

Social Impacts of Tourism on Local Community. A Case Study of Swat.



Submitted

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CERTIFICATE

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Dedication

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LIST OF ABBREVIATIONS

CBNRM	Community Based Natural Resource Management
GDP	Gross Domestic Product
ICOMOS	International Council on Monuments and Sites
IUCN	International Union for Conservation of Nature
KPK	Khyber Pakhtunkhwa
PAITHOM	Pakistan Austrian Institute for Hotel Management
PTDC	Pakistan Tourism and Development Corporation
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
WTTC	World Travel and Tourism Council

Abstract

Cultural tourism is considered to be one of the engines for financial development, job opportunities, and foreign direct investments, contributing to the Gross Domestic Product (GDP) of a nation and territorial improvement. Be that as it may, tourism as an agent of change with multiplier impacts on socio-cultural, economic and ecological. In expansion, the introduction to new management, educational experience, job opportunities, and economic development positively affected the socio-cultural, and economic conditions of many countries. Conversely, tourism industry moreover generates a number of negative socio-cultural impacts on the local community. In this manner, the study was an effort to identify social changes and their impacts on the local community through cultural tourism in District Swat. The study primarily focused on the social changes/impacts of cultural tourism and the attitudes of the local people in the development of qualitative tourism industry. A sample of 20 respondents was taken, five from each locality i.e. (Madyan, Bahrain, Malamjaba, and Margazar). The data collected through semi-structured interviews and discussions. The study identified, that local people have positive attitudes towards tourism and were in the good turn of qualitative tourism development in particular area. Typically since, tourism as a financial producing and labor seriously industry. Be that as it may, tourism industry has produced a number of negative and positive impacts to the ranges. It was proposed amid field visits, to have superior educational framework, awareness about tourism, security, healing centers and other facilities that boost up in tourism entries.

Key terms: Social changes, Tourism, Cultural tourism, local community

CHAPTER 1

INTRODUCTION

Tourism, according to different experts and researchers identified is one of the fastest developing industry within the globe. However, cultural tourism that are presently one of the prominent components of the tourism industry. In expansion, experts believe that for a better understanding of cultural tourism, it is crucial to know how the world heritage sites fulfill visitor's needs. Along with this experts too concerned about the massive intrusion visitors and tourists industry development, which brings numerous social changes in particular community (AbbasiDorcheh & Mohamed, 2013).

In order to developed tourism industry in a particular locality or region. Sustainability, needs to be the core indicator. The idea about sustainability in tourism industry is basically, adopted from sustainable development. Therefore, many organizations and experts defined sustainability in their own ways. For instance, World Tourism Organization (WTO, 1993) defines sustainable tourism as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and host communities".

Sustainability is the main key, in tourism development. Therefore, the World Health Organization emphasizes on sustainable tourism development strategies and management practices that are suitable to all forms of tourism in all type of destinations. In addition, socio-cultural, economic and environmental tourism development is the utmost significant dimension of sustainable development (WTO, 2013).

Cultural tourism is difficult to define and there seems to be a slight settlement on what really constitutes "cultural tourism". According to the report UNESCO World Commission on Culture and Development, our creative diversity looks at culture as ways of living together (Nordic World Heritage Office, 1999). Culture according to World Bank defined "As the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group". It includes not only arts and letters, but also modes of life, the fundamental rights

of the human being, value systems, traditions, and beliefs”. In the light of the above definition, it is pretty clear that cultural tourism includes both tangible and intangible dynamics. Accordingly, World Tourism Organization provides an operational definition for cultural tourism “All movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and dramas to cities outside their normal country of residence” (WTO, 2005).

Cultural tourism has been observed as one of the growing importance in tourism industry. Though culture or cultural tourism also affects local community self-respect, dignity and identity. Furthermore, cultural tourism development helps to preserve and conserve local traditions, customs, and values of the communities. Remarkably, it also making local community conditions better in all cultural areas (Nordic World Heritage Office, 1999).

Tourism due to its positive and negative impacts over local communities have been criticized. A wide range of literature prerogatives that tourism industry plays a positive role for the local community, i.e. it brings socio-cultural and economic development to many countries. On the other side, it claims that tourism creates negative impacts upon, local culture, ecological system and society in many localities. As tourism industry is labor intensive and is an economic driver for the poor communities, many host destinations lay their expectations on tourism. However, there is still a contradiction in numerous literature on whether tourism harmful or useful. In addition, international tourism can provide a quick path to convert from a traditional way of living to the modern lifestyle of a particular community. Conversely, literature showed that interaction between a host (Local community) and guests (tourists) from different backgrounds and different cultures brings many changes to the host communities such as modernization, acculturation and economic affluence (Soontayatron, 2013).

According to (Gartner, 1996) highlighted, that tourism industry produces great impacts on the local community such as overconsumption of the local resources, increase the prices of goods and services expenses (i.e. Electricity, beverages, freshwater etc.). In addition, it also pushes back the infant industries to grow.

There are many ways of outlining tourism, but the commonly accepted definition is the one developed by the United Nations World Tourism Organization (UNWTO): “The activities of persons traveling to and staying in places outside their usual environment for not more than one

consecutive year for leisure, business, and other purposes” (Whyte *et al.*, 2012). Tourism is considered to be the main engine for economic growth and development, but with sustainable tourism it can bring encroachment in the living standard of the local communities (Engelhardt, 2005). It can also boost along with living standards, improvement in rural areas in terms of infrastructure development, increase the local economy and increase demand for local agriculture products (UNESCO, 2000). However, well sophisticated, informed and experienced tourists play a significant role for the preservation and conservation of local culture and heritage of the local community. As a result, the promotion of cultural tourism is considered by United Nations Educational, Scientific and Culture Organization (UNESCO) is one of the important factor in the preservation of a nation’s culture and traditions as well as its physical environment (Engelhardt, 2005).

As third world nations are characterized for its low standard of living, low income, low wealth, mostly depend on farming products, high imports with fewer exports, low per capita income, underdeveloped industries, high rate of unemployment, and uneven regional development (Dogan, 1989). Developing counties are confronting abundant complications and due to the previously mentioned characteristics, tourism especially cultural tourism seems to be a panacea to overcome these complications (Jafari, 1982). This is because tourism has emerged as a socio-economic agent at the regional, national and global levels. According to (UNWTO, 2002) which indicated that tourism due to its viewpoint of foreign exchange earnings, linkages with local economy, job chances, and its multiplier effects, can subsidize directly to economic growth and economic development.

Tourism is the only division that generates billions of dollars and providing socio-economic opportunities to deprived people all over the world (Sharply & Richard, 2006). In many developing nations, tourism has the potential to contribute to the development of rural areas and expand the lives of individuals. However, tourism likewise entails negative impacts on the environmental conditions and socio-cultural values of host communities (Mathieson & Wall, 1982). Moreover, Anthropologists, define cultural tourism as an outing of the people from their normal place to experience roughly novel. Most of the cultural tourists is often sought for authentic and genuine commodities, a search for identity and places (Hartley, 2004). Cultural tourism has countless drastic as well as positive consequences over the host community’s way of life, living

standard as well as on culture. Its association with the conservation and preservation of arts, crafts, local festivals and local culture and heritage (Butler, 1990). Cultural tourism is protecting historic sites, natural or manmade resources and specifically the host communities' local culture and local festivals, which the community gained from their ancestors. In other words, it encourages the inclusion of the local community, makes them conscious and instruct about the prominence of cultural tourism (Munt, 1994). Thus, it makes a sense of belonging and pride among the host community. Subsequently, it also empowers them to safeguard their heritage, historic and cultural possessions in order to preserve their identity, pride and achieve higher standards of living (Green *et al.*, 2010).

On one hand, cultural tourism provides job opportunities, income generation, and preservation of cultural sites and increase living standard of the community. Whereas, on the other hand, it too makes negative consequences over local community, such as globalization which leads to distorted local culture to a large degree (Coles & Timothy, 2004). The local people of the community transformed their culture to products/items and other goods, fair to create income, as tourism is renowned for economic generation for the host communities. Most of the travelers and tourists are enthusiastic to discover new places, memorable buildings, landscapes and explore distinct cultures and their way of living and most important through the eyes of the others they actually want to see and appreciate the world. In short, tourism seeks to learn and experience world legacy and heritage sites (Engelhardt, 2005).

It is expressed that there's no other zone within the world, where tourism is the greater business except Asia and Pacific which is the main hub for tourism and responsible for a healthy income – World Travel and Tourism Council- (WTTC, 2000). Tourism has brought many measures such as economic growth and new openings for individuals. It is additionally watched and experienced that in Asia unregulated growth of tourism and unsustainable planning for tourism is accountable for environmental commotion (Green, 1994). As stated beforehand along with the impacts on culture and environment, it moreover influences ethnic minorities and teenage children which forces them to the sex trade or work as a pauper against the wealthiest visitors.

In this context, economic and social impacts on the local communities depend on how much incomes generated by tourists go to the host communities. Most of the all-inclusive package tours more than 80% of travelers' subscriptions go to the airlines, inns and other worldwide companies, not to local businessmen and workforces. On the other hand, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior administration positions (Robinson, 1999). Tourism has the control to influence social changes. Tourism regularly develops into mass-tourism. It leads to the overconsumption, contamination, and deficiency of resources. However, from the ecological point of view tourism is environmentally friendlier than any other mechanical generation (Mirbabayev & Shagazatova, 2005). Local communities with the development of tourism can move forward their living standards, modernization, preservation and conservation of the natural environment (McIntosh & Goeldner, 1984).

Presently, we are in a move, traveling to and from homes to other places that are not our homes, or our native place. Tourism is always expressed, the movement of people place to place for some purposes. Though it is beyond the physical movement of the body. Somebody remain stays inside home and dash to the other corner of the globe through computer screen via internet web. As of now most people remain at homes fair by clicking and searching, getting a charge out of the rest of the world culture, people and their traditions (Bauman, 1998).

Modern world or technological advancement has changed the tourism sector. As said internet is one of the main changer for modern societies. In order to access the west just set inside home and clicking a button will rush you to the rest of the place, you searching for. It has argued that though innovation and technological advancement have increased education, tolerance, friendship abroad and gender equalization. The point is Thomas cook tried to convert and deliver what was in his mind that tourism is not simply traveling or pleasure but more than that. Tourism he argued searching for something, something better than everyday life. In other words, they are searching for the real and authentic things.

For other writers such as Urry (1990), tourism is searching for unusual, new and surprising things for delight. This does not mean they are against the modernization or the concept of Thomas cook but indeed the celebration of it, this can be since modernization is all about search for something novel and exciting.

Mathieson and Wall (1982), defined tourism as “the temporary movement of people to destinations outside their normal places of work and residence, the activities were undertaken during their stay in those destinations and the facilities created to care to their need”. Similarly, Buckart and Medlik (1974), tourism denotes the short-term movement of people to destinations outside the places where they normally live.

Pakistan is also one of the growing industries in terms of tourism (Javeria, 2015). As Pakistan blessed with an abundance of natural, lush green, high Alps and rivers. The Geographical location of Pakistan also makes the country heaven on the earth for tourists. Tourists around the globe visits Pakistan especially, to the northern areas, such as Gilgit Baltistan, Kashmir region. Areas in Pakistan that are frequently visited by tourists include, Murree, Ayubia, and Narran, Khagan and Swat valley. The country is also ethnically, historically, geographically diverse and has a number of heritage and historical sites, such as Indus Civilization, Gadara civilization, different shrines and Sufis. Contribution of travel and tourism to the country’s GDP total was US\$328.3 million in 2015, creating 2.8% of the total GDP (Travel and tourism competitiveness report, 2017). Another report by the World Travel and Tourism Council, the direct contribution of tourism was US \$7.5 billion in 2016, while the continuous efforts of government, predicts it will reach to Rs1 trillion in the Pakistani economy by 2025. According to the British Backpacker Society which ranked Pakistan one of the world’s adventure travel destination, with friendliest people and mountainous sceneries that is beyond wildest imagination. Similarly, Forbes ranked Pakistan as one of the coldest places.

1.1 Statement of the Problem

Most nations of the world both developing and developed are endeavor for tourism development in order to foster local socio-culture and economic development in a particular locality. It is believed that tourism influxes to the particular regions have multiplier impacts such as social, cultural, economic and natural. It has been point out that with tourism arrival it upsurge economic opportunities for the local, culture exchanges, restoration of traditions of the local, etc. In any case, it moreover has negative impacts on local community, includes; misfortune of convention, realness and ethical values, etc. In spite of the fact that, contact with the strangers from more affluent and educated nations provides the locals an opportunity to develop themselves

socially and culturally. Besides, vicinities that attract large part of sightseers owing to its cultural diversity and natural characteristics, may make their commitment to cultural values as their economic well-being depends on the very cultural values they possess. In addition, the local community too values their natural and environmental system if the arrival of tourists in full swing towards those zones.

Therefore, the study is intended to portray and clarify the social influences inferred from cultural tourism on the local community in numerous tourists' areas in Swat i.e. (Kalam, Madyan, Bahrain and Margazar). The reason of the research/investigate is to explore connections between hosts and visitors, and to highlights whether changes by means of tourism development are positive or negative and how it influence the lives of the local community. The research problem is defined as 'what are the social impacts on the local community through tourism development'.

1.2 Research problem

Cultural tourism has changed the way of life of maximum individuals completely in different communities of the world. It brings numerous changes in family structure, community convention, traditions, standards and way of living of the local community.

The essential reason of the research is to investigate social changes of cultural tourism and nearby community observation towards visitors' in Swat. The analyst has operationalized the investigate issue into research questions and objectives.

1.3 Research Questions

- 1) How social changes of cultural tourism affects local community in Swat?
- 2) What are the outcomes of these social changes on the local community in Swat?

1.4 Research Objectives

- 1) To identify the social impacts of cultural tourism on local community in Swat.
- 2) To examine the consequences of these impacts on local community in Swat.

1.5 Key terms: Social changes, Tourism, Cultural Tourism, local Community.

1.5.1 Social changes

Social impacts/changes of tourism, according to Theobald (2005) stated that local culture and local destinations are new for tourists as well as these sightseers moreover new for the local. They, therefore change in dressing, talking, behaving, and acting from the local community. In most of the cases, the behavior of tourists is not that at their native home, but it depends. Which come about, prostitution, gambling, and disputes. Being stranger tourists often victims of burglary (Chesney-Lind & Lind, 1986). The so-called demonstration effect which is claimed to have positive impacts on the local society sometimes turns out to be the confrontation impact. This is especially true when the local people fail to match the standards of living of the tourists, despite hardship, results dissatisfaction creates among (Theobald, 2005).

Concurring to Gursoy & Chen (2000), tourism is a product that is produced and consumed at the same time. Tourism influences the economy and lives of communities and has demonstrated to be a lifesaver for various destinations. Influences occur when tourists' changes the value systems/behavior, undermine local character, intimidating native identity and that changes occur in community structure, family relationships, local ceremonies, collective traditional styles and morality. Tourism can also cause positive impacts as it can serve as an accommodating constrain for peace, often assist to avoid urban rearrangement by creating local employments and foster pride in cultural traditions. Depend the sort of tourist will have a varying impact on the host community. The mass travelers' is less likely to adjust to the local cultures and will seek for facilities and standards found in his home community. On the other hand the independent tourist will adapt more willingly. The tourism development approach should aim to protect local culture, respect local traditions and promote local ownership and management of programs and projects so as to foster community supervision arrangements of the natural resource base (Hampton, 2003; Schwartz, 1997).

The term social changes in this study implies, the way of living, communicating and fashion. Societal changes are inevitable, changes comes with the passage of time. Social changes, means changes in complete community system. Such as; Community organization, traditional ceremonies, family relations, marriage pattern etc. Tourism industry have greatly affected many

societies and communities of the world either positive or negative. In this manner, the term utilized in this research to point out the changes in the selected community.

1.5.2 Tourism

Tourism alludes to visiting other places for leisure and entertainment facilities. Individuals are said to be tourists in the event that they deliberately take off their native place of residence to another environment, without considering how distant and near they are from their destination (Hall, 2008; Holloway & Taylor, 2006; Jafari, 2002).

“Tourism may be defined in terms of particular activities, selected by choice, and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home”.

In 1991, the United Nations World Tourism Organization declared that “Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business or other purposes” (Yuksel, 2004).

As deliberated overhead, tourism is the movement of individuals from place to place. Therefore, the researcher used tourism terminology in this research as a social entity who take off their native put for another place to enjoy civic amenities. Leave-taking native place for relaxation not only satisfy the tourists but also advantage for the locals in terms of economy, social and cultural ones.

1.5.3 Cultural Tourism

The definition of “culture” is hardly surprising, there are many definitions for cultural/heritage tourism—also known simply as cultural tourism or heritage tourism:

“Culture and heritage tourism occurs when participation in a cultural or heritage activity is a significant factor for traveling. Cultural tourism includes performing arts (theatre, dance, and music), visual arts and crafts, festivals, museums and cultural centers, and historic sites and interpretive centers.”

Cultural tourism is linked to the general expansion to the cultural sites. It is the utilization of diverse cultures by the tourists, brought about raising culture into supply (Richards 2001).

Investigator has used cultural tourism terminology with dually implies. Firstly, tourists influxes to specific localities for the reason to appreciate and enjoy others culture, tradition and lifestyle. Secondly, culture tourism with self-satisfaction and delight moreover get benefit to the local community. It than brings immense changes in the local community, such as mindfulness about their native/local legacy, culture and custom. And most importantly, cultural tourism is one of the factor responsible for fostering local culture and tradition.

1.5.4 Local Community

Local community has been characterized to be individuals or group of people who are living in a geographical location. They have shared their geography, values and information system. The word is regularly referred to the group of people who are bound together with social cohesion. (Rifkin *et al*, 1988). It is an informal gathering or organization of social entity which is characterized by a sense of identity.

Local community term used in this research as these group of people are mostly victims. The impacts that breed from tourism or tourism industry directly affect local people. Local people are vulnerable to that changes in acceptance. Changes due to cultural tourism, either positive or negative over local community affects. As they live in social cohesion, in this manner, the influences from cultural tourism disturb the whole community.

1.6 Significance of Research

The findings of this study come about, to explain and clarify what social changes took place, from cultural tourism in different tourists' areas in Swat. Intended study is significant for few reasons. Within the light of the literature, no or little work has been done over cultural tourism and its social impacts on local community in Swat. Secondly, Swat is renowned for its culture, environment and history. In spite of the fact that ancient civilization have lived before, and left behind abundance of heritage, monuments and historical buildings. Thousands of cultural tourists visits Swat on year premise in order to know about ancient heritage, natural landscapes, high peak mountains, appreciate the charming climate and remains of different civilization.

The intended study is additionally important for government and for different tourist's divisions like PTDC (Pakistan Tourism and Development Corporation) and PATHAM (Pakistan Austrian Institute for Hotel Management) etc., to take proficient steps that how to advance tourism in Swat, and how the undesirable social impacts over the local community can be overcome. So, that both tourists and local community will enjoy the same natural product of the same tree.

CHAPTER 2

RESEARCH METHODOLOGY

2.1 Research Strategy

“Qualitative” and “quantitative” research strategies are the major strategies. By quantitative research strategy we mean, counting the number of people or frequently occurrence of the phenomena, while in qualitative research, behavior, motivation and actions of the respondents regarding the topic are explained (Denzin & Lincoln, 2000). There are multiple types or tools used for collection of data in qualitative research, but most frequently, content analysis, ethnographic research, interviews, and focus group discussion are mainly used. Shank, (2002) stated qualitative research as a “form of systematic empirical inquiry in to meaning”. By systematic he means “planned, ordered and public”. While empirical he means that this type of information or inquiry is grounded in the natural world experience.

Therefore, the researcher has selected qualitative approach as it suits best with the current study objectives and research questions and is in accordance with the methods employed by majority of previous studies in the relevant literature. Through qualitative research strategy; it helped to understand the meanings, and how people perceive cultural tourism and its impacts. Because, qualitative research strategy is searching for meanings and context. It also helped the researcher to obtain in-depth data regarding the area of study.

In order to collect data on the issue in hand, both primary and secondary technique are used. Primary data collected by the researcher through semi-structure interview and field observation techniques. For the purpose an interview guide was designed for the targeted population i.e. (local community and civil society). Semi-structured interview were taken from the local community members and tourists operators with more emphasis on group discussion. While the same techniques (semi-structured interview) were conducted with individuals relevancy to the field who impacted the decision making process at different levels. These members were includes, intellectuals, Journalist, tourism department representative, environmental department representative, governmental and organizational personnel. Semi-structured interview techniques

were used to ask various questions over multiple topics and their impacts on the local community in District Swat. Consequently, the field visit conducted in District Swat to ascertain the ground realities through voice recording and notes.

Secondary data collected through the sources includes; reports of the world tourism organizations (WTO), books, newspapers, magazines, library, and both published and unpublished material referring to swat.

2.2 Research Design

Research study was mainly based on descriptive research design, to know the social impacts of cultural tourism on local community and the cost of these impacts perceived by local community; (if the consequences of cultural tourism are satisfactory or destructive). This section deals with the perception of the local community towards cultural tourism. Furthermore, semi-structured interview took place during visits to multiple tourist resorts'. Information collected from respondents personally, face to face interaction with locals as well as civil society regarding the topic. Collected data than further be analyzed accordingly.

Therefore, the researcher, has selected descriptive research design for the purpose to get insight in to the study and describe the “how” phenomenon. It is mandatory to describe from the local point of view, the social impacts of cultural tourism and their consequences. Qualitative research as discussed above is meaning centered, as a result in order to describe the meanings as well as behaviors of the local community, descriptive research design has been selected.

2.3 Sampling

The selection of sample or proportion from the whole population is known to be sampling. It is an important and the main step in any research to find out in-depth information about the issue in hand. As defined by (Trachoma, 2006), sampling “is the process of selecting units such as (people, organizations etc.) from a population of interest, so that by studying the sample we may fairly generalize our results back to the population from which they were chosen”. Therefore, sampling techniques of selecting a small population, statistically represents the whole population. This is because the researcher cannot select the whole population which is often exhaustive, time consuming and money or resource consuming.

2.4 Sampling technique

There are various sampling techniques, used by many qualitative researchers. Sampling techniques includes both probability and non-probability (StatPac, 2012).

Probability sampling techniques are: Simple random sampling, stratified random sampling, cluster and systematic sampling. While non- probability sampling includes purposive, convenience, snowball, and quota sampling. But the most common technique used by qualitative researchers are convenience and purposive sampling.

2.4.1 Convenience sampling

It includes the technique that the researcher use to select the respondents, to whom contact of the researcher effortlessly accessible. A non-probability sampling, that are used both the researchers of qualitative and quantitative study (Roscoe, 1975). In this technique the social scientist or qualitative researchers chooses those relevant elements, who are conveniently contacted. In other words, the researches selects the nearby live persons as respondents. Thus, researcher used convenience sampling in their research as a technique for data collection from the local community (UDC 1).

2.4.2 Purposive sampling

It is a technique, through which the purpose of the research study fulfill. The researchers selects the respondents purposefully. By using own judgment about the units of data collection to select and choose those units that encounters the purpose of the study (Berg, 2007). Purposive sampling technique also known as selective sampling. Most of the social researchers recruits those units that the researcher think can deliver detailed and in-depth information about the phenomena under investigation (Bell, 1987). Hence, the researcher used purposive sampling in their research as a technique of data collection from civil society (UDC 2).

2.5 Data Collection

Data collection is an important step in any social research. Data collection is the process of collecting information from the respondents. Data collection consists of taking systematic information from reality and transferring to some recording systems, so that social behavior can be understood.

2.6 Units of Data Collection

It is unit about which information is sought. Units of data collection can be individuals, products, stores, companies etc. (Flick, 2006).

Present study's UDCs (Units of Data Collection) are:

UDC 1: Local Community

By selecting local community the researcher selected ordinary people, especially the male population from the community, between the ages of 28 to 40. This is how, this age-group has more knowledge the society and quite aware about the issues and opportunities the tourism can provide to them. Moreover, this age group is mostly comprised of the people who are actively engaged in the tourism sector and having a better insight into the impacts of cultural tourism as well as the associated challenges and opportunities.

UDC 2: Civil Society

It included, intellectuals such as personnel from different organizations, qualified teachers and media personnel. Thus, those intellectuals from various government and non-profit organizations are selected who having knowledge of the local and national tourism dynamics and are contributing to this sector in their intellectual domain. In addition, qualified professors and researchers from the tourism department of University of Swat, interviewed and drawn the research-based facts about the issue in hand.

2.7 Methods of Data Collection

Methods of data collection refers to the techniques, procedures or tools used to collect and analyze data related to some research question or hypothesis (Kaplan, 1964). It involves gathering observable, empirical and measurable evidence subject to specific principles of reasoning. Most common methods of data collection used in social sciences are questionnaires, (open and closed ended questionnaire) interviews, surveys, observations and focus group discussions. Methods of data collection is determined by the nature and purpose of research.

2.8 Interview /Methods of interview

Interview is the conversation between two or more people for exchanging ideas, beliefs and values. But the main purpose of interview, conversation with the respondents is to collect information Kvale (1996). Similarly, according to Schostak (2006), interview is the long conversation between two individuals for the reason to obtain in-depth information and data over specific subject or topic. Which than be interpreted accordingly.

In order to thorough understanding of human beliefs and behavior social scientist mostly use qualitative research for the motive to acquire in-depth and detail information about a person beliefs and behavior (Rubin & Rubin, 2005). With the use of qualitative research data often expressed non numerically, but it describe, interpret and explain the nature and quality, that how people act, behave and how they beliefs. As Dornyei, (2007), researchers conducting qualitative research, often use Interview is a tool for data collection, due to its richness in information collection. Similarly, during qualitative research they often use questionnaire. Nevertheless, Interview in relation to questionnaire are more productive, informative, soft and easy way for the collection of data, more in-depth and according to the context. Interview compare to questionnaire, easy way to investigate people and their behavior freely (Kvale, 1996). Moreover, Interview is not fair to collect detail data, or it is not to analyze the data in hand from respondents, but it also encourage the respondents to “speak in their own voice and express their own thoughts, feelings and actions” (Berg, 2007).

According to Dornyei (2007), stated that Interview or Interviewing is one of the best tool and technique which is socially, culturally and naturally acceptable way of data collection. Interview according to many researchers like (Bell, 1987; Kvale, 1996; Berg, 2007), is an effective tool in social research, because it explains the direct behavior, and human action through direct interaction and comprehensive discussions. . According to Dornyei (2007), argued as well, it is mandatory for the researcher to listen carefully to their respondents and speak less, but in some time he can give a guidance for the respondent. It is additionally required, to create suitable environment for respondents through which the respondents feel free to give information and talk without hesitation Dornyei (2007). Interviews moreover assist to uncover facts or information which are not find out through any other tools of data collection. Such as questionnaire and observation Blaxter, *et al*, (2006). Furthermore, it shape rapport and trust between the researcher and the interviewer.

Through this rapport building respondents easily provide accurate, and appropriate answers to research questions Dornyei, (2007).

There are several types of interviews, which includes one to one, one to two, and focus group discussion, but most of the social researcher prefer and use one to one which is commonly used (Marshall & Rossman, 2006). Most commonly interview types are Structured, Unstructured, Semi-structured and Focus group interviews (Marshall & Rossman, 2006).

Structured interview often called closed ended which are predetermined and pre-planned, in which the respondents reasonably select in two options 'Yes' or 'No'. Secondly, unstructured interview, which is also called open-ended which is not pre-planned or predetermined, and greater flexibility. The respondents have the freedom to express his or her expressions and feelings openly (Gubrium & Holstein, 2002). Thirdly, semi-structured interview, in this type of interview the researcher use a checklist that cover all the research questions or area. Semi-structured interview allows the researcher to get more in-depth data over relevant subject and is considered more flexible than unstructured interview (Rubin & Rubin, 2005). As Berg, (2007), elaborated, Semi-structured interview checklist is necessary for researcher which make researcher in their research premises. Last but not least focus group discussion or interview in which purposive people gather, the researcher than ask questions about their research in order to get insight and more in-depth in particular issue and their resolving Barbour & Schostak (2005).

Thus, the researcher has used semi-structured interview in order to collect rich and in-depth data over the subject.

2.9 Sampling

Sampling for UDC 1: Convenience sampling used for UDC 1 during data collection. Population especially the local were selected randomly with the specific ages mentioned above in response to the research topic.

Sampling for UDC 2: For UDC 2 the researcher used purposive sampling. Organizations personnel and those people who are attached with organizations activities, were interviewed during information collection.

2.10 Locale

In Pakistan most of the tourists' sites are present in Khyber-Pakhtunkhwa in which Swat is the main hub of tourism. Tourism and its related activities are the main source of income for the people of Swat. It will not be wrong to say that tourism is the backbone of Swat economy. Swat is one of the 24 districts of Khyber-Pakhtunkhwa and is one of the renowned districts of KPK. It is a God gifted land which has very attractive landscapes, mountainous regions, rivers, salubrious climate, clean water, beautiful flora and fauna, hospitable people, and historical sites etc. Due to these factors, tourism contribution to the economy of Swat is considerable and the income of people of Swat is mostly based on tourism and its related business. According to cultural tourism report (2002), Swat is an emerging tourist destination. The number of tourists' visits to Swat valley are estimated to be 10,000 in 1981, which increased to 60,000 in 1992, to 90,000 in 1993 and in 1999-2000 this figure reached to 0.2 million. Swat is famous for its attractive gardens and remains from the past civilization. Saidu Sharif and Mingora are the two town in Swat (Sardar, 2005). Saidu Sharif is the administrative capital of whole Malakand division. While Mingora is the main economic market for Swat. In Saidu Sharif, White Palace (*Sufaid Mahal*) of Wali Swat and tomb of Akund, known as Saidu baba are famous, because it's cultural as well as heritage sites in Saidu Sharif. Total population of the valley was 715938, during 1981 which then increased to 1257602 in 1998 (DSRS, 1998). Tourists' sites in swat includes, Madyan, Bahrain, Kalam and Malamjaba, Kumrat valley, Mahodand Lake etc., and so many others. Owing to the defined characteristic, Swat is the main attention for millions of tourists both domestic and international. Following are the list of tourists' sites in swat which includes:

Tourists sites in swat	Distance from Saidu Sharif (km)	Recognized For
Saidu Sharif	0	Akund tomb (shrine)
Margazar (green land)	15	White palace and nature
Madyan	56	River site and cool climate
Kalam	100	lacks, and natural beauty
Bahrain	65	Trout fish and natural beauty

(Pet therapy, n.d.). Retrieved from <http://tourism.kp.gov.pk/page/swat>.

2.10.1 Saidu Sharif

Saidu Sharif the capital of Malakand Division at District Swat of Khyber Pakhtunkhwa. Saidu Sharif name was given after the prominent cleric or Mullah, of the former Yousafzia state of Swat Akhund Abdul Ghaffur, commonly known as Saidu Baba. Historically, Saidu Sharif is well-known for its historical buildings, (i.e. Royal residential Palace of Wali Swat, Govt, Jahanzeb college, Wadudia Hall, Wadudia School etc.) architecture, (i.e. Saidu Baba mosque and tomb of Akund, archeological remains of Butkhara Bhuddhist stupa) archeological museum and different heritage sites. In addition, schools, colleges, and Hospitals were well developed, before merging with Pakistan. Wali of Swat was a generous minded and a developmental minded person, who provided all the facilities to the people of swat.

Since, during the ancient Bhuddhist era, Saidu Sharif was commonly known was “Baligram”. However, Baligram name was then changed after Akund Abdul Ghaffur commonly known as Saidu Baba, who settled here in 1835. Since, then onwards, the settlement was called Saidu Sharif. Even though, Baligram is still exists in Saidu Sharif some one and a half kilometer away. Climatically, Saidu Sharif generally moderate. Hottest during the month of June and July with average temperature 30 °C. While, coldest during the month of January and February with 7.5 °C temperature.

2.10.2 Margazar

The valley is about 13 kilometer away from Saidu Sharif. It is one of the most greenish valley, having cold springs and mountains. Margazar is renowned for its natural beauty, and white palace known as (Sufiad Mahal), built by Wali of Swat (Miangul Abdul Wadud) in 1940 for their own leisure and enjoyment. This can be since the climate is so charming and pleasant. Similarly, during summer it looks more alluring. However, the valley is one of the attractive part for most of the tourists both domestic and international. Although, except white palace in Margazar and natural beauty, there are 1 or 2 schools for the local people. Therefore, the children of the valley, deprive of education. In spite of its common excellence, they are also need of hospitals, BHUs and parking system for guests.

2.10.3 Madyan

Madyan a valley of fresh water is popular for its hills, woods and climate. The area located in District Swat of Khyber Pakhtunkhwa and approximately 55 kilometer away from Mingora city. Mingora is the main economic market for the surrounding areas. It is one of the tourists' destination, famous for its attractive look which attract thousands of tourists especially in summer season. However, tourists are here to enjoy the cold breeze of Swat River, and Trout fish. Trout fish of the valley is famous for its exceptional characteristics. Tourists are also attracted by the transparent and colorless water flows in river, begins from *Beshigram* valley towards Swat River. Main source of income, are small and large scale business, agriculture, domestic handicrafts, hotels and restaurants. In addition, majority of the people are engaged in their own business and few are working abroad.

2.10.4 Kalam

The valley Kalam is about 99 kilometers away from Saidu Sharif (Capital of Malakand Division). It is located in northern upper areas of Khyber Pakhtunkhwa province of Pakistan. Kalam is bestowed by Allah with lush green hills, thick forests, mesmeric lacks, attractive waterfalls which are worth seen feature of the valley. Massive number of hotels and restaurants are available in this valley. Most of the tourist come here to enjoy the high Alps and cool breeze of Swat River. High of the valley is about 2,000 meters (6,600 feet) above the sea level. The area further goes towards more attractive localities, such as *Usho* and *Utror* valleys.

2.10.5 Bahrain

As the name indicate which means "two rivers". Due to its position at the confluence of the *Daral* and Swat rivers. Bahrain is approximately, 60 kilometers north of Mingora city at an elevation of 4700 feet. The locality also attractive for its fresh water, rivers, and local handicrafts. The area also serves a base camp for majority of tourists who are intended to go up high to *Daral* lake and *Saidgai* Lake.

3.1 Thematic Analysis

Thematic analysis as a process of transcribing/ converting the raw data in a systematic way, i.e. coding, encoding, themes and subthemes so on so forth. However, encoding needs an explicit “codes” it maybe list of themes, qualification and indicators etc. themes as an outline exists in qualitative information that at minimum describes and organizes the possible observations and at minimum interprets aspects of the phenomena (Boyatzis, 1998).

Themes may also be generated or extracted from raw information inductively or from theory or prior- research deductively. Thematic analysis has a number of overlapping purposes as described by the author such as:

- Scanning or a way to seeing the information
- Making sense of the related and unrelated information
- A way to analyze the dataset
- Is a way of seeing, observing a person, a group, an organization and culture
- It enables the observer, scholar or researcher to enhance their sensitivity and accuracy of the particular phenomena, situation or event

According to Braun & Clarke (2012), thematic analysis allow the researcher to make sense of the information collected and to see what is common that at written and talked about. It is a method that allow the researcher to systematically organize, identify and offering insight throughout the qualitative information. In addition thematic analysis can be done through six different phases.

3.1.1 Phase 1: Familiarizing with the Data

Familiarization with the data play a vital role. It allow the researcher to have strong understanding over the data collected. However, after understanding the data, it become helpful to transcribe the data easily. No doubt this phase are too much exhausting, time consuming and irritating but is also one of the main phase. This phase almost common and applies to all forms of qualitative analysis. At this phase the researcher need to immerse himself/herself in the data through reading and re-reading the collected data. Make rough notes of the audio or video recording. It is mandatory to listen at least once the collected information. Listening or reading the dataset does not mean mere reading the surface words of the same page, but read it critically and actively to make sense of the word what is it mean. Therefore, all the collected data via audio

recorder was listened carefully, understood and then transcribed at into English. As all the interviews and discussion were in Pushto language.

3.1.2 Phase 2: Initial codes Generating

Generating codes at this stage give way to systematic analysis. Codes are the building blocks or bricks. Mostly, themes and codes used interchangeably by the students. Codes are the individual brick while themes are the entire wall in analysis. Codes generating mean labeling something that is relevant to your research questions. Notably, during reading and re-reading if the reader recognize this dataset has potentially relevant to my research questions “code it”. In addition codes are divided further into semantic and latent level of meanings. Difficulty at this stage to novice researcher are inevitable. Novice researcher often describe the code rather than interpret as interpretive best done professional researcher. In this context all the transcribed data read thoroughly and generated initial codes.

3.1.3 Phase 3: Themes Searching

Thirdly, this phase consists on searching for themes. A theme is something relevant to your research questions. At this stage the codes are then describe in more detail rather than a pithy summery. In this context, after codes generating and labeling, the codes are converted into themes and sub-themes.

3.1.4 Phase 4: Themes Reviewing

Recursive or reviewing process takes place at this stage in relation to the dataset or coded data. During this phase the themes reviewed again and again in order to check in relation to the collected data and explore whether the themes is working properly in relation to the dataset. This is because themes are often overlapping and sometime irrelevant. In addition, themes are often wrongly put beneath the specific code, it is therefore, reviewing themes at this phase is essential. Nevertheless, all the themes and sub-themes are reviewed thoroughly. Overlapping and wrong putted themes are removed and replaced it with relevant themes.

3.1.5 Phase 5: Define Themes

At this phase themes needs refinement and the aim to “identify the ‘essence’ of what each theme is about “(Braun & Clarke, 2006). During analysis, themes and sub-themes needs definition.

What this theme stated, and how the sub-theme are related to the actual theme. It is therefore, all the themes and sub-themes properly explained and established association with the main theme.

3.1.6 Phase 6: Writing a Report

Report producing from the entire data of your analysis in order to provide a complete and concise story. In qualitative research the researcher from the informal notes, and memos go systematically to a more formal process of analysis and report writing. Consequently, all the materials from journals, articles and reports from newspaper are reviewed and studied, resulted a comprehensive report production.

CHAPTER 3

LITERATURE REVIEW

Introduction

This chapter consists of multiple literature reviews, on tourism, cultural tourism, social influences which help in understanding in-depth and significance of research problem.

3.1 Tourism

People are motivated to travel for a wide range of reasons: reuniting with family, escaping a cold winter, or experiencing a different culture or cuisine. The tourism economy includes everything from a visitor's mode of travel, to meals, lodgings, and activities they engage in during their trip. With so many products and services catering to the needs of tourists, it's not surprising that tourism is now considered the largest industry in the world. There are many ways of defining tourism, but a commonly accepted definition is the one developed by the United Nations World Tourism Organization (UNWTO): "The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes" (Whyte, *et al*, 2012).

Gozner, & Zarrilli, (2012), conducted research in Albac about tourism, and its forms which stated that tourism is the movement of people from their conventional environment to outside for the purpose of pleasure and recreation for a particular period of time. According to the author (M. P. Debord, 2010), explained tourism, "*the art of traveling for one's pleasure*", and also a socio-economic phenomenon which further creates benefits, of development for the local community. Tourism has many types with its own benefit and leisure, some for business or some for pleasure, but these are explained by the authors one by one.

Engelhardt, (2005), stated that, UNESCO mission is based on two pillars that is peace building and development. Tourism is one of the factor in both of these. Since second half of the twentieth century tourism and traveling is one of the most significant diverse in the global trade. Although tourism and traveling are generating a worth of \$3.5 trillion per year and about 150 million job opportunities for people.

It's far said that there may be no any other location within the global where tourism are the bigger business besides Asia and Pacific which is the main hub for tourism and answerable for a healthy earnings. In any case tourism is one side producing more wealth, however we must appearance severely its impact. Due to the fact tourism has both tremendous and bad impacts all over the globe.

Tourism is added many measures which includes economic increase and opportunity for people. It's also observed and experienced that in Asia unregulated boom of tourism and unsustainable planning for tourism is answerable for environmental disturbance. As said previously together with the impact on culture and surroundings. It also impacts ethnic minorities and teenage children which force them to sex alternate or work as a beggar against the richest travelers.

Cultural heritage locations in Asia and the pacific attracts both domestic and international travels and tourists. But due to its limited carrying capacity and irresponsible management these situates will quickly deteriorate. Unless, if not managed properly for sustainable visitors. The deterioration of these historic, sacred and spectacular heritage. However, it isn't only the loss of these unreplaceable places of the earth but also end of the tourist industry.

Tourism also preserve nearby culture and heritage and lead them alive all around the world. As tourist and preservation are each we can say accomplice in a parallel track, but there's a need of proper cooperation to be evolved. Though sustainable tourism dwelling situation of the people improve and also improve income of the household. It also refresh and retaining indigenous culture, landscapes, local art and craft their traditions and customs. It also play a major role for preservation of cultural heritage of the nation. It also play a major role in the development of rural areas as cultural tourism demand for capital infrastructure such as roads, and access to heritage sites in that particular areas. Maintenance and preservation of culture heritage leads to awareness in the local people and a sense of pride for that specific civilization. Therefore, UNESCO also emphasis on tourism to promote it in order to preserve and maintain a society cultural, folklores, its tangible and intangible heritage.

3.2 Types of Tourism

3.2.1 Cultural Tourism

Cultural tourism is the name indicate, related to culture. It is an important type of tourism, though it is considered to be ecofriendly and less deteriorating. It is also a learning, educational tourism; with the aim to study and practice other cultures, lifestyles, traditions, archaeological and historical values of a particular community. In this paper the authors elaborate three areas of culture tourism from the studied area such as Memorial House, the bust of Horea from Feriçet village and the Horea commune, are mostly visited by culture tourists.

3.2.2 Agro-Tourism

Usually, individual or group of individuals who are intended to have all the activities related to agriculture and rural environment. In this type of tourism tourists spend their vocation in farms, and it take place in wine producing country mostly such as Spain and Italy. This type of tourism are also called “entertainment tourism” because it includes enjoyable activities like horse riding, taste the real honey, and similarly pick off different fruits by their own. It is noted to be one of the growing tourism around the globe. The intention of the tourists in Agro-tourism is simply to know about the procedures of their foods and vegetables and interesting in discussion with the farmers, regarding the foods and vegetables (Bhardwaj, *et al.*, 2006). Usually, farms are not only limited to vegetables and fruits but also consist of animals, and birds openly. Frequently, children are enjoying this type of tourism because they did not have seen birds such as drake, and pig.

3.2.3 Educational Tourism

Educational tourism includes activities designed for educational purposes. In this type of tourism, students or pupil visits multiple areas, beautiful landscapes and historical places for education purposes to gain knowledge about the history of that particular area. This type of tourism attracts tourists throughout the globe (Cocean, 2007).

3.2.4 Rural Tourism

This type of tourism, high lightened by tourist’s who are excited to study and learn about traditional culture of a particular community, most authentic belongings, and folklore. This type of tourists’ visits on vocation to rural areas, for attractive environment, fresh wind, pleasant weather and to take fresh breath in fresh and silent environment. It is the type of tourism through

which tourists' refresh and relaxed their minds; while enjoying pure environment. This complex type of tourism also present itself in various tourism forms like: sports tourism, environmental tourism, culture tourism, vacations tourism and similarly, agro tourism (Petrea & Petrea, 2000). It also related to the activities of natural and cultural sights, it is due because the focus of this tourism on the life of the rural communities and their practices. However, this type of tourism are searching for authentic architecture and history (Petrea, Rodica, 2004).

3.2.5 Religious Tourism

Religious tourism related to religion as well as culture sights. Mostly, religious people probing and visits to religious sites to perform pilgrimage. In this type of tourism people focuses on religious values and follow a certain condition in values, spiritual construction, objects and their construction. Today, religious tourism has evolved a lot, such as Muslims to perform Hajj, Hindus to go various temple in a year. According to the author, that includes wooden church “*Înălțarea Domnului*” from the Arieșeni village, the wooden church “*Nașterea Sf. Ioan Botezătorul*” from the Gârda de Sus commune and the wooden church from Mățișești, Horea community.

3.2.6 Business Tourism

It includes, the visitation of people from one country or place to another. Typically, people travelling, for the purpose of business, and participation to different programs and trainings with different companies and organizations. Nevertheless, business tourism, is furthermore the main source of income generation. An example for this, politicians and businessmen visits, with the intention to developed business and generate more revenue.

3.2.7 Mountain Tourism

Hunting tourism, includes the hunting of wildlife, such as wolves, bears, and deer and so on. it considered to be an economically efficient tourism, because people pay a huge amount for hunting, and contribute the development of that particular area and contribute to the overall GDP of a country. This type of tourism are carrying out in mountainous areas which offer an applicable location.

3.3 Culture

Culture term is vague to define due to its broadness and different dimensions. As Hague convention 1945, elaborated the term culture includes both movable and immovable properties, such as archeological sites, historical buildings, written and oral history (UNESCO 1954). During 2001, it was noted that culture is about social cohesion and social identity of the particular community---Universal Declaration on Cultural Diversity— (UNESCO 2001). Culture is defined as a set of ideas, believes, behaviors, set of linguistics, different people, music, dances, myths, lifestyle, material, non-material, spiritual and in addition to art, architecture, literature, and the way of life. Nevertheless, all cultures are emanated from different people and different societies. Each community or society has their own way of living, practices, traditions and customs to do which is than create them distinct from other communities or societies. Another definition which is give during the convention, heritage conservation as human rights in Kenya 2006, stated that “culture consists of group or separate buildings, architectural sites, monuments, landscapes, mountains, and other historical objects”.

The United Nations declaration on the rights of local people (2008), declared precisely, that local people have the right to protect as well as practice their local festivals and revitalize their customs and traditions. With this practice, it results the preservation of their own culture and tradition, manufactured, ancient areas, and strategies not only for the present but for the future generation to come (UN, 2008). In 2007, Kenya also ratified, convention for the safeguarding intangible heritage. The purpose of this convention was to safeguard intangible heritage like dance, music, myths, and festivals and also the state parties to take strong measures to protect, and respect customary practices and ensure access to intangible heritage.

All the convention discussed in this literature gives assurance and declare that how individual and individuals, whole society should be involve in the protection of heritage sites. Cultural right as necessary as human rights and it is the part of the fundamental basic human rights to communities and societies, which should be protected and promoted.

Few statistics are from the paper show a clear picture of the cultural tourism and the issue of overpopulation or population explosion, which than further be created issues such as sanitation and aquatic problem. During the period 1990’s censuses was conducted between urban and rural areas in Kenya, resulted that population exceeded of rural areas than urban area, that is coastal

region grew from 3.7 to 4.2 percent in 1979-89, while the urban growth rate was on decline. Along with this overpopulation without proper living standard or poor living standard resulted pollution, drainage issue, housing and destruction of forests, deforestation, massive destruction of heritage and historical places, for the reason that they lack of awareness and understanding the value of heritage.

The main theme regarding this literature is Most of the convention regarding heritage and natural resources and its conservation ratified by Kenya, all these convention were to conserve the natural environment as well as heritage sites (culture, buildings, art and architecture, folklore, object of the past) and concern for socio-economic development. For instance, these convention aim at bringing government and non-government department, local communities' involvement in preservation of natural landscapes, and treated in a way to be sustainable use for future generation (IUCN, 2006). The involvement of local population or local people in the process of conservation and protection of natural, or manmade heritage sites, for the purpose to raise their standard of living and keep their identity alive for the future generation. In addition, tourists pull around the globe in order to spread their local cultural and identity and myths around the world (Deisser & Wahome, 2016).

Culture with significant values and importance consists of both material and inconsequential. It is collective intellectual achievement of the particular society or community lived before i.e. (Arts and other manifestations). It also includes customs, norms, traditions, and institutions of a particular group of people. Moreover, it indicated the relationship between nature and human. Hence, culture represents historically human achievements and major changes in relation to sociocultural (Barnes, 2002). Generally, culture is defined as ancient remains, properties, cultural resources, and assets, both movable and immovable objects of cultural utilities. It means, that culture is composed of both physical and nonphysical objects that is produced by the people of the past era. These goods have substantial values, scarcity and genuineness. They signify the identity of a place and are expressions of the relationships between human and nature (UNWTO, 2007). Gondar city is a historic place with a rich cultural heritages which includes tangible and intangible assets, centuries old handicraft production, exceptional variety of ceremonies, festivals, celebrations and rituals, moreover cultural heritage sites registered on the UNESCO's World Heritage list in 1989 (Hampton, 2003).

3.4 Cultural Tourism

Given numerous definitions of “culture,” it’s hardly surprising there are many definitions for cultural/heritage tourism—also known simply as cultural tourism or heritage tourism:

“Culture and heritage tourism occurs when participation in a cultural or heritage activity is a significant factor for travelling. Cultural tourism includes, performing arts (theatre, dance, and music), visual arts and crafts, festivals, museums, cultural centers, historic sites and interpretive centers.” – Canadian Tourism Commission key focus of this handbook is “Cultural Tourism embraces the full range of experiences visitors can undertake to learn what makes a destination distinctive – its lifestyle, its heritage, its arts, its people—and the business of providing and interpreting that culture to visitors”.

Ismail N, *et al.*, (2014), detailed tourism is an important sector for economic gain as well as tourism development. Cultural tourism is one of the branch of tourism which attract tourists towards different cultural events, heritages sites and events. Cultural tourism has an alternative form of development which has the potential to attract both domestic and international travels. Different knowledge through different ethnic group as Malaysia is the country with multi ethnic groups and diverse culture and events which brought different local knowledge about architectural sites, folklores, music, dances, traditions, and different culture and heritage.

Since, World War 2 tourism emerged world market in term of economy and is the largest industry around the globe. Tourism is defined, who travel for leisure, business or for refreshment from their living place not more than one year. Multiple forms of tourists ranges from coastal to mountain tourism, rural tourism and island tourism. Among them coastal tourism was significant in terms of economic additions and tourists inflows, but this trend has been changed and currently people are preferring and alter to cultural tourism. Within cultural tourism this trend has evident for seeking adventure, history of the previous, heritage of the former, archaeology and local culture of the bygone and contemporary people.

Hartley, J. (2004), another case from Utah, one of the state of America famous for its vast desert and the range of mountains. Its capital city salt lake is attracted and drawn attention of most of the tourists. It is argued, that from 1997, amid the study by travel industry of America states that round about 93 million Americans planned for travel to historic, arts, and cultural or heritage

sites. It is also stated that, tourists' exclusively for local culture or customs are spending about \$174 than any other tourist. Hence, it is obvious that today travels are preferring towards more authentic, real, historic, arts and crafts and to enjoy and see cultural of a precise civic. From the last years Utah economy is shifting form agriculture and extracting to service sectors. It is estimated that 61% jobs are created in services sectors in 2002.

Local culture celebration can be effective way of communities to express themselves different form other communities. It is one of the way which attract lot of travelers through local cultural celebration. For instance, Utah community are practicing and celebrating local culture and customs which attract tourists and most often, these tourists than not stay at hotels but traveling long up to 100 miles for cultural events. Another specimen, from Salt Lake City Greek festival which attracted thousands of tourist every year.

Cultural tourism is important for several reasons. It has both positive socio-economic impacts. It developed and reinforces people identity and help in conservation and preservation of different ethnic group's identity and their culture. According to the world heritage organization which predicted that cultural tourism will be one out of five tourism market segment and the growth in this area will be a great challenge in term of managing tourism to cultural sites. People identity, dignity and self-respect to both poor and elite societies are coincide with cultural tourism. It is crucial and vital to elaborate that cultural heritage tourism not limited to tangible or visible heritage but it also include intangible heritage such as color lifestyle folklore, painting, values, tradition cultural and materials. Cultural heritage can be seen in different forms like arts, areas, dance, food, dresses and events and the loose in this kind of heritage and the destruction of heritage results, the loss of traditional knowledge, identity of the particular groups and loose of scientific knowledge. As we discussed earlier, that there are many objectives of cultural heritage tourism which need to be sustainable use and conservation of cultural resources tourism for authenticity and the increasing number of revenues of cultural resources. It is therefore, mandatory that cultural heritage tourism not only limited to identification, management and conservation, but it can also include understanding the effect of tourism especially cultural heritage tourism on the host communities and regions.

As we discussed before, heritage consist both tangible and intangible just like culture. According to UNESCO inheritance includes architectures, paintings, museums, rock carving etc. the things which are visible to the people but other heritage like sounds music and their living tradition and folklore includes intangible legacy. Likewise, culture is an intangible heritage that is fair practiced by a group of people which reflect their identity and way of living. Rock art and rock carving, paintings all are includes in heritage which is an irreversible value.

Tourism is one the largest industry all over the world. Most of the countries are generating foreign direct investment. As tourism is the world largest industry, so it is substantial to a community economic prosperity, sustainability and vitality. Georgia is of the top 10 countries that have attracted a numerous cultural and heritage tourists and visitation.

Historic places, buildings, resources, heritage and culture are associated with people or events give the community an identity and a sense of pride. Cultural or heritage tourists are basically the personnel visiting to multiple historic sites, places, museums, battlefields and mostly these people are encounter with traditions and culture. Today cultural tourism is growing rapidly in order to practice and enjoy other community's traditions, art and craft, dance, foods, experiencing local values norms, and customs (Green, *et al.*, 2010).

According to the authors they stated that there is a conflict between culture preservation and culture destruction, and is one of the central issue of human right and democracy (Eastop, 2002; Silverman & Ruggles, 2007; Deisser, 2009; Jokiletho, 2012; Coombes, Hughes & Muneme, 2014). Working in this field is underway by many professionals especially heritage professionals to address the issue of human rights and environmental conservation. Though less or no attention given to local custodians in terms to access, interpretation of their values and heritage use which is the basic human right of the locals and basic fundamental responsibility to preserve their culture (James, 2007).

3.5 Cultural Impacts

The way which the tourism industry affects social, economic and environmental condition of a particular community. Correspondingly, the industry has also cultural impacts on host communities. The term “culture” is ambiguous to define. Usually, culture term frequently used in order to identify religion, cousins, language, tribe, festivals and so on. Culture is such a pervasive

part of human life that almost no human thought and behavior is free from its influence. Culture vary and modify with the passage of time and transmitted to the next generation of the community. However, betterment in communication system, cultures have modified by adopting certain characteristics from others. It became clear that changes in a community or society while interacting with another is inevitable. Meanwhile, if tourism effect culture negatively of a particular community can lead to hostility between tourists and host community (Inskeep, 1988; Priestley, 1996; Smith, 1992; Thomas, 1990).

3.6 Socio-Cultural Contacts of Tourists with Locals

Wood, (1994), argued that tourism can be the major factor for change in political, social, cultural, economic and environmental system. It creates contacts between tourists and the destination. The contact between the host community and sightseers create social changes through cultural exchanges. These relations may be short term, long term or even simple or complex. But generally, the interaction of these two affect local community members' daily routines, habits, beliefs, values and social lives.

Whenever, the social factors become the ruling factor for tourism development, the necessity of having a harmonic relationship between local communities and the guests (Tourists) exists. The social aspects of sustainability proposes the choice of approaches to cope with changes depend on the characteristics of local community, the type and number of tourists and the level of change affected by tourism industry (Martin & Uysal, 1990).

Dogan's "Local Population Heterogeneity" model observes the policies of modification within a community that is culturally unchanging and the changes in benefits and individual priorities. Equally, Rambaud, (1967), argued that population of destination community includes different people with different priorities, from different background and may not socially and culturally homogeneous. In addition, according to (Cater, 1987), illustrated that some sections in destination community favor tourism, because they have more benefits from them. However, age differences among local communities highly correlated to the differences towards tourists', young generation may adopt values of dressing, morality and sex.

Different sections and members in a community and the uneven distribution of costs and benefits of tourism industry may lead to disputes among different classes. As society includes poor and rich classes therefore, massive benefit goes to the rich class. Rich become richer and the poor become poorer (de Kadt, 1979). It has been widely documented that negative impacts of tourism industry on local community may lead to negative perceptions and attitudes towards guests, which then result decline in tourists arrival towards host destinations. Negative impacts includes loss of tradition, traditional foods, local ceremonies and folklore. Equally, according to (Goksan, 1978), stated that, with the commercialization of tourism, crime rate increases. This is because there is a big gap in between hosts and guests way of living and affluence. In addition, Pollution, high level of noise, overcrowding at the destination results destruction of tranquility, calmness and Peace at the host destination as well as it also creates physical and mental diseases (Wahab, 1978).

Tourism industry have increased developing countries dependency over developed countries in the form of imported goods, hotel management, travel and tourism agencies, tickets etc., which cause leakage of revenue. Similarly, excluding local community from tourism industry and isolation of the host community creates a biased number of workers, i.e. low paid work, Menial job leads to enhance the cost of living (Goksan, 1978).

3.7 Adjustment Social Model for Tourism Growth

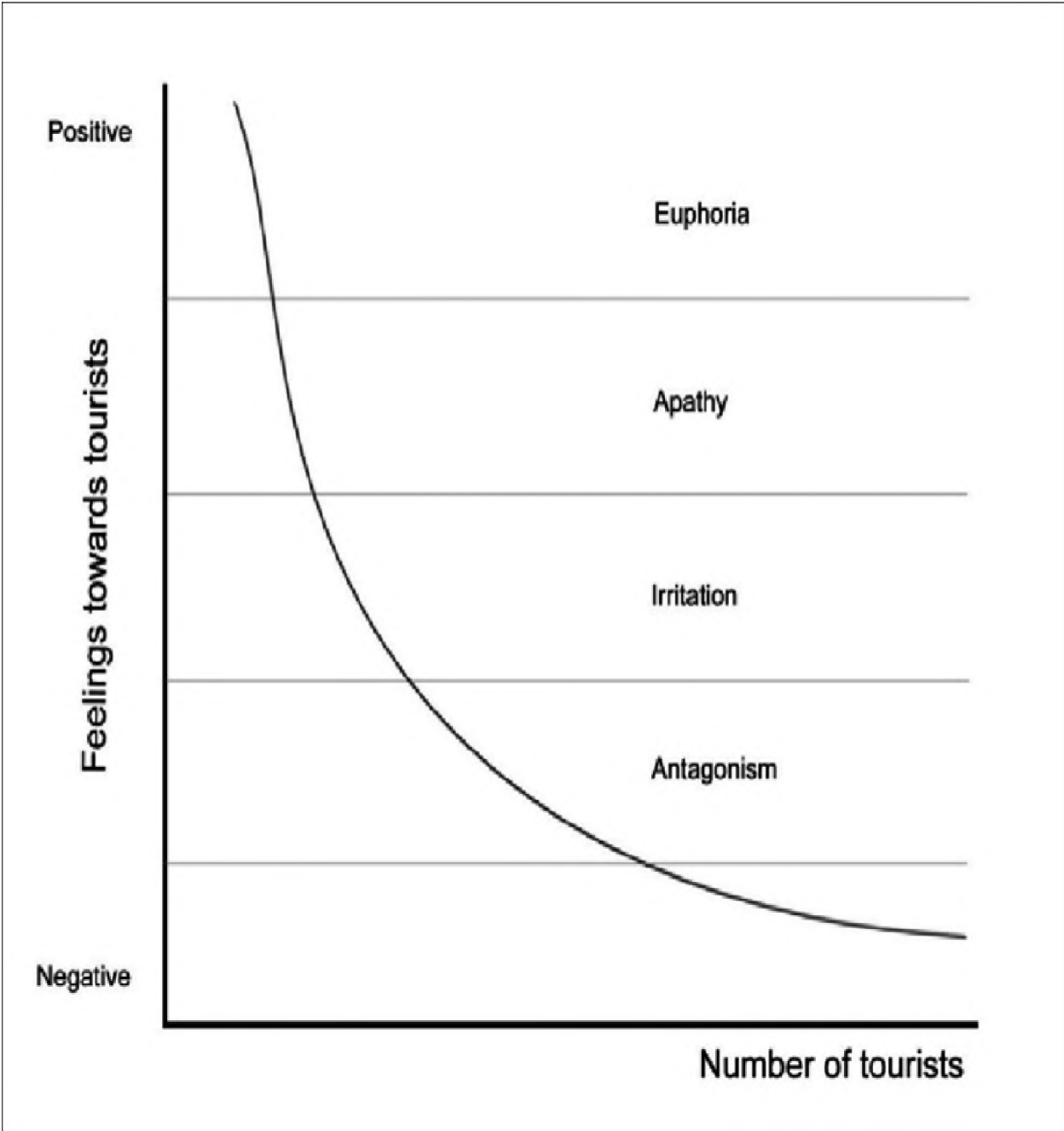
Tourism influx to the host destinations produce both optimistic and damaging impacts. Both constructive and destructive changes depends upon socio-cultural structure of the local destination and the degree of tourism development. Whenever, local community perceive tourism negatively, it implies they resist and do not give way to incorporate tourism in their culture. While on the other side, when local community perceive tourism positively, it means that certain or partially integrate tourism in their culture (Dogan, 1989). For the purpose to decrease the tension between hosts and guests caused by the introduction of tourism, there is need to develop policies of adjusting or coping to particular changes by the local authorities (Wood, 1994).

3.8 Doxy's Irridex Model

As discussed tourism is a double-edged sword which generates both positive and negative impacts to the host community. In order to clarify the relationship between local community perception towards tourism and tourism impacts, several models have been presented. One of the most

influential model presented by Doxy's (1975), "Irridex of Tourist Irritation" stated that local community perceptions and attitudes passes through a series of four stages. Includes, "Euphoria" preliminary stage of tourism contact with local community. At this stage the local residents showed excitement to have tourism influx. Welcoming tourists with glad, with partial tourism planning. "Apathy" at this stage, local community and tourists' relationship commercialized. They seems to be common for local community. Dealing with visitors goes long term. "Irritation or annoyance stage" at the third stage local community showed irritation and frustration towards tourists. Community may even isolate tourists in tourism sections or corridors. The last stage "Antagonism", at this stage the local community showed total dislike and hatred towards tourists. They showed strong feeling of detestation and abhorrence that they previously welcomed due to cost exceeded the expected benefits. Doxey's Irridex model supported by Long *et al.*, (1990), stated that local community attitudes promising at the beginning while negative after reaching a saturation point or threshold level. The model further stated that community contain a sense of homogeneity (Mason et al. 2000). However, this statement has been opposed by many researcher, that local community attitudes towards tourists simultaneous exiting in heterogeneous community (Brougham et al. 1981; Rothman, 1978).

Figure 1; Illustration of Doxy's Irridex Model



Doxy's Irridex model Source: Adapted from Reisinger (2009:221)

3.9 Attitudinal Model

Due to the above arguments Butler (1980), presented a more complex model known as “Attitudinal Model” which suggested, that host destination have both positive and negative attitudes towards tourism that is expressed in an active and passive manner. Although, the model measured local community attitudes towards tourists’ at any time during tourism development. As there are heterogeneity in community which further separated their feelings towards tourists and hence unveil diverse attitudes ranging from irritated to welcoming.

3.10 Adjustment Model

Dogan, (1989) expressed “Adjustment model” in response to the rest of the models. Adjustment model states that, some of the residents of local destination accepts socio-cultural changes in their life, adjust themselves according to the changes and they perceive tourism positively. While contrarily exhibit these changes negatively. The model is not associated with the stages of tourism development at the terminus. But rather it is the description of the local community condition and state in response to tourism development. The model proposed five responses from community members. Some of the responses are taken active while other passive.

1) Resistance: local community showed aggressive action against tourism and sometimes tourists. For example, staff at tourism facilities and services might refuse to help visitors or to speak a guest’s language even when known.

2) Retreatism: local community totally depend on tourism industry, but does not yet accept the industry. However, large portion of the local community are not in the position to accept societal changes in response to the tourism industry.

3) Boundary Maintenance: Tourists’ destinations appreciate tourists’ activities and arrival, but also keep distance from tourism through religious beliefs, norms and social activities. In this situation, financial gain and benefits to the local community consequently, compel local community to accept tourism industry by showing a positive attitudes. Through this industry local community can preserve their traditional culture, art, and customs. They can also protect their natural environment, architecture and traditional lifestyle.

4) Revitalization: tourism is durable-edged sword. It has both destructive and optimistic response. Local destination support tourism, as this industry play an important role in preservation of the local culture and tradition. It seems to be more preservative rather than destructive due to the impact of commercialization, urbanization and industrialization.

5) Lastly: educated and youth population welcome the lifestyle, ideas, customs and orientation. They then totally accept tourism industry and their activities their community with more enthusiasm, and is one of the factor to demolish the traditional social structure, culture and way of living with new ones. Various community level conflicts arise due to tourism impacts with no resistance on local community behavior, attitude and values.

In the same way, Ap & Crompton (1993), presented four responses based on empirical observation form local community. The responses are taken on looking to the perspective and attitude of the local community towards tourism industry. Four responses are;

1) Embracement: This response showed complete acceptance and greeting of tourism

2) Tolerance: The residents adopting inconveniences or costs and being quite aware of tourism's benefits to accept it without changing their outside manifest behavior to adjust to it

3) Adjustment: Local community members by using local knowledge and rearranging their activities to escape crowds and to avoid inconveniences caused by tourism.

4) Withdrawal: Physically, escape or migrate from tourists' localities to other areas for psychological peace and tranquility and don't want to be involved in tourism industry.

Anyhow, Ap and Crompton (1993), expressions of describing the factual observation and the attitudes of local community quite different from the rest of the models as discussed earlier. Though, the rest of the models focuses only on macro level rather than individual level (Brown & Giles, 1994).

Marsh & Henshall (1987), also recognized four categories of tourist-host interaction: separatism, involuntary, voluntary, and integration. The separatism mode safeguards tourists from the effects of the host culture. Tourists have little contact with local community, typically being taken care of by tour operatives. The involuntary mode offers tourists with more contact with distant hosts. The

voluntary mode includes self-determining service after involving in local community culture and daily activities. While in assimilation mode, tourists experience a lifestyle similar to that of the hosts. They are under the influence of the host culture.

3.10.1 The Link between Heritage Conservation and Tourism

The ties between tourism and heritage conservation have been growing stronger in recent years. In 1999, the International Council on Monuments and Sites (ICOMOS) created the International Cultural Tourism Charter – Managing Tourism at Places of Heritage Significance. Its key principles are

- Since tourism is among the foremost vehicles for cultural exchange, conservation should provide responsible and well-managed opportunities for members of the host community and visitors to experience and understand that community's heritage and culture first-hand.
- The relationship between heritage places and tourism is dynamic and may involve conflicting values. It should be managed in a sustainable way for present and future generations.
- Conservation and tourism planning for heritage places should ensure that the visitor experience will be worth-while, satisfying and enjoyable.
- Host communities and local peoples should be involved in planning for conservation and tourism.
- Tourism and conservation activities should benefit the host community.
- Tourism promotion programs should protect and enhance natural and cultural heritage characteristics.

These principles demonstrate that heritage conservation recognizes tourism is here to stay, and is seeking ways to live harmoniously. They make clear that cultural/heritage tourism operators have a responsibility to the host community, to the visitor, and to the resources on which their industry is based.

3.10.2 Social impacts of Tourism

Local commune affects through tourism in several ways. It can change the lives of the local destination members. It can change the social, structural and values system of the local community involved. Producing changes in the societal conditions, leads to globalization and develop a sense of global society. As tourism is the movement of the people from place to place with different backgrounds, traditions, values and cultures. While interacting with other cultures, traditions and lifestyle produce changes in particular locality and respect the opinion and the lifestyle of the local community. With these fluctuations certain vicissitudes are against the local community standards, traditions and norms which leads to distortion, disorder, increase in crime rate and often social conflicts in particular arena. In addition, another issue, that is social capacity of a tourism destination. Wherever, guests involved in some recreational activities they need certain quantity of physical space for the purpose to enjoy their activities in free manner. Intrusion with these functional needs for space due to unnecessary density will cause physical crowding to be experienced (Choi, *et al.*, 1976; Stokols, 1976).

Pressure on spaces retaliate impacts on the nearby people as well. As “Facilities carrying capacity” if it exceeded, adverse effects can be installed to that particular locality. However, this is one of the main concern and frequently studied topic by environmental protection research and tourism development. Many of theories recognized and suggested that with the increase in crowding to the locality, initiate drastic consequences. Density may refers to the carrying capacity which when exceeded, cause negative impacts on local environment such as; toxic wastes. In addition, ecological deterioration may further leads to different disease to the nearby individuals (Heberlein, 1977).

In developing countries tourism industry generates multiple social and cultural influences and benefits. The top cause to sustain tourism and its promotion is economic benefit, cultural diversity, cultural revival and growth. Money investment and consumption are associated with tourism industry. However, tourists invest massive money for ingredients, accommodation, recreational activity, inside the destination locality and so on. Although, the local people and business additionally purchase items and services with a purpose to sell to tourists and satisfy the wishes of

tourists. It results, benefit to both guests and host community which than similarly be used to invest for goods as demanded by the tourists in the destination area (Brunt & Courtney, 2003).

According to Gursoy & Chen (2000), tourism is a product that is produced and consumed at the same time. Tourism affects the economy and lives of communities and has proven to be a lifesaver for many destinations. Impacts occurs when tourism changes the value system/ behavior, threatening native identity, community structure, family relationships, ceremonies, collective traditional styles and morality. Tourism can also cause positive impacts as it can serve as a helpful force for peace, help avoid urban rearrangement by creating local jobs and foster pride in cultural traditions. The type of tourists will have a differing effect on the host community. The mass tourist is less likely to adapt to the local cultures and will seek facilities and standards found in his home community. On the other hand the independent tourist will adapt more willingly. The tourism development strategy should aim to protect local culture, respect local traditions and promote local ownership and management of programs and projects. So, as to foster community supervision arrangements of the natural resource base (Hampton, 2003; Schwartz, 1997).

According to Williams (1998), every tourist either foreign or domestic inevitably provokes both positive and negative influences to the host community. One of the prime positive impact or change includes enhancement in knowledge, local culture, and host societies norms and activities (Bochner, 1982). While on the other hand, it also generate negative influences to the host community such as degradation of culture through cultural commercialization, increase tension and disputes among outsiders and traditional lifestyle of the local community, new pattern of local consumption, erosion of strength of local language, and increase promotion of risks (Drugs, sexual Harassment, Gambling etc.)

The relationship between residents and foreign tourists is created by the ratio between the behavior of foreign tourists in the tourist destination and the way local people perceive this behavior. How the local people perceive the behavior of foreign tourists, and evaluate it as positive or negative, is determined primarily by cultural and moral norms of the population of a certain destination. However, one must take into account that the behavior of tourists during their stay in the tourist destination often does not reflect the everyday lifestyle of foreign tourists. It means that tourists behavior seems more relaxed during holidays which is perceived in wearing unintended clothes, increased food and beverages consumption, as well as in the trend of getting more entertainment.

Such behavior commonly creates a negative image of the country of their origin for the local population (Williams, 1998).

According to Burns & Holden (1995), tourism brings social impacts and influences to the host community that includes threatening local identity and values to loss, cultural clashes, and physical influences causing social stress, crime and sexual category tourism. However, cultural clashes arises with economic inequality, tourists' behavior and the level of jobs. In addition, developing countries often receive large social and cultural impacts due to breakability of their economic infrastructure and social system.

Sandeep, K., & Vinod, K., (2014), stated that tourism is become an important agent of change. As tourism prospective for job creations, income and living standard, but it moreover has some socio-culture impacts. A study of Tahiti focuses on the changing societal role of men and women as an effect of tourism. Study showed that Tahiti were famous for its beautiful women. Due to this perspective the government adopted a strategy of employing women in tourism industry as tourist guides instead of men. Resulted, traditional male society dominated by women. This is because the idea of social dualism in which the acceptance of foreign principles by the members of host, resulted negative impacts on their lives and behaviors.

Pizam & Milman, (1986) only economic growth and foreign exchange earnings are not associate with cultural tourism, but it also associate with social and cultural ones. It is therefore, important to understand that cultural tourism effects are not only associate with tangible things i.e. economic development and foreign direct earnings, but it also associate with intangible effects i.e. social and culture system of a community. Usually, social and cultural changes is the contribution of tourism industry that is, value system, norms, traditions, family relations, moral conduct, and collective lifestyle of a community. In simple words cultural tourism have both direct and indirect effects on the destination community. However, findings of the study revealed that cultural tourism have both positive and negative impacts on local community lifestyle.

Another study according to Rayan, (1991), stated that the adaptation of tourists' idea, behaviors, styles, patterns and attitudes resulted negative impacts on local community which ends up in deceptive traditional society norms and values. The paper investigated that wearing as like

tourists which taken into considered by the local community immodest and obstinate, results contradiction between old elderly people of the local community and the younger, because of their tradition and static values of the host community. Similarly, the establishment of conveniences to tourists such as bars and neigh clubs, for economic gain can also be problematic. As in most of the cultures it considered to breaking traditional cultures.

Brunt, P & Courtney, P., (1999), conducted a research in a coastal recourse in England, to see host perceptions of sociocultural impacts, which indicated that different review literatures likewise pointed out that interaction between hosts and guests (tourists), resulted both positive and negative influences. Report also showed that through literature reviews three basic concepts have been captured that as, tourism development, interaction of tourism with host community folks and thirdly culture. Moreover, it point out that tourism is a factor which divert and convert community to town and change their attitudes consequently. Thus, the results showed that it is both positive and negative relation with tourism.

Mccool, F, S., & Marti, R, S., (1994), compared tourism with community attachment and attitudes of the community. Tourism is a tool of increasing and developing rural economies and development. Despite the development in rural areas by means of producing profits, decorate infrastructure, security and safety of that particular location, attracts different tourists to that particular locality. In addition, it moreover have negative consequences on society. McIntosh & Goeldner, (1984), argued, that tourism development and framework is a key tool to address issues and enhance dwelling fashionable of the people and their livelihood, however some characteristics are vice versa. Such as social changes in the society take place due to tourism industry and its entrance. Negativity of tourism which incorporates, increase crime rate in that area, traffic of people, overcrowd, abrupt the physical environment of that area, (if not utilized properly), populace enhancement during tourist period. Frequently conflicts often arises and, especially local lifestyle affects by these practices. These troubles are diagnosed and counseled to be conquer through right planning and development for tourism industry to no longer via skip the values and tradition of the local communities and peace which became available before in that particular vicinity.

Mbaiwa, E, J. (2010), study conducted in *Botswana*, in Southern Africa is a landlocked country. The study carried out to identify earlier and afterward changes in host community livelihood by introducing Community Based Natural Resource Management CBNRM project in two villages *Khwai* and *Mababe*. Aim of the study was to engage local people in tourists' activities to generate money by preserving natural resource environment. And to improve livelihood of these people by involving them in tourism activities that leave their traditional way of life to a modern life style. Before introducing Community Based Natural Resource Management people livelihood was based on fishing, hunting and farming. Female of this community involved in carrying and collecting resources from forests like, tortoise, eggs of different birds or species especially ostrich eggs and different types of insects. While installing CBNRM project, it created a progressive change in their livelihood, diverted from collecting berries, fruits, wild insects, and roots etc., which is radically switch to decline. Result, showed that it is happen due to introducing CBNRM, which also employed majority of the people local especially in planning and implementing and aware them about tourism industry. Afterward, the villages installed different camps for tourism to stay, sold crafts to tourists, for cottage they sold thatching grass to earn money. The income which local people generated through these activities than spent on their houses to be more proper, and also buy different utensils for tourists like stove, and other kitchen related utensils, gas cylinder and so on, to compensate tourists and to get an awesome money for betterment of their livelihood. The author basically given the name and relate it with the modernization theory. And it is to be proven that, villagers have improved their livelihood and way of living though CBNRM project introduction and involving local individuals in it, which creates their livelihood sustainable.

Davenport, & Davenport. (2006), carried out research on the impact of tourism and personal leisure transport on coastal environment. With the growth in coastal tourism, there's an increase in technology and infrastructure to shape smooth and secure access closer to site visitors' vicinities. It implies that, host communities dwelling exists close to coastal zones or near woods. Because, those natural landscapes pull thousands of tourists to that areas. Building roads, increasing in technology and other developmental programs to facilitate tourists, often creates negative troubles for that very precise society. It's far because the whole society livelihood based totally on natural environment. Construction of buildings, hotels and roads for tourism accomplishments hardly degrade environment, in the end impact at the host community livelihood. Tourism is an economy making and development programs but all these facilities for tourism lead to combustion of fuels,

and emission of different gases from vehicles results environmental degradation. Excessive use of herbal assets and water in coastal regions are dramatic social impacts on the local community.

According to the author Ap. (1992), implemented theory of social exchange in their research, in which he argued that tourism is both affirmative and poor consequences on the host community social life. The have a look at also centered at the notion of the local people, which indicated that each elements of belief existed inside the society. For the reason that tourism, infrastructure, employment generation are the high quality effects of tourism. While low income, rush and other problems are also identified. The research indicated that there may be no apparent detail to specify that tourism we are able to say simple have nice influences (like enhancing economy), but also negative impacts. There is no single entity to prove that tourism is fair negative or fair positive impacts on the host people livelihood. Up to some extend host community people prefer tourism, and some aren't due to social exchange, which suggest people favor that component through which they get benefit and stay long-lasting.

According to the author Soontayatron (2013), stated that tourism has been criticized in many literature and by experts for its uneven drastic and favorable impacts upon the host localities. The study was conducted in Koh Samui Island, a famous seaside resort town situated in the Southern coast of Thailand, in order to investigate perceptions of the local community towards socio-cultural impacts of tourism. The study applied social exchange theory in their research. Though, social exchange theory was best suited in comparison to Butler's and Doxey's models. The author in his study identified four factors related to residents' perceptions and then compared and linked with social exchange theory.

Extensive contact: refers to those community members who are directly involve and contacts with tourism. Similarly, these members economy totally rely on tourism.

Partial contact: it refers to those who are with regular contact, but not totally rely on tourism activities.

Neutral concerned with tourism: it includes those members of the community who are indirectly contact with tourism and received only a part of their income.

No contact with tourism: these are those who did not have any contact. Nor directly neither indirectly, or saw them only by passing.

Findings of the study revealed that, local people perception was negative, in changing socio-culture condition of the area, while positive in terms of economic gain and local development.

According to Richard, (1999), Cultural tourism throughout Europe is one of the growth sector identified by most of the policy makers. Interest in cultural tourism not only fruitful result, but it is also the main sector in terms of job opportunities, overcome regional difference, and the most important culture development. It is clear that cultural tourism creates culture development and regional development and provide support for local culture (Richard, 1996). The development of cultural tourism coincide with problems also, but cultural tourists are considered to be ‘good’ tourist, because it harm less to the environment as compared to the rest of tourism. The main question which is addressed in this paper is about what is actually cultural tourism means? Answer to this given by Raymond Williams (1983) argued that, cultural tourism is one of the ambiguous term which is difficult to define and complicated term in English language. According to the above, culture is a word which is hard to explain, but cultural tourism with art tourism, heritage tourism and ethnic tourism are used interchangeably without knowing about which people talking about (Richards, G, 1999). Cultural tourists are profound and affectionate of searching for an authentic, genuine and authentic culture heritage. Often they carry the goods and remembrance like blanket, cap etc. alongside with the aim that they visited to that particular area or region. Another problem is coincide with this type of tourism, like cultural tourists are often visited to the local rural areas which than create a market for many rural regions, especially for their crops and goods. But it is clear that these goods and services which are offered for tourist are often imported, for instance, foreigners visits an area, then they demand for imported goods, which than eventually reduce cost benefit and reduce opportunity for local unskilled labors. This will be settled down unless the local rural production can be motivated and gain high standard.

Answering to the question, very clearly and precisely describe by the author. Like most of the communities presented their local culture for tourists for economic gain in the form of souvenirs, artefacts, dancing, and local festivals. One of the crucial function of culture that, it gives identity to the local community and make them distinct from others cultures’. Whenever, local community presented their culture to tourists for economy. It means that economy dominated our

culture, by consumption of symbols and signs of our culture from which we draw our identity. Through this process of globalization, and the exchange of commodities and goods; takes place internationally. It is obvious, that the process of commodification is unavoidable, each and every culture, adopt slowly and gradually other culture and commodities to involve in their local culture. In order to survive in this world the process of commodification is necessary. As it is necessary to live in the globe but the problem is to which extent local culture be converted to commodities, local culture performance and to sell to tourists. Somehow, local identity can be affected and loss up to some extent by presenting their traditional culture and cultural products and sell themselves to tourists, that's why loosing and depleting precious cultural resources of the community. Since, than due to economic gain local people act as the tourists like, rather than living their ordinary life which is a symbol of identity.

According to Bailey, (1996) compared rural agriculture and environment in United Kingdom. In comparison to government intervention in the process and restructuring the rural economy. Both government and European Union encouraged farmers to diverge their economy and develop a vast range of new activities and innovation, through new farming practice, new manufacturing practices, create different leisure activity to attract tourists. In spite of these divergences, they additionally, call for maintenance and sustainability of their local rural environment to be preserve. Call for preserving their local traditions and customs, preserving their atmosphere genuine and authentic along with the changes in patterns of production. This is due that cultural tourists are looking for genuine and authentic products and culture.

According to the author littrell, (1997), clarified and defined the word culture that culture is what people have, do, make and assume. From have, do and make the author implies from these terminologies attitudes, beliefs, tradition, custom and culture. Similarly arts, crafts, artefacts, jewelries and many others. All comes in make that people manufacture by means of themselves which then replicate their precise wonderful culture from others. Positioned into consideration the above description of cultural tourism, it's far clear and can be abstracted that cultural tourism is not always handiest visiting to the areas heritage sites, buildings and monuments, but it is a procedure of consuming the way of existence of the people to the vicinity visited. Through this technique people comes out from their regular places to outside a good way to appreciate new experience, know-how as well as the manner of dwelling. Conceptually, cultural tourism not only consume the culture and culture products of the ancient. However, additionally ingesting

mainstream cultural of the manner of lifestyles of a particular arena. So, therefore cultural tourism covers now not best culture products but additionally arts and heritage tourism.

Rural areas have the possibilities to increase in assessment to different urban areas, it's far due to the fact maximum of the tourists decide on rural areas, because of its beauty, clean air, uncontaminated atmosphere and numerous different blessings. It is, however noticeable that rural areas come to be urbanized swiftly with mass tourism influx and the exchanges of different cultures in that specific culture or society. However, cultural tourism improvement also creates troubles for neighborhood community, specifically if the development of tourism no longer organized in keeping with the resources available and without the consideration of nearby desires. Furthermore, tourism industry improvement too creates problems for that unique locality. Together with the relocation of the neighborhood individuals to that location for pursuing jobs (Abraham, 1986). Which then resulted, make big troubles for those already dwelling i.e. disseminate jobs possibilities, pressure on the atmosphere and congestion. Consequently, it's need and important for policymakers to evaluate carefully while developing tourism industry in terms of each it's wonderful and negative results, and also think about local environment, tradition and culture.

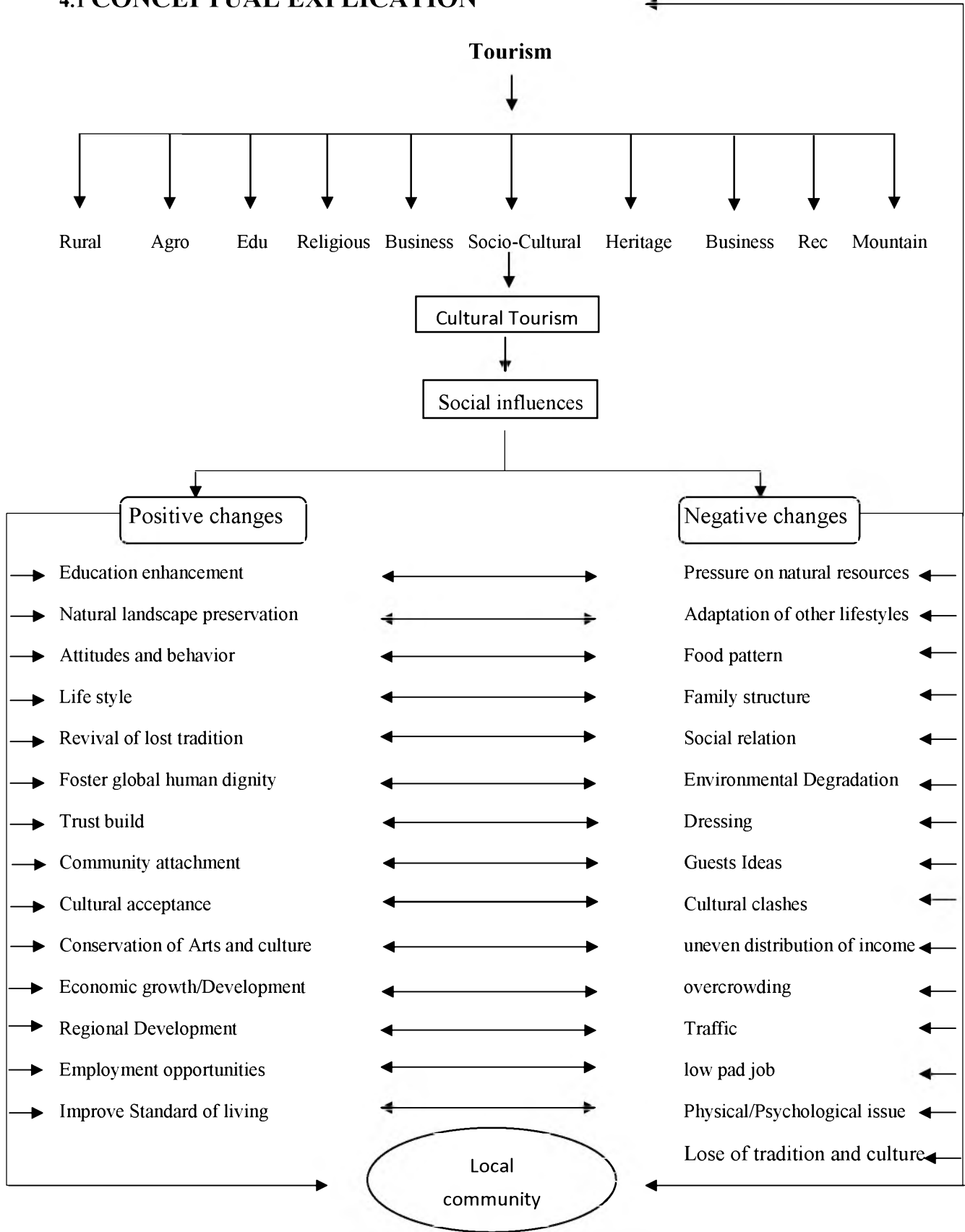
4. Conceptual Framework

A scientific research is well founded only when it is based on some clearly defined and unambiguous concept. Generally concepts are defined as mental image or perception. Whose value may or may not change (Bailey, 1982).

The conceptual framework is essential; requisites of this scientific research. Before actual research was launched the researcher was very much cleared about the concepts which were to be used and which area of the studied was to be observed. In fact, it was the relevance of these concepts that this study initiated and completed. Obviously, the researcher confined within the domain of the scientific surveyed.

The researcher had selected such type of most relevant concepts which were common in most of the field of development studies. So that, this study could be generalized and the researched findings could be conveyed. But it does not mean that this research only restricted to the predetermined area. On the basis of present study's findings, in future new concepts can also be evolved and developed for further investigation.

4.1 CONCEPTUAL EXPLICATION



A brief description of both the costs and benefits influences to the local community through cultural tourism in District Swat in this research included below:

Education: education represents, academic/formal education and knowledge, which is one of the prime change with reference to cultural tourism (Mathur, 2011). It boost girls' education in most of the rural areas.

Natural environment: natural environment represents, surrounding includes, air, water, forests, and wild life. Cultural tourism sector is associated with preservation of natural resources and heritage sites. While negatively increase pressure on local natural resources and cultural sites (Sunlu, 2003).

Lifestyle: others lifestyle adopts by local communities, i.e. western lifestyle, ideas and way of living effects local community both positively and negatively (Soontayatron, 2013).

Revival of lost tradition: it refers to the situation in which cultural tourism preserve the local heritage, tradition and culture (Brunt and Courtney, 2003). But also negatively affect local culture and tradition. For instance, foods, family structure, and social cohesion.

Dressing: Dressing refers to the mode of attires the particular society values. However, this can be affected via tourism, i.e. the dressing adopts by local often considered immodest by the elder of the society. Thus, increase tension between elders and younger of the society, because its effect local traditional and cultural attires (Sharma, 2010).

Economic growth: economic growth refers to the increase in GPD and GNP of a country. However, countries of the world are competing and struggling to attract tourism towards. In addition, the locality where the tourists exists, also enhance living stand of the people (Pham, 2012), But at the same time the uneven distribution of affluences cause disputed and clashes among community members.

Employment opportunities: it represents, tourism sector potential of providing opportunities. Cultural tourism industry provide opportunities for local to enhance their livelihood and living standard. While, these opportunities low paid and often less prestigious in nature (Ramchurjee, 2011).

Migration: migration refers to the movement of people from one place to another for economic gain, in adverse situation and even exile from persecution. The same way majority of the poor people as well as tourists converge and migrate to an area where the poor seeks economic gain and the tourist enjoying (Abraham, 1986). Thus, it create externalities on local population, their resources and whole ecosystem.

Health issues: health issues represents, illness, psychologically or physically (Gossling, 2002). It often happen due to crowd to particular localities, which increase in noise, litter and disturb the overall environment of that community. Thus the people then want to flee from the areas to other parts of the region for peace and tranquility.

Traffic/overcrowding: Traffic represents, excessive vehicle and massive amount of guest to the locality. Consequently, it disturb the normal routine, and increase tension for the locals (Wahab, 1978). Such as patients carrying to the hospital.

Attitude and Behavior: it refers to the local people perception how they perceive and think about guests' entrance. Tourism industry changes attitude and behavior of the local community. They are changed from old, primitive and limited way of thinking to more liberal minds. Thus, the sector changed the local community attitude and behavior (Williams, 1998).

Family structure: family structure refers to the situation, where the joint families exists. Where homes headed by the old. Tourism industry hit the family structure of the majority of communities and converted to a nuclear ones (Fridgen. J. D, 1996). Thus, many communities' culture and tradition of joint family disturb by the industry.

Culture clashes: culture clashes refers to influx of different people (guests) from different background, and the exchanges of cultures often results culture clashes (Holden, 1995).

CHAPTER 4

DATA ANALYSIS

Introduction

The proceeding section discusses the findings gathered from local community and civil society, of Khyber Pakhtunkhwa, District Swat, to meet the research objectives to answer to the research questions.

4.1 Peace

4.1.1 Tourism as a Force for Peace and Harmony

(Litvin, 1998), Tourism is not only a sector of economic, socio-cultural and environmental development or growth but also one of the main force for peace. However, several literature and research highlighted tourism as a force for peace.

Another study by D'Amore (1988) concluded, that travel and tourism helps all the mankind, bonds to each other and provide a shape of one village community. In addition, they also concluded, tourism brings improvement in the relationship of the guests and hosts communities as well as increase cooperation among them. With the above thoughts and conclusion Khamouna & Zeiger, (1995), in his article titled "Peace through tourism" stated that travel and tourism globally recognized as a social force that promote global peace, understanding and tolerance among people from diverse background and walks of life.

"Aman, yo zarori shez die. Charta che aman nawe alta ke rozz marra zindagi maploj we. Swat misal ka munga walo no makhe ba khalq ratlal kho dona zyot na. Zka che chata pata nawa da Swat pa bara ke. Bya da Talibano da waje Swat pa Media da chaledalo na pas zyot tara khaloqo, to agahi oshwa. Dese kho Swat Mashoor zayano ke die kho der lag khalqo ta dade zai pata wa. Pak Army der kha kirdaar ada ko che dalta e aman rawsto. Ao da Swat awamo der jurat ao gairat oko che khfal watan e prekwdo pa tola toga. Ao Pak army ta e asani paida kra che da elaqe safu ki. Dade khalqo da ratlo na pas mukhtallif qism programona, mele Pak Army shoro kre che dunya ta wkaye che Swat you aman pasand aoo dade khalq melma dost die. Dade sara sara Selgaro rataq yo da Aman ao da Koshalie pegam warkrie".

“Peace is observed when it is absent. The same circumstances is with the swat people. Sometime recently, no one knows about peace, since the circumstance was ordinary, everything was smoothly going. After, extremism and radicalization in the region, the people of swat that point realized what peace is. As reacted by the respondent, no one was able and concur to visit swat. In spite of the fact that the circumstance was under controlled by the Pakistani army. In addition, the people of swat make extraordinary effort of repatriated to their houses, conveyed a message of peace within the region. This was the main reason that no one wanted to indulge himself in an adverse situation. After 2 to 3 years later, visitors and tourists entry begun by the efforts of Pakistan army and the people of Swat. In order to pull tourists both regional and international, they initiated culture ceremonies and peace fares, and showed to the world, Swat is a peaceful region now via media. A country, a locale or even an area are recognized peaceful where mass number of tourists and visitors visits”.

The statement of the respondents makes great association with the authors’ statement and conclusion. As Khamouna & Zeiger, (1995), in his article titled “Peace through Tourism” expressed that travel and tourism universally recognized as a social drive that promote global peace, understanding and tolerance among people from different background and strolls of life. Thus, tourism as a symbol of peace, harmony and solidarity. In addition, he means that social changes among the community are not conceivable without peace. All the changes which the society are reaching to receive either positive or negative, mere the result of Peace and tourism.

4.2 Economic Impact of Cultural Tourism

Tourism has been criticized for its negative impacts. However, it also has multiplier affects (Cooper, *et al*, 1993). These affects includes: economic, socio-culture and environmental. Economic impacts of tourism includes:

- Foreign direct investments
- Increase job opportunities for local community
- It boost the local entrepreneurship
- It increase local as well as regional development
- Through tourism demands for quality goods improve
- Increase in tax revenue, benefit to local community and government.

However, there are negative consequences exists with tourism. Such as inflation and higher land values. Wherever, it create a big issue for the local people (Cooper *et al*, 1993). On one side it provide and spend their cash for goods and services. Injecting financial resources to the host community resulted enhance their living standard.

“Ha ye sahe bat hie ke tourism ke sath economic development jori hoowee hie. Tourists ke aane ke sath sath local community ke logo ko tore bohot paise kamane ka zarya mil jata hie. Lakin lakin es ke sath sath log ko apne oper dependent banati hie. Missal ke tawar per, sirf season mai ye log kmate hie ao pir kuch nahe hota. Es se to ek taraf local community tourists’ ke oper dependent hoti haie aor Dosri, tourists ke aney se Government pir in elaqo ki taraf tawaju deti haie. Takey, logo ko ane mai asani hoo aur, zyada se zyada log ko jama kiya ja sake (Tourists). Phir ye sirf tourists estimal nahe krthe. Balkey Hum log bi ess se mustapeed hothe haie”.

“A civil society personnel expressed that economy is associated with tourism industry. But the local community get benefit from it, i.e. they started a small or medium business or shop to facilitate the tourists and earn some cash. These individuals gain in seasons and the rest of the days they ended up jobless. So, it creates two types of situation. 1) First, it makes the local community subordinate over tourism (which is negative) and secondly, the government starts developmental projects such as infrastructure, eventually local community to use”.

Economic impacts strongly associated with tourism and tourism development. At whatever point, we are talking about social changes or social impacts of cultural tourism. First thing that comes in intellect that is currency. Without, cash nothing is conceivable. For occurrence, if someone wants to embrace western culture e.g. wearing jeans paints, modern dressing, fashion and even better education too require money. These desires can’t be accomplished without cash.

In addition, the local community up to a high level can upgrade their living standards. They can provide better education, food and wellbeing to their children. As discussed by the respondent, “developmental projects”, majority of the tourists localities lacking hospitals, and schools, so in this sense, government might focus on local issues to construct a school or hospital.

Tourism cascading contribute to the balance of payment of a county, increase income by providing employment opportunities for the local and public sector revenue. The same way it highly affects the social life of the people. On the one hand, economic growth could be positive symbol in terms

of employment, balance of payment, etc. but on the other part it creates negative impacts also such as:

- Over-dependency on foreign currency
- Enhance products prices/ inflation
- Leakage of expenditure out of local economy

Leakage means, spending local currency to purchase foreign goods, products and souvenirs in order to resale to tourists. This is actually, seen in most of the localities, tourists demand imported goods and services. Along with this inflation is highly associated with tourism and makes immense concern for local because tourism revenue is fluctuated and seasonal wise. Resulted, in off-season the local than can't afford to purchase.

The above statement of the respondent in this study strongly linked with Pham (2012), study findings, stated that tourism is professed completely as economic activity. It keeps both negative and positive impacts. From a positive perspective, tourism creates job opportunities, foreign direct investment and regional development. Whereas, negative viewpoint, local tourist's destinations experience living expenses (inflation), raise the prices of goods, and discrimination of financial resources. The above explanation of (Pham, 2012) also supported by (de Kadt, 1979), stated community comprises of different sect of people and the uneven distribution of costs and benefits frequently raise conflicts among these sections. As societies include, Bourgeois and proletariat classes. Therefore, major part of the benefit goes to rich and the poor lacking behind. Thus, destitute ended up poorer and the wealthy ended up wealthiest.

4.3 Environmental impact

4.3.1 Local community natural environment greatly influence by the tourists

Environment includes Air quality, coping or carrying capacity of that area, water, wildlife and natural phenomena. Environmental quality is greatly associated with tourism activities. Some of the activities have drastic consequences upon the natural environment. As visitors generate litter, waste and pollution (i.e. Noise, solid waste, air and water). Whenever, tourism development and the overuse of natural resources jeopardized environment. However, this relationship between tourism industry and the environment is complex. For instance, different lodgings, motels, Parking systems, road and infrastructure are constructed for the facilitation of tourists, which causes high

degradation of the natural environment. In addition, it also creates positive impacts on natural environment in terms of preservation and conservation of natural resources (Sunlu, 2003). Our natural environment consists of water, soil, air, forests, etc. whenever, any changes occur, it ultimately affects others negatively or positively. For instance, if water is polluted by tourists it then resulted, grave dangerous for flora and fauna. Similarly, if an industry or even a hotel constructed in order to accommodate tourists. And all the latrine sewerage system goes to the rivers, cause multiple skin disease, dysentery, infections because the water must be used by some members of the community. Similarly, according to (Seabloom, Plew & Cox, 1989), stated that water quality disturbs with tourism development through infrastructure construction and their maintenance. As developing countries characterizes for its low level of housing, freshwater scarcity, drainage and sewerage system, etc., thus tourism inclusion to a particular arena increases pressure on the existing sewerage system. It also increases the number of impervious surfaces, resulted in turning into water bodies.

Pollution: is one of the biggest negative impacts of tourism. Such as the infection of water due to vessels, the transportation gases used for tourists accommodation and facilitation (i.e. car, and airlines), contribute to the atmosphere, result in Air Pollution and Global warming, which leads to depletion the ozone layer (Holden, 2008).

Despite several extreme consequences, the industry has positive effects on the natural ecological system of particular communities. In fact, the industry motivates community members to preserve their ecosystem, historical buildings, monuments, and heritage sites as tourism industry focuses on historic and cultural sites (Andereck, 1993).

“Makhe makhe hawa sapa wa, oba sapa we, mahol sapa wo, da gandagi nawa. Kala na che da sel gar rurawan shwe di no zmungu oba, hawa ao har sheez ye khrab krie die. Selgaro sara paide kho dere de, kho dado da ratlo sara zmungu pa mahol der bad asar prewtlie die. Laka zba tata owiam che oba daa sko nade ws. Zka che you side ta private khalq ao bal side ta hokomat hotale jorawe ao tol da nikasai ao da latrine pipona. Che kame pake, oba de hage te e ragorzawali. Che hum mayaana krabwe ao hum khalq pakey lambe garmie ke. No bemanan she ao da oba ba makhe khalqo da skalo dpara istimalwale chew was khalq nashi estimal ke rawstie”.

“Swat is blessed by Allah with abundance of natural resources. And those who use their resources in a sustainable way always prosper. Equally, said the respondent, that the present situation of our water, and Air is totally different. Previously, whole communities was based on the river water for cooking, bathing and drinking. But with the increase in the tourism industry, both government and public personnel constructed various hotels and recreational facilities. Which resulted, all the sewerage and latrines pipes turn down to the rivers. Thus, results multiplier effects such as, diseases for those who use at, and secondly marine life. Fish, are now bearing multiple disease which I never ever heard about. Similarly, if we look to our garbage system, each and every tourist’s corner full of debris. These people don’t have sense and care about what they are doing is good or bad. All the tourists’ resorts are seems like trash now”.

Multiple tourist’s localities in swat facing environmental degradation, noise pollution, overcrowding and traffic. The areas prominent for its natural and scenic beauty are now look like trash. Deforestation in particular locality for infrastructure development, in order to gain benefit on one side, may disturb the whole lifecycle of the locality on the other side.

Findings of this study are associated and provide positive linkages with the authors (Davenport, J & Davenport, L, J., 2006), findings, stated that host community people’s livelihood totally based on the environment. However, infrastructure development and the provision of easy and safe access create negative consequences on the environment. Construction of hotels, parks, transportation emissions add more in the destruction of the ecosystem and adversely affect the lives of the local community. In addition, excessive use of natural resources may also affect the local community negatively. In addition, the above statement also associated with (Zaei & Zaie, 2013), argued tourism play a positive role of a country economy as well as in local community development. Natural environment, picnic and sports parks kept saved by the local community in order to attract tourists, and in this way tourism industry plays a positive role in environmental preservation.

4.4 Social Changes

4.4.1 Attitude and behavior

Attitudes refers to a set of emotions, which a person possess and behave towards a particular event, person or phenomena. It also refers to the result of experience or upbringing that are of high

influence over behavior (Munro, 1987). However, attitude are not static but it can change with the passage of time. Parallel, to the description the author (Allport, 1966) defined attitude as “a state of mind of the individual toward a value” and as “an enduring predisposition towards a particular aspect of one’s environment”. In addition an attitude is “a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, event or symbols” (Hogg & Vaughan, 2005).

“Local khalqo attitude ao ya rawaya selgaro side ta dera kha da. Kala na che selgari ratag shoro shwe dadde zaie khalq der melmadost die. Che warta der ezat pa nazar gori ao ezt warkwe”.

“Dese sa moqa nuda raglee che dade khalqo rawya warta change shwee we. Da hage gata waju za da ganam che, da de khalqo da ratlo da wje de eluqe da taruqie dapra der zor lare”.

“Ka road ta ogoro no hukomat hum dade khallqo da asatnya dpara jor kral ao jorawe ao hum da aam olas dapara”. ***Da de khallqo rawaya ao ya nazriyu dera musbat, ao dostana da de khalqo side ta”.***

“Tourism from the first day to here, the local community perceive and appeared positive attitude/behavior towards tourism industry. However, due to numbers of positive impacts such as; regional development, economic growth, increase local livelihood and living standard, economic opportunities, foreign direct investment and benefit to poor especially. Moreover, upgrade and gave value to the industry by showing friendly attitude throughout tourists’ season”.

Today, millions of people traveling, and the number of travelers is increasing day by day. These activities of traveling exists in a natural environment. Therefore, a strong relationship exists between guests’ inflows, environment and the local community. The mass numbers of tourists’ to the destination can extinguish the natural components of the prime natural attractions. The ultimate results of these activities exist on the natural environment (disturbing) and the local community in reference to attitude. Thus, the localities who possess or perceived negative attitudes or behavior towards tourism industry. Often reduce guests’ arrival to that localities. The areas then deprive of basic infrastructure and development. As not all societies are homogenies, so in this manner, the attitude and behavior of the particular community can vary. Accordingly, there is no such negative attitude or negative perception showed by the local community nor tourists felt.

Correspondingly, if we link the result shown in this study with Doxy's Irridex, and Butler's attitudinal model. Thus, it showed a clear discrepancy from the model, i.e. the model exemplified that there are four stages that each society must pass during the tourism season. Such as Euphoria leads to apathy and then irritation to antagonism.

4.4.2 Education

According to the writer Mathur, (2011), stated that tourism is a sector of growth, development and change, especially social changes. It is a sector of human interaction where trust and faith build on each other (Host- guest). Although, with the increase in economic growth it also enhance awareness, the restoration of lost traditions, foster global dignity, community attachment and the conservation of art and culture. The Intrusion of the tourists in the local community enhances respect for other cultures, but at the same time increases the chances of clashes while losing local traditions in the course of modernization.

After the 2nd World War tourism industry was responsible, to attract people towards each other from different backgrounds because of prosperity and business. One of the basic and positive social change through tourism include increased the ratio of education as well as enhance tolerance and culture acceptance.

Education plays an important role in a community development. The same example of swat. Before there was no or little concept of girls' children's education. More focus and attention were given to male children. As they considered their future security. Nevertheless, tourism as a sector where multiple cultures, different people from different backgrounds interact resulted cosmopolitan society. This interaction and exchanges of cultures inspired the people to have girls' children with a better education.

“Taleem, yo deer aham shez die. Bagair da talima his yo malk ya qom taraqi nahse kwle. Da Wali Swat da wakht na pa talem bande der zor warkrie shwe die. Pa haga wakht ke haaga schools jor kri wal. Badqismtie na zmunga Pukhtoon maashera, kam che zmunga masharano na munga ta pati shwe di. Hago ke talem dona der nawo khas tawar the jnako talem”.

“Da selgaro da waje pade khalqo ke change raglae die. Che da pokha pa nisbat ws da jinako da talem ratio sewa da. Che da you kha asar die pade khalqo bande”.

“Ko bal side ta zmunga zanana munga hino, gade chalwl e shoro kri che zmunga pa waham ao goman ken na ratlal che khaza ba driving kaie. No da yoo galat asar die. Zka che zmunga Pakhtoon culture dade shez ejazat na warkie”.

“Swat was one of the developed Districts in Malakand Division, with reference to better schools, colleges and hospitals. Wali of Swat, more emphasized upon education. For the purpose, he constructed both girls’ and boys’ schools. But unfortunately, Pushtoon Culture was the main barrier to girls’ education. The respondent means, they allow girls to have education up to primary level. Gradually, with the arrival of tourists, Government efforts (i.e. stipend given to children), and awareness beside organizations, leads aware the people about the importance of education and inspired by tourists. They also recognized that a particular nation or community development is associated with women’s education. Thus, it is a positive sign that they changed their primitive concepts of having girls with no education. Although, it also creates negative impacts on local girls or women. Such negative changes as respondents stated as “Women driving”. Before there was no concepts of women have driven a car. This is total, opposite to Pushtoon culture and tradition. It often raises many conflicts between Traffic Police and the driver. One of true-life instance, a female was driving a car, the police stopped them, and asked her to license. She was silent, her husband got out of the car and started quarreling with the servant. How dare you ask my wife, who are you? So, it too enhanced the chances of clashes”.

Gone to amid the study, one of the respondent’s expressed that “Poverty is the main cause”, that most of the boys and girls are missing education. Majority of the children are labor here, some children working in the landlord fields with their parents, whereas the others go to workshops to earn. Besides, schools are distant away and limited in numbers. Children take 1-2 hours of travel by foot”.

Additionally, he stated, “During heavy rain and snowfall resulted in blockage for children which ultimately increase absentees’ ratio in primary or middle schools”.

No doubt, the government is given more focus now on education and especially on girls’ education. With the illustration of the respondent’s statement, he means, the people of the valley now sending their children to schools, -showed a positive sign- in order to educate their society. As there is a common saying, “If you educate a man, you educate an individual. But if you educate

a woman, you educate a nation”. When girls are educated, their countries become stronger and more prosperous.

4.4.3 Migration

Annually, around 10% of world tourists, relocates to other sightseers localities of the world. Due to its economic pickup, creating job opportunities, and territorial improvement desired worldwide. However, the World Tourism and Travel Council (WTTC) predicted, that tourists’ movement would be twofold in the next 15 years (WTTC, 2007). In order to live a prosperous life, every one participate to win increasingly cash. Hence, larger part of local people go overseas for jobs searching to earn and reserve for their future security. Additionally, the locality with mass tourism which is foreign exchange, and labor-intensive industry, produce business openings and boost business enterprise. The people then migrate to those regions. However, migration to the particular field too make negative impacts on the life of the host community. Such as increase weight on the environment, weight on restricted capitals, burden on local community. It moreover adds more effluence to the as of now existing one. As stated that income and economic growth are associated with tourism. So, it too pull hundreds of migrants’ individuals concerning the particular region.

“Zyat tara khalq haga zugono ta migrate kege che kam zie selgarri razi. Zaka che da selgaro ratlo sara, khalqo ta raozgar melawege”.

“Kho ka munga ogoro, no zyot tara che kam maldara khalq we, hago dlta razi pa season ke. Da cha hotel we da cha nor sa krobar we kho dera paida hahga khalq ochtwe pa nisbat da gareeb”.

“Season khatmedo sara, da khalq wapas larrshe ao gareeb olas pati she. Che da hago dpara bya dera grana she. Zka che bya hago amdani zarya dona nawwe soonaa che pa season kewe. Ao da granie da wje da garib khalqo dpara grana she”.

“People from diverse background, are settled here. A few these people are terrestrial or guesthouse owners, fair went through season here to gain and after that go to their native place. This creates issues for the locals. Firstly, it straightforwardly disseminate the livelihood/subsistence with destitute people. Secondly, the destitute people who remain here after

that suffer from great hardships i.e. expansion in the costs of products and commodities make it troublesome for the people and their entire family”.

Illustrating the above statements, the respondent implies, that tourist’s locality has limited resources and restricted number of individuals. With the entrance of tourists and the benefits, stimulates other people to immigrate to that area. Which make twofold or triple the burden on constrained resources and place. Pressure on the local community upsurges, which frequently lacks the rest of the people. Another thing that is important, to point out, affluence people also relocate to these localities. Which comprises hotel owners, and landlords just mere for their business. In expansion, in the ending season, they migrate to their native place. The deprived remains poor and the wealthy ended up wealthiest. Consequently, destitute individuals once more send their children into labor. Often children stands on the roadside with a cage full of Peaches, apples, fig, etc. to offer to tourists for their own endure. Thus, deprived them of schooling.

4.4.4 Women Empowerment

Tourism has given great power to women globally. The desire to have occupation, to have high education, to support their family. It can moreover provide challenges and openings for women. During the past decades, tourism industry has boosted women’s employment in this sector (Ramchurjee, 2011). Although, women have taken work in this industry in a high margin but often paid less. Reason showed unskilled. Tourism sector no question providing opportunities for self-employment, small and medium-sized income generating activities.

However, the percentage of women in tourism industry vary greatly, between countries and regions from 2 to 80 %. Globally, 46% of the ladies workforce are engaged in this segment, which implies tourism industry is an important sector for women (Ramchurjee, 2011).

“Zmunga mashira, che da sri yo de looi maqam die. Sari da bhar karonon dpara we ao khaze da kor da samblawlo dpara. Zyat tara khalq che khaze e bhar karonu kwe hage ta pa bad nazar ktlie kege”.

“Kor ke khaza, da ezatdar sari nakha we. Da talem na khailap nayo ao na mana kwo. Zmunga lona koyande schlonoo ke jobs kawe. Janako sarkari schools key ao ya pa private ke. Khoo.. laka taso wayay selgari sector ke no charta hum na”.

“Pade selgari industry key ao nor zagono ke karona kwal, da Pukhtoon mashere akasi nakwe”.

“As swat and especially Pushtoon culture are male dominant culture. Where the male is to work outside, while female has the responsibility to take care of domestic chores. Women inside domestic could be a sign of glory and prestige. Those females who work outside, local people take it adversely. We are not against education, if we inspired by the government, or tourism industry, but we do not value to work in this sector. Typically since its Pushtoon society its Pushtoon culture and convention. Although, a high number of female because of education are teaching at both private and government schools but not in this segment. It may be 1 or 2% round about if any”.

As the respondent stated, tourism industry and the exchanges of cultures make a big issue for the locals. Majority of the women now demanding to go outside for economic opportunities, which is then opposed by the husband or family guardians resulted in domestic disputes. In addition, roughly some of the women are going now outside for jobs because of social changes, but it interrupts our values, it annoys our tradition. Hence, up to girls’ education, it is a positive impact on local community but go outside for economic gain is against our culture, which is negatively affected by this tourism industry.

Correspondingly, the statement is supported by (Sandeep & Vinod, 2014), Study showed that Tahiti was famous for its beautiful women. Due to this perspective, the government adopted a strategy of engaging women in tourism industry as a tourist guides instead of men. This resulted a traditional male society dominated by women. Typically since the thought of social dualism in which the acceptance of foreign principles by the members of the host community resulted in negative impacts on their lives and behaviors.

Although, tourism industry produces both positive (in standings of education) and negative (in relation of work outside), impacts on the community. Therefore, the study also showed strong link with the declaration of (Ap, 1992) Social exchange theory. Which stated that, due to exchanges in community both positive and negative effects take place and this positive or negative effects depends upon the perception of the local community either value it or not.

4.4.5 Cuisine Choices

4.4.5.1 Tourism has Changed Local People choices of Foods

A country cultural expression is characterized by its food and drinking pattern. Majority of the tourists are attracted by traditional foods. However, parallel to these expressions tourism industry has changed traditional food choices for the local communities as well. By the arrival of tourists and the demand for imported goods have changed food choices of the local destination. The example given by (Ritzer, G. 1992), argued that Nepalese community wake up with a cup of tea. This traditional pattern of tea has changed over time and mere 25 % local members practiced the common traditional pattern. While the rest of the community members now preferred, breakfast includes: Omelet, eggs or curry, toast with a glass of milk etc. which were not common in Nepalese community. Nepalese community admitted that their food pattern has been altered due to the association with tourism industry.

“Mukhtlif khalq, da mukhtlif zagonoo na razi ao da khalqo sara melwege che paa nateja ke da de zie da khalq da korak skhak tariqa badla shwe da. Makhe ba sada wakht wo, sada korakona ba wal”.

“Nan saba, kala na che selgari ratag shoro shwe die. No da hago demand pora kwalo dpara, da hago da marzie ao da kwkahe korak jorawl ao ragokhtl shroo kral”.

“Che hage na sirf zmunga che kam pokhanie khorak wo haga e badl ko balkey da khalqo pa kkhoyono ke hum change rawsto”.

“Laka misl pa tawr, da pizza gane shwe, Handyane, BBQ wagira makhe da chrta wal. Kho da khalq ratlal shoro shwal hage sara dade shayano demand sewa sho ao zmunga khalq pe akhta shawl”.

“Yo taraf ta da kha hum die ao bad hum die. Kha pa de wja daie che mukhtalip qism khorakona khalqo ta mkhe ta shwall, da khallqo da kwkahe korakona der shawl. Kho bal taraf ta zmunga che kam pokkhanie traqaiie khorak wo hag eke der had pore badlon raglie”.

“Tourism has changed local community choices of foods. Before, there was no concept of Boffe, BBQ, Hundy, Shawarma, Pizza etc., but with the influx of tourism and high demand for such foods changed the cuisine choices of the local people too. Presently, 1 out of 5 at home

demanding for Biryani, BBQ, Shawarma and Pizza etc. local people itself by copying outsiders, ignoring conventional foods like Beans, Curry, and Vegetables. Furthermore, the respondent stated that, it is good on one side to have different choices of foods but on the other side, our traditional food or way of eating has been changed”.

Food and beverages choices are seriously the adverse effect of tourism industry. Fast foods, Biryani, Karhie, BBQ, and White Hundy etc. resulted the entrance of tourists to the valley. Usually, local people are now preferring and demanding for such foods. Outsiders’ ideas and choices of foods surpass conventional cuisine the local people. They now preferred the above dishes instead traditional and domestic ones. Which are not only expensive but also increase in the exploitation of domestic and traditional foods.

4.4.6 Dressing

4.4.6.1 Impact of Cultural Tourism on Dressing of Local Community

Economic advantage and boom are some of the main functions of tourism industry. One of the prime motive of tourism enterprise as to flourishing income and enhance the neighborhood financial system. But at the identical time economy associates with intangible factors which might be cultural and social in nature. In most of the societies, moral dressing and customs occupy massive space. Visitors are attracted by using the precise attires of a specific subculture. Nonetheless, continuously interaction with travelers from one of a kind backgrounds, values, customs, norms, and dressing, might also step by step and unknowingly transform nearby unique conventional attire with a new one. It could create a gigantic gap between folks who hold a traditional way of lifestyles and younger people (Sharma, 2010).

The dressing code determines the pattern of fashion. Fashion is something, comes inside the social norms. It show individuality and personality, under the consideration of social norms and sanctions. Therefore, (Rao, 2002) argued, at a dinner party, no woman wants to attend it an unethical dressing. The fashion that supported by the local community and having devotion to the social norms are the dressing code of that particular community.

“Da Pushtoon, Jama, Paizaro ke Pakool, Vascate, Saplie, Shalwar Qamess razi. Che da zmunga da Pokhanie na saqafat die. Da dressing mung ta zmunga mashran ao zmunga saqafat khaye”.

“Da khalqo twajo de zagono na pas zmunga pa khalqo pa jama paizar ke der gat badlon ragle die. Misaal pa tawr bande, Makhe ba zmunga Pushtoon mashere da patlon wagira da alakno sra bad gano. Zmunga zananwo ba simple jame ao borqa agondla, che haga was pade wakht ke khatmshwe”.

“Ka munga ogoro nojawan nasal, dasara Pakol ao Vascote, ao sadar agondl prekwdi che zmunga da msharno munga ta prekwdi shwe di”.

“Mung dade khilap nayo kho, khafa pade yo che nwie nasal zmunga, pradie jame paizar, kwral ao skal kwaakhwee. Che d hage pa nateja ke che kam khfal saqafat die haga te roro pati kedo traf ta rawan die”.

“Dressing represents specific people and culture. People beings recognize for its traditional ethical attire codes. This is now being changing. Earlier than, no person may want to dare to decide upon the western attires. For illustration, jeans, newly designed branded cloths for girls/women, heels and so on. They felt ashamed the way to confront their elders. The mixed nature and culture now time-honored in Swat valley. We were having traditional dressing that had been consists of Blanket, Hat (“Pakool/Toppi” in Pushto) Vascate, Chapal and Shalwar Qamess for male. For female simple fabric and Borqa changed into commonplace. Tourism industry have modified the brand new generation negatively with the aid of adopting, others thoughts and attires, even as dropping their nearby conventional dressing”.

Due to the above statements, the actions which were speaking at the time of interview. The respondent was grief over the ongoing situation. He implies that he became no longer in opposition to such changes. Due to the fact exchange is inevitable and with the passage of time it happens and a diverse lifestyle could be advanced. But he become feeling misery at the impact that has top notch influence on younger and for trailing their conventional dressing. Traditional garments, turned into the commemoration of our ancestors and descendants. For that reason, heritage dressing can be influenced with the aid of a couple of factors, but tourism industry is on the leading edge.

However, the statement is strongly linked with the author (Cater, 1987) exemplified that some segments in centered network prefer tourism, because they have more blessings from them. However, age differences among local communities extremely associated to the alterations towards sightseers', young generation may additionally adopt values of dressing, and morality.

4.4.7 Dinning Pattern

4.4.7.1 Impact of cultural tourism on local community outing for Dinner/ Lunch:

Tourism brings changes into the host community. Likewise, it inhabits or injects activates, ideas and wishes at the destination. A study carried out by (Sharma, 2010) in Nepal two regions particularly Fewa Lake of Pokhara and Sarangkot, on preference to head outside for dinner/lunch. The study revealed that 51% of people of Fewa Lake of Pokhara favored to have lunch two times per week. Correspondingly, 12% preferred to have lunch four times every week. The figure revealed the fact that people of the destinations were in the favor of outing of their usual locations, the definitive outcome of tourism.

“Badlon razi, ao kala che yawa mashera da bale mashere da khalqo sra mukamkh she no khamha badlon raxi. Dade missal ba za taso lu drkam che makhe ba kkhalq zyut kar da kor znanwo da gokhtana na kwla. Che munga bhar khorak la bozie”.

“Kho kala na che da khalq shoro shwe di. Noo dade zie da khalqo khayalt wsara hum badl shwe di. Nan zyut tara Pukhtana, ka 1 oraz nae pa 2yama kho khamakh dinner ya lunch la ozi”.

“Zma pa nazar ke da yaw der gat badlon die ao galat badlon die, dade khalqo pa jwandoon ke. Yawa khbra dera ahma ganam che, outing da dinner ya lunch dpara da maldaro khalqo kar die. Kam che gareb khalq we hago khfal kor ke time pas kwe”.

“Sight-seeing as an agent for alteration. Likewise, it too modified daily existence. Regarding, preferences and outing for dinner or lunch. Majority of the local community pass outdoor to eat. That is however, negatively affected our community. I am pronouncing negatively, because the local people of Swat valley become no longer familiar or affectionate to have dinner or lunch outside their homes. For elite and middle class people it is often contradictory, when demanding,

but in comparison to destitute people they remain stay at their homes. Cumulatively, it has changed people way of dwelling and ingesting, but that are few (elite and center elegance of the society)".

“Malamjaba ka taso ogorie no pa top bande da che markets ya bazarona nishta, ao zyata tara khalq da gadie wagira wadrawle we ao kharswl kie. No dade pa rana ke yo ko garebi ao bal side ta da market da nishwali da wje da khalq dona demand nakw, sona che the nooro elaqa khalq kwe”.

A respondent from Malamjaba stated that “here we don’t have markets rather than food carts, resulted low chances of demanding for outside and our women and children remains stay at homes and prefers domestic traditional foods. In addition, majority of the people of the valley are destitute who runs their own small size business or shop can’t, come up with money for such expenditure of day trip”.

In cities like Madyan, Bahrain, Kalam, massive numbers of local people beings motivated by the tourism industry are going outside for dinner and lunch. Tourism has transformed to a great extent people of the valley socially. In my opinion, observations regarding the daytrip. By asking from numerous people which they responded that tourists comes in seasons, and the rest of the days local individuals goes to restaurants and hotels. But that is happening in cities/towns regularly in place of in far flung regions.

4.4.8 Family Structure

Socially, tourism is the foremost factor which developed individualism or nuclear family behavior. As said with the aid of many authors tourism has changed the family system to an excessive level in Nepal. Majority of the people who were residing in a joint families preferring to have nuclear family now. In addition, tourism has excessive influence on the local community in conjugal relationship with visitors. Along with the nuclear, negative family concept, tourism additionally associated to many different bad impacts on local community such as; weakening social relationship or social cooperation, people grow to be more money oriented (Fridgen. J. D, 1996; Ghosh. B, 2002 & Sharma, 2010).

“Badlon pa har elaqe ke da hage ellaqe d koi motbiq razi. Sona che zma poha da no zmunqa zagono ke bya hum zyaf tra khalq pa joint families ke ose. Ka chrta we che zanla joda family kwakawe no haga ba pa der kam miqdar ke we”.

“Munga elaqe ta melaana selgari razi che aksar 2 mashoman ao 1 kkhaza kwand we. No pade wja bande, khalq da hago na mutasira she ao bya haga aml shoro ke. Kho shukar die zmunqa da elaqo ke da shie kawo hum no der kam b we”.

“More or less social fluctuations vary between regions/areas. However, tourism overall has changed family structure of the area, but not to high level. Majority of the people still living in joint family with extra cooperation to every different. People, who preferred to have nuclear family inspired by means of tourists to have 2 children and a wife this limited number are enough. Even though, nuclear family concept, emerged from tourism industry but have been a ways away in our culture. Thus, if any nuclear family exists due to tourism inspiration, would be limited in number”.

Therefore, the author declaration and respondent statement showed a clear clashes. The desire to have nuclear family did now not exist in our community. As it relies upon and the influences of tourism range culture to culture.

However, by asking query regarding marital status of visitors with locals. The respondents said “concerning, conjugal relationship of tourists with local people. No evidence are found. If any, I don’t have an idea”.

Thus, it moreover confirmed poor relation and discrepancy among author and respondents statements.

Separating a nuclear family from a joint, is one of the factor of tourism. Though, it negatively affected the culture, and way of life of joint family. Nuclear family concept was far away in Pushtoon’s culture. There are many other element responsible for segregation inside family which include, domestic violence, disputes and so forth. However, tourism is one among them.

4.4.9 Tourism has changed the way of Dialogue

Conversation plays an important role, in a community member’s personalities, values and manners. Those who possess adamant language, often displeasure others. According to

(Gossling, 2002), elaborated that tourism industry have improved health conveniences, refreshment and sports, public spaces prettification, opportunities to meet with different people from different background and to improve foreign language skills.

“Tourists ratlo sara, dade zie da khalqo pa khabro ataro ke deer loi change ragle die. Misal pa tawar, zyat tara khalq be talema di kho der melma dost hum di. Da talem pa nishwlli dade khalqo khola ao ya wiana sakhta khari.

Da selgaro da ratag sara sara zmunga khalqo da hago na ezdakra wakra. Che sanga da khalqo khbare kwe pa kam andaz e kwi. No dade sra pade khalqo ke shaoor rapida sho che pa pasta khola ba khbara snga kwe. No da za yo der kha change ganama che nurme e dade zie da khalqo pa jabo ke rawsti da. Ao da hage missal ba za da drkam che.

Chata ba balana warkwala no wele baie che “A”. Rasha dekwa.

Nan sba da “A” pa zie bande wai che “baigana” “Sir” ya “Madam”.

“Tourism has changed and taught to the people how to talk, the way to meet or even the way to good deal. The harsh language is due to lack of schooling, and all the community members’ bargain on this manner. Changes comes in every sector, and in every community. Constantly, interacting and exchanging of ideas and culture, local people has modified the way of talking. Simply, it bring politeness and respect in their tone”.

As the respondents said, “earlier than, if a person call to other. They, definitely name them by using “A”. However now, by way of adoption of others linguistic skills. “Bhaigan”, “bhia” or even “Sir/Madam” please come here”.

Particularizing the overhead declaration the respondent’s means that punitive way of calling and speaking to somebody regularly hurts people. However, people of this valley are more welcoming and affectionate. They welcome every guests with heartedly. Thus, the unpleasant way of speaking and negotiation has been changed by tourism industry, linking to the author statement of increasing foreign language skills, signaling a social positive sign.

4.4.10 Inflation

4.4.10.1 Uprising commodities prices

The rise in prices of the local goods and services are associated with tourism industry. Whenever the inflows of tourism take place to tourism destination. They bring high inflation to that locality. According to (Gartner, 1996) highlighted, that tourism industry produces great impacts to the local community such as overconsumption of the local resources, increase the prices of goods and services expenses (i.e. Electricity, beverages, fresh water etc.). In addition it also pushes back the infant industries from developing. However, this statement is supported by (Cooper, 1993), underlined, there are negative consequences exists with tourism. Such as inflation and higher land values. Thus, it creates a big issue for the destination community.

“Da bilkul sahe khbra da. Da syahat da wje, grani shoro shwe da. Da syahat na paida agasto da wje amoman local khalaq da saman qimatona sewa kri. Da hage waja dwwe da khaie che munga e da lare zie matlb (bazar) na rawro ao pade bande zmungu kraya dera zi”.

“Kho bal side ta, syahat zagono ke aksar da dukanono ao ya da korak skhak sman kmie we. Che da de pu wja da local khulq da qimat sewa kri”.

“Selgari kho ba manage ki. Kho rustu munga aam local khalqo ta der taklpe she. Zku che da sezono qemanto asman sara khabre kwe che da gareb sari da was na bhar we”.

“It is quite correct, that with the influx of tourism. Prices of commodities or goods increases. The reason showed by the vendor, is these goods carried out from the market, which is not only time consuming (long-distance) but paid a high price of fair. Interestingly, the destinations, are isolated from markets, which often compel both locals and visitors to purchase with excessive price”.

Typically, traveling excessive value to a particular destination incurs inflation, ultimately, reduce tourists both domestic and international. Which creates poor social effect on the lives of the local people. High prices due to tourism has long-lasting negative impact on locals. Additionally, the industry also amplify prices of nearby land values. Frequently, the locals often excluded from tourists destinations, and the land then keep preserves for tourism future planning. The local to a high level excluded from planning and implementation, in policies related to tourism. They are

just informed of the decision made by the higher authority. Residents might also feel a sense of prohibiting and isolation over planning and development concerns.

However, the end result of the study confirmed high-quality link with the authors' statements and conceptual framework.

4.5 Overcrowding and traffic

Overcrowding refers to the rush or flow of tourists, whilst traffic represents automobiles congestion. Many natural environment and famous tourists' vacation spot are attracting tens of millions of tourists. Especially, at some stage in peak season, tens of millions of tourists direct towards the destinations to enjoy the weather, historic sites, cultures and lifestyles of the destinations. Resulted, congestion or overcrowding to the local destinations. The excessive number of tourists towards a particular destination can cause an accumulation of negative impacts. For instance, due to congestion, conservation of natural environment (flora and fauna), historic and cultural sites and special values of the destinations adverse effect. In addition, they also carried litter and pollution to the destination, which then raises issues for the local communities. Traffic and overcrowding at the destination not only produce litter and pollution but it makes difficult for the local to out of home with their family. However, traffic jam and congestion produce noise pollution and emission of different gases resulted, warming in that area as well as adding to the global climate change (Global warming).

“Pa season ke, majority khalq razi, che da zan sara families ao da har kas sara gadie we. Che na sirf dade zie da khalqo watal rawatal mushkil she. Balkey, ka charta zmunga mariz she ao hospital ta rasawal we no dade traffic ao da khalqo da rush da wje haga der walarzege. Ao aksar pakey dase hum shwe che pa time hospital ta na rasedo pa waja pa haq warasi”.

“According to the respondent statement he said “Rush and overcrowding uplift issues for the locals. The tourists' alongside with their families also carry cars. The roads are no longer that tons wide, infrequently two automobiles can pass. In this situation majority of tourists when here create huge rush. Thus, create hurdles for the locals. They then stayed inside their homes. Importantly, whenever, if any patient is to carry to the hospitals. The patient often more suffers due to site visitors jams or every now and then death may additionally happen due to consumption of time”.

Elaborating to the above statements, they imply that increase of traffic leads to a number of adversative consequences in the destination zone. It is observed and found out in many pieces of literatures, tourism industry impairing the landscape, natural attractiveness, aesthetic value, beaches, putting infrastructure under enormous strain, and also pricing residents out of property market. In addition, litter and pollution also associated with the industry. However, congestion and overcrowding of site visitors create many hardships for the local community, which disturb the normal daily routine.

The statements of the respondents, confirmed parallel results with the author's (Wahab, 1978), statements, that overcrowding at the destination results in destruction of tranquility, calmness and Peace at the host destination as well as it also creates physical and intellectual diseases.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

Introduction

This section deals with the conclusion derived from findings of the study, and recommendations/policy implications.

5.1 Conclusion

This study was an effort to discover essential major social changes of cultural tourism on the local community with reference to District Swat. Social changes are inevitable. It adjustments with the passage of time. There are certain factors which are liable for these modifications i.e. present day era and many others. But the main aspect is cultural tourism. Tourism industry even though generates profits, will increase opportunities for locals, conserve the natural environment, local heritage and culture. However at the same time, it additionally brings modifications in social existence or societal alterations. These societal changes/fluctuations are sometimes negative and positive in nature. It changed into concluded throughout the examine, effective impacts referred to Peace, monetary progress, foreign exchange, foreign direct funding, economic opportunities, local entrepreneurship, increase in infrastructure and properly-being of the are people. The study furthermore recognized negative impacts i.e. changing life-style, own family structure, women empowerment (reference to career opportunities), dressing, traditions, values, alternate behavior of recent generation, marriage pattern, overcrowding, environmental deterioration, confined useful resource exploitation, loss of authority, and the principle issue that is conversion of the local heritage and way of life to products.

The Findings of the study revealed that cultural tourism has a great influence over the local community's social life. However, in comparison, negative influences with admire to positive are higher. The areas Madyan, Kalam, Bahrain visited and interviewed amid the data collection. It became found out that the majority of the people were ignorant be it elders, youth or children. At the same time as asking, responses, there are schools but distant away from the population. This is because majority are residing in hilly regions. Poverty exhibited the core reason that prohibited children from schooling. Youngsters had been operating outdoor. At some stage in the season

maximum of the children stand along roads whilst handing a plate full of peaches or apples to sell to vacationers. In these situations, no infant is capable to go to high-school and get primary or secondary schooling.

Moreover, the parents had not been longer willing to send their children far away schools. During heavy rain and snowfall the children then can't go to schools, which is not always only dangerous due to floods and slipping, but additionally, takes 1 to 2 hours of pedestrian traveling. But, these areas have a fantastic ability to be advanced for the tourism enterprise. However, little or no attention has been rendered by the government and private departments. In some areas, the landlord isn't allowing anyone to invest and assemble, and sometimes government. All the areas visited during the study the regions were missing hospitals, BHUs, parking systems, no public latrine become to be had, no parks and worst condition of security. In order to appeal to an increasing number of travelers, there is a want to offer primary centers for life. Local people travel and carry their patients to hospitals in nearby cities, which often results in on the manner death. Due to overcrowding and loud music often clashes arise among locals and visitors. Nonetheless, this is one of the government's failures who did not plan for tourism management. The tourism industry has to some extent improved the security situation and infrastructure development just restricted to hotels in some areas.

The detailed theme-wise implications and conclusion are as follows:

Peace

In line with the authors (Litvin, 1998, Zeiger, 1995) illustrated that tourism, no question an area of boom and a force for peace. Human beings come from specific backgrounds showed the message of Peace and prosperity. As per respondents spoke back, through peace we will entice masses and heaps out that tourism is honestly constrain for peace and their effect on neighborhood community of Swat are positive.

Environmental impact

The discoveries and examination of the subject investigate recommend that tourism has both negative and positive impacts on environment. As the statements upheld by the authors (Seabloom, Plew & Cox, 1989) argued water, air and forests quality interrupt with deluge of

tourism development, through infrastructure construction and their maintenance. But the negative impacts of tourism industry are predominant within the valley of Swat. As reported by the respondents' the flourishing tourism industry serves a positive motivational factor for the locals to protect and ensure the characteristic magnificence and importance of the valley. It too encourages investment and infrastructural advancement for the facilitation of tourism. Contrarily, the negative impacts of environment are distant graver such as the upsurge in squander, destitute water quality, water defilement, ill managed sewerage framework, air pollution, noise pollution, water borne sickness and other maladies caused by contaminated water and inadequate sanitation mechanisms. It greatly affects the flora, fauna and agricultural productivity of the zone.

Economic impact of cultural tourism

As discussed by many authors, i.e., Pham, 2012, De Kadt, 1979 & Cooper *et al* (1993), tourism has both positive and negative significances over host communities. Its positive impacts includes enhance foreign direct investment, enhance economic opportunities, local entrepreneurship and local development. However, contrarily aforementioned positive impacts, there are negative impacts also exists. Includes increase in prices of goods, and high land values.

However, after taking interviews from local respondents, the researcher found out that the economic impact of cultural tourism has both positive and negative upon the valley of swat. But in comparison, negative impacts are higher. As on one hand, it provides opportunities for local inhabitants to earn worth, start developmental infrastructure to facilitate tourism, while on the other hand, during off-season they become jobless.

Education

According to the author Mathur, (2011), discussed about tourism that could be a division of headway and communal fluctuations. It increase education ratio in local communities. Education is a key factor for development and opulence of an area. A community or nation cannot fulfill improvement and advancement without education. Be that as it may, instructive orientation of cultural tourism on the valley of Swat is positive. As expressed by the respondents that presently the undesirable behavior and outdated notion of local people have changed towards girls'

education. Larger part of the girls' children are enlisted in schools to induce education as compared to the prior period.

Cuisine choices

Cultural tourists are pulled by the conventional nourishment and drinking pattern of a specific community. Nourishment design are changing day by day, individuals are sidetracking from conventional nutrients to other imported merchandises. For occurrence, Beverages, little or no usage of refreshment in distant tourists spaces. Slowly, public have gotten to be acquainted with these commodities. Booming tourism industry brings unused requests for imported merchandises, such as Burgers, Pizza etc. Imported goods are presently acknowledged by most of the nearby individuals. The statement supported by the author Ritzer, 1992 exemplified Nepalese community.

As reported by the respondents, cuisine varieties of the local community (the valley of Swat) have changed. Majority of the locals are now favoring and demanding for BBQ, Pizza, beverages and other dishes that are new for the valley of Swat folks.

Hence, it is concluded that modern cuisine choices have overtaken traditional food choices of the valley of Swat.

Dressing

Dressing plays a fundamental part within the recognizable proof of a specific gather, tribe, caste, and community. Conventional attires hold a community or tribe values of uniqueness. Concurring to the author Sharma, (2010) labeled that in most societies' moral dressing, and customs conquer gigantic space. Guests are pulled in by the unique attires of a specific culture. Indeed so, persistently interaction with tourists from diverse background, values, traditions, standard and dressing may continuously change neighborhood conventional attires with modern ones. Within the light of the overhead declaration, respondents answered that due to motivation from tourists' dressing it produce unfavorable impact over the valley of Swat. Our traditional attires and dressing comprise of Blanket cover (Chadar), Sandle (Saplaie), Pakol (Topi), Vascote and Shalwar Qamees, etc. But inadvertently up to high level it has been altered with others dressing and ideas. The young generation is particularly more likely to receive unused dressing mold and

styles, which then comes in clashes between those who clutch the traditional way of life and the young generation.

Migration

Findings and analysis of the subject research posit that tourism industry is associated with migration (both tourists and local folks). Approximately, 10% of the local people have migrated to other tourists' localities for economic gain, which has resulted in negative impacts for the local communities. Above-mentioned declaration reinforced by (WTTC, 2007). For occasion, the movement of the neighborhood people nearby sightseers for financial pick up, increment weight on the environment, restricted assets, increment strong squander include more to discuss, commotion and water contamination. It moreover, produce monstrous break and increment the chances of clashes between denied and amusing. That's why both wealthy and destitute are battle for worth advantage. But colossal worth goes into the first class pockets, as they have as of now settled their lodgings in tourists' territories. As per the reaction of the respondents owing to tourism deluge, nearby individuals moreover travel to that territories. In the long run, give endless issues for inhabitants of that territories. Thus, it was found out that movement of the nearby individuals towards tourists' regions within the valley of Swat are negative.

5.2 Recommendations

Several recommendation can be made based on the result of this study, for the purpose to accomplish the objective of favorable local community support for quality tourism development and sustainability. To this effect, understanding residents' perception of the social impacts of tourism is crucial because tourism relies heavily upon the goodwill of the local communities. Hence the following recommendations were made:

- Based on understanding local community livelihood, culture, traditions, values, norms, social structure, Careful planning and design, up to high level can enhance the positive impacts of cultural tourism.
- Cultural resources should have a mutual relationship with the local society, from which both benefit. The local people should preserve, maintain, protect and promote cultural and natural resources of the surrounding. In response, the people should benefit from the

resources through tourism or in any other way. The failure of this interdependent relation to benefit the local people legally, may lead the people to exploit the cultural resources illegally as a fertile and potential area for wealth.

- Local community participation in planning, designing and even in implementation should be guaranteed and has a great chance to make real profit from tourism industry. Therefore, local community participation is necessary.
- The tourism development strategy should aim to protect local culture, respect local traditions and promote local ownership and management of programs and projects so as to foster community supervision arrangements of the natural resource base
- Initiation of multiple ceremonies and program for the awareness of the local community as well as preservation of cultural heritage (language, life style, cooking, customs, and traditional lifestyle and activities, etc.)
- Teaching and promotion on sustainable socio-cultural practices and techniques is crucial

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