

**Assessing the Community Quality of Life in Context of Tourism Development:**

**Case Study of Saidpur Village**



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**CERTIFICATE**

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**Dedicated**

**to**

**My parents-----**

**the spiritual teachers of mine...**

**for their**

**eternal love, encouragement & countless**

**Prayers...**

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First of all I would like to bow my head in gratitude to the **Allah Almighty**, for enabling me to have completed this project with His blessings, and all respects and grandeurs for our **Holy Prophet (Peace Be Upon Him and His Progeny)**, who is everlasting source of knowledge and wisdom for humanity as a whole.

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## **Abstract**

One of the major purposes of tourism development in a destination is to improve the quality of life (QOL) of host community. The QOL research stream in tourism is an emerging field of study in social, behavioral, environmental, and policy sciences over the last few decades and this research is expected to gain attention in future. Tourism has become an important catalyst for change by creating a series of impacts on host communities and these impacts can be categorized into three domains including economic impacts, socio-cultural impacts and environmental impacts. The present study was designed to investigate the community QOL in the context of tourism development in Saidpur Village, Islamabad. Objectives comprised of determination of resident's perceived QOL, investigation of tourism impacts and explain relationship between tourism impacts and residents perceived QOL. Qualitative research strategy and descriptive research design was used. Simple random and convenient sampling was used. Primary data was collected via structured interviews, un-structured interviews and observation. Thematic analysis was used for data analysis. The findings revealed that tourism is poorly managed despite of its splendid beauty and location. It illustrated both positive and negative aspects of QOL. It was observed and witnessed during interviews that only those local residents are satisfied and their QOL has improved from economic perspectives that are directly or indirectly involved in tourism-related activities. The rest of the residents perceived their QOL poorly/badly in terms of economic aspects. There are only few local residents employed in the restaurants and majority employers are outsiders. The study area is recognized with negligible facilities of health, education, gas, poor solid waste management and poor sewerage system. The local residents are annoyed and disturbed due to modern lifestyle of tourists, loud music of restaurants and creation of serious parking problems. However, some of the positive aspects of QOL consists of improvement in the security condition and reduction of crime rate and drugs usage to some extent due to tourism development in the region.

Key words: Tourism and QOL

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# CHAPTER 1

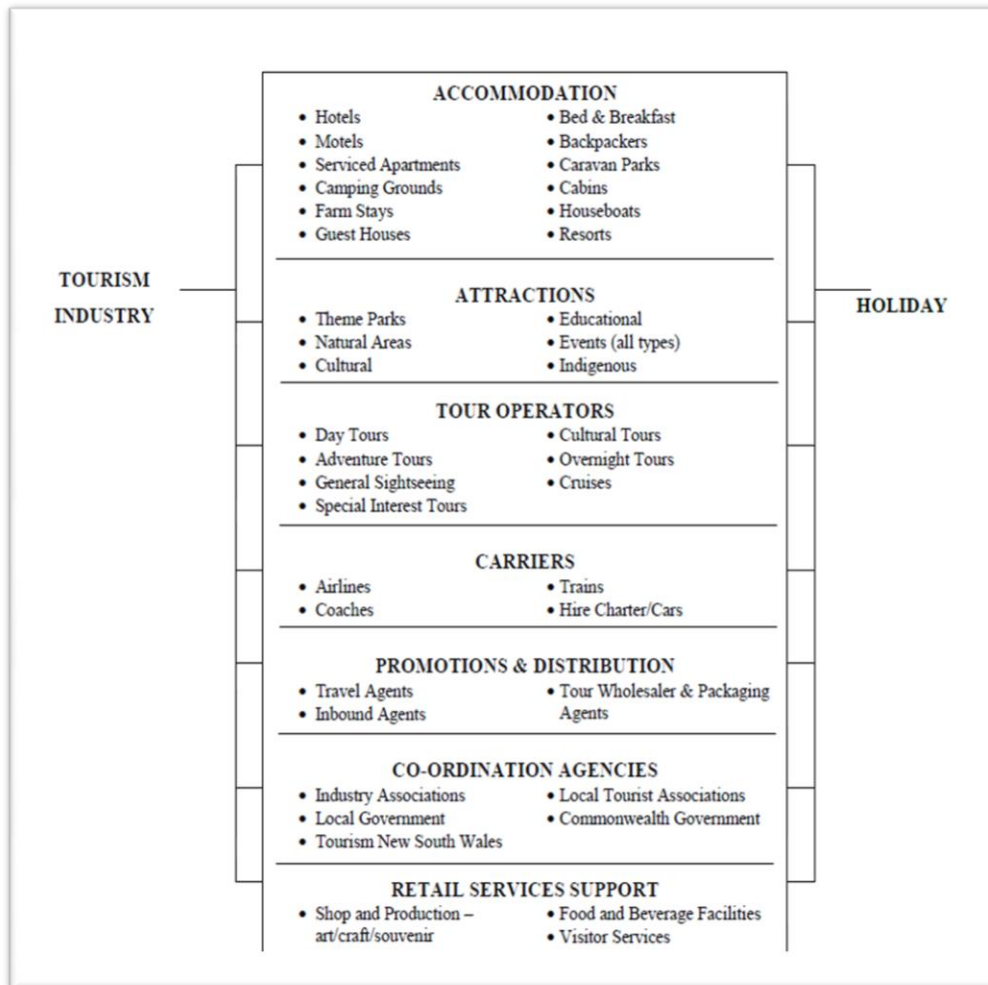
## INTRODUCTION

International tourism has emerged as one of the largest engines of development in both developing and developed nations in the world. Almost every nation of the world is striving to boost their tourism industry due to its strength of economic development. It produces livelihood, enhances cultural heritage, foreign exchange reserves and brings overall prosperity (WTTC, 2015). It also serves as a useful tool for increasing global peace and harmony via bringing individuals of various cultures and traditions together. It also plays a significant role in preservation of natural environment via creating, protecting and maintaining national parks or other protected areas. The local residents receive marvelous economic incentives in the form of new job opportunities, higher incomes, improved lifestyles and multiplier effects to the community's economy due to tourism. Moreover, this industry also offers exciting enjoyment opportunities during vacations for the tourists. According to UNWTO, the tourism industry in 2012 provided 8% of global employment opportunities contributing for around 9% of GDP in the world (Min et al., 2016; Nawijn et al. 2010).

The tourism industry like various other industries of the world is composed of different sectors (Figure.1.1). The most important subsectors of this industry are accommodation and hospitality sector, transportation sector and entertainment sector providing several facilities for tourist's attraction (including parks, sports services and museums etc.). This industry is not only confined to the activities of these sectors however, the Travel and Tourism Sector is also directly associated with all vital tourism-oriented events, practices and ceremonies that practiced in several regions. For example, in Pakistan different musical concerts and cultural festivals are arranged in different tourist resorts. It also plays a significant role in planning, organizing, monitoring and evaluating of such events at all levels (local, regional, national and international). It is the largest producer of employment. Hence, tourism has incorporated into the functional unit of economy (Zaei and Zaei, 2013).

Tourism may improve the QOL which is approved in a variety of forms: entertainment, amusement, preservation of character, knowledge development, aesthetic feelings and cultivate etc (Costanta, 2009). QOL is the degree of wellbeing experienced by an individual or group of

individuals. Despite of fluctuation of its major indicators across different cultures, the value of QOL is considered universal. Moreover, several individuals may perceive similar conditions and circumstances in a different way. Therefore, according to bulk of researchers, the QOL is best examined at the individual level. This is estimated for several purposes, but, the most prominent among these are the political and economic reasons. In fact, the indicators of QOL may provide information regarding the current performance of a country or government as compared to other countries or previous governments (Taylor and Bodgan, 1999).



Source: (Zaei and Zaei, 2013)

**Figure.1.1: Elements of the Tourism Industry**

The QOL is an emerging discipline in tourism literature which is receiving momentum and is anticipated to achieve greater consideration in the future. This is widely applied across various disciplines including social sciences, behavioral sciences, and environmental sciences during

some last decades. In the past, the estimation of QOL started through the social indicators movement which was initiated in the fields of sociology and economics. This movement depends on the principle that the conventional economic tools (like Gross Domestic Product and Gross National Product) cannot be paralleled with the most vital elements of development that obtain subjective well-being (i.e., happiness, well-being and life satisfaction). Therefore, improvement of QOL of the local residents must be the principal objective of tourism development in a destination, which will also ensure the sustainability of the tourism industry (Yu et al., 2016).

Quality of Life (QOL) is defined as, “the overall well-being of individuals and communities encompassing both negative and positive aspects of life”. It considers life satisfaction consisting everything from physical health, family, education, employment, security, freedom, religious beliefs and the environment (Barcaccia and Barbara, 2013).

The local community is the fundamental element of the tourism development process, as these people are mainly affected either directly or indirectly via tourism development. The impacts of tourism are categorized into three major domains including economic impacts, socio-cultural impacts and environmental impacts (Uysal et al., 2015). The economic impacts include new local employment opportunities, higher incomes, improved lifestyles, inflation and tax. The socio-cultural impacts comprises of increase in rate of crime, traffic problems due to crowding, community image, understanding of culture and heritage, and enhancement of cultural services. In addition, the environmental impact consists of contamination, wildlife devastation, development of national parks and other protected areas (Andereck and Jurowski 2006).

The successful accomplishment of tourism development in a destination is determined through the community participation of local community. It is also evident through various studies that only a pleased and contented community will support tourism development via community participation and welcome tourists and this can be achieved only through enhancement of QOL of local community in all perspectives including economic, socio-cultural and environmental aspects (Dola and Mijan, 2006 and Cahndralal, 2010).

Therefore, tourism development should essentially consider residents’ perceived QOL in the host community and it must be guaranteed that there is equal distribution of economic, socio-cultural and environmental advantages for every member of community and other stakeholders. During the peak seasons of tourism, the QOL of the residents may be disrupted due to several factors including scarcity of local resources leading towards inflation and the crime rate may be

increased due to crowding. Moreover, the influx of tourists and increased property costs may displace the local residents to other communities. Thus, the tourism related organizations working in collaboration with the government must take necessary steps for mitigating these factors during organizing a new tourism venture or restoring a previous tourism project especially during peak seasons (Li and Wan 2013; Nunkoo and Gursoy 2012).

In most of the developing countries, the local community participation is not involved and/or sometimes marginalized during the decision-making and planning process of tourism development in any destination (Eshliki and Kaboudi, 2012).

Community Based Tourism (CBT) is an emerging approach which focuses on the participation of the local community in the planning, constructing, maintaining and managing phases of tourism development. Therefore, the local community is associated to have command of or ownership of the planning outcomes. This strategy can increase the carrying capacity of local community by maximizing tourism's positive effects and minimizing the tourism's negative effects. This can be achieved through considering the residents as the integral component of tourism development and ensuring equitable sharing of resources, equality, empowerment and social justice (Hardwood, 2010).

Tourism is one of the largest economic hubs of the world. It provided employment for almost 254million individuals accounting 9.1% of world GDP and the total income generated via tourism was US\$1,030 billion in 2011. Therefore, this sector is playing a critical role for overcoming the existing economic crisis in the world. According to latest facts and figures of UNTWO, there was downfall of tourism industry in 2009 which was revitalized in 2010 and 2011 in terms of both income and tourist numbers (UNWTO 2012). The Travel and Tourism Sector accounted for around 10.4% jobs of global GDP and 313million jobs, or 9.9% of total employment in 2017 (WTTC, 2018).

Pakistan is among few nations of the world which are blessed with numerous beautiful tourist resorts and in particular, the hospitality of its people that may compel the tourists to visit Pakistan. Our country possesses one of the oldest civilizations, rich culture and heritage, unique arts and crafts, marvelous mountains and peaks, historic and religious sites, and seasonal variation. These marvelous tourist spots are spread throughout our country (Rana, 2015).

Pakistan has not capitalized its marvelous potential for tourism, although after independence our nation attracted bulk of tourists. The major factors responsible for the downfall of this industry were lack of educated and skilled labour, poor marketing, shortage of resources and infrastructure and political stability (Khan et al., 2011). However, our tourism industry received extraordinary numbers of foreign tourists and flourished rapidly in the 1970's. In 2016, around 965,498 foreign tourists visited Pakistan and almost 50million domestic tourists visited various locations between May-August of our country (Ali et al., 2017).

The Travel and Tourism Competitiveness Index (TTCI) Report is used for estimating the international competitiveness of different nations in terms of their performance in Travel and Tourism Sector. It is made up 18 pillars and 90 factors depending on various aspects which may affect the competitiveness on Travel and Tourism Sector. This approach provides SWOT analysis (S=Strengths, W=Weaknesses, O=Opportunities and T=Threats) for Travel and Tourism sector in a state. Currently Pakistan is ranked as 125<sup>th</sup> among 141 countries on TTCI. This low ranking indicates that our overall current performance is below average. Several most prominent features in this regard are the enabling environment (130<sup>th</sup>/141), safety and security (138<sup>th</sup>/141), health and hygiene (102<sup>nd</sup>/141), human resource and labour market (138<sup>th</sup>/141), Travel and Tourism Policy and Enabling Conditions (123<sup>rd</sup>/141), Prioritization of Travel and Tourism by Government (120<sup>th</sup>/141), Environmental Sustainability (141<sup>st</sup>/141) and Tourism Infrastructure (107<sup>th</sup>/141). However, Pakistan is considered as one of the cheapest nations in terms of tourism in the world. It is ranked as 9<sup>th</sup> in the Price Competitiveness index and ranked as 60<sup>th</sup> in Cultural Resources and Business Travel index. During the last 6 decades, Pakistan's tourism managers have failed to effectively capitalize these strengths in order to develop it a preferred destination for tourism in the world (TTC, 2015).

The present study will be conducted in Saidpur village, Islamabad. In the current study, the community QOL is contextualized theoretically with respect to tourism development. The study aims to evaluate the TCQOL in context of tourism development via applying the Sirgy and Cornell's community quality of life model (2001). This model has highlighted the individual and global life satisfaction domains and these domains are dependent on each other. This model has discussed the satisfaction of local community with community services and conditions.

### **1.1) Statement of Problem**

The Saidpur Village was selected for the current study because of its historical significance, multi-cultural heritage and natural beauty. It is the only village of Islamabad which is very swiftly experiencing development which was recognized as a Model Village in 2006 by Government of Pakistan. It is very important to ensure the community contribution in the process of tourism development and this can only be achieved only through the improvement of QOL of the local community which will ultimately lead towards the success of tourism development process in a destination. Therefore, it is very essential to determine the QOL of local community in Saidpur Village. As tourism is a neglected sector of Pakistan and so far, no importance has been given towards QOL of residents in the tourism destination areas.

### **1.2) Research Problem**

Based on the statement of problem, I have narrowed down my research topic to, 'assessing the Community Quality of Life in the context of Tourism Development: Case Study of Saidpur Village, Islamabad'. In the current study, it was analyzed that how tourism has changed the QOL of local community of Saidpur Village. The level of need fulfillment and satisfaction with the community services and conditions of residents of the study area was determined through tourism development. I have operationalized my research problem into following research questions.

### **1.3) Research Question**

- What are the resident perceptions of community quality of life in the context of tourism development in the study area?
- What are the significant economic, socio-cultural and environmental impacts resulting from tourism development in the study area?
- What is the relationship between the tourism impacts and residents perceived Quality of life (QOL)?

### **1.4) Objectives of Study**

The current study will have the following objectives:-

- To examine resident perceptions of community quality of life in the context of tourism development in the study area.



- To examine significant economic, socio-cultural and environmental impacts resulting from tourism development in the study area.
- To explain the relationship between tourism impacts and residents perceived Quality of Life (QOL).

## **1.5) Explanation of the Key Terms**

### **1.5.1) Quality of Life (QOL)**

Quality of Life (QOL) is defined as, “the overall well-being of individuals and communities encompassing both negative and positive aspects of life. It examines life satisfaction constituting everything from physical health, family, education, employment, income, safety, liberty, religious beliefs and the environment”. In other words, the QOL is basically the resident’s perception regarding the degree to which the needs are met and the satisfaction level regarding the conditions and services of a community (Barcaccia and Barbara, 2013).

### **1.5.2) Travel and Tourism Competitiveness Index (TTCI)**

The Travel and Tourism Competitiveness Index (TTCI) Report is used “for estimating the ranking of various countries with respect to Travel and Tourism sector. This report is made up of 18 pillars and 90 factors. This ranking provides a quick SWOT analysis (S=Strengths, W=Weaknesses, O=Opportunities and T=Threats) regarding the Travel and Tourism sector in a country” (Rana, 2015).

### **1.5.3) Community Based Tourism (CBT)**

Community Based Tourism (CBT) is “an emerging approach which pays attentions towards the involvement of the local community during the planning, construction, maintenance and management phases of tourism development. Thus, the local community will ultimately have control over or ownership of the planning outcomes”. This strategy can increase the carrying capacity of local community by maximizing tourism’s positive effects and minimizing the tourism’s negative effects. This can be achieved through considering the local residents as the integral component of tourism development and ensuring equitable sharing of resources, equality, empowerment and social justice (Hardwood, 2010).

#### **1.5.4) Responsible Tourism Practice (RTP)**

The Responsible Tourism Practice (RTP) approach has emerged as one of the most popular theory for modern tourism development. The fundamental principle of this approach includes the conservation and preservation of local cultures and the natural environment and contributes towards a better quality of life (Bramwell and Lane, 2014).

#### **1.5.5) Social Exchange Theory (SET)**

The Social Exchange Theory (SET) states that “the individuals or communities are inclined to support only those projects which in exchange provides benefits to these people. In other words, the local community’s support for tourism depends on the benefits and advantages they receive or are expected to receive due to tourism development in their destination. Therefore, these people after evaluating the economic, socio-cultural and environmental impacts of tourism will decide whether to support tourism projects or not” (Lee, 2013).

#### **1.5.6) Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA) states that “one’s behavior is determined by behavioral intention which is ultimately influenced by attitudes and subjective norms (perceived social pressure for a particular behavior) and both of these originate from one’s set of beliefs”. The validity of this TRA theory has been evaluated in tourism literature. This theory the context of tourism proposes that the tourists’ opinions regarding a certain activity influence their approach towards the activity and ultimately affect their behavior during their participation in that activity. This means that if local residents have positive perceptions about tourism, their approach would be encouraging for tourism development and they would behave and act in a friendly way towards tourism resources and tourists (Ajzen and Fishbein, 1980).

## CHAPTER 2

### LITERATURE REVIEW

In order to fulfill the requirements of the research questions and research objectives, the literature review section has discussed that how the tourism industry has produced different social, economic, and environmental impacts on the local community, what is QOL, its importance and how it is evaluated. Different theories and models related to the tourism-related QOL are also illustrated in this section. Narrative literature review type is used for the current study. A brief summary of different studies is discussed in this literature review section.

#### 2.1) Tourism and Development

Several social policies have been proposed for tourism development including ecotourism, ethical tourism and sustainable tourism. In the past, sustainable tourism has acknowledged extensive attention from the tourism researchers. Numerous governments have implemented it as a policy in tourism planning. However, presently there are various controversies regarding the effectiveness of sustainable policy in organizing tourism development. It is noticed that the tourism industry is based on the places and people and relations among them. This industry is tremendously sensitive to the physical and social circumstances of the destination. While the industry encounters various challenges of sustainability including resources exploitation, economic uncertainty and fluctuation in tourists demand. The tourism policy must make sure that both the local residents and area are capable to recover and revitalize. Therefore, responsible tourism practice (RTP) was introduced at the initial place and this is now an emerging approach in tourism literature. RTP constitutes objectives similar to sustainable development policy and the most important objectives include social justice, maximizing communities' benefits and environmental integrity. It encourages preservation and conservation of the local cultures and natural environment, and contributes towards a better quality of life. It is approved as the best policy used for marketing a tourist destination mainly in the European and African nations (Bramwell and Lane, 2014 and Spenceley, 2010).

### **2.1.2) Social Exchange Theory (SET) and Theory of Reasoned Action (TRA)**

In tourism literature, it has been anticipated that the local community's point of view about the impacts of tourism development and its affects on their QOL may serve as a foundation for making informed judgments regarding the utilization of tourism as a means for organizing community development or not. In this regard, the scholars have anticipated two theories namely, the Social Exchange Theory (SET) and the Theory of Reasoned Action (TRA).

The Social Exchange Theory (SET) states that, "the individuals or communities are inclined to support only those projects which in exchange provide benefits to these people". In other words, the local community's support for tourism depends on the benefits and advantages they receive or are expected to receive due to tourism development in their destination. Therefore, these people after evaluating the economic, socio-cultural and environmental impacts of tourism will decide whether to support tourism projects or not. Thus, it can be concluded that the resident's attitude towards tourism is a vital indicator for determining the successful accomplishment of tourism development in a destination. The resident's positive attitude towards tourism will ultimately lead towards community participation in favor of tourism development. This favorable attitude towards tourism is also illustrated in the form of pro-tourism behavior (Lepp, 2007, Frauman and Banks, 2011; Lee, 2013).

Ajzen and Fishbein (1980) determined the association among positive attitude and behavior via utilizing the theory of Reasoned Action (TRA). This theory states that, "the individual's behavior is estimated by behavioral intention which is ultimately affected by attitudes and subjective norms (perceived social pressure for a particular behavior) and both of these originate from individual's set of beliefs". The validity of this TRA theory has been evaluated in tourism literature. This theory in the context of tourism development proposes that there exists a close association between the local residents attitudes and tourists perception regarding a particular tourism venture in a region. It means that the positive perspectives and community participation of local residents for successful accomplishment of tourism project will also lead towards generous, welcoming and friendly attitude of these residents for both the local and foreign tourists. Similarly, the tourists' perceptions and participation regarding the tourism related activities mainly depends upon the behavior of local residents with these people and the provision of various facilities in a specific region. Therefore, the generous and hospital behavior of local residents with the tourist will compel them to actively participate in all of the tourism-

related activities and for regularly visiting this destination. The results will be opposite if there is rude and harsh behavior of local residents towards tourism resources and tourists.

On the other hand, Kaiser and Gutscher (2003) have highlighted certain imperfections regarding the TRA. They illustrated that tourists' perceptions regarding environmental conservation and protection are poor interpreters of environmental friendly behavior as this behavior encompasses a substantial amount of effort. Therefore this theory is not a good analyst during the application of universal attitudinal measures over particular (individual) behavior patterns.

However, Lepp (2007) demonstrates that the TRA is still a practical theory used during the planning and managing phases of community tourism. As it, highlights that the tourism development process can be successfully accomplished via encouraging generous and hospitable behavior of local residents towards the tourism resources and tourists in a destination.

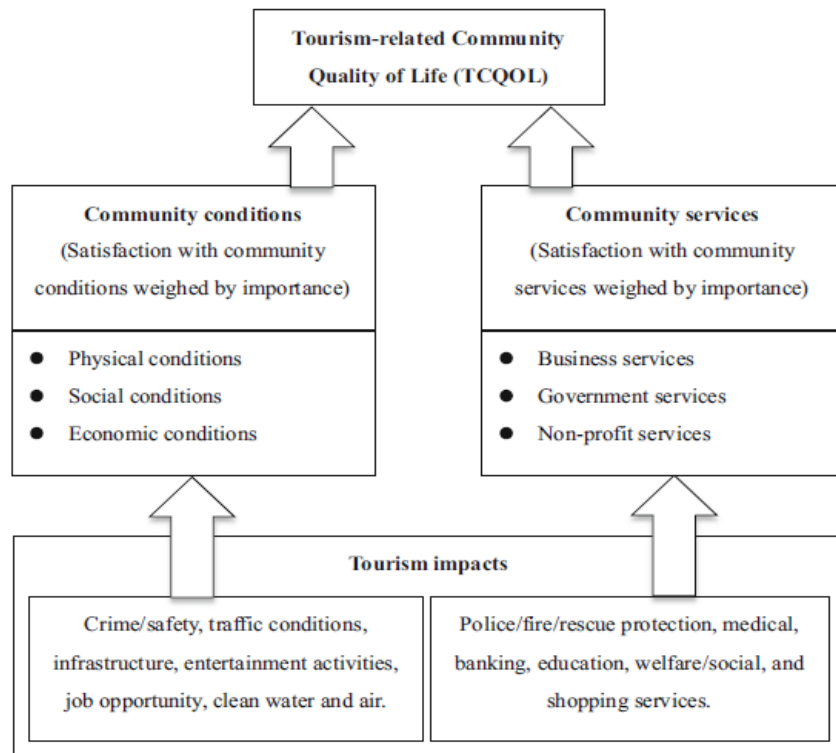
Therefore, both the SET and TRA theories serve as a foundation or base for encouraging and promoting the approach of community tourism in a destination. Through this approach, it can be ensured there is involvement of all members of local residents and stakeholders during all stages of tourism development process in a destination. It will also be guaranteed that there is provision of maximum advantages for all the local residents and stakeholders in this process.

### **2.1.3) Community QOL Model**

Sirgy and Cornwell (2001) anticipated the community QOL model for estimating the quality of life of the local residents in a tourist destination. The individual's global life satisfaction (defined as the individual's QOL) depends on other satisfaction fields including family, work, leisure and community. Every field is dependent upon its sub fields. This model was modified via integrating the aggregate of global satisfaction field with other features of the local residents, particularly the conditions of community. Their suggested model consequently illustrated that global community satisfaction is based upon three fields including the aggregate of global community services satisfaction, the aggregate of global satisfaction of community conditions, and the aggregate of global satisfaction along with other life domains.

The aggregate of global community services satisfaction field take account of satisfaction with government services (including library, police force and law enforcement agencies), business services (including banking sector, insurance state agencies, departmental stores), and nonprofit services (treatment of drug addicts, emergency services, religious services). The aggregate of

global satisfaction with community conditions field includes satisfaction with the accommodation expenditure, rate of crime, friendly and cooperative relationship among community members and the lodging circumstances (Figure 2.1).



Source: Sirgy and Cornell (2001)

**Figure.2.1: Tourism-related Community Quality of Life (TCQOL) Model**

#### **2.1.4) Tourism in Pakistan**

Rana (2017) states that the tourism sector was taken seriously for the first time by Pakistan's government during 1970's at the policy level when there was development of the Ministry of Minority, Religious Affairs and Tourism. The PTDC was established as a national institution by the Federal Government for the purpose of developing infrastructure and promoting both national and international tourism and developing our nation as a preferred destination for tourism in the globe. In 1977, the Ministry of Culture, Sports, Tourism and Archaeology was formulated. During this time period, various separate projects were launched for tourism promotion but there was lack of integrated and organized efforts for this purpose in our country.

The first National Tourism Policy was illustrated by the government in 1990. But, this policy was unfortunately not implemented due to certain reasons including limited resources, lack of stakeholder's involvement and institutional constraints.

Along with the technical assistance of UNDP and WTO, the Tourism Master Plan was created in 2000. Repeatedly, this plan was also not implemented at any level. In 2010, revised draft of National Tourism Policy was prepared. This policy was more comprehensive than the previous policy and identified key issues and developmental strategies for tourism industry in Pakistan. It also illustrated the importance of bilateral and multilateral relations, national and international cooperation and combined marketing via international organizations for tourism development. There was lack of considerable attention regarding the formulation of tourism policy at the provincial level except the KPK government. This government decided to develop its tourism sector for economic growth and making KPK as a favourite tourist resort for both national and international tourists. Therefore, the first Provincial Tourism Policy was launched in 2016 by KPK government. The major goals and targets of this policy included improving the tourist arrivals by 10% in the province with in 5years, improving investment of private sector, enhancing the excellence of staff and developing a tourism service provider's system in KPK.

As mentioned earlier, our country is home to one of the oldest civilizations of the world and is blessed with rich culture and heritage. There are several beautiful cultural sites in our nation. Therefore, our 6main cultural sites are categorized as, "UNESCO World Heritage Sites" including:

- "The Archeological Ruins of Mohenjodaro"
- "The Ruins of Taxilla"
- "The Ancient Fort of Rohtas"
- "The Kabule Gate"
- "The Lahore Fort and the Shalimar Gardens in Lahore"
- "The 1<sup>st</sup> Century Buddhist Ruins at Takht-i-Bahi and Neighbouring City Remains at Sehr-i-Bahlol"
- "The Historic Monuments of the Ancient City of Thatta"

However, Gilgit Baltistan is regarded as the capital of tourism in Pakistan. It is blessed with several mountains, glaciers, lakes and valleys. Some of the highest mountain ranges are also situated in this region. The second largest mountain peak i.e., K2 is located in this region. This area is also famous for its history, culture and landmarks (Ali et al., 2017).

Rana (2017) states that the Pakistan Tourism Forum (PTF) in collaboration with the Sustainable Tourism Foundation Pakistan (STFP) arranged a round table discussion on 16<sup>th</sup> February 2017 in which key challenges of Pakistan's tourism sector were identified. These challenges are as follows:

- Negative Image of Pakistan as a Tourism Destination

The negative image of our nation as a tourism destination is portrayed in the world due to its current security conditions. The law and order situation only exists in some areas of our country. All sources of media including print media, electronic media and social are responsible for creating this negative image of Pakistan. Because all of these sources in most of the cases display and publish fake news and report in order to create unnecessary sensationalizing only for improving their viewership and rating. On the other hand, the reality is much better than the fake and false information published. Due to this negative image, both domestic and foreign tourists are reluctant for travelling within and to Pakistan for tourism and leisure purpose.

- Low Priority to Tourism Sector

Despite of Pakistan's great potential of tourism, both the federal and provincial governments have never paid attention towards Pakistan's tourism sector. These governments have not undertaken any necessary initiatives and projects for the improvement of Travel and Tourism sector in our nation. This fact is also validated by Pakistan's Travel and Tourism Competitiveness Report (TTCI) in which our country is ranked 125<sup>th</sup> among 141 countries in the world.

- Safety and Security of Tourists

The current prevailing situation of insufficient peace and security of Pakistan is the largest challenge for the promotion of tourism in our country. The tourists feel scared, endangered and



unsafe due to the security forces set out all significant places in the town and their suburbs. Therefore, the people are reluctant for visiting these areas. However, in some areas security is provided only for foreign tourists who aggravate this situation via ultimately threatening and discouraging the domestic tourists. Moreover, although the foreign tourist consists of valid visas, it's still obligatory for these people to obtain NOC from the Provincial Home Department for visiting the tourist resorts of our country. This process of obtaining NOC is burdensome and very lengthy and this process also restricts the movement of foreign tourists within the country.

- **Difficulty in Obtaining Pakistani Visa**

It is very difficult for foreign tourists to obtain Pakistani visa due to our nation's uncertain security and geopolitical situation. The situation is even more aggravated when these international tourists have to enter Pakistan via India and Afghanistan which restricts their travelling via road to our nation. On the other hand, several countries have introduced the policy of E-Visa for the facilitation of foreign tourists' arrival. For example, recently India has introduced this facility for the citizens of more than 120 countries which has ultimately increased the number of foreign tourists arrival in India.

- **Government in the Role of a Business Manager**

Presently, the tourism promotion institutions at the Federal and Provincial levels are involved in the successful operation of different commercial businesses in our nation. In this regard, PTDC, TDCP and TKCP are busy in operating their own hotels, restaurants, rest houses and transport facilities on commercial basis. These tourism-oriented organizations are not performing their major duty of sector development. Therefore, the government has to perform the responsibility of a competitor in the private sector instead of a regulator and facilitator in our country.

- **Lack of Private Sector Investment in the Tourism Sector**

The government cannot solely perform the development of tourism infrastructure because this development a large number of funds and resources in our country. This issue can be resolved through the mobilization of private sector which will ultimately lead towards the funding of different development projects for public good by this sector. This requires a regulatory framework defining the roles and responsibilities of both public and private sectors. Currently,

there is a lack of such policy which attracts the private sector investment in Travel and Tourism sector in Pakistan.

- Lack of Proper Implementation of Standards and Certifications

It is the core responsibility of Department of Tourism Services (DTS) to manage the laws and standards of hotels, tourist guides and travel operators in Pakistan. The DTS before delegation used to perform under the Federal Ministry of Tourism but now it is working as a provincial entity in our nation. According to the mandate decided for DTS, it is their duty to guarantee the quality of tourism services via the implementation of following Acts of Parliament including:

- The Pakistan Hotels and Restaurants Act 1976
- The Pakistan Tourist Guides Act 1976
- The Travel Agencies Act 1976

Practically, there is no implementation of these laws and standards and therefore, DTS has failed to perform its function effectively. Similarly, there is very low level of implementation of standards and certifications for hotels, tourist guides and travel agencies in Pakistan.

- Lack of Proper Marketing and Promotion

There is lack of a standard approach used for the proper marketing and promotion of tourism ventures in our nation. There is insufficient usage of IT industry in this regard. There is a failure of art of presentation of our tourism in the world. There is absence of various activities performed for this purpose both at national and international media. During the last 6 decades, Pakistan has failed to establish a brand of its tourism attractions. On the other hand, many countries have successfully branded their tourism attractions whose best example is India.

- Multiplicity of Taxes

The federal and provincial governments have proposed very higher rates and multiplicity of taxes for the public in our nation. These higher rates and multiplicity of taxes are considered as a

major bottleneck for attaining the full potential of tourism sector in our nation. Therefore, most of the people cannot afford to travel for tourism purpose within the country.

- Lack of Research in Tourism Sector

All of the key challenges of tourism sector of Pakistan can be resolved through latest and advanced research carried out in this field. But, unfortunately tourism is a neglected field and very little research has been conducted in this field. Tourism literature is very useful for policy making, identification of consumers and key trends and case making. There is lack of proper mechanism for collection and distribution of data of tourist trends.

National tourism is a more prominent movement in contrast to international tourism for developing nations. Around 40.7 million domestic tourists visited Pakistan in 2009. Among them about half of the people travelled for meeting their friends and relatives, 14% travelled for recreation purpose and the rest of the individuals travelled for health, religious and/or business purpose. On the other hand, the total number of foreign tourists who visited Pakistan was 0.577million during 2000 and there total number was 0.965m during 2014. The total share of global tourism market in Pakistan was only 0.09% during 2014. In South Asia, Pakistan's share out of a total of 18.26 million foreign tourists was 6.7%; compared to India's share of 46%.

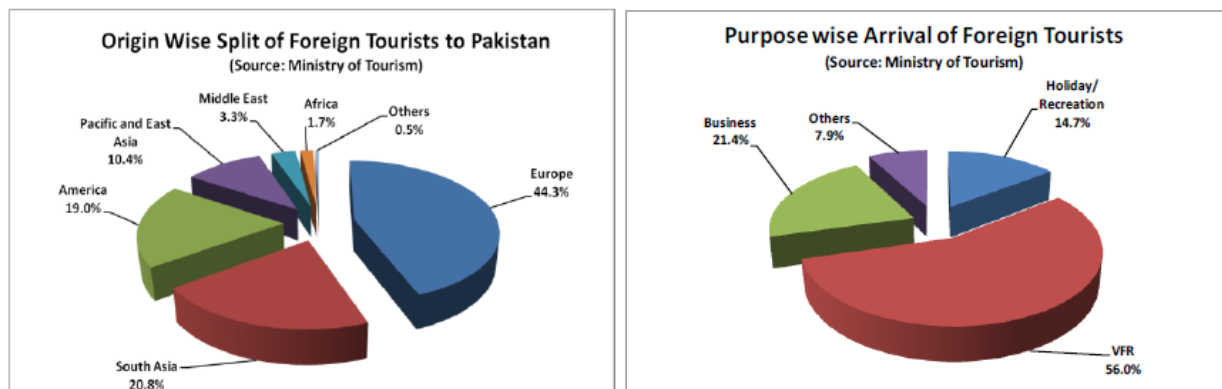
More than half of our international tourists visit Pakistan for meeting their friends and relatives (VFR). These people are generally not involved in the tourism-related activities. Among them only 14.7% visit our nation for recreational or enjoyment purposes. These facts and figures indicate untapped tourism sector of our nation. According to the Ministry of Tourism Annual Report, 2009, around 44.3% foreign tourists from Europe and around 20.8% of foreign tourists from South Asia visited Pakistan. A lot of Sikhs from India travel our country for visiting their holy places (Figure 2.2).

Rana (2015) stated that Pakistan can contribute towards economic development of the country through its great potential of tourism development. The overall percentage of international tourism receipts was 0.3% in the GNP during the year 2008-2009 and its percentage in exports was 1.2%. Three year comparison is shown in Table 2.1.

Rs.(million)						
Year	GNP	Export	Tourism Receipts	Tourism Receipts as % of GNP	Tourism Receipts as % of Exports	Tourism position in Exports
2006-07	5,560,382	1,029,312	16,906	0.3%	1.6%	15 <sup>th</sup>
2007-08	5,673,352	1,196,638	16,486	0.3%	1.4%	17 <sup>th</sup>
2008-09	5,914,702	1,395,848	17,392	0.3%	1.2%	19 <sup>th</sup>

**Table 2.1: Three Year Comparison on the share in exports in Pakistan**

Source: Pakistan Economic Survey 2008-09



Source: Ministry of Tourism (2009)

**Figure 2.2: Origin wise split of foreign tourists and purpose wise arrival of foreign tourists in Pakistan**

### 2.1.5) Tourism Impacts: Shifting Living Conditions

Tourism has become an important channel for changing the lives of local residents by creating a series of impacts. These impacts may fluctuate in different regions thereby producing extensive tourism literature resulting with mixed findings. The tourism impacts can be divided into three major categories including economic, cultural and environmental impacts. These impacts are closely associated with the resident's perceived quality of life. Recently, the scholars emphasize on evaluating the tourism impacts on local residents because these impacts ultimately change the QOL of local community. There exists a close association between the tourism impacts and the

residents' perceived QOL. As, the greater number of positive impacts of tourism will lead towards improved QOL of residents and if there are larger number of negative impacts will cause deterioration of QOL of the local residents (Yu et al., 2016).

As mentioned above, examination of tourism impacts on the local community is the most studied area in literature. Some of these studies are summarized below.

Tanrivermi and Sanli (2007) demonstrated the impacts of tourism on household income and farm enterprises of rural areas in Nevsehir, Turkey. The data was assembled via survey of households from Urgup and Avanos districts of the Nevsehir Province. The respondents were engaged in both agricultural and tourism related activities. The findings revealed that the study area has great potential of tourism because of its scenic and natural beauty, rich culture and heritage and natural landscapes. Around 73.5% of the total household income was produced through agricultural activities and tourism oriented activities accounted for almost 26% of the total household income. The tourism related activities comprised of provision of accommodation, pottery and handicrafts. Among them the highest share of income was produced via pottery i.e., 55.1%. The findings also illustrated that the tourism potential of the study has not been capitalized unfortunately. Moreover, there is negligible participation of the local residents in tourism related activities in the study area due to the limited resources among other socio-economic factors.

Simpson (2007) analyzed community development and sustainable livelihoods via tourism development in Maputaland, South Africa through structured integrated assessment approach. This approach was developed to facilitate generic usage in various geographical frameworks by considering several features comprising structure of ownership, employment levels, infrastructure, governance, and sustainable livelihoods. Two pilot case studies were conducted for testing the implementation of this approach. The findings of the current study illustrated that the tourism had influenced the local residents' livelihoods and assets and community development both positively and negatively. However, the positive impacts outweighed the negative impacts. The economic benefits were limited only to some directly employed households. There was slight improvement in the physical assets (e.g. infrastructure) which was

not according to the expectations of the local residents and/or other tourism industry stakeholders. The negative impacts included conflicts, distrust, exploitation of resources, limitations for access and usage of the coastal and game reserves.

Isarar et al., 2010 analyzed the role of local food and handicrafts in the promotion of eco-tourism in the Northern Areas of Pakistan. Primary data was collected from three stakeholder including tour guide, tour operator and tourists in three villages of upper Hunza through pre-tested interview schedule. The results showed that the handicrafts and local food made significant contribution in promoting ecotourism in the region. Eco-tourism contributed around 44% to the economy of stakeholders. According to 76% of respondents the local food requires improvement in order to make it attractive for eco-tourism and 79% of respondents suggested that the local handicrafts have a role in the promotion of eco-tourism. While, 43 percent respondents emphasized on the efficient care and management of natural beauty of their region.

Khan et al., 2011 reported the impact of tourism on local livelihoods in Galliyat district, Pakistan. The study was based on both primary and secondary data. Detailed questionnaire was used for collection of primary data and secondary sources were used for description purposes. The results showed that tourism produced significant positive effect on income, physical capital, human capital, culture and social structure of the residents. Tourism produced insignificant positive effect on household's livestock and education.

Jalil and Syed et al., 2011 examined the students' opinion about the impacts of tourism in Chitral valley, Pakistan. Primary data was collected through 100 students from various universities of the study area. The data was gathered via a self-designed questionnaire. The results demonstrated that tourism has enhanced local investment, spending; provided employment opportunities and improved lifestyles. On the other hand, tourism has not produced sufficient social advantages for the local people. It was concluded that the economic impacts of were perceived most favourably followed by socio-cultural and environmental impacts.

Shukala and Ansari (2013) contributed to the existing literature by examining the impact of tourism on employment generation in Gujarat, India. The results revealed that the tourism sector

produced highest employment opportunities with approximately 90 jobs created per 1million rupees investment. The annual report of Ministry of Labour and Employment (Gujarat) revealed the tourism sector has produced new jobs for around 2.14million people out of 3.09million people. Recently it was announced by the State Government for establishing 18 new tourism centers in Gujarat which will ultimately enhance more employment opportunities. This Government is also trying to take certain initiatives for the promotion of several tourism oriented ventures such as, travel operators, tour operators and transport services etc.

Anup and Parajuli (2014) evaluated the impact of tourism on livelihood in Manaslu conservation area, Nepal. The study was based on both primary data and secondary data. The primary data was gathered via 76 household interviews, 5 key informant interviews and 3 focus group discussions. However, the secondary data consisted of socio-economic and tourism-oriented information. The results highlighted that the number of tourist's arrival is increasing day by day in the study area and this rise of tourists will ultimately create new jobs, higher incomes and improved lifestyles. Moreover, tourism produced positive effect on several socio-economic variables including education, marital status, household size and landholding status. On the other hand, the tourism sector created negative effect on occupation and live-stock holding status.

Malik et al., (2016) analyzed the impact on biodiversity, environmental sustainability, and growth issues via tourism development in Austria by applying regular time series data from 1975-2015. The fundamental and long-run relationship among loss of biodiversity, particular growth factors, environmental sustainability and international tourism was examined under the premises of sustainable tourism in the study area. The results revealed that the potential habitat area was affected via inbound tourism, per capita income, and population density. This population density largely affected the production of food in the region. Inbound tourism and population density both deteriorated the quality of environment via increasing carbon dioxide (CO<sub>2</sub>) emissions and fossil fuel energy consumption and the fossil fuel energy consumption was reduced through the per capita income. In this study, food exports increased per capita income, while food imports and population density both decreased economic growth. Inbound tourism and economic growth advanced population density while forest area and food exports decreased the population density.

Rhaman (2016) investigated the impact of tourism on livelihood in Rangamati district, Bangladesh. The study was based on primary data which was gathered through semi-structured interviews from local people and tourism employees. The results illustrated that the study area has a great potential of tourism due to its rich culture and natural beauty. But, unfortunately the Rangamati district has failed to capitalize this potential and tourism has not created new employment opportunities, higher incomes, improved lifestyles and several other facilities.

### **2.1.7) Community Satisfaction and Quality of Life (QOL)**

The terms community satisfaction and quality of life (QOL) are most often used interchangeably, although both of these are closely related with each other and reveal different concepts. Quality of life represents a wide-ranging situation in entirety of human life; however, community satisfaction is associated with the evaluation of all basic needs satisfied within the community.

Different scholars have defined both of these terms differently; some of these definitions are summarized below (McGillivray 2007; McGillivray and Clarke, 2006).

According to Goudy (1977) the social features are more vital than economic variables for determination of community satisfaction. Brown (1993) demonstrates that the community satisfaction is estimated through satisfaction and contentment with employment and income, therefore representing individual and economic behavioral and/or attitudinal features. Filkins et al., (2000) demonstrated that the community satisfaction is estimated by the satisfaction level with a community's employment facilities, infrastructure and social support system. Sirgy et al., (2008) stated that community satisfaction is examined via satisfaction with socio-economic physical living circumstances along with the government, businesses, and non-profit services in a community. Therefore, community satisfaction represents positive measurements regarding residents' skills of securing such needs, consequently playing a significant role in estimation of resident's overall quality of life. These studies suggest that community satisfaction is a multidimensional concept which depends on individual, physical, and socio-economic services of a community.



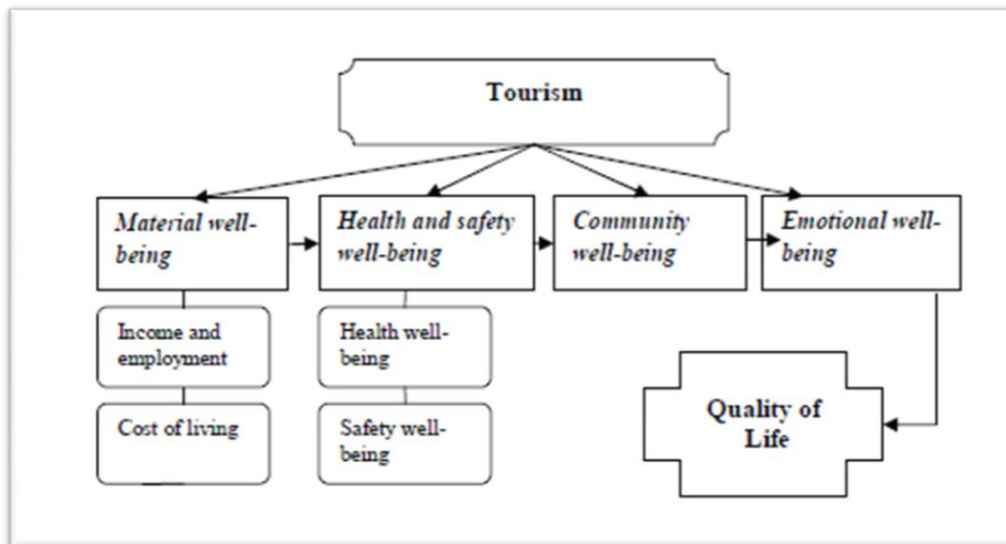
On the other hand, the quality of life (QOL) reflects a state of human life situation. Spradley (1976) states that QOL encompasses general state of associations in a particular community which individuals determine positively. Taylor and Bodgan (1990) illustrated that QOL is defined as an individual's level of satisfaction with life and approach of contentment with his/her experience in the society. This implies that this concept represents one's opinions and feelings regarding their lives. WHO has defined QOL as, the individual's opinions regarding their position in life with respect to value and culture systems in which they live and in relation to their standards, goals, concerns and expectations (Skevington et al., 2004). The QOL has been estimated at the individual, community, and district, national and international levels (Sirgy et al. 2004).

Veenhoven (2005) claimed that QOL may be determined by examining that how long and happy people live. Phillips (2006) pointed out that various terms are used interchangeably for QOL which include pleasure, life contentment, and welfare. According to Epley and Menon (2008) community QOL is a multidimensional concept which comprises of socio-economic and environmental factors which play a significant role in the livability and desirability of the region. Therefore, it can be concluded that QOL is a multidimensional concept which is a reflection of many situations several terms are associated with quality of life (i.e., well-being, welfare, utility, life satisfaction, prosperity, needs fulfillment, empowerment, happiness (McGillivray and Clarke 2006).

Kim (2002) has classified QOL in 5 major domains including; material well-being, community well-being, emotional wellbeing, and health and safety well-being. The Figure 2.3 illustrates the contribution of tourism to increase quality of life, which is carried out in various forms: material well-being, health and safety, community well-being, and emotional well- being.

- Material well-being: The satisfaction of material well-being is estimated in the form of cost of living, income and employment through tourism development in an area. It is estimated that whether the local residents have received or not new jobs, higher incomes, improved lifestyles and vice versa through tourism development in a particular area.

- **Community well-being:** This satisfaction of community well-being is determined by measuring the quality of different services, conditions and environment of a community through tourism development in an area.
- **Emotional well-being:** This encompasses level of satisfaction in the form of leisure well-being and spiritual well-being through tourism development in an area. Leisure well-being consists of different entertainment and enjoyment facilities in a region. On the other hand, spiritual well-being comprises the provision of various institutions for different religions in a region. For example, there must be Churches for Christians and Mosques for Muslims etc.
- **Health and safety well-being:** This comprises satisfaction with health services and safety measures through tourism development in an area. The health well-being may improve or decrease the air and water quality in a particular area. It determines that whether the local residents are satisfied or not with the health services and safety/security measures in their community. The safety well-being may increase or decrease the crime rate, accident rate and safety/security in a region.



Source: (Kim, 2002)

Figure 2.3: The effect of tourism on quality of life

### 2.1.8) Importance and Measurement of QOL

The growing numbers of elder individuals, increasing desire of better living standards within society, and guiding strategy for minimizing local expenses are responsible for developing

international interest for evaluation and improvement in the QOL in older age, and in the associated concepts of well-being. This concept is multidimensional and shapeless which is attracting increasing research and policy interest. Although the major fields of QOL recognized in the literature are applicable to individuals of every age-group, but, these may fluctuate according to several priorities between these individuals of various age-groups. However, in spite of surplus research conducted regarding wide-ranging subjective and objective indicators of QOL, there is lack of universally accepted theory or measurement instrument for quality of life (Bowling 1995).

Veenhoven (2000) differentiated among opportunities (chances) for a good life and the good life (outcomes) itself, and nominated four classes of QOL including:

- i. Life ability of the individual (personal capacities/psychological capital);
- ii. Peripheral value of life (a good life must have a purpose other than the life itself, or higher values);
- iii. Livability of the environment (environmental chances/social capital);
- iv. Internal pleasure of life (inner outcomes of life/the perceived quality of the life).

Every domain of QOL may affect other areas. For example, maintenance of freedom and public participation may encourage approach of emotional wellbeing, but the former partially depends on sufficient assets and physical condition. These may also be affected by public transportation system, category of lodging and availability of resources for promoting community participation and social networks. Therefore, QOL is a multidimensional and both its elements and the aggregate of its elements may affect each other. It is also causes various issues for estimation and is composed of both positive and negative experiences, morals and individual's life assessment which may fluctuate according to various incidents and experiences of health and life. For example, people may intentionally or unintentionally accommodate, adapt or adjust, according to declining conditions of health or other socio-economic factors, because they would like to consider best about themselves (Tester et al., 2000).

All of these areas of QOL are significant for different age groups including both youths and old aged individuals. These changes of QOL were also observed due to cultural variations and inequalities at older ages in UK. But different social groups possess' diverse priorities. For example, younger adults may give more importance to work and social relationships work and

health is most essential for individuals aged 65 and above. Individuals consisting social care centers, and especially those residing in society may also prioritize their independence, social relationships and activities (Qureshi et al., 1994).

Scharf et al. (2003) assessed the QOL of elder individuals residing in underprivileged regions of England and illustrated the major problems of these individuals. The common issues of this group encompassed deprivation of resources, family and relationships and thus ultimately creating lonesomeness among these people.

Fernandez-Ballesteros (1998) analyzed the QOL of elder individuals residing at several homes and society of Spain. The findings highlighted that social association was prioritized among those people residing in homes and the environmental quality was favored by those living in community in the perspectives of QOL. Whenever, these people relocate from homes towards community (including social care centers, shelter homes, old homes and medical centers) and during their severe illness the quality of life is deteriorated. In such circumstances, several factors become susceptible which was responsible for the shifting of these individuals and their daily activities were also restricted. These factors comprised of liberty, privacy, self-respect, and availability of resources and financial assistance. Therefore, some actions have been formulated for this group particularly focusing on several health and stress areas along with others. However, this field requires further research in future.

Blanchflower and Oswald (2001) analyzed that happiness is connected with employment, higher incomes and higher qualification which was larger for married individuals and females in USA and British. On the other hand, several researchers have highlighted that the highly qualified individuals have reduced emotions of well-being and slightly satisfied in terms of their QOL, perhaps because they have greater expectations regarding educational benefits which is not always satisfied (promoting the relative deprivation theory which states that “the higher education increases people’s relative expectations and prospective for dissatisfaction also raises”) (Bowling and Windsor 2001; Frey and Stutzer 2001).

Overall, QOL as anticipated is subjective and depends on personal perspectives, the most commonly reported useful relations among QOL of elder people and well-being encompasses physical fitness and practical skills, feeling of individual sufficiency, community participation, friends and family support, availability of resources and financial assistance. Therefore, it has been recognized through literature that subjective indicators comprising health and emotional well-being are more dominant than objective indicators for defining the variation in ranking of QOL (Lowenthal and Haven 1968; Usui et al., 1985).

The QOL enables the overall evaluation of human life experiences and this concept is widely used by several disciplines such as economics, sociology, psychology, environmental sciences, and medical sciences. This is a multi-dimensional concept comprising economic, socio-cultural and environmental aspects and also multi-scale encompassing both objective and subjective interconnecting components. It is a complex task, to understand and evaluate the QOL in order to improve it in sustainability perspective. This task becomes further difficult in several rural areas because such small regions are generally deprived of statistical data, human and capital resources (Costanza et al., 2007; Gasper 2005).

There are several ways through which tourism affects the individual's quality of life (QOL). An improved QOL can be witnessed via the progress of tourism ventures which are ultimately enjoyed by the local community in the form of concerts, carnivals, festivals, restaurants and various other national or cultural events conducted for recreation opportunities. This improved QOL may also be observed in the form of personal economic benefits including new job opportunities, higher incomes and improved lifestyles received due to tourism development in a destination. On the other, tourism may also create various negative impacts which are detrimental for individual's QOL and life satisfaction. The most significant negative impacts include crowding, parking and traffic issues, increased rate of crimes, inflation and friction between tourists and residents. The tourism scholars and researchers have reported several advantages of studying the residents perceived QOL. Firstly, such studies help in the identification of residents' attitudes and perceptions regarding the impacts of tourism on QOL. Secondly, these researchers help in the investigation of various developmental strategies and policies for promoting community participation of residents for tourism development in a

destination. Thirdly, these studies identify the most significant features of QOL impacts of local residents emerged through tourism development in a destination (Ross, 1992, Tooman, 1997).

This topic of QOL is broadly discussed in the recent years and its major purpose is to analyze a particular area's performance in terms of their subjective individual response perspectives and objective material design perspectives. Currently, the major challenge is to address that how people distinguish the services of community which ultimately contribute to their own QOL and how these individuals collectively consider regarding the performance of their region. Therefore, the QOL may be defined as an overall situation of interaction in a specific community that individuals estimate entirely. The major difference among QOL and attitude/impact researches lies within their level of measurement. The attitude/impact studies primarily focus on how the local residents consider the tourism impacts on the communities and environment. On the other hand, the QOL studies are concerned with that how these tourism impacts influence the personal or family life satisfaction comprising satisfaction level with individual, neighborhood and community services (Spradley, 1976).

It has been reported in tourism literature that there are several ways used for the determination of resident's perceived QOL. Therefore, it can be measured in absolute or relative perspectives, indicating individual's QOL or via contrasting it with some standard, for example, by evaluating what people actually desire in ideal circumstances. It can also be determined by considering general features of QOL or specific features like community services and their association to satisfaction with the community. Moreover, this can be evaluated at individual, family and community level (Kowaltowski et al. 2006).

However, on the basis of the major components of QOL, several tourism scholars have proposed two commonly accepted approaches for the estimation of residents perceived QOL. These constitute objective well-being approach and subjective well-being approach. In the objective well-being approach, several scientific tools like GDP and HDI are utilized for measuring the degree at which human needs are met which illustrates an objective reality. For example, different aspects of QOL can be estimated through economic wellbeing (e.g. domestic income), leisure wellbeing (e.g. total amount of parks and other recreational services available for each

individual), environmental well-being (e.g., greenhouse gas emissions), and health well-being (e.g., average life expectancy). While, the subjective well-being approach encompasses several individual feelings and emotions for determining the degree to which the perceived needs are met and also measures satisfaction with various aspects of life. Therefore, this approach is based upon personal values and emotions and consists of different aspects for example, feelings of happiness, well-being, life satisfaction and values about living standards. However, the residents perceived QOL encompasses the perspectives of objective circumstances within the community (including economic, socio-cultural and environmental factors) and the sum of individual community members approach regarding these circumstances (Zidansek, 2007).

It is reported in literature that the objective well-being approach provides useful information regarding the degree to which the physical and socio-economic needs are met, but at the same time, this approach fails to illustrate the individual and psychological safety problems. On the other hand, the subjective well-being approach fails to evaluate the QOL in absolute perspectives because the individuals generally measure their well-being by comparing it with other members of their community. Moreover, there are several doubts and concerns about the understanding of objective and subjective evaluations of QOL. Therefore, different researchers have suggested integration of objective and subjective evaluations of QOL for acquiring an absolute image of quality of life ranging at spatial, temporal and multiple scales (Costanza et al., 2007; Veenhoven 2002).

Nevertheless, during planning, management and development especially in terms of sustainability context, it is also important to consider the method of approach along with objective and subjective dimensions of QOL evaluations. These methods of approach include top-down method and bottom-up method which are used for identifying and evaluating these measures, as quality of life depends on both the degree of human needs met and the satisfaction level of individuals or groups. It has been reported in literature that most of the researchers have utilized top-down approach encompassing both objective and subjective aspects for measuring quality of life improvement and sustainability particularly at national and international levels. Several scholars have used an integrated top-down and bottom-up approach for estimating QOL indicators at the local and city level. However, few scholars have utilized the bottom-up

approach for estimating QOL at the local level in the rural areas (Marans, 2003 and Papageorgiou et al., 2005).

Up till now, there are a few studies focusing on the residents perceived QOL in terms of tourism development in the world. Some of these studies are summarized below.

Michalko et al., (2009) illustrated the tourism impacts on subjective QOL in Hungary. Primary data was collected from 11,500 households through questionnaires. The major outcomes revealed that the educated and richer considered tourism as a factor of happiness in their lives. However, the rest of the poorer respondents could not afford travelling for recreation purpose. It was also noted that the travelers were considered happier than non-travelers. It was also reported that travelling is not the most important factor of life and it is not the key for life satisfaction and happiness. Tourism did not play a major role in improving health and prevention.

Aref (2011) highlighted the effects of tourism on QOL in Shiraz, Iran. Data was collected through survey. The findings showed that tourism produced positive effect on quality of life of residents. The most notable impacts included emotional wellbeing, community well-being, and income and employment. On the other hand, health and safety well-being were considered to be the least favorable.

Choe and Regan (2015) analyzed the tourism impacts on QOL amongst expatriate in Macau, China. The data was collected through surveys and interviews. The findings showed that there were both positive and negative impacts. The significant positive impacts included production of new job opportunities for skilled refugees and these refugees perceived job satisfaction very highly in the study area. Moreover, they were also satisfied with family support, safety and security, and confidence in them. On the other hand, the most important negative social and environmental impacts comprised of noise and water pollution, littering, traffic jams, crowding, crime, housing costs, and disruption from tourists when they use public facilities. The skilled expatriates were dissatisfied with a lack of sense of community and communication. They were also unsatisfied with feeling accepted by their community, physical environment (pollution, noise, and attractiveness), and sex life.



Jeon et al., (2016) determined the residents perceived QOL in a cultural site i.e., Salem, Massachusetts of Boston. This study area was selected due to its historical significance, natural beauty, rich culture and heritage. Therefore, this region attracts various domestic and foreign tourists. For this study, the QOL was modified by incorporating the most vital aspects emerged during the peak tourism periods in the study area. Thus, some of these features were categorized into different variables including level of dissatisfaction and insecure emotions emerged due to crowding, increase in crime rate, inflation and traffic issues resulted during peak periods of tourism. The results revealed fluctuation of tourism impacts on local residents during normal and peak periods of tourism. It was observed that tourism sector produced several economic incentives including new job opportunities, higher incomes and improved lifestyles ultimately improving the QOL of local residents during normal periods. However, these economic benefits were perceived negatively ultimately deteriorating the QOL of local residents during peak seasons. Similar results were illuminated regarding different socio-cultural and environmental impacts in this study.

Suntikul at al., (2016) presented the tourism impacts on the QOL of local residents in Hue, Vietnam. The data was collected via interviews from 480 Hue residents. Different aspects of local resident's attitude in response to tourism development were investigated. These aspects were employment opportunities; increase in knowledge and individual advantages emerged due to tourism related activities in this study. Additionally, the resident's perception regarding various aspects of their QOL was also examined in this study. The findings showed that tourism raised the community's wellbeing and pleasure. On the other hand, the local residents were dissatisfied with the availability of quality of employment and deprivation of liberty and participation during planning and managing phases of tourism development process.

Alonso and Nyanjom (2016) discussed the residents' quality of life of a rural town in Western Australia. The Social Exchange Theory (SET) was applied for the examination of community QOL in the study area. Different techniques were used for the collection of qualitative data including FGDs, face-to-face interviews, and online questionnaires. The results highlighted that the tourism-related QOL created job opportunities, rise in income and community bonding through volunteering and attending events.

## 2.2) Conceptual Framework

A conceptual model (or conceptual framework) is defined as, “a theoretical map of a project or plan that draws the association among several elements and helps to achieve the accomplished objectives. It also illustrates pathways among fundamental elements and assists to illuminate the vital procedures ultimately leading towards the desired effect or outcome”. The structure of the conceptual framework fluctuates according to different circumstances, but generally it comprises the following universal elements.

- It recognizes the major aspects of research (including significant factors and variables).
- It describe the presume association among the significant factors and the variables.
- It identifies the major, standards, techniques and procedures highlighted through relevant literature which will be followed by the researcher for his/her particular project.
- It provides guidance to the researcher regarding data analysis during revelation of findings and results.
- It helps in coordinating the research oriented activities via the members of the research team (Gill et al., 2008).



**Figure 2.4 Diagrammatical Explanation of Conceptual Framework**

### **2.2.1) Diagrammatical Explanation**

The above diagram highlights the major features of the current study and also reveals that how they are interlinked with each other. As we can observe in this diagram there are a number of factors affecting the quality of life and well-being of local community through the process of tourism development. The process of tourism development produces several economic, social and cultural and environmental impacts on the residents of the study area. All of these impacts ultimately affect and change the QOL of the residents. The most notable impacts which are produced through tourism include new employment opportunities, increasing income, improved lifestyles, increase in inflation, increase in rate of crime, traffic problems due to crowding, understanding of culture and heritage, enhancement of local infrastructure, pollution and wildlife destruction.

Quality of Life (QOL) is, “the general well-being of individuals and societies, outlining negative and positive features of life. It observes life satisfaction, including everything from physical health, family, education, employment, wealth, safety, security, freedom, religious beliefs, finance and the environment” (Barcaccia and Barbara, 2013). The QOL is basically the residents’ attitude and behavior towards tourism development in the tourist destination. In literature, there are two theories reported for analyzing the resident’s attitudes or perception i.e., QOL regarding the process of tourism development in their destination. These theories include the Social Exchange Theory (SET) and the Theory of Reasoned Action (TRA). This study has borrowed these theories i.e., SET (Frauman and Banks, 2011 and Lee, 2013) and TRA (Ajzen and Fishbein, 1980) theories for assessing the resident’s attitude towards tourism development.

According to these theories, there exists a reciprocal relationship among the tourism impacts and quality of life ultimately determining the resident’s attitudes. It means that if the local community is receiving more benefits than costs via tourism development will lead towards supportive attitude for tourism like pro-tourism behavior. On the other hand, if the local community is getting more costs as compared to benefits of tourism than resident’s non-supportive behavior will occur. Moreover, there exists reciprocal relationship among the tourists and resident’s for determining the success of tourism development in a particular area. It is observed that if the local community has well-coming and appreciating behavior for the tourists and provides favorable facilities for tourists than the numbers of tourists are going to increase leading towards the success of tourism development. While, harsh and rude behavior of host

community and the lack of reasonable facilities for tourists will result in lesser number of tourists ultimately slowing down the process of tourism development.

### 2.3) Locale

The current study was conducted in Saidpur village, Islamabad. This is an historical village building as the foundation of Margalla hills. This village is situated at the opposite position of F-6/2 sector, which is recognized as one of the most superior regions of Islamabad. Several invaders from Asia and Europe utilized Maragalla bypass (an enormous bypass located very near to Saidpur village) as a main source for entering in South Asia. Islamabad is a well-planned and capital city of Pakistan and Saidpur is the first village of Islamabad which is very swiftly experiencing development. The village is characterized by historical significance, natural beauty, beautiful location and rich culture and heritage. Therefore, the government of Pakistan due to these features recognized it as “a Model Village” in 2006. France supplied technological support for modifying this village. The initial expenditure of this project was expected to be almost 400 million rupees. Since that day onwards, this village has emerged as one of the favorable tourist resorts of Islamabad. Both, national and international tourism has modified the job-related composition of village to a great extent. As the local residents of village are adopting new sources and techniques of livelihoods according to fluctuations occurred over a period of time during last decade via tourism development in this region (Khan and Mohyuddin, 2014).

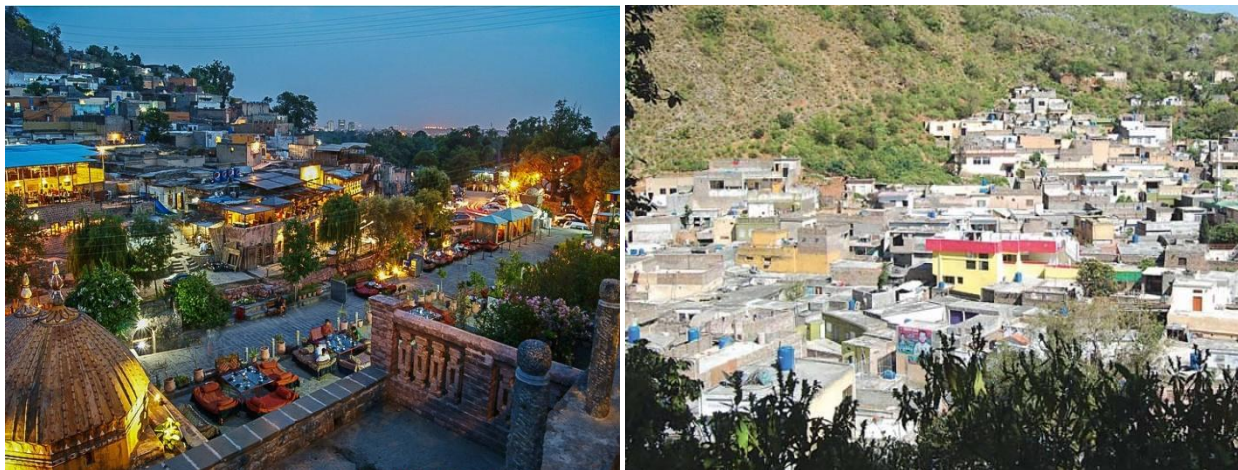


Figure 2.5 The Saidpur Village Islamabad

#### **2.4) Significance of the study**

This study is significant in terms of assessing the Quality of life in context of tourism development of local community in Saidpur Village. This study will explore the factors affecting the QOL due to tourism and will also suggest recommendations for improving the QOL of the residents. It is expected that findings of the current study would serve as a useful tool for tourism practitioners and scholars to understand resident perceptions of community QOL and assess changes of resident perceived community QOL in a host community. Several studies have been reported in literature regarding the impact of tourism on local community in Pakistan and worldwide. However, community Quality of Life is an emerging field in tourism literature. So far, very little research has been conducted in this regard, there are only few studies in the world and there is not even a single study in Pakistan. This study will fill the gap by evaluating the resident perceptions of community quality of life in the context of tourism development.

#### **2.5) Ethical Considerations**

Ethics are the norms and values. Ethical consideration is the most important part of research and without this section then the dissertation may be condemned (Bryman and Bell, 2007). These ethics will be kept in mind while extracting data.

- Interviews of every individual will be recorded with his/her consent.
- The participant will be informed about the purpose of the research.
- They will be told that how their data will be used.
- Their privacy will be protected.
- Confidentiality of the data will be ensured.
- Any deception and exaggeration about the objective of the research will be avoided.

## **CHAPTER 3**

### **RESEARCH METHOD AND METHODOLOGY**

Research Methodology “is an organized way of solving problems. It is the discipline of understanding how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology. It is the overall approach used for studying the topic which includes issues we need to think about such as the constraints, dilemmas and ethical choices within our research. Moreover, Research methods are the tools of data collection and data analysis” (Howell, 2013).

#### **3.1) Research Design**

A research design “is a plan particularly created to answer the research questions and to control the variance. Research designs are categorized into different groups depending upon the purpose of the research” (Ghosh, 1982). In this study, qualitative research strategy and the following methods were used for the collection of primary data.

#### **3.2) Research Strategy**

Qualitative research strategy was used for the current study.

##### **3.2.1) Descriptive Research Design**

In this study descriptive research design was used. This design systematically and accurately illustrates the data and features of the given population or the area of interest. Moreover, this research design may also be used for discovering new meanings, describing what exist and discussing the frequency with which something occurs (Gill et al., 2008).

This study was designed to estimate community quality of life (TCQOL) via applying the Sirgy and Cornell’s community QOL model (2001) in terms of tourism development in the study area. TCQOL indicators would comprise of two major dimensions including satisfaction with community conditions and satisfaction with community services which has already been identified in literature review section.

### **3.3) Units of Data Collection (UDCs)**

#### **3.3.1) UDC 1**

The first of unit of data collection was the residents of Saidpur Village. These people are directly or indirectly involved in the tourism activities in the study area.

#### **3.3.2) UDC 2**

The second unit of data collection was the tourists of the Saidpur Village. These tourists might be those who visit this area frequently or those who come rarely.

#### **3.3.3) UDC 3**

The third unit of data collection was the students of the study area. These students will be among the local community who are studying in their nearby educational institutes. These students are directly or indirectly involved in tourists activities.

#### **3.3.4) UDC 4**

The fourth unit of data collection was the shop keepers and employees of the restaurants in Saidpur Village. These people are directly involved in the major tourist activity i.e., hotels and shops.

### **3.4) Interviews**

#### **3.4.1) Semi-structured interview**

This is a method of research most often used in social sciences. It involves programmed questions, but the order/sequence of these questions may be changed according to interviewer's preference of importance regarding different aspects of research. This method is primarily useful for discovering the opinions of an individual regarding a certain topic. This technique is widely used for the collection of qualitative data. This method is useful for analyzing the individual's behavior and experiences and estimating and how and why they experience and understand the social world in this way (Silverman, 2005). This strategy was used for collecting data from all the units of data collection. While, simple random sampling was used for UDC1 and convenient sampling will be used for UDC2, UDC3 and UDC4. Information was collected regarding the major tourism activities, well-being and level of satisfaction with tourism and development in the area.

### **3.4.2) Un-structured Interview**

This type of research method involves few broad questions to engaging the respondents. The interviewer does not follow specific guidelines, restrictions or any predetermined list of questions in this type of interview. It is useful for gathering in-depth information about a certain topic from the respondents (Allen, 1978). This strategy along with convenient sampling was used for collecting data from UDC4. Information will be collected regarding the major tourism activities, well-being and level of satisfaction with tourism and development in the area.

### **3.4.3) Observation**

This method is widely applied in various fields for qualitative data collection. Through this technique, information about people, processes and cultures is gathered in qualitative research. It is a primary method used by anthropologists doing field work. Observation is defined as, “a process of learning through exposure to or involvement in the day-to-day or routine activities of participants in the researcher setting” (Kawulich, 2005).

## **3.5) Sampling**

Sampling is defined as, “the process of selecting samples from a group or a population to become the foundation for estimating and predicting the outcome of the population. A sample is the sub unit of the population involved in research” (Torchim, 2007). There are two types of sampling:

### **3.5.1) Probability Sampling**

This sampling technique involves selection of samples according to different random methods. The techniques that are based in this category are random sampling, stratified sampling and cluster sampling (Vaux, 2012).

### **3.5.2) Non Probability Sampling**

This sampling technique is not based on random selection. Some examples are quota sampling, purposive sampling and convenience sampling.

### **3.5.3) Simple random sampling**

The simple random sample is the most basic form of probability sampling. Simple random sample is defined as, “a subset of statistical population in which each member of the subset has



an equal probability of being chosen. Simple random sampling is sampling without replacement” (Vaux, 2012). This type of sampling was used for UDC 1 and UDC 2.

#### **3.5.4) Convenient Sampling**

This technique is one of the major types of non-probability sampling consisting of the people who are easily available. This sampling is used to collect data from the people conveniently accessible (Torchim, 2007). This type of sampling was used for UDC 3 and UDC 4.

### **3.6) Data Analysis**

The researchers use various procedures for data analysis in social sciences. According to Ritchie and Lewis (2003), the accomplishment of quality of research work largely depends upon the nature of data collected via the selection of reliable processes. In qualitative research, data analysis is a very challenging and exciting step, which requires the researcher’s creativeness and systematic searching skills for illuminating meanings from data. In qualitative research, the data generally exists in the form of text, written words, expressions, symbols demonstrating and illustrating individuals, procedures, and incidents in social life.

Similarly, Neuman and Weigand (2000) explains that data analysis in qualitative research is a process of scrutinizing, organizing and exploring meanings from words and actions of people in order to understand the unseen relationships for explicit reporting and discussions in academic and professional field. Researchers can link findings in qualitative research through three ways. The first way involves developing a narrative for the explanation of an episode, situation or event. The second way constitutes identification of main themes developed from transcription of interviews. The third way encompasses quantification of main themes to provide their significance.

#### **3.6.1) Thematic Analysis**

Researchers in social sciences use several approaches for analyzing qualitative data accordingly with their research questions and objectives. Analytical approaches encompasses identifying themes and concepts through which the acquired data was categorized, organized and contrasted for illuminating concealed meanings from the data. Thematic analysis is an approach that encompasses the procedures of data analysis, discussing common features and variations, and

associations in every set of data. Thematic approach was used in this research for identifying themes and patterns from the data in order to relate the meanings from each theme, which best answers, the research questions (Ritchie and Lewis, 2003). Thematic analysis also useful in reporting to identify the common threads of a phenomenon.

According to Braun and Clarke (2006), thematic approach is used primarily in data analysis via detailed examination of each response and action. This can be achieved through inductive and deductive approaches. Both, of the approaches were used in this research study. The deductive approach provides guidance for coding of themes that have been generated from the existing body of knowledge. On the other hand, inductive approach assists in coding the themes from data that have been collected from the field via interviews. Moreover, in the greater part of study, the inductive approach is used because this is a data driven approach.

### **3.6.2) Framework Analysis**

Framework analysis is one of the flexible tools for data analyses used in qualitative research. This tool facilitates researchers for collecting data and analyzing it in multiple stages. Moreover, this technique also enables researchers in examining, registering, and organizing themes accordingly with their research objectives. Most of the researchers utilize this tool for generating themes (Gibson and Brown, 2009). Therefore, in the current research, I have used framework analysis for creating themes and this tool is divided into the following stages.

### **3.6.3) Transcription**

According to Srivastava and Thomson (2009), the nature of qualitative data is very wide, including descriptions of events, people, attitude, behavior, social interaction, thoughts, beliefs, and pictures. Due to the large volume of data that might be collected in qualitative research, it becomes difficult for researchers to make a transcription of a single material. Therefore, researchers prefer to apply specific technique for translating the data into text. Thematic analysis does not require details of each conversation and there are two types of transcription including true verbatim and clean verbatim. Therefore, the clean verbatim transcription technique was used in this study. Because, through this procedure, I refrained from situational complications, sounds (Hm, um, and ahh), punctuations, body posture, voice tone, emphasis and emotions, etc., which

are primary considerations of true verbatim technique. Moreover, this technique assists to produce simple and original meanings from each response disregarding situational complexities.

#### **3.6.4) Familiarization**

In order to construct a good thematic framework, the qualitative data analyst must achieve an overview of each of the interviews, field notes, observations, and document to become thoroughly familiar with set of a data. It is a basic activity performed before data analysis for becoming aware of each idea, theme, and issue. The familiarization process must proceed until it is realized that the variation of features and situations within the data set has been understood (Ritchie and Lewis, 2003). Keeping in mind the importance of familiarization step, I have read fields notes, and listened to voice records couples of times in order practically write down the hidden patterns.

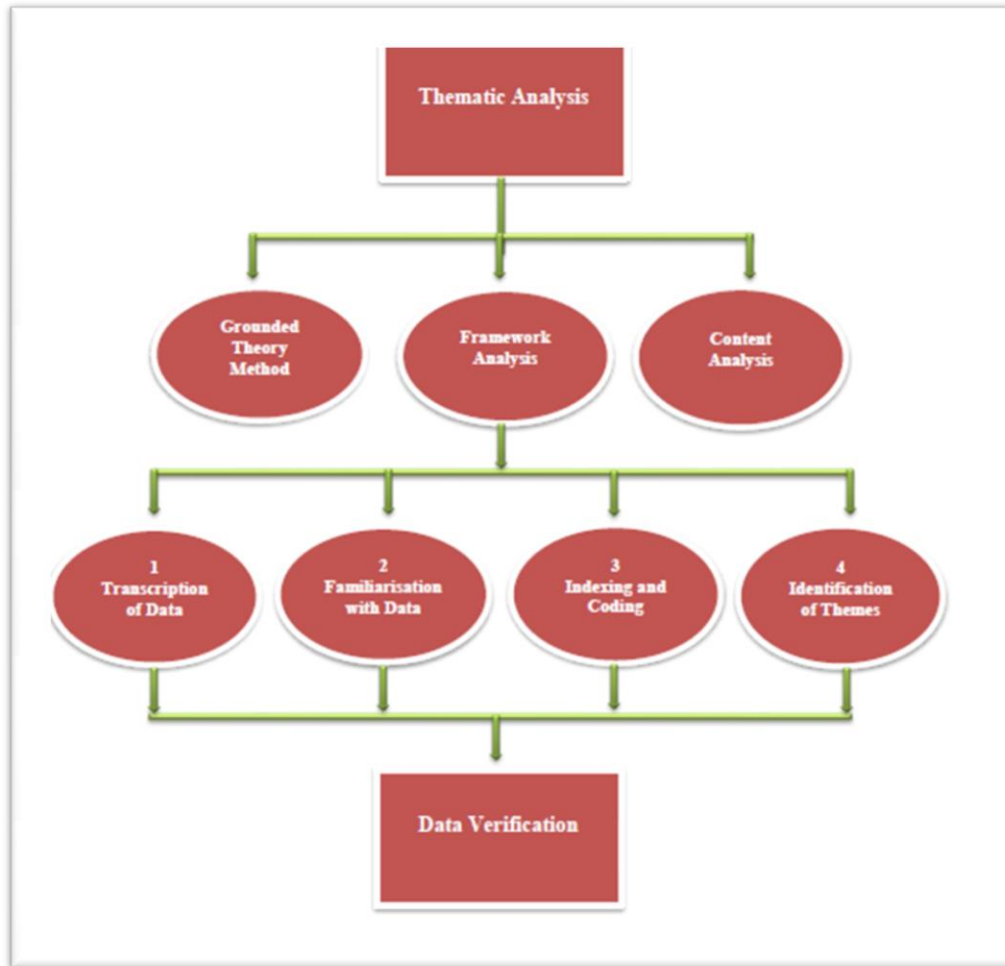
#### **3.6.5) Indexing and Coding**

According to Flick (2014), coding is the most commonly used categorizing strategy in qualitative data analysis. During coding of data, the sections are labeled and grouped by category that are then observed and associated, both within and between categories. Likewise, while conducting framework analysis the third step is coding and indexing. Coding draws our attention towards commonality within a set of data. There are two types of codes including apriori codes and empirical codes. Apriori codes are defined prior to the investigation of data, while the empirical codes are created via the assessment of the data itself. After the generation of an initial list, it is necessary to construct a manageable index. This is achieved by recognizing associations in categories, grouping them thematically and then arranging them according to different levels of generalization so that the index has a hierarchy of main and sub themes. This whole process of coding and indexing either can be done manually or via computer based software. Manual coding and indexing involves allocating numerical numbers to each theme and sub themes (e.g 1, 2 3, and 1.1, 1.2). For this process computer based software is used e.g., Nvivo (Gibson and Brown, 2009). For the convenience of this study, I have used manual process of coding by giving codes to each line; this helped me to code single phrase, sentence, and statement.

### **3.7) Data Verification**

Data verification is necessary for determining the credibility or feasibility of data collected in order to make it acceptable for others. Data can be verified through two major ways including respondent validation or member validation and triangulation. Respondent validation is a process in which researcher provides accounts of findings to people on which he/she conducted research and request them to give feedback on those accounts. While triangulation is the use of more than one source in the research of social reality and findings are cross-checked (Bryman, 2015).

In this study, I have used triangulation method and data was cross-checked which I have collected through interviews and participant observation. There are different form of triangulation such as triangulation method, triangulation of sources, triangulation through multiple analyses and theory of triangulation (Ritchie et al., 2013). In present study, I verified the data through triangulation of sources. In triangulation, the source of data obtained from different qualitative methods (such as observations and interviews) is compared (Ritchie et al., 2013).



Source: (Gibson and Brown, 2009)

Figure 3.1: Data Analysis Process

## CHAPTER 4

### DATA ANALYSIS AND DISCUSSIONS

#### 4.1) Introduction

This chapter would explain the results emerged from data analysis process. This covers the main themes generated from various codes and key words. The core theme and collectives themes are as under.

The Saidpur village is situated opposite of F-6/2 sector in Islamabad. The current study area was selected due to its historical importance, multi-cultural heritage and scenic beauty. This village was declared as a ‘Model Village’ in 2006 by the Government of Pakistan. According to the respondents, the total population of this region is around 30,000-40,000 with approximately 300-400 households. This village consists of a Mosque, a Christian’s Temple and a Hindu’s Gurdwara. Tourism mainly started in this region after the development of renowned restaurant Desper des in 2009. Although, there are also various other restaurants located in this region but Desper des is the well-known restaurant among them. But, unlike other tourist resorts of Islamabad, this tourist spot is not managed properly despite of its splendid location and beauty. This area is deprived of amusement parks, and walking track. In addition, the restaurants situated in this area are quite expensive and not everyone can afford hoteling in these restaurants. Both, domestic and foreign tourists visit Saidpur Village for hoteling purpose and beautiful environment. Numerous bridal photo shoots and drama shoots also take place in this region. According to the respondents, around 20years back, a beautiful stream used to flow from the Margalla Hills in this region. Nevertheless, unfortunately this stream has vanished now due to poor management, pollution and less rainfall. This stream essentially attracted the tourists at that time. This region is popular for cattle rearing and pottery work. Few art and craft galleries comprising handicrafts, jewelry, utensils, clothes, handbags etc. with beautiful embroidery are situated in this area. People purchase these handmade items from different areas of Pakistan. Moreover, people from Islamabad and Rawalpindi also purchase different cattle like goats, buffaloes, cows etc. for the sadqah and qurbani purpose.

It was witnessed during observation and interviews in the current study that this village deprives basic facilities for the local community. As, there is not even a single medical clinic in this region and the local community has to visit PIMS and Poly Clinic hospitals in case of

emergency. There are few doctors located in this area which are seldom available for the residents. There are only gas pipelines in which gas has not yet supplied for domestic usage in this village. There is only one government school for class (1-10<sup>th</sup>) and one private school for class (1-5<sup>th</sup>). Both, girls and boys study in the same schools at different timings. The literacy rate of this village is very low and majority of the population is poor, less educated and unskilled. However, water is clean and sufficient for drinking and other domestic uses. Water is supplied to the households via natural streams flowing in this region. Similarly, various other socio-economic and environmental problems were also highlighted and all of these issues are discussed in detail in the below section.

#### **4.2) Tourism and its Impacts**

Tourism influences the quality of local community members' life. The tourism impacts can be categorized into three domains including economic impacts, socio-cultural impacts and environmental impacts (Uysal et al., 2015). The economic impacts include, new job opportunities, higher incomes, tax, and inflation. While, the socio-cultural impacts comprises of increase in rate of crime, increase in crowding, understanding of culture and pride and heritage, and enhancement of cultural facilities. In addition the environmental impact consists of contamination, habitat and wildlife destruction, enhancement of local infrastructure, preservation of national parks and other protected areas (Andereck and Jurowski 2006). In the current study area, tourism has produced significant economic, socio-cultural and environmental impacts. The current study has analyzed that how tourism has affected the lives of the local community. All of these aspects are discussed below.

#### **4.3) Economic Impacts**

The major economic activities due to tourism in the Saidpur village are hoteling, art and craft galleries, few stalls and pottery shops. However, among these the most important economic activity is hoteling. There are few restaurants located in this region and the most prominent among these restaurants is the Desper des. Around 100-150 families visit this area daily for hoteling purpose. This number of tourist's arrival is greater on weekends and on special events like Eid, and Independence Day etc.

According to the most of the respondents, the process of tourism has not generated new employment opportunities for the local residents. They claimed that they are not satisfied and have not yet received any economic benefit in the form of higher incomes and improved life styles due to tourism. They claim that tourism has not improved their QOL. On the other hand, some of the local residents who are directly or indirectly involved in the tourism activities have different opinions and they perceived tourism activities positively in terms of economic perspectives. According to these respondents, tourism has improved their lives to a great extent due to higher incomes, increase in business activities and improved lifestyles. Similarly, the government is also receiving economic incentives in the form of tax due to tourism.

During the interviews, it was noticed that majority of the employees of these restaurants are outsiders and there are very few local residents employees. Moreover, these local residents' employees are assigned low-level jobs of drivers, security guards and waiters. Among these local residents' employers, there are only few working at relatively higher posts. These include 2 cashiers, 2 store keepers, 1 captain and 1 manager. Actually, the local residents have failed to achieve good and respectful jobs in these restaurants due to their less qualification. These local residents blamed government especially CDA for not providing better employment opportunities. On the other hand, the restaurants supervisor and manager claimed that the local residents were offered new jobs but these people refused to accept these jobs.

The second major economic activity due to tourism is shops, art and craft galleries, few stalls and pottery shops. There is a huge market of various household and different items like fruits, vegetables, meat, grocery, mobile etc. The local residents are the owners of most of these shops and these people purchase all of their household items from this market. However, the tourists usually do not purchase these household items and they prefer to visit art and craft galleries and pottery shops for shopping purpose. The owners of these art and craft galleries are outsiders. While, some of the local residents are expert in pottery work and have made various handmade items through pottery or clay and these items include train, shrines, utensils and railway tracks etc. The local residents are owners of these pottery shops and stalls.

It was observed during observation and interviews that among the local resident the people who are involved directly or indirectly in the economic activities perceived different opinions in terms



of tourism development as compared to those people who are not involved in these activities. The perspectives of some of these individuals of both categories are narrated below.

A local resident aged 50 who was owner of the oldest hotel and has an experience of more than 20years. He is living in this area since his birth. He gave his opinion regarding the role of tourism in their lives as,

*.....We have not received any economic benefit like new employment opportunities, higher incomes and improved life styles from tourism in this region. We are not happy with the tourism activities taking place in our region because tourism has not improved our lives. We are still deprived of the basic facilities except water supply. We also lack ownership rights.*

A tailor aged 32 having an experience of 18years, who is living in this area since birth expressed his perception regarding the role of tourism in their lives as,

*.....We have not received any economic benefit from tourism activities in this region. Our lives are unaltered due to tourism. Our labour force was not offered better jobs in accordance with their qualification due to tourism development in our region. Therefore these people rejected to work in these restaurants. However, some of our people are working at lower ranks like security guards, drivers and waiters. These workers are not provided good income packages along with other incentives. Among them, most of these workers are doing part time jobs at these restaurants. We are still deprived of necessities of life except water. We also lack ownership rights.*

One of the local resident aged 30 having an experience of around 5years for working in transmission services at Nayatel Company. He is also residing in this area since birth and he responded regarding the role of tourism in their lives as,

*.....I am living in this area since birth and tourism has not changed and improved our lives. Due to tourism development, we have not received economic benefits in the form of new employment opportunities, higher incomes and improved lifestyles. The government has not yet provided the basic necessities of life although this village has been declared as a Model Village.*

*However, we have sufficient clean water for drinking purpose and other domestic usage. We lack the basic community rights i.e., ownership rights.*

One of the retired CDA employers aged 55 who is a local resident since birth in this region. He gave his opinion regarding the economic impact of tourism on their lives as,

*.....Our live lives have not improved due to tourism development in this region. We have received economic benefits like new local employment opportunities, higher incomes and improved lifestyles due to tourism in this area. The basic facilities are not available for us, but, water is sufficient and clean which is supplied naturally in this region. We are deprived of basic ownership rights. He demanded the provision of basic facilities and ownership rights from the government.*

One of the local resident aged 52 who is owner of fruits and vegetables shop. He has an experience of around 20years of running this business and is residing in this area for more than 50years. He expressed his feelings regarding tourism development in this area as,

*.....Our lives are unaltered due to tourism development and this process has not created any economic benefit for us like new local employment facilities, higher incomes and improved lifestyles. Moreover, our business has not improved due to tourism because the tourists do not even visit our shops and purchase anything from my shop. We are still deprived of the basic necessities of life and ownership rights. However, clean and sufficient water is available for drinking purpose and other uses.*

Similarly, one of the local residents aged 32 who is owner of general store having an experience of 18years and residing in this area since birth expressed his perception regarding the role of tourism in their lives as,

*.....Tourism has not improved our lives and has not created economic incentives like new employment opportunities, higher incomes and improved lifestyles. My business has not flourished due to tourism because the tourists do not visit my shop and these people do not purchase any item from my shop. Our people were offered low level jobs of drivers and waiters*

*in this restaurant which were not according to their qualification. That's why these people refused to work. However, some our people are still working as drivers, security guards and waiters in these restaurants. We are not satisfied with the tourism activities in this area. The government has not provided us the basic facilities of life except water supply.*

Similarly, most of the local residents who are not involved in the tourism related activities expressed similar feelings regarding the role of tourism in their lives.

An old man aged 55 who has an experience of more than 30years of pottery work and who has made various hand-made items via pottery or clay including railway train, missiles, utensils, and railway track etc. He is the owner of pottery shop and he narrated that the tourists regularly visit his shop and purchase different items. The entry ticket of this shop is around Rs.20. He expressed his views regarding the role of tourism in their lives as,

*.....Tourism has brought a lot of improvement in my life and the standard of living has improved. My source of income is mainly due to tourism and my business flourishes with the increase in tourist arrivals. The tourists are the major customers of my shop and these people regularly purchase different items during their visit in this region. He claimed that some of my relatives and neighbours have developed a stall of pottery at the start of the area and these people don't inform tourists about my shop and these people have even removed the banner of my shop several times. These people perform such activities due to jealousy and in this way they try to restrict several tourists for visiting my shop. Therefore, he demanded that a banner must be displayed for marketing purpose of my business by the government. Nevertheless, we are still deprived of basic facilities except water supply and also lack ownership rights in our region.*

A local resident aged 46, who is a stall owner and having the experience of 4years gave his opinion regarding tourism's role on their lives as,

*.....My business of stall has flourished to a great extent due to tourism development. As, my stall has a very good location and is situated near Desper des restaurants. Almost all of the tourists visit my stall and purchase different items. In fact, the major customers of my business*

*are the tourists. Therefore, the quality of life of my family has improved due to tourism. However, the government has not so far provided all of the basic facilities except water supply.*

One of the local resident aged 42 who has an experience of around 20years of working in Toyota Company. He is also working as a part-time valet driver at Desper des restaurant. He expressed his feelings regarding the economic impacts of tourism as,

*.....Our lives have improved to a great extent due to tourism development in this region. We have received several economic benefits due to tourism development including new employment opportunities, higher incomes and improved lifestyles. I am receiving additional income which has raised our lifestyle due to tourism. Moreover, I am also utilizing my free time in this useful activity of part time job. However, the government has not provided us the basic facilities of life except water supply.*

Similarly, another local resident aged 27, who is a student and is working as a part-time valet driver in Desper des restaurant. He has an experience of more than 4years expressed his perspective as the role of tourism in their lives as,

*.....Tourism has improved our lives to a great extent and has provided several economic incentives in the form of new job opportunities, higher incomes and improved lifestyles. Moreover, due to this job, I am utilizing my free time usefully and also supporting my family financially. However, we are still deprived of the basic facilities except water which is sufficient and clean for all purposes.*

One of the local residents aged 38 who is a CDA employer and is also working as a part time Assistant Manager of Desper des restaurant gave his opinion regarding the role of tourism in their lives as,

*.....Our lives have improved due to tourism development in this region. We have received several economic advantages like new job opportunities, higher incomes and improved lifestyles due to tourism development. These restaurants provide their employers higher incomes along*

*with other incentives like free housing, free medical and free provision of food. The government also offered several jobs for our residents in these restaurants, but, these people rejected these jobs. Conversely, we still lack the basic necessities of life except water supply.*

Similarly, one of the local residents aged 30 who is working as capton in the Desper des restaurant and has an experience of 5years expressed his feeling regarding the role of tourism in their lives as,

*.....Tourism has improved our lives to a great extent and has also provided us several economic benefits like new employment opportunities, higher incomes and improved lifestyles. He also expressed that our people were offered several jobs in these restaurants but these people refused to perform these jobs. However, we are still deprived with the basic facilities of life except water which is clean and sufficient for every purpose.*

The majority of the local residents who were either directly or indirectly involved in these economic activities have similar perception regarding the role of tourism in their lives.

The Supervisor of Desper des restaurant aged 25 is an outsider but is residing in this area and having experience of 8years explained his opinion regarding tourism's role in enhancing economic activity as,

*.....Our business of this restaurant has improved to a great extent due to tourism. Our standard of living has improved largely due to tourism. This restaurant has provided all of the basic facilities and we have no complaints from the restaurant's owner. Similarly, the local residents are good people and cooperate with us on all matters. However, the local residents generally do not visit and use our restaurant for hoteling purpose. Moreover, the tourists are satisfied with the standard and quality of food provided in our restaurants. He added that he is satisfied and happy with the provision of necessities in this area.*

Similarly, most of the employers of the Desper des and other restaurants shared similar opinion regarding the role of tourism on the economic activity in this region.

One of the owners of art and craft galleries, aged 25years, belonged from Rawalpindi and having an experience of almost 2years expressed his opinion regarding the role of tourism on their economic activity as,

*.....My business has improved a lot due to tourism. The tourists are the major source of income generation for our business. Tourist's only visit and purchase different items from our shop. The local residents don't purchase any item from here but, at the same time, these people are cooperative with us on all issues.*

Correspondingly, the rest of the owners are outsiders and majority belonged to Islamabad and Rawalpindi. All of these owners provided same opinion regarding the role of tourism on their economic activity.

Most of the tourists gave their opinion regarding the facilities provided for them in this tourist spot as,

*.....We frequently visit this area for hoteling and historic purposes. We really enjoy this resort due its beautiful location and pleasant weather. We are satisfied with all of the services provided for tourists in these restaurants. There are very good quality of pottery items, handicrafts and several other items sold in the pottery shops and art and craft galleries. We enjoy shopping, as there is a great variety of such items available in reasonable prices. Moreover, all of the restaurants situated in this area are very much expensive, that's why everyone cannot hoteling in this area. We recommend that the government should subsidize the prices of these restaurants.*

#### **4.4) Socio-cultural Impacts**

The current study has highlighted several socio-cultural impacts emerging from tourism in the study area. These impacts included both positive and negative impacts. The prominent positive impacts included the kind and generous behavior of the restaurant's employers with the women and old people of the local community. The restaurant employers and tourists are also satisfied with the cooperative behavior of the local residents. Most of the respondents claimed that there exists a peaceful environment in Saidpur village. The security has improved and the crime rate

has reduced due to tourism. On the other hand, some local residents argued that tourism has enhanced the crime rate and drugs usage. The local residents are deprived of basic facilities except water supply. There are negligible educational institutes and medical clinics. In order to seek higher studies after matriculation, the local residents are compelled to send their children in the educational institutes of Islamabad, which requires very high expenses. According to most of the local residents, tourism has created awareness and urge for acquiring higher qualification among our youth.

At the same time, the local residents are disturbed and annoyed due to the major tourist activities in this region. The reason behind this is that the local residents have a simple lifestyle and most of the tourists visiting this region are very modern, bold and belong to the elite class. This difference in cultures between the tourists and local residents is changing and abolishing their norms and moral values. Moreover, several drama shoots and photo shoots has aggravated this process. The local resident's complaint that all of restaurants play very loud music in the evening daily and this voice even reaches the homes of all residents. Due to this, the old and ill people are quite disturbed and this music is not even stopped or slowed down during death and funeral. In addition, the restaurant employers and tourists are using the parking area allotted from CDA for the residents. Therefore, these residents face quite difficulty for travelling to their homes and face problem of parking their personal vehicles. According to majority of the respondents, tourism has not improved the quality of life.

A government school teacher among the local residents, aged around 50 and having teaching experience of 20years conveyed her point of view about the role of tourism on their social and cultural lives as,

*.....We have no benefit of tourism activities in this region. Our quality of life has not improved and we still lack basic facilities except water supply. There are negligible facilities for education in our region and the quality of education is also very low as compared to other institutes of Islamabad and Rawalpindi. Moreover, there is not even a single institute available for higher education in our community. However, tourism has created to some extent awareness and urge among our youth for seeking higher studies. We have to visit Islamabad's clinics and hospitals for daily/routine checkups and in case of emergencies, as there is no health service in*

*our area. She added that the food sold in all of the restaurants is very expensive and we cannot afford hoteling. Due to tourism, our cultural values and norms are changing as we are living a very simple life. But, the majority of the tourists belongs from the elite and upper class and is very modern, due to their modern lifestyles our children insist to follow them and thus, therefore, it becomes quite difficult for us to control our children in this situation.*

A taxi driver aged 42 who is a local resident having an experience of 35years expressed his perception regarding that how tourism has affected their social and cultural lives as,

*.....Our lives are unchanged due to tourism because we have not obtained even a single benefit. We are still deprived of basic facilities of life except water. There are negligible health and education facilities available for our people in this region. For daily/routine checkups, the doctor is seldom available and during any emergency situation we cannot take any risk, so therefore, in such circumstances, we have to rush towards Islamabad's clinics and hospitals. We are facing huge problems of traffic parking as the restaurant employers and tourists are using the region allotted for us by CDA. Moreover, the modern lifestyle and clothing of most of the tourists are destroying our cultural values and norms. Our women including wives, daughters and sisters insist to follow the tourist's lifestyle and it becomes difficult to take control on them. While, playing loud music daily the restaurant's employers do not even bother about old and ill persons, death and funeral. He also added that there is a very peaceful environment in their region and due to tourism security has improved to a great extent and the crime rate has also reduced.*

A retired CDA employer amongst the local residents, aged 55 and having experience of 40years conveyed his opinion about the role of tourism on their social and cultural lives as,

*.....Our lives are unaltered due to tourism in this region, as, we have not still received any single benefit. We still lack necessities of life except water supply. He stressed that ownership rights must be given by the government. There are negligible health and education services for us. The doctor is seldom available for any routine checkup and any emergency like accidents,*



*delivery etc. Therefore, in most of the cases, we have to visit various hospitals and clinics of Islamabad. The tourism activities are creating various problems including traffic jam and parking problems, disturbance of our moral and cultural values and norms and annoyance of loud music for ill persons and during death and funeral. He added at the same time, the restaurant employers respect our old people and women especially widows. He further added that the process of tourism development has improved the security situation to a great extent, but, at the same time the crime rate and drugs usage has increased in our community.*

A local resident aged 60; a retired government employer expressed his feelings regarding the tourism's impact on the society and culture as,

*..... Tourism has not improved our lives and there are negligible health and education facilities along with other necessities of life in our region. During routine checkups and emergencies, we have to visit Islamabad's clinics and hospitals because of the non availability of doctors within our community. There is only sufficient and clean supply of water for drinking and other purposes. Awareness and urge for seeking higher studies has been created among our youth to some extent due to tourism development in our community. At the same time, tourism has played a major role in improving the security condition and also reduced the rate of crime and drug usage. On the other hand, tourism has produced several negative socio-cultural impacts including crowding, traffic jam, parking problem, deterioration of moral and cultural values and disturbance of loud music during deaths and funerals.*

A local resident aged 48, who is currently doing a private job at Islamabad and having an experience of around 18years. He is residing in this region since birth and expressed his perspective regarding the role of tourism on their social and cultural lives as,

*.....Tourism has not improved our lives and we have not received any single benefit due to this process. We are still deprived of basic necessities of life along with the health and education facilities. However, the water is clean and sufficient for drinking and other purposes. He added the quality of the educational institutes is very low as compared different educational institutes of Islamabad and Rawalpindi. Therefore, we are compelled to send our children to the*

*educational institutes of Islamabad and Rawalpindi. Moreover, we also obliged to visit Islamabad's clinics and hospitals during routine checkups and emergency cases due to the non-availability of doctors in our area. This has enhanced our expenditure which is very difficult to manage. He added that the tourism activities have created a lot problems including crowding, traffic jam, parking problems and deterioration of our moral and cultural values. We are also very much annoyed and disturbed due to the loud music played in the restaurants. This music is played daily from 4pm-1pm and this music is not even stopped during any death or funeral. On the other hand, tourism has improved the security situation to a great extent and has also reduced the crime rate and drugs usage.*

One of the local resident aged 40, who is owner of general store, having an experience of more than 20 years and is residing in this region since birth. He gave his opinion regarding the social and cultural impacts of tourism as,

*.....Our lives are unaltered due to tourism and we have not received any single benefit due to this process. We still lack all necessities of life along with health and education services. However, water is clean and sufficient for drinking and other purposes. In almost all cases, there is no doctor available for routine checkups and emergency situations. That's why are compelled to visit different clinics and hospitals of Islamabad in such circumstances. Moreover, the quality of our educational institutes is very low as compared to the educational institutes of Islamabad and Rawalpindi. Therefore, we are forced to send our children to Islamabad's educational institutes. These circumstances have resulted in increase of our monthly expenditure which is very difficult to manage. The tourism activities have also created serious problems of crowding, traffic jam and parking issues. We are also disturbed due to the modern lifestyles of the tourists because this is creating a cultural clash between our simple lifestyle and tourists modern lifestyles. This is ultimately deteriorating our moral and cultural values. We are also disturbed due to the loud music played in the restaurants which is not even stopped during death or funeral. However, at the same time, tourism has improved the security condition of our area to a great extent.*

Correspondingly, the rest of the local residents expressed similar perspectives regarding the role of tourism on their social and cultural lives.

A tourist aged 45; businessman who belonged from Karachi expressed his perception regarding the facilities provided for the tourists, as,

*.....I am not a frequent visitor of this area. However, whenever I travel from Karachi to Islamabad, I prefer to visit this region. This area has a pleasant weather and beautiful environment. In this region, all of the facilities are available for tourists and I am satisfied with these facilities. Good quality of food is served in all of the restaurants. I have not yet faced any issue from the local residents. I have selected this region primarily from tourism point of view because there is one of the oldest Temple and Gurdwara present here. Moreover, one of the most renowned restaurants like Desper des is situated in this region. However, unlike other tourist spots this area lacks a park and a walking track.*

One of the tourists aged 30; graduate, which belongs from Karachi, visits this tourist spot after 1-2years and she narrated that they also have a home here. She expressed her opinion regarding the facilities provided for tourists in this area, as,

*.....I am a frequent visitor of Saidpur village and in this area all of the facilities are provided for the tourists. It is a very beautiful place and good quality of food is served in this region. Attractive and gorgeous hand-made items are sold in the art and craft galleries and pottery shops. I am satisfied with all of the facilities available here and enjoy a lot here. I have no problem from the local residents and these people are very hospitable and cooperative on all issues. However, unlike other tourist spots this area lacks a park and a walking track.*

Similarly, most of the tourists gave similar opinions regarding the facilities provided in this region.

#### 4.5) Environmental Impacts

The Saidpur village has a beautiful location, pleasant weather and greenery. Despite of all these facts, tourism has not been properly managed in this region. This area only possesses some restaurants, one of the oldest Temple and Gurdwara. A good park for children and a walking track can easily be constructed in this region, however unfortunately both of these things are not situated in this area.

The current study area has revealed several important environmental issues due to tourism in this region. One of the most important issues is the abolition of 20years old natural stream due to pollution, poor management and less rainfall. Although, this village is under CDA, but there is no proper system of collection and disposal of solid waste in the form of household waste and restaurants waste. This solid waste is disposed of almost everywhere in the village. As, I also have observed this garbage in the nearby pond flowing and adjacent the trees. There is very bad smell due to the pollution produced from this poor solid waste management. During observation and interviews, it was witnessed that only the restaurants, Hindu's Temple and Sikh's Gurdawara are kept clean in this region. The local residents and the restaurants employers are badly disturbed due to this pollution. Moreover, there is lack of proper sewerage system in this region. According to various respondents, the open sewerage and garbage system have resulted increase in the number of various diseases. The children, women and old age individuals are more vulnerable to these diseases. The local residents and restaurant employers do not take care of the abundant trees and plantations in this region. As, a lot of garbage is thrown near these plantations and if this process continues, then these plantations may drop their health and may even disappear in the future. However, luckily, this region is not a homeland and habitat of different animals and birds; otherwise, they would be treated in the same manner like the plantations and trees. In my opinion, the government, restaurant employers and local community all are responsible for widespread pollution in this region.

One of the local resident; aged 35 and employer at Nayatel company expressed his opinion regarding the major environmental issues emerged due to tourism in this region, as,

*.....Our village is very beautiful and is situated in an ideal location but due to the increasing environmental pollution, the beauty of this area is decreasing. Although this village is owned by CDA but they are not performing their duty of collection and disposal of solid waste.*

*There are few dustbins located in this area. There is no proper sewerage system in this region. It is also our mistake that we dispose off garbage everywhere and therefore, we are commonly affected by pollution spread through this solid waste. The numbers of diseases have increased in this region. Therefore, there is prevalence of bad smell in most of the areas especially in the vicinity of garbage. We have already lost 20years old beautiful natural stream due to negligence and poor management. We can sort out all of these environmental problems by working in collaboration with the CDA officials and every individual must cooperate and play his/her role in this regard.*

One of the local resident aged 52, who is a stall owner expressed his perception regarding the major environmental issues emerged due to tourism development in their area as,

*.....There is lack of proper system for collection and disposal of solid waste arranged by government in our region. There also few dustbins situated for disposal of this waste. This region is also deprived of proper sewerage system. It is a common practice that almost everyone throws waste and garbage especially in the nearby pond, adjacent to the plantations and parking areas. This has resulted in the creation of bad smell. The number of diseases is also increasing due to pollution in this region. We have also lost 20years old natural stream due to negligence and poor management.*

One of the local residents aged 27, who is valet driver gave his opinion regarding the impact of tourism on the environment in their region as,

*.....The natural beauty of our village is deteriorating due to environmental pollution. The 20years old natural stream has vanished due to our negligence and lack of management. Our region is blessed with greenery in the form of sufficient trees. But, we do not take proper care of these plantations as we commonly throw garbage in their vicinities. The solid waste and garbage is thrown almost everywhere in this region. This has created bad smell and increase in number of diseases. The government officials have not introduced proper sewerage system and solid waste management system in the community.*

Correspondingly, the majority of local residents and restaurant employers presented similar opinions regarding the major environmental issues emerged due to tourism in this region.

One of the tourists aged 28, graduates, which belongs from Islamabad expressed her opinion regarding the environmental issues created due to tourism development in this area as,

*.....I am a frequent visitor of this area and visit here mainly for historical and hoteling purpose. Good quality of food is served in the restaurants and I am satisfied with the services provided in these restaurants. This region has a beautiful environment and pleasant weather and I really enjoy a lot here. But this tourist spot lacks amusement parks and unfortunately, 20years old natural stream has vanished due to lack of proper management and negligence. It is a common practice that waste and garbage is thrown everywhere and I have also observed that the environment has deteriorated due to the lack of proper management in this area. It is expected that the number of tourist's arrival might decrease due to this deteriorating situation of environmental pollution in this area.*

One of the tourist aged 35, who is a manager and a regular visitor belong from Rawalpindi and expressed his opinion regarding the major environmental issues resulted due to tourism development in the area as,

*.....I am regular visitor of this tourist resort and enjoy hoteling along with beautiful location and pleasant weather in this region. Good quality of food is served in the restaurants and I am satisfied with the services provided in theses restaurants. Previously, this area was kept neat and clean but gradually with the passage of time environmental pollution has increased in this area. One of the examples are the abolition of 20years old natural stream due to negligence and lack of proper management, occurrence and prevalence of garbage and bad smell in most of the area. I am afraid that if this situation prevails than the number of tourists arrivals might decrease in future in this area.*

Similarly, most of the tourists gave similar opinion regarding the major environmental issues resulted due to tourism development in the study area.

#### **4.6) Community Quality of Life (QOL)**

Quality of Life (QOL) is, “the general well-being of individuals and societies, outlining negative and positive features of life. It observes life satisfaction, including everything from physical health, family, education, employment, wealth, safety, security, freedom, religious beliefs, finance and the environment” (Barcaccia and Barbara, 2013). There are several ways through which tourism affects the individual’s quality of life (QOL). An improved QOL can be witnessed via the progress of tourism ventures which are ultimately enjoyed by the local community in the form of concerts, carnivals, festivals, restaurants and various other national or cultural events conducted for recreation opportunities. This improved QOL may also be observed in the form of personal economic benefits including new job opportunities, higher incomes and improved lifestyles received due to tourism development in a destination. On the other hand, tourism may also create various negative impacts which are detrimental for individual’s QOL and life satisfaction. The most significant negative impacts include crowding, parking and traffic issues, increased rate of crimes, inflation and friction between tourists and residents (Ross, 1992). It has been proven through literature review that there exists a close association between the tourism impacts and community Quality of Life (QOL). Both, of these terms are directly related with each other and this implies that greater positive or negative impacts will result in the improvement or deterioration of QOL in a community.

The findings of the current study illustrated both significant positive and negative aspects of tourism impacts and resident’s perceived QOL in the study area. The government has not properly managed tourism activities despite of its splendid beauty and location. This area attracts the tourists only due to its historical importance and renowned restaurants and is deprived of parks and walking track. It was observed and witnessed during interviews that tourism has brought a lot of improvement in terms of economic incentives like new job opportunities, higher incomes and improved lifestyles only for those local residents that are directly or indirectly involved in tourism-oriented activities. While, the rest of the local residents are not satisfied and they perceived their QOL negatively in terms of economic perspectives. The reason behind this difference in opinions might be the fact that there are very few local residents employed in these restaurants at lower levels including security guards, waiters and drivers. Among them there are only some individuals ranked at higher posts like store keepers, assistant managers and captains. According to some respondents, several residents were offered new jobs but these people refused

to accept those jobs in these restaurants and correspondingly the rest of respondents claimed these offered jobs were not according to their qualification. Some of the most prominent negative aspects of tourism in this area include deprivation of basic facilities, negligible health and education services, lack of sewerage system and solid waste management system, increase in environmental pollution and number of diseases in the study area. All of these features are responsible for deterioration of QOL of local residents in terms of socio-cultural and environmental perspectives. Therefore, the major reasons for poor/bad QOL of majority of local residents in the current study area included:

- Lack of ownership and property rights
- Deprivation of basic facilities of life
- Negligible facilities of health and education
- Lack of sewerage system and solid waste management system
- Increase in environmental pollution
- Increase in traffic problems, parking issues and crowding
- Elevated rates of food served in the restaurants
- Cultural clash between the tourists and local residents
- Disturbance and annoyance of local community due to loud music played daily till late night especially during death/funeral in the restaurants



## Chapter 5

### Conclusion and Recommendation

On the basis of research findings and discussions, conclusion, few recommendations and suggestions for future research has been drawn in this chapter.

#### 5.1) Conclusion

The present study aimed to assess the resident's perceived community QOL in the context of tourism development in Saidpur Village, Islamabad. The findings revealed that tourism is poorly managed despite of its splendid beauty and location. Tourism mainly started in this area after the development of renowned restaurant Desper des in 2009 and people primarily visit this area for hoteling and historical purposes. There is deficiency of parks and walking track. It was observed and witnessed during interviews that tourism has brought a lot of improvement in terms of economic incentives like new job opportunities, higher incomes and improved lifestyles only for those local residents that are directly or indirectly involved in tourism-oriented activities. While, the rest of the local residents are not satisfied and they perceived their QOL negatively in terms of economic perspectives. Moreover, most of the restaurant employers are outsiders and there are few local residents employed as drivers and security guards in these restaurants. Among these residents, only few are employed at higher posts of managers, cashiers and storekeepers. There is absence of basic facilities except water supply for the local residents and these people are deprived of ownership rights. The health and education facilities are negligible.

Different environmental problems have occurred due to tourism in the study area. The area lacks proper garbage collection system, solid waste management and poor sewerage system. It is a common practice that the solid waste including both household and restaurant waste is thrown everywhere specially in the nearby pond and adjacent to the plants. Due to widespread prevalence of this garbage and waste, there is always bad smell throughout the area. Health of the local residents is declining and the number of diseases has increased due to this environmental pollution. The local residents, restaurant employers and government official are responsible for this pollution. Due to negligence, proper management and less rainfall a 20years old beautiful stream has disappeared from this region. The local residents are disturbed and

annoyed from modern life style of tourists, loud music of restaurants and creation of parking problems due to tourism. This loud music is not even stopped during death and funeral. Therefore, it can be concluded that the local community are not satisfied with the provision of basic necessities of life and the QOL of only some local residents have improved due to tourism development in the study area.

## **5.2) Recommendations**

The government should play an important role for the promotion of eco-tourism and sustainable tourism in the area. In this way, both the natural resources and scenic beauty of the area will be preserved. Different parks and walking track must be constructed. There is lack of community participation for success of tourism development in this region. This can be achieved only by the provision of economic incentives in the form of new employment opportunities, higher incomes and improved lifestyles for local residents via tourism development. Therefore, the government should play attention for the provision of various economic benefits for local community via tourism development. Moreover, it is essential that the local residents and restaurant employers should work in collaboration with CDA for resolving all of the environmental problems in the study area.

On the basis of the research findings, the local residents have given various recommendations for the solution of their problems which are as follows: -

- There should be provision of all the necessities of life by government for the local residents. This is the right of these people and all of the facilities must be available for them.
- Ownership rights must be provided to the local residents.
- There should be development of new educational institutes and health clinics for the residents. There should be separate school for girls and boys in the region.
- New employment opportunities should be provided for the local residents according to the qualification.
- Proper sewerage system, proper solid waste management system and proper garbage collection system must be introduced in the area.

- The tourists and restaurant employers should not use the parking place allotted for local residents by CDA. They must cooperate with these people in this matter.
- The prices of food served in these restaurants must be reduced so that everyone including local residents can afford to avail this opportunity.
- The restaurant employers must cooperate with the local residents regarding loud music. The volume of this music should be reduced so that these people are not disturbed daily. This music should also be stopped during death and funeral.

### **5.3) Suggestions for Future Study**

Despite of Pakistan's marvelous potential for tourism, it is a neglected field of our Nation because of lack of trained officials, poor marketing, and advertisement, infrastructure and political instability. Moreover, the current overall ranking of Pakistan on the Travel and Tourism Competitiveness Index (TTCI) is very low i.e., 125 out of 140 countries. There are some studies reported in tourism literature and there is not even a single study conducted so far, regarding the residents perceived community (QOL) in the context of tourism development. It is expected that findings of the current study would serve as a useful tool for tourism practitioners and scholars to understand resident perceptions of community QOL and assess changes of resident perceived community QOL in a host community. It is necessary that several studies must be conducted in this field via using different strategies and the present study would serve as a foundation for future studies which are going to be conducted in this field.

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