

**SOCIO-ECONOMIC AND ENVIRONMENTAL
IMPACT OF TOURISM IN RURAL AREA OF
ABBOTTABAD A CASE STUDY OF HARNOI
LAKE**



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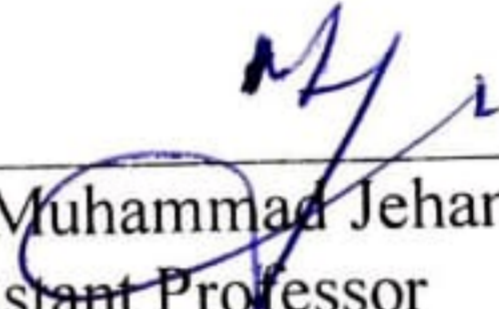
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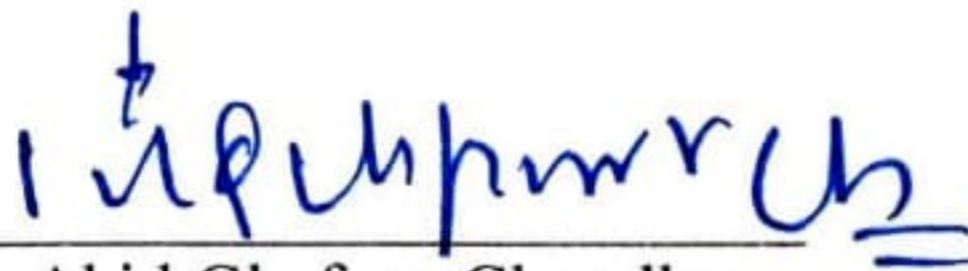
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LIST OF ABBREVIATION

GDP	Gross Domestic product
UN	United Nations
UNWTO	United Nations World Tourism Organization
UNESCO	United Nations Educational, Scientific and Cultural Organization
TTCR	Travel and Tourism Competitiveness Report
WTO	World Trade Organization
NOC	No Objection Certificate
LDCs	Low Development Countries
PTDC	Pakistan Tourism Development Cooperation
STDC	State Tourism Development Cooperation's
IDA	International Development Association
MDTF	Medium Term Development Framework
ERKF	Economic Revitalization of Khyber Pakhtunkhwa
SMEs	Small and Medium Enterprises
GNP	Gross National Product
PIFFER	Punjab Irregular Frontier Force
GDA	Gilyaat Development Authority

Abstract

Tourism is an economic development means to eliminate poverty and vitalize socio-economic wellbeing, it has profound impact on the local community of the area as it takes socio-cultural and economic variations. The current study investigated the socio-economic and environmental impact of tourism development around Harnoi Lake on local people of rural area of Abbottabad and the issues local community is facing due to tourism development. Qualitative research method was used for field data collection by conducting interviews. This study attempts to get general view of impacts of tourism through semi-structured interviews from residents of the study area. Convenience sampling method was used for the samples that are taken from shopkeepers, employees of hotels and restaurants near Harnoi lake. Snowball sampling method was used to collect data from residents, while purposive sampling was used to collect data from government officials. The research shows that tourism development has substantial socio-economic and environmental impact on local people. The findings suggest that the residents appreciated tourism for increasing job opportunities, development of recreational facilities, creating positive feeling about area among tourists and enhancing social relationship between residents and tourists. However, unplanned, and unbridled development of tourism in Harnoi in past years has led to extensive environmental degradation, devastation of tourism resources and has intensified increasing the cost of living of local people. It is recommended that Strict policy implementation by government and combined effort by local community and tourism department is required to overcome the issues faced by local community, there is a dire need to work on priority basis to maximize the positive impacts of tourism.

Keywords

Tourism Development, Job opportunities, Environmental Degradation

CHAPTER ONE: INTRODUCTION

1.1 Research Background

Tourism is a multidimensional and multitrillion Industries which has strong impact on economy in terms of contribution of national income. Countries like France, UK, Thailand, and UAE depend on tourism (Ilyas, Tariq, & Zafar, 2017). In Pakistan tourism industry is dismal because of strategic and administrative absence. Tourism is referred as a 'goose that lays a brilliant egg, as well as fouls its own home' (Pham, 2012). It is an influential approach to increase gross domestic product (GDP) and perform a significant part in development of the economy. Pakistan has immense beauty including hill stations, magnificent mountains, deserts that spread over thousands of miles from north to south are renowned spots for foreign tourists. Tourism is basically a method of spending time away from home for pleasure, recreation, and relaxation. Individuals become tourists when they leave their surroundings. It is a source of economic development and poverty alleviation for developing countries in the world. It promotes the heritage and cultural traditions. Tourism sector in Pakistan is subjugated by private sector that brings about tourist facilities such as restaurants, hotels, and travel activities. Tourism development has created opening for investment in infrastructure and development inside host communities (Anwar, 2019)

There is a sturdy connotation between tourism and economic progress (Arshad, Iqbal, & Shahbaz, 2018). From 2005 to 2006 there is a loss in tourism income because of war on terrorism and earthquake in northern areas. Tourism is an important portion of an economy and is vital for social and economic development. It is an expansion for economy and is a world's largest economic sector. It creates job opportunities, generates prosperity, and drives exports. In 2017, global economic impact of tourism shows 10.4% of GDP and 9.9% of total employment (Milutinović & Stanišić, 2019). Over the last few years tourism has become a cause of income generation for students, retirees, parents and several other people through offering them part-time works (Jucan & Jucan, 2013). Global tourism encourages global peace. Global tourism helps countries to increase family earning; it enhances opposition between companies related with tourism. Tourism sector mitigate the extreme poverty of entire family and increases economic development (Ekanayake & Long, 2012). It is not entirely an

economic phenomenon, but it includes social, political, economic, and environmental aspects. Social and cultural impacts include individual behavior, lifestyles, and changes in value systems. According to world tourism organization almost 43% of the world occupations are related to tourism. It is the most rapidly growing industry which accounts for 10% of GDP (Mbaiwa, 2003). It consists of different types of activities i.e. transportation, entertainment, communication, catering, hospitality and advertisement (Camilleri, 2018)

1.1.1 Defining Tourism

In 1941, the word tourism was defined by Hunziker and Kraft as "The sum of the phenomena and relationships arising from the travel and stay of non-residents, which do not lead to permanent residence and are not associated with any earning activity (Theobald, 2005). In 1976, the Tourism Society of England's defined it as "The temporary, movement of individuals to destinations outside their work and living places and their activities during the stay at each destination. It includes movements for all purposes (Beaver, 2002). In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home (AIEST, 2008).

UNWTO well-defined tourism as a social, economic, and cultural wonder that involves the movement of people to other countries for or professional purposes. Over the last few years tourism has become an economic promoter in contributing to economic development in many developing countries. Tourism contains activities like travelling or staying away from home either for vacation or commercial or any other drives.

‘Temporary short-term movement of people to destination outdoor the places where they typically work and live, and their actions throughout their visit at these places, it comprises of movement for all drives, as well as day visits or expeditions’ (Mason, 2020)

Tourism includes four main sectors

1. Transportation
2. Accommodation

3. Sales and distribution
4. Ancillary services

1.1.2 Types of Tourism

Tourism is a rapidly rising industry in the world. It is a mean of job creation, revenue generation, poverty lessening and foreign exchange earnings. Tourism contains numerous activities which include transportation, hospitality, communication, entertainment. Pakistan has rich history, mixture of culture and attractive landscapes for tourism. Tourism is divided into four type's i.e. religious tourism, historical tourism, archaeological and historical tourism (M. Khan, 2012).

There are three chief forms of tourism:

1. Domestic tourism – making tours in your own state
2. Outbound tourism – travelling to other country for a visit or holiday
3. Inbound tourism – overseas coming to visit home country

1.1.3 Tourism in Pakistan

Tourism is a societal and monetary factor that contains the movement of people to sites or countries outside their homes for leisure or professional aim. It is a multidimensional marketable activity that has a huge capacity of job creation through its labor-intensive nature revenue generation via tax collection mainly from hotel sectors.

Tourism is considered as an important sector to national, local, regional development for economies at different scales. It enhances openings of trade, foreign investment, public infrastructure, local development, investment in private. Pakistan has potential of tourism because of biological and geographical diversity, rich culture, and history. Tourism is a tool of producing economic gains. Pakistan has numerous tourist destinations like Narran, Ayubia, Murree, Chitral, Gilgit, Kalam, other mountain ranges, archaeological and historical sites (Arshad et al., 2018). Northern Pakistan is a land of distinctions, its exclusive legacy of land lock civilization, an astonishing collection of beautiful valleys, mountains, rivers, and lakes. It offers a sole mixture of breath-taking natural attractiveness, socioeconomic traditions, variety of culture.

Northern areas of Pakistan are blessed with tall mountains, snow-capped peaks, thick eucalyptus forest and crystal-clear lakes that appeal the tourists. (M. Khan, 2012).

In 2017, almost 1.75 million tourist visited Pakistan. Pakistan Tourism Development Cooperation (PTDC) statistics shows that 30% tourists were domestic. Tourism has improved by 300% from last few years due to increased security condition. According to World Travel and Tourism Council (WTTC), the contribution of tourism in GDP presented growth of 5.8% in 2018 while the contribution to employment was 2.6%. (WTTC, 2018)

Tourism is strongly associated with environment and plays a substantial role in the expansion of nation's economy (Anjum, 2007). Tourists travel to see different places to observe climates, cultures, customs, traditions, languages, festivals, and the historical buildings. Pakistan has failed to implement policies that could improve the tourism industry. UNESCO provides funds to tourism authority and market the Pakistan tourism industry outside the world. There were lots of ups and downs in tourism industry from 1995 till 2008. Due to terrorist activity hotel industry has declined in Pakistan. In Islamabad Marriott bombing has damaged the tourism industry. Since September 2008 hotel business faced low room occupancy. In Chicago tribune Kim barker wrote an article 'Marriot bombing splinters wisdom of sanctuary in Islamabad'.

In Pakistan tourism industry is rising with the support of international financing. Government of Pakistan is not able to take tourism market completely in the country. Government must focus on tourism infrastructure, makes its branding famous and attractive among international tourists by promoting and marketing it. Maintenance of roads, buildings, and infrastructure should meet international standards. For the development of this industry, marketing campaign is required to appeal tourists by developing easy to avail attractive holiday packages and to explore more regions of country (Kantawateera, Naipinit, Sakolnakorn, & Kroeksakul, 2015). According to world economic forum's travel and tourism competitiveness report (TTCR) Pakistan has classified 113 among 130 countries in 2009 (Blanke & Chiesa, 2013). Tourism 2020 vision' forecasted by WTO stated that 'tourism is likely to raise at average rate of 4.1% per year up to 2020 (WTO, 2017).

Political instability, religious conflict, suicide attacks, kidnapping of foreigner are the reasons that affect tourism throughout the country. There is a decline of tourist due to security reason. Tourism industry is facing a loss of \$50 million annually. Tourism sector is ignored by consecutive governments, few amounts is allocated in public sector. Media has wrongly projected Pakistan and advised the tourists not to visit South Asian countries. Pakistan needs to put extreme resources in tourism sector. New government have abolished the NOC policy for foreign tourists and launched new E-visa policy. Tourism is a driving force for ‘Naya Pakistan’.

1.1.4 Tourism and Development

Development is a right to choose and freedom. ‘Oxfam’s motto is contrasted to backwardness is development. Development is envisioned to associate socio-political problems (Leung Kin Hang, 2004). It indicates variations in way of living, traditions, custom and culture, which intensify social conflict. Development refers to progress in social, economic, and political relations. It is basically a multidimensional progression that involves reorientation and reorganization of social and economic system (Todaro & Smith, 2003). Development has classified into five various kinds such as economic growth, socio-economic transformation, modernization, distributive justice and spatial reorganizations. The mission of development is to alleviate poverty and the related complications to boost the quality of life. Critical magnitudes include raising the living standard of people, enhancing freedom of people, and creating self-esteem.

The expansion of export is a key feature contributing to constant economic growth (Jafari & Pour, 2014). In developing countries transformation of traditional agriculture sector to industrial sector is necessary for economic development and modernization. This revolution demands huge amount of foreign earnings and capital. In developing countries, it has encouraged government to consider tourism as a mean of producing economic resources necessary for economic development. development of tourism is seen a vehicle and representation of modernization and more prominently of westernization and progress (Rahman, 2010). There are lots of reasons that why low developed countries LDCs desires to use tourism as development means (Sharpley, 2009). Since 1960s tourism is endlessly mounting because of invention of long-haul travel. Tourism benefits to reallocate wealth to poor countries from rich countries. As compared to other industries, there are no trade restrictions in tourism

industry as there is for global trade, tourism needs low capital investment. Due to this cause few countries observed it as a fundamental tool for development approach (FaladeObalade & Dubey, 2014). It is not only in LDCs, many industrial countries also be involved of tourism in economic development. A stable growth was expected for world tourism and travel among 2009 and 2018 having a normal growth of 4.4% per annum over a period, supporting 297 million jobs and 10.5% of global GDP (W. Wttc, 2011). In 1960s theoretical approach toward tourism is seeing it as development brook. Tourism attracts domestic and foreign private capital, provides foreign exchange, and promotes economic independence and increase employment (Song, Lin, Zhang, & Gao, 2010). For developed countries countrywide development strategies integrate supposition of ‘trickle down’ tourism profits as an incentive to further sector of economy (Tosun, Timothy, & Öztürk, 2003). Tourism not only donates to economic development, but also lessens discernment of income and infrastructure expansion between periphery and core. In developing countries there is a tendency for policy creators to use tourism as a mean of economic development. Tourism provides a steppingstone for communities to reach improvement and development (Chheang, 2010)

Table no 1.1 Development of Tourism sector

Year	Activity
1970	Pakistan Tourism Development corporation was established
1977	Separate Ministry of Tourism, culture, sports, Archaeology was created. Tourism laws were approved and DTS was created
1987	Punjab Government established its own Tourism Development corporation. Later, Sindh and KP provinces also established their own tourism corporations
1990	First tourism policy was launched
2000	Tourism master plan was developed with the Assistance of UNDP & WTO
2010	Revised draft of National Tourism policy was prepared
2010	18 th Amendment in constitution of Pakistan, Federal Ministry of Tourism was dissolved, and subject of Tourism was transferred to provinces.

2015	KP launched first provincial Tourism policy.
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Source: Developed by Author

Pakistan has obtained the membership of UNWTO (World Tourism Organization) in September 1949. Initially the responsibility of tourism sector was given to Pakistan Railways. In 1956, this authority was shifted to Communications and Transport Division. In June 1960, a specific name was selected as Bureau of Tourism. In 1964, the matters were positioned under the control of ‘The Civil Aviation Authority (CAA)’ and in March 1970 PTDC (Pakistan Tourism and Development Corporation) was set up. It was given status of Ministry of Tourism in September 2004. Ministry of Tourism was accountable for policy development, promotion of local and foreign tourism also regulating federal and provincial government and private sector actions. Though, in 2011, 18th Amendment was made in the constitution of Pakistan which caused in desolation of Ministry of Tourism and every province was accountable to look over the tourism matters of their provinces. Now they are part of Pakistan Tourism Development Corporation (PTDC) (CDPR, 2018).

- Tourism Development Corporation of Punjab (TDCP) – Punjab
- Sindh Tourism Development Corporation (STDC) and Culture, Tourism and Antiquities Department – Sindh
- Tourism Corporation Khyber Pakhtunkhwa (TCKP) – Khyber Pakhtunkhwa
- AJK Tourism and Archaeology Department – Azad Kashmir

Pakistan Tourism Development Corporation, is a leading tourism organization of the country, which facilitates the provincial tourism departments as well as the Pakistani companies that are involved in tourism business such as tour operators, travel agents, airlines and hoteliers, to take part in international business events and tourism expos. PTDC goal is to attend international tourism expos in partnership with private and public partners of tourism industry to launch and support the national brand and create prospects for the stakeholders to build strong relations with international agencies/businesses.

The importance of policy development for any sector is necessary. Deprived of a particular policy and distinctly certain aims, the growth operation completely become purposeless and chaotic. In the 18th amendment in the Constitution of Pakistan, matters of the tourism sector are shifted to provincial governments, there was lack of clarity on executing the broader functions that are related to tourism sector. For the development of tourism, government considers it as a primary duty to develop a comprehensive policy agenda at the provincial level, this policy forms the basis for pursuing the federal government to maintain its role for active coordination among the provinces . Tourism Corporation Khyber Pakhtunkhwa (TCKP) was founded in 1991. The Government of Khyber Pakhtunkhwa recognized TCKP as a corporation is in directive to advance a format for operating the incredible potential of the province for tourism growth. TCKP job is to offer an empowering environment for the sustainable development and economic growth of the tourism division in Khyber Pakhtunkhwa, through the management and formulation of plans and policies to control the tourism sectors.

Most of the provinces have not taken any important steps to develop a provincial tourism policy except Khyber Pakhtunkhwa (KPK). The current government of KPK has given importance to tourism sector and considered it as a main cause of economic development and as a result KPK is now a favorite tourism destination for local and foreign tourists. For accomplishing this goal, the government of KPK launched its first policy for tourism in March 2015. This policy was made after consulting the stakeholders of private and public sectors. The main aim of this policy was to increase the tourist rate at least by 10% in the next five years and to improve the investment of private sector, and to develop a system for certifying the quality of tourism services provided by the dealers. A public– private partnership agenda was set by the government to attract the investments from private sector in the tourism industry (PIPS, 2018). World Bank and Government of Khyber Pakhtunkhwa (GOKP) are developing Khyber Pakhtunkhwa Integrated Tourism Development Project using International Development Association (IDA) resources under Multi Donor Trust Fund (MDTF). MDTF was made to help the predicament hit areas of KP. The further financing under WB will accompaniment these activities by supporting the tourism sector.

In current years, enhanced accessibility and improved security, the tourism sector in KP has experienced extensive growth, about 1.2 million domestic tourists and thousands of international tourists visiting the area yearly and produced over \$120 million in direct revenue. It is projected that this tendency will remain bringing more investment and tourists and to the province. Therefore, identifying the huge potential for tourism to contribute to economic development, the Government of Khyber Pakhtunkhwa (GOKP) has prioritized this sector and developed a Tourism Policy in 2015. This development offers opportunities and challenges. Where improved tourism activity gives an opportunity for reduction of poverty through job formation, economic progress, and enterprise growth with specific contribution of local communities between rural poor and women, it also rises social and environmental contests in the area. From 2010, World Bank and GOKP are collaborating for economic development of provinces by originating Economic Renewal of FATA (ERKF) and KP project. The aim of ERKF is to support GOKP in the economic repossession and renaissance of the affected areas of KP & FATA by generating sustainable employment opportunities by reintegration of Small & Medium Enterprises (SMEs), institutional capacity building and investment mobilization (Rana, 2015).

1.2 Problem Statement

Tourism is an imperative means for economic growth in developing countries. It is compulsory to know the impact of tourism on local community and how tourism provides benefit to local community. Most of research on impacts of tourism has arisen in areas where tourism has been a dynamic giver to local economy whereas small research has occurred on tourist places where the growth of tourism is at preliminary stage. In Pakistan few researches have been carried out to dig out socio-economic and environmental impacts of tourism on local communities. To overawe the lack of literature, research emphasizes on impacts of tourism development on local community and discover the impact of tourism on investment, employment, and income. It also emphasis on the social matters such as variations in lifestyles and cultural values.

Various studies have been carried out concerning the socio-economic impacts of tourism in Pakistan. The Scope of most of existing studies was limited. Previous

studies have revealed that social, cultural, and economic aspects have positive impact on tourism whereas environmental aspects have negative impact on local community. These studies have not taken into consideration that how tourism is affecting the local community and have not emphasized on issues that local communities are facing through tourism development. To overcome the lack of literature, research emphasizes on impact of tourism on local community. The present study is planned to discover the development potential of tourism in the designated area of Harnoi and to examine the issues faced by local people due to tourism development. This is going to be the first ever detailed study on socio-economic and environmental impact of tourism development in rural area of Abbottabad.

In Abbottabad, there is a remarkable capability for tourism. The rural area of Abbottabad i.e. Harnoi was observed as a case study in the research and has vision for tourism. Studies on tourism and effects on local communities are limited in Abbottabad. Therefore, this study was planned to inspect the socio-economic and environmental impacts of tourism development on local communities of case study in Harnoi lake.

1.3 Research Questions

Following study questions were identified that are created based on research plan to examine the situation

1. What are social, economic, and environmental impacts of tourism on local community in Harnoi Lake?
2. What are the issues that are faced by residents due to tourism development?

1.4 Aims and Objectives

According to previous introduction and problem statement, research lay goal, and objectives are as follows

1. To evaluate the socio-economic and environmental impact of tourism development on local community
2. To analyze the issues faced by residents due to tourism development.

1.5 Significance of the Study

This study looks to add to the existing literature of tourism impacts which has been an extensively studied subject over the last two decades. As stated above, the significance of the study lies in the fact that there is a limited amount of literature and information on how tourism development is affecting the local community of a destination. This study will hence aim to give an insight into the issues local people are facing due to tourism development in a destination, as well aiming to provide recommendations on how they can progress.

CHAPTER TWO: LITERATURE REVIEW

Pakistan has potential to become an imperative tourist location of the world because of sceneries and diverse culture like various sceneries vacillating from snow-capped foothills in north to luminous beaches in south, attached with opulent greenish valleys and high mountains e.g. K2 and scenic Himalaya hills are the source of magnetism for domestic and global tourists. Moreover, prehistoric evolution such as Taxila, Mohenjo-Daro and Harappa have its value to evidence that Pakistan is a paradise for tourists. Before global economic crisis Pakistan has received more than 50,000 international tourists per annum (Jalil, Mahmood, & Idrees, 2013) . According to world economic forum 2011, travel and tourism share is 6.5% of GDP. World economic forum 2011 also expected that tourism and travel will produce almost 3.43 million openings which are 5.7 % of total employment level. Also, in export the share of travel and tourism is 86 billion. According to world economic forum, in 2009 it has improved its ranking from 125 to 113 in 2010 (Schwab & Sala-i-Martin, 2010) .

Studies show that tourism is one of the largest industries around the globe for developing and developed countries and is also a source of foreign reserve for a country. Along with economic opportunities like potential for growth and employment creation, it is necessary that cultural, social and natural measures should stay reserved for medium term and long-term sustainability of tourism facilities and operations (Neto, 2003). Tourism is important for worldwide trade and it plays significant part in cultural, social, and economic development of maximum states. Certainly, it has ability to sanctuary and abolish the custom and tradition of nation. The purpose of tourism administration is to maximize the sectors socio-cultural, economic and environmental benefits and minimize the cost associated with it (Crouch & Ritchie, 1999). To achieve the objective managers should know the positive and negative impacts of tourism that are professed by host community (Mochechela, 2010). The position of community involvement was mentioned as a foundation of economic development for host societies (Kayat, 2002). If tourism is to increase, it is essential to manage in culturally and ecologically sustainable mode to protect cultural and natural heritage that attract in first place. Tourism has capacity to destroy or boost products like national parks, it is to be certified that interest of host communities has certain fondness in tourism development plan

Global tourism has positive impact on financial progress of Pakistan along with variables like international trade and physical capital. Improvement in tourism sector expands the activities of economic growth in Pakistan. Tourism sector is a chief business sector of world. The reputation of tourism area is demonstrated from the circumstance that it increases profits and produces employment. Tourism is producing almost 9% of GDP and 8 % of employment opportunities (Blanke & Chiesa, 2011). Outcome of tourism development boosts tourism sector but activates economic growth (Lee & Chang, 2008). Tourism side has expanded incredible speculative consideration that is a central element of economic growth. Economists recommend several networks over which tourism sector expand level of growth e.g. tourism sector grant to economic progress by increasing proficiency over race among worldwide tourist's areas and domestic firms (Telfer & Sharpley, 2015). According to (Mishra, Rout, & Mohapatra, 2011) enhancement in inbound tourism is an important cause of increase in income of family and government returns.

This has been understood that the tourism industry has contributed in enhancing the social, cultural, and economic domains of the country. The tourism industry has numerous weaknesses, strengths, threats, and opportunities. The strengths are related to rich and cultural traditional sites and other things that are pleasing to the tourists. Cultural performances, food, attire and so forth also attracts visitors. Weaknesses are associated to issues such as over-crowding, pollution, congestion, and problems that are practiced by the individuals in making decisions about which places to visit. Opportunities are concerning to different kinds of developments and improvements that have been originated in the areas of infrastructural facilities, transportation, technological means that have produced space for more prospects and occasions. Threats are relating to the existence of natural disasters and calamities that prove unfavourable to the tourist sites and places. There has been creative involvement from the private sector, governments and voluntary organizations that have become dynamic partners to achieve the sustainable development of the tourism industry.

Tourism is detected as an vital engine for progress of country and rise the economic welfare of local population (Brida & Risso, 2009). Involvement of tourism to economic growth has speedily developed in the last decade. International tourism has optimistic outcome on long-run economic growth from different channels. First, tourism is a foreign exchange earner, inputs used in production process, or paying for

capital goods. Second, tourism plays vigorous role in investment in infrastructure and struggle between local firms and firms in other tourist's countries. Third, tourism rouses economic sector by direct, indirect, induce effects. Fourth, tourism increase income and create employment. Fifth, tourism has positive manipulation of economies of measure in national firms (Habibi, Rahmati, & Karimi, 2018). The procurement of goods and service by tourist disturb different segments like transport, accommodation, tour operators, tourism related business e.g. souvenir retailers and restaurants. Additional economic assistances resulting from tourism comprises of employment, tax revenues and other source of income (Ramesh, 2002). So, tourism has impact on economic development and quantitative measure of GDP.

International tourism has become the economic businesses of the world. Tourism could be a profitable industry if it is planned accurately because by suitable planning tourism industry expand balance of payments and make foreign exchange that can be used on physical development (sanitation, infrastructure and communication) and social development (education and health) infrastructure development of the country (Boz, 2011). Planned tourism has substantial effects on health of native communities. Tourism has generated 25% employment where the participation of women is greater than men (Z. Khan & Farooq, 2011). Tourism is a key source for community development, economic uplift and poverty obliteration in developing countries (Binns & Nel, 2002). The study shows that tourism leads to poverty alleviation and raise economic growth and decrease inequality and discrimination between communities in South Africa. Tourism industry is mounting in Pakistan for various culture, landscapes, and people. Pakistan is gifted with natural resources having abundant sites for ecotourism, archaeological tourism, and other types of tourism.

There are various ecotourism and archaeological sites, galleries and museums in Pakistan that states about the ancient civilization of country. Every year thousands of tourists come to Pakistan that provides advantage to economy and local communities. According to state bank of Pakistan for the year 2005-2006 tourism earnings were 0.2% of GNP and the earnings were 1.3 % of the exports of a nation. In 2006 progress of Pakistan tourism industry was 12 % and share of tourist's world market was 0.11% (U. Mustafa, Haq, & Ahmad, 2009) . Nathiagali, Thandiani, Ayubia, Dongagali, Harnoi are the preferred tourist's place, many tourists come to these places because of depraved law and order condition in swat valley since 2007. Study conducted by (Z.

Khan & Farooq, 2011) demonstrates that 38400 visitors stayed in Nathiagali and Abbottabad out of which 1.3 % were foreigners in 1991. The figure does not include daily visitors during the peak season. It can be concluded from the literature that tourism has positive impacts on state economy because it elevates the chances for local community. It also has negative effects i.e. there are minor number of households that take part in tourism activities so there is vast possibility for increasing local participants in tourism sector. It is a poverty reducing approach as it cares households socially and economically. Local community's participation in tourism is important to maximize benefits and eradicate poverty and conserve nature (Z. Khan & Farooq, 2011).

The worldwide importance of tourism are known by the fact that there were 698 million worldwide comings of tourist in the year 2000, rising 7% over the previous year (Thapa, 2004) . According to world travel organization it is the maximum growth rate in a decade. Due to September 9 happening there was a setback of 0.5% in 2001 but in 2002 tourism picked up by 2.7 percent stimulating long-term trend. 'Tourism 2020 vision' forecasted by WTO stated that 'tourism is likely to rise at normal rate of 4.1% per year up to 2020 (Holjevac, 2003) . Estimate showed that the share of tourism and associated earnings, export earnings and employment is likely to transfer from developed to low developed countries. In 2004 tourism was known as an industry in Pakistan and became suitable for many facilities and incentives that other industries are honored with. These enticements contain subsidies, tax inducements, urgencies in approving of loans via public financial institutions in providing water connections and electricity. For tourism linked industries and hotels 100% sanction for foreign equity are been permissible earlier the limit was 51%. According to Annual report 2004-05 by ministry of tourism, global tourism is growing at fast rate. The arrival of overseas guests has implausible rise by accommodating 648000 in 2004 as compared to 500900 tourists in 2003 and has received \$135.6 million having a rise of 29.4% and has earned \$185.6 million in 2004 (Kakar & Khalil, 2007). Pakistan has attained a highest growth of tourist influxes of 898400 from tourist producing markets and got \$260.1 million that is 12.5% more from preceding year (Tovmasyan, 2016)

Ministry of tourism projected that the targeted arrival of tourist for the year 2010 is 7, 20,000 that is set by WTO in master plan of tourism development. The extreme tourist arrivals are not beneficial for Pakistan over the year (2004) as the earning from

overseas tourism decreases from \$185.6 million to 185.3 million, recording 0.2% decline over the preceding year. From 2003-2004 the GNP of the country was 4534 billion that is equivalent to \$82.3 billion and foreign exchange earning was 10.8 billion that is equivalent to \$0.18 billion which is 0.2% of GNP (Ivanov & Webster, 2007) . According to WTO in 2005, 808 million tourists moved worldwide a surge of 5.5% over the preceding year. Pakistan's share in world tourist arrival is 0.10% as contrast to share of south area i.e. 10.1% in 2005. In 2005 almost 42million local visitors travelled within country tourism in Pakistan in not weak. Approximately 90% travelled via road, 8.5% travelled via train and just 1.8 % moved through air (Baloch, 2007). In 2004 the average expenditure per foreign tourist is \$286.4 which declines to \$232.1 in 2005 that is 1.9%. Also, each day expenses per tourist has declined by 19% from \$11.5 to \$9.3 in 2005 (Ivanov & Webster, 2007) . Tourism industry has performed substantial part in socio-economic development and has an optimistic progress potential in the country. Tourism is dynamic to development and conservation of mountain regions. Mountain tourism constitutes to almost 15-20 percent of global tourism or \$70-90 billion per year. Tourism industry has seen an annual increase of 4.7% over 1990s and likely to raise 4.1 percent yearly over next twenty years (Singh, Mal, & Kala, 2009). Mountain tourism have momentous role in nationwide economies that are virtual to mountain economies that mostly have minor participation. Tourisms impact on biological resources and mountain ecosystems are of special concern, yet at global and local scales as of high degree of environmental sensitivity and biodiversity of mountain areas. Enormous altitudinal changes and linked climate conditions result in variation in temperature, soil and vegetation, precipitation, breeding diversity of ecosystems. These conditions impose excessive stress on natural resources that are compounded by human activities and development. Loss of biodiversity has health-related, environmental, ethical, and economic implications like high-altitude plants have healing properties that are necessary for the well-being of mountain people and have potential that can boost mountain economies. The dropping health of mountain ecosystems not only lurks the existence of species and economies but also disturbs the downstream management, agriculture, quality of water and supplies, climate, and wildlife migration patterns. Cultural diversity in mountain regions is under risk by social, economic, and environmental forces linked with mountain tourism.

Development of road and transport infrastructure enhances business activities and generates employment opportunities and brings other benefits to local community (Kanwal, Rasheed, Pitafi, Pitafi, & Ren, 2020). It therefore creates positive perception in local community that generates positive support to tourism. It also leads to adverse conservational impact such as traffic, overcrowding, spoil natural beauty etc. are the adverse outcomes (Kanwal et al., 2020) . Less attention is being given to the association among road and transportation infrastructure development and community support for tourism. The association among transport infrastructure and local community use different mechanisms such as public attachment, sense of community and place attachment.

2.1 Local Community

Community is a group of people with diverse features that are connected by communal ties, involve in shared acts in a terrestrial vicinity and share mutual point of view. Community is practiced differently by people with various backgrounds. There are various definition of community and word community has specific insinuation with a distinct latitudinal border and it refers to a group of people with similar and conversant attention. Involvement of community is an imperious component of tourism development in any location. Local communities have huge concern in development of tourism because they are perilous in availing good environmental circumstances for tourists. Local communities are vital constituent of current tourism development. Community is the main argument of constant stream of accommodation, transport, food, amenities and services, information for tourism development. Worldwide tourism connotation encourages residents in the zone as a fundamental of tourism development. There are variances of belief between communities followers, few people acknowledge the positive aspect while some argue that tourism enforce negative impact on local communities' lifestyle (Chili & Ngxongo, 2017). Local community takes part in tourism events but has slight participation in the policymaking method. A study conducted by (Rahman, 2010) in Cox's Bazar, Bangladesh exposes that the local community is completely omitted from the strategy design progression and policy creators do not ponder the socio-economic impacts of tourism development on the local community. Locals are getting benefit from tourism development, but substantial possibility occurs to rise their energetic contribution and impartial profit division. Some endorsements are

completed for the Development of Tourism in Cox’s Bazar to maximize the positive impacts and reduce the negative impacts along with some instincts for more study in this field.

Tourism development is profoundly dependent on the goodwill of local communities, their participation, and support in associated programs and activities. Local communities have been involved in tourism activities since ancient time. However, the local communities’ participation in tourism is perceived as a positive force for change, and act as a catalyst for development. Irrespective of community involvement, tourism can either have a positive or a negative effect on host community, and these effects consistently differ between communities. Therefore, tourism affects local communities through social, economic, cultural, environmental, ecological, and political forces.

2.2 Conceptual Framework

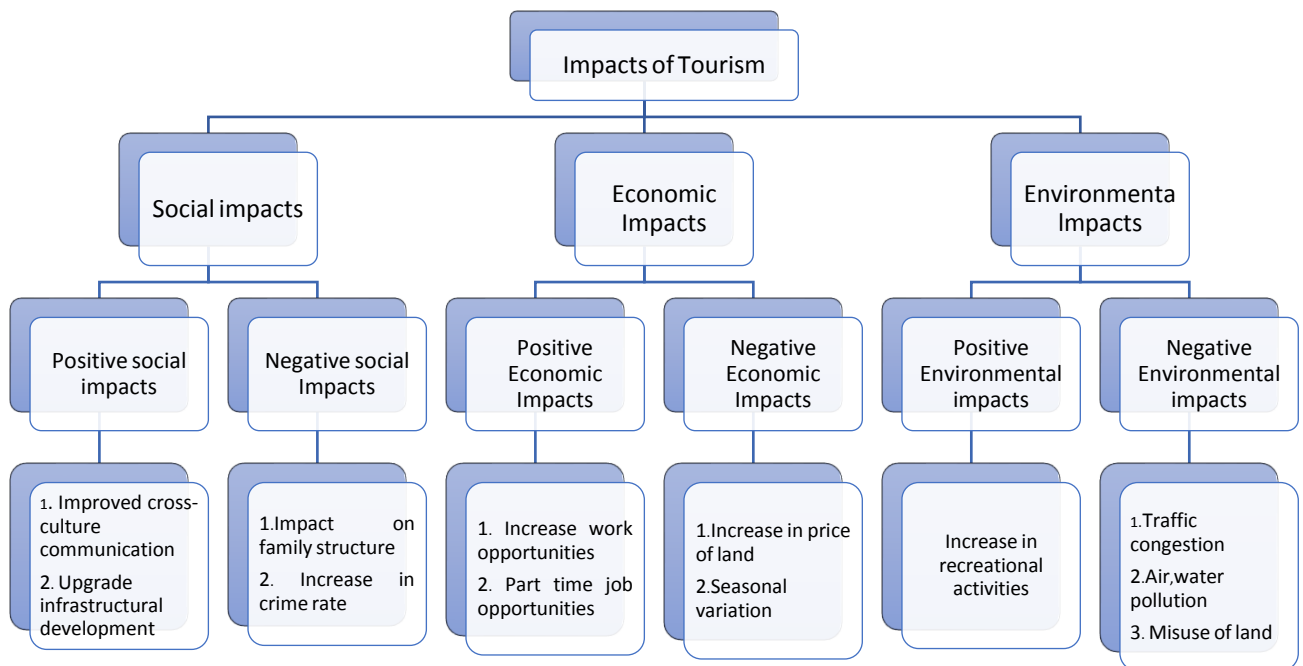


Figure 2.1 Conceptual Framework

Source: Researcher’s own concept

2.3 Impacts of Tourism

Tourism has three impacts on economies i.e. induced, direct and indirect effect. It has a constructive impact on both employment and economic growth both directly and indirectly. Tourism is a reason of producing job opportunities. Impacts of tourism are classified in three classes i.e. social, economic, and environmental. Social impact comprises of fluctuation in traditional standard of living, Economic impacts contain financial streams and Environmental impacts include natural or atmosphere (Dwyer, Forsyth, Madden, & Spurr, 2000) . Tourism is not entirely an economic phenomenon, but it includes social, political, economic, and environmental aspects. Social and cultural impacts include individual behavior, lifestyles, and changes in value systems. It is difficult to measure socio cultural effects of tourism. The impact of tourism can be positive or adverse on local community and tourists.

Mochechela determines the socio-economic impact of tourism on people around the visitor destinations and traveler lures. The study verdicts disclose that the people around the Pilanesberg National Park are advancing from the National Park over employment. At the similar stretch, though, the study results specify that the national park is impacting undesirably on the local communities by contributing to the raising rate of services.

2.3.1 Social Impacts of Tourism

Socio-economic impact of tourism on communities are situated close to tourist destination and attractions, strategies, and solution for evaluating socio-economic impact of tourism, government involvement and rules linked with tourism. Tourism is an essential power in world-wide occupation and plays vigorous part in social, economic, and cultural development of most countries, it has likely to abolish and sanctuary culture of country. Tourism lead to economic expansion in ignored areas. It can resuscitate the cultures and local economies that take prosperity back to local communities. Strategic tourism makes demand for goods and services and offer new jobs to local people. Employment opportunities can be formed by auxiliary services, road improvement, tourism expansion and professional services. People get advantage from local services like public transport, recreational facilities, health, roads (Federal Ministry for economic cooperation, 1993). Thus, tourism is observed as fastest rising industry around the world with the economies promoting from positive impact. World

tourism organization's in 1996 predicted that the tourism would grow 30% by the year 2010 (Mochechela, 2010). Consequently, tourism have volume to support economic development of destinations by organization, improved business opportunities and employment for local people. Industrial sector like farming and mining, manufacturing etc. are pretentious by economic declines. Though, tourism is a business sector and it has greater outcome on different sector like attractions, accommodation, transportation, food and beverages, conferences and events, trade and travel, recreation and adventure, and tourism services are not directly affected by economic recessions (Adnan Hye & Ali Khan, 2013).

Tourism has direct and indirect collaboration with other sector is a chief cause of economic development in host societies. It has extensive variety of profits, work chances and economic profit in terms of profits sharing such as transportation, food and tour guide and expenditures for lodging are an important cause of income for employment and local communities formed from tourism is the benefit for local communities (FaladeObalade & Dubey, 2014). There are benefits and costs that they do not grow; unplanned development of tourism makes difficulties. Demand of tourism originate into struggle with the wants of residents, yet at the same time inconsiderate developments, overdevelopment, inappropriate developments and partial development may harm the environment (Zeng & Ryan, 2012). Tourism has talent to take positive development that positively contributes to local economy. As a outcome, lives of host communities will be advanced and at the same time if the tourism is not prearranged it has a negative impact on host communities. It depends on the planner of tourism whether it is valuable or destructive to host communities.

A study was conducted about residents' perception on social, economic impacts of tourism in Kermanshah Iran. The research emphasized on locals in the locale of famous custom charms in the area. According to the study, a large proportion of the defendants identifies and rise the positive impacts of tourism to the locals. The positive social impacts of tourism were well professed by the local community. People thought that tourism has not formed financial profits for local people but decided that tourism has created job chances and support to activate the economy in an area. They have more expectations and positive stance of developing tourism in Kermanshah. The social impacts of tourism were assessed positively by the residents. They are keen to see tourists and display their prehistoric custom, but few locals have

fears about unwanted things that are caused by tourism on their values (Mohammadi, Khalifah, & Hosseini, 2010).

Cultural impacts contain material and non-material methods of culture (e.g. spiritual buildings and tradition). Since 1970s social-cultural impacts of tourism were developed. Tourists don't respect the local culture i.e. local customs and ethical values language and health. Social and cultural effects can be positive or negative. Social impacts mean social conduct. Social and cultural impact means social changes i.e. fluctuations in the lives of people, changes in lifestyle, improvement in infrastructure. Tourism has eroded the local culture; old-style houses are replaced with advance buildings. Tourism industry has both positive and negative social and cultural impacts on local people. (García, Vázquez, & Macías, 2015) define social cultural impact as 'it is a mode in which tourism industry contribute to ethical behavior, lifestyle, value, family relationships, behavior of individual, and community organization'. Tourism industry is a main cause of foreign exchange income and tax revenues. (Suntikul et al., 2016) is of the view that income from tourism sector has positive effect on local people. Almost 50% of the jobs are generated by tourism industry

Tourism is emerging as a foundation of struggle among locals and visitors to destination where development primes to actual impacts and apparent difficulties. The attitude of residents near tourism signifies central means in which participant group contribute to public sustenance in contradiction of tourism (Yang, 2016). According to (Pizam, Uriely, & Reichel, 2000) social impacts of tourism are actually a social association happen among the hosts and tourists. There is a straight social impact that arises because of the interaction among visitors and host population. Three groups of social impact of tourism are (Al Noman, 2019)

1. When travelers purchase goods and services from locals.
2. When tourists and locals share facilities such as train, vehicles, cafeterias
3. When hosts and tourists arise for leading determination of cultural conversation.

Tourism is a product which depends on instantaneous consumption and production. It is considered as an individual service that is consumed only by tourist that are visiting the place. Its imputation for host population is to meet strange population through the

production process. The interaction could be detrimental and useful to host population that depends on the transformation in nature and culture. The socio-cultural impact contains a combination of positive and negative impacts. These impacts disturb the guests and the host (Candela & Figini, 2012). Well managed and well-planned tourism is one that considers the possibility of refining the economy and develops value of life of locals. Social impact are those conducts through which tourism contributes to change in value system, relationships, separate conduct, collective lifestyles, family system, moral conduct, community organizations, safety levels, traditional rituals and creative expressions (Ap, 1990) . It means social impact is changes that arise in the lives of host population because of tourism events. The impact of nature-based tourism on the living of local people at Keenjhar Lake in Pakistan was conducted by (Mangan & Lohano, 2015). To evaluate the impact of household participation endogenous dummy variable model was applied. Results showed that the houses contribute in the tourism associated exertion relish 7.6 percent advanced level of wages comparative to the circumstances they had been with no tourism activities. Learning shows that tourism at Keenjhar Lake makes a positive influence in the incomes of the local people and in nourishing their livings. Moreover, the approximations of peripheral outcome of creative assets specify that any extra Rs. 100 investment in creative assets would affect in advanced incomes by Rs. 20. Tourism at Keenjhar Lake expands the standard of living of locals by rising their salaries, and the nature-based tourism can be effective for poverty mitigation

Tourism has different effects on social and cultural aspects of life in an area or a region that depends on religious and cultural strengths of the region. The interaction between host community and tourists is the factor that affects community as tourists. The effect of tourism can be positive and negative on host community (Yoon, GÜRSOY, & Chen, 1999). Fusion of local community with people with diverse lifestyle, by ‘demonstration effect’ leads to development of regimes. Improvement must be made in resident life by better conveniences and infrastructure that lead to improved education, employment opportunities, wellbeing, social and cultural events presented for local people like exhibitions and acting.

2.3.1.1 Positive Social Impact of Tourism

Tourism breakdowns the superficial cultural and social differences among people. It continues to show that the followers of tourism think that tourism lead to intercultural conception, tourist travel to various places and expose their culture to host communities. As a result, two parties' study about cultures of each other and become understanding and open-minded. Tourism plays a vital role in universal understanding, opulence, respect and execution of human rights, peace, and liberty for all deprived of discrimination based on gender, caste, race, language, Color, and faith. It has empowered values to be reformed and made them recognized to rest of the world (Enemuo & Oduntan Oyinkansola, 2012).

When tourism becomes a significant factor of local economy, there is a rise in awareness and appreciation in inherent crafts and arts. Cultural awakening is beneficial to host population because local people are conscious of value of their culture and history and they initiate to protect it from being diluted and polluted. Performance of cultural attraction has both positive and negative outcomes. It is a positive consequence when present activities distract the tourists and sack pressure on local people and their culture. Establishment of attraction like sale of souvenirs diverts the tourist's attention from domestic and agricultural activities, individuals participating in traditional activities. The staged attraction support to sanctuary culture from the pressure of tourists (Enemuo & Oduntan Oyinkansola, 2012).

- **Cross-culture communication**

The UNWTO names the 'contribution of tourism to the mutual understanding and respect between peoples and societies. Tourism can be a chance to know unknown people and cultures. From this can raise a deeper understanding, respect, and tolerance for different religious, moral, and ethical beliefs. However, this is only possible if different stakeholders in tourism are appreciating and accepting these differences and are to be supported by tourists' understanding to the social and cultural norms of the area.

The concept of intercultural connections can be observed from the sociological and sociopsychological perceptions. Intercultural communications are the face-to face interactions between people from entirely different cultural backgrounds. Tourism

experiences that are started by international travel, are formulated by these encounters with diverse cultures. The sociopsychological view emphasizes on the intercultural interactions between hosts and tourists, whereas the sociological opinion highlights the interchangeable associations between the local people and tourists. The simplest form of tourist encounter happens through communications between tourists and locals —the core of “tourism structure”.

The positive social interaction between the communities exists due to awareness, respect, and tolerance for each other. Cross-cultural awareness is a desire or process to acclimatize the culture of another country that is different from its own culture. It gives awareness and incentive to people to understand their own culture and develop attitudes that accommodate and identify cultural differences. Hence, cross-culture awareness is considered as a driving force to develop abilities and skills to overcome cultural differences. Cross-cultural awareness may desire to know about other countries or other cultures through tourism activity. Tourism has a useful role in humanizing younger generation about essential ethics of culture. It has boosted the smugness in musical tradition that has encouraged and fostered locals to seek international standards.

- **Infrastructure Development for Recreational facilities**

Recreational facilities are an essential part of physical infrastructure which is a vital support of overall economic and tourism development. Along with the hospitality facilities and hotels they form the component called tourism infrastructure. These fundamentals enhance tourism development frequently by raising the competitiveness attractiveness of a destination. Recreational facilities are mostly planned, and developed based on commune and public pool resources, which indicates public sector and government provision and involvement

Development of recreational facilities is interrelated with their overall importance for tourism development. The infrastructural investments such as amusements parks, hotels, sport, halls, and cinemas are such investments that potentially reflect the exertions to improve tourism offer but can also be transformation policy measure.

The developmental shift of tourism in Kashmir was examined by (Kumar & Dar, 2014). Tourism in Kashmir was going well and was at its climax till late nineteen

eighties. During the early nineties the dark days came in the history of Kashmir and the peace was dismantled by terror groups. Due to the violence tourism was affected badly; tourism stakeholders went through great loss and unemployment increased. After nineties the dark days of Kashmir has ended, and huge flow of tourists have been noted since 2003. The Government, NGOs, State, private parties have played significant role in developing the tourism industry of Kashmir. New plans were indorsed, few tourist spots were developed. Special attention was given to infrastructural development; the direct and indirect inducements were given by government to private stakeholder to stand their own business. The support from local people invigorated the tourism in Kashmir and brings peace in valley.

2.3.1.2 Negative Social Impact of Tourism

Now a days several tourists are international tourists from countries like Canada, America, US and other developed countries, there is a requirement of western cultural and social values all over the world (Zhuang, Yao, & Li, 2019) . Haarsel relates the impact with mass media by saying that the development of cultured communication allowed extensive of information and has squeezed the lives of people. However, the variance is that there is a physical interaction among the tourist and host communities. study conducted by (Rahman, 2010) assessed the social-cultural impact of tourism development on the local community in Cox's Bazar, Bangladesh. The constructive socio-cultural impacts contain women empowerment, supplementary contribution in education, and improved social security and safety. Some negative socio-cultural impacts include dislocation of deprived from their land, frustration, enlarged social gap, social complaint, and loss of culture. Regrettably, the local community not completely knows about the worth of their edifying tradition and they stab to replicate tourist's socio-cultural traits. A main alteration from other tourism impact studies is that tourism does not contribute in rising gambling, prostitution, and crime in Cox's Bazar.

Greater number of tourists raises the potential cultural conflicts. When the tourist visits tourist destination they assume that the host community must be elastic and provide any kind of needs they have. Tourism has become a risk to the culture of host communities particularly when tourist assume host communities to detriment their

lifestyle, ritual, and culture to accommodate them. The negative impact of tourism is classified as social change, moral conduct, and language.

- **Social change**

Social impact of tourism is changes in value systems, ethical behavior, individual behavior, safety levels, traditional rituals, inventive expressions, and community associations. Social impacts are outcomes of those kinds of social contacts which occur among hosts and tourists because of interaction. The nature of interaction is a core aspect influencing the level to which understanding is raised by tourism process (Zhuang et al., 2019). The early phases of tourism development are escorted by passionate retorts based on host population because they observe potential benefits that visitors and investors will bring to that area. As the number of tourist's increases and industry expands the early enthusiasm and euphoria that is related with initial stages of tourism start to fade. The Impact of tourism on lives of people leads to erosion of social structure and deterioration of social values in search of growth of economic development. Host populations attitude and perception towards development and growth of tourist services to meet the needs to tourists become incompatible and ultimately reach the intolerant proportion. Racism states to openly uttered hatred and disrespect for foreign tourists and their manners. It happens when saturation point is exceeded (Andereck, Valentine, Knopf, & Vogt, 2005).

- **Increase in crime Rate**

The negative impact of tourism on ethical conducts of host community evident itself an increased level of corruption prostitution and gambling. (Jaafar, Ismail, & Rasoolimanesh, 2015) highlights the open availability of area and strangeness of place makes tourists an easy mark. According to (Pizam et al., 2000) there is an association among crime and tourism and have recognized five various relationships

1. It relays to tourists as related victims of crimes
2. Tourists site as a place for crime
3. Tourism as a provider of crime and victim is unscrupulous
4. Planned illegal activity meets certain type of tourist's demand

5. Prepared terrorist and criminal activities against tourist destinations and tourists.

Both the residents and the tourists are victims if the corruption and rates for burglary, larceny and crime against property are increasing in tourist sites.

For assessment of social impact following parameters are taken into consideration

1. Increase in population
2. Police protection
3. Increase in crime rate
4. Improvement in living standard
5. Increase in drug activities, abusing and gambling
6. Changes in social norms, customs, and traditions
7. Providing awareness
8. Dual pricing system

2.3.2 Economic Impacts of Tourism

Economic impact has three categories such as direct, indirect, and induced. Direct impact contains financial dealings from operation that involves impact on tourism business. This contains amount paid out that includes taxes, wages, supplies, and services (Archer & Fletcher, 1996). Indirect impacts are the fluctuations in pay, sales or employment inside area that supply services and products to tourism industry. Induced impacts are the changes in financial activity like domestic expenditure of income that are produced directly or indirectly from tourism industry. The socio-economic impact of tourism is related to varying in employment patterns, population growth, rising poverty level and increased level of income. Tourism benefits both the locals and the tourists (Heng & Low, 1990).

Tourism industry plays significant role in the economic growth of a country. The factors that boosts the economic reserves includes, education, opening of foreign markets, trade policies, advanced technologies, advertising marketing. These factors

increase income and increases disposable income. Many studies have revealed that tourism has a main impact on the economies of the countries. A study conducted by (Rahman, 2010) assessed the socio-economic impact of tourism development on the local community in Cox's Bazar, Bangladesh. The country desires to use tourism as an economic development means to decrease scarcity and to rouse socio-economic welfare. Tourism has deep impact on the local community of the destination as it carries economic and socio-cultural variations. The momentous positive economic impacts are improved earning and work opportunities, boosted living standard, improved investments, infrastructural expansion, and new commercial prospects. Yet, few adverse economic effects have been recognized, such as improved income discrepancy, rise in property and rent price, leakages of earnings, price hike of necessities and seasonality effects. An unsatisfying finding is that most of the tourism key jobs and assets are relished by nonlocals while the locals does not relish its fair part because of irregular profit dispersal. In developing countries tourism appears to be a striking proposition in income. Tourism has encouraged investment and employment and contributed to economic structure and balance of payment.

A study was conducted by (Roy & Roy, 2015) about the present position and predictions of tourism in Bangladesh. Bangladesh is blessed with natural exquisiteness and is enclosed by stream, seashores, waterfalls, gardens, hills, archaeological and spiritual places, woodland etc. The famous mosque Sundarbans is the heritage site that is in Bangladesh. Large amount of foreign and domestic tourists visits this place almost six lac tourists came to Bangladesh in 2012. In 2013 the total participation of tourism on GDP was 4.4%, employment was 3.8 % and investment was 1.5 %. The research focused on striking visitor spot of Bangladesh and its involvement of tourism on the budget of Bangladesh. The average GDP growth rate is 6%, the economy of Bangladesh is mainly reliant on agriculture sector, Manpower export and ready-to-wear garments. The rate of employment is 90% that is under the projected level. To increase the employment rate, illegal migration should be stopped to obtain social and economic benefit of tourism sector.

There are some adverse impacts of tourism as well. Tourism development has typically increased dependence on foreign import that decreases the progress of local industry and agriculture and drains the treasured foreign exchange resources. The earnings in developing nations are usually accumulated by multinational companies,

business elites and state (Cárdenas-García, Sánchez-Rivero, & Pulido-Fernández, 2015). Tourism industry need capable workers, low developed countries do not have trained and competent workers, so tourism creates job openings for those countries. In developing countries expatriate/ have supervisory jobs while the local people have low paid occupations. Mostly the jobs related to tourism are seasonal based this effect the profession of worker. In developing countries upper class enjoy chief portion of benefits.

Tourism makes a productive economic involvement like rising foreign exchange earnings that expands the balance of payments subsequently and expand the service sector by creating employment over a expertise stages, attracts investment for development of infrastructure, economic modification, stimulates improvement of transformation infrastructure and long-term stability (Phoummasak, Kongmanila, & Changchun, 2014) . The major source of revenue attained from tourism includes lodging fees, shops, souvenirs, restaurants, tour administration, donations, and conference facilities as well. Tourism is the rising industry worldwide in job creation especially. Tourism is the industry where people obtain economic benefits because it has diverse segments where expert and untrained people are employed (Bielza-Valdez, 2009) .

The key benefit of tourism for a country or a region is economic because it provides opportunity for job, generate revenue at national, international and regional level, money comes from rural and urban areas that arouses new business initiatives and promotes positive image in an area. The significant economic feature of tourism industry is income produced in place of residence is spent in place that is visited (Harcombe, 1999). Tourism is a tool of transferring vast amount of money from income producing countries to income receiving countries. Money disbursed by tourist tends to saturate through many levels. Tourism as a basis of income is not easy to measure with any degree of accuracy. Though, the most common method for assessing the income produced from tourism is to fix the ‘multiplier effect’ in a destination. The flow of money created by tourist spending multiples as it passes over several sections of the economy (Kumar & Dar, 2014) . Tourist makes spending into society that is received as an income by tour operators, taxi drivers, shopkeepers, hotels etc. Therefore, money consumed by tourists generates income several times

than real spending this is called ‘multiplier effect’. International tourism helps the economy of a country with several multiple of tourist’s dollar.

Economic indicators of tourism development

1. Rise in income of local people
2. Enhance opportunities for shopping
3. Provide opportunity for jobs
4. Increase cost of housing and land
5. Scarcity of necessities during peak season
6. Degradation of commercial goods
7. Increased number of resorts and hotels.

2.3.2.1 Positive Economic Impact of Tourism

Tourism carries economic and non-economic cost and benefits associated with host societies. Economic impact of tourism contains new industries, new products, job formation, enhanced infrastructure, economic modification, increased income and economic addition to residents and services and prospects related with other product and services (Mishra & Verma, 2017). Tourism is an economic power for refining employment, income, foreign exchange, and tax revenues. Tourists are the generator of positive and negative impact of tourism for a country, city, or area. Economic effect of tourism expenditure is a function of various national and international tourists. Tourism destination is gradually competitive as more destinations look at tourism to become economic producer while replacing the diminishing activity in manufacturing, farming and mining (Pablo-Romero, Gómez-Calero, & Sánchez-Rivas, 2016) .The magnitude of economic impact of tourism is inclined by

1. kind of tourism capacity for tourists
2. Level and volume of tourist expenditure
3. Economic development level in the area
4. To which level spending is maintained in the area

5. Range of tourism seasonality in the area

Economic impact of tourism on local community based on type of attraction, product and services sold, area, types of tourism offered in tourist destination, and tourist spending. Economic benefits of tourism depend on five factors like generation of income for resident economy, employment openings, entrepreneurial activity, and improvement of economic activities. Various studies have been carried out regarding socio-economic and environmental impact of tourism. (J. Khan, Syed, Zaman, & Ahmad, 2011) inspects the students' perceptions about social, economic and environmental impacts of tourism in the tourists' destination of Chitral - Khyber Pakhtunkhwa Pakistan. The outcome presented that students have stated economic impacts of tourism most positively, pursued by environmental impacts and social impacts. Students thought that tourism has provided work opportunities and can benefit to activate the economy in the region. They have high expectations and positive attitude of developing tourism in Chitral.

Another study was conducted by (F. Khan, 2013) that investigated the socio-economic impacts of tourism on the people of two towns that consist of Rawalakot and Banjonsa situated in Azad Kashmir. The study results demonstrate that tourism development has substantial socio-economic impact on the individuals of study villages. Tourism formed the work openings and enhanced infrastructure of the both villages. In distinction, it also carried some negative economic impacts such as raising prices of land, increased rent, and high prices of basic commodities. The tourism stimulated some socio-cultural impacts on the public of study areas in the system of variations in family structure, connection between the people of community and style of dressing etc.

The positive impact of tourism is discussed under balance of payments, employment, government benefits, and income and tax revenue.

- **Increase in Income**

Tourism rectorate the economic activity in a destination, it contributes to improve the economic position of the country. Tourism leads to growth in GDP of the country. For example, in pacific island almost 50 % of the GDP is attained from tourism, which increases to 88% in Maldives, and in northern Botswana tourism share almost 45% of

GDP (Hajdinjak, 2014). Tourism plays a vital part in contributing to rise of income in local population by generating job for local people. Balance of payments for a nation is a record of transaction through a period between residents of country and rest of the world. It consists of imports and exports. Government uses balance of payments as an important aspect to encourage tourism in a country. Tourism development may expand balance of payment by taking foreign spending to local economy (Pablo-Romero et al., 2016) Tourism plays significant role in contributing to foreign earnings of a country by importing and exporting goods and services to make income for host community and arouse investment that is required to finance economic sectors (Mbaiwa, 2003) . Tourism is observed as a substance for regional and national development, exchange earnings, employment, advantages of balance of payment, infrastructure developments and helping the local people and tourist.

Tourism impact balance of payment both in developed and developing countries, some developed countries needs to expand balance of payment by tourism. It is an important export industry of America and Europe. It makes a dynamic contribution to slender trade deficit of a country. Developing countries have deficit balance of payment and find it to their advantage to get foreign tourists to recompense for adverse trade balance. Tourism industry is the second major export earner industry in the world. The economic position of tourism economy is valued with the reference to the involvement in infrastructure development (Cárdenas-García & Pulido-Fernández, 2019). The arrival of tourist in a country increases demand for infrastructure services. Government encourage the private sector to put up tourist infrastructure

- **Provide work opportunities**

Tourism give direct and indirect employment opportunities like guesthouses, airlines, restaurant, resorts, and cruise lines that offer direct employment because employees interact with tourists and supply goods and services to tourists. Tourism stands out to be the key industry in forming new jobs and a cause of job opportunities for minorities, for youth, and women. Tourism and travel industry is a reliable source of job opportunities for all groups in a community, because it hires people of all talent (Ntibanyurwa, 2006).

Employment Generated by Tourism

There are three forms of employment that can be caused by tourism such as direct, indirect and induced employment (Tohidy Ardahaey, 2011)

1. Direct employment

These types of jobs are generated because of visitor spending and they directly support tourism activity. Jobs are generated in hotel as tourist use hotel and want to be served.

2. Indirect employment

These types of jobs are made in tourism supply sector and are not a direct result of tourism activity. This state of service supplies stock to tourist destination.

3. Induced employment

Induced employment is formed because of tourism expenses as local people spend money that are produced from tourism actions. It refers to a situation where if member of host community sells souvenirs to tourists and use that currency anywhere else to purchase anything. The thing that is important for local community is the fact that small businesses dominate the travel and tourism industry. According to (Tohidy Ardahaey, 2011) out of 14 million tourists and travel associated business 98% are small businesses

- **Tax Revenue and Government Benefits**

From communities' point of view the important tax is sales tax. When the expenses of tourist are high, so is the sales tax. Tourism scholar (Mochechela, 2010) states that it is tough to evaluate the impact of tax revenue; however, rough estimate shows almost 15% of revenue. Tourism has positive part towards the development of cultural tourism and contributes to economic benefits of tourism. Tourism is a cause of revenue for protection and historical restoration.

2.3.2.2 Negative Economic Impact of Tourism

Though tourism brings valuable economic benefits, it also produces adverse impacts. Tourism is unbalanced and unpredictable source of income inclined by irrepressible factors like political uncertainty, global market whims and weather.

- **High rents and increase land prices**

Tourism development generates inflationary effects on locals related to assets, and goods. Progress of tourism generates demand for land; buyer forces the price of land to rise. Hotels demand, tourist facilities, holiday homes become a source of income to landowners, real estate agents, builders, due to increase in value of land local people have to pay more taxes and for buying homes this leads to raise in land demand that increases the prices (Harcombe, 1999) . The increased demand of land raises the price. This is useful for those who sold their land and property. The impact of inflation by showing that unemployment and inflation put excessive burden on local resources and encourages government to develop tourism sector to revitalize the economy. Due to this local people travel for pressure to look for work because of lack of local employment that originates with tourism, thus they can manage essential facilities that they are contending for tourism business

- **Seasonality**

Seasonality is a key disadvantage and has undesirable economic effects on local population and tourist destination. It has suggestions for employment and investment. Tourism employment is categorized as low trained, low status, poorly rewarded and deficient enduring constancy. During peak season there is more opportunity to produce profits from tourism; economic expansion is adequate to allow income that wills sustenance the economy and individual throughout the year (Harcombe, 1999). Revenues in tourism industry must be completed for small period in mostly industries and spread across the year might not look as profitable as expected. Depending on the location and climate, market variation, they present various products in one formation, while in off-peak season they endorse new things and present inducements to clients e.g. during holidays if couple visit a tourist spot, stay in hotel and sleep for few nights and bring their children's, child might not pay for breakfast or may pay half price for lodging. The impact of seasonality of tourism have great emphasizes. It specifies that

it is not beneficial to have capital equipment's in few parts of year because it reduces infrastructure and investment return. Sometime tourism cause labor shortage once the seasonality overlaps with agrarian yield and it leads to increase in demand for agrarian importations and outcomes on costs are leakages.

- **Leakages**

In many cases the foreign exchange created by tourism actions might not profit local economy because benefit that is typically made is seeped to overseas states. Foreign stockholders such as corporations (MNCs) control travel, lodging and tourism bodies obtain big amount of tourist expenses. Leakages might arise over vertical integration, return of profits created from external investment, possession of transport, imbursement for holidays made in generating country (Supradist, 2004).

2.3.3 Environmental Impact of Tourism

Environment impacts include pollution, natural habitat loss, loss of species, deforestation. Environmental impacts are the impacts that are related to nature. Environment is the crucial part of tourism product and key aspect to appeal visitors to a destination. The improvement and preservation of atmosphere is essential because it is serious to sustainable development for future tourism (Buckley, 2011). Tourism is useful to enhancement of infrastructure such as sewage system, water scheme, and power system. Economic benefit from tourism development provide huge amount of funds for building of infrastructure amenities (Hundt, 1996) . Destination with good infrastructure is essential. Inadequate infrastructure limits the development of travel industry. Unspoiled and stunning landscape is lure for visitors; tourism activities take place in certain environments like skiing and diving trips that have a prerequisite for environmental quality. Environment is a vital constraint for tourism development and destinations have right to enhance and protect ecological valuation that can help to advance environmental awareness of residents (Latip et al., 2020). While tourism development gives well living conditions to locals and the pragmatic studies support the statement that there are very few environmental benefits than the environmental costs.

Tourism activities have direct impacts on soil, water, air and biota of local environments and indirect impacts are linked with production, manufacturing and

transportation of materials (Arshad et al., 2018). Natural areas include protected lands and parks that are affected directly with introduction of pollution and waste or indirectly by disturbing wildlife. Increased pollution and solid waste are associated with development in tourism sector (Buckley, 2004). It causes serious damage to environment. When in area tourism starts to bloom, resident start to construct buildings without permission which cause huge damage to natural environment and deplete natural resources like soil, water, wood these changes in the environment effects human livelihoods and local ecology. Natural resources are used by residents, visitors, and government bodies. When the resources are used for development of tourism the pressure on resources have increased and cause them to deplete. It is certain that tourism is a main cause of production of carbon dioxide and pollution e.g. According to European union data tourism is the first cause of carbon dioxide production in Europe, almost 20% of the polluting emissions are linked with accommodation (guest houses, hotels) (Hong, 1985). The environmental impacts o Natural areas have more environmental impacts. The physical environment of the area is divided into two main groups: built environment and natural environment. Natural environment includes natural resources like flora and fauna as well as the landscape of that place. While the built environment includes everything, people constructed or established. Built or man-made environment is affected by tourism same as natural environment (Mirzaei, 2013).The classification of impacts has four dimensions

1. Direct vs Indirect
2. Local vs Global
3. Reversible vs Irreversible
4. Positive vs negative

- **Direct vs Indirect Impacts**

Direct impacts are those that are perceived even by ‘man in the street’, while the indirect impacts become obvious after a long time. Sometimes it is difficult to detect the source of pollution, whether it is local community or tourism. In direct impact, the impact generator has direct relationship with factor affected while the indirect impact may develop through 3 stages or even more. The direct impacts on natural environment are more than built environment. Example of direct impact includes

trampling or littering over vegetation, on the other hand indirect impact are looked in the global sense (Mirzaei, 2013)

- **Locals' vs Global**

Global impacts are those that influence anyone on earth, local actions cannot solve the issues that are caused by these impacts and it usually takes time to detect the consequences. Global processes are dynamic they sometimes change in time and sometimes it takes years to develop and perceive by people. Also, adaptation and elimination of the effects take very long. On the contrary it is easy to observe the local impacts in an area and it can be managed easily than the global ones. Both the natural and built environment is affected by local impacts such as mass tourism and global impact like acid rains (Semenova, 2013)

- **Reversible vs irreversible Impacts**

Reversible impact means the original condition that can be restored while the irreversible impact means it is not possible. Development of parks is an example of reversible impact, while the extinction of species is irreversible impact. The impacts on natural environment are not easily reversible than on built environment (Semenova, 2013). Tourism have positive and negative impacts; these have been discussed below:

- **Positive vs. negative impacts**

The utmost common categorization of impacts is positive and negative. Negative impacts obtain extra consideration whereas the positive are not well known and are quoted less. The positive impacts are may be indirect in nature that is noticed most frequently than direct essence of negative impact. Currently parks are a bright spot that is encouraging tourism progress and the conservation. Tourism promote awareness of several social, historical, entertaining, and ecological standards of natural reserves. Moreover, tourism generates revenue and contributes to quality of local life and support traditions. It also provides local employment. The positive relationship between nature conservation and tourism doesn't mean there is no criticism in contrast to negative environmental impact. The bigger amount of visitor disturbs the local community and nature environment. Badly managed tourism causes

huge burden on area and stimulate soil destruction, marine pollution, heightened vulnerability to forest fires, natural habitat loss.

2.3.3.1 Positive Environmental Impacts

- **Contribution to government Revenue**

Tourism directly support the protection of subtle areas and habitats. Revenue earn from parks and entry charges could be distributed explicitly to contribute for the management and precaution of the environmentally delicate areas. Special fees for park processes or preservation actions could be gathered from visitors and tour operators (Budowski, 1976).

Through the tourism department government gather amount in comprehensive and unintended ways that are not associated to particular parks or preservation areas. Income taxes, worker fee, sale tax or payment of amusement tools, and fee of licence for events like fishing, river-rafting, and boating provides finances to governments that are essential to maintain natural endowments. Such finances could be utilized for wide-ranging maintenance activities like park maintenance (Padilla, 2015)

- **Improved Environmental planning and Management**

Environmental management of tourism facilities particularly hotels can increase the benefits to natural environment. By formulating early for tourism development, harmful and inflated errors can be banned, escaping the steady weakening of environmental assets substantial to tourism. The development of tourism has stimulated the government towards this course leading to improved environmental management. Tourism is likely to lead to a rise in public appreciation of the environment and to spread the awareness of environmental problems when it carries people into closer contact with nature and environment (Tubb, 2003). This association raises the awareness of the value of nature among the community and lead to environmentally cognizant behaviour and activities to preserve the environment.

- **Protection and Preservation of Environment**

Tourism can evocatively contribute to environmental protection, preservation and refurbishment of biological assortment and sustainable use of natural resources. Due of their desirability, primitive sites and natural areas are known as precious and the

need to keep the attraction alive can lead to construction of wildlife parks and national parks. Laws and regulations have been decreed to preserve the forest and to safeguard the native species (Gill, 2015). The study conducted by (M. H. Mustafa & Tayeh, 2011) aims to explore diverse impacts of tourism development in Jordan on the location of Petra, and the perception of local community about these impacts. Local empowerment is the basic aim of sustainable tourism, it has engaged the local communities in decision making and planning about the future development of tourism in an area. Environmentally, the development and conservation projects by local people protected the management of area and are a key element of biodiversity conservation. There is biased cheapness of local products in contrast to the imported mementos that are present in large amount and are sold with low prices as compare to local ones. Policy should be taken into concern to support and encourage the local production of handicrafts. The other stern problem is littering that is instigated by garbage thrown by labors of the shops in near areas.

2.3.3.2 Negative Environmental Impacts

Tourism also impacts the environment negatively such as noise, air, water and litter pollution and landscape devastation. Noise pollution not only night pubs entertainment venues and enjoyment parks but public transportation is also noisy. The common form of water pollution is garbage and sewage discharged into sea or stream and boats or crafts leak oil during shipment. About air pollution the use of airplanes produces large amount of carbon dioxide. It is said that airplanes are accountable for greenhouse effect and tourism development is contributing to increase in demand for domestic and international air transportation. In terms of landscape in few destinations the wonders of posters, new buildings or recreational facilities create conflict in atmosphere. It destroys the landscape aesthetics. Some negative impacts such as flora and fauna disturbed by visitors, ancient buildings destroyed by erosion, overuse or graffiti lead to vegetable falling in great number and some species may become extinct (Gössling & Hall, 2006).

Various studies are carried out on environmental impact of tourism. The perception of residents' regarding environmental impacts of tourism in Kermanshah Iran was examined by (Mohammadi et al., 2010) . With respects to the environmental impacts, they think that tourism give an inducement for the refurbishment of their tradition.

Though, overcrowded public places, stream of traffic, and sound were the adverse features of tourism impacts. From the semi-structured discussions, various comparators have been originated in the two destinations regarding their observations towards tourism in the destinations and results from t-test analysis showed that alterations were not important. Visitors make extravagant use of resources of tourism destinations than they use at home like water, electricity, and public facilities. Thus, prevention and remedial measures are essential to keep up with tourism development and ample consideration is mandatory from governments and local tourism managers.

New--relationship of environment and tourism is multifaceted as it comprises of many activities that have contrary environmental effects. These impacts include construction of infrastructure i.e. roads, buildings, restaurants, hotels, etc. Environmental resources get destroyed because of negative impact of tourism. The negative impact occurs when the level of visitor use exceeds the environment's skill to handle with this use (Green, Hunter, & Moore, 1990). Tourism development put pressure on natural resources when consumption in areas increases where resources are scarce. Some of the most noted examples include land degradation, using up water resources, and depletion of other local resources.

- **Depletion of Natural resources**

Tourism development put burden on natural resources; it increases consumption in areas where resources are limited. Tourism development put pressure on natural resources. Water is the significant natural resource, tourism industry misuse water resources for swimming pools, hotels etc. due to that there is a shortage of water. Building of entertaining facilities put great pressure on land resources like forest, minerals, fertile soil. Forest suffers negative impact in the form of deforestation. The tourism industry usually misuses water resources for swimming pools, hotels, golf courses and personal usage of water by tourists. This can result in water shortages and degradation of water supplies and generate a larger volume of wastewater (Hong, 1985).

A study conducted by (us Saqib et al., 2019) examines the impact of tourism on local communities and their environment in Gilgit Baltistan. According to Tourism Department of GB, many tourists (about 200651) visit GB each year from. Due to a huge arrival of tourists in the area both negative and positive impacts have been

caressed particularly on the environment and on the local communities. The environmental impacts of tourism were examined in two districts of Gilgit Baltistan. Three towns were nominated from each district of Hunza and Diamer and research was created on the attitude and perceptions of the people. Outcomes presented that generation of solid waste, air, water and noise pollution, deforestation, loss of biodiversity, damage of heritage and sites are the main environmental problems that are produced by tourism actions in the villages. Almost 42% of respondents thought that loss of biodiversity and deforestation was high in the Diamer district whereas in Hunza 39% people said leftover waste is high. Also, 21% respondents in Hunza and 14% respondents in Diamer decided that water contamination is instigated by tourism actions. Contagious study of water inveterate the existence of *Enterobacter* sp. and *Salmonella typhi*, *E. coli*. There were positive impacts of tourism which shows that 98% of businessmen and 87% of villagers answered that during the peak season tourism had provided those occupations and business. Restaurants and hotels are the key basis of occupations in GB primarily as a receptionists and attendants. According to the data composed medicinal herbs, handicrafts, dry fruits, and jewels provided charm to tourists. It is suggested that a joint exertion should be made by tourism department, local communities, and Govt. Interventions to certify the purity of tourist attractions.

- **Pollution.**

Tourism cause different kinds of pollution i.e. air, noise, and water pollution, solid waste and spoiling, architectural pollution etc. as the number of tourists are increasing transport by road, rail and air is rising. Global civil Aviation organizations stated that figure of international passenger rose from 88 million to 344 million during 1972-1994 (Gössling & Hall, 2006).. One of the reasons of increased air transport is that tourism now contributes almost 60% of air travel and is accountable for air emanations (Hong, 1985). One study reported that a single intercontinental flight discharges half of co emissions

- **Air and noise pollution**

Tourism can cause the same procedures of pollution as any other industry: Noise pollution; air emission; solid waste and littering; sewage; and chemicals. The tourism industry also contributes to visual pollution. Transport by road, air, and rail is

incessantly increasing in response to the expanding number of tourists and their larger mobility. In fact, a tourism accounts for more than 60% of all air travel (Garcia & Servera, 2003). Air pollution from tourist transportation have impacts on a worldwide, specifically from CO₂ emissions associated to transportation energy use. This can contribute towards local air pollution. It also contributes to climate change.

Emission from energy production and transport emission are related to global warming, acid rain and chemical pollution. Air pollution that occurs due to tourist transportation has huge impact particularly from carbon dioxide (CO) productions associated to transportation energy use. Waste disposal is an important problem in areas where there is a high awareness of tourist's activities and pleasing natural sites. Dumping is a main despoiler of natural environment, roadsides, streams, and charming areas. Like cruise ships in Caribbean produce more than 70,000 tons of waste every year (GhulamRabbany, Afrin, Rahman, Islam, & Hoque, 2013) . Solid waste degrades the corporal appearance of water and become a reason of death of marine animals.

- **Solid waste and littering**

Hiking tourists in mountain areas creates an excessive amount of waste and degrade the environment that area has few dumping facilities and trash collection facilities. Construction of hotels leads to sewage pollution. Wastewater contaminates seas. In areas with appealing natural attractions and high concentrations of tourist activities, waste disposal is a serious problem that is contributing vividly to the environmental impacts of tourism. Inappropriate waste disposal is a main despoiler of the natural environment. Scenic areas, rivers and roadsides are areas that are usually found littered with waste, plastic bottles and sewage. Solid waste and littering damage the physical appearance of the water and is a reason of death of marine animals (GhulamRabbany et al., 2013) . Mountain areas suffer a lot at the hands of the tourism industry. In mountain regions, hiking tourists produce a great deal of waste. Tourists on trip often leave behind their rubbish and camping equipment.

- **Traffic congestion**

Traffic congestion increases the cost of moving around for both the businesses and households. Enhanced amenities that attract the tourist encourage the retirees and

other businesses to discover the area. Tourism put great burden on local resources like food, energy and other raw materials that are already be in short supply. Larger abstraction and transport of these resources aggravates the physical impacts linked with their exploitation. Due to seasonal character of the industry, various destinations have ten times more residents in the high season as in the low season (GhulamRabbany et al., 2013) .

- **Land degradation**

Important land resources include forests, fertile soil, wildlife, and wetlands. Regrettably, tourism frequently contributes to the degradation of the said resources. Construction of tourism facilities has increased the burden on these resources and on scenic landscapes. Animals are often evacuated when their homes are demolished or when they are bothered by noise. This may result in increased animals' deaths, such as road-kill deaths. It might also contribute to changes in behavior. Animals might become a nuisance, by entering the areas that they wouldn't generally go into, such as people's homes. It could also contribute to aggressive behavior when animals try to defend their young or savage for food that has become scarce because of tourism development.

A study was conducted about the visitor's perception of outdoor Recreational Facilities in Murree city, Pakistan was examined by (Javed, Naeem, Waheed, & Vohra, 2015). Different forms of outdoor frivolous facilities in Murree includes the famous Sozo adventure park that is in lower Topa, Valley Park, Chattar Park, Kashmir point, Bagh-e-shaheedan and PIA Park. Through the perception index, perception of tourist about the outdoor recreational facilities has been determined. SWOT analysis is done to determine the issues and problems faced by tourists. Most of the visitor came from different cities and most of the visitors from sozo Adventure Park presented satisfaction with services in park. Most of the visitors showed satisfaction with the services in the park. However, the other places that are surveyed such as Kashmir point, Bagh-e-shaheedan and PIA Park presented less satisfaction with the available facilities. The result shows that there is issue of cleanliness in recreational areas, the availability of complaint system is not proper in parks, the emergency shelter for protection of extreme weather and facilities for disabled person

should be improved. The proper maintenance of outdoor recreational facilities needs to be upgraded and make these facilities sustainable.

Attractive landscapes are often been ruined by tourism. Whereas many destinations currently have restrictions and limits on what development can occur and in what style, most of them do not impose any such rules (Butler, 1991). High rise buildings and hotels that are not in character with the surrounding planning or landscape contribute to absence of aesthetic appeal. Forests mostly suffer negative impacts of tourism in the form of deforestation that are triggered by fuel, wood collection and land clearing.

- **Construction activities and infrastructural development**

The development of tourism facilities can involve sand mining, beach and sand dune erosion and loss of wildlife habitats. The tourist frequently will not see these side effects of tourism development, but they can have distressing penalties for the surrounding environment (Belsoy, Korir, & Yego, 2012). Animals may move from their habitats and the noise from construction may upset them. Tourists promote the processes that help local people in attaining same level of infrastructural development and relief as urban societies. These processes include urbanization, modernization, and agricultural change. This type of development brings changes in overall landscape, lifestyle of residents but these variations are not always hailed by tourists. Construction has destroyed natural environment.

One of the significances of tourism growth and development is burden on infrastructure. It takes to rate of living in local communities. As large number of tourists visit it put pressure on infrastructure, locals and tourists share similar infrastructure. Enlarged burden on infrastructure leads to expensive services and value of property upsurge as demand of property and amenities to provide tourist's demand raise. Locals are unable to afford these services as a result poor people suffer spatial and socio-economic dislocation. Local people blame tourists for their problems, social upheavals and potential for crime becomes real. Tourism has ability to encourage social development over poverty alleviation, job formation, employment, revenue relocation. It similarly creates extensive economic benefits like balance of payment, employment to tourist's home countries and host countries and income to host communities.

- **Sewage**

The construction of hotels, restaurants, recreation, and other facilities frequently leads to larger sewage pollution. Regrettably, many destinations, mainly in the developing world, do not have stringent law enhancements on sewage disposal (Edokpayi, Odiyo, & Durowoju, 2017). As a result, wastewater has contaminated lakes and seas surrounding tourist attractions around the world. This destroys the flora and fauna in the area and can cause stern harm to coral reefs. Sewage pollution lurks the health of animals and humans.

2.4 Challenges to Community Participation in Tourism Development

Community participation is a feature of tourism development; it faces hurdles in tourism development. Tourism creates improved chances for understanding community involvement and there are obstacles to practice tourism development for community growth (Tosun, 2000) . In poor countries lack of community involvement is a universal barrier to tourism development. shortage of understanding with tourism is used in various tourism places to preserve the excepting of local communities and other community stakeholder from contribution in verdicts. Awareness and skills lead to hopes regarding the benefit of tourism and lack of willingness for variations that are associated to tourism and restraining the chances for local community to yield benefit of tourism assistances.

1. Socio-economic Barriers to Tourism Development

The ultimate barrier of local community participation is the inadequate capacity (awareness, expertise and understanding). Local people do not have any idea how to contribute. Information about development stuff is mandatory for involvement. Most of the local people are unqualified in tourism sector. Trained people are employed by individuals from other portion of the country. Little rank jobs linked with low salaries limited the local people to take part in tourism development because they have incomplete self-confidence, tiny inspiration to contribute and no confidence (Tosun, 2000). Respondents specified that lack of skills and information are the barriers that stopover community from contributing in tourism development.

The level of local community is filtering down because of lack of interest. Low level of responsiveness and indifference about local community is acknowledged. In

developing countries many communities scrap to meet their wants and usual presence occupies their time and devours all their energy.

2. Barriers to Community Participation in Tourism

Tourism is the rapid evolving industry in the world-wide economy; this business is fronting numerous trials which contain insufficient tourism education, awareness, training material, and political interference, imperfect involvement of local community, insufficient funds, and corruption. These contests border the involvement of communities in tourism industry around the world. Community involvement in tourism industry perform an imperative part in fostering community development and household incomes and improves the standard of living.

Study has exposed that contributors specified that shortage of resources i.e. capital is the main issue that prevents the community from contributing in tourism. Respondents also indicated that lack of accountability; corruption, lack of skills and knowhow from recourse administration etc. are the major constriction that impedes the local community from taking part in tourism activities. People are not fortified with necessary and relevant material they endure inaccessible and do not participate in any tourism activities. The shortage of accountability and coordination is also a problem that is restraining local community from participating

3. Barriers to Tourism Business

According to the material provided by the respondents, there is not a sole participant of community that operates and maintains professional tourism business. Business expansion is another form of plan that is operated by tourism establishments that is adopted to boost local community from contribution

2.5 Summary

This chapter explains the literature review for assessing the socio-economic and environmental impact of tourism development and the challenges faced by local community. Conceptual framework was developed based on literature review, focusing the positive and negative impacts of tourism. The researcher integrated the framework for better understanding of impacts for making the analysis.

CHAPTER THREE RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains the Methodological Approach that is used in this study, in first section the research method that is used for conducting this study is explained. The second section describes the locale of the study, sample size and techniques. In the third section the tools that are used in data collection are discussed. In the last part the data Analysis techniques and limitations of the study are discussed.

3.2 Research Method:

Semi-structured interview method was selected for conducting this study. Semi-structured interviews were used because it is easy to analyze, this kind of research requires less time in field and gives in-depth information. It encourages two-way communication.

3.3 Research Locale

The research was conducted in rural area of Abbottabad i.e. Harnoi Lake. The area selected for the study was Harnoi Lake which is situated in the southern part of Abbottabad. Harno is the small town which is about 11km away from Abbottabad on Nathiagali road. It is a beautiful place surrounded with greenery. Harnoi lake Abbottabad Pakistan is located at Harud nala. It is a small town which is a confluence of two small rivers Barengali and Harno which is about 10km to northeast of Abbottabad city. It is perfect picnic spot for family and friends and is endowed with natural beauty and serene environment. Various species of trees spotting lush slope of adjoining hills and cold water of springs that flow down to make it a main tourist attraction. Natural spring feeds the rivers that swell as snow in hilly ranges of Murree and neighboring areas starts to melt. Harnoi is surrounded by tall mountains that are covered with herbs and trees. A fresh and cool breeze refreshes the soul and mind. The weather is pleasant all-year round. In summer there is a huge crowd of people because of pleasant weather



Fig: 3.1 Harnoi Lake

Source: Photograph taken by Author

3.4 Tools of Data collection

The tools that are used in data collection methods include general observation, interviews, field survey and Group discussions. Field survey was carried out in Harnoi to gather firsthand information about tourism impact and recreational facilities to get public opinion about them. To collect primary data semi structured interviews from residents and government officials were conducted. In semi-structured interview, the interviewer follows interview guide with a predetermined set of questions. This kind of interviews is conducted in conversational way. The advantage of semi-structured interview is that it offers chance to interviewer to collect the complete information about research.

Interviews with participants are recorded in the form of video. This study attempts to get general view of impacts of tourism through semi-structured interviews from residents of the study area. Survey of resident's attitude is the common method of assessing social, economic, and cultural impact of tourism. In this method respondents were asked to specify their attitude towards the impact of tourism development. Survey provides information about tourism impact on residents.

3.5 Units of data collection

Qualitative research method was used for field data collection. I have divided my sample into different categories

1. Tourism related employee
2. Seasonal migrant
3. Shopkeeper
4. Residents
5. Hotel owners

Respondents of the Research



Figure:3.2 Respondents of Research

Total 30 respondents were interviewed to get the necessary information. Convenience sampling method was used for the samples that are taken from shopkeepers, employees of hotels and restaurants near Harnoi lake. Snowball sampling method was used to collect data from residents, while purposive sampling was used to collect data from government officials.

Snowball sampling was used because the researcher put effort to find out the respondents that give accurate information about the research topic. This method is used under the circumstances where it is difficult to randomly select people for interviewing. Some people don't want to come forward and take part in giving interviews, because they don't want to expose their identity. Snowball sampling helps for this situation as researcher can ask for a reference from public that are known to one another.

Respondents were chosen by convenience sampling technique. Though, convenience sampling is unrepresentative of large population, these samples shows a good mixture of the community. People are sampled because they are convenient source of information for researcher. Researcher wants to interview those people who are easily accessible. Purposive sampling was used for government officials because researcher wants to get information for some specific purpose. Interviews were conducted from those people that are linked with the purpose of the study. In purposive sampling the researcher decides what wants to be known find people who are willing to give information honestly.

Table: 3.1 Units of data collection

Type of respondents	Area	No of respondents
Shopkeepers, Employees of hotels, Tour operators	Harnoi lake	15
Residents	Harnoi village	13
Government officials	Harnoi	2

Source: Developed by Author

The interviews were conducted in three stages. 15 interviews were conducted from transport sector, Shopkeepers, hotel employees and grocery shop in the case study area. The major theme covered in interviews was economic benefit that they are receiving and the impact of tourism development on their livings. In the second phase 13 interviews were conducted from residents and the main theme were social and environmental impact of tourism while in the third phase 2 interviews were carried out from government administrators that operate and regulate the tourism activities. The main theme during these interviews were the government policies about tourism and socio-economic impact of tourism on livelihood of local people.

3.6 Sampling

In a social science research, we can't study the whole population because of cost and time limitations. Researcher must select a sample that is representative of population for analysis and observation (Bhattacharjee, 2012). There are several types of sampling methods like probability sampling, random sampling, stratified sampling, systematic sampling, cluster sampling, quota sampling, multi-stage sampling, and expert sampling

The sample size of this study is 30. The three sampling techniques were used for data collection i.e. snowball, convenience and purposive sampling. The researcher has used non-probability convenience sampling for collecting data, it is the fastest way to collect interviews. Convenience sampling is used because it helps to detect the respondents that are willing to give the interview. It was difficult task to take interviews of shopkeepers because they are having a busy schedule. To select the specific group of interest purposive sampling is used because it gives chance to involve participants that are suitable in generating the acquired data.

The research was built on qualitative research. Creating sample by using random sampling method give biased uncertain and inappropriate information. (Whitehead & Annells, 2007). Snow-ball sampling method and convenience sampling was used to collect data from locals and villagers to detect the information-rich respondents. Snowball is a non-probability sampling method in which researcher discovers the respondents that provide exact detail regarding subject under the study. The snowball sampling technique is normally applied under the conditions where it is difficult to choose issues at random for empirical studies or focused interviewing that is difficult

to find respondents (Johnson, 2014). Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a nonprobability or non-random sampling where members of the targeted population that meet certain conditions, such as easy availability, geographical closeness, accessibility at a certain time, or the willingness to take part are comprised for the purpose of the study. It is also stated to the exploring subjects of the people that are simply reachable to the researcher. Convenience samples are often viewed as 'accidental samples' because fundamentals might be nominated in the sample merely as they just occur to be placed, spatially or governmentally, close to where the researcher is leading the data collection. While purposive sampling was used to collect data from government officials. purposive sampling is used when the researcher knows a reliable authority and thinks that he is proficient of collecting a representative sample. In a purposive sampling method elements are chosen from the whole population based on purpose of the study. The main objective is to produce a sample that is supposed to be the representative of the population (Tongco, 2007)

The interviews were conducted in three stages. 15 interviews were conducted from transport sector, Shopkeepers, hotel employees and grocery shop in the case study area. The major theme covered in interviews was economic benefit that they are receiving and the impact of tourism development on their livings. In the second phase 13 interviews were conducted from residents and the main theme were social, economic and environmental impact of tourism while in the third phase 2 interviews were carried out from government administrators that operate and regulate the tourism activities. The main theme during these interviews were the government policies about tourism and socio-economic impact of tourism on livelihood of local people.

3.7 Data Analysis

Data analysis is the procedure of finding on sense to the collected information and defining the implication, suggestions, and conclusions of the results. different forms of data require various methods to be examined. For the reason of variety and complexity of qualitative methods and the individual point of view, there is no formula for analysis. Qualitative thematic analysis is a widely used tool for interpreting the text in disciplines. Thematic and descriptive analysis was used to analyze the collected data. The researcher has used descriptive method for general

observation that are made during the survey. Interview results from respondents were summarized in the form of tables under the categorization of responses of local people on social, economic and environmental impact. Recording data from cell phone was the key step of data analysis. The interviewer attentively pay consideration to all the discussions with interviewee that happen during the interviews and translated it into English language as written observations. After translation, all the material was categorized in the form of themes and contents. After analysis, an order was given to translated information by dividing it into sections and sub-sections. In this research all the interpretation is based on respondent's point of view.

It is a complex task to analyze the socio-economic impacts. For data collection, Structured interviews may forget relevant information because the respondents are restricted by the technique itself, that results in unfair response and give erroneous image regarding the interpretation. For this study, data was gathered to know the perception of people regarding the socio-economic changes that happens due to tourism and make logic of it. So, the researcher has considered semi-structured interview as a suitable tool for gathering the data from field. Interviews were conducted to get the perspective of people. These interviews were semi-structured in nature. Face-to-face interviews were conducted from shopkeepers, residents within the community. Each interview took 10-15 minutes.

3.8 Interview Protocol

An interview protocol was designed for semi-structured interviews according to (Jacob & Furgerson, 2012) which served as a guide for conducting the interview. Interview protocol included the step wise procedure in which the first step was to give a brief introduction of yourself and the background of the research and its impact on stakeholders. The 2nd step was to start out with questions that ask for some basic information of the respondents such as their name, age, number of households, occupation. The third step included the open-ended questions which entails more detailed information about the business of respondents and their views about the impact of tourism on their business. Before creating the research questions, it was ensured that the questions are well informed by existing research and literature review.

3.9 Limitations

Research limitations through collection of primary data contain inadequate information shared by tourism department. The officials falter to give information because of privacy issues and restrictions. The security system in restaurants and hotels don't let anyone meet the managers and staff. The survey was conducted by personal visits to restaurants, shops, hotels. The purpose of the research is to regulate the rate of employment that is generated by tourism sector in different occupations. There were no proper findings obtained from hoteliers and tourists department. The methodology that is being used was recording the views of locals, hoteliers, and shopkeepers.

3.10 Summery

This chapter shows the detail on the reasoning and description of the research methodology that has legitimated the choice of the approaches and methods for data analysis. At first the research method is explained in chronological order that is used in the study. The research method, semi-structured interview, is explained after that to legitimate its usage in the research. After that tools of Data collection and Data collection units are discussed. A comprehensive explanation is given regarding the sampling method, size, and technique. In qualitative research, validity and reliability are perplexing matters; the researcher has enlightened the validity of their practice.

CHAPTER FOUR: RESEARCH LOCALE

4.1 Introduction

This research was conducted in Abbottabad and data was collected from Harnoi Lake as this was the case study area. Therefore, in this chapter an overview of Abbottabad is provided to let the reader be aware with the framework of the research. Researcher discusses the history, demography, geography, climate, culture, economy, and employment in section 4.2. Then a brief discussion on tourism development in Harnoi lake, tourist attractions, Section 4.3 contains an overview of the Harnoi lake providing its physical setting, economic and socio-cultural contextual, and development of tourism in this area. The chapter is concluded with a summary.

4.2 Abbottabad Profile

District Abbottabad is situated in Hazara division of Khyber Pakhtunkhwa. In 1853 Abbottabad was the Headquarter of Hazara district under the British raj. Major James Abbott was the founder of the town who named the town as ‘Abbottabad’. Abbottabad was named after Major James Abbott, the first Deputy-commissioner (1847-53). In January 1853 he created the town after the incursion of Punjab. Major Abbott was the first deputy commissioner of Hazara district. He wrote a poem ‘Abbottabad’ in which he wrote about his love for the town and while leaving the town he was depressed. In the early 20th century Abbottabad turn into a military cantonment. People of Abbottabad are educated and peaceful. In 2011 Abbottabad was ill famed when Osama bin laden was murdered by American forces in Abbottabad in the shadows of night. The worth visiting places in Abbottabad are Shimla hills, Ilyasi masjid, Harnoi lake etc.

4.2.1 Geography and climate

The total area of district is 1,967 square kilometers. Abbottabad is located between 33 – 55 and 34-23 north and 73-35’ and 73-31’ east. The district is confined by Mansehra district to the north, Northern areas, and Muzaffarabad district (AJK) to the east, Haripur district to the west and Islamabad to the south. The area is mainly located on the Iranian plateau and Eurasian land plate, whereas peripheral eastern districts are located nearby Indian subcontinent. The slopes are usually mild to abstemiously abrupt with prominent rocks along its core ridges in the higher reaches.



Figure: 4.1 Map of Abbottabad

Source: <http://abbottabad.50webs.com>

Abbottabad has humid subtropical climate, mild to warm during spring and autumn, hot temperature in June and July and cool to mild temperature in winter season. The temperature rises as high as 38 °C (100 °F) during mid-summer and drop below -5 °C (23 °F) during extreme cold waves. Snowfall usually occurs in December and January while hefty rainfall occurs during monsoon season stretching from July to August. The annual rainfall has been recorded about 47 inches, but as much as 25 inches falls during the south-west monsoon. The soil of the area is dark shadowy brown to dusky yellowish brown, slightly grimly, shallow, silt soils and ascetically deep. Due to opulent green vegetation, hilly areas, varied ethnic culture, the range is of wider interested by tourists throughout the world.

4.2.2 Demography

The total population of district Abbottabad is 1332912 with an average growth rate of 2.20% according to census 2017. Almost 78 % people live in rural area whereas 22% of total population lives in urban area While only 18.6% of the district's populations presently make their home in the cities, expanding poverty is leading to growing urbanization. Spread over 178,401 ha of mainly mountainous territory, population density in the district is high, at 466 persons per km².

4.2.3 Economy

Abbottabad's economy is largely based on tourism. It is known for its shady gardens, church bells and extensive streets in the old cantonment that arouse the British colonial era. Abbottabad is sanctified with many natural resources. It is specifically famed to produce agricultural products, tourism, mining, industries of various products, and dependence on natural resources. All these play a vital role in economic lift of the people of Abbottabad. Almost 48% of land in the district is under agriculture and the use of land intensity is high. Agriculture is the support of the district's economy, but the sector works at a sustenance level. Some of the minerals excavated within the district are granite, barite, limestone, dolomite, gypsum, magnesite, marble, red oxide phosphate, and red ochre. Mining action is limited, subjugated by limestone and soapstone even though substantial deposits of other minerals have been informed. Practically no other industrial activity takes place in the district.

4.2.4 Poverty and unemployment

In a country, poverty is comparatively higher among those who work as untrained agricultural workers or are involved in the services, production, transport, and sales sectors. This is meticulously emulated in Abbottabad, where most of the population depends on subsistence agriculture. Unemployment is high in the district, at more than 30%. In Abbottabad, 34% of the population survives under the poverty line, as defined by the Bureau of Statistics. Other resources to evaluate the standard of living illustrate that 27% of the population (20% urban and 29% rural) lives in one-room houses whereas more than one third i.e.31% of the district's populations live in housing units made up of unbaked brick (12% urban and 35% rural). The Overall

literacy rate that is assessed in the district, in the year 2000 was 64% but differences exist in terms of gender. Almost 81% of the male population is literate whereas the overall literacy rate of females is 51%. There is a dramatic difference between rural and urban areas; the overall literacy rate in urban areas is as high as 87% and as low as 57% in rural areas. Unemployment rate is 32% whereas only 20% of the total population is classified as economically active. The private and public sector accounts for more than 50% of the total employment, nearly 44% of the workforce is considered as self-employed and 9% of the district's workers are professionals. Some 46% of the work force is employed in fisheries, agriculture, and 'elementary' occupations.

4.2.5 Culture and traditions

Culture of Abbottabad is the combination of both ancient and modern cultures. Religious bonds are strong, and people follow Islamic traditions. The people are religious and offer prayers daily and observe fast during the month of Ramadan. The custom includes Hujra meetings. Jirga system is being practiced. They take decisions on issues that are based on consensus. It is also used as a court for criminal offences. Men usually wear kameez shalwar with waist coat. Pakol is a traditional headgear used by men. Famous footwear is Peshawari chappal. Arrange marriages usually take place in rural area but also common among those that is living in urban areas. Joint family system is being practiced that signifies love for welfare and family's solidarity. The cuisines are influenced by cultural surroundings of the region. Famous items include chapli kabab, kalbi pulao, and saag with roti of jawar (maize). People of Abbottabad mostly speak Hindko about 94.26% of the total population speak Hindko. Other languages that are spoken includes Pushto, Urdu, Punjabi etc.

4.2.6 Tourism attraction

Abbottabad has been appealing tourists to the city since the colonial era, as it is a major transit point to all main tourist regions of Pakistan like Ayubia, Nathiagali and Naran. Abbottabad is also called a city of pines. The city is blessed with pleasant weather it is well known among the country because of Pakistan military academy (PMA) which is in Kakul near Abbottabad. It is also famous for good educational institutions which include Ayyub medical college, Abbottabad public school (APS), burn hall and many more. District Abbottabad attracts people from all over Pakistan

due to its pleasant weather and beautiful landscape when the temperature rises to 45-degree tourist come to Abbottabad to enjoy pleasant weather which affects the environmental conditions. It is now an important source of economic activity in district Abbottabad

It is located at the crossroads of many of the areas of tourist interest in Pakistan like Murree, Ayubia, Nathiagali, Thandiani, and Swat valley, Naran Kaghan, Gilgit, Skardu and Khunjrab. Sarban peak and Shimla peak are the two hills towering above Abbottabad. There are panoramic views of the town. The Pakistan military academy is on the north-east side of the town. Shimla Park is located on the hill with a pine forest which is worth to visit. Tourism is an important source of economic activity in Abbottabad. When the temperature rises to 45 degrees in plain areas of Pakistan people travel to north to shelter from blistering heat. Karakoram highway is an attraction for tourists. Karakoram highway starts from Hevellian and 15 km away from south of Abbottabad town which passes through the city. Harno, Siran and Dor are the important streams of the district Abbottabad. Major tourist's destination includes Nathiagali, Mushkpuri, Kuzagali, and Khanaspur etc.

Abbottabad is a gateway for many beautiful places in northern areas. In mountain areas tourism is a source of income Abbottabad gets benefits from domestic and foreign tourism. Large number of tourists visits Abbottabad when summer arrives. People are also settled in Abbottabad because of educational purpose lots of people migrated after the earthquake of 2005. Abbottabad is home to renowned 'PIFFERS'. Pakistan is gifted with rich flora and fauna. Abbottabad is a valley surrounded with green hills. PTDC has established information Centre to facilitate the tourists. Famous dishes of Abbottabad include kabab of Qalandar Abad, pakoras and fish of Ilyasi masjid. Famous restaurants in Abbottabad includes red onion, Kaghan café, there is an old bazar in Nawanshahr which is famous for its chapli kabab. In 1999, to promote tourism GDA was established. A survey was conducted by federal government's tourism division which shows that 99% people who visit Abbottabad are Pakistani and they spend an average 1.5 nights (GOP 1999b). The worth visiting places in Abbottabad are Shimla hills, Ilyasi masjid, Thandiani, Sajikot, Mushkpuri, Harnoi lake etc. Abbottabad city is surrounded by Shimla hills and Sarban hills

4.2.7 Tourism Department

Tourism Corporation Khyber Pakhtunkhwa (TCKP) is a government organization that was founded in 1991. TCKP is devoted to evolving the ability of tourism in Khyber Pakhtunkhwa (Formerly NWFP) as a friendly tourist places and to excavating tourists' awareness of the province by carrying economic expansion to the province. TCKP pursues to form the province's history and culture understandable and reachable to a varied public to foster a self-identity, pride, and place for the people. The Government of Khyber Pakhtunkhwa recognized TCKP as a corporation is in directive to advance a format for operating the incredible potential of the province for tourism growth. TCKP job is to offer an empowering environment for the sustainable development and economic growth of the tourism division in Khyber Pakhtunkhwa, through the management and formulation of plans and policies to control the tourism sectors. TCKP aim is to make Khyber-Pakhtunkhwa the most ideal tourist destination. It develop and promote the tourism industry of the province by including both the public and private and sectors, completely preserve and protect the history, art, culture, and heritage – both physical & immaterial, environment, traditions, and biodiversity of the target areas and to progress the socio-economic conditions of the people and areas that have tourism potential. TCKP also aim to identify and develop all the prevailing and potential areas for appealing international and domestic tourists thoroughly and progressively.

4.2.8 KP Tourism Policy, 2015

KP Tourism policy 2015 identifies important priorities of provincial government for few years. Tourism policy aims to develop a competitive tourism sector that realizes a potential and making tourism an important economic sector through public-private partnership. The emphasis contains regulatory and institutional reforms, infrastructure development, resource mobilization, quality assurance, image building, and talent development. A challenge fund for T&T start-up entrepreneurs has been established by the Government of Khyber Pakhtunkhwa (GoKP).

This policy classifies significant primacies of provincial government for the next few years to progress the tourism sector and transmute it into an engine of economic progress by making KP an ideal tourist destination. KP tourism sector idea purposes to develop a globally competitive tourism sector to completely realize its various

potential, making tourism a chief economic sector for the province over public-private partnership.

- **Khyber Pakhtunkhwa Integrated Tourism Development Project**

The project comprises of four components which are as follows:

1. Sector Enablement and Tourism Entrepreneurship.
2. Infrastructure Planning and Development.
3. Project Management and Capacity Building and
4. Contingent Emergency Response Component

- **Tech Valley Conference Abbottabad 2019**

Tech valley conference had discussion related to tourism with northern areas government. They provide platform for trade and tourism. Conference revolves around creating sustainable job opportunities for the people who are working in a tourism sector it not only opens a path for tourism but also benefit the technological side of the sector. Tech valley is introducing first ‘tourism center of excellence’. The aim of tourism center is to promote tourism industry and to encourage the entrepreneurs.

- **Participation of Women in Tourism Industry**

Tourism is a source of economic growth and poverty reduction in developing countries. Women’s participation in KP’s tourism is very low and very little data is available on it. Women in KP are involved in tourism as an employee, owners in hotels, managers, tour operators etc. women participation in tourism industry promotes women entrepreneurships and encourage other women to participate which increases the household income

4.3 Harnoi Lake: The case area for study

It lies in the coordinates of 34.1558E and 73.3119N

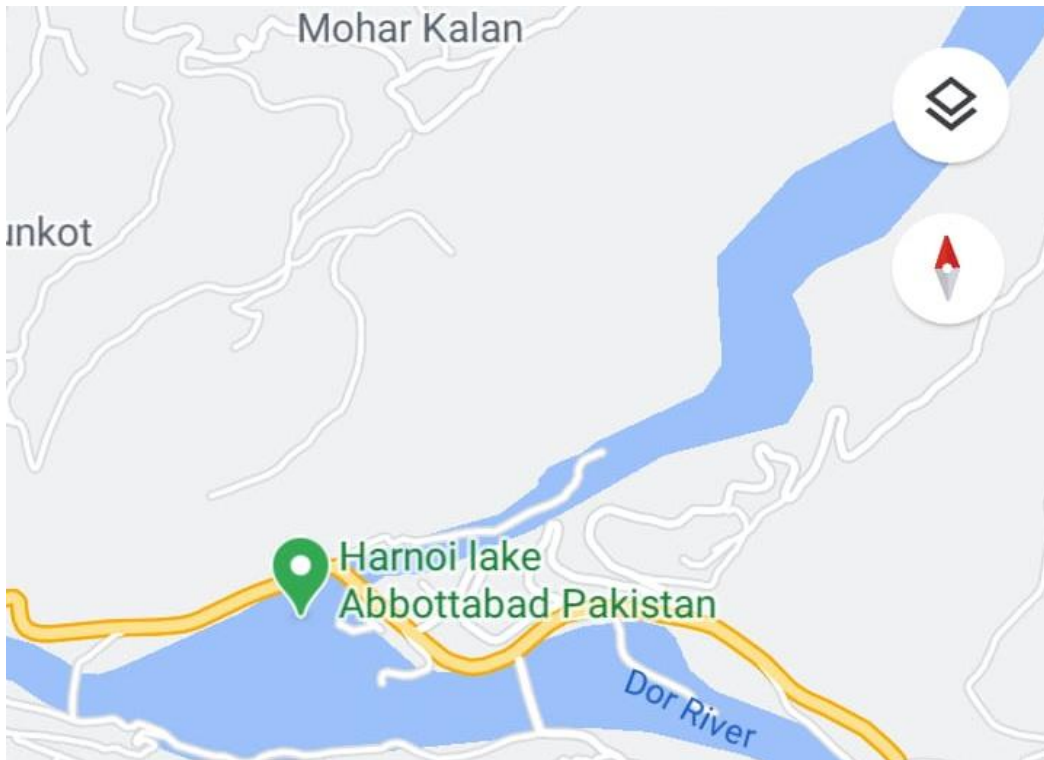


Figure: 4.2 Map of Harnoi Lake

Source: Google Map

Harnoi is a small town that is situated 10 km east of Abbottabad on the Nathiagali Road. Surrounded by foothills and host to a pleasing weather, Harnoi is the hub of tourist activities. The town is located at the conflux of two small rivers i.e. Barengali and Harnoi. It is said to be the gateway to Galiyat and the perfect tourist spot for a slight picnic spree. Snuggled in the bosom of Hindu Kush Mountains, the town fascinates many visitors to its attractive landscape and the freezing streams and waterfalls fleeting nearby. The water of Lake is greenish blue hue and is watered by melting snow of hilly areas and Murree. It is an adorable place for tourism. There is a lush green forest, water is flowing from mountains. The picnic spot in Abbottabad is endowed with natural beauty and peaceful environment. The Harnoi River gives the perfect location for a quality retreat. Before 2005 there was no lake in this valley.

Lake is situated at the center of Harno bazar surrounded by mountains. The main source of water is rainfall. Water remains stagnant in year but during heavy rainfall water overflows, the quality of water is altered by human activity. This lake is a recreational site with a substantial potential for tourism. On the way to Nathiagali, a small off-road path leads to the river where folks gather at the edge to relish a hearty meal and rest their feet in the cold water. Stream provides water to local people and discharges it into river Dorr. The water of river is used by local farmers for irrigation, swimming and bathing purpose. Three sites were upstream sites Karla 10 km up from polluted area, middle polluted site present below Harnoi Bridge and downstream near Dhamtour 10 km below from contaminated site. Water quality of lake is badly affected by the activities of urban people. Water provides a pleasant site to eye and remain fresh and cold in summers. Harnoi is on Abbottabad to Murree road. It is the coolest valley in Abbottabad and a developing tourist spot; people from different parts of Pakistan come to relish natural beauty. There are charpoy beds in middle of water to sit with your feet dangling in the water. Tourists stand in stream submerged their feet in water. There is fun activities and amusement park which has roller coaster ride, Ferris wheels and dragon swing, balloon popping games, merry-go-rounds are crowd pullers among youngsters, clowns and a man with flute for people to relish, and people also enjoy horse and camel riding. The best time to enjoy the beauty is to visit it during the spring and summer seasons. In evening there is a hustle and bustle in this point and are very enjoyable. Beautiful lake winding between High Mountain crests. Local eye would see a diverse scene they would look below the surface of lake and see the inundated houses, fields, and bazaars. Local people are involved in various income generating activities and provide services like boating, huts, vending services, shops, tour guides. Local people work on part time basis on restaurants because people do not depend on tourism based earning due to seasonal variation in tourism actions. During the peak season more than 10,000 tourists visit the lake. While during the off-peak season the number of tourists decline. Large number of tourists visit valley during summer. The temperature is moderate and pleasant that inspires the tourists and stay around the lake. Tourist resorts are developed on both banks of lake. Lake is a prime source of drinking water, irrigation and for domestic purpose. Lakes contribute 0.088% of freshwater resource globally and it is generally available for drinking and domestic purpose. Lakes are the productive ecosystem that plays a dynamic role in certifying the quality and quantity of water for human beings.

Degradation in lake is due to encroachment (construction work, housing pressure), forestry, and agricultural and other land use activities. Poorly designed shops are springing up throughout the town having little attention to aesthetic quality and integrity to build environment. Boating facility provides attraction to visitors.

Trees of different species, flowing water of the springs and the lush slope of adjoining hills makes this place a major attraction towards tourist. This small town is a gateway to Galiyat. It is a beautiful picnic spot in outskirts of Abbottabad (KPK) having beautiful views of flowing water and lush green hills everywhere. It is often considered as a gate of heaven. it is best place for visitors in summer. Chairlift provide attraction to visitors. The scenery is superb with pine forest covering the hills and provides shelter to mammals. Harnoi is a recreation area and large amount of tourist visit this area, mostly from Islamabad, Rawalpindi and Abbottabad. There is no official figure available about the number of tourists. The local estimates lies within 90,000 to 100,000 per year. Various hotels such as Isfania, batik etc. is located near lake. The main tribes in the valley include Awans, Gujjar's, Malik, Sardar, other groups like Mughals and Syed's are less represented. Most of the people speak Hindko/they speak common language known as Hindko. There are three main seasons summer which starts from mid of April and ends in mid of June, rainy season that starts from mid-June to mid-October and winter season starts from late November till late February. Monsoon rains start from late June to September. Winter is mostly dry and occasionally rains during December and January.

4.3.1 Source of Lake

Lake is watered by melting snow of hilly areas and Murree. It is a confluence of two small river Barengali and Harno. Natural springs also feeds the rivers that swell as snow in hilly ranges of Murree and neighboring areas starts to melt. Rainfall is also a source of lake.



Fig: 4.3 A view of Harnoi Lake

Source: Photograph taken by Author

4.3.2 Socio-economic background

The total population of union council Sir Bhanna is 16,228 and has 2941 households (census Report, 2017). Harnoi is a part of union council Sir Bhanna. The religious composition of population is that 99.9% of the inhabitants are Muslims.

4.3.3 Demographic Composition

Table: 4.1 Demographic Composition

Items	Figures
Total population	16228
Population Growth rate	3.24%
Households	2941
Household members	5.5
Literacy rate	56 %

Source: Census Report, 2017

The information in the above table indicates that Sir Bhanna has 16,228 residents the population growth rate is 3.24% and there is 2941 number of families, each household contains an average of 5.5 members. The main purpose behind this density of population is the work prospect and accessibility of various commercial activities in village. Average literacy rate is 56% (Census Report, 2017). Majority of residents are Jadoons or Soleimani Pathan tribe. Whereas other tribes include: Syeds, Awans, Karlal, Gujjar's, Mughals, Qazis and Abbasi. Generally, the economy was reliant on agriculture productions and wood business. The work chances for the locals have become limited.

4.4 Tourism profile

Following tourism practices are available in Harnoi Lake

4.4.1 Jeep rally

From 2017 onwards Jeep rally is organized every year by Tourism Corporation Khyber Pakhtunkhwa (TCKP) in Harnoi where the drivers exhibit their skills. The

purpose of the organizing the jeep rally is to promote tourism and water sports and to attract tourists in summer season in the region. Several motorbikes and jeeps take part in the rally.



Figure 4.4: Jeep Rally

Source: Photograph taken by Author

4.4.2 Chair lift

There are chairlift swings across the mountains a tourist can enjoy. Chairlift was made about 14 years ago and is named as ‘Khan Chairlift’. It offers a serene and breathtaking view of the beautiful canvas of the area. The chair lift starts from Township Harri Mitti and stretches till Damsal. It offers beautiful views of the village. High forested ridges and deep interconnecting valleys with terraced slopes offer wonderful views of this naturally beautiful area. The 10-minute chair lift ride is thrilling and afforded glorious vistas. The ticket cost only Rs 100.



Fig: 4.5 Chair lift

Source: Photograph taken by Author

4.4.3 Harnoi amusement park

Harnoi amusement park is situated in Abbottabad along with stream and covered with sceneries' is the best place for tourist. The Harnoi picnic point bustle with activity as kids treat themselves to fun filled activities on the merry go rounds, shooting balloons, round train, swimming pool, horse rides and other recreational fixtures and eating places are some of the attractions. The view is awesome i.e. mountains all around and the water. A water park is an enjoyment park that features water play areas like water rides, squish pads, water playground, indolent rivers, or other entertaining, swimming, and barefooting surroundings. Water park in more existing situations of development might also be fortified with some sort of fake spurting or body lodging environment like wave pond or spill rider. The total cost of all facilities will amount to total investment of Rs 950 million. Total net income is likely to be Rs 175.8 million per annum approximately. It is a best suitable place for sports activities. Amusement park contains all facilities such as joy rides (ferries wheel, flying boat), café, bike track, sitting area, restaurants, place for swimming. It is surrounded by lovely landscape along streamside. Pleasant wind blows all the time that make traveler to dive deep in amusement. The location is mollifying and is surrounded by high green vegetation. The water falls in hidden areas add more beauty in this tourist spot.



Fig 4.6: Amusement park

Source: Photograph taken by Author

4.5 Tourism Development

Tourism development in Harnoi has started during 2005 as the administration proposed to build up tourism infrastructure. During that time, six guesthouses and four restaurants were built near Harnoi Lake.

Table:4.2 Detail of Tourist Guest houses

S.no	Name of lodges	Rent	Contact number
1.	Isfania continental hotel	8677 per night	03319111271
2.	Al Noor Motel and restaurant	4000 Per night	03065702572
3.	Green land hotel	3500 per night	03335040727
4.	Zoash guest house	4500 per night	03103281284
5.	Nain sukkah hotel	3000 per night	03335269009

	and restaurant		
6.	Jagah Jagah	3000 per night	

Source: TCKP Tourism department

Table no: 4.3 Detail of Restaurants

S. No	Name of hotels	Cuisine	Contact number
1.	Batik restaurant	Middle, Eastern, Pakistani	03139928577
2.	Ayaan fast food	Burger, pizza	03155526895
3.	Green cliff resort	BBQ, Pakistani	03335269009
4.	Jungle hotel	Pakistani	03103310899

Source: TCKP Tourism department

Isfania Hotel

Isfania hotel is in ‘Harno’, having serene water shore and lush green gardens. It is beside the running stream. The hotel is run by a group of young family owners. The hotel is well-constructed. It has standard, family room options available. The rooms are finely furnished having air-conditioning, Wi-Fi-access, heater etc. The hotel offers On-site parking, it also features playground, paddle boats, non-motorized sports for fun purpose, banquet hall, conference room to accommodate all types of guests. Isfania restaurant offers Chinese and Pakistani food. It provides a comfortable stay to guests. The true spirit of hotel is reflected in the aesthetics of corridors, public area, rooms. In summers, night is pleasant to sit by in the open besides the stream. Visitors can enjoy their morning walks, waking up in between the mountains, beside the river and water park. It also facilitates the local people of Abbottabad who want to celebrate their ceremonies. It has a marriage hall, conference hall and place for other events

4.6 Summary

History of Abbottabad is discussed in this chapter, it gives the social, cultural, political, and economic context with the purpose of forming an idea regarding the study area. This discussion is significant because the related data supports the readers to know the background in which the study is commenced and to relate its results. Scholar delivers the background to present the reader the geological, economic context and political situation of the study area. It shows the discussion on problems such as tourism in the city, famous tourist sites, appropriate government strategies and government measures for endorsing this industry to validate the significance of this study.

Chapter Five: The Empirical Findings and Discussions

5.1 Introduction:

The preceding section explained the history, culture, topography, population, visitor attraction in Hanoi. In this section the data-collector presented and discussed the logical indications gathered from the location and give responses to the key study question. This chapter contains two parts, i.e. analysis of results and discussion. It explains the practical proof of social, economic, and environmental effects of tourism development in Hanoi lake. Through the case study the factors contributing to social, economic, and ecological variations in research area were recognized. The contents of interview included queries related to income, employment, transportation, business, culture, crime rates, quality of life, recreation, and other perspectives from local vendors and residents. The aim of interviews was to get direct sense of interviewees for tourism impact. The time of conversation is approximately 15 minutes. The interviews were conducted twice once on 8th of June 2020 and the other on 5th October, 2020.

5.2 Results and Discussions

The aim of conducting this research was to evaluate the socio-economic and environmental impact of tourism on local community. The other purpose was to explore the solutions for the challenges that are being faced by local people. The feedback of the respondents provided a deep understanding to research questions that were raised by this study.

5.2.1 General Observations

Following general observations are made from the survey.

5.2.1.1 Age of Respondents

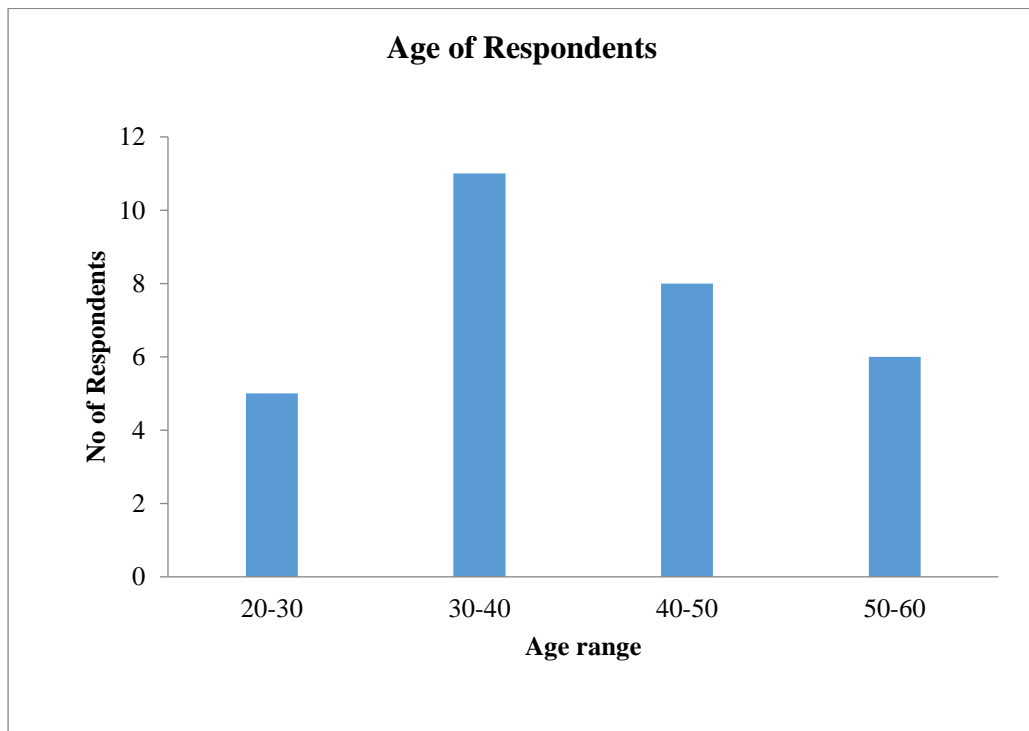


Figure 5.1: Bar graph showing age range of respondents

The bar graph explains the percentage of respondents interviewed in the area with different age range. Most of the respondents belonged to age range 30-40 whereas the involvement of people of age range 20-30 and 50-60 was less. The reason might be the involvement of young age group in educational activities rather than setting up business at younger age and the old age group because of health-related issues.

5.2.1.2 Business Categories

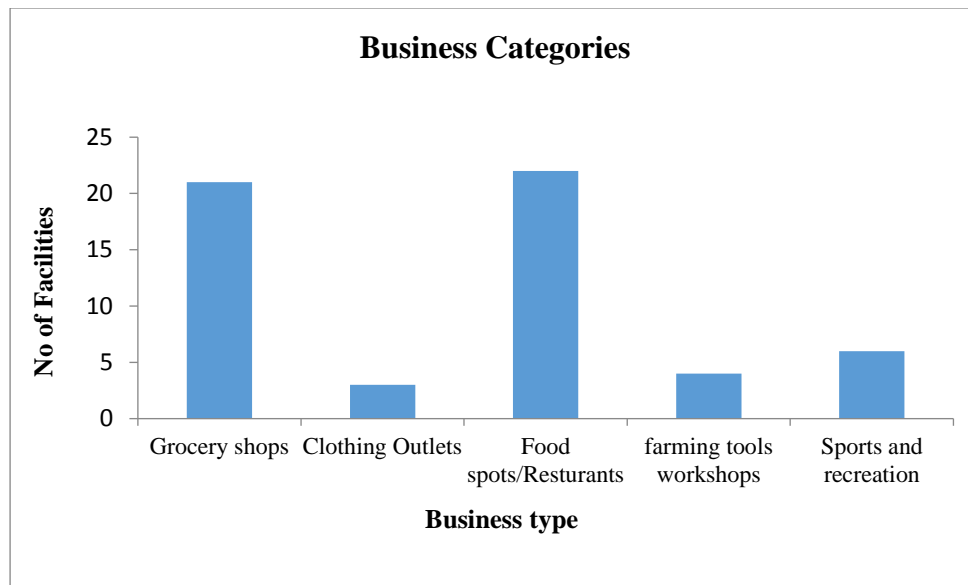


Figure 5.2: Bar graph showing different types of business being operated in the vicinity

During the survey of the area, different types of business were observed which includes grocery shops, Food spots and restaurants, sports and recreation facilities clothing outlets and farming tool workshops. As Harnoi is the tourist attraction site so the major pull is the amusement park which includes different facilities of sports and recreation such as electronic rides, swings, boating facilities, go karting and horse riding but before the establishment of amusement park, Harnoi was and still considered as business hub of the galiyat region of Abbottabad district. It also facilitates the local people of the area with the grocery shops, meat and butchery shops and farming tool workshops.

The pie chart explains the different business categories of the area. It was observed that in Harnoi area the major business is grocery shops (37%) that are run by the local people throughout the year without being shut down during the winter season as they facilitate the local people of the area, beside that there are large number of Food spots and restaurants for the visitors which are famous for fried items and hot beverages and rest areas. Sports and recreation are the major attraction for tourist but the numbers of facilities are not as much just few rides and boating facilities however the income from these during the peak season such as summer holidays, Eid and national holidays is more as compared to other business categories. Clothing outlets and farming tools

workshop shares less percentage as there are very few in numbers and are available just to facilitate the local people mainly.

5.2.1.3 Business Cycle

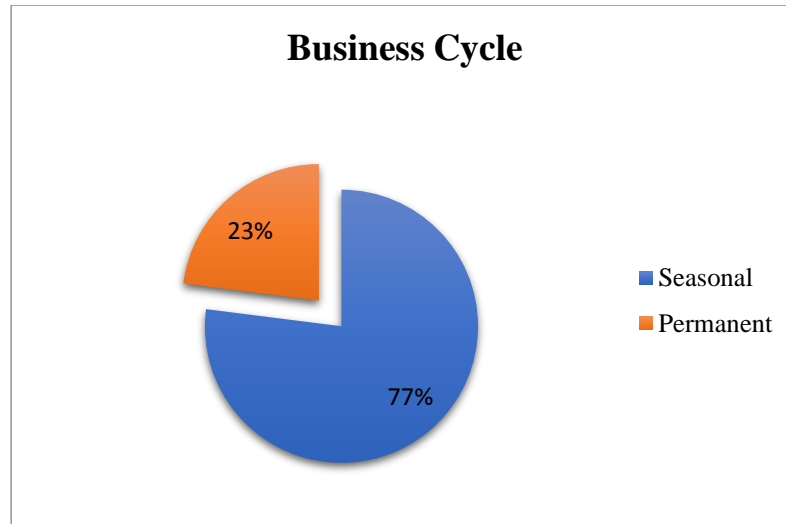


Figure 5.3: Pie graph showing Business Cycle

According to the observations of survey it was noted that the major business categories being operated in the area are seasonal as shown in the pie chart whereas the permanent business holds less percentage. Permanent business categories includes grocery stores, butcher shops, farming tool shops etc. that are mainly setup for local residents of the area whereas seasonal business includes tuck shops, dhabas and food huts that are setup during the peak season of tourism such as summer vacations and national holidays. Sports and recreation facilities also get closed in winters mainly during snow and heavy rainfall.

5.2.1.4 Major Business Constrains

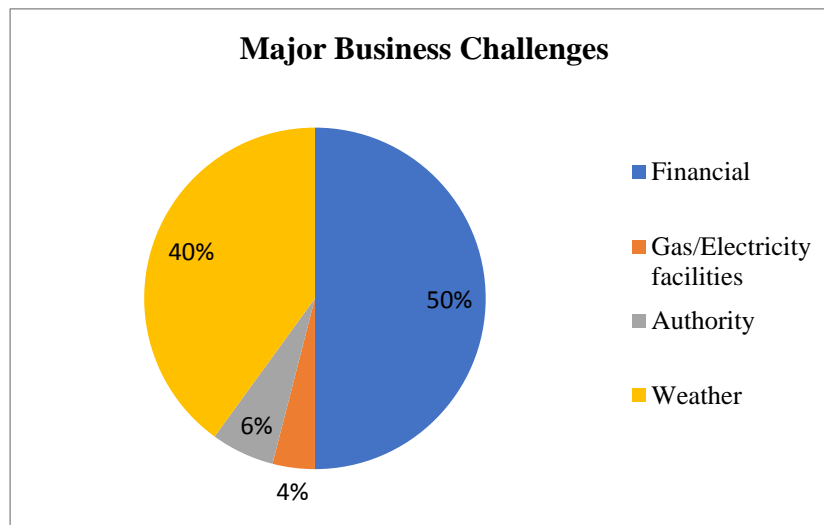


Figure 5.4: Pie graph showing major challenges in business operations

The majority of the respondents (50 %) told that the major business constrain faced by them is financial issues due to which they are unable to expand their business and develop infrastructure other 40 % vendors mentioned weather problems as the major constrain along with the financial issues. Season and weather also affect their business setup and their income also some vendors don't have sheltered places because of limited financial resources therefore during rain and snow it is difficult for them to do their business. Power issues such as gas and electricity also impact the business as the area lacks the availability of gas supply moreover electricity supply is interrupted during rainfall. The authority problems also make it difficult for the vendors for smooth operation of their businesses.

5.2.2 Impacts of Tourism in Harnoi Lake

The study investigates the attitude of the local community towards the perceived socio-economic and environmental impact of tourism on their lives and community in the vicinity of Harnoi Lake. According to the residents and vendors, tourism impacts both positively and negatively on local community.

5.2.2.1 Social Impacts of Tourism

Social impact indicates the impact that makes social changes in the lives of local people, developments in infrastructure, lifestyle variations etc. We have found that tourism development around Harnoi Lake has both positive and negative social effects on the local community, but according to the local community positive effects of tourism in the vicinity substantially outweigh the negative impacts. Some of the responses of local people and vendors related to social impacts of tourism are as shown in Table No

Table No. 5.1 Thematic Analysis of Responses of local people on Social Impact caused by Tourism

No	Positive Social Impacts of Tourisms quoted by Respondents	No of Responses
1	Tourism has improved the cross-cultural communication	12
2	Tourism has upgraded the Infrastructure development	16
3	Tourism has increased the hospitality of local people	6
4	Tourism has enhanced Integrity between relatives by providing business opportunities in the locality	5
5	Tourism has improved family relationships by providing earning opportunities in the town	7
Negative Social of Tourisms quoted by Respondents		
1	Tourism has affected the conduct and value systems of the host community	9
2	Tourism has weakened the old-style structure of family. And has established independent attitude between human beings.	8
3	Tourism has brought changes in dressing style (New fashion) and language.	12
4	Tourism has brought some crimes such as drug abuse and robberies	5
5	Despite the development the area still lacks social	7

	services such as health care units and hospitals	
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5.2.2.1.1 Positive social impacts

Positive social impacts consist of improvements in social services, recreation facilities, transportation cross-cultural communication, positive change in customs and traditions, and improvement in the quality of life.

- **Cross-cultural communication**

Tourism opens door for cultural learning and sharing and revitalize customs and traditions. Most of the positive social impacts of tourism include raising cross cultural interaction; understanding and keeping local culture, values, and traditions; strengthening cultural values and empowering the host communities. According to the respondent tourism has increased the cross-cultural interaction, social interaction among tourist and locals has increased.

Through social contact people come out of self-centric position to communism. The people of Hanoi were self-centered, but due to the intervention of tourism social interaction between people was increased. As a result, they learnt about other cultures and came out of misconceptions. The social interaction helped them to show honesty, morality, and hospitality to visitors. The understanding between guests and host reduce the distance and misconception.

Hanoi is at developing stage, locals accept the presence of tourists and feel that visitors will bring more earning opportunities. Therefore, they are hospitable with the tourists and because of their good moral conduct and behavior towards visitors, tourism is enhanced. However because of more influx of tourists, more hotels and lodging places are required which leads to unplanned establishments of buildings and thus local people suffer because of inadequate planning of new societies and flats that are built for rental purpose by the people who are financially stable.

- **Infrastructural Development**

To boost tourism huge amount of money is invested in improving infrastructure, New facilities for the tourists e.g. new roads benefit the locals, conserving the local heritage, in providing improved local facilities, which in return generates improves

the education, leisure facilities and over lifestyle for the local people. The increasing number of tourists has changed the physical landscape of the area surrounding Harnoi Lake. As development in the area has triggered the geographic, social, and economic changes which have affected the entire atmosphere of the tourism destination, leading to changes in the host community.

According to most of the respondents, tourism has provided them with many prospects to upgrade facilities, for example outdoor recreation facilities and parks. Majority of respondents told that infrastructure development in the area has improved and new roads are being constructed.

The development of tourism infrastructure provides benefits to poor by improving the tourism-linked local sectors, which includes health, water supply, transport and communication, and energy.

Tourism has also increased the awareness related to arts and crafts business among local people to those was not involved such kind of business before. As arts and craft of the area keeps the cultural components alive by building institutional infrastructure. Development of infrastructure such as roads has helped to build schools in the locality and has increased the opportunity of earning extra income from arts and crafts and souvenir shops.

- **Improved Family Relationships**

As tourism has increased the business opportunities for local people now the residents don't have to go to other cities for earning which has increased the family integrity and has improved the family relationships. According to some of the respondents because of shortage of job prospects people had to move to different places and therefore the family relationships were diluted. Arshad khan, 50 years old shopkeeper told his story as: Before tourism development in his area, he migrated to Lahore city for work and spent 8 years working as a shopkeeper in general store. He used to visit his family once a year. Whenever he came back to his town his wife would insist him to take her along, but he could not afford it. He further added that he feels that he had have lost valuable time without his family. As the tourism activities started, he got opportunity to work in his town. Another interviewee said the authentic culture and real people are disappearing.

5.2.2.1.2 Negative social Impacts of Tourism

Tourism development has also exerted an overall negative effect on the social aspects of a community. It has badly affected the conducts and value systems of the host community by disturbing the identity of indigenous people, community structure, morality, family relationships, and ceremonies. The local culture has changed and adapted as new situations and opportunities. Tourists carelessness or out of ignorance, often fail to respect the moral values and local customs. Also, tourism development is a catalyst for cultural clashes; bring to the fore differences between ethnic, religious, and cultural groups; disparities in the lifestyle and values of different communities; which cause conflict between community member. Negative impact can be reduced by effective implementation and use

From the local community perspective, there are some negative consequences such as the village has lost its identity; People living in same village have changed into something different. According to the respondents the main social and economic impact is in the form of variations in family structure, changes in dressing style and variation in relationship among community members. Some negative social impacts of tourism identified by the respondents are

- **Impact of Tourism on Family structure**

Harnoi is a small town in the rural area of Abbottabad where joint family system is being practiced. The Jirga plays its role in resolving conflicts like quarrels, compensation of murder, matter of marriages, betrothals, and any type of construction. The patterns of these proceedings take form of traditional laws for community.

As stated by some of the interviewee, development of tourism has disturbed the structure of the family. Tourism has deteriorated the old-style structure of family. It has established independent attitude between human beings. The local culture has changed and adapted as new situations and opportunities.

According to one interviewee, 'Previously our mindset follows joint family system. Before the development of tourism, there were very few job options in the region and everyone in the house was economically and socially reliant on one another. By now due to tourism the situation has changed, people become independent both socially

and economically and prefers to live separate than in a big family. In one end it is a positive sign that it has formed work opportunities for local people while at the same time it has faded the societal structure.

- **Impact of Tourism on Lifestyle**

The quality of life of an individual and of community is also impacted by the tourism. It can be considered as an instantaneous effect where the individual perceptions like opportunity to get a job is perceived something profiting for entire community. Some individuals have the possibility to work with the construction of tourism facilities and miscellaneous chores.

Though, inappropriate tourism growth and development take adverse social effects on the tourist region, including revealing the local community behaviors and changes in their lifestyles. The locals copy the lifestyles of tourists through the demonstration effect, and as a result there is a loss of native values and traditions. As local people interact with the visitors, mix with folks from various backgrounds that create a cosmopolitan culture in the area. When locals entertain the tourists, they start following them and adapt tourists' attitudes and values. Mainly, the youth are vulnerable to this impact and women are ahead of their male counterpart in this matter. By ensuing tourists' lifestyle young people make changes in their posture and gestures, and goods they use in daily life.

In Harnoi the local community has also impacted by the invasion of modern fashion. Young people prefer to wear modern clothes and western haircuts instead of traditional clothing and attire which has made the elders being worried about cultural change in the area. According to few respondents' Tourism development has changed the lifestyle of local people. Native people follow the dressing style of tourists that came from different city areas. The verdant youth particularly menfolk like to wear western-style clothes e.g. pants and shirts over old-style clothes such as kurta shalwar. Female also try to adopt style of visitors that came from cities such as Islamabad, Lahore, and Rawalpindi. It brings excessive influence on young people and has created class differences and generation gap among individuals the one who wish changes and ones that want to hold their traditional lifestyle. On the other hand it is considered as positive as well as tourism improves the education, idea, and modern facilities and brings the youths, out of superstition to independence in work.

- **Increased Crime rate**

Crimes are mostly associated with drug abuse and rowdy behavior. According to some of the respondent's tourism in the area has brought along some crimes among which drug abuse is most common, beside that few robberies and murders have also been reported because of intolerant behavior and clashes among local people and visitors.

From participant's point of view, there crime rate is increased during tourist season such as scamming and pocketing becomes common. Another respondent said, 'We are facing social problems such as drugs, burglars, crooks, robberies and soliciting as several other tourist sites are facing. They make the area risky, unsafe and endanger'. These issues must be minimized. Robberies usually happen in congested places on the other hand prostitution and drugs incline to occur where visitors are.

Domestic administration needs to minimize the adverse impacts of tourism industry in the area. There are acts and regulations to check the issue that arises from tourism. Crime is the violation of criminal law for which government authorities should apply penalties. It indicates a deviation from social norms that are administrated by the state. Tourism development results in moral and ethical issues for the local community with increased drugs, prostitution, and other crimes that lower the well-being of the community.

- **Lack of social services**

Although tourism has brought the job opportunities for local residents but still the area lacks social services such as hospital, basic health care and fire fighter etc. People have to go to Abbottabad for availing these services. Moreover there is problem of traffic congestion due to congested area and improper management during the peak seasons and local residents have to face a lot as there are no hospital facility in the area death occurs while taking the patient out of the town because of traffic congestion problem. Therefore, According to the respondent's additional local services must be provided such as hospitals, health care and traffic management. These services will provide benefit to not only tourists, but also residents.

5.2.2.2 Economic impacts

Tourism can generate different types of jobs. Most of these are tertiary jobs. Due to the demand for improved facilities, different employment opportunities are formed within the region, and hence, people do not feel the need to migrate to other cities to earn their living. Due to the increasing number of tourists visiting the destination, various local people have sought work in the tourism sector in fields as varied as transportation, food and beverages, sales, accommodation provision, and other services to meet the demands of tourists. Some of the economic impacts of tourism quoted by different respondents during the survey are given in Table.

Table No 5.2. Thematic Analysis of Economic Impacts of tourisms quoted by respondents

No	Positive Economic Impacts of tourisms quoted by respondents	No. of Respondent
1	Tourism has increased work opportunities thus increasing the income	26
2	Tourism has increased the value and price of land which is good for landholders	6
3	Tourism has increased the employment rate	16
4	Tourism has increased part time jobs during peak seasons	13
Negative Economic Impacts of tourisms quoted by respondents		
1	Tourism has increased the land prices and now land has become limited, and cost is high therefore poor people can't buy new land.	5
2	Increased prices of food commodities, rent, travel expenses	11
3	Seasonal variation impacts the livelihood as there are no tourism activities in winters.	7

5.2.2.2.1 Positive Economic Impacts

Tourism creates employment opportunities and, hence, contributes to the income of local communities. Through revenue generation and job creation, tourism brings economic benefits to host communities; by improving locals' quality of life, the economic benefits of tourist give the monetary means to access modern facilities in the form of goods and services.

- **Employment opportunities**

Tourism has increased work opportunities, found in both in literature review and case study. It has opened the door to establish houses, hotels. The main dissension meant for tourism evolution in the emerging nations is to create employment openings for residents and increases their earnings. Tourism generates three kinds of job prospects i.e. direct, indirect, and induced. In the study area it has produced work openings for residents. Though it is difficult to forecast the exact figure of people that got job opportunity through tourism linked actions. There is a lack of career associated numerical statistics and unwillingness of tourism linked organization to present.

Most of the respondents said tourism development has increased opportunities for locals, and has mentioned some reasons like road development, electricity facilities, sale of fruits and vegetables, employment opportunities for young generation, economic development, increase in family income, increase in price and value of land. Tourism has helped to reduce unemployment. The interviewee states that tourism industry is less technology based and more labor based. Tourism is a labor-intensive industry. Tourism profits not only the elite but also the middle and lower class although they are the owners of the hotels and other tourist facilities. It also gives benefits to unskilled workers by providing work opportunities. These jobs are based on hospitality industry such as guiding tourists, cleaning rooms of hotels, waiter, craft work etc.

When questioned about the tourism benefits, residents unanimously mentioned economic benefits such as high employment rate, opening of new stores and restaurants. Just one respondent said 'tourism didn't bring anything good'

In Harnoi maximum jobs are formed through restaurant, tea shops, hotels, general store, small shop owners, vendors, small entrepreneurs. Apart from that many jobs are

generated through construction of hotels etc. They are also directly and indirectly related to tourism. The products that are produced locally must be sold to tourists so that local community would also get advantage. Locals can get profit by giving goods to markets or by directly selling to tourists.

According to the respondent's point of view, number of part time jobs has increased during tourist season. Though, the change of employment rates depends on type of industry. Since more restaurants, cafes, and tuck shops open and extend their opening hours, there will be more jobs related to that. There are also part-time job opportunities for people in summers. During May to September part-time staff for hotels and restaurants is recruited.

- **Increase in investment**

In Harnoi, there had been substantial investment in the construction of guesthouses, restaurants, resorts, vacation spot and residential housing over the last few years. Two famous hotels Isfania and batik were constructed, and many small hotels were also constructed that are operated by private sector. Almost 10 hotels have been established by private sector. The private businesses have participated in building of marketplace, flats, malls, and homes. People either buy these house and flats and utilize them in summer season as their secondary residence to spend their summers or they rent it out to tourists.

According to one of entrepreneur he has inherited his family business as it was difficult for him to move to other city to learn new skills moreover his family was also very patriarchal. As now the area has become well-known and many private investors and public institutes are investing here so the chance of business growth are more avid. In past, people use to go abroad to improve their economic condition. Now the situation has changed therefore the urban relocation has been reduced as tourist's influx in the area has increased thereby increasing number of business opportunities now people can start business from their home like vegetable cultivation, fruit shop, and souvenir shop and small entrepreneurs can get funds from hoteliers and tourist for infrastructure development.

Interviewee of the restaurant told that 'The numbers of customer in summers are higher than other times as tourist influx is higher in June, July and august but in

December, January and February the customers are very few, so they close their restaurant for a month'. He further told our taste is the characteristic; food is the major pull factor that attracts visitors to this destination moreover prices are also reasonable. They also offer discounts to customers, the price of one-night stay is 3500 PKR. He also mentioned that they update their menu after some period so that the customer feel freshness moreover the changes in menu attracts customers. According to him the information of their hotel is available in internet.

According to the respondent's large investments are made by private sector and they don't recruit local people in their restaurants. Owners of the restaurants should recruit local people so they can work

The study area depends on land-based livelihoods like agriculture, forest, livestock, labor, and employment. Planner must give products to local people so they can appeal to tourists. Mostly the products of local communities are traditional, tourist don't value them like dairy products; they are least popular and are suffering loss of status every day. Local people want to sell their products in the market to get desired earning.

5. 2.2.2.2 Negative Economic Impacts

The growth of tourism in Harnoi has certainly performing a vital part in economic expansion although it also has some adverse impacts. The key negative economic impact is increased in rents and land prices, seasonal varieties, and high prices of essential commodities. Following are the negative economic consequences as stated by interview respondents.

- **High Rent and increased Land Prices**

Increased prices of land and high rents are the most noticed negative impact in the study area among them

An old resident said "Tourism development has caused trouble for residents particularly the poor. Decade ago, farming was the important means of subsistence for the people. Due to the rise in tourism linked works in 2000, the financiers across the area started purchasing property from native people by giving high cost for

constructing guesthouses, restaurants, buildings, shops. Now the land is limited, and cost is high. It is hard for poor to buy land for existence”

According to one of the respondents ‘There are very limited economic benefits that are available for local people. When the local people want to involve in tourism activities it’s hard to get financial assistance’.

Other interviews states that, tourism has increased inequality. In tourism industry people are exploited by elite. Maximum revenue mainly comes from tourism companies and hotels and elites received it. Hence, it is necessary for other class of the society to establish unions and demand more salaries to reduce inequality and poverty gap in an area.

Landlords are making short-term rental properties by dislodging the locals either by compensation or renewing contracts. There are also some investors who are buying and renovating buildings to make hotels and short-term rental properties. One of the residents said, ‘They are kicking out the residents and are transforming everything’. On the other side, many respondents think that this change is good ‘Many vacant houses are renewed to rent to visitors.

Another interviewee who has a stationery shop said, ‘My shop is surviving with local people. They buy the stationery items such as pencil, books, pens, notebooks etc. Visitors don’t buy these items. Local people are disappearing and one day I have to close this shop’.

- **High Prices of Essential Commodities**

Beside tourism development, the unprecedented rise in fuel prices, unstable security, and political situation in Pakistan from the years has led to price rise across the country particularly in the study area. High prices of necessities are the negative impact highlighted by the people. Local people are worried about rising prices of food commodities, rent, travel expenses etc. On the basis tourism development, the food commodity prices, and other items are increased. The main reason behind it was the tourists and migrants coming from other cities for work.

A resident of village explained that it is difficult for poor people with limited income to meet their livelihoods. Everything is expensive in our village. The transportation

fares are also high. The main passengers are tourists that want to pay high prices for their ease. The rent of houses has risen; individuals come to Harnoi for work and accommodation fall short sometimes as compare to the demand. Price hike affect the locals in tourist's month. Tourists are the influencing factor in rise in prices.

- **Seasonal Variations**

Seasonal variation in the arrival of tourists is also the negative factor. As stated by the respondents, the workers that are working in hotels, cafés, stores, small business owners are extremely contrived based on seasonality effect as it effect the livelihood. According to respondent who is waiter in hotel in Harnoi told that during peak season that starts from April and ends in September, many tourists going to relish the wonderful weather and to enjoy the attractiveness of Harnoi Lake. The number of visitors going to decline after September and due to decrease in tourist influxes, owner of hotel closes his hotel for almost few months.'

Respondents believe that there are more summer activities than that for winter. In winters its very cold here and there is not enough sunshine so we enjoy the valuable summertime. There are lots of outdoor activities from May till September, like BBQ, bonfire, camping, hiking etc.

Some of the interviews that were conducted are as follows

- A person operating the boat services was interviewed. Saleem was 26 years young individual who belonged to Bagnotar. He is working in Harnoi Lake as a boatman. He told that he left his education because his father could not afford his educational expenses. Before the construction of lake there were few shops and people go out to other parts of Abbottabad. After the construction of Lake tourism in the area increased so his father sold out his property and bought boats to run boating facilities in Harnoi lake. After some time, his earning increased, and they purchased some more boats. Now they have 10 boats that are providing boating services to tourists. During the peak tourist season their average monthly income is between 40,000 to 50,000 PKR.



Figure: 5.5 Boating area of Harnoi Lake

Source: Photograph taken by Author

- In another Interview a man named Raja, 35 years old who belonged to village Namli Maira was interviewed. He is a bakery owner; bakery is situated at the bank of Harnoi Lake. He told that he has eight household members comprising of 3 brothers, 3 sisters and their parents. He had a tuck shop in Namli Maira which he sold and opened a shop in Harnoi lake. It has proven to be good for him and for his family. During tourist season lot of people visits Harnoi lake from all around the country. During the tourist season his bakery is opened for 12 hours from 09:00 am to 09:00 pm and he earns up to a monthly income of almost 30,000 PKR. He said that now he is not dependent on anyone and tourism development has helped him to work near his town and help his family.



Figure 5.6: A bakery owner Muhammad Ilyas

Source: Photograph taken by Author

- Muhammad Ilyas is the resident of a village Damsal is running pakora shop near the lake. It is a famous pakora shop that is running from almost 15 years. He is 40 years old; his son also helps him in making samosa and pakoras. He told that he was dependent on his family as they live in a joint family system. He got married at the age of 27 and all his wedding expenses were beard by his family. Due to some domestic problems he got separated from his parents after 3 years. Then he borrowed some money and opened a pakora shop. He told that his work began to expand gradually with tourism linked activities. And now his average monthly income is around 40,000. Huge amount of visitor come to relish pleasing weather in summer.



Figure: 5.7 Owner of Pakora Shop

Source: Photograph taken by Author

5.2.2.3 Environmental Impacts of Tourism

Tourism has brought diminution of natural resources and degradation. Increasing demand of tourism and misuse of natural resources has caused many environmental issues. Immediate efforts are required to make strategies for understanding on viability of natural reserves among investors which includes policy makers, visitors and individuals that are involved in management. Policies should be based on evidence by getting details on economic value, formation of employment opportunities, contribution in sustaining livelihood are required for managing tourism. The responses were gathered during the interview are shown in Table No.

Table No. 5.3 Thematic Analysis of Response of residents and vendors on Environmental Impacts caused by Tourism

No	Positive Environmental Impacts quoted by Respondents	No of Responses
1	No such positive environmental impacts are seen	13
2	Increased the recreational activities that has increased the beauty of the area such as formation of small lake	8

	Negative Environmental Impacts quoted by Respondents	
1	Increased traffic congestion due to overcrowding	13
2	Increased solid waste disposal issues	8
3	Increased Air and noise pollution because of traffic	7
4	Increased water pollution due to more tourist and waste disposal in water	12
5	Land misuse such as illegal and unplanned construction has increased	11
6	Loss of trees and greenery has intensified	7

5.2.2.3.1 Positive Environmental Impacts

The outcome of the research doesn't indicate any substantial positive environmental impact of tourism development. Respondents have different opinions about this issue. Some thinks tourism has increased the recreational facilities such as formation of lake has made the area more beautiful. One of the respondents said 'I don't see any positive environmental impact. People don't care that much and are involve in environmental actions. Environmental issues depend on local government they should make laws and regulations. If they do something for environment, people will also do. Residents and government raise awareness and information to encourage environmental understanding between people

5.2.2.3.2 Negative Environmental Impacts

Crowding and congestion is a major problem for tourist destinations, and such congestion results in traffic woes and commuter. Residents of Hanoi experience crippling congestion throughout the peak tourism seasons. Tourism development can affect the host community physically by putting a pressure on natural resources such as water, causing environmental degradation, and increasing the costs related with the use of community infrastructure and rising energy demands.

- **Waste disposal and management problems**

One of the outcomes of the research is issue of contamination of environment, wastes or trash that has become the focus of conservation during interviews. Most of the people had consent on the rise in junks and waste. Whenever there is an increase in population there would be an increase in the amount of garbage and trash. In the study

area the creation of garbage has risen and regrettably there exist no proper waste administration organization. According to the resident, ‘Mostly the building trash and debris are dumped in open field. Roads are piled up with garbage and bad smell everywhere’.

Increase in garbage is also a negative impact of tourism, one of the residents didn’t blame tourists he said ‘Mostly the people who live here don’t follow the plan and put away garbage, these garbage bags are seen all over the place. Tourists do what they see residents doing, there should be control’.

- **Increase in the level of Air and noise pollution**

Respondent stated that pollution of the air has increased because of lots of cars; vehicles are very risky for atmosphere. They not merely contaminate the environment but also produce various types of gasses like carbon dioxide and become junk in the landscape. Due to the tourist boom in the area amount of hazardous gases and emission has increased. With the growth in the area, we see more buildings around, there are lots of small shops, hotels, buildings meanwhile number of cars has also increased that make sounds. The sound of cars results in noise pollution. The inappropriate construction to make tourist linked means refers to misappropriation of land, disgusting atmosphere, and visual smog in the zone. Local people are worried about air pollution that affects people negatively.



Figure: 5.8 Vehicles causing Air and water Pollution

Source: Photograph taken by Author

- **Increased Water Pollution**

The quality of water of Harnoi Lake is sternly impacted by the activities of city public that lives near to Lake. Everyday activities, such as, in-sink garbage disposal, laundry, and flushing the toilet add microbial pollutants and chemicals to household wastewater. Lake is mostly tainted by public solid wastes, that comprise of heavy minerals and biological and physical impurities. Current investigation from different parameters recommended that the water of Harnoi Lake is vastly filthy by the man-made actions around community containing organic and non-organic waste disposal, sewage disposal, and car cleaning in the Harnoi Lake, that shows devastation of species of Lake. According to the findings and the perception of respondent's water pollution is an issue. The trash is thrown in the open area without appropriate supervision that is producing gases, substances, harmful stuff into the land and to the water lake.

Water is also an attribute that have an impact from tourism. As number of visitors rises the discharge of wastewater from buildings and hotels also increases. Inappropriate action of wastewater is being discharged into the river. This would lead to devastating effect to river water. This will not only affect the water but disturb the natural background of water. The algae bloom has significant effect on the surrounding lake. According to the respondent 'Tourists while boating throw trash in the water that brings devastating impacts on water'. Recreational boating that causes oil tumbles and discharge substantial metals like aluminum would damage the water quality of river. Waste deriving from transportation and construction disturbs the quality of water due to improper discard.

The water of Harnoi lake is extremely adulterated by the activities of neighboring public which includes organic and non-organic solid waste discarding, sewage disposal and automobile washing in the Harnoi river, that leads to devastation of natural resources around the river. Statute of regulation must be made for the fortification of river water from discarding any impurity. It is executed from the consequences attained, that few instant policies such as construction of marshland, evolution of pollution control devices are required to check the condition.

Some of the responses related to water pollution are as follows

- ‘Due to lack of waste management water is constantly under a lot of threats. The water that we consume has low quality and a lot of minerals. In summer season most of the people and tourist has some health issues due to unclean water. Water is used to wash fruits, to take bath, for cooking. In summers there is a scarcity of water because the consumption of water is high that directly and indirectly affects the environment. Water is not enough to grow the trees. Due to lack of water there exist some conflicts and resentment between the residents. I have seen few people throw their food leftovers, cans, plastics, bottles and garbage on the lake and river. This pollutes the river and Lake. People threw rubbish and even human waste in river water. People threw garbage, the bad smell creates difficulties in the area and to neighboring zones as the breeze blows. Various techniques such as zoning should be employed to ensure hotel and resort area.’
- **Traffic Congestion Problems**

The problem that is arising from traffic and increase in traffic congestion is the major issue that almost all respondents referred. Due to over development of tourist area traffic is an immense issue, the area where everyone has vehicle. transportation system results in congestion and traffic jam. There is only one main road that leads towards the lake and village. All the shops, businesses, restaurants are on this roadside and all the traffic congregate on this road that is not conducive to walking and biking. There is no parking space this leads to air pollution, accidents, congestion etc. Increased traffic could be a cost for local people. There is a risk of damaging and littering of nature. Terrain-vehicles might have huge impacts on vegetation, wildlife, and the area around lake.

The nature of tourism is the movement of people and traffic is the carrier of mobility. From the people who were interviewed, more than 80% thought that traffic would be affected during the tourist season. Many people come from other cities during tourism season, there are thousands of cars. There is an interaction between residents and tourists because road is narrow. Few residents think that tourist bring life while others consider overcrowding a problem.

Some of the interviews that were conducted in this aspect are as follows

- According to one of the interviewees ‘The intrusion of visitors in the region has created turbulence among the people and disturb local culture’. Another resident said, ‘During the peak tourists season the residents curtailed their routine activities due to overcrowding’. Due to the increased traffic in the area, the infrastructure is not be able to cope up the huge rush which leads to overcrowding, poor sanitation that further lead to diseases both to local people as well as tourists



Figure: 5.9. Traffic Congestion

Source: Photograph taken by Author

- One of resident mentioned in the interview that ‘We have natural resources like forest, springs, lakes to grow the tourism in the area. Individuals mostly come have good time and enjoy river and lakes. Some tourists’ area like historical and traditional sites doesn’t appeal visitors that much. We depend on nature preserves to progress the tourism in our area’.
- Local people said that the noise and smoke from cars disrupted the population. People are rushing in the area on weekends or on holidays. The area turns out to be over-crowded, native people suffer blockage round the tourist site. Tourists incline to be stridently, playing and talking in that area and are instigating noise impact. There is a limited awareness about cleanliness by tourists in public areas.
- One of the local citizens said ‘We live in slum area having bad and inadequate living conditions; we don’t keep our surroundings tidy. There are dumpsters near the tourist spots, but tourists don’t put the waste in bins and mess all over the place to make the area smutty. This act of tourists is irritating native population. We are making efforts to preserve our surroundings while the tourists are ruining it. There are some places

where the construction has been planned but abandoned due to some reasons, individuals utilize it as a trash-collecting area and pollute that area.’

- Another resident said, ‘Local resorts, restaurants, hotels in a region don’t consider the natural environment seriously. The natural environment is being endangered by the waste processing system from local business. The untreated wastewater from restaurants and hotels are not processed adequately and discharged into the river’.

- **Misuse of Land**

The environmental effects linked with illegal and unplanned construction were noted. The issues linked with construction include loss of scenic beauty and biodiversity, pollution and trees cutting. Respondent said that the rules and regulations of land use are not properly followed. There must be some principles each person requires a certain place for construction. Design wise these buildings are not environmentally adequate. Tourism development organizations needs to develop the rules immediately.

Some of the respondents stated the problem of land misuse as follows

- ‘Infrastructure is unpremeditated and cultivation land as well as forest is devastated due to formation of tourism sector. The road beside lake was expanded; this erection has smashed the beautiful landscape’. The little resorts were constructed without proper planning. These buildings disturb the natural surroundings. Land use must be designed wisely so that the forestry, agriculture is not adversely affected. If the land is used too much from agriculture side for infrastructure of tourism, the prices of food in the area rises and there will be a chance of loss of biodiversity because of demolition of forest.
- Another resident stated that ‘Once that was a place of natural beauty, water from natural water rushed through the rivers. But now this beauty has been captured by professionals, hotels, and unless electronic swings. Original and natural beauty was destroyed by park and hotel owners’.



Figure: 5.10 unplanned Infrastructure

Source: Photograph taken by Author

5.3. Response of Government Officials

Tourism industry is a main source of revenue generation, particularly for people living close to tourists' sites and it also strengthens the economy and alleviates poverty. According to our recruitment policy we target to recruit 70 % of the locals on jobs. It gives positive socio-economic impact to villagers from hotels. From every family there are at least 2 people that are engaged in tourism-related activities. Almost 20% of people represent no participation in the tourism industry. The occupation of 20% of the people is farmer, 15% are hotel employees, others are government employees and drivers. Most of the villagers depend on cultivation.

5.4 Other Issues

Following are the issues that are faced by the local community due to tourism development

1. Traffic issue

The issue of traffic congestion was highlighted by the residents. Parking is the main issue and point of conflict among visitors. Resident stated that ‘During the peak season people can’t find suitable parking space so they either park their cars on main road or block the traffic’. Another respondent said ‘Traffic congestion and access are the key issues. Accident related to worksite causes casualties and injuries.’ Therefore, traffic issues should be aggravated, there must be adequate parking facilities at cheap rates and management should indulge traffic police in traffic plan and in allocating parking facilities. There are some signs where the individuals being affected like traffic it is an extreme disruption of people’s lives. They can be handled if the expansion without any confrontation will take place. Level of traffic and noise should be supervised by policy maker and tourist developer.

2. Gender Related Issues

Gender related issues are also major issues faced by local people. As stated by the respondent ‘The local women feel uncomfortable due to of increased influx of tourist and they have privacy issues. Tourist activities should not take place near private lands and residential areas.

3. Spread of Diseases/ Poor Health

Various diseases spread because of increased tourist influx. Different viruses break out and affect the locals and tourists as well. Good hygienic practices must be adopted in restaurants and food courts. There must be a vaccination against such transmittable diseases. The other problem is poor health. One of the interviewees stated that ‘Tourists bring infectious diseases with them that affect the health of local people’. Another interviewee said, ‘The locals are found to be affected by garbage in terms of diseases such as malaria, typhoid, and skin diseases’ It is necessary to improve facilities such as improvement in health care, hospitals, and other facilities that decrease poor health.

4. Development of Tourism Routes/ Access to lakes / Hiking Trails

According to the respondent, developing routes for tourism and accessing lake changes the topography due to cutting of rocks and clearing land. It leads to possible damages, land sliding, contamination, and soil erosion.

5. Security and harassment issues

Most of the respondents have highlighted this issue. There are incidents of safety and security and harassment at some places. Crime rates are perceived to increase due to tourists. Crimes are associated with rowdy behavior, alcohol abuse, and drug. Act of vandalism, kidnapping, violence causes problems for visitors.

6. Lack of infrastructure

As stated by the respondent, there is only one road that leads from Dhamtour to Harnoi. There are Poor transportation and road connectivity. The roads are narrow, winding, and underdeveloped and are often affected during the rains. One of the residents said, there is no adequate infrastructure developed by the government. Roads are in poor condition; land sliding is common and blocks all the roads and there is no operative measure to let the people commute safely. Sometimes the cracks in the roads are repaired by local community. Space for parking is limited and there are no transport stations. Road maintenance and cleaning is required, Improvement in infrastructure leads to increase in number of tourists.

7. Environmental issues

Most of the human activities effect the environment. One of the respondents said, there is considerable over-exploitation and environmental degradation of natural resources because of unplanned expansion of construction to residential areas. Another respondent stated that There is lack of hygienic amenities at halting points and garbage system is inadequate. Visual obstruction and impasse of scenic view occurs due to construction which leads to land degradation and loss of wildlife habitats.

8. Inadequate facilities

Other problems faced by local people are the lack of facilities. The lacking facilities include the unavailability of hospitals, banks etc. According to the respondent 'The services and facilities are inadequate; there is lack of basic needs like ATM machines, limited facilities for disabled, public toilets are not available, accommodation capacity is limited and expensive, there is no street lightening'.

9. Corruption

Another issue people are facing is to deal with corruption. Tourism has increased corruption, it brings criminality. Corruption and Criminal activity are a biggest issue. To stop the increased criminal activities, public sector setup and take care of security and safety issues is required. When corruption reach a threshold point, tourism demand will decline. Almost one fifth of the respondents consider that internal conflicts, and the crime rate are the issues that might put the businesses at risk.

10. Inflation

As the number of tourists rise the demand of local good increases. This leads to large consumption of goods and services, causing an increase in aggregate demand. So, the prices of good increase, resulting inflation.

Inflation is a major problem. Local people complain about high prices and inflation in the destination. According to respondents, there is no proper check and balance of prices. Shopkeepers are charging high prices.

11. Issues of land Acquisition

The process of land acquisition is always a conflict. Development requires land as the means while the local people need land for agriculture purpose. According to the respondents due to tourism development their land is used for construction of hotels, buildings, roads etc. by government and are sacrificing the rights of local community. Another respondent stated that the increasing economic activities in the area put pressure on traditional landownership. Land is used for production of agriculture goods by landowner. The traditional economy of the area is agriculture, farming, involving 60% to 70% of the population.

12. Deforestation

Tourism development had adverse impacts on regional forests and alpine vegetation because of the use of firewood by camping groups and the felling of trees to construct tourist facilities. Construction of accommodation and facilities often requires clearing forested land. Land might also be cleared to attain materials used to build tourism spots, such as wood. Areas that are home to an extensive collection of flora and fauna are crooked into hotels, swimming pools and car parking. According to the local people ‘we use firewood for cooking purpose as there is no gas in our area.’

13. Tourism effecting different Businesses

In Harnoi maximum jobs are formed through restaurant, tea shops, hotels, general store, small shop owners, vendors, small entrepreneurs. Apart from that many jobs are generated through construction of hotels etc. They are also directly and indirectly related to tourism. The products that are produced locally must be sold to tourists so that local community would also get advantage. Locals can get profit by giving goods to markets or by directly selling to tourists.

According to the respondent’s point of view, number of part time jobs has increased during tourist season. Though, the change of employment rates depends on type of industry. Since more restaurants, cafes and tuck shops open and extend their opening hours, there will be more jobs related to that. There are also part-time job opportunities for people in summers. During May to September part-time staff for hotels and restaurants is recruited.

5.5 Recommendations

- 1.** For maintaining clean environment, tourist must be warned and impose fine on those people who make the lake and its surrounding filthy and dirty. Strict measures should be taken to stop disposing industrial and household waste into the lake water. Stop the construction of hotels and restaurants in vulnerable forest.
- 2.** There is no entrance fee at recreational site. Imposing entrance fee will be a viable policy for generating required funding to sustain the management of lake and its surroundings. Revenue produced from entrance fee can be used in improving the

environmental quality. For conservation of the area park fees need to be paid by tourist.

3. Government must play important role in taking care of security measures. There is lack of appropriate check posts, security cameras to take control of hustle. Security must be enhanced to avoid conflicts.
4. Improvement in additional facilities includes internet, ATMs, and other communication facilities. There is a need of government and private hospitals to prevent mishaps.
5. Improvement in hotel accommodation is required for increasing and prevailing tourist demand. Importance should be placed on security of tourism network by making tourist feel safe and secure. Marketing strategies should meet national and international levels.
6. A democratic management group in the region is required to empower the people of community and to deal with socio-cultural issues. A group is formed for raising voice against corruption, collecting, and allotting funds and deciding on cultural performances, for protecting the culture and gathering benefits of tourism.
7. Government should formulate plans intended to lessen the burden of tourism on locals and to influence the development of tourism in Hanoi and thus enable locals to lead harmonious and prosperous lives.
8. To get hospitable nature of locals, guest house or 'home stays' kind of project must be started by government. Paying guest concept must be commenced in the village after educating local people about its benefits. All the attraction should relate to the road.
9. For helping the local community to understand tourism and its impact, educational programs must be developed through public meetings, tourism exhibition, workshops, and radio and television programs. People come to know about the benefits of tourism they may change their mind and invest in tourism sector.
10. To increase the revenue from tourism there are two ways for community and business to follow. The number of visitors should be increased, and the amount visitor should spend. Destination can attract more tourists so there will be more spending. Tourist will spend money on lodging; they will have more meals and will shop more in local

stores to enhance the business activities in an economy. Shopping is the most popular tourist activity. This is the reason that government attracts visitors to tourist destination.

11. Infrastructure planning and development is necessary. To maintain tourism and attract tourist it is important that tourists can travel near the area. To attract the tourist in a destination it is necessary that tourist can access that place easily. The visitor's facility development is required which includes well-equipped tourist facilitation centers, trails for hiking and walking, rest areas, and convenience facilities for tourists.
12. There should be more entertainment for tourists like fun parks, cinemas, tattoo etc. Allotted funds must be used for infrastructural development.
13. To preserve the environment, it is necessary to have an environmental sustainability plan. When too many tourists visit the area, environment lose its authenticity which disturbs the local people and area.
14. Master plan should be developed for tourist attraction. There should be a walking track it can be adventurous for bag pickers.
15. Environment preservation measures should be implemented by encouraging the recycling and reduction of waste especially plastic and glass through awareness campaigns
16. Some Suggestions were made by local community towards tourism development like Make innovations in natural way, train the freshman to the industry and notify the villagers about the new production in tourism development industry, develop a super market where fruits and vegetables are also available for villagers, improve government support for tourism, expand the attraction in the area, carpet the road
17. Awareness must be formed among tourist for not going towards the premises of residential areas. Alternate access should be provided to tourist. Tourist must have knowledge of the customs, culture and living environment of local people to minimize the influence of foreign and the local may not get annoyed
18. Local communities should look on the quality of natural environment because tourists want to escape from urban pollution, crime, noise, and other issues.
19. Improve the local production and develop a vegetable farm in village

20. Provide donation to poor people
21. Inspire the community to develop small business. Establishment of community-based tourism helps to promote the resident's role in tourism development

Policy Recommendations:

From literature review and case study, following policy recommendations are made

1. Cooperation between local inhabitants, tourism industry and government are important. The concentration of all parties must be taken into consideration. Agreements should be made among these parties such as training the local people to work in tourism industry and using local products in hotels to prevent the increase of inequality due to tourism execution in the area.
2. Policies are necessary for the people that work and live in tourism industries. Safety policies from government are also essential to lessen the criminal activities.
3. Government should organize workshops, seminars and shopping festivals in the area and promote archeological site to attract foreign tourists.
4. Government must encourage the private sector to invest in tourism industry by fiscal inducements.
5. Government should develop required infrastructure in the area and to enjoy leisure at minimum cost.
6. Government must ensure the security and safety of foreign and local tourist to move freely
7. Business firms should establish shopping outlets at tourists' location to promote local products. It will increase their profit
8. Government must offer fiscal incentives to those who promote tourists.

Conclusion

This study investigates the attitude of the local community towards the perceived socio-economic and environmental impact of tourism on their lives and community in the vicinity of Hanoi Lake. Researcher has used qualitative method to collect data and explore residents' attitude towards tourism impact by conducting semi-structured interviews. Tourism has positive as well as negative socio-economic and environmental impacts in the resident framework. Results showed that some respondents have perceived social and economic impacts of tourism favourably, while

some residents thought that tourism has not so far formed sufficient monetary benefits for residents but agreed that tourism has provided work chances in the region. The study specifies that tourism has created investment and job opportunities and make contribution in infrastructural development. The results also show that gap of work opportunities during the off-season, it affects low paid workers and daily wagers in negative way. Some residents have concerns about undesirable changes or effects that are caused by tourism on their culture. The key negative economic impacts recognized includes the increased rents and land prices, seasonal varieties, and high prices of essential commodities. The research has indicated that tourism has an observable impact on a social-cultural state of the people. According to few respondents, the tourism has transformed the household structure among societies. It has created work opportunities for the locals who compact the economic reliance particularly of young peers over their relatives and nowadays they desire to live in a nuclear family relatively in combined family that caused in flagging of the household structures as related to what used to happen earlier than tourism development in their region. Whereas on the other side, few respondents were of the view that tourism has formed the consistency inside their household members as tourism has formed employment to them and instead of traveling to other places for job they can now live with their families and look after them appropriately. Environmental impact is influenced by tourism development. The findings revealed that tourism affect prices, garbage and pollution, traffic congestion in the area. The residents are greatly affected with noise pollution. Hearing impairment and sleeping disturbance are the issues that are related to noise pollution. Tourism has increased the traffic congestion in village. it has increased pollution and noise in village. It decreases the reserves of water and causes air and environmental pollution and disrupts the flora and fauna of the area.

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