

**ARE THERE BARRIERS TO
COMMUNITY PARTICIPATION IN
TOURISM DEVELOPMENT: A STUDY OF
GILGIT-BALTISTAN.**



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PIDE2019FMPHILBE02

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CERTIFICATE

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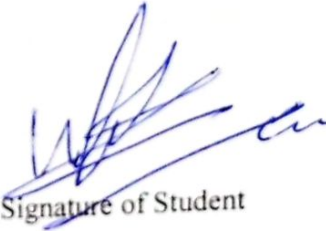
This research would have not been possible without the insight and guidance of a supervisor Miss Saba Anwar. I would further like to add to the credits, my family, my friends and my colleagues. Who helped and supported me through every phase of my life and the degree. Special prayers and thanks to my Mother and Father because of their kindness and love that I persevered and was able to complete this research.

Declaration

I Ch. Shafqat Idrees hereby state that my M.Phil. thesis titled **ARE THERE BARRIERS TO COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT: A STUDY OF GILGIT-BALTISTAN** is my own work and has not been submitted previously by me for taking any degree from Pakistan Institute of Development Economics or anywhere else in the country/world.

At any time if my statement is found to be incorrect even after my Graduation the university has the right to withdraw my M.Phil. degree.

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Abstract

Tourism contribute significantly to global economy. Travelling and tourism contribute 10.3% of the global GDP and is growing much faster (3.5%) than the global economy growth rate (2.5%). Pakistan has great potential of developing tourism industry and uplifting economic conditions of the people, especially involving local communities. This research used qualitative research approach and conducted survey of Gilgit-Baltistan by taking semi-structured interviews of locals and local government officials in order to find that are there barriers to community participation in the region. The findings indicate that there are structural and external barriers (operational) which hinder community participation. The respondent's replies show that the structural barriers are not that of problem to them but operational barriers and cultural barriers are of main concerns to the locals.

Key words: Community Participation, Tourism Development, Gilgit-Baltistan, Barriers.

List of Abbreviations

WTO	World Tourism Organization
UNWTO	United Nations World Tourism Organization
GB	Gilgit-Baltistan
UNCTD	United Nations Conference on Trade and Development
IIED	International Institute for Environment and Development
DFID	World Bank, Department for International Development
ILO	International Labor Organization
OECD	Organization for Economic Co-activity and Development
EoDB	Ease of Doing Business
KCB	Karakoram Cooperate Bank
AKDN	Agha Khan Development Network
CPEC	China Pakistan Economic Corridor

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Chapter 1. Introduction

Tourism has become an important sector affecting the development of the country's economy. Numerous associations like United Nations Conference on Trade and Development (UNCTAD), International Institute for Environment and Development (IIED), World Bank, Department for International Development (DFID), International Labor Organization (ILO) and Organization for Economic Co-activity and Development (OECD) have supported the force of Tourism in easing poverty (Mohanty, Chandran & Gantait, 2016, p.51). It is one of the most rapidly growing industries in the world, which accounts for 10.4 % of the global GDP (World Travel and Tourism Council, 2019). The countries that are blessed with natural beauty or artificial beauty as per say as “skyscrapers” and cultural heritage, those countries have tourism policies that are defined by local politics, culture and local demography of that country (Nyaupane and Timothy, 2016). For example, Sri Lanka endured civil war for more 25 years, to tackle the rampant poverty in the country, the government introduced pro-poor tourism policy which uplifted local businesses and general life of the local communities (KMLM, M. G., NGA, J. L., and Chan, J. K. L, 2013).

Pakistan can also develop pro poor tourism policies that can help in alleviating poverty of the local community at least even if it does not significantly affect the total poverty numbers. As per World Bank report, destitution in Pakistan has elevated from 4.4 % to 5.4 % in 2020 and 2,000,000 individuals have fallen underneath the poverty line. The current pandemic has worsened the scenario.

World Travel and Tourism Council released figures for the world and Pakistan, it shows that pandemic effected traveling itinerary worldwide and Pakistan also. Due to pandemic, tourism in Pakistan decreased by 23.1 %. Still, pro poor tourism remains a distant reality despite all the potential for the local communities. Tourism brings opportunities and a way of developing local small and medium industries linked with tourism and further providing sustainable livelihood of local communities (Mukhtar, 2019). Tourism brings about improvement in local businesses, produce jobs and opportunities for education (Dogar and Gupta, 2012). The immediate impact is on the local hotel industry that gets a boost from influx of tourists. This industry, further creates opportunities through backward linkages, training of human resource, and in turn aids in expansion of local handicraft/souvenirs businesses etc. (Saqib, Yaqub, Amin, Khan, Faridullah, Ajab, Zeb, and Ahmad, 2019, p.37), the local state of the area can be improved and jobs can be provided to locals in the community by developing tourism for instance hotel services, handicraft and dry fruit business in the region can flourish (Gantait et al. 2018).

Tourism had provided jobs and business influx to businessman and villagers during peak tourism season. He concluded that tourism have positive impact on businesses and jobs (Saqib et.al, 2019).

In 2009 Gilgit-Baltistan was given autonomy from federation under NFC awards. Gilgit-Baltistan is located in the north of the capital of Pakistan and covers a total area of 72,496 sq.km. The total population according to Gilgit Baltistan is

1.5 million. It is pertinent to mention here that province has been blessed with natural beauty and has great potential for tourism. As indicated by the head count proportion 37 % of the families and 35 % of the populace are poor. The significant point is the degree of destitution in towns are essentially higher than the level revealed for the public just as for the mountain locales of Pakistan (Kifayat, Khan, & Ejaz, 2014). Despite all the natural beauty the tourism potential in this part of Pakistan has not been exploited to its fullest. Amongst others, the local involvement is an essential part for effective travel industry improvement of a place as there exists a reliant connection between local area support and the travel industry advancement.

The government of Gilgit Baltistan is nudging private sector lead growth and private investments as part of the 2021-25 development agenda. The government is encouraging innovation and private financing towards the socio-economic development of the region through engaging the private sector investment in multiple sectors primarily in the tourism sector to uplift the socio economic condition of the region and create employment in private sector.

The scenic views of GB attributable to its assorted attractions is the center of the traveling industry. As indicated by traveler review, the typical number of tourist's burn through 25% of their budget by visiting the natural tourist spots. The typical tourist decreases their visit by two days then their arranged span of stay. The underspending and decrease in guest stay than their arranged itinerary is obvious of the fact, that the purpose-built avenues of the tourism activity are restricted in GB.

A hole exists in area of interest in Innovative Tourism sports i.e., journey and trail improvement, water boating, jet skiing, paragliding, desert safari, snowboarding and so on.

The Grandeur valleys and enchanting mountainous scopes of GB offer exceptional opportunity to invest for investment in tourism infrastructure. Infrastructure improvement is an essential to draw in vacationer and requires the consolidated exertion of the local community, private and public sectors. The public aims to setup the planning, regulation and monitoring systems that use public spending as a catalyst to attract capital investment from private sector, which would be primarily interested in areas that enhance the competitiveness and economic appeal of the destination.

For enabling investment environment, Government of Pakistan is working on improving the ranking of the country in Ease of doing business (EoDB). Over 80 reforms have been identified across ten ease EoDB indicators for implementation at federal & provincial level. The 7th action plan specifically focuses on automation, introduction of smart regulations and creation of a digital eco system that will promote transparency and efficiency.

These efforts done by the federal and provincial government will provide such an environment in which local community will be able to participate and uplift the respected communities from poverty. The effects of the government efforts can be seen in the form of international ranking of the country with respect to EoDB, in 2018 Pakistan ranked 144th worldwide and in 2021 it ranked 108th worldwide.

Similarly if we follow the flow of the tourists after Covid -19 according to the GB tourism directorate it shows that in 2020 domestic tourists fell to 634,344 from 1,033,851 in 2019, then in 2021 the tourist inflow increased and total inflow of the tourist was 819,402¹ as shown in the table 1.1.

Table 1.1: Tourist Inflow

Sr. No.	Year	Total No. of Tourist	Foreign Tourist
1	2007	34,108	10,338
2	2008	62,544	8,504
3	2009	62,341	7,739
4	2010	53,028	7,728
5	2011	66,475	5,242
6	2012	33,217	4,324
7	2013	56,415	4,501
8	2014	53,746	3,442
9	2015	204,733	4,082

¹ “Investment Opportunity in Adventure Tourism in Gilgit-Baltistan (provided by the Department of Tourism Sports & Culture, GB Government).”

10	2016	444,458	4,773
11	2017	787,436	6,212
12	2018	1,400,655	9,027
13	2019	1,033,851	10,828
14	2020	634,344	1,098
15	2021	819,402	3,237

* Investment Opportunity in Adventure Tourism in Gilgit-Baltistan (Department of Tourism Sports & Culture, GB)

1.1 Statement of the Problem

Based on the geographical position of the Gilgit-Baltistan (GB), it has been observed and proved by literature that GB has the potential for tourism. Recent developments in GB such as CPEC has stimulated economic activities (Durani and Haque. 2021). Such activities have increased the tourism in GB but its potential remains to be exploited. This can be observed by looking at the poverty rate in GB, which is according to 2018 census 42.4% of the households are under poverty level. So, the poverty level in communities living in tourism hot spots of GB has little to no impact with this marginal increase. Which can be deduced that there are barriers that people are facing in the face of increased opportunities.

Based on literature people living in the tourism hot spots of under developing countries face barriers with regards to tourism opportunities (Ibrahim

& Nor, 2013). These barriers were identified as operational barriers, structural barriers, and cultural barriers which prevent community engagement (Tosun, 2000). Based on literature people living in the tourism hot spots of under developing countries face barriers with regards to tourism opportunities (Ibrahim & Nor, 2013). These barriers were identified as operational barriers, structural barriers, and cultural barriers which prevent community engagement (Tosun, 2000). Similarly these barriers were identified by other reseach's based on the region identified by these researchs (Dogra & Gupta, 2012; Ibrahim & Nor, 2013). The study will investigate these three barriers in the region of Gilgit-Baltistan.

1.2 Objectives of the Research

- Recognize obstacles in community participation for development of local businesses via tourism.
- Device ways to address those barriers for inclusive development of Gilgit-Baltistan via development of local businesses.
- To analyze and appraise tourism related policies of GB government.

1.3 Research Questions

- The state of community participation in the tourism development of GB.
- What are the main obstacles to community participation in tourism development in GB?

1.4 Units of Data Collection

Units of data collections are those subjects from which relevant data is being collected. Following are the units of data collection for the research.

1.4.1 UDC 1 – Local Community

Community can be defined in many ways. One definition would be people living at a locality. Another could be people, necessarily not living in one locality, having common beliefs and value system, like Muslim community or Buddhist community. In the context of this study, we use the former meaning of community, that is, locality centric definition. Hence, according to this definition the community may be homogenous, comprising of people of same ethnicity, religion etc., and it may be heterogeneous i.e. comprising of a mix of people.

The individuals from nearby communities were chosen for the UDC in light of the fact that they live in the region. So they know the best about the researchers' inquiries. Furthermore, they had past and current information about history, each issue, idea, advancement and improvement. They see and catch wind of every single updates about the travel industry and all important things fortunate or unfortunate about region. For

information gathering semi-structured interviews were led from nearby locals.

1.4.2 UDC 2 – Shopkeeper/Hotel Owners/Tour Operator

As it was likewise important to ask from different hoteliers, restaurant proprietors, retailer, and tour operator who are associated with region. Along these lines, this UDC, researcher felt extremely vital in light of the fact that they had information of every single development about circumstance there. Also, it was ideal to be with them face to face and ask that what occurs with them, tourists and others concerned. Thus, it was vital to figure out the main drivers of realities about factors influencing in advancement and improvement of the region.

1.4.3 UDC 3 – Government Officials/Agencies Officials/ Tourism Faculty

This UDC incorporates government officials from tourism department as they are the ones coordinating the tourism activities with the region. Agencies whichever are participating towards tourism development. Similarly the University of Baltistan has tourism department, and they provide training and diplomas to the public, faculty members from the

University could provide better insight of the situation, current practices in tourism sector.

Chapter 2- Sectoral Policies

2.1 Tourism and Development

Tourism can play a vital role in achieving developmental goals. Travelling and tourism contribute 10.3% of the global GDP and is growing much faster (3.5%) than the global economy growth rate (2.5%)². As tourism has cross cutting linkages with other sectors of the economy, therefore, it can help in achieving a number of Sustainable Development Goals (SDGs). For instance, tourism can contribute to achieving SDG No. 1 poverty reduction, SDG No. 5 gender equality and SDG No. 8 decent work and economic growth. Precisely due to this reason development in tourism sector has profound spillover effect in other sectors like agriculture by increasing demand of food items, infrastructure, transport, services, construction, and entertainment and creative industries. One of the most important effects of tourism is employment generation. Globally the average employment generated by tourism is 1 job out of 11 jobs³.

2.2 Pakistan and GB in Context of Tourism

Pakistan has great potential of developing tourism industry and uplifting economic conditions of the people, especially involving local communities. Pakistan has diverse geographical, cultural and religious landscape which can be

² https://invest.gov.pk/sites/default/files/boi/Tourism_Hospitality.pdf?gtranslate=ar

³ Boosting the Development Impact of Tourism in Africa, United Nations Conference on Trade and Development, Policy Brief No. 52, dated September 2017.

exploited to its fullest for development of the country. Gilgit-Baltistan (GB) or the erstwhile Northern Area is particularly well suited for developing tourism industry. GB has so many possibilities in this regard. It is sparsely populated mountainous area spread over three high mountain ranges i.e., Himalaya, Karakoram and Hindukush. It is spread over 72,971 Km² having 1.5 million population. It is home to longest glacier outside polar region, 2200 square kilometer snow covered area, and five out of fifteen highest peaks of the world, including the second highest peak K-2, are located in this region⁴. Besides there are 7222 glaciers, 119 fresh water lakes and around 101 peaks towering above 7000 meters. The forest cover is 9.1% which is mostly alpine forest. From cultural and historical point of view, it is situated on the historic silk route having five different ethnic groups speaking five different languages in 36 dialects. The area boasts 23 historical forts, 65 archeological sites, and 3900 rock carvings and inscriptions. The area has a very distinct local music and festivals throughout the calendar. The oldest form of polo or the free-style polo is widely played here. The area is equally rich from ecological point of view. GB is home to 230 bird species, 54 species of mammals, 20 species of fresh water fish, 23 species of reptiles, and 6 species of amphibians. In order to conserve this diversity, the GB government has established 4 National Parks, 9 game reserves, and 3 wild life sanctuaries⁵.

⁴ <https://visitgilgitbaltistan.gov.pk/>

⁵ Investment Opportunities in Adventure Tourism in Gilgit-Baltistan, Department of Tourism, Sports and Culture, Government of Gilgit-Baltistan

2.3 Policy Framework

The contribution by tourism to Pakistan's GDP is 5.9% which is far behind the average percentage contribution of tourism to global economy i.e., 10.3%⁶. Therefore, there is a lot of space for improvement and growth. Although, tourism is not the top priority of either the federal government or GB government. However, at both levels necessary legal and policy framework has been put in place.

2.3.1 National Level

2.3.1.1 Single Registration Certificate

In order to promote ease of doing business the Security Exchange Commission of Pakistan (SECP) in collaboration with relevant provincial departments has introduced Single Registration Certificate for incorporating a business. Consequently, Pakistan has moved up in the ranking of ease of doing business. In 2018 Pakistan was on 144 ranking, however, in 2020 the ranking improved to 108.

2.3.1.2 E-Visa Policy

Traditional visa grant policy has been completely revamped by introduction of e-visa policy. This policy has made it very easy for

⁶ Eshal Arooj & Hijab Bano, "TOURISM AND SUSTAINABILITY: Tourism, Economics and Policy" retrieved from <https://esdcber.iba.edu.pk/pdf/eshal.pdf>

foreigners to apply and get visa to visit Pakistan by removing the red tapism and bottle necks in the process.

2.3.2 Local Level

The GB government has also enacted following laws and policies in this regard.

2.3.2.1 GB Environmental protection Act, 2014

The GB government has introduced this law for the protection, conservation, rehabilitation and improvement of the environment, prevention and control of pollution, and promotion of sustainable development.

2.3.2.2 GB Mining Concession Rules, 2016

Whereas these rules provide for defining mechanisms and procedures for granting concession rights for mineral exploration but also give due diligence to protection of environment and ecology.

2.3.2.3 GB Tourism Policy, 2017

The policy has been development with a vision to promote and develop tourism and make GB a preferred destination on the tourism map.

2.3.2.4 GB Wildlife Act, 2017

One of the biggest attractions of GB is its diverse and rich wildlife. This Act aims at conserving the wildlife in the area.

2.3.2.5 Public-Private Partnership Act, 2019

In order to facilitate the participation of the private sector in development projects or other related services of the government and establishment of institutions to regulate, monitor and supervise the implementation of public-private partnership contracts the government has approved this Act. This a step towards enhancing the ease of doing business.

2.3.2.6 GB Hotels, Motels, Camping Sites, Guest Houses, Rest Houses, and Restaurants Act, 2020

This law has been enacted for controlling and regulating the standard of services and amenities for tourists in Hotels, Motels, Camping Sites, Guest Houses, Rest Houses, Camping Pods, Camping Glimpse and Restaurants in Gilgit-Baltistan.

2.3.2.7 GB Travel Agencies & Tour Operators Act, 2020

This Act has been made for the development, regulation and control of the profession of travel agencies and tour operators in

Gilgit-Baltistan. The act establishes a licensing and controlling regime for Travel Agencies and Tour Operators.

We have seen over the last decade that tourists, both domestic and international, visiting GB have consistently been increasing. Although, there has been a dip in these numbers after 2019 covid pandemic. But the general trend during the last decade was increasing number of visitors to GB. The domestic tourists visiting GB nearly increased by 20 times in 2018 to 1.4 million from a small number of 66,475 in 2011. Similarly, 5,242 foreign tourists visited GB. This number almost doubled in 2018 and 2019⁴. The very important aspect in the legal and policy framework is lacking both at the national and local government level and that is effective involvement of community. The community ownership is generally lacking in all this. For sustainable development of tourism in any area it is imperative to effectively involve local community⁷. Our research has specifically focused on three types of barriers to community participation in tourism development. On the basis of the survey following short comings were identified.

⁷ Nagarjuna G, "Local Community Involvement in Tourism: A Content Analysis of Websites of Wildlife Resorts", *Atna, J Tour Stud*,10, 1 (2015), 13-21, retrieved from <https://core.ac.uk/download/pdf/236434482.pdf>

Chapter 3 - Review of Literature

Introduction

This chapter discusses the recent literature to develop a framework of the review of various studies broadens the understanding for the present research. The narrative style of review is adopted.

3.1 Tourism in Developed Countries

The fast economic growth in the developed economies draws in foreign traveler (Business travels), which prompts an expansion in the forex reserves of the country (Khalil, Kakar & Waliullah, 2007). The tourism in developed countries like China and Australia shows that there is strong relationship between international trade and international travel (Shan & Wilson, 2001).

3.2 Tourism in Developing Countries

A solid economic opinion for government support for the traveling industry is connected with foreign exchange income. The lack of foreign exchange is one of the continuing impediment on the improvement attempt in most developing nations (Jenkins & Henry, 1982). Based on this argument more the country can manage to accumulate foreign exchange better the economic development. Countries like Sweden and Switzerland has developed its economy on the bases of tourism.

Tourism brings in lots of foreign currency in the region where tourism activities are developed.

3.3 Tourism and Growth

The travel industry activities are viewed as one of the significant source of economic development. It tends to be viewed as a system of producing the employment as well as remuneration in both formal and informal sectors. The fast development of the travel industry prompted a development of family salaries and government earnings straightforwardly and by implication through multiplier effect, further improving trade balance and inciting the traveling industry based government strategies. Subsequently, the improvement of the traveling industry has by and large been viewed as a positive commitment to economic growth (Khalil, et al, 2007). The relationship between tourism and economic growth is well documented .Jalil, Mahmood & Idrees (2013) created the table in which different studies results are shown that there is causal relationship between tourism and economic growth.

3.4 Way out of Poverty through Community Participation in Tourism

Local's inclusion in the tourism can be inspected according to two points of view. To start with, the decision making cycle that permits inhabitants to engage

themselves in the tourism advancement and express their interests and wants. Second, the tourism benefits, for instance, from expanded employment opportunities (Ying and Zhou, 2007). So it can be said that local support implies deliberate activity in which people are faced with the potential outcomes and obligations of citizenship. Opportunities for such commitment incorporate partaking in self-administration processes, reacting to legitimate choices that influence somebody's life, and teaming up with others on common interests (Til, 1984). Tosun (2000) explain it as tool that corrects the balance of power, validates the views of local communities against those of developers or local authorities, or redefines expertise, setting the conditions for successful engagement and preventing communities from being manipulated by participation process.

The growth of the tourism industry over the past few decades has been tremendous as many destinations are increasingly recognizing tourism's ability to improve their economy and solve many socio-cultural problems. In many isolated and underdeveloped areas the tourism has been created and constrained by huge global the tourism organizations with little respect to the social, cultural and economic conditions. This is on the grounds that most arising objections and miniature states need riches and political influence and will generally settle on choices outside their ability to do anything about (Timothy and Ioannides, 2002). Local's interest ended up being a fruitful model for the travel industry improvement in developed nations, yet there exist a few hindrances in the event of developing countries.

3.5 Tourism and Gilgit Baltistan

Gilgit-Baltistan The second-highest peak in the world, "K2," is located in Pakistan's mountainous region, which shares a border with China. The area has great tourist potential, and in Gilgit-Baltistan, tourism is regarded as one of the primary means of support for the local population. The number of tourists entering Gilgit-Baltistan has increased significantly in the years 2017, 2018, and 2019 (Ali, Ahmed, & Hassan, 2020; Ali & Sania, 2019) as a result of its distinctive geography, improved law and order situation, and tourism-friendly policies of the current government. It is anticipated that this trend will continue in the years to come. Furthermore, in 2017, there were 1.8 million visitors to Gilgit-Baltistan, up enormously from the 34,108 tourists that arrived there in 2007. In contrast, in 2018 there were 2 million visitors (Express Tribune, 2019). Until and unless a sustainable tourism plan is in place, this increased influx, although having a good economic impact, is projected to have a detrimental impact on the ecosystem. Since the growth of sustainable tourism is challenging without the cooperation of the locals, taking into account and incorporating the local community in development plans are vital and take time (Nunkoo et al., 2013, p.21). However, the literature reveals that there is still a dearth of actual study on how locals could respond to various tourist flows and their effects (Carmichael, 2000; Sharpley, 2014, p.37). There is still a dearth of study on locals' perceptions and attitudes concerning the impact of tourism, particularly in Pakistan's mountainous regions.

3.6 Community Participation

There is no proper definition of community participation but rather it is an ideological concept and open to interpretation with regards to culture, politics and demography. Upon investigation of literature it is confirmed that there is no text book definition but interpretation of different researchers upon interaction with the said concept. The residents of the community are main stakeholders, and most of the economic benefit remains amid the inhabitants of tourism-reliant communities from tourism (Scheyvens, 1999; Mitchell & Reid, 2001; Hipwell, 2007; Trejos & Chiang, 2009). Another simple interpretation of the said term given by Skelcher (1993) is that community participation is self-define, people in the community know what is best for them and what resources will objectively be optimized for the community to flourish. The destination locals are a significant part of the tourism items, and it is contended that the business involves the locals as an asset, sells it as a ware, and influences everybody's life all the while (Murphy, 1985).

3.7 Barriers to Community Participation

The three sorts of barriers which exist in community participation are operational obstructions, structural obstructions and cultural obstructions (Tosun, 2000). Tosun (2000) had isolated them into three fundamental headings: (i) Operational impediments, (ii) Structural impediments and, (iii) Cultural

restrictions. The vast majority of these restrictions happen in developing nations despite the fact that they don't exist in each vacationer location. Operational constraints incorporate centralization of policy implementation of the tourism, absence of co-ordination and absence of information. For structural impediments, the things incorporate mentalities of experts, absence of mastery, control of elites, and absence of fitting general set of laws, absence of prepared HR and somewhat significant cost of local's cooperation and absence of financial assets. At last, cultural limitation cover the area of restricted limit of destitute individuals and lack of concern and low degree of mindfulness in the neighborhood local area.

3.8 Research Gap

Tourism is a fastest growing industry and is growing with a great pace. Tourism has become a top priority of the economic agenda of maximum countries. It is believed that tourism can be used as a tool to solve problems like unemployment and poverty in developing countries. The destination locals are a significant part of the tourism in the region, and it is viewed that the business involves the locals as an asset, and influences everybody's life around them (Murphy, 1985). The residents of the community are main stakeholders, and most of the economic benefit remains amid the inhabitants of tourism-reliant communities from tourism (Scheyvens, 1999; Mitchell & Reid, 2001; Hipwell, 2007; Trejos & Chiang, 2009). Community participation is usually a necessary component for successful tourism development of a destination as there exists a symbiotic relationship between community participation and tourism development

(Dogar & Gupta, 2012). Local's of GB region are facing poverty and low per-capita income (Kifayat, Khan & Ejaz, 2014). Which can be deduce that besides the tourism opportunity available to the locals, they are facing obstacles to participate in the process. The researcher is undertaking an approach to the topic in such a way that no other research has done before. Previous research by (Dogra & Gupta, 2012) conducted questionnaire based survey of the area whereas this researcher has done his due diligence of the research area and conducted semi-structured interviews of the locals of the area which no other research has done up till date. This research tries to capture original sentiments and view point with regards to tourism and its development.

Conclusion

Tourism is a fast growing sector and it is a tool to address the socio-economic problems. The importance of tourism is becoming more and more clear to people. The governments are using tourism to bring about changes to their economies and link it with other industries for instance adventure sports and industry production. The link between tourism and developed countries is very much simple, developed countries have already incorporated some aspects of tourism into economies and people flock towards developed countries for the sake of better living conditions. For developing countries it is a way of earning forex for their country and help decrease poverty in their country. Tourism has significant role in the development process. It provides business opportunities and

subsequently employment for the people of a country. Tourism is a tool that can be used to address poverty by providing poor people small business and employment opportunities, which when availed can provide income for the poor. Similarly, tourist spots have communities living nearby and by involving them in the tourism can reduce the poverty in that region. But community participation in tourism have barriers which minimizes the local communities to engage in tourist activities namely operational barriers, structural barriers and cultural barriers.

Chapter 4 - Data and Methodology

Introduction

In this chapter the researcher will discuss research methods, the source of the data and techniques used to collect the sample, design of the research and conceptual framework of the research. The researcher's layout of the research is explained that how research strategy follow the research design, sampling techniques, research ethics and conceptual framework.

4.1 Research Strategy

The study adopted a qualitative research approach defined as the result of all findings not found by statistical methods or quantification. This method is commonly used to identify variables that are quantitatively investigated in follow-up, or when quantitative measurements cannot be adequately explained (Strauss & Corbin, 1998). This study will use primary data. And the data will be collected through taking a semi-structured interview. The questions are adopted and customized from (Dogra & Gupta, 2012). Different questions will be designed to cover the four aspects i.e. demographic, operational, structural and cultural aspects and to get the data in more precise structure from the respondents. The interviews will be planned in Urdu for the simplicity of local people of the review region and easier for the researcher as researcher is not native of the region. The general questions will collect information related to respondent's age, gender, education

and employment. Second section will include questions that are related to operational barriers, the inquiries intended for the perspective will cover scope of inquiries from functional constraints included centralization of policy management of the travel industry, absence of co-appointment and absence of data. The third part of the questions are connected with structural barriers, the inquiry intended for the viewpoint will be mentalities of experts, absence of aptitude, first class mastery, absence of proper general set of laws, absence of prepared HR and moderately significant expense of local participation and absence of monetary assets. Lastly cultural impediments cover the area of restricted limit of destitute individuals and detachment and low degree of mindfulness in the neighborhood local area.

4.2 Research Design

As per nature of the research, analyst has utilized the apparatus of descriptive research design in his research, to understand which barriers are causing the hindrance for local communities to participate in the tourism development. Since the research is regarding community so it is important to know the opinion of the community members and the stakeholders.

As in this research the researcher has concentrated on the general assessment through seek clarification on pressing issues and gathering the public thoughts from designated populace. Accordingly, qualitative research includes gathering and breaking down non-numerical information to grasp ideas, opinions

and experience. In doing so the best research design that can help in clarifying the concept is through descriptive design.

4.3 Sampling.

This research uses convenience sampling technique and purposive sampling technique, a total 70 samples were taken out of which 9 samples were not deemed fit and was excluded. The researcher conducted semi-structured interviews from the UDCs up till the responses from interviewees started repeating themselves. Because of the limited resources of the researcher and limited time, convenience sampling technique and purposive sampling technique were suitable for the conducting of interviews. Furthermore this research covers two districts of the province for sampling namely Skardu and Gilgit districts because of the same reason mentioned above.

4.4 Sampling Techniques.

There are many sampling techniques but for qualitative purpose convenience sampling and purposive sampling are most suitable. As this research is qualitative in nature and it is descriptive form of research these two types of sampling techniques are most suitable depending on time and resources for the research.

4.4.1 Convenience Sampling.

Convenience sampling is characterized as a strategy embraced by researchers where they gather statistical surveying information from a helpfully accessible pool of respondents. It is the most normally involved testing procedure as its unbelievably quick, straightforward, and practical. UDC 1 & 2 are collected using convenience sampling.

4.4.2 Purposive Sampling.

Purposive sampling is a non-probability sampling method and it involve the judgment of the researcher-based criterions set for the respondent. Researcher accept sample which is representative sample by utilizing a good instinct, which will bring about desire sample irrespective time and cash. UDC 3 is collected by using Purposive sampling as these UDCs are professionals that are working for the tourism sector and they are few them that can be accessed.

4.5 Semi Structured Interviews.

It is also known as an interview handbook. A semi-structured interview entails creating an interview guide that is separated into portions based on the concerns for which data is needed. The researcher develops broad-based questions for each part. Based on the responses of the respondents, countless new

questions arise from each question. Within each broad issue, other questions develop. Each major question is thoroughly investigated by the researcher. It enables the researcher to acquire detailed information on his primary areas of interest while leaving the interviewee in control of the interview. I extracted data from all UDCs using semi-structured interviews. The data collected through semi-structured interviews is qualitative in nature, as responses from the respondents were recorded and decoded the themes from those recordings.

In order to cross check, the data, the researcher compared the responses of the respondents with government generated reports, articles and news reports of that year.

4.6 Research Ethics.

As a researcher the following research ethics has been followed.

- Permission was taken from all respondents after explaining the research objectives to them.
- I have used Urdu with respondents in order to make them comfortable as it is the second official language.
- The name of the subject/ participants will remain anonymous.

4.7 Significance of Research.

Though these community participating barriers have been identified by other researchers but it is yet to be inferred for the region Gilgit-Baltistan, Tousan, (2000) classified these community participation barriers in developing countries although they do not equally exist in every tourist destination. Limitation of Dogra & Gupta (2012) was that because of village culture and illiteracy of the Jammu village respondents, there was small participation of female in the questionnaire. Though this research identifies most of the barriers but this research could not identify sectarian barriers that are relevant to the people living in this geography as most of the time it is a sensitive matter to inquire about. Furthermore, empirical studies to identify barriers to community participation in tourism development activities have not been conducted in developing countries, allowing future studies to identify barriers other than those mentioned by Dogra and Gupta (2012). Future studies can also measure the level of community involvement in the tourism development process of a destination. This research will help identify the barriers that are faced by tourist destination communities. This research will add to the perspective of policy makers what respondents expect from Tourism department in order to enhance tourism in the province.

4.8 Conceptual Framework.

One of the factors effecting tourism development is community participation. Dogar & Gupta (2012) identified the barriers to community participation in developing countries but not in developed countries. Barriers to community participation are linked with poverty, limited resources and knowledge of the benefits of tourism. By increasing the participation of the local community of the place where poverty is rampant in tourism can indices local businesses to grow and subsequently effect the poverty in that specified area (Mustapha, Azman & Ibrahim, 2013). Vise versa can be said if local participation decreases which causes the poverty to persist in the region. Same can be said in a way that if barriers to community participation are decreased the tourism opportunities will be availed by the locals and therefore creating jobs and investment opportunities for the locals in the region.

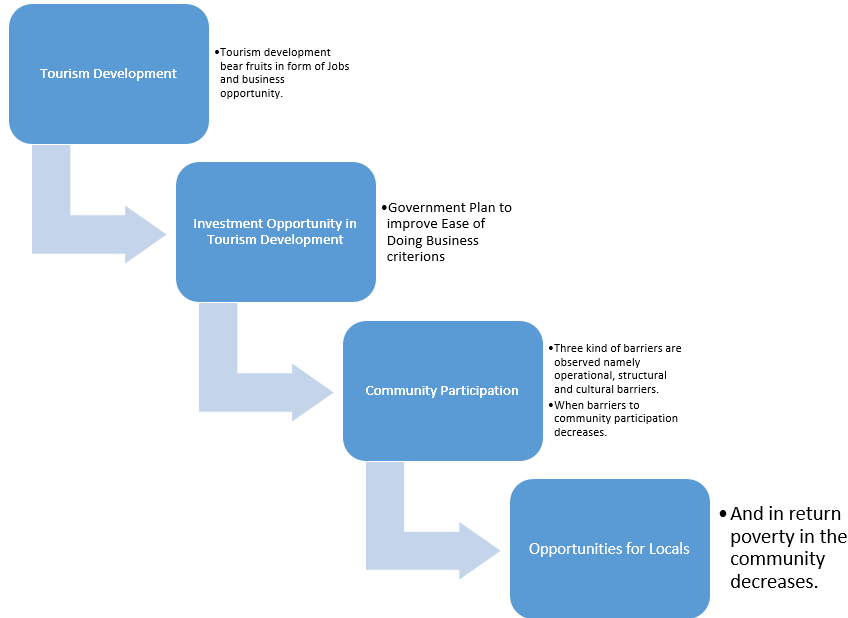


Figure 4.1: Conceptual Framework

The figure of conceptual framework is self-explanatory the community participation has barriers which are linked with the available investment opportunities in the tourism development, better the ease of doing business criterions for the local community paired with ample investment opportunity, the more tourism development could be achieved and jobs and business opportunities will be created. This will affect the economy of the region of the research area where poverty is rampant, with the help of tourism the poverty in the region can be addressed.

Conclusion

By concluding this chapter, the researcher applied qualitative research approach to the research. In order to collect data, the researcher conducted semi-structured interviews in the research area of the respondents. The data collection through semi-structured method is primary in nature. The sampling techniques used here are purposive sampling technique for the UDC-3 and convenience sampling for UDC-1 and UDC-2. Research ethics were adhered during the execution of the research. Every respondent was asked for their consent in the participation of the research, names of the respondents is not disclosed at any stage. The conceptual framework defines the flow of the concept of the research topic.

CHAPTER 5 - Discussion and Analysis

Introduction:

This chapter discusses the outcome of data collection and in this chapter the researcher discusses the findings and then does the analysis of the finding. The tool used by the researcher for analyzing the findings is thematic analysis. The researcher's interviews with the respondents were conducted professionally and upon completion of data collection next step is to identify the themes. By identifying the themes, the researcher will be able to analyze the data and conclude respectively.

Table 5.1: Respondents

Gender	Education	Count of SR.NO
F	Bachelor	9
F	Master	6
M	Bachelor	26
M	Doctorait	1
M	Master	19

Themes

5.1 People and Their respective political representative's roles.

It is dilemma of the developing countries that the political representatives of the people are blamed for not keeping the wellbeing of general public at heart. Similarly during the interviews of the representative of the research it is observed that the local community and business community have more or less same views, for instance one of the UDC-1 responded to the question whether the representatives are being any instrumental towards the pro tourism policy passing, they said:

“Hamara syast dano na kabhi ham say mashwarah naheen kya or hamara syast dano na humain hamasha andhara main rakha hai. Yeh itni khubsorat jagah hai or hamra syasat dano na isa kabhi farogh naheen dya. Abhi tak ke un ke koshish hamain nakam nazar a rahee hai.”

According to him “their political representatives never consult them and keep them in dark. GB is so beautiful and the potential for the tourism is so much but these politicians’ efforts are halfhearted and of no use.” Most of the community

“Bohat zyda involvement ha politics ki meray khayal main bcz woh jis area ko kholna chahain tourism k liye ya jis area ko zyda mashoor karna chahain who kar saktay hain. According to me agar who chahain tou tourism promote kar saktay hain, otherwise nahi. Previous government nay kafi program launch kiye tha development k liye but new hakomat ka pta nae.”

representatives have given this view but some have little lighter tone towards the subject and the state that:

“Indeed the involvement of the politicians are very important and they do participate. For instance it is if they want to open an area for tourism and to give some area more recognition it is the politicians job to do so. The previous government did lots of projects that uplifted the tourism but I don’t know what the current government is doing”

The view point of the business community that is linked with tourism industry/ UDC-2 was taken and they responded in so:

“Naheen totally politician he decide karta hain haan agar khud chatay hain to koi tourism department say mil ka volunteer kar ka kar sakta hain. Han community as a whole involve naheen ke jati”

“Only politicians are the main players in making policies but they don’t involve their community in decision making. If someone want to volunteer then it’s up to him.”

“Jahan tak fasla sazi hai humari faisla sazi down say hoti hai or hoti aie hai yahan sirf implement hoti hai federal sa faisla sazi hoti hai us ka hisab say community say interaction naheen kya jata ya to federal main community say zyda janta hain. down say ik order ajata or yeah kahna ka faisla sazi hamaray iman pay hoti hai to yeah baat ghalat ho ge.”

“Policies have always made in federation and then implementation is executed by GB government, community is not taken into consideration by federation.”

Based on the views that repeated by the respondents of the UDC-2 it is clear that to some extent the politicians are responsible for the policy making but how much community participate in the process is limited, as if the politicians do not consult the community and thus the condition of tourism development in the region is so.

5.2 Government representative involve local people in Tourism Development.

This is operational barrier that is the government representative involve the local community in development of the tourism or not. Upon the inquiry of the locals the responded so:

“Yes milati hai. Yahan pay jon sa kam hota hai us main local body or government mil ka kam karti hai. Yahan pay Naltar ka alaqa hai wahan government us ko develop kar rahee hai. Us e development main local body ko involve kya jata hai. Is ka ilwah baki bhie projects hain is main local body ko sath milaya ja raha hai.”

“Yes they do come and consult us. Whatever work needs to be done must be done through government and local bodies. Here in Naltar valley government is developing it. In that development government consult local body. There are other projects as well in which local body is considered by the government”

Another member of the community responded that:

“Aj kal ho raha mera matlab kka ik dou saal say community ko involve kya ja raha is pehlay to asa naheen kya a raha tha ka community ko involve kya ja raha tha. Jub sa yahan tourism ka flow zyada hona laga hai tub say tourism ka mamlay main community ko involve kya ja raha hai.”

“Recently for two years it has started that the community is being involved before that it was not the practice. Since inflow of the tourism has increased the government has started involving the community.”

When consulted the business community with regards to this question whether government involve the local community in tourism development they responded in such manner:

“Bohat kam mostly awam khud karta hain. Ap Hunza ke missal lay lain wahan road by chance bani hai kyon ka CPEC ke wajah sa bani hai jis ke wajah say woahan itna tourist ata hai. Ise tarhan agar ap Ghizer ke or Astor ke bat karain to ap ko pata chala g ka wahan bhie bohat khubsoorti hail akin road naheen hai to koi naheen jata. Log apni madad ap ka tahat kar raha hain”.

“Very limited mostly they do it there self. If you take example of Hunza the road there was constructed by chance because of CPEC and that’s why tourism flourished there. Similarly if you talk about Ghizer and Astor they are also very

“G hai jub tourism ke activity ke jati hai to local ko involve kya baghar to kam naheen ho sakta na.”

beautiful places but since good roads don't go their people don't visit there. People are self-reliant.

“Yes they do, only when they want to do tourism activity there, then they involve local community, this because otherwise government won't be able to complete their work without the help of the local people.”

“Yes, definitely because unless locals don't offer their land for tourism

“G bilkul bcz locals apni lands offer kar rahay hain k government aa k un pay hotels aur restaurants banayain. Essi tarah ki involvement hai locals ki.”

development how will government will be able to complete its work. This is the only involvement.”

With these views one can say that the government has started involving local community as new policy to uplift the local areas and involve them in the evolution of the region. Upon inquiring about this with the government official he responded that there is no SOP for that but we still involve them in the process never the less.

5.3 Human Recourse Development for Tourism.

Tourism training and development of human resource for the tourism sector is an operational barrier. It mainly concerned the business community and government officials that are dealing with tourism. Right form of training can cause a big difference. The business community response was bit distant in nature as mostly replied that they didn't had any training but mostly observed the phenomena and it is in their culture to be nice to the guest.

“Log bohat pehlay say is baat ko sumjahtay hain ka mehmano ka sath acha bartao karna hai. Lakin phir bhi yahan universities main tourism ka department banay gay hain jahan un ko tourism ka baray parhaya jata hai.”

“People are well aware of the fact that guests are most respected. But still here in GB universities are providing diplomas in tourism.”

“No. abhi recently he tourism police bhie banie gaie hai jo pehlay naheen thie. Tourism department bhie active ho gya hai who hotel malkan or dosray karobar waloon ko guide kar raha hain. Hamara alaqa is tarhan ka hai n aka hamar ikhlaq is tarhan ka hai ka log yahan welcome mahsos karta hain otherwise kuch extraordinary government ke taraf say support hasil naheen hai. Han kuch NGOs hain jo is pay kam kar rahee hain jasy AKDN who logon ko engage kar rahee hain”

“No. recently tourism police is been created. Tourism department is been activated who are providing guidelines to hotel owners. Our region is like that, when you come here you will feel welcomed otherwise government is not doing much here. Yes some NGOs are working with the locals like AKDN.”

“Well educated people of this area and the people who can operate social media are aware of it. But if talk about government they are of no help, recently an expo was conducted in Dubai, government officials only took their family relatives, what they should had done was to take local community so that they can represent

“Parha likhay or jo social media pay log hain maqami log un ko to pata hai. Baqi yeah government wala dubai main expo pa gay tha sirf government officials na apna relatives ko lay ka gay thay local community ko naheen lay ka gya jo sahee represent kar sakta tha.”

“Hum khud he observe kartay hain hmmain koe training nae the jati. Hum khud ja k check kartay hain logon ki requirments.”

their community”

“We observe our self we don’t get any training. We check our self the requirement of the people.”

On the other hand, all the government officials have said that they receive tourism training and sometime refreshers.

5.4 Coordination Between Government Institution and Private Institutions regarding Tourism Development.

The fastest way to develop a sector and introduce latest practices in a sector the most commonly used model is private public partnership (PPP). In this way government provide with legislative and administrative support and private sector develop that sector in the environment provided by the government. Upon interviewing the government institutes and institutes and faculty members, they responded in following manner:

Is ka hawala say main ap ko exact figure to naheen bata sakta ka kitna idaroon ka sath coordination hai. Lakin job say yahan piece insure howa hai tub say matlab foreign baray adaray nazar a raha hain jo yaha tourism sector main invest kar raha hain.

“In this matter I can’t quote exact figure that how many institutes are in coordination with us but since the peace is insured in the area many big foreign investors are investing in tourism sector”

Another government official from Tourism Directorate of Gilgit Baltistan enlighten on the point of government coordination with private institutions regarding tourism;

First of all main kuch cheezain clear karna chahoon ga tourism ka hawala say, communities ka barriers ke baat kar layta hain, community ka fida ke baat kar layta hain to hamara pass tourism ke 3 major components 1- tourism promotion 2- tourism facilitation ka kam hai 3-tourism ka regulation ka kam hai. Or jis department ko main represent kar raha hoon hamara rule of business 2009 ka mutabik 2009 onwards hum tourism par kam kar raha hain GB order 2018 ka bad facilitation or regulation bhie hamra pass a chukka hai however jo acts and rule pass hona thay who pipeline main hain jaisa he approve ho jain gay to phir regulation ke taraf bhie chalay jain gay.jahan tak ap na communities ka barriers ke baat ke to communities main bhie ultimately tourism ke 2 3 qisam ka beneficiaries hain. ik who beneficiaries hain jo directly benefits layta hain jisay tour operators ke surat main tour guides ke surat main, transporters ke surat main or hoteliers ke surat main or dusra tabka hain jo indirect tariqa say fida layta hai jisa shopkeepers ya jo hai chota mota restaurant wala hai jo indirectly benefit lay layta hai

Waqatan fawaqatan hum har choti se baat per yeh zaroori naheen hai ka hum private sector say suggestions lain jahan pay zaroorat paray wahan government jo hai private sector ko zaroor onboard lay layta hai, is ke ik missal yeha hai ka bohat saray issues yeah a jata hain ka jo GB ka andar bhie or overall Pakistan ka andar bhie tour operator associations hain un ko hum onboard lay layta hain. bohat saray mamlat pay hotel associations ko onboard Layna parta hai. Jahan tak purely development sector main NGOs hain jin kea p baat kar raha hain to jo bohat saray agar humaray lines pay kam kar raha hota hain to hum zaroor un say suggestion lay layta hain or input ko bhie shamil kar layta hain. is ke choti se ik example ap ko bataon to 2017-18 main ik hum na chota sa poilet project hum na lunch kya AKRSP sath joint wincher main un ka sath mashwarat karna ka baad kah bajay GB ka andar bohat baray paymanay pay hotels construct hon hum camping sights pay zyda tawajo dain, camping sights introduce kar lya, us say pehlay camping sights ka trend naheen tha. Hum na almost nominal charges pay GB ka andar 20 camping sights establish kar ka communities ko day dya or us ka baad daikha daikhee us model pay har dusri valley camping sights ban gaie hain.

“First of all I will like to clear somethings, if talk about communities barriers, then let us talk about the benefits of tourism. There are three major components 1- tourism Promotion 2-tourism facilitation and 3- tourism regulation. And the department that I represent according to its rule of business 2009 in 2009 and onwards we were working on GB order, after 2018 facilitation and regulation is also handed over to our department however the acts and rule that were to pass are still in pipe line, as soon as these acts and rules pass, we will start working on regulation. As far as community’s barriers to tourism are concerned there are two types of beneficiaries one that get direct benefits from tourism like tour operators, tour guide, transporters and hoteliers and second beneficiaries are indirect one like shopkeepers and other small restaurants.

We don’t consider it to consult on every matter at hand with private sector but when it is necessary we do take them onboard, one of its example is that we consult and take tour operator and hotel association onboard when introducing a project. Whereas consultation with NGOs is considered when they are working on lines that we think is beneficial to our tourism development projects, one example is in 2017-18 we lunched a small polite project with joint wincher with AKRSP (Agha Khan Rural Support Program) in which we introduced model camping sites for tourists rather than building big hotels which are financially expensive. Initially we introduced 20 camping sights and handed over these camping sights to local communities on nominal charges. This idea caught on and every other valley started building these camping sites for their own community on their own expenses.

5.5 Interaction of Community and Tourism Development Office.

In order to develop a certain area it is very important that you consider the local community. Furthermore it is seen that the tourism development will bear much more fruits if the local community is participating to its fullest. Some of the respondents responded that the tourism development authority to coordinate with the local community.

“Bilkul development authorities approach karti hain but logon ka responce ka pta nae.”

“Yes they do like in Naltar and Phandar, without the cooperation of the locals they cannot develop good tourism experience”

“G bilkul karta yeah jo alaqa hain Naltar or Phandar waghara yahan ka logon ko sath lay ka chalti hai kyon ka un k tawan ka baighar tourism ka acha experience naheen banaya ja sakta.”

“Yes the development authorities approach local people but I don’t know whether they respond back or not”

Explanation that the local people gave was that without the help of the locals the tourism development authority cannot develop an area for the tourism purposes this is to some extent true.

Upon asking the business community same question regarding the development authority and local community communication the respondent in such way:

“Authorities sirf government k sath mushawrat karti hai, logon k sath nae. Aur recently unho nay boosters banaye hain jo historical places ko develop kartay hain.”

“Authorities only consult local government not the local people. And recently they have deployed boosters which will develop historical places”

“Jahan governemt moka dayti hai wahan Gilgit ka log karta hain. Yahan ka log cooperative hain.”

“Where government provide opportunity people do participate. Gilgit people are cooperative in nature.”

“Mostly yahan is tarhan hai ka ap kise side pay bhi chalain jain to ap ko different landscape mila ga abhi focus infrastructure pay kya ja raha jaisa ap na daikha hai kka is alaqa main zyda ter road theek naheen hai light ka issue hai hotel us tarhan naheen hain jasay ik tourism wala jagah main hona chahya.”

“This place is blessed with different kind of landscape, recently government is working on the infrastructure. You have observed that roads here are in bad shape, loadshedding and quality hotels are not available as it should be in place like this.”

“Yes. Jo bhi kam hota hai us ka lya NOC lay ka kam hota hai. Hindrance to har jaga hoti hain har jaga isetarhan hai.”

“Yes. Whatever development or business is done it is done with taking the NOC’s. Hindrance is there but nothing to complain about.”

Business community has some mixed comments regarding the involvement of community with the development of tourism. They believe the government is coordinating with the tourism authority means local bodies of government are coordinating with tourism development authority not the local community.

On interview with the deputy director of tourism directorate, it was revealed that tourism authority does not has any SOPs for engaging local community but nevertheless they do so and involve the community in the development of a tourist spot.

5.6 Policy Sharing with Local Community.

Another operational barrier to the participation of local community towards tourism development is policy sharing with the local community. A well informed community is better than an ignorant community who does not know what its government is planning for its area because they are the main stakeholders off the area in which they live in. Is there oblivious off the policies that are developed for their area they will be ignored and the policy will have minimum effect on the people living in a specific area. When asks from the respondents if the policy matters are discussed with them, their responses were as follows:

“Thora sa karta hai. Newspaper main jo short form main hota hai uss k through pta lagta hai. Detail nae short form main btaya jata hai.”

“On a small level. Whatever is conveyed to us through Newspapers. Nothing in detail.”

The usual response from the respondents was they didn't know if there was any policy sharing mechanism to share the policy. One of them replied that to some level through newspaper, they have read that there was some policies regarding their area this shows that people are not considered for policy sharing and locals are not interested to know the fate of their area.

“I don't think so. Itna zyda interaction naheen hai. Zahir hai jo hamaray hakumati arakeen hain un ka hath main bhie kuch naheen hai yeah log bhi wafaq ko daikhtay hain madad ka lya or orders kay lya hamara opinion naheen lya ja raha.”

“I don't think so they interact that much. Of course even the political representatives have no say in it. The GB government looks towards federation for policies and funds, there is no our say in it.”

“Direct to naheen lakin adaray agay logon ko itmad main lay ka karta hain”

“Not directly but departments that concerns us take us in confidence”

The business community responded in a mixed response one of them said that they don't have much interaction with the departments. Which shows that neither the community makes an effort neither the government follow the policy of sharing with local community.

5.7 Benefits of Tourism.

Tourism has many benefits to an area if applied in a conducive way it creates opportunities for investment and opportunities for jobs, the local product gets to sell for the hefty money and the local economy flourish.

“Sub ko ho raha hai.” (Everyone is getting the benefit)

“Jo siahat ka related kam kar raha hai usay to fida mil rah hai or jo is sanad ka sath kam naheen kar raha to us ko utna fida naheen hai.”

“Ones that are connected with tourism industry are getting the benefits other than them not so much.”

“Gilgit kka andar to asa hai ka tourist ata hain to sirf rest karna ka lya phir agay chala jatay hain Naltar valley ka lya or Astore kka lya nikal jata hain or wahan ka logon ka lya fida hai.”

“If we talk about Gilgit, then we see that Gilgit is pit stop for the tourist to move to their desired destination like Naltar and Astore valley.”

“G bilkul ho raha hai un logon ko jin pass zameenain hain kisi commercial areas main ya specific jaga jahan tourist ka ana jana hai. Hotels aur resturants walay unko bohat zyda faida hai aam logon ki nisbat.”

“Yes, people are getting the benefits from tourism only those who have land in commercial area the places where tourist flow is a lot. Hotel and restaurants owners are getting the benefits.”

Most of the respondents knew the benefits of the tourism and they explain it in length. Respondent explained that benefits of reaped by land owners and hotel owners and restaurant owners. The benefits are for those who have capital at hand.

“Jitna fida Hunza ka log fida utha raha hain utna fida koi or region naheen utha raha us ke nisbat ab Skardu ko road bana hai jis say log ab Skardu jana shuru howay hain laikin link achie road say he hai. Development ka sath linked hai.”

“Most of the benefit is going to Hunza, recently road to Skardu is been developed and now people are going towards Skardu as well. The benefits are linked with development of the infrastructure.”

“Jahan tak fiada ke baat hai humari han yahan tourism ka ilwah asa koi or business naheen ka jo zyda business day saka yahan 6 months season ka hota hain jis main tourist ata hain. Hum na next year ka lya bhi in 6 months main pura karna hota hai. Fida to sub ka connected hain jaisa hotel waloon ko carpets bed or sheets chahya hoti hain who hum provide karta hain agar hotel waloon kam chalay ga to humara kam chalay ga. Sub ko barabar hisah milta hai.”

“There is no other source of income here in this region. Only six month in the year are for tourist in which we earn money. This money is for the whole year in which we have to re-invest and full fill our daily need. Benefit is connected with everyone as hotels need carpet beds and sheets that is what we provide. The more the tourist comes the more our carpets, beds and sheets are needed. Interlinked.”

5.8 Coordination between Government and Local Community.

Coordination between local community and government is very important in a way that the community are they mean stakeholders. And the property where government wants to develop belongs to community. The respondents have mixed input regarding this question:

“Without local permission they cannot do anything. Unki involvement lazmi hai.”

“Without locals permission they cannot do anything. They have to involve the local community.”

“Yahan tourism ka chief secretary ho to us ka kahna chalay ga logon say puchna gawar naheen kkarta. Seminars university waghar main dayta hain us main humain hamaray alaqa ko saaf rakhna ka lya kahtay hain parday ka khayal karna ko kahtay hain . jisa kka hamra muaashra islami hai to parday ke or safi ke awareness dayta hain.”

“The Chief Secretary is main boss here no one else matters. Seminars are conducted only in to ask us to keep our region clean and protect your culture. As our culture is Islamic so parada and cleanness is our responsibility.”

“Tourism ka hiwalay sa na to koie yahan seminar hwa hai or na koie workshop hoie hai log khud he kuch na kuch kartay hain”

“Nothing has been done here regarding tourism, no seminars and no workshops. Everyone is doing things on their own.”

“Faisla saray sub wafaq main hota hain or yahan implement hota hain.”

“Decisions are made in federation and implementation is done here.”

“Fasala sazi assembly main hoti hai lakin suggestions political log apna qareebi logon say layta hain. Proper naheen hai.”

“Decision making is done in assembly but politicians take suggestions from those who are close to them not the community.”

It is a common conception that GB government take orders from somewhere else like from federation there is some truth to it. Federation do manage this region from Islamabad and with little to no regard to community.

5.9 Self-Reliance regarding Tourism.

Entering a tourism industry is very expensive affairs. Especially for those who are underprivileged. Search your community needs some help from government or other agencies.

“Who loan laitay hain ya apni land baich daitay hain but kisi ki help nae laitay.”

“People take loans or sell their lands but do not take help from someone else.”

“Baz log khud kafeel hain baz log naheen hain. Property kise ka naheen hai kise pass naheen hai. Jitna zyda tourism ayien ga utna paisa idhr aya ga utna logon ke purchase power behtar ho ge.”

“Some people are self-sufficient and some are not. Most of the people don’t own property. More the tourist come here more cashflow will be here local community purchase power will increase.”

“G bilkul khud he karrahay hain sari activities.”

“Yes everyone is capable of doing business on their own.”

“Log khud keel hain. Lakin agar ap un ko bay lagham choro gay to yeah alaka bhi Murree ke tarahan ho jay jis main hotel associations apni man marzie karti hain. Koi check and balance hona chahya. Log to participate kar raha hain lakin hakkumat ko nazar rakhna chahya jisay ke hotel or food rates hain.”

“People are self-sufficient. If they are not checked you will have another Murree like scenario. There should be check and balance. People are participating but government should have over-watch over rates of stay and food.”

Only few of the respondent replied that loans are taken by people but most of the respondent replied that people are either self-sufficed or they don’t prefer help or loan from others as it against the norms.

“Apni own pa kis tarahan kar saktay hain jub oi foregnier ata hai to usay NOC darker hotie hai security clearnence chahy choti hai. Agar is process agar asan kar dya jaya to flow zyda ho sakta. Matlab ka adaroon ka sath linked hai yahan tourism industry.”

“How can they be self-reliant, if a foreigner wants to visit, he needs NOC and security clearance. If this process is made ease the flow of foreign tourist will increase. I mean government departments need to be in sync with tourism industry.”

5.10 Benefits of tourism to Local Communities or Outsiders.

It is a structural barriers to be precise. According to the local community most benefits are taken by the non-domestic investors. Few of the responders also responded that benefits have been harvested equally by both domestic and non-domestic investors.

“Outsider zyda lay rahay hain.”

“Bahir walay bhie fida utha raha hain or maqami bhie. Dono”

“Non domestic and domestic people are equally getting the benefits”

“Ap yahan daikhain hunaza nagar main to ap daikhain ga local logon ka hotel kam hain zyda Punjab say aya logon ka investment zyda hai. Jin ka pass paisa hai who investment kar raha hain yahan local logon ko bohat kam fida ho raha hai.”

“If you see in Hunza-Nagar you will observe that people from Punjab have the highest level of investment. The ones who have more investment gets more benefits, locals are getting very little.”

Upon investigating the local businesses, they mostly replied benefits are tourism are equally distributed. A special order has been passed which states that non domestic investor cannot own land in Gilgit Baltistan but can form partnership with local to start his business.

“Agar tourist kisi operator khath lug jaye tou locals ka faida agar government k hath lug jaye tou sara faida unka. Zyda tourism operator daikhtay hain unko lead kartay hain.”

“If tourist is facilitated by the local then benefit goes to local and if the government agency is facilitating then benefit is for government. Most of the benefits are for tourist operators.”

“Maqami log fida utha raha hain.”

“Locals are getting the benefits”

“As such to koi itna bahir say investor yahan naheen aya hain lakin chand bahir log hotel industry main aya hain who bhi government ke relax policy ke wajah say us say pehlay locally he fiada utha raha tha.”

“There are not much of the non-domestic investor but few investors are here investing with help from relax policies of the government. Otherwise, locals are reaping the benefits.”

“Pehlay log bahir say bohat aya tha jaisay Marriot hai. Lakin ab ik order pass howa jis ka mutabik bahir ka log yahan zameen naheen lay saktay. Ap partnership kar saktay ho.”

One of the respondent replied that initially many investor came here like Marriot but recently an order was passed in which non domestic people can't buy land, only partnership with the landowners.

5.11 Role of Laws and Institutions regarding Tourism.

Role of law and institution in promoting tourism in an area is very essential. Laws are made to keep the rights protected of all the stakeholders. Laws and institutions are there to facilitate and provide sense of security for everyone be it may harm from kinetic elements or business point of view.

“Bilkul. Maslan seminars karwata hain bank loans dayta hain. Agar ap kise cheez ko develop karna chah raha hain to bank theek thak loan daita hain. Or social media ke through awerness day rahay hain ka ap log areas develop karain ap ko support kya jay ga.”

One of female respondent from community respondent to this inquiry that are laws and institutes facilitating the tourism development she replied “Rightly said, for example seminars for awareness, banks give loans. If you want to develop any area KCB gives you big amount as a loan. And awareness campaign only social media had to ask people to develop their area for tourism purposes.”

“Aisaa tou nae hai sir sub ka apna apna kaam hai. Qanon faida day rahi hai security b in case of foreigner.”

Another respondent said with different approach to the matter “It is not like that everyone is doing their own work. And law is also giving benefits by giving security to the foreign tourists.”

“Bilkul sir, jub tourist kisi ilaqay main atay hain khatay hain, rehtay hain tou wahan ka qanon he prices batata hai k kitnay paisay lagaye. Check and balance hai.”

“Definitely when tourists come to an area they eat train stay in order to define the prices the law should have check and balances so it is important for the law 2 determine the rate.”

The officials respondent with the example of facilitation centers created by the tourism department along the KKH and one in Islamabad for the tourist in case of emergency or planning their itinerary. And for law-and-order tourism policy which keep security in place and facilitate the tourist if are in trouble with locals or any other calamity.

5.12 Government Allocation of Funds for Tourism Infrastructure.

According to the planning and development department of Gilgit Baltistan a total of Rs1399 million⁸ budget is approved for the tourism development projects ranging from developing historical places to development of local cultural music. The local community responded mostly in affirmation regarding the funds allocation to tourism infrastructure.

Bilkul, koshish kar rahi taa k muqami logon ko faida ho.

“Definitely government is providing funds so that infrastructure is built in order to provide benefits to the local community.”

Yes sir karti hai. Jaisay sir main yahan pass k gaoun say ati houn ubh 15 minutes lagatay hain pehlay ghanta lagta tha tou definitely infrastructure k liye funds daiti hai hakoomat.

⁸ From Annual Development Program 2021-2022 (Planning and Development Department, Government of GB)

“Yes there are providing funds for example I used to come to this institute before building of these roads it took me one hour now I come here in 15 minutes so definitely infrastructure has been funded and built to provide local communities.”

“Yahan per to pata naheen lakin tourism department main jo funds a raha hain to who kam kar raha hain, jo siahat ka maqamat hain wahan kam ho raha logon ko facilitate karna, route ko banana yeah sub kam ho raha hai.”

“I’m not sure about the rest of the department but the tourism department is getting funds and they are facilitating people and building infrastructure for the benefit of tourism.”

“G kar rahee hai. Building ban rahee hain roads ban rahee hain.”

“Yes they are giving funds for example there building buildings and roads.”

The representative of the Planning and development department said that the department is managing all projects and wants to deliver in time but the release of funds from the federation is problem. GB government is given its share on quarterly basis as if it is another department of the federation. We have administrative issues regarding issuance of budget with federation and our hands tied together.

5.13 Tourism effects on Quality of Life.

Tourism is a socio-economic activity which brings about change in life. This also a tool for the research to identify the cultural barriers. People are mostly change averse which mean people rarely appreciate change in life. Tourism brings about change, it has positive and negative changes along. When inquired from the responders does tourism change the quality of your life they responded as such:

“Bilkul change a rahi hai. Kbhi yahan k logon ko faida ho raha hai aur nuqsan b hai, jaisay en dino jo tourist hain tou business walay log apnay hisab say rate fix kartay hain tou local ko bra nuqsan hota hai. Jo cheez tourist k liye mehnga kartay hain tou bohat mehnga kartay hain tou locals k oper jo bojh hota hai zyda ho jata hai.”

“Yes, tourism is bringing about a change in the quality of life, things are getting expensive for the local people as rate for the tourists are quite higher which is not affordable for the local people so one can say that the cost life for the local people has increased.”

“G bilkul mehsos kar raha hain. Gilgit ik backward alaqa hai or yahan logon ka zyhan bhie back minded hain. Yahan jub tourist ata hain to un ko awareness milti hai to kafi table a rahee hai maslan dressing ka layhaz say industry ka lyhaz say or behavior ka lahaz say.”

“Yes, we can see the changes. Gilgit is a backward area and people living here are back minded. When tourists come here, they have influence on a dressing industry and behavior.”

“G bohat farak hai. Jo log hand to mouth reh rehay tha who tourism ke wajah say zyda kam milna say achie zindagi basar kar rahee hai.”

“Yes, there is some affect people who are living hand to mouth because of the tourism they are able to turn around their lives and earn a living from tourism.”

“G total different hai jitni dayr ramzan tha uthni dayr dryfruit naheen bika jis tarhan he garmian aie to dryfruit bikna shuru ho gya. Mosam ka direct effect hai tourism ka sath or mera dry fruit ke sale ka sath.”

“Yes, for example the dry fruit sale was down during Ramadan and when summer came along with the tourists this sale of dry fruits increased so tourism has effect on the quality of life here.”

“Bilkul faraq hai. Industries bohat bahr rahee hain hotel industry or antique industry kyon ka down say or foreigners is main kafi interest layta hain. Dryfruits ho gya transport main faraq howa hai.”

“There is definitely some change the industry of hotel and antiques have changed and end scene lot of increase because tourists from other parts of Pakistan and foreign tourists take lot of interest in hoteling and antique industry and dry fruits, we have seen change in the transport quality as well.”

“Ab tourism kam ho gaiie hai foreigners ka respect say lakin local tourism ziyada ho gaiie hai KKH ke wajah say. Zyda ziyada humain foreigners say hota tha. Jaisa ka ap ko pata hai ka terrorism ka issue raha hai jis ke wajah say yahan foreigners bohat kam ho gay hain.”

“In respect of tourism by foreigners has come down but domestic tourism has increased the tourists from other parts of Pakistan have increased because of

the Karakorum highway. We had mood benefit in providing services to the foreign tourists. As you know terrorism has declined the inflow of foreign tourists.”

Most of the responses where positive in nature as tourism brings good changes in life. The quality of life has become good but similarly some complained about the inflation and cultural clash because of the tourist coming from different parts of the country.

5.14 Effect of Tourism on Local Businesses.

“Dry fruit or jari botian hain us ka tourism ka sath bohat gahra link hai. Organic oil hai organic shehad hai us ke taluq tourism say hai kyon ka log yahan zyda ayin aga to yeah chezian zyda sale hoon ge. Agar yeh tourist idhr naheen ayian ga to yeah chezian local log afford naheen kar sakta.”

There is a link between dry fruits herbs and tourism. Your organic oils and organic shreds also have links with the tourism more tourism more the sale of these products. As these products have become out of range of locals the tourist can only afford to buy these products.

“Bilkul ho ga mer matlab hai ka jitna tourist idhr aya ga utna humain business milay ga. Logon ke purchase power bharay ge “

There’s definitely effect on the local businesses, more tourists the more business we will get. And more the purchasing power for the locals.

5.15 Investment Opportunities for Local Communities.

In order to address the matter of poverty in a community it is important that the community is provided with investment opportunity. Such opportunities play their role in uplifting the community.

“Yahan pa agar foreigner a jay or us ko hunting ka showq ho to yahan hunting tournament hota hai jis ke fee hai 1 crore 40 lacs us main taqreban 10 % government ke taraf chala jata hai jo reh jata hai who community main taqseem ho jata hai. Us paisa sy jo school waghara hain ya madaris waghara main ya muhala waghara main kam kya jata.”

“If foreign hunting tourist comes here he has to pay 100 million rupees to have hunting permit on this ground. In that amount 10% goes to the government and the rest of the money is distributed among the local community. Some of that money is used for the development and repair of local schools and madrassas.”

“Fir wohie baat hai agar kise kka pass achie zameen hai to who invest kar sakta to us main oie pabandi naheen hai. Agar ap ka paisa hain to ap zameen lay kka us develop kar saktay hain koi problem naheen hona wala.”

“If one has land he can do whatever he wants there will be hindrance for him. And if you have money you can buy land and develop it.”

“Bikul hai lakin masla hai zameen ka. Yeah alaqa zamindara alaqa hai or yahan log zyda expect karta hain jo sirf down say aya log he kar saktay hain. Han log apni haysiat ka mutabik bhie kar rahai hain.”

“It’s possible but the problem is with the land if you have the land you can develop it but if you don’t have the money but have the land in that case you have those people from Punjab sector who come here and invest. But people are doing what they can in their current situation.”

“Investment ab bank say zyda hoti hai or bank un ko loan dayti hai jin ka caroro ke transaction ho. Is lya GB main banking societies bani hoie hain jo kam amadan waloon ko loan dayti hain. GB main asie societies lag bhag 500 qareeb hain jo kam kar rahee hain.”

“Usually banks give loans to those who have a lot of credit at their hand but in Gilgit Baltistan there are banking societies which lend money to the people who are less advantages. In GB there are 500 societies who lend money to a less advantages advantage people to a less advantage people.”

According to the local community and the business community, some people who have land spare capital can avail such opportunities but most of the locals are not that well off. Which means they need loans or help from government or loaning agencies in this respect.

5.16 Opportunity for Local Communities to participate in Tourism Development.

Being an individual of the community one has to act on the opportunities that are represented. For community to participate in tourism development it is evident that the individuals of the community has have progressive thought and

open mind towards future opportunities. Upon asking the local community if the opportunity was presented to them to participate in the tourism development their response was as follows:

“Meray liye individually nae hain. Kuch logon ko hain. Students ko daini chahye jaisay guiding k liye honi chahye.”

“For individually me the opportunities are not there but they should be for the students who have graduated.”

“Agar meray pass economy ho tou main kar sakti houn.”

“If I had some money I could do it there is no restriction on me.”

“As such Abhi tak mujah to naheen mila. Local community ke taraf say to hai lakin Govt ke taraf say kuch kya jata hai us ka mujah ilim naheen. Abhi to kuch naheen government ke taraf say lakin agar future main kuch asa ho jai to bilkul fida uthain gay.”

“As such I haven’t got any opportunity but the local community does provide some opportunity I haven’t heard that the government is giving opportunities for the investment to the students but if there are in future I would definitely take it.”

“Koi dikat naheen hoti. Hakumat support naheen karay ge lakin agar mera pass paisa hain to masla be naheen kara ge.”

“There is usually no problem if government doesn't support me it won't cause any hindrances if I got the money.”

“Government ko sirf security day day to kafi madad ho ge is ka ilwah governemt kabhi agay naheen ati tourism ka mamlay main is say yeh ho ga ka yahan log apna sarmay ko safe samjain gay. Yahan pay religion ke waja say kafi danga hotay hain agar is ko control kar lain to theek hai.”

“If government only provides security for the safe investment, it would be enough recently there have been a religious uprising than religious rights which has caused the region dearly.”

Judging from the comments of the community individuals they believe that opportunities are not available for them, if any opportunity present itself in future they will be looking forward to that.

“As such government ke taraf say to kuch naheen hail akin hotel community ke taraf say locals ko involve kya ja rah aka logon ko opportunity training ke de ja rahee hai.”

“As such government is not providing anything but the hotel community is providing training opportunities for the locals and the upcoming hotel owners.”

5.17 Awareness in locals regarding the Master Plan of Tourism Development.

For a progressive society it is important for the population that they are well informed about the rights and what is its elected government is doing. Usually such

information is published in newspapers or conveyed to the public by electronic media and now a days through social media. The master plan of the GB government regarding tourism is available on the website and any publications and notifications are shared on the website by the government, but when asked if they are aware of the master plan for tourism of the government most of the local community and business community replied that they didn't know what was the master plan. Some of the respondents replied on the basis of the knowledge they had:

“Jo pichlay hakumat jo plan banaya gya tha us ka pata hai. Local culture ko develop karna ka lya yahan Karakorum university main ik program howa tha jis main tumama alaqay ka logon ko apna culture ka hisab tayar ho ka ana tha us say awerness paida karni thie.”

“I'm aware of the plans that previous government gave. To create awareness Karakoram University recently arranged a cultural program in which everyone was asked to come in cultural cloths to create awareness among each other.”

“Naheen ilam hai. Jo khan sahib ke policy na to yahan PTDC ko band karwa dya. PTDC ik standard tha jo yahan ka logon ko standard dayta tha or logon ko jobs dayta tha ab who band ho gya hai or local log jo job less ho gay hain woh yahan joblessness ko barha rahay hain.”

“I am not aware of the master plan but Mr. Khan Government shut down PTDC. Which was providing standards for the local industry and providing jobs local community. Now all the employees of the PTDC are jobless.”

“Visa policy ko naram kya gya hai or Pakistan main tourism ko barhoti de ja rahee hai. Ap na baat ke policies ke to policies ka effect to over period of time ho ga. Abhi jo policies de gaie hain woh achi hain.”

“Visa policy is being revised and in Pakistan tourism is now in focus. You have asked me about the policies affect it will show after some period of time. Right now the policy that are given are good.”

5.18 Awareness Among Locals regarding Benefits of Tourism to Community.

Similar with above theme people should be aware of the rights and benefits that are for them. They should strive for information. Most of the respondents replied on the basis of their observation over the period of time. The respondents are well aware of the benefits of the tourism in the region and business community has seen the firsthand experience of the tourism benefits (pre and post Covid-19). Following are the responses of the locals and the business community related to tourism:

“Main nagar say houn wahan rakaposhi hai tou wahan tourist say bohat faiday hain. Tourist wahan atay hain tou wahan rehnay k liye hotels main aik raat k liye beshak woh hotel facilitable na ho usko charges dainay hain.”

“I belong from Nagar, tourist come there to see Rakaposhi, and provide rent to hotel for stay which has created jobs and business opportunity for the locals. Which mean it is because of the tourist.”

“Bohat zyda faiday hotay hain. Her dosray din koe new guest house bn raha hai koe hotel bun raha hai. Kuch log tou apni chatooun per tent lagatay hain 1000,2000 main tourist k liye. June, july main jub bohat rush hota hai. Zameeno pay lagatay hain. Aur total income aik month ki 10 say 15 lacs hoti hai.”

“There are lots of benefits of tourism. Every next day guest house is opened and hotels are opening. Some people are providing tent lodgings for the tourist on rooftop of their houses and earning 1000 rupees to 2000 rupees per day. During peak months the income of hotels and guest houses reach to 1million to 1.5 million.”

“Tourist ka inflow say hamara yahan community ko fida puhanchta hai. Humaray alaqay main ghurbat bohat hai jub tourist yahan a jata hain to us say ghareeb logon ko bohat fida hota. Karoobari mamalat zayda ho jatay hain”

“Due to the influence of tourism communities flourishing. There is a lot of poverty in our region when tourists come here they provide jobs for those poor people. And business flourish due to tourism.”

“Bohat faida hota hai jub koi tourist ata hai to woh yahan kharach to karta hai to us say log apna zaroriyat puri karta hain. Jisa agar agar ik banda ke income din ke 5000 hai to agar tourist a jata hai to us ke income 10,000 ho jati hai.”

“There is lot of a financial benefit for the people. Ventura spend money it provides cash inflow in the community. This has a trickledown effect on the local community.”

“Jis tarhan example ap ko dya main na ap ko ka organic produce or artifacts jisa humaray niji adaray like Agha Khan rural support program, KARDO hai jo logon ko train kar raha hain handicrafts main or jim cutting main wagahara main. In chezoon ka sale tub he zyda ho sakta hai ka tourist zyda say zyda aya.”

“Organic produce and artifacts and gem cutting training given by KARDO. Which can flourish only if the sale of such product is possible and that is if tourist come here and buy these products.”

“Toruism ka fida to yeh he hai ka tourist yahan zyda ata hain to business zyda milta hai hamaray logon ke purchasepower behtar hoti hai. Covid ka time na logon ke investment ko bohat nuqsan puhanchya hai kyon ka tourist yahan 2 saal ta kaya he naheen. Lakin ab dubara kam shuru hai.”

“The tourism benefits to the local people are that they are provided with more purchasing power in form of good business. Covid damage the local investment for almost two years people had invested in the tourism business and their business investment was hanged for two years. But know business is again flourishing.”

5.19 Effects of Tourism Development on Local Culture.

Tourism has effects on the local culture where tourism is flourishing. It has positive effects as well as negative effects. Usually domestic people of the tourism destination don't like to change their way of life but sometime change in culture can bring about happiness and content in the area. Some of the cultures are very reserve which keeps the opportunities away from themselves unless it is evident for the region. More or less the respondents confirmed that the tourism is effecting their culture and what kind of effects they are seeing is explained by themselves as follows:

“Personally koe fark nae hai but community main hai effect. Jub tourist atay hain tou hmara bahir niklna bund ho jata hai etna rush hota hai.”

“Personally there's no issue but if we talk about the community then there is some effect one tourist comes in this region there is lot of hustle and bustle and we are not allowed to go outside.”

“Tourist yahan pay ata hain to Govt ko is baat ka tourist ko sumjahna chahya ka yeh khita islami hai or yahan zyda modern ban ka na ien kyon ka is say hamara culture pay bohat effect ata hai.”

“The government should educate the tourists that this area is a religion-based area and they shouldn't come in modern dresses as it affects our culture.”

“Kafi had tak western culture yahan a gaya hai. Pehlay har koi shalwar kamiz pehnata tha ab har koi pant shirt pehnata hain”.

“Western culture has made its way to our culture people used to wear shalwar kameez and now they wear pink shirts so that’s a big change.”

“Bohat zyda. Log ab dherah dherah apna culture ko bhoolta ja raha hain kyon ka tourist ata hain to log un kko copy karta hain.”

“People are now abandoning their culture and adopting what tourists are presenting in form of cloths and behavior.”

“Culture pay to koi khas faraq naheen para lakin asa kahtay hain ka kharbooza kharboza ko daikh kar rang parkarta to down say jub log atay hain to kuch cheezian yahan per young log to pick karta hain. Yahan Gilgit main ap daikhain gay ka yahan diversity hai kyon ka log mukhtalif jaga say a ka settle howay hai koi skurdu say hai to koi Ghizer say koi Hunza say to koi diamer say to yahan pay definitely faraq hai.”

“For the moment there is no change but eventually people will adopt what tourist from the other part of the country brings in this area the young people specifically are very keen in adopting new things. Here in Gilgit dared different people with different diversity’s and re religious belief like some people are France cartoon Visser Hamza and Diamir so there is definitely a chance for change in culture.”

“Kise had tak. Pehlay log bohat reserve tha. Ab Gilgit metropolitan city banta ja raha ab yahan gaon ka mahool kam hota ja raha hai.”

“To some extent. People were very reserved but now Gilgit has become in metropolitan city and people living here have different viewpoints regarding the change in culture.”

Some of the female respondents said that the increase in tourist in their region has bound them in their homes as their culture doesn't allow them to be in front of an unknown person. Being educated and notable to contribute in the society because of the cultural barriers is waste of resources. People living in backward areas where the potential of tourism is huge but because of the cultural norms of those areas tourist feel reluctant to visit is also waste of potential of the area. Where tourism is making its way it is making way to more secular approach in the young people. For instance people of the Gilgit are very open and welcoming, one can see female taking charge of business and working in field alike. Generally people perceive change as a bad thing but in long-term it benefits the society.

Chapter 6 - Conclusion and Recommendations

6.1 Conclusion.

One of the main objectives of the research is to recognize the obstacles to local community participation in tourism development. In the review of the literature, it is identified by the previous researches that there are three kinds of barriers to participation of the local community to tourism development (Dogar & Gupta, 2012; Tosun, 2000; Mustapha, et al 2013). This research also verified that these barriers do exist. This research uses qualitative method and rather than using questionnaires for data collection, the researcher conducted interviews of the respondents and from those responses identified the themes that explain whether there are barriers to community participation in tourism development.

The semi-structured interviews identified themes that confirm that existence of barriers. When asked regarding the political representatives, if they are cooperative in nature and whether they are effective in protecting local communities interests in such matters. The local community respondents unanimously voted for the ineffectiveness of the political representatives. Same was asked from the hotel owners, dry fruit shopkeepers and drivers, their reply was elaborated and suggestive. One of the carpet business owner said that GB government is dependent on federal government, every policy and decision is first verified from federation and then introduced in the region. The region is advertised as autonomous province but in reality it is not.

Tourism development in a region can do wonders and provide business opportunities and job opportunities. Any tourism development project becomes sustainable only when local community adequate stakes in it. When inquired, whether government representatives consult them while framing tourism policies or designing such projects, the reply was negative. They usually pay heed to the people who are close to them and benefits are reaped by those few people. Only if the area where tourism development is required is owned by wealthy members of the community, then the benefits are accrued by the community.

The tourism sector is a very adventurous and profitable sector. If right people and right tools are used it can create prosperous results for the people. Internationally people get degrees and diplomas in tourism. Hospitality industry is the corner stone of tourism which provide the experience and endorse positive idea of tourism. Hoteliers and the guest house owners and their staff needs to be well trained in facilitating tourists both domestic and foreigner. The respondents believe that hospitality is in their blood and culture and they haven't got any prior training. But the tour operators and Tourism Department officials informed that they do receive refresher training courses in tourism.

As regards coordination between the government and private agencies, the official from Tourism Directorate gave a mix response in which he stated that the directorate does not consult with private sector too often but only occasionally. Whereas, the respondent from United Nations replied that their agency coordinates and communicates with government in every initiative taken with regards to

tourism development. So being executing body Tourism Directorate has the final say.

Tourism Directorate of GB government tries to involve the community in developing an area for tourism but there are no such directions to consult local community. Similarly, when local community was asked if the tourism department liaison with them while developing an area, the reply mostly was no but some replied that without the help of the community department cannot achieve its goals. Community participation is a must if Tourism Department wants to execute their plans successfully. There should be a robust mechanism for policy sharing with locals because these policies will be effective only if locals are aware of the objectives of the policy and they buy it also. Most of the locals and business operators are oblivious of the fact that there is a master plan given by the federal government to set off the tourism trend in the area. People need to be educated in the respect of tourism, especially the benefits, not just monetary but social as well. When asked about the benefit of the tourism to a community or area, everyone assumed it has monetary benefits. People are aware of the fact that GB is not an industrial province and neither an agricultural one but God has put it in geographical place where it connects the country with one of the most developed country China, source of fresh water for rest of the country and have beautiful landscape. But the people are not financially strong to exploit this potential. Not everyone is capable of starting a business regarding tourism but if provided with right motivation and financial help they can create healthy profits for themselves.

There is need of adequate legislation to protect the interests of local. Though government is developing laws and institutes to tap in the benefits of tourism but according to the professional and local community they feel that people from other parts of Pakistan are getting benefit at their expense. The government should announce the projects and advertise them for the people in order to know what the government is doing for them.

Mostly tourism has effect on the local culture regarding dressing, invasion of privacy and introduction of new cuisine. Tourism has profound effect on the businesses of the area as local buyers are not the targets now but the tourists. All in all the barriers in the participation of the local community are observed and more coordinated efforts between government and local community is needed. The government should engage local communities in such respect that the shortcomings are addressed in a manner which amicably resolve the heart-burning of the locals.

6.2 Recommendations.

On the basis of the barriers identified as a result of interviewing the locals and government officers/ officials we recommend following policy recommendations to enhance community participation in tourism development.

- i. Because of the low penetration of internet in the research area the mode of awareness campaigns can initially be through local media

but in long run the social is much effective tool for awareness campaigns.

- ii. Undergraduate and graduate level degrees in the disciplines related to tourism and hospitality may be introduced at local campuses and technical institute.
- iii. While designing public private projects related to tourism, it may be ensured to give sufficient stakes to locals in those projects.
- iv. Easy loans may be granted to locals for investing in tourism related projects and businesses.
- v. While identifying such projects local community should be involved by taking their feedback
- vi. Ensuring sufficient share of employment of locals in all tourism related projects whether they are government sponsored or funded by private sector.

6.3 Limitations.

Following are the limitations which a future researcher can explore to have more insights about the phenomenon:

1. Shortage of time. If the researcher had more time the data collection horizon could have been broader.
2. Shortage of resources. As Gilgit-Baltistan is a big region and the researcher had limited his research to only two districts due to

limited resources at his disposal. If resources were more the array of data would have been more representation of the population.

3. The researcher faced limitation in a sense that the political representatives were not cooperative on asking to provide interviews and hesitated in doing so. Furthermore the researcher does not belongs to the region and has to manage resources and time on his own.
4. The religious aspect or religious representatives were difficult to approach as it is a sensitive matter to discuss and Government specifically put banners for tourists to not discuss religious and political matters with locals.

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Appendix A

These are the semi-Structured interviews questions that were asked of the respondents

1. Interview Questions UDC-1

- Q. Representatives of locals are getting involved in decision making process. Your representatives have enough powers to take decision regarding tourism promotion?

- Q. Do Govt. representatives want to involve locals in tourism development process?

- Q. Do People of this area work in coordination with tourism development authorities?

- Q. Do Govt. officials regularly meet and share their policies regarding tourism development of this area with locals?

- Q. Do the benefits of tourism taken by few?

- Q. Do Govt. officials give importance to the suggestions of locals?

- Q. Can people of this area tackle all the tourism related activities at their own?

- Q. Do outsiders and few prominent people are taking the benefits of tourism development in your area? And does the benefits of tourism are flowing to the maximum people of your area?

- Q. Are there enough laws and institutions that encourage local participation?

- Q. Does Govt. allocates fund to develop a tourist infrastructure of facilities with in your communities?

- Q. Did tourism bring changes to quality of life in this area?

- Q. Is local community given equal investment opportunity?

- Q. Do you think that community has got enough opportunity for participation in tourism development?

- Q. Do you think locals are aware of the Master Plan formed for the Development of tourism in our area?
- Q. Are locals aware regarding the tourism product and tourism benefits of their area?
- Q. Does tourism development have effect on locals' culture?

2. Interview Questions UDC-2

- Q. Representatives of locals are getting involved in decision making process. Your representatives have enough powers to take decision regarding tourism promotion?
- Q. Do Govt. representatives want to involve locals in tourism development process?
- Q. Do People of this area work in coordination with tourism development authorities?
- Q. Do Govt. officials regularly meet and share their policies regarding tourism development of this area with locals?
- Q. Do you get training for tourism or are you already trained in tourism? Explain please.
- Q. Are tourism development strategies being shared and communicated with the locals?
- Q. Does the benefits of tourism is taken by few?
- Q. Do Govt. officials give importance to the suggestions of locals?
- Q. Can people of this area tackle all the tourism related activities at their own?
- Q. Does outsiders and few prominent people are taking the benefits of tourism development in your area? And does the benefits of tourism are flowing to the maximum people of your area
- Q. Does tourism brought changes to quality of life in this area.
- Q. Do you think that community has got enough opportunity for participation in tourism development?

- Q. Does tourism have effect on local businesses? And does tourism development can play role in effecting local businesses?
- Q. Are locals being given opportunity to contribute to tourism development?
- Q. Do you think locals are aware of the Master Plan formed for the Development of tourism in our area?
- Q. Are locals aware regarding the tourism product and tourism benefits of their area?
- Q. Does tourism development have effect on local's culture?

3. Interview Questions UDC-3

- Q. Is there strong coordination between various Govt. and Non Govt. authorities?
- Q. Do People of this area work in coordination with tourism development authorities?
- Q. Did you get training for tourism or are you already trained in tourism? Explain please.
- Q. Are tourism development strategies being shared and communicated with the locals?
- Q. Does the benefits of tourism is taken by few?
- Q. Does government consider local community with regards to making tourism development decisions?
- Q. Can people of this area tackle all the tourism related activities at their own?
- Q. Does outsiders and few prominent people are taking the benefits of tourism development in your area? And does the benefits of tourism are flowing to the maximum people of your area?
- Q. Are there enough laws and institutions that encourage local participation?
- Q. Does Govt. allocates funds to develop a tourist infrastructure of facilities with in your communities?
- Q. Does tourism brought changes to quality of life in this area?
- Q. Is local community given equal investment opportunity?

- Q. Are you aware regarding the tourism product and tourism benefits of their area?
- Q. Does tourism development have effect on local's culture?
- Q. Do you think locals are aware of the Master Plan formed for the Development of tourism in our area?

Appendix B

Explanation of the Key Terms/Concepts

Tourism

Tourism may be defined as the act of visiting a place away from home for relaxing, recreation, and enjoyment. There can be other aspects to tourism as well. Visiting places in connection with religious, cultural or historic importance also forms part of tourism. This idea can further be extended to overlapping areas such as business tourism, medical tourism or adventure tourism etc.

As tourism is a commercial activity in the sense that a lot of ancillary businesses become inevitably attached with it. Therefore, from commercial point of tourism may be defined as a business that aims to attract, facilitate, accommodate and entertain tourist. Tourism could be a potent tool of development as it generates a lot of economic activity, boasts allied businesses, help create jobs, enhances employment, and generates revenues. The basic ingredient of tourism is attraction. It could be a geographical feature, weather or climate, some monument of historical importance, a cultural event or religious site. The second step is to sell and advertise so that people may flock to it. Then accessibility may be improved and at the end all the needs of visiting people may be taken care of. The focus is to make the experience memorable.

Community

Community can be defined in many ways. One definition would be people living at a locality. Another could be people, necessarily not living in one locality, having common beliefs and value system, like Muslim community or Buddhist community. In the context of this study, we use the former meaning of community, that is, locality centric definition. Hence, according to this definition the community may be homogenous, comprising of people of same ethnicity, religion etc., and it may be heterogeneous i.e. comprising of a mix of people.

Ease of Doing Business

The Ease of Doing Business is a distribution of the World Bank that benchmarks business guideline in 190 nations around the world. A high EoDB positioning implies that the administrative climate in such nation is more helpful for the beginning and working a neighborhood business. EoDB criterion includes ten marker based on which positioning is given:

1. Starting a Business.
2. Getting credit.
3. Construction permit.
4. Getting Electricity.
5. Registering property.
6. Protecting minority investors.
7. Resolving insolvency.

8. Enforce contracts.
9. Trading across borders.
10. Paying taxes.

7th Action Plan

The seventh Reform Action Plan is mostly zeroing in on enhancements in firm section guidelines, unwavering availability of electricity, charge guidelines, trade guidelines, creditor privileges, better property rights, and court effectiveness and so on as changes here assume a significant part in speeding up economic improvement.

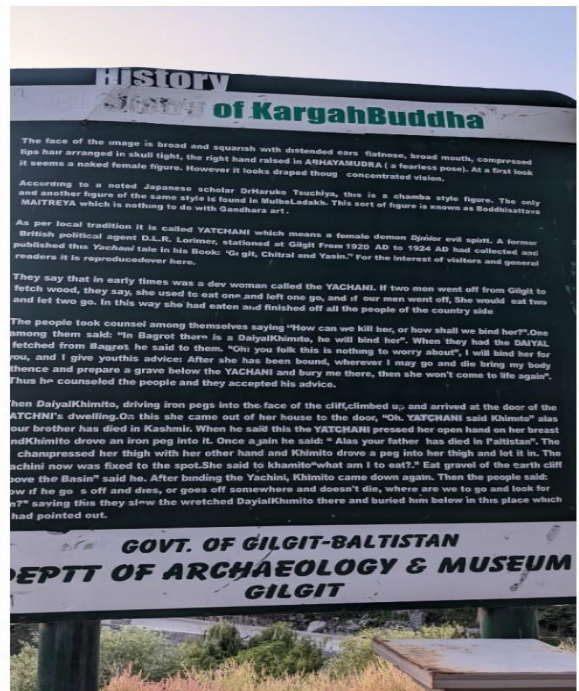
Appendix C

Following are the pictures that gives proof that the respondent visited the research area and conducted semi-structured interviews of the respondents.

Pictures taken while in the Fieldwork



Kargah Buddha in Gilgit





Pictures of Respondents



Chinese Worker Monument in Gilgit