

The Role of Local Community in Tourism Development in Murree

By

Muhammad Asad Ul Rehman

PIDE2017-FMPHILDS26

submitted to

Dr. Usman Ahmad (Supervisor)

&

Hafiz Hanzla Jalil (Co-Supervisor)

Thesis submitted in partial fulfillment of the requirements for the degree

of

Master in Philosophy



**DEPARTMENTS OF DEVELOPMENT STUDIES,
PAKISTAN INSTITUTE OF DEVELOPMENT ECONOMICS,
ISLAMABAD**

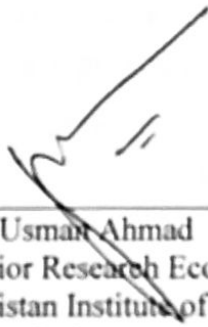


Pakistan Institute of Development Economics
P.O. Box 1091, Islamabad, Pakistan

CERTIFICATE

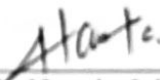
This is to certify that this thesis entitled: "*The Role of Local Community in Tourism Development in Murree*" submitted by Mr. Muhammad Asad-Ul-Rehman is accepted in its present form by the Department of Development Studies, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree in Master of Philosophy in Development Studies.

Supervisor:



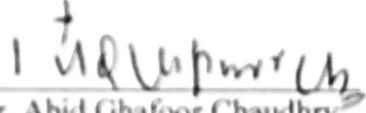
Dr. Usman Ahmad
Senior Research Economist
Pakistan Institute of Development Economics
Islamabad

Co-Supervisor:



Hafiz Hanzla Jalil
Research Economist
Pakistan Institute of Development Economics
Islamabad

External Examiner:



Dr. Abid Ghafoor Chaudhry
Associate Professor
Department of Anthropology
PMAS-Arid Agriculture University
Rawalpindi

Head,
Department of Development Studies:



Dr. Zulfiqar Ali
Assistant Professor
Pakistan Institute of Development Economics
Islamabad

Date of Examination: January 24, 2020

ABSTRACT

This research aims to explore the role of local community in tourism development in Murree, Pakistan. The key objective of the study is to examine the perception' awareness and participation of local community in promoting tourism development. For this investigation data collected from 51 respondents including residents, tourists and tourism department. Semi-structured interviews method was used in data collection. Furthermore, participant observation also used as second method to check the validity of data. The results of the study exposed that overall perception of locals about tourists and tourism is positive. Community is fully aware about tourism and their advantages, they considered tourism more in economic sense than social or behavioral sense. Outcomes of the study confirmed the absence of participation of local community and government to encourage tourism. Based on the findings of the study policymakers and government should facilitate the locals by providing them education institutions and platforms for event organizing, sport festivals and cultural festival to promote tourism in community.

Keywords: Tourism, Local community, Development, Sustainable Development.

DEDICATION

This research is dedicated to my beloved parents for their support and guidance throughout my life and I am heartily thankful to my dearest parents for their financial supports and affection. This research would not have been a reality without the crucial contribution and boundless cooperation of my brothers and sisters, may Allah bless countless blessings on all the above mention people, for their constant support.

ACKNOWLEDGEMENTS

All praises to the most compassionate and merciful Allah Almighty who is the source of the complete wisdom and knowledge endowed to the whole world. All regards and respects to the Holy Prophet Mohammad (PBUH), who is forever a torch of knowledge and guidance for the entire humanity.

I feel much pleasure in expressing my great thanks and gratitude to the Head of Department **Dr. Zulfiqar Ali Kalhoro** and my supervisor, **Dr. Usman Ahamd**, and Co-Supervisor **Hafiz Hanzla Jalil**, Pakistan Institute of Development Economics, Islamabad (PIDE), for their sincere piece of advices, regardless help, constructive criticism, continued guidance and valuable suggestions in my entire research work. Without their assistance and dedicated involvement in every step throughout the process, this thesis would have never been accomplished. I would like to thank you very much for your support and understanding past over the one years.

Getting through my dissertation required more than academic support, and I have many, many people to thank for listening to and, at times, having to tolerate me over the past two years. I cannot begin to express my gratitude and appreciation for their friendship. **Mr. Farhad Nazir**, (Lecturer at University of Swat) encouraged me to complete my research. Despite of his busy schedule he never said no to me & I would like to thank my friends **Ms. Nida Ali** and **Ms. Naila Karim** for their support, guidance and suggestions throughout the research.

Heartfelt thanks to my friends **Mr. Abdul Khaliq** and **Mr. Ahmad Bilal** helped me a lot while conducting interviews. They have been unwavering in their personal and professional support during the time I spent on my thesis. Last but not the least a big thank to my **key respondent** who happily and willingly cooperate with me for data collection.

ABBREVIATIONS

GDP	Gross Domestic Product
KMNP	Kure Mountains National Park
LDC	Least Developed Countries
PTDC	Pakistan Tourism Development Corporation
SME'S	Small Medium Enterprises
TDCP	Tourism Development Corporation of Punjab

Table of Contents

CHAPTER-I.....	1
1. Introduction.....	1
1.1. Definition of Key terms	3
1.1.1. Tourism:.....	3
1.1.2. Local Community:.....	3
1.1.3 Development:.....	3
1.1.4 Sustainable Development:	3
1.2. Statement of Problem:	3
1.3. Research Questions:.....	4
1.4. Objectives of Study:.....	4
1.5 Significance of Study:.....	4
1.6 Limitations of the Study:	5
CHAPTER-II.....	6
Review of Literature	6
2.1. Attitude of Local Community towards Tourism Development.....	6
2.2. Perceptions of Local Community Towards Tourism Development.....	8
2.3. Awareness of Local Community Towards Tourism Development	11
2.4. Participation of Local Community in Tourism Development	12
2.5. Involvement of Local Community in Tourism Development	15
2.6. Role of Local Community in Tourism Development	16
2.7. Barriers Faced by Community Towards Tourism Development	21
2.8. Impact of Tourism on Society	22
2.9. Tourism Constraints in Pakistan.....	22
2.10. Conceptual Framework.....	23
2.10.1 Pictographic Representation of Conceptual Framework	24
CHAPTER-III.....	26
Research Methods and Methodology	26
3.1. Research Methodology	26

3.2. Research Strategy	26
3.3. Justification for Using Qualitative Research Methodology	26
3.4. Research Design	27
3.5. Data Collection Methods/ Techniques	27
3.6. Unit of Data Collection.....	27
3.7. Sample Strategy/ Technique	28
3.8. Sample Size.....	28
3.9. Procedure of Data Collection	29
3.10 Rapport Building.....	29
3.11. Data Analysis	31
3.11.1. Thematic Analysis	31
3.11.2. Transcription.....	31
3.11.3 Familiarization.....	32
3.11.4. Indexing and Coding	32
3.11.5. Identifying and Characterizing Themes	32
3.11.6. Data Verification	33
3.11.7. Ethical Consideration	33
3.12. Area of Study and Locale Description.....	33
CHAPTER-IV.....	37
Results and Discussions	37
4.1. Perception of Local Community	37
4.1.1. Cultural Exposure:.....	37
4.1.2. Cultural Shock:	38
4.1.3. Cultural Harmony:.....	39
4.2. Awareness of Local People.....	40
4.2.1. Knowledge Sharing:	40
4.2.1.1. Cultural Awareness:	41
4.2.1.2. Social Awareness:.....	41
4.2.2. Community Exposure:.....	42
4.2.2.1. Physical Exposure:	42

4.2.2.2. Social Exposure:	42
4.2.3. Economical Awareness:	43
4.2.4. Destination Preservation:.....	43
4.3. Participation of Local Community.....	44
4.3.1. Conventional Participation:	45
4.3.2. Cultural Promotion:	45
4.4.2. Weakness:	49
4.4.3. Opportunities:	49
4.4.4. Threats:	49
CHAPTER-V.....	51
CONCLUSION AND RECOMMENDATION.....	50
5.1. Policy Recommendations	52
REFERENCES.....	53

1. Introduction

Tourism is a movement of individuals towards their favorite places for a short period of time from the places where they work or live. A journey may be for pleasure, entertainment, adventure, business purpose, conference, visiting friends or relatives, shopping and self-development or the combination of these (Hunziker and Krapf, 1942). According to the World Tourism Organization, a person is called a tourist when his/her journey should be more than 24 hours and less than 365 days. Traveling on foot for pilgrims and hiking are not including in tourism, considered a traveler (Young, 1973).

A community is defined as, “A group of people who share a geographic area and are bound together by a common culture, race, value or social class”. Community participation plays an important role in tourism and their involvement in the decision-making process of tourism development. Basically, there are three types of community participation in terms of tourism development. The first one is coercive community participation which refers to the lowest level of participation where residents have no power over the tourism development process and very limited involvement is given in destination promotion and they receive a less economic benefit. The second one has induced participation which refers to a little bit of involvement of community but has no power over management and decision-making process. The last one is spontaneous participation where the local community has full authority in decision making and control over the development process (S. Mostafa Rasoolmanesh, 2016).

Tourism has become one of the biggest and fast-growing industry of the world now a days. Tourism is the second biggest industry in terms of the people it employs. Every fifth person is linked with the tourism industry in different ways such as; hotel management, accommodation, food and beverage services, entertainment and recreation, transportation and travel services. According to travel and tourism corporation tourism increases the world’s economy every year. 2017 is considered as a bumper year for the global travel and tourism sector. In 2017 Tourism contributed 10.4% in the world’s GDP (Gross Domestic Products). This is because of different factors; such as rising level of awareness among people, improvement in transportation, low-cost airline services and easy access of tourists towards their destination (Guevara & Turner, 2018).

Tourism is one of the most significant social and economic phenomena in the contemporary world. South Asia presents one of the world's best destinations for vacation and chilling out. It is blessed with both man-made and natural resources like hill stations, beaches, temples, gorgeous heritage, rich culture, and wonderful backwaters. Mount Everest is the first highest and K2 is the second-highest peaks in the world which are situated in South Asia which plays a significant role in attracting tourists from all around the world. Their long civilization, a wealthy tradition, diversity, hospitality of people and heritage sites have also attracted many tourists. South Asia is one of the most clashed areas in the world. Poverty, health issues, education, gender issues, and sanitation problems are affecting south Asia's development and in such type of condition, tourism helps a lot in the country's development. The GDP of the country increased from 6.8% to 6.9% in 2014 and the opportunity for employment also increased since tourism was promoted (Rhaman, 2016).

Pakistan is in the center of South Asian nations. Pakistan is considered as a diverse country by geographically and ethnically. The country has a historical heritage, deserts, mountainous regions, glaciers, as well as rivers. Pakistan has massive potential to be a famed tourist place in the globe. Pakistan is blessed by nature with beautiful tourist spots and destinations. Especially the Northern areas such as; Gilgit Baltistan, KPK and Kashmir region. The spots of Pakistan which are famous all around the world are Swat Valley, Nelum Valley, Ayubia, Patriata, Murree Hills, Kaghan Valley, and Naran Valley. These spots are well-known all over the country and world for their mighty rivers, green valleys, beautiful lakes, sky-high Mountains, and wonderful wildlife (Malik, 2015).

Despite having all these attractive places Pakistan is ranked 124th out of 136 countries in the world according to the TTCI (Travel and Tourism Competitiveness Index) 2017 survey, which is much better than the previous year 2016 where Pakistan was ranked at 125th out of 141 countries. Tourism is one of the most important aspects of developing countries. Without the tourism industry country's economy cannot flourish. Tourism in Pakistan contributes only 2.8% of total GDP and creates employment of only 2.4% (Schwab et al. 2017). This occurred due to a lack of awareness of residents and local government about the tourism industry. Immoral relationship between hosts and guests, lack of infrastructure, bad hotel management and lack of advertisement about tourism industry domestically and internationally.

In Pakistan, Murree is known as one of the famous and most attractive hill stations. Murree is a mountain resort of district Rawalpindi, Punjab, Pakistan, which is located at the Pir Panjal range of the Galyat region. In 1851 Murree was built by British troops as a sanatorium. Now it has become one of the most famous tourist's points of the country. the reasons for the attractiveness of Murree are its unpredictable climate which can be changed at any time. Murree is known as having cool summer and cold snowing winter with frequent fog. Several rare species such as monkey, wild boar, leopard, and foxes and various kinds of species of birds are found in Murree.

1.1. Definition of Key terms

1.1.1. Tourism:

Tourism consists of the activities of people who travel and stay in places outside of their normal routine and environment for not more than one consecutive year for business purpose, leisure, visit friends and family (Bonarou, 2011-12).

1.1.2. Local Community:

Local community is a cluster of people living in a defined boundary sharing their norms, culture, values, interest, and organization with each other and corporate with each other (Brieger, 2006).

1.1.3 Development:

The term development means moving upward of the whole social system (Myrdal, 1974).

1.1.4 Sustainable Development:

The sustainable development is described as, without effecting any resource of the nation for new generation to meet the needs of present generation (Sulemana, 2010).

I have used the above-mentioned definitions in my research.

1.2. Statement of Problem:

People around world give much importance to the tourists and tourism. Tourism plays a vital role for the growth of any economy. It is considered as one of the most influential and important industry of a country and the globe, tourism is the major source of infrastructure development for

any developing country. Tourism plays a role of catalyst for the economic development of any country. Pakistan has many places which attract people. Being a developing country Pakistan faced a lot of difficulties in tourism development. Different organizations are working to cope up with such type of difficulties and problems faced by tourists and as well as local people. Tourism has an important role in the life of local community that's why local community should be aware about the importance of tourism. Murree has many tourist destinations which attracts many tourists. I will explain the perceptions and awareness level of local community of Murree about tourism development, also analyze their participation in tourism development process. The broad area of my study is "tourism" and narrow down my topic is "*Role of Local Community in Tourism Development in Murree*".

1.3. Research Questions:

This research tries to answer following questions:

- What are the perceptions of local community towards tourism development?
- To what extent the local community is aware about the tourism?
- How the locals of Murree participate in tourism development process?

1.4. Objectives of Study:

The main objectives of this study are to recognize role of local community in tourism development and specific objectives are as follow:

- To explore the perception of the local community about tourism development in Murree.
- To determine the level of awareness of residents towards tourism development.
- To examine the local people participation towards tourism development in Murree.

1.5 Significance of Study:

Tourism plays a pivotal role in the development of any country. Tourism is considered a key term for underdeveloped countries. the role of tourism is crucial for the local community. There are numbers of studies that exposed the role of the local community in tourism development, but it was found that all researches were conducted in foreign countries. Pakistan is an attraction for tourists and the local community has played a crucial role in the tourism industry but no research

has been done related to the role of the local community in tourism, so this research has greater importance because its main focus is on the role of local community towards tourism development in Murree. According to population

Punjab is the largest province of Pakistan. People of Punjab prefer to visit Murree because it is convenient to travel. People visit Murree the whole year due to its favorable weather. This research will give an idea about perception, awareness, and participation of the local community towards tourism development in Murree. Furthermore, the results of this research can be shared with the educational institute and other tourism organizations to further elaborate.

1.6 Limitations of the Study:

I selected Murree as my research area because it is located near me and it is very feasible for me to access this area. I faced some limitations and difficulties while doing my research. I had very little time for the whole research project. Staying in Murree for 10 to 15 days was also very expensive so that it was another limitation. Moreover, there were also some social constraints because people who were visiting Murree, as well as the locals of Murree, were reluctant to share the information. Mostly the locals of Murree were shop keepers and they were doing business, so they had very limited time for us and we had to buy a thing or two from them if we wanted to talk to them in detail about the topic.

Review of Literature

Review of literature is a secondary source which includes past and current knowledge related to my study. It also includes findings, as well as theoretical methodological contributions to a topic and through its research problem being investigate.

2.1. Attitude of Local Community towards Tourism Development

Ling et al. (2001) conducted a study in Georgetown to examine the attitude of residents towards tourism development. The findings of the study show a greater significance of tourism on residents. There is a positive and as well as a negative relationship between the benefit which an individual gain from tourism development and support for the development of tourism. The findings of the study stated that, the residents who get benefit from tourism development perceive a positive impact and as well as show a greater support level. And the negative impact is also present, but it is not strong than a positive impact. The residents believe that development in tourism can also bring more economic benefit to them such as employment and improvement of economies.

Eraqi (2007) carried out a study in Egypt in order to study the attitude of local community toward tourism development and objective of the research was to measure the effect of tourism on living standards of Egyptians and to know whether the life style of Egyptians was getting better through tourism development or not? The outcomes of this study indicated that tourism development in Egypt increased the economic benefits like employment opportunities and investment in tourism development projects. It also increased socio-cultural benefits such as; positive exchange of culture and positive impacts on local business. However, there are some negative impacts that effects the lifestyle of Egyptians like: inflation, negative impacts on local culture and unpleasant overcrowded tourist destination sites such as: beaches, museum, hiking trails and parks. Although the major outcomes of this study showed that the residents had positive attitude about tourism and there were some negative social and cultural influence of tourism on locals of Egypt. Tourism strategy should concentrate on improving the skills of locals and create positive awareness among them. It is necessary to facilitate the local families to have direct connection with tourists by encouraging the Egyptian local families to invite tourist at their home.

Mass tourism may affect the daily routine of local people. Impacts of mass tourism may be seen mostly in the period of peak tourism. This study was conducted in Kusadasi (Turkey) which is considered as mass tourism destination. The aim of this research was to check the inhabitant's attitude towards tourism development in Kusadasi that highly affected by mass tourism. The resident's participation in tourism development helps to improve their economy. Despite the overall benefits of tourism industry, mass tourism can cause negative effects such as; environmental degradation, noise, overcrowding, pollution, property destruction and less tourist's satisfaction. The outcomes of the analysis exposed that 63% people have negative perception about tourism development in Kusadasi because they were not satisfied with planning efforts of formal authorities about tourism. The main finding of the study introduced two groups of host community, one which was largely aware about tourism development in their city and have negative attitude towards tourism because of negative consequences of tourism which include congestion, overcrowding, shortage of energy, pollution and inflation in peak season of tourist arrival. Second group of people was that who were able to solve the problems arising from tourism without destructing their community values. They were also aware about the necessity of tourism for their community development. Furthermore, researcher suggested that there should be some need to educate local residents about costs and benefits of tourism. Effort of locals should not be ignored because they can play an active role in planning process and long-term development (Cavas & Tanrisevdi, 2013).

The researchers Mohd et al. (2013) conducted a study in Tioman Island, Malaysia. The aim of this research was to check the attitude & support of local community towards tourism development. Tourism development played a role of double-edge sword for local community. Because, attitude of local community affected the current and future development of tourism industry. The satisfaction level of the tourists increased by the positive attitude of the local's and promoted tourism. Therefore, the participation and involvement of local community was a key to success for tourism development plan. This study concluded that residents of Tioman Island had positive attitude towards the economic and social impacts of tourism. They also considered the environmental impact of tourism in a positive way. Future aspects and attitude of local community is also discussed in this study, which indicated that community supported future tourism development based on personal benefits they had received. Local community had some restrictions for tourists on several natural views of island due to future decline of tourism. It was clear that the

role of local residents of Tioman Island was necessary to support tourism development and its healthy growth.

2.2. Perceptions of Local Community Towards Tourism Development

A study was conducted in Hawaii, North Wales, and Istanbul by (Liu, Sheldon, & Var, 1987) to explore the perception of local residents towards tourists and tourism from different social, economic, and environmental prospects. Cross-national comparisons were made between the three geographic regions and maturity level of tourism. The results of the study show that both Hawaii and Wales's residents are possessive about their environment. And rank environment protection as one of their superior priorities as compared with other socio-economic effect. While, in Wales and Hawaii tourism is an important part of their economy and residents are mainly concern with negative impact of tourism on their environment. Data revealed that residents blame tourism for creating changes in environment while on the other hand they also appreciate tourism because a lot of historical sites are preserved by tourism. In contrast, in Turkey, which hopes to expand its tourism and respondents are mainly concerned with the development of facilities, hospitality and promotion. Data revealed that local community of Turkey is more responsible than tourist for creating environmental pollution. The comparison of these three regions survey revealed that residents who live in more developed regions are more aware of the negative and positive impacts of tourism because tourism is always kept to the forefront of thinking through social media, community discussions and public issues. However, in Hawaii residents are more aware of tourism because of up-to-dated information that is provided to residents regarding the impact of tourism.

Most of the tourism researchers are strongly agreed that a good relationship between tourists and local residents is necessary for long-term development of tourist destination (AP & Crompton, 1998) but the attitude of local resident is strongly differentiated towards tourism and tourist.

According to the (Milman & Pizam, 1988), they conducted a study in Central Florida resident's perception of the social consequences and impacts of tourism. A telephonic survey was conducted from 203 households and it was stated that residents not only support the tourism for current period but they also favored its expansion in future. Results indicated that a strong positive attitude of local community of Central Florida was observed for the tourist. And at the same time some negative impact of tourism was observed by the residents. Mostly, traffic, alcohol, criminal acts, drugs and conflict between residents and tourist were frequently observed. At the same time

different employment opportunities, improvement of living standard and income from taxes are the positive impact of tourism.

A comparative study was conducted by (Qin, You-hui, & Bing-yao, 2005) in Xidi, Zhouzhaung and Jiuhua Mountain to study the perception of local residents towards tourism. The findings of the study stated that the residents of the three places tend to have a strong and positive environmental, socio-economic and cultural impact, along with negative impact also. Residents of Xidi and Zhouzhuang have notice its negative impact on environment, whereas, residents' of Jiuhua Mountain didn't believe that tourism has any negative impact on environment. It was confirmed at the early stage of tourism by the residents that it has a strong and positive impact on their life. It was concluded that a nonlinear relationship occurs between the perception of local community and tourism development stages, and that the socio-cultural impact of tourism appears at the early stages of tourism development instead of being on universal.

This study was conducted in Ramsar (Iran) in order to know the community perception of tourism impacts and their participation in tourism planning. Tourism is a powerful medium to enhance the economic growth of both developed and underdeveloped countries. The role of tourism in economic development bring several benefits to the locals and on the other hand it also affects the community in several ways such as community suffer from traffic crowding, increase in crime rates, water wastage and high cost of living. The purpose of this study was to explore and analyze the relationship between participation of local community in tourism development and examine the effects of tourism on local community. In this study, the socio-economic effect and sociocultural factors of tourism were considered most important for community participation in tourism development. Benefits from tourism always bring positive perceptions among local's and progressive change in tourism development. This study concluded that 90% coastal tourist chose Ramsar as their attractive destination. Therefore, some people from local community were also affected by tourism in a negative way such as environment and water pollution, as well as negative social and culture impacts of tourism. Due to negative affect of tourism the perceptions and participation of local community was also not very good. The results of the study indicated strong correlation between effect of tourism on community and participation of locals in tourism development planning (Eshliki & Kaboudi, 2012).

A study was conducted in the Küre Mountains National Park, (KMNP) Turkey to examine the perceptions of residents towards the impacts of tourism. The data revealed that the residents of the KMNP have both negative and positive perception of tourism in their community. Community is aware of the economic, social and cultural benefit gain from tourism. At the same time, its negative impact on society can't be neglected such as traffic congestion and pollution. Besides negative impact, residents believed that tourism provides an incentive to preserve and protect their culture and resources. Findings also revealed that the residents due to economic benefit show a positive attitude towards tourism. Ecotourism has been recognized as one of the most important alternative mean of livelihoods for the residents of KMNP. In this area, a huge amount of migration has been observed and tourism is viewed as a mean of reviving the area, creating different jobs opportunities for residents and bringing people back to the area to promote tourism and work in tourism industry. Local community looks towards tourism as a process that can directly or indirectly improve the living standards of people and boost their economy. It is also stated that development of tourism in KMNP provides more benefit than cost to local residents, especially in improving the quality of life (Turker & Ozturk, 2013).

Rural tourism is increasingly familiar tourism sector in southern Africa. Tourist's visitations to local communities increased day by day. That's why it had great potential to increase the wellbeing and development of local community. To maximize the benefits and minimize cost, local residents should be able to participate actively in all tourism activities like planning and management. The purpose of this study was to analyze the involvement, perceptions and awareness of local communities towards tourism. This study was conducted in three villages of Lesotho; Ha Lejone, Phelandaba and Ha Mali to know the awareness and perception of local community about tourism. The local People of Ha Lejone had relatively greater awareness about tourism than other two villages. They also perceived that their environment attracts tourists and as a result they earned from it. By comparing the respondents of other two villages it was observed that residents of Phelandaba received fewer benefits while the residents of Ha Mali received slightly more benefits from tourism. The results of this study indicate that people of Ha Lejone were more aware about tourism development. Researcher identified that people from Ha Mali and Ha Lejone participated in tourism development and their perception about tourism was positive. On the other hand, the people of Phelandaba had negative perception towards tourism. Generally, people from all villages preferred decision-making power in tourism development. This study concludes that there should

be some need to provide basic training and held some educational workshops to promote awareness and positive perception and attitude towards tourism. Government should not only conserve tourist sites but also empower the locals to participate in development planning and management of tourism. Participation of local community would formulate tourism relations and promote rural tourism. It would be beneficial for sustainable rural tourism development (Lekaota, 2014).

A study was conducted by (Abdollahadeh, 2014) in Iran to identify and explain the perception and attitude of local community towards tourism development. The data was collected from 262 households and the results of the study showed that tourism is one of the largest rising industries and with the potential to support local community in developing economic diversity. Local community possess a strong positive attitude towards tourism because of emerging stages of tourism development in the study area. There are several factors behind the positive attitude of local community towards tourism. Tourism creates different opportunities for people to earn income, and through local products local community get a chance to earn money due to its high demand. Study indicates that residents who get benefit from tourism show more positive attitude towards tourism development. Some other factors like age, gender, education, income, employment and community attachment were found to be major factors effecting attitudes and perception of local community towards tourism.

2.3. Awareness of Local Community Towards Tourism Development

According to (Butler & Hinch, 2007), limited knowledge and awareness regarding tourism can lead to issues, such as wide gap between decision makers and local communities. Local communities' awareness about tourism will not only accept tourism in their area but it might help them become representative in tourism development rather than objects as still often happens in rural communities of developing countries. While according to local community's awareness regarding tourism is important to reduce the gap between tourism activities and local culture. It is therefore necessary to examine the resident's awareness and knowledge of tourism development in their area in order to attain sustainable tourism (Suntikul, Bauer, & Song, 2009).

Esen (2017), carry out a study in Büyükkonuk, North Cyprus. This region is famous as Eco-Agro tourism village on the island of Cyprus. The major motive of sustainable tourism is to conserve the spot and improved the value of culture and tradition of local community. The purpose of the study is to examine the awareness of local residents towards sustainable tourism development

according to their educational level. Developmental stages of sustainable tourism mostly occurred when perception of local community is positive towards tourism. This study argues that the local community of Buyukkonuk's opinion about tourism was positive, as a result many people gain benefits from tourism. The findings of this study declared that those people who studied tourism have better knowledge about sustainable tourism development than those who have lack of knowledge related to tourism. This study suggested that awareness of local community will be raise through trainings and by providing the knowledge about tourism. Local people should be informed about employment opportunities related to tourism. This is all possible through proper planning.

In Indonesia, over the last few years, rural tourism has been seen as an important agent for improving the economic benefits of rural community. A study was conducted in Indonesia to examine the awareness of local communities in rural tourism development and assesses their knowledge of sustainable tourism principles. The findings of the study disclose that both, people who were involved in tourism as well as those who were not involved in tourism were aware of the importance of their involvement in tourism and decision making process for the sustainable development of tourism despite their difference in terms of occupation (Sihombing, Gunawijaya, & Akbar, 2017).

2.4. Participation of Local Community in Tourism Development

A number of studies have examined the participation of local community in the development process of tourism (Tosun, 2006; Li 2006). The process of tourism development as explained by (Simmons, 1994), stated that a high degree of dependency is on the residents for their approval of the industry before it starts in a specific destination. Involvement of local residents is an important phenomenon in the early stage of tourism development. According to (Tosun, 2000) this is called as the exploration stage. Moreover, the above arguments regarding the relation between residents' participation and tourism development shows that community participation is indeed, important in order to avoid from misunderstandings and uncertainties regarding development of tourism in that area.

The researcher conducted a study in Barabarani village (Tanzania) to discuss the involvement and participation of local community in the development of tourism. This study divided community participation into three ways; in decision making process, in sharing tourism benefits and in

poverty alleviation. The purpose of this study was to know the role and involvement of local community towards tourism development. Researcher also observed the decision-making power of community and their perception about poverty reduction through tourism. Involvement of multiple stakeholders in tourism development explored the perspectives of ordinary members of local community, that's why local community wished to participate in tourism development. The finding of this study shows that local community wanted to participate in decision-making process of tourism development. In general, local people wanted to know about the decisions made by government officials and local leaders about tourism development in their area, and they wanted to be a part of these decision-making processes. The contribution of tourism development is positive towards poverty alleviation. Therefore, local community wanted to participate in tourism development business and income-generating activities to improve the quality of their life (Michael, 2009).

Participation is the involvement of both the local people and stakeholders in the creation of policies and programs that would help out to modify their communities (Phiri, 2009). Furthermore, (Kroke, Grossman, Larreguy, & Marshal, 2014) it also depicts that participation is essential because it push government to be answerable and locals to be involved in planning as well as implementing the projects in their own areas. In addition, (Rogoff, 2011) explains that participation in communities should be a social contact that benefits the entire population instead of few individuals. According to (Michael, 2009) participation of community is important in tourism management, as it authorize local people to be involved and participate in the planning of tourism development process. Community participation in decision making process encourages locals to improve plans, service delivery and connect the people together by common goals.

Public participation in decision-making is one of the most important components of tourism planning. This study was conducted in Langkawi Island, Malaysia to examine the public participation towards the tourism planning. This study was conducted during the preparation of the Langkawi structure (1990-2005) and local plan (2001-2005). The results of the study show that there was some limitation in community participation towards tourism planning due to ineffective approach, residents' attitudes, inadequate information and exclusion from participation processes. Due to structural and operational limitations in the planning process, public participation takes place only at the earlier stages. This shows the weaknesses in the Town Planning Act (Act 172), as under the Malaysian planning system, all participation processes for local and structural plans

in the country required to follow the participation approach recommended by the Act. It is also suggested that improvements should be made in tourism public participation process in the Langkawi Island and their relationships with the Malaysian Planning System (Mazuki, Hay, & James, 2012).

One of the important elements to promote tourism development is to encourage the participation of local communities as it is an essential for the sustainability of tourism industry. A study was conducted in Barabarani village in Tanzania to examine the role of local community in tourism development. The findings of the study revealed that local communities want to be a part of tourism development policy makers to ensure their needs are incorporated. In order to attain sustainable tourism development local communities should participate in decision making process. Local communities can take part in promoting and identifying tourist spots that leads to increase in tourism development. In order to achieve long-term goals of sustainable tourism, communities need to be active participants, rather than passive observers. Local community's involvement in decision making process regarding tourist spots and tourism policies is one of the best ways of attaining sustainable tourism development. It is further revealed that participation of local communities in decision making process increase the confidence and trust within the tourism industry. It provides an opportunity to local community to improve the plans, services, facilities, and effectively promotes a sense of community by bringing all people together on a platform who shares common aims and goals (Muganda, Sirima, & Ezra, 2013).

Rural tourism has been increased in Indonesia over the last few years, because it helps in reduction of poverty and improves the economic benefits for rural community. The main focus of rural tourism is to encourage the participation of local residents. Many scholars are concerned with the roles played by local community for tourism development, but few have questions about how local residents themselves perceive and aware about their own roles in tourism development. Therefore, this study examines the awareness of local community about their roles and knowledge about sustainable tourism development. Researcher also examine the group base study to know the difference between awareness and knowledge of local residents. The findings of this study show that host community realized to need to be involved in decision-making process of tourism development. Researcher divide their respondents into two groups, one group include those who were in the field of tourism and one who were not in the field. All the respondents were not only aware about their role but also well aware about sustainable tourism principle. Additionally, the

study shows that the perceived awareness of local community's role influences their perceived knowledge of sustainable tourism development. Researcher also found that profession of residents could not interfere in their awareness level and knowledge about tourism. The respondents who work in the field of tourism and who are not in the field, all have awareness and knowledge about sustainable tourism development. (Akbar, 2017).

Researcher (Tosun, 2000) in his research deals with the normative concept of participatory development approach, which originates in the developed world. It explains and analyses the limitation of participation in tourism development approach in context of developing countries. It was concluded that in many developing countries some cultural, operational and structural limits bound local community participation in the process of tourism development. Although in every tourist destination these limits don't equally exist. Moreover, these limits are found in developing world with such a high intensity and greater persistence than in developed world, they appear to be an indication of existing economic, cultural and socio-political structure in many developing countries. Moreover, it was also found that according to scale, types, level of tourism development, cultural attributes of residents the limitation vary over the time. While the forms and scales of tourism development are far away from the control of residents.

The research was accompanied in urban Zimbabwean to analyze the current community participation and their involvement in tourism development. The findings revealed that very limited involvement and participation of community were found, and it also illuminate on the willingness of local community to tourism development, as well as support future tourism development. The findings stated that despite of the incredible growth in the tourism industry globally over the years, some areas in Sub Saharan Africa still exist that haven't yet been exposed to tourism and planning and therefore must be considered as a priority. Education of communities is considered as an important part in this regard (Moyo & Tichaawa, 2017).

2.5. Involvement of Local Community in Tourism Development

Tourism development success depends on two things one is the good will and the second one is the cooperation of local community. If the capabilities and aspirations of local community don't match with the tourism development and planning, it may demolish the industry's potential. For the success of tourism projects community involvement is a vital phenomenon (Breugel, 2013).

Rural destinations of Malaysia are internationally considered as a famous tourist spots due to their natural heritage. Rural tourism is considered as economic feasibility for marginalized areas and it improve the living standard of local communities. This study was studied the association between tourism development and participation of local community in Kinabalu. The researcher explored how local community perceived about rural tourism development and how they looked at the benefits of tourism for host community. The benefits from tourism encouraged host community to participate in tourism development programs. In Malaysia, it was observed that communities have strong loyalty about culture and religion. Tourism development training played a vital role for host community to boost them about culture exchange. The results of the study indicated that people have positive perceptions about tourism development. Host community enjoyed tourism and wanted to be a part of tourism industry because it improved their economic resources and living standards. In this study the author recommended that government should empower the host community, creating a micro loan system and informing them about opportunities created by tourism development (Jaafar et al, 2015).

2.6. Role of Local Community in Tourism Development

Local societies are the central part of tourism development as they supply the most important facilities at the terminus such as information, transportation, food preparation, accommodation and other services (Aref, Redzuan, S. Gill, & Aref). (Akama, 2007) Stated that host society should control the policymaking and the utilization of resources, because, this will encourage the community to sustain the make-ups and exercises. The contribution of residents encourages them to make more appropriate decision regarding conserving and protecting the environment (Richards & Hall, 2002). The local societies are expected to arrange themselves to carry out management and planning of tourism development (Asker, Boronyak, Carrard, & Paddon, 2010) and in addition, local communities should be involved in every step of the management of tourism development in their area towards attaining sustainable development in tourism.

Pakistan is a place having one of the large marketplaces for tourism like other European countries as it poses natural beauty, diversity and variety in cultures. Tourism is one of the utmost moneymaking industries for those persons who live in mountainous zones because it generates new occupational chances and decreases the joblessness level for them. Unfortunately, the arrival of tourists in Pakistan is decreasing enormously with ups and downs each year. In this study

positive and negative factor were searched which effected the tourism industry of Pakistan. The core objectives of this study are to compare Pakistan with other neighbor countries to examine that where Pakistan stand. Furthermore, this study also examines the role of government towards the improvement of tourism industry. Domestic and international tourists love to visit Pakistan due to its nature, culture and traditional food. It was found that 80% of tourists wanted to travel around Pakistan. But, unfortunately lack of facilities had resulted in the falling rate of their travel. While conducting this study the researcher faced some problems like; shy and introvert behavior of peoples especially women, limited sharing of information by PTDC and ministry of tourism and their data is not up to date properly. Furthermore, researcher suggested that government should show seriousness towards tourism industry such as; improving tourism infrastructure, build strong relationship with other countries and show the positive image of Pakistan through media. So that the rank and standard of Tourism industry of Pakistan can improved globally (Fakhar, 2008).

Israr et al. (2009) conducted a study on the role of local community in promotion of Eco-tourism in Northern areas of Pakistan. The main objective of this study was to identify the role of host community in the promotion of Eco-tourism and importance of Eco-tourism for their area. This study was conducted in the three villages of Upper Hunza i.e. Passu, Ghulkin and Shimshal. Due to shortage of time data was collected from only 12 tourist operator, 48 tour guides and 10 tourists with the help of pre-tested interview schedule. The findings of the study indicated that the host community played a vital role in Eco-tourism promotion and have positive attitude towards it. The outcomes exposed that, tourists, trip guides, and tour workers had information regarding ecotourism and see it very importantly. Most of tourists visited this place by explorers, researchers, and cultural tourists. Local staff which were engaged with tourists were well skilled but there was a need for further training. They should be trained by government, tour operators and NGO's about local environment and languages. As a whole the study concluded that for promoting the Ecotourism the role and attitude of local community is very important therefore it should not be ignored.

A study was conducted by (Aref, Redzuan, Emby, & Gill, 2009) in Shiraz, Iran to discuss and identify the barriers of development of tourism industry through community capacity. The findings of the study revealed that there are certain barriers such as lack of community resources, skills, capacity and lack of tourism knowledge that limits the local community in the development of tourism industry. Despite of all these, one of the major constraints revealed by the findings is that

communities have limited access in decision-making process related to tourism development. This shows that local communities are lack of sense of ownership to tourism. A number of studies revealed that without involvement of local communities and creating opportunities for them it would be difficult for local communities to get enough benefits from tourism development (Clancy, 1999). As a result, local communities in Shiraz do not able to become an active participant in development of tourism. The above described constraints may be considered as general problems of development in many local communities in Iran. It is considered that theses constraints may be an extension of the existing economic, social and political structure in Iran, which has limited local communities from attaining a higher level of development.

A study was conducted by (Aref, Gill, & Aref, 2010) to examine the role of local communities in tourism development. Local communities play a significant role in tourism development as they are crucial in providing a safe and sound environmental setting for tourists. Local communities are important components of modern tourism development and they are the main reason behind the tourists to travel to their places. In this way they experience their way of living and use their products. Local communities shape the 'natural' landscapes which many tourists consume. Communities are the main source of tourism and tourists are drawn from some different places and different social circumstance which in turn help themselves to shape experience of tourists in the host community. As a result, tourism positively encourage a community of investors, residents and visitors. Hence it was stated that local communities play a central role in the supply of tourist, their accommodation, providing information's, services, facilities as well as transport.

Tourism industry progressively used for socio-economic development in Namibia. Government of Namibia made various policies about tourism development. The aim of these policies is to ensure that local community can participate actively in tourism and have control over tourism development and receive benefits from it. To achieve benefits from tourism, local community needs to know about tourism, tourists and impacts of tourism on their environment. This study conducted in two communities of Namibia: Katutura and King Nehale in order to know about local people awareness about tourism. The main purpose of this study was to investigate the awareness level of communities about tourism, their perceptions about tourism and as well as to assess their participation in tourism development. Two case studies in Namibia specified that there is division between people who get benefits from tourism and those who are unable to avail benefits. The results of this study show that community is not homogeneous, there are different groups in the

community who are not fully aware about tourism. They react differently and have different perception (positive and negative) about tourism impacts. Some of them who receives benefits and have knowledge about tourism have positive perceptions. On the other hand, another group who have lack of awareness about tourism and unable to get benefits have negative perception towards tourism. Although the majority of local people want to see more tourists on their sites in coming future. It is concluded that local community should be aware about tourism; it could help them to become active agent in development of tourism instead of an object (Saarinen, 2010).

Tourism had become one of the most important agents of alteration of each community and destination and this change involves a price. In numerous emerging nations, communities are unknown of all the hurdles and costs linked with the development transformation. The aim of the research was to examine the association between tourism development and participation of community. After comparison between two communities in panama, outcomes of the study revealed that in one community a robust societal network & collaboration for mutual interests has developed a community-based tourism. Even though in further community local participation and involvement are limited or absent. Thus, it was concluded that societies thru higher level of social capital and capable agents, present a better condition for development. More importantly, community willingness for participation is an important factor for development of tourism (Claiborne, 2010).

In many geographical areas of the world especially in developing countries community-based tourism (CBT) is present. It is an alternative to traditional mass tourism, and it creates some specific destinations which creates wealth and jobs for local communities. Researchers (Guzmán, Cañizares, & Pavón, 2011) conducted a study into a specific geographical area, known as Flowers Route in El Salvador, where different private and government organizations are creating some specific infrastructure in this area in order to increase tourism. However, in relation with tourism, this would be framed as a more ambitious project where the residents themselves set a guideline for tourism development. The results of the study show that local community took tourism in a positive way, because it generates economic benefits as well as new jobs. In this sense, it is necessary to stresses on the role of women and young people as a crucial actor in planning as well as in development of tourist activities. Similarly, the development of tourism not only creates new jobs but also creates resources like education, infrastructure, health and educational services for

the local community. Finally, it was concluded that different private and government organizations provide trainings, education and infrastructure to local community to promote tourism.

The achievement of tourism development depends on the support of local administrative systems, cooperation and coordination of local leaderships and business entrepreneurs, harmonization of local entrepreneurs, participation in supply of information and technical support, good communication, involvement of administration and tourists' bureaus and community support spread worldwide for tourism. For the attainment of sustainable desires and goals it is necessary for local community to actively participate in tourism development (Ertuna & Kırbas, 2012).

Tourism industry is growing rapidly day-by-day with holistic support from local communities who either directly or indirectly connected with this industry. Tourism development is a double-edge sword for local communities and attitude directly affects the present and future development of tourism industry. Communities have both positive and negative attitudes towards tourism development. Communities' positive attitudes attract more tourists' and enhance their satisfaction level and contribute to the word-of-mouth advertisement among them. Hence, the contribution and participation of host community are important for the achievement of tourism development plan. The findings of the study stated that Tioman Island's community supported future tourism development due to the personal benefits they are receiving from tourism. Hence, it is clearly depicting that local residents play a vital role for tourism development as well as to maintain its robust growth (Hanafiah, Jamaluddin, & Zulkifly, 2013).

Fandi (2015) conducted a study at Ajloun (Jordan) to examine the role of local community in sustainable tourism development. Ajloun is famous destination for natural, religious and medical tourism and also it is famous for its archaeological sites. It is considered as tourists governorates in Jordan. Therefore, the overall state and the local community living over their gain economic, social and environmental benefits. The purpose of this study was to highlight the importance of this spot and examine the development projects working at Ajloun. The aim of this study was to know the reality of tourism in Ajloun, the sustainable tourism development projects working over and role of local community in the tourism development process. Tourism play a vital role in Ajloun which is increased each year and considered as a source of income generation for many people living over there. Tourism have both positive and negative impacts, but development occurs only when tourism goes positive. Tourism is positive when local community involved in

development planning and have positive attitude towards tourism. However, in this study it was found that the role of local community in development planning is very less and as well as the government funding for developing projects was also low. Local community have lack of awareness about tourism development and it occurs due to weak role of media advertisement.

Additionally, the infrastructure of tourists' sites in Ajloun suffer from lack of attention and development. It all happened due to the carelessness of ministry of tourism, public workers and municipalities.

The views on tourism have changed from only seeking pleasure to a mere economic activity. Now a day's, in many developing countries, it is an important source of income and economic activities. It creates a number of opportunities such as employment, foreign exchange and infrastructure. For the accomplishment of sustainable tourism development involvement of local community and local people in tourism activities is essential. Local culture, local festivals, local food cuisines are add-on products to tourism and it also provides valid experiences to the tourists. Indigenous knowledge of the local residents helps in the preservation of local culture as well as environment. Wildlife resorts have to take the initial step for the development of community by connecting them in internal as well as external activities of the resorts as they are the also the members of the environment in which they are living and as well the resort is located (Nagarjuna, 2015).

2.7. Barriers Faced by Community Towards Tourism Development

A study was conducted in Sudhmahadev, a tourist destination of Jammu & Kashmir to identify and discuss the barriers faced by local communities faced towards the development of tourism. The findings of the study revealed that limited capacity of poor people, high cost of community participation and attitudes of professionals exist there. It was concluded that there is lack of local community involvement in tourism development process. It is found that community believe that local residents should be involved in decision making process and as well as in tourism related projects. Local communities also believe that for the development of tourism a huge amount of investment and time is required. Sudhmahadev is a well-known tourist place with beautiful mountains and one of the religiously important famous Shiv temples. Amaranth pilgrimage is a vast attraction for many tourists. But people believe that tourism authorities instead of focusing on such tourists spots they are only focusing on the already developed tourist spots. As there is an inverse relation between development and barriers so it is necessary to remove all these barriers

and involve more local residents to get benefit out of the tourism activities of their destination (Dogar & Gupta, 2012).

2.8. Impact of Tourism on Society

If tourism contributes in disruption of society's components, then it is considered as negative impact of tourism on society and if it upgrades vital attribute then it is considered as positive impact. Tourism and its effect on local residents' give rise to controversial beliefs. Some recommended that tourism provides different chances for underdeveloped countries to enhance their social development and economic growth. While some other researchers stated that mass tourism is a big threat to the cultures of local community (Pérez & Nadal, 2005). The majority of the study revealed that residents who get more economic benefit from tourism show a positive attitude towards tourism (Paul & Paul, 1999).

2.9. Tourism Constraints in Pakistan

The tourism industry has appeared as a major income generating industry in both developed and developing countries. Pakistan is one of the luckiest countries which is blessed with so many natural resources as well as made-made sites which attracted a huge number of tourists from all around the world. From highly attracted peaks and mountains, arts and crafts, rich culture and heritage, religious and historic places to seasonal varieties all this made Pakistan one the most attractive destination for tourists. The tourist attractions are extended across all the four provinces, along with Gilgit-Baltistan and Azad Kashmir. In Pakistan both domestic and international tourism has impact on economic-growth and development. There are about 46.07 million domestic tourists in 2009 and about half of them were those who travelled to meet their relatives, friends etc. While the foreign tourists were 0.965 million in 2014 as compared with 2000 where the tourists were 0.577 million. Around 44% of tourists came from Europe according to 2004 annual report of Ministry of Tourism's. Tourism sector work as a generator of creating economic opportunities. It not only provides great opportunities of employment but also source of government income through taxes. Due to the tourism sector other sectors of a country also developed. Economic activity increases as the tourist spend more money on tourist services. Now a day's tourism is underestimate industry in Pakistan. And the challenges which the tourism industry of Pakistan are facing are; negative image of Pakistan due to terrorism, security of tourist, low priority to tourism

sector, lack of research in tourism, visa issues, lack of promotion and marketing, lack of private investment in tourism sector, multiplicity of taxes and less use of IT for promoting tourism. So, it was suggested by the researcher that proper policies and organization should be made to overcome these challenges which is faced by tourism industry of Pakistan (Rana, 2017).

2.10. Conceptual Framework

While studying the previous literature related to my study it is found that there were three main themes that support my subject under investigation. On the bases of the literature review, I formulated my conceptual framework. Although the main themes that supported my research are Perception, awareness, Community participation, also community development for the sake of tourism development. These themes are described in relation to tourism activities so as to give a brief insight view into the local's participation in Tourism.

Perception

Most of the tourism researchers are strongly agreed that a good relationship between tourists and local residents is necessary for long-term development of tourist destination (AP & Crompton, 1998) but the attitude of local resident is strongly differentiated towards tourism and tourist.

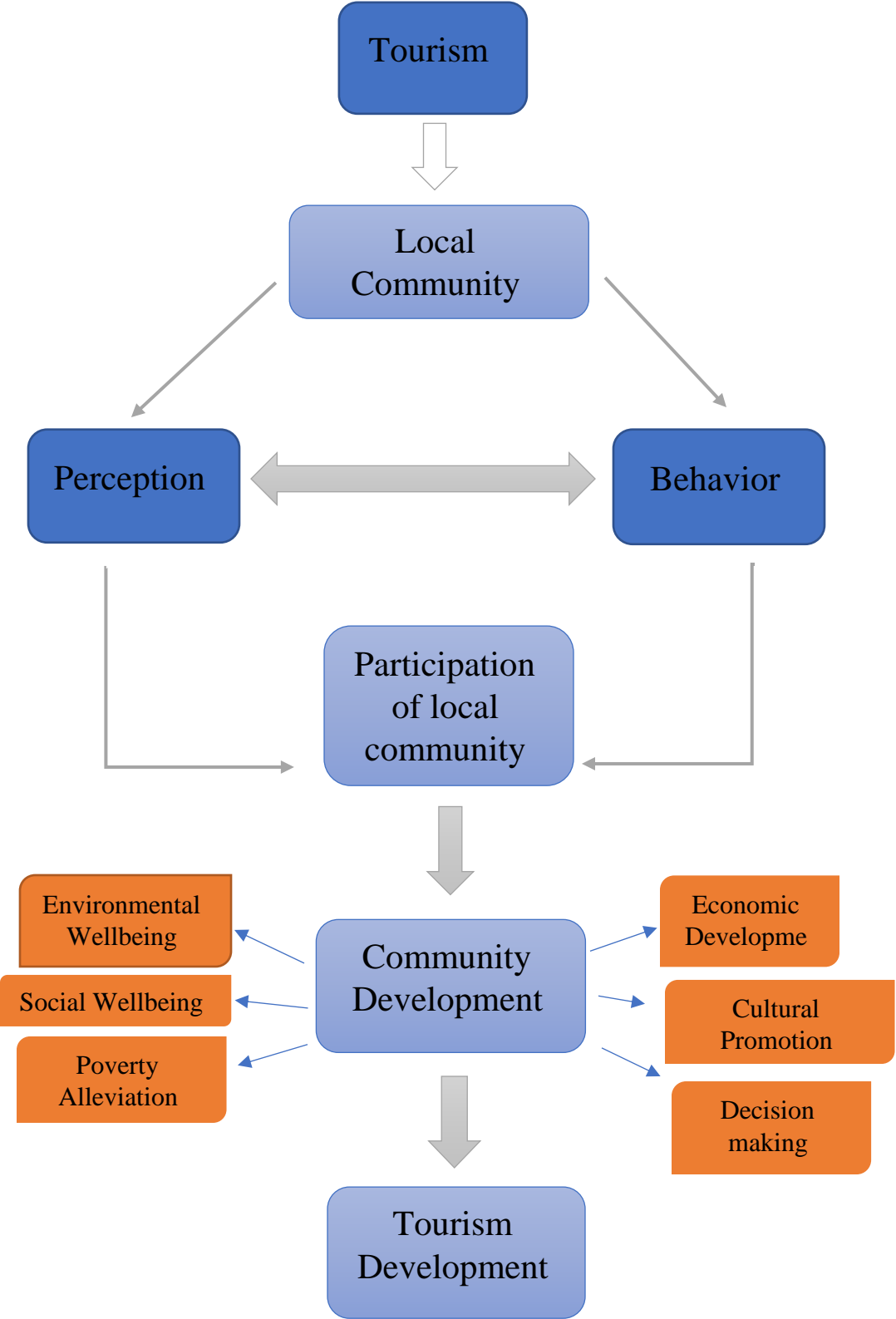
Awareness

According to (Suntikul, Bauer, & Song, 2009) local community's awareness regarding tourism is important to reduce the gap between tourism activities and local culture. It is therefore necessary to examine the resident's awareness and knowledge of tourism development in their area in order to attain sustainable tourism development.

Local Participation and Tourism Development

The process of tourism development as explained by (Simmons, 1994), stated that a high degree of dependency is on the residents for their approval of the industry before it starts in a specific destination. Involvement of local residents is an important phenomenon in the early stage of tourism development.

2.10.1 Pictographic Representation of Conceptual Framework



Explanation of diagram

Tourism is a fast-growing singularity. Tourism has become one of the largest and rapidly growing industry in the world. Effective policy plays a significant role in tourism development. An organization should create policies that will involve the local community because the involvement of the local community and their awareness plays a significant role in tourism development. the local community has rich information regarding the places where tourists travel. Local communities use resources sustainably and preserve them which can attract a large number of tourists towards that places. the involvement of locals in the field of tourism gives them social, cultural and environmental well-being. Tourism generates a source of income for them and provides them employment opportunities. They're able to make their own decisions that are called community development. In short, the involvement of the local community creates socio-economic benefits through which tourism development increases.

Research Methods and Methodology

3.1. Research Methodology

The following section provides information regarding the research strategy which will be used in doing this research and offers an explanation of the methods which will be used in the thesis. This section will also provide information about research design, data collection methods, unit of data collection and sampling strategy that will be utilized in performing this research. Furthermore, this section provides information about the locale where the study will take place. This research did not provide the ultimate truth about the subject matter but investigated a detailed and way of looking at the topic being investigated.

3.2. Research Strategy

A quantitative method can be used and good when the objectives of the research is to find out the relationship among variables (Creswell, 2003), but a qualitative methodology is appropriate when the aims of study is to examine a fact by depending on the awareness and perceptions of individual's understanding in a given circumstances (Stake, 2010). Which strategy will be used to investigate a topic is decided by the questions of the research or subject being examined (Denzin & Lincoln, 2005). A useful and credible finding can be generating in a qualitative type of research through interviews, observations, and questionnaires (Patton, 2005).

As the objectives of the present study are to examine the perceptions, awareness, and participation of the local community to promote tourism in Murree and based on the research questions of the present study the qualitative method is used to achieve the objectives of this research.

3.3. Justification for Using Qualitative Research Methodology

The qualitative research method is a diverse research approach involving an informative and fully conscious method to the subject matter (Denzin and Lincoln, 2005). The multi-layered quality of qualitative research eases the experts to create a holistic image of the aspect in question (Denzin and Lincoln, 2005).

The qualitative type of research is a holistic approach that focuses on the relationships within the variable. Qualitative research demands more time and continuing analysis of the data it also emphasize the understanding of the phenomenon instead of making predictions about the given situation. In the qualitative research researcher act as a research instrument.

3.4. Research Design

The goals of the qualitative study are exploratory and descriptive rather than explanatory (Ferreirra et al. 1998). The descriptive feature of the qualitative type of study permits the researcher to explain the participant's experiences, which will either ease or challenge the theoretic hypothesis on which the research is established (Meyer, 2001).

The descriptive research design helps to accomplish the objectives of the qualitative type of research and mostly emphasis on the questions of what rather than why. The present research is based on the descriptive research design and tries to give the overall description of the participant's experience. Based on these arguments the descriptive design of the research is utilized in this study.

3.5. Data Collection Methods/ Techniques

Different types of methods can be used for data collection such as surveys, questionnaires, observations, and interviews (structured or semi-structured). To achieve the objectives of this research participant observation and semi-structured method used for data collection from the respondents since this gives the well-defined set of guidelines, consistent and comparable data. In this method questions designed before the time and probed during interviews. Cohen (2006) argued that through semi-structured interviews comparable and reliable qualitative data can be obtained.

In participant observation researchers collect the data by interacting with people on their daily basis life. It is a unique method with diverse experience to obtain information about human activities and their existence by sharing in their life (Jogersen, 2015).

3.6. Unit of Data Collection

The units of data collection for my study are as follow:

UDC 1: Local community of Murree who relate to tourism/tourist.

UDC 2: Tourist who visits Murree.

UDC 3: Head/Administration of TDCP (Tourism Development Corporation of Punjab).

3.7. Sample Strategy/ Technique

The sampling method which I use in conducting this research is a Stratified, Convenient and Purposive sampling method. I use Stratified sampling for UDC1, make strata of the local community who engaged with tourism or tourists, choose samples randomly from these strata. Stratified sampling technique is mostly used when we divide a large population on which sampling is applied is heterogeneous, but we can divide this large population into homogenous sub-population, which is known as strata (Pirzadeh et al 2011). I use convenience sampling for UDC2, the tourists who are easy in access will be part of my sample. Convenience sampling is a non-probability sampling technique in which individuals who fit in the criteria of the study and easily accessible for the researcher are selected as sample. This method might help researchers obtain the number of participants they desire. Convenience sampling is also known as grab sampling, accidental sampling or opportunity sampling (Emerson, 2015). I use purposive sampling for UDC3. Purposive sampling is widely used in research as an informal selection tool. It is also called judgmental sampling in which the researcher decides what needs to be known and set out to find people who are willing to provide the information by virtue of knowledge or experience (Tongco, 2007).

3.8. Sample Size

The sample size in qualitative research is a matter of judging a population. A sample should not be very small or large, because very small data can't provide rich information and large sample size face a lot of variation and makes it very difficult to develop a theory (Sandelowski, 1995). It is not possible to select the targeted population in the research process. The qualitative research approaches mostly take a small sample because it focuses on understanding the in-depth information.

The sample size of my research is 54, but 3 of my respondents do not give valid information. The rest of the 51 respond well and give proper information according to my research questions. Below table showed the list of my respondent:

Respondents	Field of Work	No. of respondent
Tourism officer	TDCP	1
Assistant tourism officer	TDCP	1
First aid officer	Rescue 1122	2
Constable	Punjab Police	2
Locals	Shopkeepers	11
Locals	Hotel Manager	2
Locals	Restaurants	8
Locals	Vendors	7
Locals	Church Caretaker	1
Tourists (Male)	Visitors	11
Tourists (Female)	Visitors	5

3.9. Procedure of Data Collection

In the initial phase, I started targeting my respondents and prepare some questions. I conducted the interview twice. One series of the interview was conducted during the earlier summer season in April and the other was conducted during peak season in of tourism in Murree after Eid Ul Fitar during summer vacations in June. I started conducting semi-structured and Participant Observation from all units of data collection. The maximum duration of an interview was 1 hour and 15 minutes which was a semi-structured interview from the head and employees of Tourism Development Corporation of Punjab (TDCP). And the minimum duration of the interview was 20 minutes from the tourists, some working peoples of the local community of Murree. Before I started the interview, every respondent was informed about the purpose of my study. They were cooperative with me. The main problem that I faced during interviews was the language barrier and a busy schedule of respondents. I had to record their statements in order to get them translated by a translator later on.

3.10 Rapport Building

Rapport building is a significant and crucial part of qualitative research. It enables the researcher to be a part of a particular society. The researcher, throughout rapport building, converses informally, with the community members and informs them about his/her project. All the procedure

is done in a manner which suits the culture of the community. The researcher also tries not to make his behavior awkward to the community members. I had already built my rapport with some of my participants. My further rapport was built with the help of my friend.

3.11. Data Analysis

3.11.1. Thematic Analysis

I have chosen thematic analysis for my research. The main reason behind using thematic analysis is because of its flexibility and accessibility (Braun & Clarke, 2012). Thematic analysis is mostly used in qualitative research. Thematic analysis is a systematic method of identifying, classifying and analyzing the data and into the pattern of themes. It demonstrates the data in detail and deals with various subjects through interpretation. Generally, the thematic analysis provides a description and as well as an interpretation of themes, that is mostly related to the past studies which are described in the literature review. There are two ways to analyze the thematic analysis one is deductive approach drawn from existing ideas that the researcher brings to the data and the second one is an inductive approach driven from the raw information itself (Joffe & Yardley, 2003). In this study, I have used both the deductive and inductive approaches to generate codes. These approaches allowed me to identify the themes that are from the existing body of knowledge and interviews of the subject matter that suited to the overall questions of this research.

3.11.2. Transcription

There are a number of methods to describe the data, discriminated sideways the alliance of formal records or dictation of principle is as followed in diverse tools of qualitative data analyses. I have transcribed data by succeeding transcript pacts as well-defined in hygienic or even exact transcript. Representation of video and audio of data into written form is an interpretative process, which represents the first step in analyzing data. Many qualitative studies collect video or audible data, and then these are generally transcribed into written form for deep and clear study. Transcription is generally transformation and translation of image or sound into text form (Lapadat & Lindsay, 1999). Transcription is a selective process where certain interactions and talks are transcribed. Transcribing became visible as a clear-cut technical task, but in fact entails judgment about what level of detail to choose, represent and interpret (Bailey, 2008). The study tries to create a logical text characteristic of the opinions of individuals in modest and creative phrasing free from situational complications.

3.11.3 Familiarization

Familiarization is the second step in qualitative research where a researcher became familiar with the entire data before stepping forward. In this stage, it is helpful to make notes and jot down early impressions (Maguire & Delahunt, 2017). Qualitative type of data contained different types such as observational remarks, word to word transcription of data, interviews, discussion, recording and many more. This study based on these types of data and after collecting data from the respondents filed notes and transcripts read with very care and heard the recordings by full concentration. All the transcripts (interviews) read three times to be aware of the transcripts and to search for the pattern and different meanings in the data that probably might not be known by doing so.

3.11.4. Indexing and Coding

This part set up after the researcher has become familiar with the data and recognizes the exciting points from the data. After the first step initial codes were assigned to the data. Assigning initial codes to the data is known as indexing. The process of labeling the initial data with codes is called indexing. Indexing means that one must recognize sections or parts of the data that match up to a theme. Indexing is mostly applied to all the textual data that has been collected (Maguire & Delahunt, 2017). And Codes are the labels that allocate symbolic meaning to the descriptive or inferential information assembled during a study (Elliot, 2018). Coding depends on the themes that are generated either from theory or data. Moreover, it similarly based on researchers to either code the whole content or data or just some parts of the data. It can be performed in both ways either through software Programmed or manually. And in my study, I have done coding manually.

3.11.5. Identifying and Characterizing Themes

The important characteristic of the data which is most related to research questions defined as the theme. A theme generally represents a meaning or patterned response within the data (Braun & Clarke, 2006). In this study, both characterization and identification of themes started early and continued till to the last step. From the beginning of transcript reading, the possible themes were noted and generated throughout the entire coding process for the preparation of the final report. I have applied codes, not one but more than one code to the transcript of interviews. A separate

thematic chart was made for almost every code. And each main code is divided into sub-codes. In the second step, the technique of data reduction was used to squeeze the data into keywords. These keywords give a clear understanding of the whole data.

3.11.6. Data Verification

In qualitative research verification of data is a non-linear process. Several techniques are used to verify the qualitative data and one of the most common and important ones is triangulation, in which the same data regarding the subject matter, events or experiences are derived by using different tools. Data was double-checked by triangulation as data was collected through semi-structured interviews.

3.11.7. Ethical Consideration

Morality is an important part of the research. In carrying out the study, several ethical considerations were considered to ensure that the study was conducted appropriately. After collecting the interview and collecting the data, all participants obtained verbal consent. All respondents were fully aware of the purpose of the organizational interview survey. It is announced that the information provided will remain secret and will only be shared with their supervisor. Their identity will not be revealed without authorization. If the respondent wishes to resign at any point during the interview, he can do so. To record the interview, permission was obtained from all respondents, except for a very small number of my respondents who had no problem recording the interview. All my respondents are happy to participate in the interview.

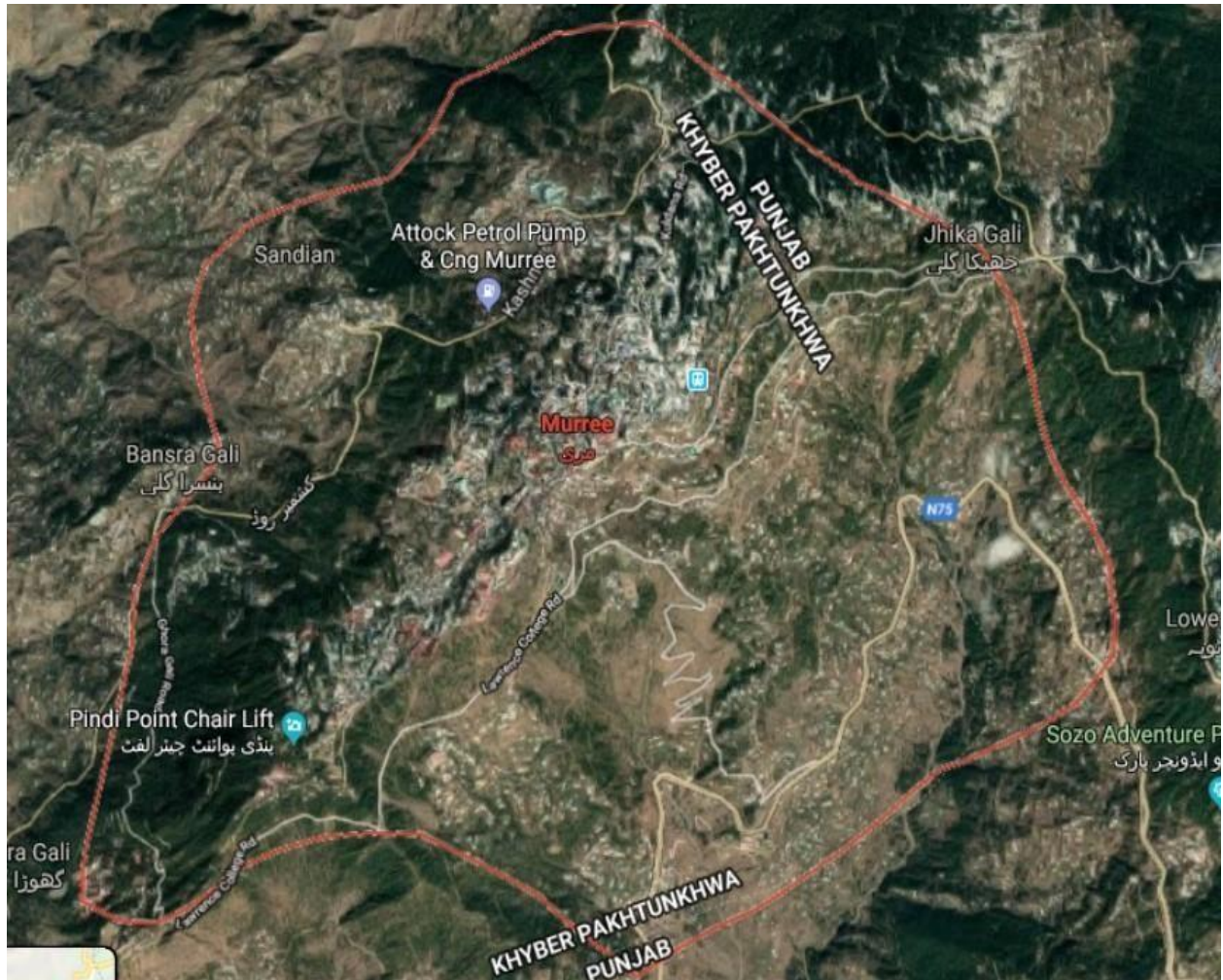
3.12. Area of Study and Locale Description

In this section, I will discuss the geographical location of the area of my study. In the first part, I discuss the overall area, then discuss the area of my study where I collected my data.



Map 3.1 Pakistan & Tehsil Murree

Geographically Murree is located near to capital and an urbanized area which increases the value of the place. Murree is a tehsil of Rawalpindi which is the district of Punjab. One boundary of Murree linked with KPK (Khyber Pakhtoon Khan) and other linked with Kashmir. It gives easy access to the people of other provinces to visit Murree.



Map 3.2. Tehsil Murree

Source:

<https://www.google.com/maps/place/Murree,+Rawalpindi,+Punjab,+Pakistan/@33.9032542,73.3843826,5881m/data=!3m1!1e3!4m5!3m4!1s0x38dfd715776097a9:0x17b2e1d6bfb8e190!8m2!3d33.9069576!4d73.3943017>

For accomplishing the aims of this research Murree is selected as a study area that is one of the most famed, historical, geographically rich, and most visited hill stations of Pakistan. It is situated 50 kilometers northeast of Islamabad capital city of Pakistan at the altitude of 7500 feet and has a total area of 439 squares kilometer. According to the population census of 2017 total population of tehsil, Murree is 233471 which is 24.3 percent higher than the last census 1998 (Pakistan Bureau of Statistics, 2017). In Murree literacy rate of males and females is 97.1 and 95.2 percent respectively and the total literacy rate of Murree is 96.1 aged between 15 and 24. The total unemployment rate in

Murree is 11.5 percent and 89.5 percent of people are employed in different sectors but the worse thing is that Murree is also not safe from the child labor curse and there is 0.8 percent child labor exist, 213 children are working in the market aged from 5-14 years (MICS, 2007-08). In 1850 the British troop constructs the Murree hill station and it is located between the Pindi and Kashmir point, at Pindi point, people can see the marvelous view of the capital city Islamabad and at Kashmir point tourist enjoyed the snow falling. Mall road of Murree is known as the most crowded and popular point of the hill station. The stunning thing about Murree is its unpredictable weather.



Map 3.3 Areas of Data Collection

It is difficult to cover the overall area and whole population due to the time constraints. So, I selected some specific areas and limited population to get rich information for my study. I selected Pindi-point, Kashmir point, Mall-road, and Patriata, because these places are visited by most of the tourists and these places meet the objectives of this study.

Results and Discussions

Collecting data is analyzing the following steps of thematic analysis, transcription, familiarization, index, and coding and finally identifying and characterizing themes.

These themes are:

4.1. Perception of Local Community

Perception is an individual's primary stage of cognitive contact and conceptual knowledge with the environment around him. The exact nature of perception is never defined because it has a unique impact on philosophy (Efron, 1969).

The overall perception of the local community about tourists and tourism is positive. Their source of income depends on tourists because they earn from them. They want tourists to visit Murree more frequently, but they have some cultural issues. Tourists visiting Murree from all over the country are affecting the culture of local people. Tourism is also a way of cultural exchange, but some locals take it negatively. According to some of the locals, tourists are putting a bad impact on their youth and culture, while others think that it is positively affecting their youth because of the new values and culture they are bringing to the hill station. Points that are explained below tell us about the perception of locals regarding tourism and tourists.

4.1.1. Cultural Exposure:

Cultural exposure is like a two-way mirror where two individuals belonging to different cultural backgrounds meet each other to learn about the culture of each other. Tourism provides a platform for tourists and locals with the help of which they can better understand the culture of each other. Murree is considered as a tourist hub of Pakistan and people from all over the country having cultural diversity visit the hill station every year. Tourists observe the different cultures of other tourists and locals also observe this cultural diversity of the tourists. Some people think that this diversity coming from all over the country is having a positive impact on their culture and social norms while others think that it is not good for their culture and norms.

4.1.2. Cultural Shock:

Cultural shock is that feeling which is experienced by people when they are visiting or living in a society that is different from their own. One of the major causes of cultural shock is unfamiliarity with local culture, norms, beliefs, language, and behavior.

A cultural shock is an ethnocentric approach where every individual think that his/her culture is dominant as compared to other cultures. Because of this approach, most people perceive that other cultures are inferior as compared to their culture. It creates distance between two different groups of cultures and sometimes it also creates hatred between them.

In Murree, the Culture of tourists created a shock on locals and vice versa. Locals live in a conservative environment. They have an issue with the dressing sense of female tourists. According to them, they put a bad impact on their youth and culture. One of my respondents said:

“I am a manager of the hotel for the last twelve years, the tourist who came to Murree bring a special dress for Mall-Road. They came to Hijab from their home and when they entered Murree, they wear jeans with short shirts, which spoils our culture and youth. It creates some social evil issues and caused harassment”.

Another respondent said: *“I have an issue with a short dressing of female tourists in Murree as a Muslim. But I bear it because my business is here, and tourism generates my economical system”.*

During the interview one of my respondents reveal that: *“80% of total tourists are couples who visit Murree. Most of them are unmarried couples. Some hotels give them accommodations just for their own profit. Their open-air romance on Mall-Road directly effects on our culture. Tourist groups enjoy the crowd and they make noise near GPO where the Girls College exists. It creates a bad image of tourism in front of us.*

One respondent admitted that *“Short dressing of female tourists is a bone of contention between local and the tourists which creates bad perceptions”.*

On the other hand, tourist believes their culture to be dominant over local culture and according to the locals of Murree behave not well with them.

“This is my first visit here, and it is very experience. The locals of Murree have no sense how to deal with guests. They never ever behaved as their guests rather they just deal with us as their customers. He also shares his concerns about the quality and rates of the food items. According to him, the quality does not match with rates they are taking some time they also serve the stale food. Their language and way of talking are totally harsh. I will never come again.”

Another respondent said that *“I came here from Lahore; I am visiting Murree for four years. In Murree mostly un-married couple visits that’s why they perceive every tourist like them, and they treat everyone like them.”*

Another tourist shares his experience during an interview:

“The language and the forcing of hawker are the main reasons for the disputes between the tourist families and the locals”.

‘UNESCO’ and ‘UNWTO’ makes some universal rules to minimize cultural shocks. Due to this, tourists not considered outsiders, because they study the culture of the community before visiting their destination.

4.1.3. Cultural Harmony:

People from different backgrounds of cultures connect with each other for positive change through their knowledge and ideas. Sometimes they connect with each other for their social and economic benefits. A cultural harmony is a holistic approach where we overall study the culture of others and take a picture of that culture in our mind.

Tourism provides a cultural harmony to both locals and tourists to understand the overall culture of each other. People who belong to different areas visit the same destination, diversity of culture they faced creates positive change because one individual accepts the culture of others. Individuals better off other cultures without worse off their own. The local community promotes their own culture without worse off the culture, tourists also care about the culture of locals. Whenever someone wants to visit a destination, he read up about the culture and social norms of that culture where he/she want to visit. A foreigner visits Pakistan, they first acknowledge the local culture of Pakistan especially about language, dressing sense, religion, and social norms.

One respondent of Murree said that *there is no issue with the dressing of female tourists because the culture of all Pakistan is the same almost. If girls wear jeans in Murree, they wear them in Peshawar, Lahore or Karachi also.*

Another respondent admitted that *our women also wear that type of dress in family functions. In a marriage ceremony, our women also wear dresses as a female tourist in Murree. The dressing is not a reason for sexual harassment, women in hijab also get harassed.*

One respondent belongs to Mardan running his business in Murree perceived tourism positively. According to him, *basically, there is no culture of Murree itself as another tourist destination of the country has. People from different background of cultures lived here. They accept the diversity*

of culture. Furthermore, he said that this is the new technological era. Through social media people of Murree groomed and have fashion sense. That's why there is no issue with dresses style of the tourist.

One of the tourists admits that: *“there is a difference in the languages, but this is not a reason to perceive them as harsh speakers it is just in their culture to speak in this manner which is acceptable to me”.*

A local resident of Murree perceived positively about tourism in their area. According to him, *“it's an honor for us that people visit our destination. People came here for pleasure and enjoyment. There dressing has no issues, our youth already groomed through media. They have fashion sense; this dressing is common in Murree last few decades. Some people have their own problems with tourism and tourist, they blamed just because of the dressing of female tourists, although their own family members (female) wearing the same dresses in local functions”.*

4.2. Awareness of Local People

It is a holistic approach; awareness is knowledge about the surrounding. A person well informed about the situation and have knowledge about surroundings is called an aware person. In tourism, the community considered fully aware if they have knowledge about their place, environment, identity, culture, social norms, and economic world.

4.2.1. Knowledge Sharing:

Tourism is a source of knowledge sharing between different communities with different background of culture. The destination provides a platform for the local community and tourists to exchange their culture or knowledge. Its natural phenomena when a tourist visits some places, he brings some good or bad habits with itself and leaves their identity in the form of his/her behavior or character.

Some good habits of locals adopted by tourists by living with them and vice versa.

There are two types of awareness through which knowledge sharing is possible;

4.2.1.1. Cultural Awareness:

‘Well-known about their own culture and understanding the other’s culture. Promote their own culture without de-valuing other cultures’.

4.2.1.2. Social Awareness:

Social awareness is the development of social skills. Understand and how you react in different social cultures during interacting with others.

When local communities and tourists both understand about cultural and social awareness. They can share their knowledge, culture and social norms. It considered a positive awareness. In Murree people belongs to different cultures meet each other, live with each other and understand the culture of others holistically.

Murree is considered the meetup point of the country because of people around the country with different backgrounds of cultural visits. Locals of Murree represents Pothwari culture. Tourist from all over the country belongs to Pashtoon, Punjabi, Balochi, Sindhi and other local cultures. Both (local and tourist) are aware of cultural diversity. They care about culture, social norms, place, and environment.

The local respondent said that *I am aware of my place, I feel proud that tourist came to my place to spend their holidays. I know cultures like if some Pashtoon family visit Murree they wear hijab and shalwar kameez. On the other hand, the family belongs to Islamabad wear jeans and shirts. We face a diversity of culture, but we treat them equally and respects both equally. I have no issue with broad-minded families. Sometime Pathan performed their traditional dance (Attan) on loud music at Mall-road to promote their culture, sometimes we participated with them. Kashmiri bring their traditional shirts for sale, and we have no issue with this. Local community gives freedom to everyone to promote their own culture without hurting anyone.*

One of the locals admitted that *there is no university in Murree for higher education. People even can’t afford to send their children to other cities for higher education. They are bound to work with their parent after Matric or Inter. These children are not well-educated and not aware of their culture, social norms and values and they don’t know how to manage and communicate with tourists. This gap creates many problems for tourists. Moreover, if they face any shock, they are not capable to cope with these issues.*

On the other hand, some tourists said that *we visited Murree third time in our life, locals are well behaved. We never feel that we live in another society, they provide the environment like homeland. They never spoiled our culture, and there are no restrictions to promote our culture. Local never molest female tourists, rather they provide security to them.*

One of the other tourist respondents shares his views. According to him, *I visited Murree due to unpredictable and pleasant weather, otherwise, the behavior of locals does not convince anyone to visits Murree again. Locals consider themselves lords of this destination, they never behaved us as guests. The word 'hospitality' not exist in Murree. I visited all big cities of Pakistan, as my experience when we visited toward northern areas in Pakistan, professionalism goes far away in the field of hospitality and tourism management.*

4.2.2. Community Exposure:

Tourist has special and unique cultures; they exchange their culture with the local community.

Community face changes in their behavior (Physical and Social).

4.2.2.1. Physical Exposure:

It is the change in physical gesture and behavior for instance when the tourist effects the locals face change in socially adopted physical gestures. *"In any culture, their language is the main source of their identity. Some of the shopkeepers are Pathan and Kashmiri, somehow their physical gesture and behavior attract. I seek from Pashtoon when someone came to my shop I stood up for the respect of customer 'handshake' with male customers and 'Salam' through my tongue to female".*

4.2.2.2. Social Exposure:

Social exposure is when society practices any act which can be against their culture, but they adopt it due to tourism in their area.

"Diversity of culture meets; they leave some of their identity left behind like dressing sense or language. Basically, the language of locals of Murree is Pothwari, but due to the diversities of languages, the spoken accent of locals changed. Some word of other languages attracts us, and we copy these words and fit them in our languages. Pashtoon uses the word 'Lala and Zoya' to call someone. I also use it for any unknown for conversation. Some of the locals copy the dressing sense

of tourist, I saw many of locals wearing “Balochi Shalwar”. These are some changes that occur when diversities of culture meet.”

4.2.3. Economical Awareness:

If we talk about the economic awareness of the local people of Murree, then it is not wrong to say that they are fully aware of their earning sources. The local businessman knows how to Doll out money from tourists. Through different sources like; hotels, restaurants, tourist guides, cart, train on mall-road and chair lift at Patriata they earn income from tourists. They also offer some games like; “minute to win it” and “throw and win” for tourist children to earn money.

The local businesspersons have made great relations with the tourist, but they do not want this relationship to influence their business coordination. In other words, they make the same business relations with tourists as it will be with those who are unknown to them. The local businessman does not want any tourist relation to making any hurdles for business and trade.

4.2.4. Destination Preservation:

Destination preservation is considered as the main level of awareness in tourism that how much local people considered themselves rich and preserve their destination to increase tourism in their area. The local community, tourists and govt. are responsible for destination preservation. Firstly, the main responsible for destination preservation are locals. They don't allow anyone to damage their spot and preserve itself to promote tourism in their area. Tourist is second responsible for destination preservation. Tourists should also care about the place they are visiting.

During the interview ‘tourism officer’ of TDCP reveal that, *“an educated family ask me for the toilet, and I told them that there is no toilet on mall-road. Then she peed her child on the road. In this case what local community can do.? Tourists should also be aware of the preservation of a destination. They also have to think that others after them will visit this place too and maybe, they also are visiting this place again”.*

Furthermore, *“he added that the government is also playing a pivotal role in preserving the destination. A campaign against forest cutting mafia. And the government is keeping the environment clean for tourists. There is some tourist responsibility that they also care about that destination place. Local care about their destination, they preserve it, and save it from damaging”.*

4.2.5. Social Acceptability:

To fit with others to look and act like them'. Accept the diversity of cultures and protect other cultures with living in that culture. In tourism people from different background of culture meet at one destination, live with each other. Especially tourist lives with locals' culture of that destination where they visit, they accept the diversity and act like them where they live.

In Murree, both tourists and locals accepted the diversity of culture and social norms. Locals know that tourist are their guests and it is their responsibility to protect them and provide a secure environment. The local community of Murree considered well-aware about social acceptability.

One of my tourist respondents admitted that *“the local community is well-aware about social norms and social security. I visited Murree every summer, I never face any crime scene and never ever heard about any type of crime like; theft, rape case, mobile or bag snatching from tourists. Even local provide full security to tourists”*.

Some female tourist respondent shares their views. According to them, *“they are comfortable while walking at mid of night at mall-road. There is no issue of harassment and we never face any criminal activity. This is our second trip to Murree and our experience is good because people of Murree are well-aware of the social security of tourists”*.

One of the respondents was a businessman who expressed his views that *“I belong to Mardan, I opened a shop “Burger Club” in Pindi point Murree. The local community of Murree supports me and I feel secure here and never felt that I am a migrated person. Some of my equipment is openly placed but I have no complained of theft anything”*.

Tourism officer in TDCP during the interview revealed that: *“Social acceptability level of residents of Murree is high, they have the capability to protect tourists and accept the diversity of cultures. The crime rate is zero in Murree. I serve here from the last fifteen years in TDCP, never heard about crime scene or other criminal violations like; rape case, mobile snatching or any other. Some clash between local tourists occurs that is not considered a crime scene”*.

4.3. Participation of Local Community

Participation is the action of taking part in something. When locals participate in the development process to promote tourism in their area and provide some facilities, organize some events to attract people to visit them is called the participation of the local community in tourism development.

Development does not occur without the participation of the local community because they are well-known about their destination and social norms and values. But, in Murree participation of the local community in tourism development is zero. One of my respondents belongs to the local community of Murree admit that *Participation of the local community is like 'as butcher looks at goat'*.

4.3.1. Conventional Participation:

Nature-based tourism exists in Murree less eco-tourism. Locals of Murree have only a single focus on earning. Sale out their products, rent their hotel, through restaurant tuck shops. More economic oriented less traditional oriented. One respondent stated that:

"I came here for business; I opened the fast food shop and hotel for rent. I use a marketing strategy to sell food items in good quality at a low rate to advertise/promote my business. But locals and other businessman advise me to sale "low quality" at a high rate, according to them no one care about quality here".

One of my tourist respondents reveals that *"businessmen and shopkeepers in Murree are mostly 'hard sell'. They annoy tourists with their open-air marketing strategy. They insist on people to buy their products. Hyperinflation exists in Murree. Furthermore, they introduced some cheating games for children to generate their revenue"*.

My observation about conventional participation of locals is that: "Locals of Murree almost involves in tourism directly or indirectly. They just use their economic setup, no promotion of their business, let it be as it is, no more development in their business. Most of them are 'hard sell', it's an annoying tourist. They have no strategy to develop their business. 'Hawkers' for hotel rent annoys people, due to them sometimes tourist gets angry and it causes clashes between tourist and locals. They are uneducated people don't know how to deal".

4.3.2. Cultural Promotion:

Cultural promotion occurs through the socio-educational process, cross-cultural exhibitions, and tourism. In Murree, there is no cultural promotion activity. Locals practices their own culture which they do not want to be changed but they have no strategy to promote their culture through tourism. No cultural events occur in Murree to promote their culture. No handicraft or cultural products like: "Sindhi Ajrak" and "Shawl" from swat is famous as their cultural identity and when tourist visits, they purchase these products, through it the culture of locally adopted by tourists and it promotes

their culture. In the swat, there is a separate market of local products consists of local handicrafts (female shirts, bags, shawls, bangles, etc.). But there is nothing like this in Murree.

During the interview, 'tourism officer' said that: *"a few years ago there was a shop "Pakistan Handicrafts" was a source of income generation and cultural promotion for the people of Murree. At this shop tourist purchase, the hand made products specially 'Fur Cap' which show the identity of Murree. Now, on shops mostly Kashmiri bags and Kashmiri shirts available for women. Beyond these products, some of the local handicrafts of Murree exist"*.

Cultural events play the main role in the promotion of culture and they attract people to visit. The concept of cultural events in going to end in Pakistan but in Murree, there is no concept of cultural events to promote tourism. Like in other cities, 'jeep rally' in Bahawalpur, Pak wheel held an exhibition of motors and 'jeep race' competition in cold desert Skardu. People from all over Pakistan and foreign also participated. A month ago, 'Polo tournament' held in Shindoor Chitral were people from Germany also come to watch this event. Through these events' communities promote their culture and create an attraction for their destination. But in Murree, there is no strategy as such.

"In this winter an event 'Snow Gala' held in Murree by 'TDCP' for the first time. Locals and tourists who were present at that time in Murree were invited, some games were played between tourists and locals like: 'Rasa Kashi' 'Singing Competition' 'Cycling Race for children' to promote tourism. The duration of this event was three days. No participation of locals in this event. All done by TDCP".

There is no cultural food in Murree. No one says that which 'food items' is famous in Murree. No one came to Murree for food exposure. General food with the same taste in Murree. Like other cities 'Chapli kabab' famous in Peshawar. 'Sakha Kot' is famous for its delicious 'Tikka Karai'. On the other hand, 'Lahore' is famous for its special breakfast (Nehari, Payee, etc.). In Murree nothing special in food which attract food exposure tourist to visit Murree.

4.3.3. Market Comparative Strategy:

Competitive Strategy is the long-term plan of a community to gain a competitive advantage over its competitors in the industry. It is aimed at creating a defensive position in an industry and generating a superior.

- No marketing of their destination
- No marketing of their cultural products

- No encounter of campaigns against Murree

A tourist told me that: *“he is an active social networking user but there is no such marketing activity from the people of Murree to represent their destination at this era of vast social media users he further added that once there was a campaign on social media to boycott Murree but there was no one from Murree was there to encounter these allegations and give their point”*.

Locals of Murree are inactive on social media or any other marketing campaign. I am also an active user of social media, I never watch any advertisement of Murree on social media (Facebook, Instagram, etc.). On the other hand, on ‘Facebook’ I found many pages like: ‘Tourism in Swat’ ‘Gilgit Baltistan, the land of beauty’ and ‘Kashmir, heaven on earth’. They upload videos and pictures of natural views daily to attract tourists. They created adventure clubs’ pages on social media and arrange tourism by providing some traveling packages to tourists. It is the main marketing strategy now a day to generate an economic cycle and promote tourism in Pakistan. While the locals of Murree are not participating in these tourism developing strategies.

4.4. SWOT Analysis of “Role of Local Community in Tourism Development”



4.4.1. Strengths:

The locale of Murree is easily accessible due to its proximity to the Capital city (Islamabad). Due to its beauty and unpredictable weather, it is the most attractive hill station in Pakistan. Murree is located in a near urbanized area and surrounded by forest and mountains. Murree is also famous due to its security and some of the main features of Murree are peace, zero crime rate, and freedom of everything. Above mentioned can be used to uplift economic growth on the grassroots level in the community on one hand and sustainability of these resources on the other.

4.4.2. Weakness:

Murree is well-known for its features, but it also has some weak points which dishearten the tourists to visit Murree. There is a lack of communication among tourists and locals due to language barriers. Murree is also famed by the bad behavior of the locals towards tourists and recently a social campaign was started against the behavior of locals and tourists boycott the Murree after apologizing by the local's tourists started to visit Murree again. Due to traffic congestion, dense market, and lack of availability of parking space tourists avoid visiting Murree.

4.4.3. Opportunities:

Due to the status of famed, Murree has a lot of opportunities for both locals and outsiders for businesses, such as shops, hotels & restaurants and a lot of others. Murree is one of the sources of earnings of locals and outsiders' investors it also creates a job for people and local get social learning and exposure by interacting with visitors and they share knowledge of each other's culture and traditions which increase social interactions with different people from the different cultural and social background.

4.4.4. Threats:

The local community of the Murree is also facing a lot of threats not limited to changes in local culture through meetups with foreign and local visitors from other areas of Pakistan. Murree also considering a safe dating point and locals also facing the issues due to natural disasters, environmental degradation by expanding business and a higher level of investment in Murree

CHAPTER-V

CONCLUSION AND RECOMMENDATION

The local community plays an important role in tourism development. They are regarded as legitimate and moral stakeholders in tourism development. Local communities must be involved in policy and decision making so that it will enhance the trust and confidence of the local people in the tourism industry. Participation of the local communities in tourism development is one of the co-responsibilities of the community to promote tourism.

Overall perceptions of the locals to promote tourism development are positive and they believed that the tourism industry must be developed and promoted because it generates income; not only for the locals, but also for the government. They argued that through tourism development a lot of job opportunities can be provided to the youth and unemployed people of the country, it will also be the major source of revenue for the government. Furthermore, they believed that through tourism we can present the soft and true image of Pakistan to international communities, and it will be the main source of cultural exchanges.

The perceptions of some people about tourism development are negative. They used their religious beliefs to discourage tourism development; they claimed that dressing of the tourists, especially of the females is not appropriate and vulgar also against their culture and social norms. They reasoned that the dressing of females affects their new generation negatively and hurt their cultural and social norms, values and traditions. Moreover, they blame that a major number of tourists are unmarried couples and they used Murree as a safe dating place which affects their culture and social norms. This further change the behavior and thinking of the locals towards tourists.

The local community of Murree is completely aware of the advantages of tourism development. Through tourism locals and tourists can share knowledge and information with each other about their culture, traditions, and social values. Through the knowledge sharing process, they know they can adapt to a new culture.

Another interesting point about the local community of Murree is that they know how to charge high prices and earn more from tourists. They developed their own local games especially for children and adults such as “Minute to Win It” and “Throw and Win” etc.

The locals are fully equipped with skills to protect the nature, infrastructure. They are very sensitive about the safety of the natural scenery, but they blame that tourists never care about the nature and never follow the instructions of the administration. Most of the times they throw garbage and waste materials on the roads. They act like that they will never come back to visit and they think no one can come to visit after them.

People of Murree are more welcomed to every tourist and there is a zero-crime rate in Murree, and it is a very safe place. Murree is the one of the historical hill stations of Pakistan where social acceptability is very high and there is one of the oldest churches which was built in 1860. Every year in the summers the local Christian community organize an event, especially for the Christians. Around 500 Christian, attend this event from them around 100 are global visitors.

Locals of Murree just participated in tourism development for their own sake and interests. Such as: business, hoteling, restaurants etc. Locals are persuasive and they insist on people to buy their stuff. They didn't participate in their cultural promotion. One of their major problems is the lack of funding to organize events, cultural festivals and campaigns to promote their culture and tourism in their region. As recently a festival was organized in Shindoor, Chitral and Jeep Rally in Bahawalpur to promote their local culture and tourism. Last winters (in January) TDCP organized an event "Snow Gala" to promote tourism in Murree in which no participation of locals was involved to organize. Both locals and tourists attend the event. There is no social media marketing by locals to promote tourism in Murree, and there is no encounter of campaigns against Murree. There is also a lack of playgrounds for children to participate in physical activities and a large portion of children participated in nonphysical activities such as computer gaming etc.

5.1. Policy Recommendations

The following suggestion should be adopted to promote tourism in Murree:

- To educate the local children government should build new institutions for secondary and higher education.
- Locals should be equipped with skills related to tourism and hospitality.
- Government should provide incentives and business opportunities to lower and middle class of locals to encourage them towards SME's.
- PTDC and government should make some policies and published information of every tourist site of Pakistan regarding local culture and traditions to avoid cultural shocks.
- PTDC should update their web site to introduce digital tourism. It might be beneficiary for domestic and foreign tourists.
- To resolve the water shortage problem in Murree, water supply should be started immediately.
- Starts new projects in Murree and involve locals.
- Inclusion of locals to the analysis for policy recommendations is mandatory because locals are well-known about their region and culture.
- Government should provide and facilitate the children with playgrounds to increase the participation of children in physical and healthy activities.

REFERENCES

- Abdollahzadeh, G., & Sharifzadeh, A. (2014). Rural residents' perceptions toward tourism development: A study from Iran. *International Journal of Tourism Research*, 16(2), 126-136.
- Ahmed, S. (2009). *Methods in Sample Surveys*. School of Hygiene and Public Health Johns Hopkins University.
- Ambroz, M. (2008). Attitudes of local residents towards the development of tourism in Slovenia: The case of the Primorska, Dolenjska, Gorenjska and Ljubljana regions. *Anthropological Notebooks*, 14(1), 63-79.
- Aref, F., Ma'rof, R., Zahid, E., & Sarjit, S. G. (2009). Barriers of tourism industry through community capacity building. *International Review of Business Research Papers*, 5(4), 399-408.
- Aref, F., Redzuan, M. R., Gill, S. S., & Aref, A. (2010). Assessing the level of community capacity building in tourism development in local communities. *Journal of Sustainable Development*, 3(1), 81.
- Bailey, K. (2008). *Methods of social research*. Simon and Schuster.
- Bonarou, D. C. (2011-12). *Heritage tourism and museum management*. Alexander Technological Educational Institute of Thessaloniki, Greece Department of Tourism Management.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative research in psychology*, 3(2), 77-101.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative research in psychology*, 3(2), 77-101.
- Braun, V., & Clarke, V. (2012). *APA handbook of research methods in psychology*. Cooper H, Thematic analysis, 2.
- Breugel, L. V. (2013). *Community-based tourism: Local participation and perceived impacts: a comparative study between two communities in Thailand*. Unpublished master's thesis, Radbound University, Netherlands.
- Brieger, W. R. (2006). *Definition of community*. Johns Hopkins Bloomberg School of Public Health.
- Brunt, P., & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research*, 26(3), 493-515.
- Cavus, S., & Tanrisevdi, A. (2003). Resident's Attitudes towards Tourism Development: A Case Study in Kusadasi, Turkey. *Tourism Analysis*, 7(3-4), 259-269.
- Chapman, M., & Kirk, K. (2001). *Lessons for community capacity building: a summary of research evidence*. Edinburgh: Scottish Homes.

Claiborne, P. (2010). Community participation in tourism development and the value of social capital. The case of Bastimentos, Bocas del Toro, Panamá. Master's thesis, University of Gothenburg, Gothenburg, Sweden.

Claiborne, P. (2010). Community Participation in Tourism Development and the Value of Social Capital-the case of Bastimentos, Bocas del Toro, Panamá.

Cohen. (2006, July). Qualitative Research Guidline Project. Rebert Wood Johnson Foundation.

Creswell, J. W., Plano Clark, V. L., Gutmann, M. L., & Hanson, W. E. (2003). Advanced mixed methods research designs. Handbook of mixed methods in social and behavioral research, 209, 240.

Dogra, R., & Gupta, A. (2012). Barriers to community participation in tourism development: Empirical evidence from a rural destination. South Asian Journal of Tourism and Heritage, 5(1), 129-142.

Efron, R. (1969). What is perception? In Proceedings of the Boston Colloquium for the Philosophy of Science 1966/1968(pp. 137-173). Springer, Dordrecht.

Emerson, R. W. (2015). Convenience sampling, random sampling, and snowball sampling: How does sampling affect the validity of research? Journal of Visual Impairment & Blindness, 109(2), 164-168.

Eraqi, M. I. (2007). Local communities' attitudes towards impacts of tourism development in Egypt. Tourism Analysis, 12(3), 191-200.

Ertuna, B., & Kirbas, G. (2012). Local community involvement in rural tourism development: The case of Kastamonu, Turkey. PASOS. Revista de Turismo y Patrimonio Cultural, 10(2), 17-24.

Eshliki, S. A., & Kaboudi, M. (2012). Community perception of tourism impacts and their participation in tourism planning: a case study of Ramsar, Iran. Procedia-Social and Behavioral Sciences, 36, 333-341.

Fakhar, A. H. (2010). Factors affecting tourism, tourism potential and strategies for development as an industry in Pakistan.

Fandi, A. S. (2015). The role of the local community in Sustainable Tourism Development, case study (Governorate-Ajloun/Jordan). Research on Humanities and Social Sciences, 5(8), 42-48.

George, Y. (1973). Tourism: Blessing or blight.

Guevara, G. M., & Turner, R. (2018, March). Travel & Tourism Economic Impact. World Travel & Tourism Council.

Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. Procedia-Social and Behavioral Sciences, 105, 792-800.

Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. Procedia-Social and Behavioral Sciences, 105, 792-800.

- Hunziker, W., & Krapf, K. (1942). *Fundamentals of the general theory of tourism*. University of Bern, Switzerland.
- Israr, M., Shaukat, S. N., Shafi, M. M., Ahmad, N., Baig, S., & Nasir, M. (2009). Role of host community in promotion of eco-tourism in the northern areas of Pakistan. *Sarhad J. Agric*, 25(4), 629-634.
- Jaafar, M., Bakri, N. M., & Rasoolimanesh, S. M. (2015). Local community and tourism development: A study of rural mountainous destinations. *Modern Applied Science*, 9(8), 399.
- Joffe, H. (2012). *Thematic analysis. Qualitative research methods in mental health and psychotherapy*, 1.
- Joffe, H. (2012). *Thematic analysis. Qualitative research methods in mental health and psychotherapy*, 1.
- Jorgensen, D. L. (2015). Participant observation. *Emerging trends in the social and behavioral sciences: An interdisciplinary, searchable, and linkable resource*, 1-15.
- Katz, & A. (2013). *LOTT Clean Water Alliance Structured Interviews: Summary Report*. San Diego Lekaota, L. (2014). *Perceptions on local communities' role and awareness in rural tourism development: a case study from Lesotho (Doctoral dissertation, University of Pretoria)*.
- Ling, L., Jakpar, S., Johari, A., Abdul Rani, N., & Myint, K. (2011). An evaluation on the attitudes of residents in Georgetown towards the impacts of tourism development. *International Journal of Business and Social Science*, 2(1), 264-277.
- Liu, J. C., Sheldon, P. J., & Var, T. (1987). Resident perception of the environmental impacts of tourism. *Annals of Tourism research*, 14(1), 17-37.
- López-Guzmán, T., Sánchez-Cañizares, S., & Pavón, V. (2011). Community-based tourism in developing countries: a case study. *Tourismos*, 6(1).
- Maguire, M., & Delahunt, B. (2017). Doing a thematic analysis: A practical, step-by-step guide for learning and teaching scholars. *AISHE-J: The All Ireland Journal of Teaching and Learning in Higher Education*, 9(3).
- Malik, J. (2015, May 6). *Tourism's Impact on Pakistan's Economy*.
- Marzuki, A., Hay, I., & James, J. (2012). Public participation shortcomings in tourism planning: the case of the Langkawi Islands, Malaysia. *Journal of Sustainable Tourism*, 20(4), 585-602.
- Michael, M. (2009). *Community involvement and participation in tourism development in Tanzania: a case study of local communities in Barabarani village, MTO WA MBU, ArushaTanzania*.
- Michael, M. (2009). *Community involvement and participation in tourism development in Tanzania: a case study of local communities in Barabarani village, MTO WA MBU, ArushaTanzania*.
- Milman, A., & Pizam, A. (1988). Social impacts of tourism on central Florida. *Annals of tourism research*, 15(2), 191-204.

- Moyo, S., & Tichaawa, T. M. (2017). Community involvement and participation in tourism development: a Zimbabwe Study. *African Journal of Hospitality, Tourism and Leisure*, 6(1), 1-15.
- Muganda, M., Sirima, A., & Ezra, P. M. (2013). The role of local communities in tourism development: Grassroots perspectives from Tanzania. *Journal of Human Ecology*, 41(1), 53-66.
- Myrdal, G. (1974). What is Development. *Journal of Economic issue*, 8(4).
- Nagarjuna, G. (2015). Local Community Involvement in Tourism: A Content Analysis of Websites of Wildlife Resorts. *Atna-Journal of Tourism Studies*, 10(1), 13-21.
- Naidoo, P., & Sharpley, R. (2016). Local perceptions of the relative contributions of enclave tourism and agritourism to community well-being: The case of Mauritius. *Journal of Destination Marketing & Management*, 5(1), 16-25.
- Patton, M. Q. (2005). Qualitative research. *Encyclopedia of statistics in behavioral science*.
- Press, M. (2010). Tourism development in local communities: As a community development approach.
- Rasoolimanesh, S. M., & Jaafar, M. (2016). Community participation toward tourism development and conservation program in rural world heritage sites. In *Tourism-From Empirical Research towards Practical Application*
- Rhaman, M. R. (2016). The socio-economic importance of tourism and its impact on the livelihood in South Asia: Case Rangamati, Bangladesh.
- Saarinen, J. (2010). Local tourism awareness: community views in Katutura and King Nehale conservancy, Namibia. *Development Southern Africa*, 27(5), 713-724.
- Sandelowski, M. (1995). Sample size in qualitative research. *Research in nursing & health*, 18(2), 179-183.
- Schwab, K., Martin, C., Samans, R., Moavenzadeh, J., & Hanouz, M. D. (2017). The Travel & Tourism Competitiveness Report. *World Economic Forum*, 1-378.
- Sihombing, A., Gunawijaya, J., & Akbar, P. N. G. (2017). Local Tourism Awareness and Knowledge: Community Views in Wanayasa. *E-Review of Tourism Research*, 14(5/6).
- Sihombing, A., Gunawijaya, J., & Akbar, P. N. G. (2017). Local Tourism Awareness and Knowledge: Community Views in Wanayasa. *e-Review of Tourism Research*, 14(5/6).
- Stake, R. E. (2010). *Qualitative research: Studying how things work*. Guilford Press.
- Su, Q., Cao, Y. H., & Lin, B. Y. (2005). Comparative study on residents' perception of tourism impact at tourist places. *Chinese Geographical Science*, 15(1), 70-79.
- Sucuoğlu, E., & Bahçelerli, N. M. (2017, June). Local Residents Awareness of Sustainable Tourism According to Educational Level. *International Journal of Sciences and Research*, Vol. 73(6).

Sulemana, A. (2010). Theories of Social Development. Department of Sociology. University of Ghana.

Tongco, M. D. C. (2007). Purposive sampling as a tool for informant selection. *Ethnobotany Research and applications*, 5, 147-158.

Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism management*, 21(6), 613-633.

Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism management*, 21(6), 613-633.

Türker, A. N., & Öztürk, A. S. (2013). Perceptions of residents towards the impacts of tourism in the Küre Mountains National Park, Turkey. *International Journal of Business and Social Science*, 4(2).

Appendix: 1

Images from fieldwork

Image 1: Mall-road Murree





Image 2: Kashmir Point Murree



Image 3: Local Shop on Mall-road



Image 4: Chair lift & Cable Car



Image 5: Chair lift in Patriata

Appendix 2:

Research Questions for Local's Community of Murree

Name: -----

Education: -----

Occupation: -----

1. According to your perception what tourism basically means?
2. Do you think its honor for you that people visit your spot?
3. Do u think tourism as a source of income generation?
4. What benefits you achieved from tourism?
5. What do u think whether tourism is increasing or decreasing in your area? If yes, what are the reasons behind the increase?
6. What are the culture impacts of tourism on your area?
7. Did you are aware about the tourism development?
8. How much you are aware about tourism development and your surrounding tourism spots?
9. Did tourism have any impact on youth?
10. Did tourism have any economic impact?
11. Did you organize any culture event or sport festival to promote tourism in Murree?
12. You have done any developing projects to promote tourism?

Appendix: 3
Research Questions for Tourists

Name: -----

Education: -----

Place of Residency: -----

1. What is tourism in your opinion?
2. According to you what is perception of locals towards you?
3. Do you think that behavior of locals good for tourists?
4. Do u think tourism as a source of income generation for locals?
5. What benefits locals get from tourism?
6. What do u think locals are well-aware about tourists and tourism development
7. What are the culture impacts of tourism on you?
8. Did tourism have any impact on youth?
9. Do you think that local organize any culture event or sport festival to promote tourism in Murree?
10. You have thought, locals of Murree have any strategy of marketing their area?

Appendix: 4
Research Questions for TDCP

Name: -----

Designation: -----

1. According to you what is the perception of locals about tourist and tourism?
2. What is the behavior of locals towards tourists?
3. Do u think tourism as a source of income generation?
4. What benefits locals get from tourism?
5. What do u think locals are fully aware about tourism and destination preservation?
6. What are the culture impacts of tourism in Murree?
7. Did tourism have any impact on youth?
8. Did tourism have any economic impact?
9. Do locals organize any culture event or sport festival to promote tourism in Murree?
10. You have done any developing projects to promote tourism?