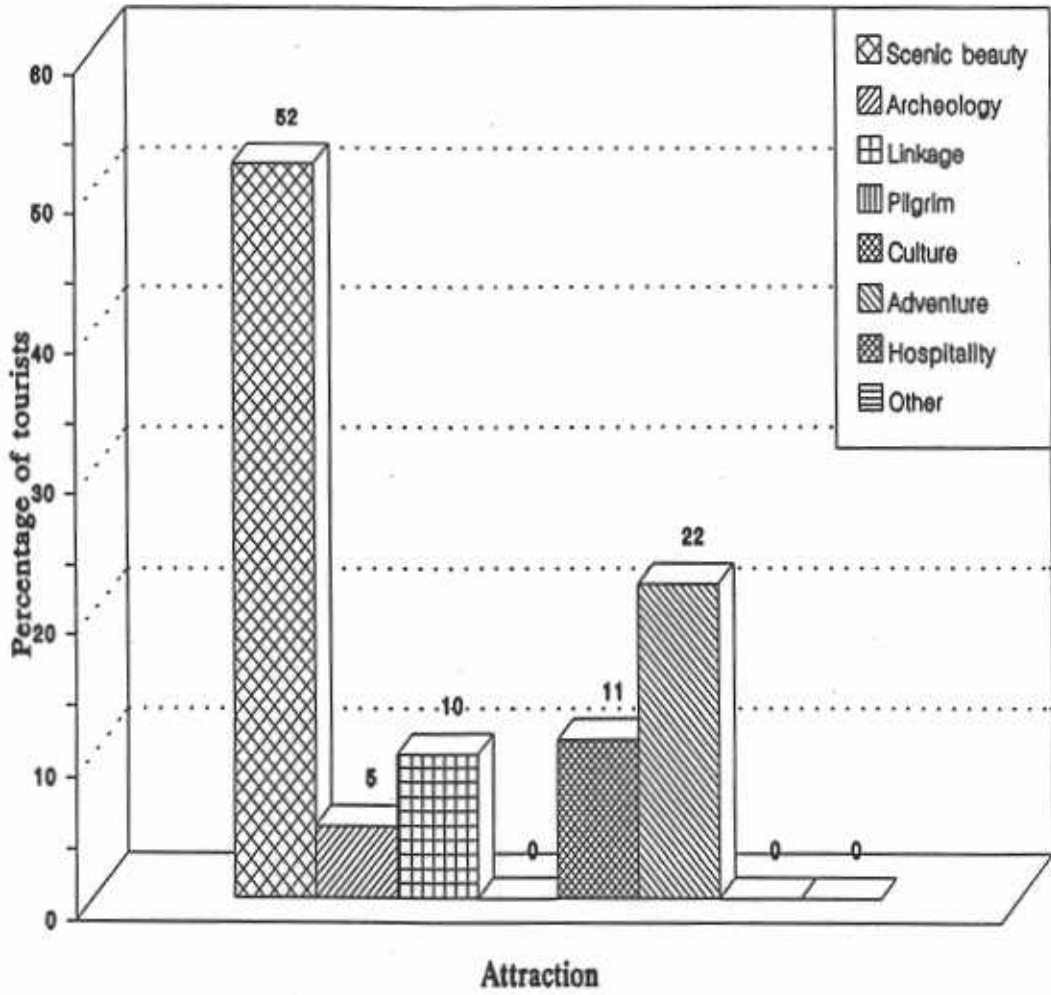
ATTRACTION OF THE NORTHERN AREAS

Sr. No.	Attraction	Numbers	Percentage
1.	Scenic beauty	46	52
2.	Archeology	4	5
3.	Linkage	9	10
4.	Pilgrim	-	-
5.	Culture	10	11
6.	Adventure	19	22
7.	Hospitality	-	-
8.	Others	-	-
9.	Total	88	100

Source: Field Research, 1994

The most important motive for attraction was recreation for which 52 percent of the tourists undertook the trip, followed by adventure with 22 percent, culture 11 percent, archeology 5 percent and linkages 10 percent. It is observed that there is wide scope for adventure, linkage and culture tourism in the area.

Fig. 6.11 Attraction of Project Area
Tourists Perceptions



Dedicated efforts can bring still more tourists to this area. For example, adventure holidays like "white water sports" can be developed for tourists prepared to risk canoeing, and rafting. Naltar, a skiing spot around Gilget valley, can attract large numbers of tourists interested in this popular game.

Naltar is one of the most beautiful and worth seeing valleys surrounded by peaks and glaciers in Gilget. It is one of the best skiing resorts in the country. The area is known for natural beauty, skiing, trekking, lakes and camping etc. The area has thick pine forests and is valuable asset for tourists. Most of the foreign tourists are found visiting this area for trekking, camping and for nature. Naltar lake is the hub of the tourists in summer. There are several camping places around the lake. The visitors are found enjoying fishing there. Most of the visiting tourists are from Germany, China, France, Italy and Britain. The area has a army camping base. There are two ski lifts and a trekking base. The skiing season at Naltar lasts from December to March, and is reserved for Pakistan Army. The valley has high touristic value. The attitude of the people is very hospitable and welcoming. Proper attention and development could bring better results.

The presence of Karakoram Highway (KKH) can provide road access to Central Asian countries and China and make Pakistan immensely rich for tourism. Archeological and pilgrim tours, which have been largely neglected, can significantly be promoted through concentrated marketing efforts.

Places of Origins of Tourists

Information on the usual places of residence of tourists is given in the table 6.20.

Table 6.20

**DISTRIBUTION OF TOURISTS BY USUAL PLACE
OF RESIDENCE (ORIGIN)**

Sr. No	Usual place of residence/origin	Number	Percentage
Domestic Tourists			
1.	Punjab	18	41
2.	Sind	4	9
3.	NWFP	20	45.5
4.	Balochistan	2	4.5
	Total	44	100
Foreign Tourists			
1.	Germany	9	20.4
2.	Japan	2	4.5
3.	France	4	9
4.	England	12	27.3
5.	USA	4	9
6.	China	4	9
7.	Holland	1	2.3
8.	Others	8	18.2
	Total	44	100

Source: Field Research, 1994

It would be seen from the above table that among Pakistani tourists the single largest number was from NWFP (45 percent), followed closely by Punjab (41 percent). Sind (9 percent) and Balochistan (4.5 percent) accounted for the rest.

Majority of the foreign tourists came from England (27.3 percent), followed by Germany (20.4 percent), France (9 percent), USA (9 percent), China (9 percent), Japan (5 percent), and Netherlands (2 percent).

To sum up, Tourism in Project Area is of small magnitude. There is a high representation of educated persons among tourists visiting Project Area. Foreign tourism is found comparatively low against domestic tourism. It was found that Project Area offered good potential for attracting more foreign tourists. It was also noted that these areas also provided good attraction for stay of domestic tourists.

Majority of tourists mainly stay between 4-8 nights. Most of the tourists visited the area for first time. Most of the tourists were Pakistanis, male and between 16-30 years of age. Majority of the tourists were found to be educated.

Main occupations being followed by them were: students/teachers, followed by government employees, commercial employees and business men. A great majority of them travelled in groups. Their main purpose of travel was recreation, followed by social calls/meeting friends and business. They mostly

stayed in hotels followed by friends/relatives. Average tourist carried along Rs. 8000-12000 in their pockets to visit the Project Area. Majority of them spend around Rs. 300-400 per day per tourist.

Main attraction of the area found to be scenic beauty, followed by adventure, culture and linkage. Current findings of the research study of tourists in Project Area don't confirm most of the important findings of an earlier survey (Tourism Survey, 1983). These differences may have cropped up due to the differences in area surveyed, sample size and other similar factors.

It was found that there were three categories of tourists visiting Project Area. First, tourists age between 41-50 years, reasonably well off who have more time at their disposal and who would like to have a relaxed time. They are willing to make long road journeys. For accommodation they would like to have every thing that they have at home, hot and cold water, air conditioning, spotlessly clean rooms and hygienic food. Second category of tourists consist of those between 31-40 years of age. They don't have much time at their disposal. They would also like to have standard accommodation and clean and hygienic food. They have more money to spend. Their time is limited. Their tour details are very accurate. Any considerable delay in tourist services could cause cancellation in their next most possible tourist programming. Third category of tourists consist mostly of young generation of students aged between 16-30 years. They have small budget. They stay longer days and are willing to stay in 1-2 star

hotel comparable to what they can get in their own countries or in other countries of the world. They only insist on providing clean accommodation and hygienic food facilities for their stay in Project Area.

Transport always remains a risky proposition and a foreign tourist who has got reservation month ahead of his travel plan, will find himself in a quandary if while in Project Area he finds that because of transport problem he cannot get to Rawalpindi or Peshawar to catch a connecting flight to be able to get to his next destination.

It is hard to believe that Project Area lack natural beauty to attract tourists from within and abroad. The environment in which tourism flourishes is important to the quality of tourist's experience. Both the natural environment in form of land, water, plants and animals, and the man made environment, which include buildings and streets, form the foundation of tourism industry. In the absence of an attractive environment, tourism rarely succeeds, because this is one of the vital things which tourists look for from a destination. When tourism and environment exist in harmony, environment benefits from tourism and tourism from environment. With the present network in hands yet we need to streamline the tourism in Pakistan (Project Area). It is time to exploit maximum potentials which are always there but its development requires not only money but time and dedicated efforts.

Chapter 7

SOCIO-ECONOMIC IMPACT OF TOURISM IN NORTHERN AREAS

In this chapter, main focus of the study is on socio-economic impact of tourism in Northern Areas. The focus of the impact assessment is on i) agriculture; ii) occupations and income composition and level; iii) land transactions and prices; iv) infrastructure development; v) population mobility; vi) rural environment; vii) vocational training; viii) natural environment; ix) consumption pattern; and x) social and cultural change. Analysis of tourism's impact on these nine aspects of life in northern areas is undertaken in the sequence as above.

EFFECTS ON AGRICULTURAL SECTOR

Tourism has facilitated expansion in agricultural activities in the area. Tourists demand has given an additional economic push to agricultural activities. Extension in the infrastructure and services, originally designed for the tourists, also benefited the agricultural sector. Presently, most of the vegetables and fruits are consumed by the visiting tourists. Tourism sector has been also the major consumer of the agricultural foods. Before tourism development, agriculture was un-profitable occupation, mainly providing subsistence living. Now, considerable money can be made in this occupation. Agriculture department and AKRSP have played an important role in stimulating agricultural produce in the area.

More area has brought under cultivation. Productivity and the output of the crops have increased in recent years. Improved seeds and chemical fertilizers are used by almost all farmers. Application of modern tools is improving. The level of adoption is reported to be encouraging. In learning to cultivate the crops, the farmers have learnt to cultivate all crops more properly than before. It has been resulting in proper use of the resources, better yields and hence higher profit. Large numbers of people are still engaged in the traditional activities like agriculture and crafts in the area. This being the overall picture, the specific indicators of impact of tourism on this sector are given and analyzed as follows.

Development of tourism in an area boosts demand for foodstuffs, necessitating a corresponding increase in supply through expansion in local production or import of foodstuff, or both. These measures in their turn lead to increase in on farm as well as off farm employment, and a vertical as well as horizontal expansion in agriculture sector and associated trades. In this section attempt is made to analyze tourism's impact on Northern Areas' agriculture sector.

Agriculture is the main stay of the economy of Northern Areas. In spite of the low productivity, agriculture is still an important source of income there. Wheat, maize, and barely are the main crops. Various cash crop like tree, fruits and nuts are also found. Goats and sheep are common in the mountains.

Most of the area lies at least 1,500 meters above sea level and more than half of the area is above 4,500 meters. Production potentials generally decrease with altitude. Crops yields at 3,000 meters are about fifty per cent of that at elevation below 2,400 meters (AKRSP, 1991).

Double cropping is possible in areas below 2,400 meters altitudes, whereas single or delayed maturity of crops are witnessed in areas above 2,400 meters altitudes. Altitudes and temperature affect the production activities in the project area. Agricultural year begins in spring, from about March and lasts till September when snow and cold start. In majority of the areas farming is not possible for all the year round. There is general scarcity of land in the area and per acre yield is also low. Most of the produce is used for self-consumption.

Positive improvements have been observed in the agriculture sector in Project area in recent years. Area under cultivation, cropping patterns, and the land management practices have witnessed considerable changes. More and more un-irrigated lands have been put to agricultural use in recent years. Most of the farmers are now growing more and more of vegetables and fruits on their fields.

There is increase in the share of cash and fodder crops, whereas the shares of wheat and maize are on decline in most of the cases. Most of the farmers reported using improved seeds and chemical fertilizers on their fields. Growing interest is found in self cultivation as a preferred mode of farming among farmers. Agricultural products are now being sold in various local towns and

shops for their increased demand in the market. Increase in use of hired labours is also observed on the farms. Farmers were found receiving comparatively better technical information, credit support and incentives from various government and non-government agencies.

On the whole, the situation in agriculture sector has been improving due to the opening up of the area and increased requirement for agricultural products due to local demands as well as tourists arrivals in the area. The extent to which tourism generates employment in agriculture depends on many factors, including natural conditions, increase in the demand of food stuff. However, the situation is improving. Some indicators are presented and analyzed as follows.

Land Cultivation

Area under cultivation has increased gradually due to development efforts. The quantum of change is shown in Table 7.1.

Table 7.1
AGRICULTURE LAND CULTIVATION
IN PROJECT AREA

Sr. No.	Land cultivation	Area in kanals		%age change
		1984	1994	
1	Area Owned	2934	3672	25
2	Area Rented in	30	120	300
3	Area Rented Out	—	—	—
4	Total Operated Area	2964	3792	28

Source: Field Research, 1994

It is observed from the above table that more area has been brought under cultivation in recent years. As will be seen in the above table (7.1) there has been a 28 percent increase in the area under cultivation after 1984 in the project area.

Farmers were taking keen interest in maintenance and promotion of agriculture in the area. There are visible signs of improvement in area brought under cultivation during 1984-94. Most of the farmers were found owners of their lands. Some of the farmers have taken up lands on rent in kind or on cash bases. It was also observed that the small farmers have taken up non-farm jobs and started small scale business in the area. These lands were not abandoned but cultivated by their relatives and other interested people in the area.

Cropping Patterns

Major crops in the area are wheat, maize and barely. Fruits and vegetables are the cash crops. Overall production of crops, vegetables and fruits has increased due to greater demand for and adoption of modern techniques and fertilizers etc.

Table 7.2
CROPPING PATTERN IN PROJECT AREA
IN 1984 & 1994

Sr. No.	Major Crops	Area under cultivation				%age change during 1994-94
		Kanal	%	Kanal	%	
1.	Wheat	2,600	45.99	3,400	35.19	31
2.	Maize	2,500	44.22	3,000	31.05	20
3.	Barely	100	1.77	92	0.95	-8
4.	Pulses	40	0.71	70	0.72	75
5.	Fruits	170	3.01	1,500	15.52	782
6.	Vegetables	164	2.90	1,000	10.35	510
7.	Fodder crops	80	1.41	600	6.21	650
8.	All Crops	5,654	100.00	9,662	100.00	

Source: Field Research, 1994

It is clear from the above table that there is significant improvement in overall production of crops especially, fruits, vegetables and fodder crops in recent years.

The major increase in the area under cultivation occurred in case of fruits, vegetables, fodder crops and pulses. More area was allocated to these crops because they fetch good prices due to rise in demand for agricultural produce in local market. The rise in demand is in its turn attributable to tourism and increase in local population, in large part. On supply side, increasing technical and financial support has been provided by major development agencies to

farmers in the area. These development agencies such as Agha Khan Rural Support Programme (AKRSP), Agriculture Development Bank of Pakistan (ADBP), Agriculture Department (AD) are promoting skills, and transfer of improved farming technology among the people of Project area. It has increase productivity and thus production. Although, growing of wheat is not attractive, and also government is providing essential food grains including wheat to the area on concessional prices, growing of wheat crop is still considered essential by the farmer in the area for food security.

Average Yield

Overall yields of crops, vegetables and fruits have increased due to the adoption of modern techniques and fertilizers etc. as will be seen in Table 7.3.

Table 7.3
CROP YIELDS IN 1984 AND 1994
IN PROJECT AREA

Sr. No.	Major Crops	Yield	
		1984	1994
1.	Wheat	2.5	3.0
2.	Maize	2.0	2.0
3.	Barely	1.5	3.0
4.	Pulses	1.0	1.5
5.	Fruits	5.0	6.0
6.	Vegetables	3.0	4.40
7.	Fodder Crops	8.0 Bundles	10.0 Bundles

Source: Field Research, 1994

Land Management

Table 7.4

**CHANGES IN THE LAND MANAGEMENT PRACTICES
IN THE PROJECT AREA**

Sr. No.	Cultivation Practices	Contacted respondents	Numbers		%age change
			1984	1994	
1.	Through collective efforts	172	130 (75.6%)	80 (46.5%)	-38
2.	Through individual efforts		42 (24.4%)	92 (53.4%)	119
3.	Use of mechanical tools	172	20 (11.6%)	135 (78.5%)	575
4.	Use of hired labors	172	9 (5%)	34 (19.8%)	277

Source: Field Research, 1994

It is clear from the above table that farmers are taking greater interest in cultivating and harvesting the agricultural land through individual efforts rather than collective help in recent years. Use of mechanization in agriculture is also developing among farmers. There is increasing trend of utilizing hired labours on fields in research area.

It is interesting to note that most of the farmers prefer to cultivate their lands through hired labours working under their direct supervision - paid in kind (especially in remote areas) and in cash. Cultivation and harvesting are done through self efforts. They were very much interested to increase production

through use of mechanization due to the increase in demand for agricultural products.

It is important to note that owner cum tenancy has increased as a mode of land management in recent years. Growing number of farmers reported employing hired labours on their field on cash payments. Self cultivation is considered as a preferred mode of management on agricultural lands among farmers in Project area (Table 7.5).

Table 7.5

**CHANGES IN THE AGRICULTURE STATUS ON LANDS
IN AREA SAMPLE RESEARCH**

Sr. No.	Status	Numbers		%age change
		1984	1994	
1.	Owner	168 (97.7%)	162 (94.2%)	-3.6
2.	Owner cum tenant	4 (2.3%)	6 (3.5%)	50
3.	Tenant	0 -	4 (2.3%)	

Source: Field Research, 1994

It is observed from the above analysis that majority of the farmers are still the owners of the agricultural lands in Project area.

Exact data on land management was not available. The analysis is based on interviews of land owners, tenants and revenue officials etc. It is important to make clarification about the increase in the mode of owner cum tenancy. A number of small land owners have taken up non farm jobs locally and jobs in other places. On the other hand, most of the farmers have taken up lands on rent in cash or in kind and that has increased the operated area under cultivation. The agricultural lands are also operated by relatives and family members of the owners who have out-migrated and left their lands under the owner cum tenancy control. However, the trend has brought healthy changes in agricultural activities.

Mechanization

Increased demand for agricultural products has led to the adoption of mechanization on fields. Majority of farmers are using chemical fertilizers, improved seeds, tractors, threshers and other tools to facilitate stability and increase agricultural products on farm lands as shown in table 7.6.

Table 7.6

**CHANGES IN THE MECHANIZATION ON
AGRICULTURAL LANDS IN PROJECT AREA**

S. No.	Mechanization	Contacted respondents	Numbers	
			1984	1994
%age of Farmers using:				
1.	Chemical Fertilizers	172	17 (10%)	150 (87%)
2.	Improved Seeds	172	20 (12%)	120 (70%)
3.	Use of Tractor	172	2 (1.2%)	89 (52%)
4.	Threshers	172	3 (1.7%)	80 (47%)
5.	Others	172	-	20 (12%)

Source: Field Research, 1994

An important observation based on informal interviews and visual survey of farms indicates that knowledge of the farmers has improved about farming due to the use of mechanization on lands. They can now be better educated about the use of modern techniques and fertilizers.

Tractors are not widely used in various areas. It is because the lands are not flat. There are also problems of access in various areas. Elevation and the smaller size of lands are also making it impossible to adopt the use of tractor on large scale. As far as tractors are concerned, they were introduced and increasingly used for carrying passengers and luggage to remote and inaccessible

areas. They are widely used in Gilget and Chilas. Threshers' are used in Gilget and Hunza. Tractors and threshers are available on rent. Increased demand for agricultural produce has also brought improvement in traditional methods of farming and in the use of local tools and technology in the area.

Traditional Activities

Tourism development has supported the traditional activities like drying of fruits/vegetables and local handicrafts in the area. However, it has not contributed in the reduction of activities like pasturing in the area (Table 7.7).

Table 7.7
CHANGES IN THE STATUS OF TRADITIONAL ACTIVITIES
IN PROJECT AREA

Sr. No.	Activities	Contacted respondents	Numbers	%age
Tourism development has supported the traditional activities:				
1.	Local Handicrafts	172	120	70
2.	Livestocks	172	55	32
3.	Pasturing	172	48	28
4.	Drying of fruit/vegetables	172	172	100

Source: Field Research, 1994

It is clear from the above table that, tourism development has supported the traditional activities like local handicrafts and drying of fruits and vegetables to great extent. On the other hand, pasturing and livestock keeping have not been positively affected to a large extent.

As agricultural produce didn't provide sufficient food to the locals, they heavily relied on vegetable production, fruits production and livestock in the area. They used to dry up and store various fruits and vegetables for consumption in winter. Apricot, peach, apple, plums, mulberry, walnuts, grapes, almond, cherry, melon and pear are grown in the area. Fruit production has been good source of income and sustenance of the people. Most of the produce deteriorated due to the unscientific practices. Development of road infrastructure, transport, tourism and trade have improved the situation from supply as well as from demand point of view in recent years. Technical and financial support has also improved the method of cultivation, thus raising the production and yield of fruits and vegetables in the area.

Livestock population and products have declined in recent years. Traditional system of pasturing is also noted to be on decline in the area. Severe climate, lack of proper feeding, improvement in lands under cultivation and availability of dairy products in markets at reasonable prices are responsible for reducing interest in this activity. Increased production of fodder crops can be helpful in increasing the number of live stocks and their products in the area.

Increased opportunities in employment on farm and non-farm jobs have opened up new sources of income and induced people to work more and earn substantial amount of income. This has resulted in less time left with people for pasturing activities. However, it was noted that live stock production has good potentials in the area.

Disposal of Farm Products

Overall production of crops, vegetables, and fruits has increased due to the modern techniques and use of fertilizers. This has resulted in increase in sale of products in local markets and other places in the area. It has also increased availability of agricultural produce for family consumption. Disposal of farm products is shown in Table 7.8 from which it will be observed that incidence of sales of farm produce has significantly increased in the project area after 1984.

Table 7.8

CHANGES IN THE FARM PRODUCT SOLD IN PROJECT AREA

(Respondents = 172)

Sr. No.	Farm Products	Number	
		1984	1994
1.	Sold in Towns	5 (3%)	60 (35%)
2.	Sold in Villages	7 (4%)	51 (30%)
3.	Self consumed only	160 (93%)	105 (61%)

Source: Field Research, 1994

It is observed from the above table that, there is a considerable increase in the farm product sold at various places in towns and in villages in recent years.

EFFECTS ON EMPLOYMENT

Although agriculture is still a comparatively important source of income in the project area, it does not provide sufficient income to sustain the population. Tourism is increasingly becoming an alternative source of income. Tourism development has led to increase in the number of shops, hotels, restaurants etc. Since tourism development has been on limited scale, the resulting commercial activities have been of small scale nature. However, it is still considered very positive. Occupational opportunities are opening up. Local people are interested in taking up jobs as tour guides, work in restaurants, and to open shops etc.

Number of family members working on non-farm jobs belonging to tourism sector, have considerably improved in recent years. Tourism definitely has diversified jobs opportunities. More and more business shops are opening up in Project areas. It has not only increased the level of income of the people, but it has also stabilized the income position in recent years, as will be borne out by the ensuing analysis.

Occupations

Development of tourism has diversified the choices for occupation in the area in recent years. Business, tourism and commercial activities are developing in the area, comparatively, on much better scales than ten years ago. Table 7.9 gives details.

Table 7.9

**OCCUPATIONAL STATUS OF SAMPLE POPULATION
IN THE PROJECT AREA IN 1984 AND 1994**

Sr. No.	Occupation	Number	
		1984	1994
1.	Agriculture/Farming	122 (71%)	112 (65%)
2.	Business	21 (12%)	69 (40%)
3.	Services	2 (1%)	48 (28%)
4.	Army	12 (7%)	12 (7%)
5.	Government jobs	5 (3%)	10 (6%)
6.	Commercial jobs	10 (6%)	43 (25%)

Source: Field Research, 1994

It is clear from the table that occupational choices have increased comparatively in recent years. However, agriculture has still remained the major occupation but, there are increasing opportunities in other occupations like business, followed by services sector, commercial sector and government.

Sources of Income

Income of the people living in the area has increased. This is due to the diversification in the sources of income in the area. The employment situation has improved substantially over that obtaining in early eighties. Promotion of tourism has contributed in a big way to this positive change in a manner never expected before.

Table 7.10

SOURCES OF INCOME IN PROJECT AREA

Sr. No.	Source	Contacted respondents	Number	
			1984	1994
1.	Agriculture/Farming	172	155 (90%)	138 (80%)
2.	Government Services	172	43 (25%)	86 (50%)
3.	Remittances	172	15 (9%)	17 (10%)
4.	Business	172	120 (70%)	155 (90%)
5.	Army	172	67 (40%)	86 (50%)
6.	Service Sector	172	12 (7%)	112 (65%)
7.	Commercial Employee	172	58 (34%)	105 (61%)

Source: Field Research, 1994

It is clear from the above table that agriculture still happens to be the major source of income of the people living in project area. However, the sources of income have increased comparatively in recent years. There is significant improvement in business as a growing source of income. People are getting good opportunities of income from various sources such as, jobs, commercial and government sector.

Farming Income

Income of the people has improved largely due to access to job opportunities and extension in agriculture activities in the area. Locals are focussing more and more on employment in both farm and non-farm sectors.

Table 7.11

**INCOME FROM FARMING IN PROJECT AREA
(PER ANNUM)**

(Respondents = 172)

Sr. No.	Income (Rs/year)	Percentage of respondents		% change
		1984	1994	
Agriculture/Farming				
1.	Below 20, 000	50%	12%	-76
2.	20,000 - 30,000	44%	44%	-
3.	30,000 - 40,000	6%	42%	600
4.	40,000 - 50,000	-	2%	2
5.	50,000 - 60,000	-		
6.	60,000 - 70,000	-		
7.	7,000 & Above	-		

Source: Field Research, 1994.

It is clear from the above table that income from agriculture has increased to a great extent in recent years. In 1994 as many as 42 respondents were earning 30,000 - 40,000 as compared with only 6 respondents in this income group in 1984.

Business Income

Income from business source has increased to a great extent in recent years. It is observed that majority of people earn between Rs. 40,000 to Rs. 70,000 per annum in recent years compared to Rs. 20,000 to 40,000 in 1984.

Table 7.12

**INCOME FROM BUSINESS IN PROJECT AREA
(PER ANNUM)**

(Respondents = 172)

Sr. No.	Income (Rupees)	Sample Respondents (%)		% change
		1984	1994	
1.	Below 20,000	36	4	-89
2.	20,000 - 30,000	50	9	-82
3.	30,000 - 40,000	12	19	58
4.	40,000 - 50,000	2	26	1200
5.	50,000 - 60,000	-	24	24
6.	60,000 - 70,000	-	10	10
7.	7,000 & Above	-	8	8

Source: Field Research, 1994

Business opportunities are expanding in the project area mainly due to the opening up of Karakoram Highway (KKH), development of tourism. Earning potentials are highly enhanced due to the good power of the tourists. Tourists usual pattern of consumption is favourable for the local business sector. Tourists are found purchasing local goods and using local services. They pay good prices for local business goods and services in the area.

Income from government services has increased substantially after 1984. Comparatively a large number of people earned level between Rs.20,000 - 30,000 per annum in 1994 than in 1984. The increase in income from government service during 1984-94 is, however, not necessarily attributable to growth in tourism.

Table 7.13
INCOME FROM GOVERNMENT SERVICES IN PROJECT AREA
(PER ANNUM)

(Respondents = 172)

Sr. No.	Income (000 rupees)	Respondent (%)		% change
		1984	1994	
1.	Below 20,000	92	70	-24%
2.	20,000 - 30,000	8	25	213%
3.	30,000 - 40,000	-	5	5%
4.	40,000 - 50,000	-	-	-
5.	50,000 - 60,000	-	-	-
6.	60,000 - 70,000	-	-	-
7.	7,000 & Above	-	-	-

Source: Field Research, 1994

Income from Army

Earnings from the army services have comparatively increased in recent years. It is observed that majority of people earn between Rs. 20,000-30,000 in recent years compared to Rs. 20,000 or less in 1984.

Table 7.14
INCOME FROM ARMY SERVICES IN PROJECT AREA
(PER ANNUM)

(Respondents = 172)

Sr. No.	Income (000 rupees)	Respondents (%)		% change
		1984	1994	
1.	Below 20,000	92	55	-40
2.	20,000 - 30,000	8	42	425
3.	30,000 - 40,000	-	3	1
4.	40,000 - 50,000	-	-	-
5.	50,000 - 60,000	-	-	-
6.	60,000 - 70,000	-	-	-
7.	7,000 & Above	-	-	-

Source: Field Research, 1994

Income from commercial sector has increased to a great extent in recent years. Some fifteen percent of the sample population was earning more than Rs.30,000 in 1994, whereas in 1984 none of them earned that much.

Table 7.15

**INCOME FROM COMMERCIAL SECTOR IN PROJECT AREA
(PER ANNUM)**

(Respondents = 172)

Sr. No.	Income (rupees)	Cases (%)	
		1984	1994
1.	Below 20,000	90	70
2.	20,000 - 30,000	10	15
3.	30,000 - 40,000	-	6
4.	40,000 - 50,000	-	15
5.	50,000 - 60,000	-	2
6.	60,000 - 70,000	-	2
7.	7,000 & Above	-	-

Source: Field Research, 1994

A number of commercial establishments have opened their offices in the area. They are providing a number of direct and indirect services and tourists products in the area. A small number of private transport companies, travel agencies, jeep services, guides, reservations and sale staff, accommodation, catering and related activities, entertainment services and national and regional tourist organization etc., have developed and improved in recent years. Income from commercial activities has increased considerably in the area in recent years.

Tourism Income

It is clear from the above table that earnings from tourism services have increased to a great extent. Large number of people were earning more than Rs.20,000 in 1994, while 1984 all respondents fell in below Rs. 20,000 category.

Table 7.16

**INCOME FROM SERVICE SECTOR IN PROJECT AREA
(PER ANNUM)**

(Respondents = 172)

Sr. No.	Income (Rupees)	Respondents (%)	
		1984	1994
1.	Below 20,000	100	20
2.	20,000 - 30,000	-	20
3.	30,000 - 40,000	-	40
4.	40,000 - 50,000	-	14
5.	50,000 - 60,000	-	6
6.	60,000 - 70,000	-	-
7.	7,000 & Above	-	-

Source: Field Research, 1994

Remittances

No significant increase has been registered in the level of remittances in the area. However, income from the remittances has increased comparatively in recent years. More people — 55%, are getting remittances between Rs.50,000 - 60,000 in recent years compared to the corresponding figure of 35% in 1984.

Table 7.17
INCOME FROM REMITTANCES IN PROJECT AREA
(PER ANNUM)

(Respondents = 172)

Sr. No.	Income (000 rupees)	Respondents (%)	
		1984	1994
1.	Below 20,000	-	-
2.	20,000 - 30,000	-	-
3.	30,000 - 40,000	15	15
4.	40,000 - 50,000	50	30
5.	50,000 - 60,000	35	55
6.	60,000 - 70,000	-	-
7.	7,000 & Above	-	-

Source: Field Research, 1994

Non-farm Employment

Majority of people are taking up various non-farm jobs in the area. Main stimulating factors in this regard are the development of tourism, trade and opening up of Karakoram Highway followed by expansion in government and non-government jobs in the area. Tables 7.18, 7.19 and 7.20 contain relevant data.

Table 7.18

**CHANGES IN THE NUMBER OF FAMILY MEMBERS
WORKING ON NON-FARM JOBS**

(Total respondents = 172)

Sr. No.	Non-farm working members	Numbers	
		1984	1994
1.	None	125 (73%)	39 (23%)
2.	1-2	33 (19%)	65 (38%)
3.	2-3	14 (8%)	19 (11%)
4.	3-4	-	42 (24%)
5.	4 & above	-	7 (4%)

Source: Field Research, 1994

The number of working members in non-farm jobs has increased considerably in recent years. In 1984, as many as 73% of the respondents didn't have family members on non-farm jobs. The corresponding figure for 1994 is 23%, meaning that 78% sample families have members working in non-farm sectors. This is a significant development with positive implications.

Tourism has opened up more choices in non-farm employment in direct and indirect ways. People have shown encouraging response and received better

returns in these fields. The reason for growing participation in non- farm employment are growing desire of the people to raise their income and standards of living in the area. Tourism has provided them with increasing opportunities in various activities in business, services and commercial sectors etc.

It is observed that many small land holders have taken up jobs in non-agriculture sectors in recent years. Young and middle aged men are getting more chances in new business and wage employment. Informal sector is also developing in the area. There are greater opportunities now than before for small scale businesses and investments in the area. People are cashing on these increasing opportunities. The situation is on the whole said to be improving in present times.

Women in Work

Most of women are working on their family farms. Interest is found among young women to get government and non-government jobs, especially in the fields of education and health related activities.

Table 7.19

**PARTICIPATION OF WOMEN IN WORK
IN PROJECT AREA**

(Total respondents = 172)

Sr. No.	Work status	Numbers	
		1984	1994
1.	Work on agriculture farm	155 (90%)	134 (78%)
2.	Engaged in agriculture marketing	14 (8%)	10 (6%)
3.	Govt. jobs (health, teaching etc)	3 (2%)	10 (6%)
4.	Non govt. jobs (health, teaching etc.)	0 -	18 (10%)
5.	Tourism services	-	-

Source: Field Research, 1994

Women are considered an important part of agricultural activity. They are playing an important role in the development of agriculture sector. They are heavily involved in vegetable production, fruit production and to some extent in live stock. They are engaged in preservation, management, and to some extent distribution activities. "The production of fruit, its preservation, management and distribution is also women's job, especially the cultivation and processing of apricots. Women role is very significant in the management of apricots and walnuts. The same is true for potatoes and turnips. Women are also responsible for livestock, poultry, stall feeding, milking cows and goats, making butter and cheese etc" (Nadia Sarwar, 1990).

Women are still found working on farms. Their participation has, however, declined due to the following reasons:

1. Increase in demand for agriculture food in market has intensified labour work on farm. Men are increasingly involved in various agricultural activities more than before. Increased earnings from agricultural produce and improved productivity and production of agricultural foods have brought changes on farm lands in recent years. Farmers are hiring more labours on daily wages. Under these circumstances of increasing role of man on farm, the participation of women on farms is less than before. However, the role of women on farm is still considered very important. Production and preservation of fruits and vegetables are still performed mostly by women.
2. Same is true for agricultural marketing. Increase in flow of out side people in the area and growth of the economy have reduced engagement of women in marketing of agricultural products in the area than before.
3. Improvement in education opportunities for women (especially in young girls/boys/children going to schools), and increased engagement of women in household activities have reduced their participation on farm activities to some extent.
4. A numbers of educated women have been seen participating in non-farm employment in government services especially in education profession (teaching) and health sectors etc. Agha Khan Rural Support Programme (AKRSP) and Cultural Area Karakoram (CAK) employ a large number of educated women, especially from Ismailies communities and those interested, in various education, health and social work and uplift schemes

in the area. It was observed that an educated women were not interested to work on the farm.

Not a single women was found working directly in tourism sector in the area. However, educated women were finding opportunities in fields of education, health, and in social work services etc. in the area.

IMPACT ON GENERAL EMPLOYMENT SITUATION

Tourism development has had a favourable impact on employment generation in Project area. The respondents reports tabulated in Table 7.20 suggest that there are now more jobs than before, and the jobs are more diversified.

Table 7.20

EFFECTS OF TOURISM DEVELOPMENT ON EMPLOYMENT IN PROJECT AREA

Sr. No.	Possible Employment Effects	Total Respondents	Responses	
			Number	%age
1.	Withdrawl of labour from agriculture	172	None	-
2.	Increased dependence on tourism jobs	172	21	12
3.	Seasonal jobs in tourism sector	172	86	50
4.	Tourism has diversified job opportunities	172	153	89
5.	More business opportunities around	172	163	95
6.	Others	172	60	35

Source: Field Research, 1994

Government has declared tourism as an industry just like all other industries and provided concessions and incentives for investment in tourism related activities in Northern Areas. There are various (DFI's) and other financial institution established in the area, providing loan and assistance to local people interested in developing small scale business and investments in the area. Regional Development & Finance Corporation of Pakistan (RDFC) is performing a catalyst role in the area. The response is very encouraging in this respect. The business sector is developing and undergoing more diversification in the area. However, there are some bottlenecks in process of extending loans to locals due to their non security and small scale nature etc. Private sector and foreign investors are also taking growing interest in this area. The results are encouraging. There is immediate need for government to take proper steps in providing all necessary requirements in the area.

No problem seems to have developed as a result of withdrawal of labour from agriculture sector following the development of tourism in the area. Agriculture sector is receiving increasing interest and attention of the local population. The productivity has increased comparatively as already reported. It has resulted in increased production of various crops, fruits, vegetables etc. in the area. There has been increase in knowledge and skill in agriculture and farming. Farmers are using mechanized tools and increased services of hired labour on farms.

Concluding Note: Tourism has generated large number of employment and business opportunities for people in the area. Occupational choices are much diversified in recent years. Nearly every household has a family member working and engaged in tourism sector or related activities. This has generated some shifts in the social position of majority of people in the Project area . The level of income has risen. This has improved their social position in the society and thereby standards of living in the area.

Increase in the level of income has motivated local people to invest more amount in health, education, living etc. Their social position has improved in the society. They are experiencing comparatively improved standards of living in the area.

Agriculture is still considered main source of income. Business and tourism are increasingly becoming major sources of income in the area in recent years. The quality of the employment varies widely. Although, higher quality jobs go to the people from other areas, the overall availability is considered satisfactory. There are no reports of women participation in the tourism industry. However, they are getting better jobs opportunities in health and teaching services. Promotion of tourism has facilitated ease in occupational mobility. Circulation of cash has increased in the economy. people are working on daily wages. Tourism have brought expansion and diversification in the economy.

EFFECTS ON LAND PRICES

One of the underlying concepts of tourism is that it pushes up prices and value of lands in various forms. Land value may go up due to the growing demand for hotel and tourist facilities, making it difficult for local residents to purchase land. Investment in tourist accommodation and recreational infrastructure could greatly increase the prices of local lands. Prices of land go up when there is increased demand for land for use of residential, commercial or agriculture use due to development of tourism sector in the area. Increase in the level of income, due to employment in tourism, can cause increase the prices of land in response to increased demand for land either by local or the out side people. Prices of land also increase due to the development of land and also due to holding up of lands by local people for sale at higher prices at later time. The prices of local houses may go up too. Development of tourism can Increase competition for space and land. Ultimately It may make cost of living high.

There is general scarcity of land in Project area. Irrigation and access to lands are also found difficult. There is acute scarcity of flat lands in these areas. Natural mass wasting occurring as a result of climate and topography reduces the availability of land for cultivation³⁴. Animal grazing and cutting of forests have accelerated the process of soil erosion etc. These processes have reduced the availability of cultivable and construction lands in the area.

34 Rock falls, mud slides and avalanches occur through out the year. It caused loss of cultivable lands, irrigation channels and orchards etc. in the area.

Prices of land have gone up in Project area in recent years. There is great pressure on lands for commercial and agriculture use in the area. Scarcity of land has been the major factor in this respect. This is followed by considerable increase in demand for land created by expansion in business and commercial activities, population factor, increase demand for agriculture use, increase in the level of income of the people have contributed increase in the value of land. There is no doubt, however, that the development works (for example like KKH road) have also cause increased in the value of lands in the project area. Table 7.21 gives relevant details.

Table 7.21

**AVERAGE PRICE PER ACRE IN PROJECT AREA
IN 1984 AND 1994**

Sr. No.	Place	Price of land for cultivation use (Rs.)			Price of land for construction use (Rs.)		
		1984	1994	%age	1984	1994	%age
1.	Chilas	4500	45,000	900	6,000	70,000	1066
2.	Gilgit	5000	40,000	700	10,000	70,000	600
3.	Hunza	6000	50,000	833	7,000	80,000	733
4.	Skardu	5000	39,000	680	9,000	75,000	1042

Source: Field Research, 1994

It is clear from the table that the prices of land for both purposes, cultivation as well as construction use, have registered significant increase during 1984-94 in Project area.

Greater increase has occurred in the prices of lands used for commercial and residential purposes in the area. However, the prices of lands used for cultivation have also increased considerably. Greater increase in the prices of lands in Chilas for cultivation as well as cultivation purposes were recorded. In Chilas, the cultivated lands are better placed due to being fertile. The lands are wide and flat, hence farmers can easily use improved mechanical technology. Chilas is not located exactly on the (KKH) road side. Less lands are available on road side for commercial purposes.

Several factors have caused increase in the prices of lands in Project area. Most notable among them are, the scarcity of land, followed by expansion of business and commercial activities, population increase, etc as will be seen in Table 7.22.

Table 7.22

**FACTORS CAUSING INCREASE IN LAND
PRICES IN PROJECT AREA**

(Total Respondents = 172)

Sr. No.	Causes of increase in prices	Respondents	Responses	
			Number	%age
1.	Scarcity of lands	172	157	91
2.	Increase in demand for agriculture use	172	86	50
3.	Expansion in residential buildings	172	38	22
4.	Population factors	172	119	69
5.	Expansion in business/commercial activities	172	98	77
6.	Rise in the income level	172	86	50
7.	Purchased of lands by outside people	172	31	18
8.	Other factors	172	21	12

Source: Field Research, 1994

There is general scarcity of lands along with the other bottlenecks in Project area (especially cultivated lands). Rock falls, mud slides and avalanches occur through out the year, which cause loss of cultivable lands, irrigation channels and orchards etc. in the area³⁵. The population in the area has been growing at the rate 3.3% per annum which has resulted in an increase in the demand for land for cultivation and residential purposes in the area.

Lands values have gone up due to the demand for hotels, restaurants and tourist facilities. Growth of small businesses, trading, and new investments etc were observed in the area during the survey.

EFFECTS ON REGIONAL DEVELOPMENT

Promotion of tourism in an area brings beneficial infrastructural effects. This can be helpful in achieving a fair amount of progress in regional development. "The introduction of tourism often provides ample economic justification for introducing, expanding or upgrading the basic infrastructure such as airports, roads, electricity and drinking water, and the sewerage system. In certain cases, however, these infrastructure works are undertaken and tailored exclusively to meet the needs of tourism sector" (de Kadt, 1979). When an area is open for

35 Animal grazing and cutting of forests have speeded up the process of soil erosion etc. These processes have reduced the availability of cultivable and construction lands in the area, AKRSP, 1990.

tourists. Attempts are made to exploit the existing attractions for promotion of tourism in that particular area. The availability and improvement in infrastructure and communication work can prove helpful for the local people living in these areas. It could increase their knowledge and access to better facilities and work. It could also facilitate development in the region.

The construction of Karakoram Highway (KKH) has opened up access to Northern area. The people in these areas are experiencing changes in their way of life. The existence of all weather trade route has given a boost to tourism and consequently the process of trade and development.

Tourism has accelerated improvements and upgradation in general infrastructure, (e.g.) the airports, roads and overnight accommodation, drinking water, sewerage system, extension of the banking and the communication system. The details are given in the tables (7.23, 7.24 and 7.25).

Table 7.23

**DEVELOPMENT WORK (INITIAL IMPROVEMENT)
UNDERTAKEN BY GOVERNMENT OR OTHER
ORGANIZATIONS/AGENCIES
IN PROJECT AREA**

Sr. No.	Development Work	Respondents	Numbers		%age change
			1984	1994	
1.	Availability of Technical Information Regarding Farming.	172	65 (38%)	132 (77%)	103
2.	Availability of Credit or Financial Institutions etc.	172	62 (30%)	100 (58%)	92
3.	Development/Availability in Obtaining the Following Facilities	172			
	a) Schooling		26 (15%)	108 (63%)	315
	b) Medical Facilities		43 (25%)	95 (55%)	121
	c) Sanitation System		12 (7%)	45 (27%)	275
	d) Water Availability		33 (19%)	67 (39%)	103
	e) Roads		60 (35%)	110 (64%)	83
	f) Transport		43 (25%)	130 (76%)	202
	g) Security System		34 (20%)	120 (70%)	253
	h) House Planning		-	24 (14%)	14
	i) Communication		34 (20%)	103 (60%)	203

Source: Field Research, 1994.

It is evident from the above table that there has taken place improvement

in availability and development of infrastructure and basic amenities in the area. Availability of most of the amenities and facilities given in Table 7.23 has more than doubled during 1984-99. Impressive progress has been made especially in respect of schools, sanitation system, security system, transport, and communication.

Agriculture Department (AD), Agha Khan Rural Support Programme (AKRSP), Rural Development and Finance Corporation (RDFC), Agricultural Development Bank of Pakistan (ADBP) etc. were reported providing technical and financial help in promoting skill, transferring new farming technology, and human development in the area. Credit availability and financial help have greatly supported the agriculture and small businesses in the area.

More people, than before, are seen sending their children to schools. The number of schools and level of adoption is increasing. Agha Khan Rural Support Programme (AKRSP) is contributing in a great way to the promotion of literacy level of people in these areas.

Availability and improvement in medical facilities inclines more people to use allopathic medicines. Improvement in existing roads and construction of new roads and infrastructure for tourism and trade have increased social mobility, frequency of travel and radius of movements of people in the area. Construction of Karakoram Highway (KKH) has improved life in these areas. It has been

reported by the respondents that the development of transport and communication have increased knowledge and contacts with outside people. It has increased understanding and good will for other people.

Increased contacts with new people have brought good knowledge of modern medicine. Availability of public and private transport systems is increasing in the area. Various travel agencies are arranging package tours to these areas. Communication is still not very much developed. However, Gilget and Skardu are comparatively placed in better position in providing improved facilities to tourists and to local people. Various public and private PCO's have started operating in the area. There is increase in radio and media services in these areas in recent times. Extension and construction of roads and necessary infrastructure is increasing contacts and linking people of different communities. All these improvements have brought new goods and services, new food, new technologies in the area. It is changing the social structure of these communities and exposing them to new set of experience and opportunities. People are quick to adopt these changes. It has facilitated improvement in sanitation system, house planning (especially in Gilget), and security system in the area.

Table 7.24

**EFFECTS OF TOURISM ON THE PATTERN
OF HOUSING STATUS IN PROJECT AREA**

Sr. No.	Development Work	Respon- dents	Numbers		%age change
			1984	1994	
1.	Tenurial Status:	172			
	a) Owned		172 (100%)	169 (98%)	1.7
	b) Rented		-	3 (2%)	3
2.	House Status:	172			
	a) Kacha		107 (62%)	21 (12 %)	-80
	b) Semi-pacca		48 (28%)	58 (34 %)	216
	c) Pacca		17 (10%)	90 (52 %)	429
3.	Area under House in Kanals:	172			
	a) 0.5 Kanal		41 (24%)	28 (16%)	-32
	b) 1.0 Kanal		122 (71%)	127 (74%)	4
	c) 1.5 Kanal		3 (2%)	12 (7%)	300
	d) 2.0 Kanal		3 (2%)	5 (3%)	67
4.	Living Rooms:	172			
	a) 1-2 Rooms		160 (93%)	72 (42%)	-55
	b) 2-3 Rooms		10 (6%)	86 (50%)	760
	c) 3-4 Rooms		10 (6%)	10 (6 %)	-
	d) 4 & more Rooms		-	3 (2%)	3
5	Material used in Construction:	172			
	a) Mud		153 (89%)	36 (21%)	76
	b) Cement		19 (11%)	136 (79%)	615
	c) Shaped Stones		169 (98%)	100 (58%)	41
	d) Cement Bricks		3 (2%)	72 (42%)	2300
6.	Electrification	172	26 (15%)	84 (49%)	223
7.	Tap Water	172	29 (17%)	71 (41 %)	145
8.	Sanitation:	172			
	Covered Toilet		2 (1%)	84 (49%)	415
	Covered Bathroom		31 (18%)	105 (61 %)	238
	Covered Kitchen		15 (9 %)	88 (51 %)	487

Source: Field Research, 1994

Visible developments have been reported by respondents in the housing status in Project area. Considerable improvements have been recorded in the use of construction material, number of living rooms, availability of kitchens and sanitation space in houses in recent years.

The above table shows that almost all the local respondents have been living in their own houses. There were reports of improvements in constructions of pacca houses; by 429 percent (from 17 percent to 90 percent). It was followed by improvement in semi pacca houses by 21 percent (from 28 percent to 34 percent). However, the opposite trends were found in the construction of kacha houses.

Most of the respondents prefer to construct 2-3 rooms in their new houses in the Project area. There has been significant increase in 2-3 room houses — from 6 percent in 1984 to 50 percent in 1994. It was followed by slight increase (by 2 percent) in construction of 4 & more rooms. Declining trends — by 55 percent was found in the 1-2 room houses.

Use of cement and bricks, as construction material in process of building house, has increased by 615 percent (from 11 percent to 79 percent) and 2300 percent (from 2 percent to 42 percent) from 1984 to 1994 respectively. On the other hand, there has been a significant decline in the use of mud and shaped stone in construction of houses.

The availability of electrification and tap water has increased by 223 percent (from 15 percent to 49 percent) and 145 percent (from 17 percent to 41 percent) from 1984 to 1994 respectively.

Improvement in the covered toilet has increased by 415 percent, covered bath rooms by 238 percent, and covered kitchens have increased by 487 percent.

The area under house has also registered slight increase. The area under house increased to 1.5 kanal by 300 percent (from 2 percent to 7 percent), followed by increased to 1.0 kanal by 4 percent (from 71 percent to 74 percent), 2.0 kanals by 67 percent (from 2 percent to 3 percent) from 1984 to 1994. However, there is decline in the area under house construction of 0.5 kanal by 31 percent (from 24 percent to 16 percent) from 1984 to 1994.

Patterns of structure and level of consumption of material used in construction are changing. Cement and bricks are increasingly used in place of mud and shaped stones. There are reports of extension in the living rooms in construction of new houses. People are also using new material and designs in renovation processes. Construction of more pacca houses is increasing in the locality.

People are using new material like cement, bricks for renovation of their houses. They are sparing open space in the new houses. Use of windows and improvement in ventilation system have taken place in new constructions. Use of white wash and paint are visible in new houses. More and more people construct

drawing rooms with attached baths for guests in new houses, especially in urban areas and area around tourist resorts even in rural locations.

Most of the houses are owned by the local people. Very few people live in rented houses. However, the growing inflow of immigrants and migration of local people to urban areas have increased the trend of people living in rented houses in recent years. Covered area under houses were also increasing in new constructions. Use and provision of facilities like availability of electricity and tap water has improved in recent times.

Use of sanitation and kitchen system is reported to be better off in the area in recent years. Locals are now more interested to sphere separate place for kitchen in the house. Previously, no separate place was provided for kitchen in the house. It was concentrated inside a living room. The use of kitchen utensils is also reported to be improving in the area. The same is true for toilets and bath rooms in the area.

As far as rural areas are concerned, there are little or no separate covered kitchens, toilets, and bath rooms. There is a big room inside the house, which is used for twin purposes of living and kitchen. There is no concept of toilet for men inside the house in summer. However, a small place is allocated for bath room, surrounded by rug cloth or rudimentary wall built by mud and stones etc. inside of the house. Very few toilets are found inside the house premises. Most

toilet arrangements are found outside and far away from the house. In many cases, a small wooden box with a whole made in the middle inside the box, is used for discharge of waste. In some places, it is a small open area surrounded by pieces of rug or mud wall. In some areas, toilets are a common property. One such example is found in Shiger valley area in Skardu. There is a big general toilet in the bazaar near fast flowing stream. It is open toilet system, situated in the middle of the area. It is made of cement. A large area of about one kanal is allocated for the toilet. One can find twenty square holes inside that one kanal plot. The holes are meant for the discharge of waste. Beneath that surface, the locals have dug up a deep ditch for dumping of human waste. It is constructed adjacent to the running stream. People in the area commonly use this place for toilet purposes in evening or early hours of the day.

The pattern of change is not similar to that found in urban areas. However, renovation and improvement are observed and reported in the use of toilets and bath rooms in rural areas.

CONSUMPTION OF DURABLE GOODS

Consumption of durable goods is an important indicator of economic impact. Normally when households' income rises, they acquire more and better consumption durables and that has happened in the project area as shown in Table 7.25.

Table 7.25
CONSUMPTION OF DURABLE GOODS
IN PROJECT AREA

(Total Respondents = 172)

Sr. No.	Consumption Durables	Response	
		1984	1994
1.	Radio	55 (32%)	148 (86 %)
2.	Tape Recorder	9 (5 %)	63 (48 %)
3.	Sewing Machine	34 (20%)	105 (61 %)
4.	Freezer/Refrigerator	--	21 (12 %)
5.	Washing Machine	--	10 (6 %)
6.	Vehicle	2 (3 %)	33 (19 %)
7.	Fan	24 (14%)	117 (68 %)
8.	Juicer/Grinder	2 (1 %)	26 (15 %)
9.	T.V	--	36 (21 %)
10.	Chairs/Sofa Set	1 (0.04%)	48 (0.28%)
11.	Other	2 (0.98%)	21 (12 %)

Source: Field Research, 1994

As will be seen in the above table there has been significant increase in households possession of consumption durable goods of all types. In 1984, only 32% of sample households had radios. In 1994 the corresponding figure was 86%. Similarly, sewing machine owning households increased from 20% in 1984 to 61% in 1994. In so far as the other nine types of consumption durables given in Table 7.25 are concerned, in 1984 three of them were not possessed by the respondents, while the six other items were possessed by a small percentage of them. The situation, however was completely different in 1994 when most of all the eleven items were found to be in use by a much larger percentage of sample

households than in 1984. These improvements are attributable to rise in income and more importantly to local population's increasing contacts with the other parts of the country and visitors from within Pakistan and abroad.

EFFECTS ON POPULATION MOVEMENT

Tourism development in an area accelerates inter regional and also intra regional migration of people in different forms viz; a). Migration to Urban Areas³⁶; b). Migration to Rural Areas³⁷; c). Out Migration³⁸; d). Immigration³⁹. A number of people of the project area have migrated to urban areas and moved further to various parts of down country on seasonal and permanent basis. Majority of permanent migrants have moved out for better jobs and better education for their children. There are now more options for business and work. People are getting better living amenities. The region is open to more trade and business. Reduction has taken place in permanent out migration of people to other parts of the country. However, increase in temporary migration to urban areas for getting better jobs, business and modern amenities has taken place.

36 Especially to main towns within the area.

37 To the surroundings and less developed places like small towns, villages within the area.

38 To other places out side the project area in other parts of the country or out side of the country etc.

39 Inflow of people from out side of the immediate area either from other parts of the country or from out side of the country. Basically, the inflow of the inhabitants of the other areas.

Table 7.26 shows improvement in the mobility to a great extent. Increase in the frequency of travel was recorded to the extent of 204 percent (from 32 percent to 97 percent) from 1984 to 1994. Visits to more and more places around have increased by 788 percent. Visits to family and friends increased by 125 percent and others by 20 percent in recent years. These improvements have been effected by increase educational opportunities by 435 percent (from 15 percent to 81 percent) and utilization of modern vehicles by 362 percent (from 20 percent to 91 percent) from 1984 to 1994.

Table 7.26

**EFFECTS OF TOURISM DEVELOPMENT ON
ON MOBILITY IN PROJECT AREA**

Sr. No.	Social Mobility	Contacted Respondents	Numbers		%age
			1984	1994	
1.	Increased frequency of travel	172	55 (32%)	167 (97%)	204
2.	Utilization of modern vehicles	172	34 (20%)	157 (91%)	362
3.	Increased visit to family and friends	172	69 (40%)	155 (90%)	125
4.	Increased social contact with neighbours	172	172 (100%)	172 (100%)	-
5.	Visiting more and more places around	172	17 (10%)	151 (88%)	788
6.	Increased education opportunities	172	26 (15%)	139 (81%)	435

Source: Field Research, 1994

Use of modern vehicles has increased the frequency of travel to remote areas in the region. Contacts between different communities and with people outside of the area have increased. Locals are now in better position to travel more and more places. Knowledge of the areas in the region is increasing. Visits to friends and relatives living at far off places have improved. Understanding of cultures and languages spoken in the region is improving. This has also facilitated better access to outside areas and people.

Mobilization of economic resources has increased the output, employment and income of people in the area. This has facilitated increase in social mobility of locals.

The present study substantiates the research findings of (AKRSP) Agha Khan Rural Support Programme and Cultural Area Karakoram (CAK) studies in this respect. However, it may be that tourism development has performed leading role in improving the degree of social mobility.

Migration

Impact of tourism on migration pattern are shown in Table 7.27.

Table 7.27

**EFFECT OF TOURISM DEVELOPMENT ON THE
PATTERN OF MIGRATION IN PROJECT AREA**

Sr. No.	Migrants Patterns	Contacted Respondents	Responses		%age change
			1984	1994	
1.	Migration to Urban Areas:	172			
	a) Permanent		15 (9%)	21 (12%)	40
	b) Temporary		19 (11%)	48 (28%)	153
	c) None		138 (80%)	103 (60%)	-25
2.	Migration to Rural Areas:	172			
	a) Permanent		--	--	--
	b) Temporary		5 (3%)	5 (3%)	--
	c) None		167 (97%)	167 (97%)	--
3.	Out Migration:	172			
	a) Permanent		17 (10%)	9 (5%)	-47
	b) Temporary		50 (29%)	36 (21%)	-28
	c) None		105 (61%)	127 (74%)	21
	Immigration:	127			
4.	a) Permanent		17 (10%)	4 (2%)	-76
	b) Temporary		21 (12%)	77 (45%)	267
	c) None		134 (78%)	91 (53%)	-32
5.	No migration		131 (76%)	115 (67%)	-12

Source: Field Research, 1994

It is observed from the above table that migration of locals to urban areas and immigration has increased in recent years. However, considerable decline was reported in out-migration of local people to other parts of the country or outside the country. It was also noted that no change occurred in the pattern of migration of local people from urban areas to rural areas.

Out migration, on both temporary and permanent bases, has undergone a decline during the past ten years, and this is attributable, among other factors, to development of tourism and trade which has increased economic opportunities for people living in these areas. However, some out migration is going on, though the rate has declined. Educated persons were found preferring to move permanently to down country in various parts for better employment, for better education of their children, and due to growing religious tension in the area etc. However, they are getting good employment opportunities in government and non-government sector, locally too. They have also started business on small scale in the area. Comparatively, the permanent out migration of less educated and less skilled persons has declined in recent years.

Temporary out-migration has declined in recent years. Educated persons have started business and trade or engaged themselves in tourism business on small scale in the area. They have also started exchange business on KKH with china. Less educated and unskilled persons have taken up employments in

commercial and services sector. Semi skilled workers have started their own shops in the area.

Tourism development in the area has exerted no pressure on local people to move to the rural areas. The trend of people moving to rural areas has more or less have remained unchanged and unaffected despite development of tourism in the area. People move to rural areas for health, seasonal recreation, taking part in agricultural activities and for kinship relations etc.

Migration to urban areas, on both permanent and temporary basis, has increased in recent times, due to the growing economic opportunities in the area. Majority of educated people have permanently moved to urban areas for getting better modern amenities, development in the areas due to the development of tourism and trade etc. Educated persons are also preferring to move to urban areas for better employment, and education for their children. However, they are getting good opportunities in government and non-government employments. They have also started business and trade on small scale in the area. Permanent migration of less educated and less skilled persons to urban areas is increasing. The reason is the same i.e. they have found jobs in tourism and trade sectors in the area. However, the migration was mostly based on temporary or daily movements. Family mobility, kinship relation and economic sources are the influencing factors in this respect as reported by most of the local respondents in

the area. Temporary migration to urban areas is reported to be increasing faster than the permanent one. Opportunities in business, tourism, trade, exchange business on (KKH) with china etc. are the important factors in this respect.

A steep reduction is reported by locals in the permanent immigration of out side people in the area. Large number of Afghan families and people from Central Asian States were seen in the area in early 80's. It was also reported that some of the tribes and people from different parts of (NWFP) moved to this area along with their families for business and employment reasons.

Significant increase is observed in the temporary in-migration. Increased economic opportunities in tourism and trade, development of business and commercial activities proved to be the stimulus for people from out side in the area. It is reported that, most of in-migrants are from Tribble areas, Charsadda, Mardan, Nowshera, Swat, Manshera, Abbottabad, Rawalpindi etc. This i.e; in-migration increase in the prices of essential goods and services in the area, and land prices have gone up too. Prices of local homes have also gone up. Increased inflow is also observed in urban areas. However, no signs of displacement of existing industries like agriculture/farming are seen in the area. There have been no reports of increased pressure on transport and accommodation services, drift of people to rural areas, and decline of traditional activities in the area.

Concluding Note: Tourism development has facilitated increase in the social mobility of people in the area. Movement radius of the people has increased in recent years. Their access and approach to various people and places has also increased. Social contacts and understandings are developing among the people. Mobility between jobs is also improving. This region has experienced definite social advancement. In this sense, tourism is regarded as an agent of social progress. Recently, tourism has helped to stabilize settlement frontier in the area. Tourism development has also provided new economic opportunities of considerable importance. Increase availability and improvement in employment/business incentives have reduced out-migration of people to other areas in recent years. The temporary migration of local people to the urban areas has increased due to the availability of better amenities and economic opportunities. However the radius of movement is found small. Most of the settlements are centered in villages. Temporary in-migration of out side people has registered visible increase in recent years. On the whole, Some concerns have been found among the local in this regard. However, the situation has seen satisfactory.

EFFECTS ON RURAL ENVIRONMENT

Northern Areas are inhabited by people of various cultures. The locals have strong faith in their belief system and cultural practices. Joint family system is in practice in almost all parts of the areas. Kinship is an important determinant

of relationship. Religion has a deep impact on the life patterns of the local people. There is social co-operation among people and communities. The literacy level is very low. The lives of young villagers are shaped by the ways of their elders. Young boys and girls are sent to the field to harvest crops or graze cattle. Life slows down during the winter seasons. There is scarcity of food especially in winter season. Contacts between different communities are often very limited. The people in these areas are closely associated with nature. They have built up beliefs and convictions about nature. They have a number of traditional environmental perceptions. Still many people believe in some aspect of traditional environment perceptions. They believe in the influence of fairies and other supernatural beings on hazards, fertility and health of animals and some are worshipping the fairies to put them in a favourable mood. It is mostly the group of elderly women, who go to the hill pastures, where they live like in the old times in simple huts with lei (resinous wood) as only source of light. There, the pre-islamic purification rites with chili (juniper tree) and sacrificing of butter and bread to the fairies, who protect the cattle, are still in practice" (Roland Hasen, 1992).

The trend is now changing due to the construction of Karakoram Highway (KKH), development of trade and tourism, as indicated by the survey's findings given in Table 7.28.

Table 7.28

**EFFECTS OF TOURISM DEVELOPMENT ON
RURAL ENVIRONMENT IN PROJECT AREA**

Sr. No.	Effects	Contacted Respondents	Numbers	%age change
1.	Contact with the outside world	172	172	100
2.	Support traditional activities	172	131	76
3.	Dissolution of social cohesion:	172		
	a) Disrespect of elders		33	19
	b) Rise of criminality		-	-
	c) Growing prostitution.		-	-
	d) Loss of moral values		34	20
	e) Increase in drug use		33	19
	f) Dis-integration of families		36	21
4.	Increase in social conflicts		77	45
5.	Increase in communication with other people		158	92
6.	Improved standard of living		172	100
7.	Resentment towards tourists		4	2
8.	Increase in employment opportunities		165	96

Source: Field Research, 1994

It is clear from the above table that tourism development has helped to enhance understanding and contacts of locals with the other people. Tourism development has helped to bring prosperity in the rural people by generating jobs and thereby increasing the standards of living of people in these rural areas.

However, some concerns are found among the local people over certain elements responsible for dissolution of social cohesion. The overall situation is said to be improving in better direction.

Construction of Karakoram Highway (KKH), has increased the contacts of people with the outside world. Development of tourism and trade have further enhanced the communications with people living in these areas and with outside people in recent years. Promotion of tourism and trade have generated large numbers of employment opportunities in the area. These developments have accelerated the flow of cash in the local economy. The inflow of new people and new technologies have changed the perception of rural environment of the people in these areas to some extent. People have been quick to adopt these changes.

Some concern is found among the people about the growing impact of tourism on religious conflicts in the area. For example, once isolated communities of Ismailis, Shias and Sunnis can now easily contact their religious centers in the low lands. As a result conflicts from down country have begun to migrate to these areas, reinforcing religious differences. It sometimes erupts into deadly conflicts. Thus this has exacerbated social tensions in the area.

Similarly, there is increase in the dissolution of social cohesion in the area. For example, there are reports from some quarters of people from the Project area of the comparative rise in the disrespect of the elders, increase in

dis-integration of the families and loss of moral values especially among the young in the area. There are also reports of some families who have established separate houses in the area in recent years.

The major factors contributing to the dis-integration of families are increase in education, more jobs, and rising income in the area. Most of the cases of dis-integrations were reported to be among the people who have found new business and jobs. The income has increased. They want better educational opportunities for their children etc. In majority of the cases, people prefer extension in the house and living rooms to live more comfortably rather than go onto the pattern of dis-integration of families. It should be noted that unless other factors are very strong, the kinship relation and the family traditions (which are found very strong in the area) would resist such disintegration of the families especially in the rural areas, where majority of the population are used to living in the network of joint family system.

It has been reported by the respondents that a number of young boys are wasting their time and money in unhealthy activities like use of drug and watching of video film on VCR and T.V etc. Consumption of drugs such as smoking of cigarettes and hashish has recently become quite prevalent. Similarly, young men have greatly benefitted from the tourism jobs, and their resulting independence has weakened the decision making authority of family head in the

area. However, there have been no reports of the rise in criminality, use of alcohol, gambling or prostitution in the area. In search for the facts, registers in various police stations were thoroughly checked and informal interviews of the respondents recorded in detail.

There is little or no resentment among the locals towards the tourists in the area. The attitude of the locals in this respect has been found welcoming. Their response was encouraging. The main facilitating factors in this regard are growing economic opportunities, regional development in the area, extension in the agricultural activities etc. Most of the traveling tourists are from middle income groups. These tourists are less demonstrative. and consumption patterns are not very dissimilar to those of locals. The nature of tourism is adventurous. The negative effects of the mass tourism development have been found to be very little. Therefore, one can expect that tourism.

Locals are found dis-satisfied with the dress pattern of the foreign tourists (especially the female tourists) in the area. They have shown strong concern on the dress patterns of female tourists. They were of the that the style of tourists' dress left bad impression on the local people. It would encourage immorality among the young in the area. To some extent, they are very much right. However, the tourists are not much familiar with the local cultural conditions in the area. There is an immediate need for education of the tourists visiting these areas. Ministry of tourism should take concrete steps in this regard.

EFFECTS ON VOCATIONAL TRAINING

Expansion in vocational training through proper institutions is very necessary for higher jobs in tourism sector. It increases the technical know how and education level of the people, which is very important for the promotion of tourism in the country. Better the tourists are served, more of them will come for visit. "Vocational training in tourism will not only improve the financial position but also the standards of living, life style and nutrition, life chances and general welfare" (de Kadt, 1979).

No such establishments are, found in the Project area. Most of the locals rely on rudimentary technology, use local tips and learning by imitation etc. There are no facilities for training or experience of local people interested in this field i.e; tourism services. These people can play a very important role in the development of tourism in the area provided they are properly and adequately trained. There is lack of professional guides. They are not receiving sufficient education and financial motivations. Though, there are some improvements in this field, the overall situation has not improved much as reported in Table 7.29.

Table 7.29

**EFFECTS OF TOURISM DEVELOPMENT ON
VOCATIONAL TRAINING IN PROJECT AREA**

(Total Respondents = 172)

Sr. No.	Particulars	Numbers		%age change
		1984	1994	
1.	Tourism Training Schools/Centres:			
	a) Government	-	-	-
	b) Private	-	-	-
2.	Training of Tourism experts in the area	-	-	-
3.	On Job training	69 (40%)	100 (58%)	45
4.	Special arrangement (if any)	-	-	-
5.	Visiting to other areas for training	-	46 (27%)	27
6.	Others	3(2%)	15 (9%)	400

Source: Field Research, 1994

It is clear from the above table that there is neither proper vocational training schools nor there is any special arrangement in the area for development of tourism related skill. For training and education in tourism, almost all the people in tourism business learn the basics either on job or from other areas in down country.

It is very disappointing to note that there are no proper arrangements for training of people engaged in tourism activities in the area. It is the responsibility of the government to at least provide simple and basic training facilities to people engaged in tourism related activities. It will increase the education level of the people, facilitate them in getting higher tourism jobs. It will increase income from these jobs and thereby living standards.

Most of the tourist guides, taxi drivers, people in travel business, and tourism business like hotels, accommodation etc. have reported to be working without basic

training in tourism in the area. No reports of training schools and other special arrangements have been found in the area. As far as the minimum training is concerned, learning through experience on jobs is considered most convenient way of getting basic knowledge of tourism in the area.

There is great scope and potential for the promotion of Cultural tourism in Project area. Tourist guides and persons in the tourism business have little or no knowledge about the cultural aspects of the area. They can't express it in proper manner. Lack of education and expression are the main difficulties. Solution lies in proper training.

Majority of the tourist's guides and promoters are found inexperienced and least informed about the important information and social conditions of the area. The tourists guides and promoters are from the outside of the area. They are mostly inadequately trained. The rest are found with less professional approach to the promotion of healthy tourism in the region. The remaining indigenous guides generally lack a profound cultural knowledge. It was also observed that, there was lack of understanding between the visiting foreign tourists and the local guides/promoters. The result is an inflow of misunderstandings and false information which is in no way helpful for the growth of healthy tourism in the area.

There is an immediate need for sufficient training and education of these people in future. Expansion in vocational training through proper institutions is still considered very necessary. It would increase the technical know how and education level of the people, which is very important for promotion of tourism in the region.

EFFECTS ON NATURAL ENVIRONMENT

Tourism effects on natural environment include, water pollution, air pollution, deforestation, harassment and hunting of wild life, threat to mountain ecology system etc. These effects are briefly explained below:

Sr. No.	Environment Components	Tourism Development and Tourist activities	Environmental consequences
1.	Water Pollution	Release of garbage and sewage into Contamination and health hazard to local people lakes and streams etc;	Contamination and health hazard to local people and tourists; destruction of aquatic plants and animal life; loss of aesthetic values;
2.	Atmosphere	Tourism involves traveling, usually by car, bus or plane etc;	Most type of travel contribute to increase air & noise pollution, especially in peaks seasons, contribute to loss of recreational value; adverse impact on plant and animal life;
3.	Deforestation	Chopping of trees for resort construction and increase use of firewood;	Increase soil erosion and damage of plants, decline in forest area, disappearance of fragile species;
4.	Wildlife	Indiscriminate hunting & fishing; chasing wildlife to view & photograph etc;	Disappearance of rare species; reduction of wildlife numbers; disruption of feeding & breeding;
5.	Mountain Eco System	Construction of tourist accommodation, power lines, trekking, mountaineering, skiing etc;	Elimination of plant and wildlife; increase trampling could cause soil erosion, loss of natural beauty, landslides, rock falls etc.
6.	Historic and Religious monuments	Excessive use for recreational & tourist purposes.	Over crowding (excessive trampling, littering etc.) could change original use & function.

Source: Reprinted from "The Challenge of Tourism" Learning Resources For Study and Action' Edited by A. O'Grady (1990) Ecumenical Coalition for Third World Tourism, Thailand

Northern Areas offer some of the most wild, unpolluted, environments and primitive surroundings with fascinating legends. The area is visited by various people at different times for pilgrimage and natural delights. The movements were taken with a sense of humility and religiosity. The travels were selective and organized, the environment of the area never suffered any damage.

Project area is not, very rich forests and natural vegetation. The mountain eco-system is very fragile and sensitive. A variety of mass movement have been survived, ranging from rock fall and rock slide, to debris fall, debris flow, snow avalanche and mud-flows. Pebble-falls occur through out the year. Mud-flow is common hazard in summer. The area is very sensitive to absorb uncontrolled tourism activities. The tourism activity has neither reached the saturation point, nor the tourists have lost natural attraction to move on to some other destinations. There have been no congestion or over crowding of tourists in the area. The area is rich in wild life. People are strongly committed to conserve their wild natural resources. Social controls are playing an important role in this regard.

Deforestation is the major factor affecting the environment in the area. Locals cut the trees for fuelwood or construction materials. This is an ancient practice once controlled by small communities. Hunting is also traditional practice among locals. Each village controls a valley watershed. It is used for hunting and summer pasturing for their livestock. More details can be observed from table 7.30.

Table 7.30

**EFFECTS OF TOURISM DEVELOPMENT ON
NATURAL ENVIRONMENT IN PROJECT AREA**

Sr. No.	Natural Effects	Contacted Respon- dents	Numbers	%age change
1.	Water Pollution:			
	a) More garbage trails around	172	86	54
	b) More water sewage into lakes & streams	172	5	3
2.	Atmosphere:			
	a) Increase in air pollution	172	19	11
	b) Increase in noise	172	17	10
	c) More smoke on roads	172	15	9
3.	Deforestation:			
	a) Cutting of trees for resort construction	172	122	71
	b) Cutting of trees for kitchen consumption (in hotels/restaurants)	172	74	43
	c) More afforestation around	172	26	15
	d) Increase in local use of wood for kitchen fuel	172	43	25
	e) Increase of trees for camp fire	172	7	4
	Wildlife:			
4.	a) Indiscriminate hunting	172	148	86
	b) Increase in fishing in rivers/streams	172	53	31
5.	Mountain eco-system:			
	a) Construction of more tourists accommodation	172	88	51
	b) Increase tourists adventure (Hiking, Mountaineering, Skiing etc.)	172	103	60
6.	Recreation:			
	a) Over crowding of tourists around	172	3	2
	b) Congestion	172	2	1
	c) Excessive use of places for recreation	172	36	21

Source: Field Research, 1994

It is clear from above the table that growing concern is found among locals on the environmental degradation in Project area. The major environmental concerns were found in deforestation, increasing garbage trails, increase in animal hunting and danger to the mountain eco-system in the area.

Information obtained from the above table shows increase deforestation in the area especially in cutting of trees for resort construction accounted for 71 percent, followed by cutting of trees for kitchen consumptions reported by 43 percent of the respondents in the area. Increase in local use of wood for kitchen fuel by 25 percent, followed by increase in utilization of trees for campfire was reported by 4 percent of the respondents in the Project area in recent years. Less measures were under way for reforestation efforts-reported by 15 percent of the respondents in the area.

Indiscriminate hunting has been found to be alarming in the area — reported by 86 percent of the respondents, followed by increase in fishing in the rivers/streams. As far as water pollution is concerned, more garbage trails has been reported by 54 percent, respondents followed by more water sewerage, reported by 3 percent of the respondents in the area.

Some concerns is found almost mountain eco-system in the area. For example, construction of tourists accommodation has increased by 51 percent in recent years, followed by increase in tourist adventures as reported by 60 percent

of the respondents in the area. Similarly, there have been effects of tourism development on atmospheric pollution including, increase in air pollution, by 11 percent, followed by increase in noise pollution by 10 percent, and more smoke on roads have been reported by 9 percent of the respondents in the area.

It has also been observed from the formal interviews and discussions that excessive use of places by tourists for recreation has increased by 21 percent as reported by local respondents in the area. It is interesting to note that there has been little or no concern of tourism effects on environment like over crowding and congestion in the area. This has accounted for 2 percent and 1 percent of the total sample respondents in the area.

Deforestation is the major factor affecting the environment of Project area. Short term interests for using timber for fuel and building material etc. have put great strains on the natural resources. Native tree species include juniper, birch, willow and ash. While many historical forests have been eliminated in much of the area. It has been found from the interviews and that the speed of deforestation was reported more than the efforts of reforestation in the area. Increasing deforestation has also promoted soil erosion, land slides, low fertility of lands and decertification. Soil erosion is causing silting of water reservoirs, which is a great natural loss.

Based on the information obtained from the locals, it is concluded that the increasing number of population, development of tourism and trade, growing

smuggling of trees have accelerated the process of deforestation in the area. However, it was good to note that these development have also helped in monitoring the forestation and deforestation patterns in the area⁴⁰.

Increase in deforestation has been reported from areas like Chilas and in surrounding valleys of Gilget etc. Out side people were involved in smuggling of wood to other parts of the country. It has also been observed that these forest woods were used for construction of hotel and restaurant accommodations in the area. The growing rate of population in the area has also accelerating the use of

40 There is a comprehensive programme on the conservation of wild life is being developed by IUCN Pakistan, in collaboration with the IUCN initiative on sustainable use of Wildlife and in consultation with Pakistani government agencies, NGOs and villagers. The programme aims to assist villages prepare and implement wildlife management plans and will focus initially on the villages in the AKRSP network.

A number of villages have taken the initiative to develop and implement environment-oriented projects. In one case, a Welfare society was formed by people from 11 village organizations (representing 5 villages) together with 15 villages out side the AKRSP net work. This society was registered with the government and initially dealt with more traditional welfare issues such as health care and education. In the last year the society has taken strong interest in the environment. They noted that wildlife in the valley was at a very low level. Local has banned the hunting in the valley. This was announced on the local radio station. Gazing was also not permitted in the area. Fifty volunteers were assigned areas in the valley to patrol. They established penalties for hunters in the area. The results were very encouraging. Similarly in an other example, villagers in the Bar valley have banned hunting of the Himalayan ibex (traditionally used by the villagers for meat) in the area. Administrator of the Northern Areas formally administered an oath taken by all villagers to cease their hunting. The World Wild Fund for Nature- Pakistan advised the villagers on the wildlife management techniques and agreed to lend them funds to compensate for the loss of meat. It was noted that animals were immigrating into Bar Valley from neighbouring valleys where hunting is still practiced. The conservation community should use this opportunity to encourage the villagers to see the benefits of sustainably managing their wildlife (Stephen R. Edwards, 1992).

woods for construction and fuel (especially in remote areas). The supply and consumption of gas cylinders (mainly supplied from Punjab and China) and kerosine oil, as fuel, have increased in the urban and tourists areas. Most of the hotels, restaurants and other establishments built for satisfying tourists demand in remote areas, have been concentrating on the consumption of wood as a fuel material in kitchen use.

According to Pakistan National Conservation Strategy (NCS), the country's total forest area is 4.58 million hectares or 5.2 percent of the total land area. As far as Project area are concerned, the wood sector is mostly unorganized. Involvement of political considerations as well as the inaccessibility of the area are the factors facilitating unchecked deforestation in the area. Despite the presence of official forest—management agencies, government controlled environmental bodies and environmentally oriented non-government organizations etc. the trend has gone unchecked.

NCS has recommended intensive management in the form of large scale afforestation, reforestation efforts, and the application of sustainable yield principles to improve forest resources.

The Agha Khan Rural Support Programme (AKRSP), in collaboration with IUCN (The World Conservation Union), has undertaken social forestry programmes on mass scale in Project area. Under these programmes large forest

and fruit trees have been planted on a large scale with the help of Village Organizations (VO's) utilizing both new and existing forest land. Several other NGOs are also focussing on the social forestry as an integral part of their community development process.

The status of wild life in the area has been found lower than it had been ten years ago. The principal cause of the situation is the growing trend in hunting in the area. The number of wild life is declining in the settled area in the region. The species commonly included are: Himalayan ibex, markhor, marco polo sheep, brown bear, snow leopard, musk deer, marmot, ram chukker, chukker, snow cock and several species of pheasant etc. Hunting is a traditional practice. People in the villages through out the region continue to hunt in the areas. Villagers are continuing to hunt wild animals for subsistence meat. The balance was never disturbed in the past. The recent decline in wild life population is due to the increase in hunting by outsiders including the government officials and influential persons. No strong measures have been taken to save the present decline in the wild life in the areas.

Concluding Note: Northern Areas are ecologically very fragile and sensitive region. Marked increase has been reported in deforestation, soil erosion in the area. Mountain in this region has a unique eco-system. It has ecological and cultural excellence which made it suitable for tourism. At the same time, the region is also ecologically sensitive where tourism can enter only with well organized manner. Promotion of tourism has accelerated the process of

deforestation and soil erosion, to some extent, in recent years. Some concern is found among the locals as well as tourists about increase in deforestation, soil erosion and excessive hunting of wild life in the area. little attention is given to the sustenance of natural environment in the area. Though presently the situation is not considered dangerous, yet there is an immediate need for carefully planned efforts to avoid adverse environmental consequences.

EFFECTS ON CONSUMPTION PATTERNS

Tourism can induce changes in consumption behaviour (such as attitudes, values, taste or behaviour etc.) of local population, perhaps with regard to certain types of drinks, meat, vegetables, dairy products, life style or fashion accessories- an aspect of the "demonstration effects"⁴¹ etc. The tourists' consumption habits may encourage innovation and thus lead to diversification on a local or regional basis.

The local people may come to adopt a style of life more similar to that of visiting tourists. The reaction of local to change largely depends upon the direct contacts and interactions with the tourists. It also, to some extent, depends upon the information available to locals. It may create unnecessary demand for sophisticated products which often have to be imported. Therefore, it will reduce

41 Demonstration effects are best regarded as some thing a little different: changes in attitudes, values, or behavior which can result from merely observing tourists. (Raymond Noronha, 1979).

the economic benefits and foreign exchange earnings from the tourism. These effects are also important in a sense that they would facilitate adoption of good behaviors (such as attitudes, values, tastes or behaviour etc.).

It is difficult to measure the extent of change in consumption behaviour caused by development of tourism. As there are other agents which facilitate changes in consumption patterns. For example, people use new materials simply because they have become accessible. In this connection, tourism should be considered one among many factors for making change. Other elements such as radio, television, media, development of infrastructure, communication, process of modernization and introduction of new technology etc. could change the pattern of consumption.

Most people in project area lead a simple life. They have simple food, accommodation, and consumption habits. Consumption is largely based on available resources to ensure their survival. Wheat and maize form the major part of their food. Besides, people used to eat green vegetables, meat, salads, fruits etc. in various forms. Daudo is the most common liquid type soup used by the locals in their daily consumptions. People wear traditional dresses. Men wear shalwar kameez. During winters they wear woolen and course clothes and chugha, a long and free size coat made of woolen cloth namely "puttu." They are all locally manufactured. They wear shoes made up of sheep. People used

to carry roses and other flowers on their caps and in their pockets for sweat fragrance. Nasalo is a common and great event, celebrated by people in the area. It is celebrated every year in November or in the month of December, before the arrival of winter. People slaughter weak animals, dry their meat and use it in winter season. The locals have strong faith in the traditional practices.

Tourism development has changed the patterns of consumptions in the area to some extent. Details are given in table 7.31.

Table 7.31

**CHANGES IN THE AVERAGE CONSUMPTION
EXPENDITURE OF FAMILIES IN PROJECT AREA**

Sr. No.	Average consumption in Rs.(000)	Respondents	Responses		% change
			1984	1994	
1.	20,000 - 30,000	172	89 (52%)	52 (30%)	- 21
2.	30,000 - 40,000	172	68 (39%)	82 (58%)	21
3.	40,000 - 50,000	172	10 (6%)	26 (15%)	160
4.	50,000 & above	172	5 (3%)	12 (7%)	140

Source: Field Research, 1994

The average annual consumption expenditure of sample family has gone up from Rs. 20,000-30,000 (1984) to Rs. 30,000-40,000 (1994).

Improvement in consumption expenditure is attributed to change in consumption patterns, due to the rise in the level of income in recent years. For example, food, clothing and housing patterns are found changing. It has been observed that inflow of tourism and trade have brought new tastes in agricultural products/foods, manufactured goods, certain beverages and drinks, medicines and luxuries in the area. Demand and the level of consumption of these goods are increasing gradually. The level of adoption depends upon the level of income, proximity of the area, knowledge and the contacts with the tourists etc. It is difficult to make generalization of these items. For details, it will need much space for their formal description. However, some explanations are important in this regard. Inflow of the new people have transported various kinds of new vegetables and fruits in the area. The inflow has also facilitated the production of some new food products in the area. A variety of crop seeds, vegetables such as salad, cabbages, cauliflower, turnip, radishes, and fruits plants like apple, cherry, plum and peach were introduced by the Agriculture Department and the adoption of above was promoted by (AKRSP) Agha Khan Rural Support Programme (Akhtar Hussain, CAK 1991).

It was reported by the sample respondents that variety of the items used at breakfast, lunch, and dinner has registered gradual increase. The use of tea, eggs and paratha for breakfast has increased. Now a days, there is a large variety of choices available to locals in vegetables and other food products for lunch and dinner. They are now in a position to afford new foods from the market. The use of salt and species has increased among the local people. Tea is consumed several times a day. A number of local people are seen wearing shalwar and kameez. The use of cloth Jackets, woolen sweaters and short coats made of wool or cotton has increased in the area. The use of leather and plastic shoes is seen increasing. The pattern of material used in the construction of houses is also changing in the area. Use of bricks and cement has increased in the construction of new houses and buildings. The use of radio, T.V, taperecorder, fan sewing machines and other durable goods have also registered gradual improvement.

Thus, to sum up, Tourism has facilitated the adoption of improved consumption patterns among local people in recent years. The consumption expenditure has gone up with the rise in the level of income of the local people⁴². People are utilizing improved goods, services, foods and technologies. They are also quick to adopt new changes. However, there have been no signs of demonstration effects on consumption patterns.

42 The average consumption expenditure of the sample family has gone up from Rs.20,000 - 30,000 per annum to Rs.30,000 - 40,000 per annum in recent years.

EFFECTS ON SOCIAL AND CULTURAL CHANGE⁴³

The people in Project area have developed unique cultures with a rich variety of languages, religions and traditions. They were in proximity to nature and their cultural practices. "There is diversity of racial and cultural groups speaking five principal languages - Shina, Burushaski, Wakhi, Khowar and Balti, Sunni and Shia (Ithna 'Sahri and Shia Imami Ismaili) sects of Islam coexist, reflecting the cultural heritage of the area" (AKRSP, 1991).

The people in these region have strong social and cultural traditions. Religion has a deep impact on the life pattern of the people of the people. The provision of suitable conditions conducive for change will not be easy. It is also important to observe that time factor is necessary for change in the behaviour patterns in the society. It is rather too early and not possible to say some thing exact about the social and cultural change in the life pattern of the people living in these areas, because the process of change occurs over a long time period. "Social change occurs in all societies, slow, perhaps, in primitive and folk societies and rapid in complex modern societies. Gradual and slow, or rapid and spectacular, social change does occur irrespective of the type or location of human society in the world, for change in the society is inevitable" (J.B.

43 The difference between the social and cultural change is largely theoretical, for the two are so closely interwoven that distinction is very difficult. Social change refers to the changes in social structure and social relationship. Cultural change refers to changes in the culture of society. Culture is the pattern of learned behaviour including technology, and dimensions of sciences, both material and non-material. Society is people who share the culture. Changes in culture bring about changes in society, and social changes also bring about cultural change (J.B CHITAMBAR, 1987).

Chitambar, 1987). In the longer term, modernization process is also responsible for bringing changes in the societies who are living even in the remote areas. It is very difficult to hold check on changes brought by modernization.

The modern amenities such as telephone, road transport, air port, air travel, electricity, tourism, hotel, trade and allopathic practices etc. were introduced and almost imposed on the people of the Northern Areas. Therefore, social fabric of the Northern areas is passing through a stressful period in order to adapt to the new way of life, new way of working (Najma Najam, (CAK) 1991).

Under the present study, selected variables are taken to estimate and evaluate possible changes (tables 7.32 and 7.33).

Table 7.32
CHANGES IN THE MEDICAL PRACTICES
IN PROJECT AREA

(Total Respondents = 172)

Sr. No.	Medical Practices	Responses		%age change
		1984	1994	
Visit and utilization of medicine				
1.	Traditional medicine (Desi Davai or Herbal treatment)	101 (59%)	38 (22%)	62
2.	Islamic old medicine (spiritual healing)	28 (16%)	24 (14%)	13
3.	Modern allopathic medicine	43 (25%)	110 (64%)	156

Source: Field Research, 1994

It is observed from the table that application and use of modern allopathic medicine is improving time as compared with the use of traditional and Islamic medicines in Project area . Improving contacts and communication with outside people have increased the importance of allopathic medicines among the local people. The growing education and knowledge have facilitated the use of these new medicines in the area. Large numbers of people are found visiting to modern clinics and hospitals for medical treatments. Adoption and application of scientific methods, for treating certain diseases, are also reported improving in the area.

Medical treatment of people was confined to local available sources in the area. They used to approach traditional sources such as local hakeems for "*Desi dawai*" herbal treatment and local maulvi for spiritual healing in the area. They were also relying on home treatments for certain diseases. Majority of them are living in scattered villages. However, people living in the urban areas have also been found visiting mulvies and hakeems for medical treatments. Basically, locals were found more traditional in their way of treatment. They have strong faith in traditional health practices.

The present study's findings are in agreement with the findings of the Cultural Area Karakoram work in the field of medicine in Project area. It has been observed that the traditional medical practices could lead towards health problems among the local area. People also got ill due to the lack of proper treatment of food, water, and cleanliness etc.

The situation has been changing in recent years. Use of allopathic medicines is reported to be improving among the locals. Now, people are not easily becoming the victims of various diseases due to their traditional perception and lack of proper treatment in the area. Increase in the level of knowledge, communication and income are the main factors facilitating this change. The role of Agha Khan Rural Support Programme (AKRSP) is very important in the efforts for adoption of modern allopathic medicine among the local people living in the area.

Table 7.33

**EFFECTS OF TOURISM DEVELOPMENT
ON CULTURAL AND SOCIAL NORMS
IN PROJECT AREA**

Sr. No.	Effects	Contacted Respondents	Responses	
			#	%
1.	Cultural Concerns			
	a) Commercialization of traditions	172	-	-
	b) Growing interest in maintaining & promoting present culture	172	122	71
	c) Promotion of materialistic thinking	172	42	24
	d) Loss of cultural identity	172	38	22
	e) Imitation of foreign culture	172	62	30
	f) Increase consumption mentality	172	40	23
2.	Attitude			
	a) Spread of knowledge and understanding for other cultures	172	136	79
	b) Resentment towards tourists	172	3	2
3.	Increase communication with other people	172	158	92
4.	Education opportunities, motivation for learning	172	172	100

Source: Field Research, 1994

Tourism and trade development have facilitated the spread of knowledge and provided opportunities to increase communication with the other people. It has further facilitated understanding for other cultures etc. This has resulted in promotion of the better and positive attitude among the locals. One example has been found in the friendly attitude towards the visiting tourists in the area.

There are, however, found some concerns, such as the promotion of materialistic thinking, loss of cultural identity, imitation of foreign culture and increase in consumption mentality etc in the area. According to the local people, this has resulted in distortions of the social habits and customs especially among the young to some extent.

So far as loss of cultural identity is concerned, it was reported that tourism has contributed towards the disintegration of tradition and environmental perception in the area. For example, traditional concepts, human behaviour, education and cultural practices etc. have been undergoing a change in the area. Similarly belief in the influence of fairies etc on hazards, fertility, health of the humans etc was found diminishing in the area.

Jirga still remains an important institution for solving various kinds of family and social disputes in the area. Various developmental programmes are also implemented through consultation with the members of local jirga in the area. Role of the police has remained very limited.

People gave less importance to the police in the past. Visits to the police stations were rare except for very important confrontations. People preferred the local jirga for all types of disputes. This has been found changing in recent years. There have been reports of people seeking the help of police in various old and new disputes in the area. Visits to the police stations has increased comparatively.

It is encouraging to observe that there have been no signs of commercialization of traditions in the area. A large number of people have reported their interest in the maintaining and promoting their present culture in the area. There were found some concerns among locals, but the overall situation is said to be satisfactory with the promotion of tourism in the area.

Project area is a region with very strong cultural traditions stretching back thousands of years. Therefore, it is felt that negative impacts of tourism on culture, tradition and life-style will be resisted, and positive impacts will be facilitated, resulting in only a small overall impact. It should also be noted that the number of tourists visiting the area is rather small. This is also because of the fact that most of the visiting tourists are found interested primarily in adventure, climate and scenic beauty. There are limited possibilities of promotion of mass tourism in the area. The visiting tourists are educated and disciplined. Locals have also taken various precautionary measures to prevent against the odds in the

area. They were mentally prepared for the promotion of tourism in the area. There are reports of very little contacts of the locals with the tourists in the area, except for those engaged in this industry. There has been no participation of women in this sector. Consequently, the tourists direct impact on the area's cultural traditions and religion should be limited.

There have been no reports of changes in the sex morality and patterns of behaviour among the people. However, a little concern is found among the locals about the rise in dissolution of social cohesion and increase in the social conflict in the area. There were found some concerns over the development of some aspects of disrespect, loss of moral values and increased use of smoking among the young in the area. There are also reports of increase in the consumption mentality imitations, materialistic thinking etc. (especially among the young) in the area in recent years. But the impact of these phenomena is marginal.

Regular contacts between the tourists and locals are found infrequent. The average stay of the tourists is around two to four days. It is too short a time to permit permanent contacts. The visiting tourists are from middle income groups. Therefore, the opportunity for contact with the local population has been limited from the start. With proper measures adverse cultural effects of tourism on community living in these area can be easily avoided.

Concluding Note: Tourism has had only a small effect on the culture, traditional values, and religious beliefs in Project area. The changes have been found modest, accepted by the people because, in general, they didn't conflict with the existing culture patterns. For example, there has been visible improvement in the use of allopathic medicines among locals in recent years. Application of traditional medicines and spiritual healing are still practiced in the area, but their importance has declined in recent years. People are getting more benefits from government and AKRSP hospitals. Visits to local dispensaries and basic health units have increased. People have also reported consulting private clinics in the area. Similarly, Tourism has softened attitude of local people toward education. It has increased educational opportunities and motivation for learning. It has also facilitated spread of knowledge and understanding for other cultures. However, there have been some reports of cultural concerns such as promotion of materialistic thinking, loss of cultural identity, imitation, increase in consumption mentality etc. among the young generation in the area. However, impact is found not very strong. The situation is confined to urban centres in the area.

Tourism has increased social mobility and social contacts in the area. People have improved upon their food, housing and clothing. They have better access to modern amenities etc. Majority of the locals respondents are found interested in the maintenance and promotion of present culture.

Chapter 8

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

The present study conducted in the overall context of Pakistan but with main focus on Northern Areas, attempts to: inquire into the present state of tourism development; explore its potentials; assess its socio-economic impact; and draw guidelines for minimisation of its adverse and maximization of beneficial impacts in future. Though not a central objective, the study helps verify the hypotheses that: i) there is a positive and mutually supportive relationship between tourism and economic development; ii) the socio cultural factors and tourism are not necessarily inversely related; iii) income of the household, and iv) thereby the standard of living, is affected positively by tourism development; and there is a positive relationship between tourism development and employment.

MAIN FINDINGS

- Average annual tourist arrivals to Northern Areas come to 541,135. Majority of the tourists — 98.0 percent, travel by road. Most of the tourists are domestic i.e; Pakistanis. The flow of foreign tourists in Northern Areas is low, but shows encouraging trend as compared to other places in Pakistan.
- Majority of tourists (50%) stayed between 4-8 nights. Most of them (88%) visited the area for first time. Most of the tourists (60%) were Pakistanis,

males' and between 16-30 years of age. Overwhelming majority of them (94%) was found to be educated.

- The single largest number of tourist was comprised of students/teachers (35%), followed by government employees (31%), commercial employees (17%) and businessmen (3%).
- A large proportion (41%) came for recreation 79.5%), followed by social calls/meeting friends (22.7%). They mostly (80%) stayed in hotels.
- Average tourist carried about Rs. 8,000-10,000 for visit to the Northern Areas. Majority of them spent around Rs. 300-400 per day per tourist.
- Main attractions of the area, as reported by tourists are it: scenic beauty (52%), followed by adventure (22%), culture (11%) and linkage (10%).
- Majority of local tourists arrived from NWFP (45%), followed by Punjab (41%). Majority of the foreign tourists came from England (27.3%), followed by Germany (20.4%).
- Tourists have shown concerns over problems like lack of clean water (89%), lack of standard accommodation (76%), and political instability (90%). A larger number (62%) of the tourists reported lack of link roads taking them to the tourism spots. Lack of communication was complained of by 50% tourists, followed by lack of standard transportation (46.6%), and delay in air services (43.2%). As many as 89% tourists reported that they had little or no information about the area visited. It was followed by reports of lack of medical facilities available to the tourists, being (22.7%).
- Tourism has positively affected agricultural sector of the economy. Before tourism development, agriculture was unprofitable occupation, mainly providing subsistence living. Now, considerable money can be earned from this sector.

- Total operated area under cultivation has increased by 28% during last 10 years.
- Overall production of crops especially fruits has increased by 782%; vegetables 510%, fodder crops 650%, wheat 31% and maize 20%.
- Average productivity and yield of wheat has increased from 2.5 maunds per kanal in 1984 to 3 maunds per kanal in 1994. The corresponding figure for some other crops are: maize from 2 maunds per kanal in 1984 to 2.5 maunds per kanal in 1994; pulses from 1 maunds per kanal in 1984 to 1.5 maunds per kanal in 1994. Similarly average yields of fruits and vegetables which were 5 maunds and 3 maunds respectively in 1984, increased to 6 maunds and 4 maunds respectively in 1994.
- Land management practices have improved in recent years. Farmers have learnt to cultivate all crops more properly than before. It has resulted in better yield and hence higher profit. Use of mechanization on farm land has increased by (575%). Similarly, use of hired labour for harvesting of crops has also registered (277%) improvement in recent years. Large number of people are still engaged in traditional activities like sale of local craft, and drying of fruits/vegetable practices.
- Tourism has generated employments in various field such as hotels, restaurants, entertainment, guides, porters, taxi drivers, travel agencies, gift shops, etc. It has also enlarged the scope of indirect employment in activities that supply goods and services to tourism sector. These include various fields like agriculture, transport, good processing, light manufacturing, distribution and construction etc.

- Tourism development has also generated employment in informal sector such as supply of goods and services, handicrafts, cloth purchases etc. The exact number of jobs is not known, but it is significant. Agriculture still remains the major occupation, but non-farm employment opportunities in business have increased by (228%), services sector by (2300%) and commercial sector by (330%) during 1984-1994.
- Average income level from agricultural sector has increased from Rs. 15,000-20,000 per annum in 1984, to Rs. 30,000-40,000 per annum in 1994.
- There were no reports of women engaged in tourism sector. However, they are now getting better job opportunities in health and teaching service compared to ten years before.
- There are no reports of withdrawal of labour from agricultural sector. Increased employment opportunities have generated some shift in the social position of people in the area. Employment generation for large number of people in these fields have raised the income level thereby improving the standard of living of people.
- The project area has registered considerable improvement in infrastructure during 1984-94. There has been much expansion in banking (92%), communication facilities (203%) schools (316%), health facilities (121%), electricity (233%), sanitation (275%), water (103%), roads (83%) and housing (144%) during last ten years.
- Mobility of local people has also increased. Visits to family and friends have increased by 125%, visiting more places by 788% and utilization of modern vehicles 362% during 1984-94.

- Tourism has also helped stabilize the settlement frontier in the area. Temporary and permanent out migration of local people has come down by 28% and 47% respectively in recent years. However, temporary migration of local people to urban areas for job/business has increased by 153% and temporary inflow of outside people to project area for job/business has increased by 267% in last 10 years.
- Tourism has helped bring prosperity among rural people by supporting traditional activities (76%), facilitating communication with other people (92%), improving standard of living (100%) and increasing employment opportunities (96%) during last 10 years. However, there are some reports of growing social conflicts and social dis-cohesion such as disrespect of elders, loss of moral values, disintegration of families and use of drug among the younger generation.
- Tourism is reported to have little impact on the level of corruption, dignity of people, justice, and good will towards foreigners in the area. These impacts are not found very strong. The adverse situation is mostly concentrated in urban areas. Social controls are found still effective.
- Some concerns are found among the locals as well as tourists about increase in deforestation, soil erosion and excessive hunting of the wild life in the area. Currently, little attention is devoted to the sustenance of natural environment in the project area. It is also important to observe that the area cannot withstand flow of mass tourism, overcrowding and excessive use of places for recreation.
- Tourism promotion has induced changes in consumption behaviour of the local population, with regard to certain types of drinks, vegetables, dairy products, services and fashion accessories etc. The average consumption

expenditure of sample family has gone up from Rs. 20,000-30,000 per annum to Rs.30,000-40,000 per annum in last ten years.

- Tourism has positively affected, the culture and preservation of traditional values in Northern Areas. For example, there have been visible improvements in the use of alleopathic medicines (156%) among locals in recent years. Application of traditional medicines (62%) and spiritual healing (13%) are still practiced in the area, but their importance has reduced in recent years. Visit of local people to dispensaries and basic health units has increased. They are also consulting private clinics in the area.

Main Findings: A Recapitulation

Currently tourism in Northern Areas is found on a small scale, but these areas have good potential for attracting large number of foreign as well as domestic tourists, and this trend has already set in. Main attractions of the area are its scenic beauty, adventure/sport, and culture. Most of the visiting tourists were observed educated. Average stay and spending of tourists are at fair levels, and can be further improved through proper tourism planning and development in the area.

Agricultural productivity and total output have increased, due to vertical and vertical expansion in farming induced by tourism propelled demand and related factors. Thus both farm income and employment situation have improved, too. Promotion of tourism has also generated large number of off-farm jobs and business opportunities. Occupational choices are much more diversified now than ten years ago. Nearly every household has a family member working in tourism sector or related activities in tourists receiving localities.

Increase in the level of income has motivated local people to invest more amount in health, education and living etc. On the other hand, they are receiving better and improved modern amenities. Their social position has improved.

Prices of various categories of land have gone up in recent years. Tourism is not a leading factor in this regard, but has contributed to this situation to some extent. Scarcity of land and other factors are also responsible in this regard.

Promotion of tourism has led to, and is also helped by, significant infrastructural development, including banking, roads, communication system, etc. overall situation with respect to availability of food, clothes, better housing, electricity, telephones, medical and other services etc. has greatly improved during 1984-94. Access and willingness to receive education is increasing among people. People are allocating larger resources to education, health care, and housing facilities, as a result of improvement in income and employment to which tourism has significantly contributed.

Tourism has also facilitated increase in the mobility of people in the area. Social contacts and understanding are developing among the people. There are evidences of definite social advancement in the region. In this sense, tourism is regarded as an agent of social progress. Increase in business and employment opportunities locally has helped reduce out-migration.

Tourism has had little negative impact on the level of corruption, dignity of the people and goodwill towards foreigners in the area. There are reports of growing social conflicts and social dis-cohesion such as dis-respect of elders, loss of moral values, disintegration of families and use of drug among young generation in the area, but on the whole the impact is not very strong, and in-built checks in the local systems are effectively countering the same.

Promotion of tourism has produced no notable impact on establishment of training schools/institutes etc. in the area. Most of the people engaged in education sector have been found untrained and lowly educated.

Promotion of tourism has accelerated the process of deforestation, the consequent soil erosion, and the wildlife has also come under threat. The damage done is, however, not yet too big and remedial measures are being taken, though not on a sufficient scale⁴⁴.

Tourism has facilitated the adoption of improved consumption patterns among people in recent years, but mostly people still maintain their old tastes.

44 It is important to protect the natural environment of the area. It is a valuable asset. It has great value for the tourists. Maintenance of this asset has become essential for tourism and recreation. The area has highly touristic value. Once the landscape is degraded or damaged, can hardly be repaired or redressed. Carelessness would mean loss of attraction, loss of tourists and loss of revenue in future. Increase in the ecological imbalances could result in more soil erosion and resulted in loss of the area.

The acquired tastes are not found very dis-similar to local ones, and are not posing any problems.

Tourism has had only small effects on the culture, preservation of traditional values, religious beliefs in Northern Areas. The changes are found modest, and are accepted by the people. This is because, they don't conflict with the existing cultural patterns.

There have been some reports of cultural concerns such as business like thinking, loss of the cultural identity, imitation and rise in the consumption mentality etc. among the younger generation in the area. However, the impact is found not very strong. The situation is confined to the urban centres in the area.

There has been little or no forward planning guiding the development of tourism in Northern Areas, but still there has been no major negative effects due to unplanned tourist development in the area, and this is largely due to the small scale development of tourism industry in Northern Areas. The demand pressure produced by development is not strong enough to overstrain resources. In the long run, however, promotion of sustainable tourism would need to be undertaken to avoid adverse consequences in Northern Areas.

CONCLUSIONS

Several important conclusions emerge from this study's findings on socio-economic impacts of tourism in the context of Pakistan in general and Northern Areas in particular. These conclusions are stated below with reference to the study's hypotheses.

Hypothesis I: There is a positive relationship between tourism and economic development

The study confirms this hypothesis. That is, tourism development has a positive impact on the process of economic development. In the particular case of Northern Areas, tourism has proved to be one of major catalysts of initiation and acceleration of development process, and this role will grow with further growth of tourism. The development process has been set in motion by the multiplier and acceleration effects associated with expansion in investment and consumption expenditure taking place in the project area since early eighties, to which tourists inflow has made significant contribution. All sectors of the project area's economy present positive readings. The farm sector has experienced significant expansion both vertically and horizontally as indicated by rise in productivity per unit of land, more land under plough, diversified cropping patterns, rise in total farm production, increase in marketable surplus of farm produce, higher farm income, etc. Visibility of non-farm sector's expansion is even greater. Thus, all told, a significant rise in income and employment has

taken place in the project area, more goods and services are available now than before, consumption patterns are changing, and the local economy is on the whole much better placed than a decade ago. Thus, tourism has made a significant contribution.

Hypothesis II: The socio cultural factors and tourism are not necessarily inversely related.

The study's findings confirm this hypothesis, but with reservations. In the particular context of the project area, little or no impact on the area's overall social and cultural environments has been caused by tourists inflow yet. Some adverse impacts, on negligible scale, have been observed in localities which receive tourists in a relatively large number — and these are all urban localities. But local institutions are still strong enough to counter the negative impacts. In the light of this study's findings an alternative proposition emerges. It appears that the extent of tourism's impact on socio-cultural environments depends on the ratio of tourists to local population. The impact would move positively with the increase in relative number of tourists i.e; tourists percentage in the total population of the area over a period of time, as well as at any given time. The same holds valid for tourists length of stay.

The project area is not yet exposed to negative impacts in this sphere, because the tourists are relatively small in number. But, the hazards are bound to grow as tourists number relative to local population increases. Appropriate planning can, however, help minimize these hazards.

Hypothesis III: The intensity of social, economic, environmental, and other impacts of tourism moves in sympathy with the level of tourists inflow expressed as proportion of local population in tourist receiving area.

This hypothesis is confirmed by the present study. Infact this conclusion is embodied in hypotheses as discussed above. Tourism has begun positively impacting the project area's economy, but the strength of impacts is presently low, but it will increase with tourists inflow, repeat visits, and increase in stay. The adverse impacts are low or negligible presently - such as erosion of social values, sexual immorality, crimes, conspicuous consumption, etc. A definite positive association between these negative impacts and level of tourists inflow is observable. Appropriate planning can, however, help minimize the same. Thus, to conclude, the above hypothesis is duly verified by the study's findings.

Summing up the aforestated three inter-linked conclusions, it is concluded that tourism, if properly planned and kept within tourists receiving area's tourists carrying capacity, performs the role of catalyst of development. It contributes positively to initiation and acceleration of the process of development and in its turn receives impetus from the same i.e; development. Therefore, tourism industry should be an integral component of development plans for areas that have tourists attractions, such as the Northern Areas.

RECOMMENDATIONS

Northern Areas possess numerous places of interest to tourists. Mountains, waters, scenic land scape and cultural resources have great attractions for the tourists. They are ecologically very sensitive where tourism can only enter with well organized and disciplined manner. The fact remains that tourism is an industry which will not disappear and which will provide a source of income and employment. It will also raise the standards of living of the people in the area. Therefore, it is very important to plan more integrated approach for promotion of tourism, taking account of social, economic, and environmental objectives and constraints, on sustainable level so that it produces beneficial effects upon the regional economy. Some recommendations to this end are presented as follows.

Planing Approach

Development of appropriate and planned tourism will definitely produce desired results in Northern Areas. For successful tourism development, it is essential that planners take a comprehensive look on all aspects, economic, environment, culture etc. Short run economic interests for tourism gains can lead to long run degradation of resources. A planning process is needed for the development of sustainable tourism in Northern Areas. The planning efforts should not be adhoc and impulsive, but scientific and permanent, allowing for continuous control and revision. On the whole, an integrated planning approach is required for the development of healthy tourism in the area.

Resource Maintenance

Maintenance of quality of resources is very important. The overall tourism promotion in Northern Areas to a large extent depends on the quality of environment, recreation and accommodation facilities, transportation, government attitude, natural resources, etc. It is, therefore, necessary and advisable to rate the attractiveness of these resources after regular intervals. Sincere government efforts could play an important role in this regard. The environment in which tourism flourishes is important to the quality of the tourist's experience. Both the natural environment in the form of land, water, plants and animals, and the man-made environment, which includes buildings and streets, form the foundation of the tourism industry. In the absence of an attractive environment, tourism rarely succeeds, because this is one of the vital things which tourists look for at the destination.

Statistical information

In order to be able to develop tourism market in Northern Areas, the concerned agencies should have correct statistical information with regard to the tourists visiting these areas — their number, origin, accommodation requirement, consumption pattern/preferences, etc. It would be interesting to find out as to how many foreigners have visited Northern Areas during last five years, and from which countries. Continuous collection of relevant information such as

indicted above and other relevant aspects is very important and a prerequisite of tourism management in the area. Once the statistical information is available it will be possible to cater to the needs of people who come to Northern Areas for recreation and travel.

Monitoring

It is important to note the negative effects of tourism on culture, traditions, and family life of the local people to avoid the hostile attitudes of local population towards tourism especially during the peak seasons. Surveys on the attitudes and perception of the locals towards tourism development should be carried out at regular intervals. In order to monitor social change and shifts in rural environment it is essential to seek broad participation of local population in tourism monitoring and planning process.

Resource management

Appropriate resource management is very important for successful planning for tourism promotion in the area. The growth of tourism should not become the source of environmental problem. Demand for tourist accommodation, services and resources should not place stress on local environments and also should not interfere with local culture and life styles of the people. It is also very essential that satisfaction of tourism requirements must not be prejudicial to the social and economic interest of the local people in Northern Areas.

Environment

There is a need for active intervention, planning and monitoring of natural environment in Northern Areas. Efforts should be made not only for reducing the rate of environmental degradation but also for a positive approach towards environmental restoration. Education is the key to improving environmental quality. Ecologically sound management of environment is very essential.

There is an urgent need of launching well coordinated programmes to educate the masses and generate awareness at all levels. The use of print, electronic, and mass media can prove helpful in this regard. In addition, work shops, seminars, symposiums, and high level regional and international conferences should be held at all levels to project environmental awareness.

There is need of developing community based environmental and wildlife management activities in Northern Areas. The local community should be given chance to take part in the conservation and protection efforts to support and establish effective controls to ensure the sustainable use of environment and wildlife in the area. The local institutions such as schools, and village panchayats should be given knowledge, proper training and skill for the management and rehabilitation of natural environment in the area.

The government should further co-operate with IUCN-Pakistan, World Wide Fund for Nature (WWF), Agha Khan Rural Support Programme (AKRSP)

and with Cultural Area Karakoram (CAK) to ensure sustainable natural environment in Northern Areas. Voluntary agencies and educational institutions should be involved in making such programmes successful. Environmental Protection Agency (EPA) should also take necessary measures to develop eco-tourism in the region.

Some specific recommendations for environment preservation and protection are:

- Various programmes for social forestry should be initiated in the project area.
- New plantations should be raised in the project area.
- The local people should be given special training and incentives to check deforestation and hunting of the wild life in the area.
- A portion of tourism revenue in the area should be made available for the implementation of the use of sustainable natural environment in the area.
- The management of reserved forests should also be made efficient.
- Local people should be encouraged to use alternative sources of energy. They should also be given incentives in the adoption of these energy alternatives.
- Attention should be given to meaningful multi disciplinary research analysis and academic programmes to increase productivity and benefit for implementing ecologically sound management of resources and the environment for overall development of the area.

In short, tourism promotion needs to be carefully planned to avoid adverse environmental consequences in Northern Areas.

Tourism Management

Tourism management needs be radically improved. To this end the following approach is recommended.

- a. Tourism development should be integrated with other sectors of the economy, rather than in isolation.
- b. Give more priority to visitor management for the healthy development of tourism.
- c. Larger portion of tourism revenue should actually end up in the pockets of locals.
- d. The technology and the expertise to implement sustainable tourism in Northern Areas should also be available.
- e. It is also important to involve local people at all levels to implement effective management in Northern Areas.

Without community involvement in planning tourism and exercising some degree of control over tourism resources and revenue in Northern Areas, promotion of tourism will undermine fundamental principles and objectives of community development.

Information

Local tourism information programmes are needed to promote public awareness about the promotion of tourism industry in Pakistan/Northern Areas.

- Print, radio and T.V. media can play an important role in this regard.
- Special counters and information offices in Northern Areas can also disseminate relevant information in this regard.

Education

If tourism is to be developed in more appropriate and sustainable form, then tourism education is needed. To this the following is recommended:

- Public forums, seminars, should be arranged.
- Education campaigns and programmes should be organized to voice concerns against adverse implications of tourism.
- Ministry of Tourism, private groups and tourism agencies should give information and education to tourists visiting Northern Areas for adventure, recreational or cultural tourism.
- World Tourism Organization (WTO), and bilateral cooperation among countries can also prove helpful in this regard.

Guide Profession

Professional and committed guides could also facilitate the dissemination of information and education among tourists visiting Northern Areas. It is essential that the guides possess a sufficient educational background. It will help to convey accurate and more better information to tourists.

- Guides should be given proper training and skill of guiding tourists at Pakistan Institute of Tourism & Hotel Management (PITHM). Similar arrangements should also be made in Islamabad and Gilget etc.
- Special certificate/diploma courses should be arranged for guides.
- They should be given upto date knowledge and skill in field of hiking, trekking, mountaineering, and about the cultural heritage of Northern Areas.
- More opportunities should be given to the local guides for taking tourists to various places in Northern Areas.
- Special arrangements should be made to offer vocational training and updating of guiding skill to people related to the tourism sector in Northern Areas(more preferably in Gilget).

Government Planning

Governments need to formulate programmes and activities to promote healthy tourism.

1. It should aim at encouraging local people to change their attitude and behaviors to the visitors. It should also urge visitors to act sensibly.
2. Government should effectively plan to avoid people's over-dependence on tourism in Northern Areas through development of small scale businesses, investment projects, agriculture, and trade on Karakoram Highway (KKH). Regional Development Finance Corporation (RDFC), Agricultural Development Bank of Pakistan (ADBP) should advance loans to help them establish business, trade and agriculture. Agriculture Department (AD) and Agha Khan Rural Support Programme (AKRSP) should facilitate the transfer of skill, education and necessary technology of the development of agriculture and small agro based business. Karakoram Highway (KKH), itself could prove a stimulus for the economic growth of the economy.
3. Visitors should be given accurate and honest information about their tourist destinations.
4. Uncontrolled and heavy tourism concentration in Northern Areas can leads towards negative resident attitudes toward tourists and tourism in general. Uncontrolled tourism also cause long term social problems. To deal with such like issues, a careful govt: planning and management of international tourism is required.

Recreation

Exploitation of recreational opportunities will play an important role in the promotion of tourism in Northern Areas. Development of recreation facilities is

an essential part of tourism promotion. This could facilitate a significant improvement in the average stay of tourists in the area. It will also increase tourists' spending on recreational activities which could, directly or indirectly prove helpful in economic well being of the local people living in these areas.

The recreational policy should incorporate the following goals:

1. To identify resource availability for recreational activities.
2. To assess demand for the recreational activities.
3. To provide appropriate recreational facilities.
4. To ensure effective planning and management for recreational activities.
5. To promote local involvement in recreation sector in Northern Areas.

The mountains, glaciers, valleys and lakes provide beautiful scenery and opportunities for a wide range of recreational activities including hiking, trekking, skiing, climbing, water sports, fishing, etc. Access has been the major problem. Following are some suggestions for increasing healthy recreational activities in the area:

1. Nalter should be made more accessible through jeepable road. It should properly be developed as a resort for ski run sport for interested tourists. More areas should be identified and developed for skiing in future.

2. Tourists were found interested in visiting remote valleys for enjoying scenic beauty, trekking, hiking and fishing etc. Access to various valleys including Naltar, Nagar, Gupis, Singal, Yasin, Bagrot, Phandur, Khaplu, Gakush, Samshall, Fairy meadows, Hampering, Babusar etc. should be made possible for the tourists. Accommodation and food should also be made available for the visiting tourists.
3. A museum is recommended for Gilget. Social and cultural heritage should be preserved for general information.
4. A number of recreational parks are recommended in various areas of Gilget, Hunza, Skardu and Chilas.
5. There are a number of important archeological sites in various places of Chilas and Hunza etc. These assets can effectively be channelized for tourist's interest.
6. Waters of the Northern Areas' river should be utilized for developing water sports. Adventure holidays like white water sports are gaining in popularity for tourists prepared to risk canoeing, and rafting. Northern Pakistan holds immense potential for adventurers and sportsmen in White Water Sports. Planners should take full advantage of this opportunity by developing and selling, especial white water sports packages to young and the old alike as these sports area a popular activity in the developed world.
7. Information and material should be made available to visitors about various trekking routs and most adventurous passes⁴⁵ in Northern Areas. Ministry of tourism, Pakistan Tourism, Development

45 Irshad pass, Kalik pass, Mintakepass, Khunjarab pass, Shimshall pass, Shandur pass, Darkot pass, Babusar pass, Shonter pass, Kamari pass, Burzul pass, Ali Malik pass, Chachok pass, Chorbat pass etc.

Corporation (PTDC), travel agencies, tour operators, adventures clubs⁴⁶ should offer maximum help and co-operation to interested tourists. This will help in facilitating the promotion of adventure tourism. Tourists will travel in small groups and in small numbers.

8. Measures should be planned to provide all necessary arrangements to facilitate tourists access to various glaciers⁴⁷ watch for adventure, recreation and study.
9. There are still unexplored places of tourists interests in the area. Proper information in this regard could bring desirable results.
10. It is suggested that annual exhibition of art, craft, culture and economy should be organized each year in Gilget to facilitate the dissemination of knowledge and information of the area to tourists.

Infrastructure

Maintenance and improvement of infrastructure can facilitate the promotion of tourism in Northern Areas.

- Extension and improvement in link roads leading to remote valleys can increase access to various areas⁴⁸ in the region.
- Maintenance of Karakoram High way (KKH) in good condition could ensure smooth and regular arrivals of tourists in the region.

46 Alpine Club of Pakistan; Adventure Foundation etc.

47 Siuachin, Baltoro, Biafo Hispar, Panmah, Chongo Lungma, Batura, Khurdopin & Yukshin Garden, Braldu, Barpu, Yaqghil, Virjerab, Mohmil, Gasherbrum, Malangutti, Godwin Austin, Concordia glaciers etc.

48 It is not always necessary to make carpeted/metallic roads to remote areas. Simply the maintenance and extension of mud tracks/jeepable routs could facilitate access to remote areas.

The Frontier Works Organization (FWO) should be given fund and instructions to repair the Karakoram Highway (KKH) to make the Northern Areas more accessible to tourists. Joint efforts with China and Pakistan on both side of the KKH could improve tourism development in Northern Areas.

- Improvement in the road conditions to chitral via Gilget and to Kaghan valley via Babusar top will bring more tourists to Northern Areas.
- Provision of comfortable coaches and travelling facilities will facilitate tourism inflow in the area.
- Joint tourism planning with Peoples Republic of China could contribute noteworthy development in the flow of tourism to Northern Areas.

General Recommendations

1. Proper construction of neat and clean 2-3 star hotels accommodation is recommended in Gilget and Skardu.
2. Availability of better and improved road and air transport services should be improved connecting Northern Areas with other parts of the country.
3. Provision of hygienic food in hotel and around tourist resorts should be made.
4. Development of tourist facilities is recommended such as restaurants, rest rooms, etc. around tourist resorts.

5. There is immediate need of developing proper link-roads specially leading towards tourism resorts around rural areas.
6. Another problem that is faced by the tourists is the lack of highly developed communication system. This inadequacy results in a poor turn out as far as tourists are concerned.
7. Service structure, which is considered the backbone of tourism industry, has to be developed. Availability of qualified staff, training institutions (for training of people like guides, porter, cooks drivers etc.) proper management of hotels and motels, production of tourists literature and publicity material, running and managing tourist information centers, and ground handling of tourists.
8. Government action to stimulate tourist demand is of fundamental importance for general promotion of tourism. Both, the Ministry of Tourism and Pakistan Tourism Development Corporation (PTDC), are required to carry out publicity campaigns, supported by appropriate pricing and marketing measures to encourage tourism trend towards Northern Areas. Which is still remain unknown to large numbers of tourists.
9. Condition of the airports and telecommunication facilities in Northern Areas, is not keeping pace with modernization, and has become inadequate and below international standards. This problem should be looked into and solved.
10. It is need of the time that private sector, entrepreneurs, experts and enthusiastic businessmen should come forward and make developments in this sector. Further DFI's, which are reluctant to provide loans to this sector, ought to allot maximum attention for develop-

ment of tourism projects and small scale business in Northern Areas.

11. Sarhad Tourism Development Corporation (STDC), Tourism Development Corporation of Punjab (TDCP), similar corporations in Sind and Baluchistan could do well to concentrate more for attracting large numbers of tourists to Northern Areas by investing time and money on publicity and promotion.
12. There is an urgent need to improve the standard of local information available to tourists. Most of the tourists have complained non availability of information leading to important places around. It is also felt important to develop road side facilities of sign boards indicating direction and mileage distance. It will definitely facilitate the tourists movements and thus stay.
13. High priority should be accorded to tourism sector in country's 9th five-year plan and actual release of funds should not fall short of the plan allocations.
14. Despite all the tourist attractions, Pakistan has failed to attract more tourists. A major cause for this failure is unprofessional behavior. In rest of the world mostly the embassies of the countries provide the literature about their countries and publishes their tourism attractions. Pakistan embassies are doing very little because they don't have sufficient stuff to attract people. Pakistan's touristic image abroad lies with the promotion and publicity directorate of PTDC. Aggressive promotional campaigns should be launched to persuade foreign tourists to come to Pakistan. Special counters should be opened at Pakistani mission and PIA offices abroad to disseminate promotional literature. Display of documentaries and exhibitions should also be arranged in foreign countries.

15. As tourism is a service oriented industry it requires trained manpower. To provide the trained manpower we should have more meaningful training institutes in the country. Establishment of an institute is recommended in Gilget. Special offices should also be made in Gilget to offer relevant information and knowledge to tourists on local valleys, mountaineering, trekking, hiking, skiing etc.
16. Tourism should also be offered as subject in the academic curriculum in colleges and universities in various part of Pakistan as well.
17. Tourism is a very sensitive field. Political instability, ethnicity, and religious disparities exert negative pressure on this business. Effort should be made to bring stability and creating an environment conducive for the development of tourism.
18. Another major problem especially for the foreign tourists is un-safe conditions at airports, as well as in hotels. Unnecessary and cumbersome formalities, un-necessary checking by policemen play a negative role in development of tourist industry in the country. Tourists play a major role in propagating any country's tourism, and when they face these problems here they take back a negative impression with them which disheartens other potential tourists. Efforts should be made to provide safe conditions for the arrival and stay of foreign tourists and avoid unnecessary checking and delays at various stages of travel.
19. Department of Tourism Services (DTS) should ensure the quality of the tourism services in Northern Areas. It should actively

monitor the functioning of hotels and restaurants and assure their quality services to tourists in Northern Areas.

20. Civil aviation authority should improve transport linkage, to facilitate maximum arrival of tourists in Northern areas.
21. Adequate amount of annual budget should be allocated for the development of tourism infrastructure in the area.
22. More tree plantations are recommended to reduce heat and melting of snow in the area. It will prove very helpful for tourism.
23. More considerations should be given to local people in employment opportunities.
24. Planning should be made in a way that the tourists use more local goods and services in the area.
25. It is suggested to reconsider the policy of placing some prohibited areas under so called restricted zones. Perhaps this could prove helpful in attracting more adventurous tourists in the area.
26. The procedure of getting mountaineering permits for scaling various peaks should be made more easy.
27. Every mountaineering expedition party is required to contribute some amount for scaling various peaks in the area. Tourists have suggested to reduce this amount.

28. Large number of tourists are visiting South Asian countries such as Nepal, India and Sri Lanka each year. Better information and attractive campaign could bring more tourists to (similar still better) Northern Areas. June and July are the moon soon season in most areas. This is a better time to attract tourists in Northern Areas. Northern Areas are out of the range of moon soon rains. Money, time and dedicated efforts could bring better results in this regard. SAARC forum should also be used for co-operation in the development of tourism in the region.
29. Restoration and rehabilitation of monuments and historical buildings in Hunza and Skardu could attract more tourists in the area.
30. It is also recommended to organize a series of tourism conventions, conferences and product exhibition in Northern Areas in future for once five years.
31. Successful implementation of the National Tourism Policy (NPT) should be ensured in Northern Areas.

Northern Areas are potential tourism region. There is need of judicial planning with willingness to listen to and learn from other countries success and failures in the field. It is recommended that tourism should be treated as a major plank in the country's overall economic development. Its development required not only money but also need time and dedicated efforts. Tourism has the potential of becoming a means for community development programme in Northern Areas.

Appendix-I

INFORMATION FROM LOCAL PEOPLE

QUESTIONNAIRES (PART-I)

Q.1 Respondent

1.1 Address

- 1.1.1 Name _____
1.1.2 Father's Name _____
1.1.3 Village _____
1.1.4 Tehsil _____
1.1.5 District _____

Q.2 Number of Household Members.

Sr.No.	Particular items	Male	Female	Total
1.	Dependents children			
2.	Dependents Adults			
3.	Working member			
4.	Total			

Q.3 Respondent Literacy Level.

- 3.1 Illiterate _____
3.2 Literate _____
3.3 If literate education level _____
- 3.4 Activities Status
3.4.1 Farming _____
3.4.2 Business _____
3.4.3 Service _____
3.4.4 Others _____
- 3.5 If farming, land tenure status.
3.5.1 Owner _____
3.5.2 Owner-cum-tenant _____
3.5.3 Tenant _____
- 3.6 If business or service or others, place of work.

Q.4 Details of working members (please use additional form if working members in a household are more than seven).

Sr. No.	Particular items	Family head	Member	Member	Member	Member	Member	Member
1.	Name							
2.	Sex Male = 1 Female = 2							
3.	Age (years)							
4.	Average monthly income activities:							
	a) Day spent in social contacts sickness etc.							
	b) On own							
	c) Farm days							
	d) Others farm							
	e) Daily wage rate							
	f) Off farm							

Q.5 Source of Income

Sr.No.	Particular items	Amount per annum
1.	Farming	
2.	Labour	
3.	Business	
4.	Livestock	
5.	Services	
6.	Rent of houses interest on bank account etc.	

Q.6 What minimum amount do you need for household consumption for one year?

Rs. _____

Q.7 Activities status before 1984 and now.

Sr.No.	Particular items	Before 1984	Now
1.	Farming		
2.	Business		
3.	Service		
4.	Others (specify)		

7.1 If any change have taken place in above please state and elaborately give the reason.

Q.8 Land Holding

Sr. No.	Particulars	Irrigated		Un-irrigated		Total	
		Before 1984	Now	Before 1984	Now	Before 1984	Now
1.							
2.							
3.							

8.1 Land use.

Sr. No.	Particulars	Irrigated		Un-irrigated		Total	
		Before 1984	Now	Before 1984	Now	Before 1984	Now
1.							
2.							
3.							

8.2 Explain the variation in area if any.

Q.9 Crops.

Sr. No.	Particulars	Before 1984		Now		Variation	
		Area	Prod.	Area	Prod.	Area	Prod.
I.	RABI						
	1.						
	2.						
	3.						
	Sub-total:						
II.	KHARIF						
	1.						
	2.						
	3.						
	Sub-Total:						
	Total (I+II)						

9.1 Explain the variation in area and production of crops and give reason.

Q.10 Farm Production Sold.

Sr.No.	Particulars	What %age	
		Before 1984	Now
1.	Tourism spot		
2.	In the village.		
3.	Others		

Q.11. Trees in yours farm?

Sr.No.	Particulars	Before 1984	Now
1.	Yes		
2.	No.		

11.1 Have you utilized these trees?

Yes/No

11.2 If yes, where you have utilized?

Sr.No.	Particulars	Before 1984	Now
1.	Fuel Wood		
2.	Furniture		
3.	Hoteling		
4.	Sold		
5.	Others		

11.3 If there is some changes, give reasons?

11.4 If sold, where and give the name of places?

Q.12 Production of Livestock.

Sr. No.	Kind	No. of animal		Purchased		Sold		Total
		Before 1984	Now	Before 1984	Now	Before 1984	Now	
1.								
2.								
3.								
4.								

12.1 If any change taken place, state its reason.

Q.13 Are you making something from the wool, silk, skin, hide and wood etc.

Sr.No.	Commodities	Before 1984	Now
1.	Yes		
2.	No.		

13.1 If yes, what?

Sr.No.	Commodities	Before 1984	Now
1.			
2.			
3.			
4.			

Q.14 Where the mentioned commodities are sold?

Sr. No.	In the village		On tourism spot		Any others		Variation
	Before 1984	Now	Before 1984	Now	Before 1984	Now	
1.							
2.							
3.							
4.							

14.1 If any change taken place, state the reasons.

14.2 Are the tourists buy the mentioned commodities?

Sr.No.	Particulars	Before 1984	Now
1.	Yes		
2.	No.		

14.3 If yes, is the tourist purchased on high price?

Sr.No.	Particulars	Before 1984	Now
1.	Yes		
2.	No.		

Q.15 Are other commodities made from the raw material such as skin, wool, silk etc?

Sr.No.	Particulars	Before 1984	Now
1.	Yes		
2.	No.		

15.1 If any change taken place, state the reasons.

15.2 Where the above mentioned commodities are sold?

Sr.No.	Name of Place	Sold	
		Before 1984	Now
1.	In the village		
2.	On tourism spot		
3.	Any others		

Q.16 Job opportunity increase.

Sr.No.	Particulars	Before 1984	Now	Variation
1.	Yes			
2.	No.			

16.1 If increase state the reason.

Q.17 Business opportunity increase.

Sr.No.	Particulars	Before 1984	Now	Variation
1.	Yes			
2.	No.			

17.1 If increase state the reasons.

Q.18 Price position.

Sr. No.	Items	Units	Value		Variation
			Before 1984	Now	
1.	Land				
	- Agriculture				
	- Construction				
2.	Wood				
	- Fuel				
	- Furniture				
3.	Hotel rent				
	- Season				
	- Off season				
4.	House rent				
	- Season				
	- Off season				

Q.19 If the changes occur what were the reason?

Q.20 Have you thought that tourist number increased year after year?

Yes/No

20.1 If yes, why?

20.2 If No, why?

Q.21 What do you suggest for attracting more tourists in your area?

Q.22 What problems are faced to tourists in your area (please tick).

22.1 Accommodation.

- Lack of standard accommodation _____
- Lack of proper rooms _____
- Lack of cleanliness _____
- High accommodation cost _____
- Others _____
- _____
- _____

22.2 Travelling.

- Visa _____
- Delayed air services _____
- Road insecurity _____
- Political instability in the area _____
- No proper roads _____
- Communication _____
- High transportation charges _____
- Lack of transport _____
- Others _____

22.3 Food.

- Lack of hygienic food _____
- High prices of the food/beverages _____
- Lack of variety _____
- Others _____
- _____
- _____
- _____

22.4 General.

- Local restaurant for tourist _____
- Lack of clean water _____
- Over crowding of the area _____
- Others _____
- _____
- _____
- _____

- Q.23 How do you overcome on these problem?
- Q.24 What impact have these tourist on your population, environment, forest, culture, migration, transportation, hoteling.
- Q.25 Migration pattern.
- 25.1 Did/do people migrate from your village.
- 25.1.1 Yes _____ (after 1983)
- 25.1.2 No _____ (after 1983)
- 25.2 If yes.
- 25.2.1 Who is leaving _____
- 25.2.2 Who is coming _____
- 25.2.3 Who is staying _____
- Q.26 How much land of yours, is under forest?
- Q.27 How much land of yours, is under pasture, cultivated and irrigated?
- Q.28 Dwelling patterns of the house (please tick).

Sr. No.	Particulars	Before 1984		Now	
		Yes	No	Yes	No
1.	Kacha				
2.	Pacca				
3.	Semi Pacca				

Q.29 Is village electrified?

Sr. No.	Particulars	Before 1984	Now
		Yes	Yes
1.	Yes		
2.	No		

Q.30 Health facilities.

Sr. No.	Name of Unit	When established	Medical staff		
			Doctor	Nurse	Others
1.	Govt. dispensary				
2.	Private dispensary				
3.	Others				

Q.31 Non-farm employment and income.

Sr. No.		Before 1984		Now	
		No. of persons engaged	Where	No. of persons engaged	Where
1.	Casual labour				
2.	Wage/salary paid employment (specify)				
3.	Self-employment				
4.	Remittances				
5.	Other (specify)				
6.	All sources				

Q.32 Participation of women in on/off farm work.

Sr. No.		Before 1984		Now	
		On-farm	Off-farm	On-farm	Off-farm
1.	Any women engaged in work?				
2.	If yes				
	a. How many				
	b. When				
	c. Nature of work done				

Q.33.1 Education

33.1.1 Five years ago, were there any school age children in your family?

Yes/No

33.1.2 Did they all go to school?

Yes/No

33.1.3 Has any female from the family taken training from female vocational center of your village or outside the village?

Yes/No

33.1.4 If yes, (please tick).

- 33.1.4.1 How many females have taken training _____
- 33.1.4.2 Wheat training _____
- 33.1.4.3 From where _____
- 33.1.4.5 When _____

33.2 Health Facilities

33.2.1 Where do/did you normally go for medical treatment?

Sr. No.	Period	Medical Service	Frequency(s) of visit
1.	Now	I	
		II	
		III	
2.	Before 1984	I	
		II	
		III	

33.3.2 Why people, especially female, are still going for treatment to Hakim or Maulvi.

33.4 Water Supply

33.4.1 Do you have tap water?

Yes/No

If yes

33.4.2 How much times in a day has been saved due to tap water facility.

33.4.3 Any other benefit in this connection (please describe).

Q.34

34.1 Housing

Sr. No.	Particulars	Before 1984	Now
1.	Tenurial Status		
	a. Owned		
	b. Rented		
	c. Other		
2.	Kacha		
3.	Pacca		
4.	Semi-pacca		
5.	Living rooms		
6.	Bath rooms(s) (Kacha/Pacca)		
7.	Covered Kitchen		
8.	Material used for construction		
9.	Approximate area		
	a. Total		
	b. Covered		
10.	Electrified		
11.	If electrified when?		
12.	Major benefits of electricity		
13.	Remarks (Investigator's assessment)		

34.2 Consumption Pattern.

Sr. No.	Main Meals	Composition of each meal		Time	
		Before 1984	Now	Before 1984	Now
1.					
2.					
3.					
4.					

34.3 Consumption/use of selected items.

Sr. No.	Particulars	Before 1984	Now
1.	Beef		
2.	Chicken		
3.	Eggs		
4.	Yogurt		
5.	Butter/Ghee		
6.	Halwa		
7.	Pollaow		
8.	Vegetables		
9.	Potato		
10.	Pulses		
11.	Custard		
12.	Fruit (specify)		
13.	Tea		
	a. Black		
	b. Green		

34.4 Do you possess the following articles?

Sr. No.	Articles	Yes	No	If yes No.	When purchased/obtained
1.	Radio				
2.	Tape recorder				
3.	Sewing machine				
4.	Refrigerator				
5.	T.V.				
6.	Washing machine				
7.	Vehicle (specify)				
8.	Sofa set				
9.	Fans				
10.	Juicer/grinder				
11.	Any others (specify)				

Q.35.

- 35.1 Which of the changes taking place in your village during the last ten years have benefitted your family the most and in what way?
- 35.2 Are there some more improvements that you would like to see made in your community/household in future?

Q.36 Sources of help and information

Sr. No.	Agency/Group	Before 1984	Now
1.	Technical information regarding farming		
2.	Resolving family or neighbourhood disputes		
3.	Obtaining credit or financial help		
4.	Help in solving problems relating to:		
	a. Police		
	b. Revenue		
	c. Forest		
5.	Any others (specify)		

36.1 Are these sources of help adequate?

36.2 How could they be improved?

Q.37 Have their any developed schemes launched by Government or NGO?

Q.38 Fruit sellers.

38.1 Who mostly come for purchasing fruits? Please tick.

38.1.1 Foreign tourist

38.1.2 Pakistani

38.1.3 Local

38.1.4 Others

- 38.2 How much you ear in a season?
- 38.3 How much you earn in off season?
- 38.4 Please find out percent composition of each in your season earning.
- 38.5 Problems faced by fruit sellers.

Q.39 Hoteling

- 39.1 When started hoteling?
- 39.2 How many rooms are in your hotel?
- 39.3 How much charges per night?
- 39.4 How much earn in a season?
- 39.5 How much earn in off season?
- 39.6 Who come to your hotel for night? (Please tick).
- 39.6.1 Foreign tourist _____
- 39.6.2 Pakistani _____
- 39.6.3 Local _____
- 39.6.4 Others _____
- 39.7 Please figure out percent composition of each in your season earning.

Q.40.1 Handicrafts (Please tick).

40.1.1 Caps

40.2.1 Clothes

40.3.1 Mats

40.4.1 Basket

40.5.1 Carpet

40.6.1 Wood products

40.2 Where these products are sold (please tick)?

40.2.1 In the tourism spot

40.1.2 In the village

40.1.3 Buyer

40.1.4 Any others

40.3 If selling on the tourism spot who buy the commodities? (Please tick).

40.3.1 Foreign tourist

40.3.2 Pakistani

40.3.3 Local

40.3.4 Others

40.4 If Foreign/Pakistani tourist purchased these commodities, how much you earn in a season?

40.5 What problems are faced to you, (Give elaborately)?

INFORMATION FROM TOURIST
QUESTIONNAIRE (PART-II)

INTERVIEWER _____ Dated _____

RESPONDENT: Foreign _____ Pakistani _____

Q.1.

- 1.1 Address
- 1.1.1 Name _____
- 1.1.2 Father's Name _____
- 1.1.3 Village _____
- 1.1.4 Tehsil _____
- 1.1.5 District _____
- 1.1.6 City _____
- 1.1.7 Country _____
- 1.2 Literacy Status
- 1.2.1 Illiterate _____
- 1.2.1 Literate _____
- 1.2.3 If literate education level _____

Q.2

- 2.1 Services status _____
- 2.2 Occupation _____
- 2.3 Average monthly income _____

Q.3

- 3.1 Traveling status (Please tick).
- 3.1.1 Alone _____
- 3.1.2 In groups _____
- 3.1.3 With family _____
- 3.1.4 Others _____
- 3.2 Travelling time money in the pocket: _____
- 3.3 Reached to Pakistan money in the pocket and name of the Bus stand or Air Port, where he got off?
- 3.3.1 _____
- 3.3.2 _____

3.4 First stay of the tourist?

- 3.4.1 City _____
 3.4.2 Hotel _____
 3.4.3 Date _____
 3.4.4 Time _____

3.5 Money in the pocket after first stay in the hotel. _____

Q.4

4.1 Purpose of the visit (Please tick).

- 4.1.1 Business _____
 4.1.2 Recreation _____
 4.1.3 Health _____
 4.1.4 Education _____
 4.1.5 Preaching for religion _____
 4.1.6 Social call on friends & relatives _____
 4.1.7 Attending meeting or conferences _____
 4.1.8 Others _____

4.2 Accommodation used by the respondent in the Northern area (Please state code No. on the line).

- 4.2.1 Hotel _____
 4.2.2 Rest House _____
 4.2.3 Friend/Relative house _____
 4.2.4 Rented house _____
 4.2.5 Camping _____
 4.2.6 Transport/Vehicle/Carwan _____
 4.2.7 Others _____

4.3 Please answer the following:

- 4.3.1 Period _____
 4.3.2 Distance covered _____
 4.3.3 Duration of stay _____

4.4 Days left and name of places where you are going and why give reasons?

Q.5 Tourism accommodation used in the valley.

Sr.No.	Name of Hotel	Rs/night
1.		
2.		
3.		
4.		
5.		

Q.6

6.1 Attraction of the area (Please tick).

6.1.1 Scene beauty _____

6.1.2 Archaeology _____

6.1.3 Linkages _____

6.1.4 Pilgrimage _____

6.1.5 Culture _____

6.1.6 Adventure _____

6.1.7 Hospitality _____

6.1.8 Others (mention) _____

6.1.9 _____

6.1.10 _____

6.3 If yes then given answer of the given below:

6.3.1 Average stay _____

6.3.2 Average night spend _____

6.3.3 Area visited _____

6.4 If your visit, attempt is second time what change you have seen?

Q.7

7.1 Information from the tourist about the locals who are residing here:

Sr.No.	Particular items	Yes	No
1.	Co-operative		
2.	Show traditional hospitality		
3.	Adequate tourism knowledge		
4.	More local participation in tourist activities		
5.	More cultural exchange		
6.	Better treatment with tourist		
7.	Accommodative		
8.	Want more information about local		
9.	Utilize local services		
10.	Utilize local commodities		
11.	Purchase of local handicraft		

7.2 If the 9, 10, and 11 answer is yes then how much money spent on these commodities?

7.3 If purchase local handicrafts, what difference present in here and your country price?

S.No.	Name of commodities	Here price	Price of your country	% change
1.				
2.				
3.				
4.				
5.				

Q.8.

8.1 Respondent suggestion for the development of the surrounding areas, to attract the foreign tourists (Please tick).

- | | | |
|-------|-----------------------------------|-------|
| 8.1.1 | Infrastructural development | _____ |
| 8.1.2 | Development services | _____ |
| 8.1.3 | Improvement in medical facilities | _____ |
| 8.1.4 | Increase recreation facilities | _____ |
| 8.1.5 | Communication system | _____ |
| 8.1.6 | Increase education facilities | _____ |

8.2 Respondent awareness about environmental related issues.

Yes/No

8.3 Can he/she would suggest possible conservative measures related for environment.

Yes/No

8.4 If yes please (write coded no on the line).

- | | | |
|--------|---------------------------------------|-------|
| 8.4.1 | Particulars items | _____ |
| 8.4.2 | Polluted trash around | _____ |
| 8.4.3 | Water pollution | _____ |
| 8.4.4 | Air pollution | _____ |
| 8.4.5 | Soil pollution | _____ |
| 8.4.6 | Promotion of hygienic and cleanliness | _____ |
| 8.4.7 | Deforestation | _____ |
| 8.4.8 | Concentration and over crowding | _____ |
| 8.4.9 | Hygienic problems | _____ |
| 8.4.10 | Garbage trails | _____ |

Q.9

9.1 Tourists restriction, if any please tick.

- | | | |
|-------|---------------------------|-------|
| 9.1.1 | Area restriction | _____ |
| 9.1.2 | Food restriction | _____ |
| 9.1.3 | Accommodation restriction | _____ |
| 9.1.4 | Transport restriction | _____ |
| 9.1.5 | Others | _____ |

9.2 Problems faced to tourists during tourism. Yes/No

9.3 If yes what? (Please tick).

9.3.1 Accommodation.

- Lack of standard accommodation _____
- Lack of proper rooms _____
- Lack of cleanliness _____
- High accommodation cost _____
- Others _____

9.3.2 Travelling

- Visa _____
- Delayed air services _____
- Road insecurity _____
- Political instability in the area _____
- No proper roads _____
- Communication _____
- High transportation charges _____
- Lack of transport _____
- Others _____

9.3.3 Food

- Lack of hygienic food _____
- High prices of the food/beverages _____
- Lack of variety _____
- Others _____

9.3.4 General

- Local restaurant for tourists _____
- Lack of clean water _____
- Over crowding of the area _____
- Others _____

Q.10.

10.1 Suggestion from tourist how to attract more tourists toward tourism area?

10.2 Tourism experience from your visit.

Sr.No.	Particular	Yes	No
1.	Enjoyed		
2.	Not enjoyed		
3.	Others (specify)		

- 10.3 Would he/she like to repeat the visit? Yes/No
- 10.4 If no what are the reason, please tick.
- 10.4.1 No attraction
 - 10.4.2 Expensive
 - 10.4.3 Bad behaviours with tourist
 - 10.4.4 For distance
 - 10.4.5 Inadequate tourism planning
 - 10.4.6 Food/accommodation/transport
 - 10.4.7 Others
- 10.5 Have you visit other countries? Yes/No
- 10.6 If yes, then take down name of the visited countries.
- 10.7 What country you have found best for tourism and why?
- 10.8 What country you have found most unfavourable for tourism and why?
- 10.9 The country which you have hound best for tourism, mentioned the score number of tourists approximately.
- 10.10 Please give the reasons of attraction.
- Q.11
- 11.1 Have you observed foreign or Pakistan tourist in the Northern Area?
Yes/No
- 11.2 If yes, what you have seen in them, mentioned elaborately.
- 11.3 What lesson you have got from them?
- Q.12 General suggestion from the tourist (if any) please state in details.

Appendix Table-II

HOTEL ACCOMMODATION IN NORTHERN AREAS

Sr.No.	Hotel/Address/ T. Phone/ Telex/Fax	Category	Room	Tariff (Rs)		Facilities	
				Single	Double	In Room	Other
HOTELS ACCOMMODATION IN CHILAS							
1.	Shangrila Midway House Tel.235 HR	***	44	855	1030-1330 1045-1750 (Suite)	RC,HA,IHM,HCW,AB,CB	MA,MF,CR,P,L,HAS
2.	Chilas INN KKH Tel.211,349 HR	*	16	-	305-385 700 (Suite)	RC,HCW,HA,AB	ISS,MA,RCS,L,IG
3.	Shangrila Rai Kot, KKH, HR	-	5	-	795-935	RC,HCW,HA,AB	L
4.	New Shimla KKH, Tel.212, HR	-	10	-	300	HCW,CB,AB	DS,RCS,P,GT
5.	Mountain Echo KKH, Tel.315, HR	-	9	-	300-400	CB,AB	P.
6.	New Hamalia Int. Mian Bazar Tel.209, HR	-	11	30	60	CB,AB	-
7.	Deluxe Mainj Bazar Tel.208, HR	-	10	-	40-60	AB	P.
8.	Khunjab Main Bazar Tel.290, HR	-	12	-	50-100	CB,AB	-
HOTEL ACCOMMODATION IN GILGIT							
1.	Gilgit Serena Lodge Jutial Tel. 2330-31,3961 HR		43	-	1400-1700	IHM,R,RC,HCW,HA,AB,M,Y,TV	RCS,MEF,TV,TM,IG, TM,L,CCA,MF,P,BS,HAS,DA
2.	PTDC China Inn. Near China Garden Tel.2560 HR		43	500	275-450 600-700 (Suite)	T,HCW,CB,HA,AB,TV,IH M	RCS,CR,GT,MEF,TV, TIC,HAS,BS,P,PO,ISS ,DS,HAS
3.	North Inn. Khomer, Shahrah-e-Quaid-e-Azam, Tel.2887,2745 HR		09	-	600	HCW,CB,HA,AB	ISS,MA,RCS,TV,TIC, I,CR,GT,VCR,P,DA,R R
4.	Gilgit Alpine K.K.H. Jutial, P.O.Box No.551, Tel.2641 HR		10	-	200-300	HCW,CB,HA,AB	L,P
5.	J.S.R Sodh Plaza, Near PLA Booking Office, Tel.2308 HR		18	80-150	300-400	HCW,CB,HA,AB,T	RCS,TV,HAS,BS,P,IG ,L
6.	Tourist Hamlet, Shahrah-e-Quaid-e-Azam, Khomer, Tel.2754,2934 HR		31	180	200-300	HA,AB,TV	TV,RCS,GT,TIC,DA

Sr.No.	Hotel/Address/ T.Phone/ Telex/Fax	Category	Room	Tariff (Rs)		Facilities		
				Single	Double	In Room	Other	Other
7.	Park Hotel, Airport Road, Teh. 2379, 3379 HR	**	50	175-275	275300-600 1200 (Suite)	T,TV,AC,HCW,F,AB	RCS,GT,MEF,DA,L,D	S
8.	Hunza Tourist Ho, Babar Road, Tel.3788 HR		16	-	310-415	HCW,HA,AB	MA,L,HAS,IG,TV,P	
9.	Hunza Inn, Near China Garden, Tel. 2814, 3814 HR		20	-	125-350	HCW,CB,HA,AB	TV,RCS,P,L,MA,GT	
10.	Al-Falah, Link Road, Dumyl, Tel.3447 HR		21	100-120	200-250	HCW,CB,HA,AB	TV,MF,ISS,RCS,P,HD	
11.	Golden Pear Inn, Shahar-e-Quaid-i-Azam, Tel. 3911, 3685 HR		12	100	150-200	HCW,HA,AB	RCS,TV	
12.	River Side Tourist Lodge, China Garden, HR		05	-	200	AB	-	
13.	Sky-Ways, Naseem Shopping Centre, Airport Road, Tel.2742, 3026 HR		22	150	200-250	RC,HCW,CB,AB	L,HD,TV,RCS	
14.	New Kashgar Inn, Cinema Bazar, HR		11	50-60	80-150	HA,AB	-	
15.	Friendship, Airport Road, Tel. 2264 HR		09	-	100-150	HA,AB	-	
16.	Chinese Lodge, China Bagh, Link Road, P.O.Box 570 HR		08	-	100-150	AB	TM,RCS,CCA,GT	
17.	Pathan & Jubilee, Airport Road Tel.2843		16	-	60-120	AB,HA	P.	
18.	New Diamer, Link Road, Near PIA Office Tel. 3477 HR		10	-	80-120	CB,AB,HCW	-	
19.	Vershi Ghoom Inn, Airport Road HR		16	-	60-100	AB	RCS,L	
20.	Tourist Cottage, Jutial HR		10	50-60	80-100	HA,AB	P.	
21.	New Lahore. Opp.Rex Cinema HR		12	-	60-150	RC,CB,AB	ISS.CR,TV,TM,IG,I	
22.	Chandni Airport Road. II		16	35-40	50-70	AB	-	
23.	Madina. NLI Chowk. Cinema Bazar HR		16	-	80	AB	RCS	
24.	kinbridge, Khomer Chow Tel.2298		29	-	300-600	TV,AC,TMCB,HCW,HA,AB	ISS,RCS,DA,L	

Sr.No.	Hotel/Address/ T.Phone/ Telex/Fax	Category	Room	Tariff (Rs)		Facilities		
				Single	Double	In Room	Other	
25.	The Marcopolo Huts, Near Yadgar Chowk, Khomer Tel. 2783		09	150 (with break fast)	200	HCW,CB,AB	RCS,DA,SP,RO,BR	
26.	Royal Palace, China Bagh Tel.3769		06	150-250	300-400	HCW,CB,HA,AB	ISS,RCS,GT,DA,TV,R O	
HOTEL ACCOMMODATION IN HUNZA								
1.	Hunza, Village Gulmit, Tel.12		11	-	150-400	HCW,AB,CB,HA	RCS,GT,DA,TV,CP	
2.	Hill Top, Karimabad, Tel.47010, 47060		30	-	300-400	HCW,HA,AB	RCS,HAS,GT	
3.	Silk Route Lodge, Gulmit, Tel.46118		23	-	500-600	HCW,HA,AB	L,RCS,P,GT,HAS	
4.	PTDC, Karimabad, Tel. 0572-8-47069 MR		16	500	600	HCW,AB	RCS,TIC,P,TV,DA,V CR	
5.	Hunza Marcopolo Inn, Gambit, Tel. 46107		25	-	650	HCW,HA,CB,AB	P,HAS,RCS,MA,GT,I G,TM,TV,VCR	
6.	Karim, Karimabad, HR		07	-	150-1800	AB	-	
7.	Raka Poshi Inn, Ali Abad, Tel. 45096		13	-	250-400	HA,AB,CB,HCW	P.	
8.	Mountain View, Karimabad, Tel. 47053 HR		32	-	300-480	HCW,CB,HA,AB	L.	
9.	Horse Shoe, K.K.H., Gulmit, Tel. 46106 MR		09	-	350-450	AB,HCW	RCS,P.	
10.	Tourist Park, Karimabad, Tel.47045 HR		11	-	250-300	AB,CB	L,RCS	
11.	Raka Poshi View, Karimabad, Tel.47012 HR		30	-	200-250	HCW,CB,HA,AB	L.	
12.	Kisar Inn, Karimabad, Fort Road, Altit, Tel.47041 HR		10	-	70-200	AB,HCW	P.	
13.	Tourist Cottage, Gulmit, Tel.19 HR		07	-	200	CB,AB,HA,HCW	TV,P	
14.	Hunza Inn, Karimabad HR		15	-	80-150	HA,AB	-	
15.	Hunza Lodge, Karimabad, Tel. 47061 HR		08	-	100-120	AB	-	
16.	Village Karimabad HR		10	-	80-100	HCW,HA,AB	-	

Sr.No.	Hotel/Address/ T. Phone/ Telex/Fax	Category	Room	Tariff (Rs)		Facilities		
				Single	Double	In Room	Other	
17.	New Hunza, Karimabad HR		08	-	80-100	AB	-	-
HOTEL ACCOMMODATION IN SKARDU								
1.	Shangrila Tourist Resort, Kachura, Tel.2970 HR		59	2095	2995 9795 (Suite)	IHM,T,HCW,AB,HA		GT,SP,L,MEF
2.	Karakoram Inn, Yadgar Chowk, Tel.2449, 2122 HR		30	100	150-200 375 (Suite)	HCW,CB,HA,AB		RCS,TV,L
3.	Sehr Motel Concordia, Hamid Garh Tel. 2547 MR		15	350	550	T,HCW,CB,HA,AB		MA,RCS,GT,TV
4.	Yurt 'N' Yak, Link Road, Tel.2856 HR		14	-	350-500	HCW,HA,AB,CB		TV,TM,L
5.	PTDC K-2, Tel.2946 MR		30	425-550	525-650	TV,HCW,AB		RCS,GT,TV,TIC,L,H AS,DA,VCR,P,RR
6.	Pioneer, Airport Road, Gamba, Tel.2646 HR		23	-	650-800	T,TV,HCW,CB,HA,AB		RCS,CR,GT,MEF,TV, TM,L,DA
7.	Sadpara, College Road, Tel. 2951		19	-	200 300-400 (Suite)	HCW,HA,AB		RCS,GT,TV,ALO,L
8.	Al-Amin, College Road, Tel 2576-2798		13	150	350-400	HCW,CB,AB,M		RCS,L
9.	Indus Motel, College Road, Tel.2608, 2771 MR		22	-	220-370	HCW,CB,HA,AB		TV,L,RCS
10.	Hunza Inn, College Road, Tel. 2570 HR		12	-	100-250	HCW,CB,HA,AB		P,TV
11.	Baltistan Tourist Cottage, Tel.2707 HR		10	50-120	100-120	HCW,AB		MA,RCS,TM,L,HAS, DS

Source: Derived From Hotel & Tourism Directory, 1992.

RESTAURANTS ACCOMMODATION

Sr. No.	Name/Address/Tele.No.	Capacity (seats)	Cuisine Specialties	Season (months) Lunch time (hrs) Dinner time (hrs)	Facilities
CHILAS					
1.	Golden Peak Cafe, Main Bazar, Tel.318	30	Pakistani Chinese English	1-12 1100-1500 1900-2200	Music, Hot & Cold Water, Carpeted
2.	New Park, K.K.H.	45	Pakistani	1-12 1030-1500 1830-2400	Music, Toilet, Car Parking
Hunza					
1.	Food Masters, Aliabad, K.K.H	36	Pakistani Chinese	1-12 1100-1500 1800-2300	Music, TV, Toilet, Hot & Cold Water, Carpeted, Car Parking
Skardu					
1.	Tibet, Opp.Shangrila Hotel, Tel.14	30	Pakistani English	5-10 1100-1500 1900-2200	Music, Toilet, Hot & Cold Water, Car Parking

Source: Derived From Hotel & Tourism Directory, 1993.

REST HOUSES OF NORTHERN AREA

Sr. No.	Address/ Tele.No.	Rooms (Nos)	Tariff Rs.		Facili-ties	Reservation Authority
			Official	Private		
DIAMER						
1.	NIAT REST HOUSE Niat, Teh.Chillas	2	100	150	HA,AB	Executive Engineer, NA PWD, Chillas, Distt. Diامر, Tel.515
2.	Thalichi Rest House Niat, Teh. Chillas	2	100	150	HA,AB	-do-
3.	Gunnar Rest House Niat, Teh. Chillas	2	100	150	HA,AB	-do-
4.	Rangir Rest House Tangir, Darel	2	100	150	HA,AB	-do-
5.	Darel Rest House Teh.Dereal	2	100	150	HA,AB	-do-
6.	Babusar Rest House Babusar, Tehl. Chillas	2	100	150	HA,AB	-do-
7.	Jalipur Rest House Jalipur, Teh.Chillas	2	100	150	HA,AB	-do-
8.	Thor Rest House Thur, Teh. Chillas	2	100	150	HA,AB	-do-
9.	Gina Rest House Gina, Teh. Chillas	2	100	150	HA,AB	-do-
10.	Bunji Rest House Bunji, Teh. Astor	2	100	150	HA,AB	Executive Engineer, NA PWD Astore, Distt.Diامر, Tel.11
11.	Gudai Rest House, Astor	2	100	150	CB,AB,HA	-do-
12.	Astor Rest House, Astor	2	100	150	CB,AB,HA	-do-
13.	Chilium Rest House, Astor	2	100	150	CB,AB,HA	-do-
14.	Gadumsar Rest House, Astor	2	100	150	CH,AB,HA	-do-
15.	Rama Rest House, Astor	2	100	150	CB,AB,HA	Chief Engineer NA, PWD
16.	N.A. PWD Rest House, Chillas, Distt.Diامر, Tehl.522	7	100	150	CB,AB,HA,R CW	Executive Engineer, NA PWD Chillas Distt. Diامر, Tel.515

Sr. No.	Address/ Tele.No.	Rooms (Nos)	Tariff Rs.		Facili-ties	Reservation Authori- ty
			Official	Private		
GILGIT						
1	Phandar Rest House, Gupis	3	100	150-200	HA,AB	Chief Engineer, NA, PWD, Gilgit, Tel.2506,3375
2.	Chatorkh and Rest house, Gakhuch	2	100	150-200	HA,AB	-do-
3.	Gakhuch Rest House, Teh.Punial	3	100	150-200	HA,AB	-do-
4.	Naltar Vip Rest House	2	100	150-200	HA,ABCB,HC W	-do-
5.	Main Rest House, Khuzana Road, Teh.2726	24	100	150-200	HA,AB,CB,H CW	-do-
6.	Yasin Rest House, Yasin	2	100	150	HA,AB,CB	-do-
7.	Gulmit Rest House, Koman	2	100	150	HA,AB	-do-
8.	Chinnar Bagh Vip Rest House, Gilgit	7	100	150	HA,AB,HCW	-do-
9.	Chakar Kot Rest House, Jaglot	2	100	150	HA,AB	-do-
10.	Chalat Rest House, Chalat	2	100	150	HA,AB,CB	-do-
11.	Nomal Rest House	2	100	150	HA,AB,CB	-do-
12.	Passu Rest House, Gulmit	2	100	150	HA,AB,CB	-do-
13.	Gulmit Rest House, Teh. Hunza, Gulmit	2	100	150	HA,AB,CB	-do-
14.	Hoper Rest House, Naggar	2	100	150	HA,AB	-do-
15.	Gupis Rest House, Gupis	2	100	150	HA,AB,CB	-do-
16.	Naltar Rest House	2	100	150	HA,AB	-do-
17.	Gulapur Rest House, Gupis	2	100	150	HA,AB	-do-
18.	Karimabad Rest House, Teh.Hunza, Tel.47019	5	100	150	HA,AB,CB	-do-

Sr. No.	Address/ Tele.No.	Rooms (Nos)	Tariff Rs.		Facili-ties	Reservation Authority
			Official	Private		
SKARDU						
1.	Baltro Rest House, Tel.2406	18	100-150	150-200	HCW,HA,AB, CB	Admin. Officer, N.A. PWD, Satellite Town, Skardu.
2.	VIP Rest House, Skardu, Tel.2948, 2405	11	100-150	150-200	HCW,HA,AB, CB	-do-
3.	Dassu Rest House, Shigar	2	100-150	150-200	HA,AB	Executive Engineer, B & R Division, NA PWD, Skardu
4.	Gulabpura Rest House, Gulabpura	2	100-150	150-200	HA,AB,HCW, CB	-do-
5.	Tolti Rest House, Tolti, Teh. Khannang	2	100-150	150-200	HA,AB,HCW, CB	-do-
6.	Olding Rest House, Olding, Teh.Kharmang	2	100-150	150-200	HA,AB,HCW, AB	-do-
7.	Khaplu Rest House, Khaplu	2	100-150	150-200	HA,AB,HCW, CB	XEN B & R Div. NA PWD, Khaplu.
8.	Sikasa Rest House, Sikasa, Teh. Khaplu	2	100-150	150-200	HA,AB	-do-
9.	Karis Rest House, Karis, Teh.Khaplu	1	100-150	150-200	HA,AB	-do-
10.	Machlu Rest House, Machlu, Teh. Khaplu	2	100-150	150-200	HA,AB	-do-
11.	Thowar Rest House, Thowar	2	100-150	150-200	HA,AB	Executive Engineer, B & R Div. NA PWD, Skardu.

Source: Derived From Hotel and Tourism Directory, 1993.

Appendix Table-3

**DISTRIBUTION OF DEOMESTIC TOURISTS BY
PURPOSE OF VISIT 1983-84 TO 1992-93**

Year	Purpose of Visit									Total
	Busi- ness	Site seeing	Health	Educa- tion	Religion	Social Call	Confer- ence/ Meeting	Sports	Other	
1983-84	5333	2523	487	258	1319	14392	631	143	3584	28,670
1984-85	5506	2605	503	266	1362	14860	651	148	3700	29,601
1985-86	5698	2669	521	276	1409	15379	674	153	3830	30,609
1986-87	5910	2796	540	286	1462	15950	699	159	3972	31,774
1987-88	1602	2887	558	295	1509	16471	722	164	4101	28,309
1988-89	6298	2980	576	305	1558	16997	745	169	4231	33,859
1989-90	6518	3084	596	315	1612	17592	771	175	4381	35,044
1990-91	6746	3192	617	326	1668	18208	798	181	4534	36,270
1991-92	6982	3304	638	338	1727	18845	826	188	4692	37,540
1992-93	7227	3419	661	350	1787	19505	855	194	4856	38,854
Total	57,820	29,459	5,697	3,015	15,413	168,199	7,372	1,674	41,881	330,530

Source: Based on Co-efficient work out in "Domestic Tourism in Pakistan," A survey report of Tourism Division, Govt. of Pakistan, Islamabad.

Appendix Table-4

**DISTRIBUTION OF DOMESTIC TOURISTS
BY OCCUPATION 1983-84 TO 1992-93**

Sr. No.	Occupational Group	1983-84	1984-85	1985-86	1986-87	1987-88	1988-89	1989-90	1990-91	1991-92	1992-93	Total
1.	Professionals	11,668	12,045	12,472	12,921	13,356	13,780	14,261	14,761	15,279	15,814	136,357
2.	Businessmen	6,652	6,868	7,109	7,363	7,611	7,857	8,131	8,415	8,710	9,014	77,730
3.	Workers	2,581	2,664	2,757	2,857	2,953	3,047	3,154	3,265	3,378	3,457	30,113
4.	Farmers	3,670	3,789	3,922	4,063	4,200	4,334	4,486	4,643	4,805	4,973	42,885
5.	Technical workers	143	148	148	159	164	169	175	181	188	194	1,669
6.	Teachers/Students	3,956	4,085	4,228	4,381	4,528	4,672	4,837	5,005	5,180	5,362	46,234
	Total	28,670	29,599	30,636	31,744	32,812	33,859	35,044	36,270	37,540	38,814	334,988

Source: Based on Co-efficient worked out in "Domestic Tourism in Pakistan," A survey Report of Tourism Division, Government of Pakistan, Islamabad.

Appendix Table-5

MARKET-WISE TOURIST ARRIVALS IN PAKISTAN
1983-84 TO 1992-93

Market	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Europe	100.2 (27.4)	105.1 (25.8)	124.4 (28.2)	106.8 (24.7)	110.2 (25.9)	133.8 (29.1)	143.2 (29.0)	147.4 (34.8)	127.9 (29.2)	133.5 (37.9)
America	28.2 (7.7)	30.3 (7.4)	33.5 (7.6)	35.0 (8.1)	36.0 (8.5)	40.4 (8.8)	46.7 (9.4)	42.3 (10.0)	41.9 (9.6)	39.7 (11.3)
South Asia	172.7 (47.3)	206.4 (50.7)	220.9 (50.2)	237.2 (54.9)	219.9 (51.8)	217.6 (47.3)	238.8 (48.3)	177.5 (41.9)	200.6 (45.8)	111.4 (31.6)
Pacific & East Asia	22.4 (6.2)	20.2 (5.0)	24.6 (5.6)	23.9 (5.5)	24.4 (5.7)	30.1 (5.7)	31.9 (6.5)	33.0 (7.8)	35.4 (8.1)	34.9 (9.9)
Middle East	25.2 (6.9)	24.6 (6.0)	25.5 (5.8)	21.1 (4.9)	23.8 (5.6)	26.3 (5.7)	24.3 (4.9)	18.4 (4.3)	23.2 (5.3)	22.6 (6.4)
Africa	16.3 (4.5)	20.7 (5.1)	11.6 (2.6)	8.3 (1.9)	10.6 (2.5)	11.8 (2.6)	9.7 (1.9)	5.2 (1.2)	8.9 (2.0)	10.0 (2.9)
Other	-	-	-	-	-	0.1	-	-	0.1	-
G.Total	365.1	407.3	440.5	432.3	424.9	460.1	494.6	423.8	438.0	352.1

Source: Interior Division, Government of Pakistan, Islamabad.

Note: Figures in the parenthesis are percentage w.r.t relevant column totals.

Appendix Table-6

SEASONAL VARIATION IN TOURISTS FLOWS
1983-84 TO 1992-93

Months	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
January	35.1	38.1	41.2	37.4	33.3	42.2	44.4	43.9	25.0	36.7
February	26.7	32.5	38.6	35.0	30.6	43.2	41.9	35.3	24.9	41.0
March	27.8	35.8	37.7	36.9	35.0	43.0	45.8	40.9	32.5	35.6
April	28.9	35.9	36.6	39.5	37.9	37.0	39.7	34.8	29.0	33.3
May	26.6	27.7	33.6	35.0	25.4	26.3	33.9	31.7	28.1	23.4
June	26.0	30.4	26.2	30.0	30.4	36.5	45.0	29.2	28.6	25.5
July	29.4	36.8	36.5	40.2	40.0	40.9	39.5	31.8	38.6	23.1
August	30.8	31.7	33.9	37.0	35.8	38.9	40.6	33.7	44.8	29.1
September	29.7	32.0	32.7	30.7	33.1	33.8	36.5	30.6	37.2	23.4
October	33.2	28.5	37.2	32.8	41.7	35.0	40.0	39.2	40.2	20.5
November	33.5	38.2	40.6	40.0	38.4	36.4	40.9	29.1	56.2	27.4
December	37.5		45.7	37.8	43.3	46.6	46.4	43.6	52.9	33.1
Total	365.2	367.6	440.5	432.3	424.9	459.8	494.6	423.8	438.0	352.1
Monthly Average	30.4	30.6	36.7	36.0	35.4	38.3	41.2	35.3	36.5	29.3

Source: Interior Division, Government of Pakistan, Islamabad.

Appendix Table-7

**TOURISTS ARRIVALS BY MODE
1983-84 TO 1992-93**

(000 Nos.)				
Year	Air	Land	Sea	Grand Total
1983	207.8 (56.9)	157.0 (43.0)	0.3 (0.1)	356.1
1984	240.2 (59.0)	167.1 (41.0)	- -	407.3
1985	280.1 (63.6)	160.1 (36.3)	0.3 (0.1)	440.5
1986	254.1 (62.4)	177.0 (40.9)	1.2 (0.3)	432.3
1987	265.0 (62.4)	159.6 (37.5)	0.3 (0.1)	424.9
1988	298.0 (68.8)	161.5 (35.5)	0.6 (0.1)	460.1
1989	318.7 (69.7)	175.5 (35.5)	0.4 (0.1)	494.6
1990	295.2 (69.7)	127.9 (30.1)	0.7 (0.2)	423.8
1991	281.5 (64.3)	155.0 (35.4)	1.5 (0.3)	438.0
1992	276.5 (78.5)	73.8 (21.0)	1.8 (0.5)	352.1

Sources: Interior Division, Government of Pakistan, Islamabad.

Note *Figures in the parenthesis are percentages w.r.t relevant column totals.*

Appendix Table 8

**DISTRIBUTION OF INDIAN TOURISTS
ARRIVAL BY MOTIVATION 1983-92**

(000 Nos.)

Motivation	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Holiday/Recreation	1.0	1.2	1.3	1.5	1.3	1.3	1.4	1.0	1.4	0.6
Business	0.9	1.1	1.2	1.2	1.1	1.1	1.2	0.9	4.9	2.1
Family Visit	142.6	172.0	184.6	200.0	182.7	176.6	196.4	133.7	162.3	71.3
Religion	1.6	2.0	2.1	2.3	2.1	2.0	2.2	1.5	2.4	1.1
Health	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1
Politics/Diplomacy	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	-	-
Others	1.3	1.6	1.7	2.0	1.8	1.7	2.0	1.3	2.4	1.1
Total	147.80	178.30	191.20	207.30	189.30	183.00	203.50	138.60	173.60	76.30

Source: Based on Co-efficient worked out in "International Tourism in Pakistan - 1982 up to 1990 and figures for 1991 are based on International Tourism Survey -1992."

Appendix Table-9

**DISTRIBUTION OF NON-INDIAN TOURISTS
ARRIVALS BY MOTIVATION 1983-92**

(000 Nos.)

Motivation	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Holiday/Recreation	69.3	73.0	79.5	71.8	75.2	88.4	92.9	0.2	57.4	59.8
Business	59.1	62.3	67.8	61.2	64.1	75.4	79.2	6.0	75.1	78.3
Family Visit	53.5	56.3	61.3	55.4	58.0	68.2	71.6	4.6	100.5	104.8
Study	4.6	4.8	5.2	4.7	4.9	5.8	6.1	2.9	1.6	1.7
Religion	3.5	3.7	4.0	3.6	3.8	4.4	4.7	1.1	8.7	9.1
Mission/Meeting	2.2	2.3	2.5	2.3	2.4	2.8	2.9	1.7	6.3	6.6
Health	0.9	0.9	1.0	0.9	0.9	1.1	1.1	30.1	0.3	0.3
Politics/Diplomacy	1.3	1.4	1.5	1.3	1.3	1.7	1.7		-	-
Others	23.0	24.3	26.4	23.8	23.8	29.3	29.3		14.5	15.2
Total	434.8	458.0	498.4	450.0	469.4	554.2	580.6	233.2	528.8	551.6

Source: Based on Co-efficient worked out in "International Tourism in Pakistan - 1982 up to 1990 and figures for 1991 and 1992 are based on International Tourism Survey -1992."

Appendix Table-10

NON-INDIAN FOREIGN TOURISTS DISTRIBUTION
BY OCCUPATION 1992

Motivation	(000 Nos.)									
	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Professionals	23.0	24.3	26.4	23.8	25.0	29.4	30.9	30.2	66.0	68.9
Technicals	13.3	14.0	15.2	13.7	14.4	16.9	17.8	17.4	-	-
Scientists	2.0	2.1	2.2	2.0	2.1	2.5	2.6	2.6	-	-
Executives	9.3	9.8	10.7	9.7	10.1	11.9	12.5	12.3	32.3	33.6
Clerks	2.0	2.1	2.2	2.0	2.1	2.5	2.6	2.6	7.9	8.3
Teachers	5.2	5.5	6.0	5.4	5.7	6.6	7.0	6.8	10.6	11.0
Businessmen	37.6	39.6	43.1	38.9	40.8	47.9	50.4	49.3	25.1	26.2
Journalist/Writers	1.1	1.2	1.3	1.1	1.2	1.4	1.5	1.4	1.9	1.9
Farmers	1.5	1.6	1.7	1.6	1.6	12.5	2.0	2.0	2.4	2.5
Transport workers	9.8	10.3	11.2	10.2	10.6	0.6	13.1	12.8	13.2	13.8
Sportsmen	0.4	0.5	0.5	0.5	0.5	27.2	0.6	0.6	-	-
Students	21.3	22.4	24.5	22.1	23.1	10.0	28.5	27.9	26.7	27.9
Government Officials	7.8	8.2	9.0	8.1	8.5	24.4	10.5	10.3	8.5	8.8
Other workers	17.4	18.2	20.0	19.8	20.7	13.6	25.6	25.1	8.5	8.8
House Wives	10.6	11.2	12.2	11.0	11.5	1.4	14.3	14.0	21.4	22.3
Retired	1.1	1.1	1.2	1.1	1.2	66.4	1.5	1.4	6.6	6.9
Un-classified	53.9	56.4	61.8	54.0	56.5		69.7	68.5	33.3	34.9
Total	217.30	228.50	249.20	225.00	235.60	275.20	291.10	285.20	264.40	275.80

Source: Based on Co-efficient worked out in "International Tourism in Pakistan - 1992, A Survey Report of Tourism Division, Government of Pakistan, Islamabad.

Appendix Table-11

**INDIAN FOREIGN TOURISTS DISTRIBUTION
BY OCCUPATION 1992**

(000 Nos.)

Motivation	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	Total	%age
Professionals	3.8	4.6	5.0	5.4	4.9	4.8	5.3	3.6	17.9	7.9	63.2	3.74
Technicals	8.4	10.2	10.9	11.8	10.8	10.4	11.6	7.9	0	0	82.0	4.86
Scientists	0	0	0	0	0	0	0	0	0	0	0.0	0.00
Executives	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.3	2.4	1.1	6.5	0.39
Clerks	2.2	2.7	2.9	3.1	2.8	2.7	3.1	2.1	2.4	1.1	25.1	1.49
Teachers	3.8	4.6	5.0	5.4	4.9	4.8	5.3	3.6	4.0	1.8	43.2	2.56
Businessmen	30.7	37.1	39.8	43.2	39.4	38.0	42.3	28.8	14.6	6.4	320.3	18.97
Journalist/Writers	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.2	3.5	0.21
Farmers	13.6	16.4	17.6	19.1	17.4	16.8	18.7	12.8	19.1	8.4	159.9	9.47
Transport workers	2.7	3.2	3.4	3.7	3.4	3.3	3.7	2.5	16.7	7.3	49.9	2.96
Students	8.1	9.8	10.5	11.4	10.4	10.1	11.2	7.6	16.3	7.2	102.6	6.08
Government Officials	4.9	5.9	6.3	6.8	6.2	6.0	6.7	4.6	1.6	0.7	49.7	2.94
Other workers	23.8	28.7	30.8	33.4	30.5	29.5	32.8	22.3	3.8	1.7	237.3	14.06
House Wives	40.7	49.0	52.6	57.0	51.1	50.3	56.0	38.1	56.1	24.6	475.5	28.17
Retired	2.7	3.2	3.4	3.7	3.4	3.3	3.7	2.5	3.0	1.3	30.2	1.79
Un-classified	1.8	2.1	2.5	2.5	2.3	2.2	2.3	1.6	15.4	6.6	39.3	2.33
Total	147.80	178.30	191.50	207.30	188.30	183.00	203.50	138.60	173.60	76.30	1688.2	100

Source: Based on Co-efficient worked out in "International Tourism in Pakistan - 1992, A Survey Report of Tourism Division, Government of Pakistan, Islamabad.

Appendix Table-12

Peaks Exceeding 8,000 Meters in Height

Peaks	Height (Meters)	Latitude	Longitude
Godwin Austin Mount (K-2)	8611	35°-53'	76°-31'
Nanga Parbat	8126	35-14	74-35
Gasharbrum I	8068	35-43	76-42
Broad Peak	8047	35-48	76-34
Casharbrum II	8035	35-46	76-39

Source: Survey of Pakistan, 1990

Appendix Table-13

PEAKS EXCEEDING 7,000 METERS IN HEIGHT

Peaks	Ht. (Meters)	Lat.	Long.	Peaks	Ht. (Meters)	Lat.	Long.
Gasharbrum III	7952	35°.46'	76°.39'	Btoro Nal	7389	46°.23'	71°.54'
Peak*	7930	35.52	76.34	Teram Kangri III	7382	35.36	77.02
Gashabrum IV	7925	35.46	76.37	Sad Ishtag	7367	35.23	77.07
Peak*	7884	36.21	75.02	Peak*	7345	36.07	75.12
Distaghil Sar	7884	36.20	75.11	Momhil	7343	36.20	75.03
Peak*	7852	36.12	75.12	Sad Ishtag	7340	36.23	72.07
Mashebrum II	7821	35.39	76.19	Sad Ishtag II	7336	36.33	72.07
North Peak	7809	35.15	74.36	Hunza Kungi IV	7329	36.24	74.42
Mashebrum W	7806	35.38	76.18	Peak*	7324	36.19	75.14
Raka Poshi	7788	36.09	74.31	Peak*	7303	35.28	76.47
Hunza Kunji I	7785	36.31	74.31	Sad Ishtag III	7300	36.32	72.07
Kanjur Sar	7760	36.13	75.25	Peak*	7298	36.33	72.08
Double East Peak	7750	36.15	71.50	Hamtha Itrak	7285	35.57	75.45
Peak*	7745	35.16	74.35	Peak	7282	36.26	71.52
Peak (Dong GD)	7705	35.24	76.51	Long Hill	7280	36.26	71.52
Tirich Mir	7690	36.15	71.51	Aprarasa I	7245	35.32	72.09
Bride Peak	7654	35.37	76.34	Aprarasa II	7239	35.32	72.10
Hunza Kinji	7611	36.27	74.41	Peak*	7239	36.13	75.23
Peak*	7577	36.18	75.05	Tirich Mir III	7238	36.24	71.54
Masotang Kangri	7526	35.19	77.38	Peak*	7236	35.31	77.12
Rakhlot I	7510	35.15	74.37	Peak*	7233	35.19	77.23
Naushan	7501	35.26	71.50	Peak*	7203	35.35	77.59
Pumatikish	7492	36.12	75.15	Peak*	7169	35.26	77.23
Pointed Hill	7484	36.25	71.50	Peak*	7144	35.50	75.49
Peak*	7468	35.18	77.08	Peak*	7143	36.37	74.19
Skillbrum	7468	35.35	75.50	Twin Peak	7122	36.32	71.59
Tirich Mir II	7468	36.16	71.50	Rakhlot II	7074	35.15	74.39
Teram Kangri I	7464	35.34	77.05	Peak*	7071	35.11	37.35
Malubating	7458	36.00	74.53	Sad Ishtag I	7053	36.35	72.07
Peak*	7428	35.17	77.01	Chautshish	7027	36.03	74.58
Peak*	7422	35.36	76.45	Peak*	7018	36.39	72.09
Teram Kangri II	7407	35.34	77.05	Peak*	7016	35.55	76.34
Peak*	7407	35.16	77.22	Peak*	7004	35.12	77.32
Hatatma	7397	35.50	74.54	Peak*	7000	36.40	72.14

* Unnamed Peaks

Source: Survey of Pakistan, 1990

Appendix Table-14

TELECOMMUNICATION

Sr. No.	Particulars	Gilgit	Ghizer	Diamer	Skardu	Ghanche	Total
1	Public Call Office	28	8	11	18	3	68
2.	Telephone Exchange	16	9	9	12	2	48
3.	No. of Telephones	1670	170	551	741	87	3,219

Appendix Table-15

POST OFFICES

Sr. No.	Particulars	Gilgit	Chizer	Diamer	Skardu	Ghanche	Total
1	General Post Office	1	-	-	-	-	1
2	Higher Selection	-	-	-	1	-	1
3	Grade Post Office	8	2	3	6	2	21
4	Tuns Scale Post Office	1	-	-	-	1	2
5	Extra Department Post Office	22	15	19	30	11	97
	Total	32	17	22	37	14	122

Source: Ministry of Kashmir Affairs & Northern Affairs Islamabad, 1991

Appendix Table-16

**AVAILABILITY OF HEALTH FACILITIES IN
PROJECT AREA**

Sr.No.	Districts	Hospital	Dispensaries	First Aid Posts
1.	Gilgit	06 (269 Beds)	23	24
2.	Skardu	05 (213 Beds)	36	25
3.	Diamer	05 (95 Beds)	15	23
4.	Ghizer	04(40 Beds)	11	19
5.	Ghanche	03 (40 Beds)	20	19
Total		23 (657 Beds)	106	110

Sr.No.	Staff	Authorized	Posted	Vacant
1	Doctors	150	130	20
2	Para medicine	976	920	56
3	Others	725	715	10

Source: Ministry of Kashmir Affair & Northern Affairs Islamabad, 1991

**KEY TO ABBREVIATIONS DENOTING
FACILITIES AND AMENITIES**

AB : Attached Bath	ISS : Interpretation/Secretariat Services
AC : Air-conditioned	L : Laundry Shop
ALO : Airline Office	RG : Riding
MA : Medical Attendant	HR : Hotel & Restaurant
TV : Television	CB : Call Bell
VCR : VCR	TIC : Tourist Information Centre
MEF : Money Exchange Facility	IHM : In House Movies
MR : Motel and Restaurant	BS : Book Shop
CH : Chinese	IG : Indoor Games
CP : Children Park	CCA : Credit Cards Accepted
P : Parking	HAS : Handicrafts Shop
HCW : Hot and Cold Water	T : Telephone
PAK : Pakistan	HD : Hair Dresser
CR : Cloak Room	* : Star/Category
DA : Dish Antenna	DS : Drug Store
PO : Post Office	R : Radio
F : Fridge in room	RC : Room Cooler
RCS : Rent -A-Car Service	HA : Heating Arrangements
GT : Guided Tour	RR : Reading Room

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