

**The Impact of Tourism On local Livelihood; A Case  
Analyses of Malam Jabba and Kalam Swat.**



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***Dedication***

*This thesis is dedicated to my ideal mother, family members and friends.*

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## ABSTRACT

This research undertakes to investigate the tourism impacts on the livelihood of local people of Malam Jabba and Kalam from district Swat in the Khyber Pakhtun Khwa province. Every year millions of national and foreign tourists visit Malam Jabba and Kalam. Qualitative research strategy was used to meet the research objectives. Both data i-e *primary* and *secondary* was used in this research. The primary data was collected from the local people Malam Jabba and Kalam, tourist and different restaurants, shopkeepers and hotels. The secondary data was collected from existing literature sources on the subject. In this research thematic analysis as used for analyzing data. Focus group discussion (FGDs) and sixty semi-structured interview were collected in Malam Jabba and Kalam. The findings of this study show that local people of Malam Jabba and Kalam are benefiting from the tourism through employment, poverty reduction, modernization and business opportunities. Seventy percent of the employees in Malam Jabba and Kalam are local people. At the same time it is found that local people are facing adverse cultural and environmental impacts such as pollution and damage of existing infrastructural facilities. The findings may be applied to Malam Jabba and Kalam to maximize the positive and minimize the negative tourism impacts on the local livelihood. This study will be helpful for policy makers and researchers that how they can achieve tourism sustainability in Malam Jabba and Kalam.

Keywords: Malam Jabba, Local people, Local livelihood, Sustainable tourism, Tourism, Tourism impacts.

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## **LIST OF ABBREVIATION**

EPS: Environmental Protection Society

FGDs: Focus Group Discussion

GDP: Gross Domestic Product

GTM: Grounded Theory Method

KPK: Khyber Pakhtun Khwa

PIDE: Pakistan Institute of Development Economics

PTDC: Pakistan Tourism Development Corporation

SOP: Statement of the Problem

ST: Sustainable Tourism

UDCs: Units of Data Collections

UN: United Nation

UNESCO: United Nations Educational, Scientific and Cultural organization

UNWTO: United Nation World Tourism Organization

WTO: World Tourism Organization

# CHAPTER 1

## INTRODUCTION

Livelihood is about capacities, resources and exercises that are vital for living. Sustainable livelihood is one where one can adapt to and recuperate from various stuns and look after his/her living in present as well as in future without aggravating the common assets (Carney, 1999). Ashley and Husain (2000) kept up that individuals in villages have complex lives, and they are straightforwardly or by implication, decidedly or contrarily influenced by tourism.

It is important for one to comprehend the endeavors of tourism as individuals over the groups have distinctive needs and tourism impacts shift from group to group.

Tourism is the action of voyaging, going to appealing spots, and spending the recreation in the lovely places outside the household region for at least more than a day.

(Mathieson and Wall 1982 kept up that) "Tourism is really the transitory visit of individuals from their destinations to different territories; the exercises that they experience through their stay in those zones are the part of tourism.

Tourism is one of the main generators of employment in the world. Today it accounts for 10 % of the global economic activity. Tourism is the fastest and largest growing industries with an average growth rate of 5 percent and the international tourists are twice before 2020 its compare to 2006 (UNWTO, 2017). International tourists receipt earned by worldwide destinations has risen from 2 billion dollar in 1950 to 1245 billion dollar in 2014 (Garson, 2015). The number of international tourist arrival has increased from 24 million globally in 1950 to 275 million in 1980 and 1135 million in 2014 (Garson, 2015).

The World Tourism Organization (WTO), the tourism and the related of tourism economic activities are 11 percent generate of world domestic product (GDP), transport almost 700 million international travelers per year and employ 200 million people. However compared to other industries in the world, tourism has superior capability to promote prosperity of the local community and help in the distribution of wealth. Since 2012 China has been the fastest growing market source and the world top sender in international tourism.

According to the Pakistan Tourism Development Corporation there are more than seventeen hundred and fifty thousand tourists around the globe visited in Pakistan. According to the WT&TC (World Travel and Tourism Council)-2018 there are 10.4 percent accounted from tourism of the global domestic product. In 2017 there are 314 million jobs in which are 9.9 percent of the total employment. The direct economic contribution of the tourism and leisure industry reached \$ 2.57 trillion in 2017. In 2015, global tourism revenue reached nearly \$ 1.26 billion, almost double since 2005. Dubai was one of the famous and leading in term of international tourist spot, where tourists spent more than \$ 31.3 billion in 2016(UNWTO, 2018).

The economic impact of transportation, accommodation, entertainment was 2.3 trillion U.S. dollars in following year. The tourism industry is one of world largest industry having a global direct and indirect economic contribution of more than 7.6 trillion U.S. dollars in 2016. The number of countries, for example, the United States and France are well known tourism destinations. International tourist arrivals expanded from 528 million of every 2005 to 1.19 billion in 2015 (UNWTO, 2018).

Tourism is also defined as the movement of people from one place to another or outside their living and working areas. The activities that take place during their stay in those places, and the services created to cater to their needs (Padure, 2005)

According to Sunlu (2003) tourism is a human activity, which covers human behavioral activity, use of optimal resources and mutual interaction with other people, environment and economies. The basic aim of tourism management at tourist area is to maximize the economic, cultural and environmental benefits and to minimize the costs. In order to achieve this aim, the planners must consider the negative and positive impacts and understand the local communities.

Dorcheh, A., and Mohamed, B. (2013) explained that tourism is an important factor in socio-economic development of country. The industry has the potential to provide sustainable development to country by creating employment opportunities.

Tourism contributes to national, regional and local employment opportunities and economic development. For economic development tourism can be a major tool but if this tool is not utilized in a right way, then it can have harmful effects on society, economy and environment (Rabbany et al., 2013). Sightseeing industry affects their culture, tradition as well as their livelihood. Local communities may mix with tourists from different backgrounds with different life-styles which may lead to improvement in life-styles and practices from tourist .i.e. improvement in the life of local people through better infrastructure and local facilities which may lead to better health care and generate employment opportunities. The greatest contribution of sustainable tourism is the stage to which it can shift impacts of tourism on local people from threats to benefits. The negative socio-economic, cultural and environmental impacts of unsustainable tourism have affected local communities (Zaei and Zaei, 2013).

Tourist industries have different effects on the cultural and social aspects of life on particular area, depending on the religious and cultural strengths of that area. From the social perspective, tourist industry promotes peace which brings people together from different cultures, background

and traditions. But due to globalization, many local communities have lost their cultural identification due to diversification of their towns and villages.

The tourism industry can help protected areas and national parks but it has been proven that tourists generate pollution which causes problems for both environment and tourists. Tourist organizers and entrepreneurs can also be blamed for causing damage to environment, local tradition and the local community. In this regard local community is the only side that picks up the check for all the harms on the tradition, culture and the most important on environment (Davies & Cahill, 2000).

Major concern in the tourism industry is lowering effect of tourism. In the light of this idea, sustainable tourism has appeared as a tool of removing negative effects of tourism. Sustainable tourism is managed and planned to benefit local people, conserve natural resources, respect local culture and more profit to the local people and protected areas and educate both local people and tourist. In Sustainable tourism local community gain more profits, cultural natural and environmental resources can be protected as compared to conventional tourism.

The positive impacts of tourism on local people are more than its negative ones. The negative impacts of tourism arise when the number of visitors is greater than the infrastructure facilities environmental capacity. Tourism can put a huge pressure on local infrastructure and natural resources when it increases usage in an area where resources are already scared. The main aim of tourism can be positive on local livelihood of the local people of Malam Jabba and Kalam.

According to Jam (2015) Sustainable tourism seeks to minimize the negative impact of tourist industry and lifts the well-being of community both socially and economically. While conventional tourism often does not provide benefit to the local community because revenue from tourism industry leaks to outside stakeholders. Threats and opportunities can only be

controlled through managed and planned sustainable tourism. On the light of the description as stated above, this research has focused on impacts of tourism on local people and tourism sustainability in Malam Jabba and Kalam.

In this study we are looking both the positive and negative impact of tourism on local livelihoods at Malam Jabba and Kalam. The Malam Jabba and Kalam are located on the District Swat KPK Pakistan. It is one of the naturally beauty area in Swat. The people of Malam Jabba and Kalam are very famous for their hospitality. They are very few educational and health Institutions. The people of Malam Jabba and Kalam are mostly illiterate. The income source of the people is livestock. This is very famous spots for tourism all over the world.

### **1.1 Statement of the Problem (SOP)**

Pakistan's arrangement towards the tourism stays poor dependably. In this way the proportion of tourism falls with the progression of time. There is need to rebuild the roads, streets, and so forth with the goal that the sightseers feels certain and easy to visit the nation. There is a need to make extensive variety of parks and historical centers which speaks to various societies and furthermore ask the travelers to expand their visits. During recent years the level of tourism falls more because of terrorism In this way it is vital for legislature of Pakistan to make vital stride for the wellbeing of visitors, to wipe out the evil of terror with the goal that individuals from remote think that its protected to visit the nation. In Pakistan Tourism is not contemplated as a subject because of whom its degree is falling step by step. It is important to embrace tourism as a subject and to build up this field in light of the fact that a nation will flourish progressively if more tourism exercises happen in the nation.



This study is designed the local, national and international tourist attract to Swat for tourism. To identify the tourists ignore the valley of swat. Moreover, the study is planned to explore the reasons behind that. Why the tourists ignore that tourism spot.

## **1.2 Research Question**

This research study will be based on the following questions.

1. What is the impact of tourism on local population and economic outcomes associated with tourism?
2. What is the relationship between tourism and livelihood assets?
3. Why the inflow of tourist is slow towards swat?

## **1.3 Objectives of the Research**

The research study will be based on the following objectives.

1. To investigate the overall impacts of tourism on local population.
2. To know about the relationship between tourism and livelihood assets.
3. To study the reason behind the slow inflow of tourist in swat.

## **1.4 Research Problem**

Based on narrative Statement of the Problem (SOP) as state in the preceding, I am narrowing my research problem into “The Impact of Tourism On local Livelihood; A Case Study of Malam Jabba and Kalam Swat” and have operationalized my topic into following research question and objectives.

## **1.5 Explanation of the Key Terms/Concepts**

The key terms/concepts are; Tourism, Development, Livelihood and Sustainability.

### **1.5.1 Tourism**

Tourism industry has become an important economic activity around the world. Tourism is a cultural, economic and social phenomena “Tourism is a social, cultural and economic phenomenon. That encompasses all the activities of a person, which they are traveling and staying in places outside their normal environment but not more than one consecutive year. They are for business, leisure, Study and other purposes, (Mathieson and Wall, 1982).

Tourism is a cultural, social and economic phenomena in which the movement of people from one place to another in their normal environment for any purpose such as business, professional and other purposes, (UNWTO 2008).

By the term we used tourism in this study means that the tourism is a good way for change, growth and development. Tourism boosted economic growth all over the world. Tourism also explores the new spots in the world.

### **1.5.2 Development**

Development is a process of positive change and growth of something to become more advanced. (Sid Israel 2018)

The term development used in this study means that the changes each and everything. Such as the people change the traditional way of life and adopted modern way of life.

### **1.5.3 Livelihood**

A livelihood is a way of life. It includes the skills of people, goods, income and jobs needed to protect the necessities of life. (IFRC)

In his study the term livelihood means that the earning resources and their assets are safe.

### **1.5.4 Sustainability**

Sustainability is a long term process to achieve their goals and the resources can be sustained for future generation, (Thomas Brock 2020).

The term Sustainability used in this study means that the all of their achievement of goals in economically, environmentally, and socially for the upcoming generation easily meet it.

## **1.6 Units of Data Collection**

According to Beukenhorst, Dirkjan and Kerssemakers (2012), units can be individuals, families or organizations etc. Data is the collection whereas unit is symbolized as segment. Units of data collection are:

### **1.6.1 UDC1: Local Residents**

The Local Residents of Malam Jabba and Kalam because they are very experience and known all the information of the tourism in that area. For this study, the reason behind choosing this sampling procedure is those people were considered better for data collection than others. They were observers and witnesses of tourism development process at Malam Jabba and Kalam Swat.

### **1.6.2 UDC2: Employees of Hotels and Restaurants**

The data was collect to the employees of hotels and restaurants of Malam Jabba and Kalam Swat. This type of sampling allowed the researcher to approach the respondents who were able to disseminate the best possible knowledge or information about the tourism impact at tourist destination and those employees are informative in nature.

### **1.6.3 UDC 3: Tourists**

The data will be collected from the Tourists of Malam Jabba and Kalam Swat. The reason for choosing this sampling was to get the data from the tourists, who were willing to give the data with ease.

## **1.7 Significance of Research**

This exploration intends to inspect the effects of tourism on the life of Malam Jabba and Kalam Swat and speaks to how tourism may influence the lifestyle of Malam Jabba and Kalam Swat and in what manner will it have a tendency to wipe out the neediness and elevate the expectations for everyday comforts of the general population. The tourism departments focus on this spots Malam Jabba and Kalam. The communication level is better provided for this spots such as roads and transports system. Most of the employment opportunities are provided for the local people of Malam Jabba and Kalam in hotels and restaurants. The Educational institution also established such as schools and colleges for the people Malam Jabba and Kalam because the new generations are educated. Security opportunity provided for the local and international tourists also explore the spots through media all over the world. The construction of Malam Jabba and Kalam is enplaning so this is proper and planning constructed. The tourism department also built a hotel, parks and restaurants for the tourists.

## **CHAPTER 2**

### **LITERATURE REVIEW**

The literature review has been divided into theme which fulfills the requirements of the research question and objectives. These themes show the impact of tourism on local livelihood at the mentioned spots.

This chapter provides the literature on tourism sustainability and impacts of tourism on local people. A literature review is a summary of what the scholars know about the specific topic. The main aim of existing literature is to establish reliability and to prove a familiarity with the body of knowledge. A literature review tells the reader that the researcher knows the research topic very well. The objective of the literature review is to show the way of earlier researchers and how to link it with present study (Latham, 2007).

Brigulio et al. (1996) kept up that supportability may happen if tourism works effectively. They likewise said that tourism will be practical if it additionally attempts the advancement of financial, social and natural areas. The tourism industry assumes a more prominent part in work creation by giving business chances to ladies and minimized gatherings and in this way helps in supportable advancement.

### **Economic Impacts**

The travel and tourism industry is one of the largest businesses in the world, in any case it is important to address and give careful consideration to the field of tourism, so the negative effects of tourism might be disposed of. Tourism has turned into the most attractive field in the world in this way it is essential for the governments to make fundamental strides for the improvement of tourism (Sharpley, 2003).

Cooper et al. (1993) investigated the impacts of tourism are divided into three different perceptives: economic, socio cultural and environmental. Tourism is an economic activity that produces a range of negative and positive impacts. Tourism is the main source of income for the local people. Tourism industry also plays dominant role in the social and economic development of countries in the global world. Due to the variety of positive impacts, every country is interested in creating tourism. Tourism generates different economic impacts, which affect the entire economy of the country. The tourism is viewed as a mean for foreign exchange, new employment opportunities, increasing national income, creating new economic sources and so forth. Tourism has major financial centrality for a country. Visitor-spending creates wage for both open and private sectors, in this manner, tourism gives a source of income for various nations, both created and developing. Employment is an essential economic impact of tourism. Tourism can be viewed in this light as an 11 powerful industry which employs labor on a large scale. It utilizes countless and gives an extensive variety of employment which reaches out from the untalented to the profoundly specific. In view of this, the tourism industry includes all economic activities that are straightforwardly or in a way engaged with giving services to tourist.

(Cukier 2000) Liu et al. 2013 found that the feasible tourism is one where there exist a harmony between natural insurances, maintenance of social respect, and social equity. It likewise has a tendency to advance financial advantages, and address the issues and expectations for everyday comforts both in short and long terms. The financial effect of tourism has been normally seen as a positive power which builds add up to salary for the nearby economy, outside trade profit for the host nation, immediate and circuitous business, and assessment incomes; it likewise empowers optional monetary development.

Zaei & Zaei (2013) studied the impact of the tourism industry on the on the host community. Tourism also play a significant role in economic growth of a country. Tourism also plays a positive role in the natural environment to protecting and maintaining National parks. Tourism is a combination of planning, management, and coordination at local, regional, national and international level. Mow forth and Munt (2003) investigated that the most important aim of tourism in a country are economic benefits such as job creation, and generation of revenue at local, regional and international level. Tourism is a way of transferring a large amount of wealth from developed countries to least developing countries. Basically, tourism provides an extensive range of jobs and provides a wide range of employment facilities. Many types of businesses such as tour operators, travel agency, gift shops, hotels, motels, restaurants, and car and rickshaw driver become more established from tourism. Finally, tourism industry can play a significant role in economic development especially in developing countries.

According to Mitchell and hall (2005) the tourism industry has to ability to contribute in sustainable development. The tourism has provided opportunity for both men and women such as job opportunity, business opportunity and employment opportunity. The action of sustainable tourism can cover economic goals, poverty alleviation, social goals, and protection local cultural and mutual use of environment resources. Obenaus (2005) has concluded that National parks have potential to provide the source of funding and maintaining economic development. Protected areas are taken as luxury especially in developing countries. Tourism provides more opportunities for economic development through providing employment and increases in income and quality of life host community, the quality and good environment can also be improved by sustainable implications of tourism. In earlier 1960s government found that tourism has the potential to contribute to economic development.

The travel and tourism industry is one of the largest businesses around the world, in any case it is very important to address and give careful consideration to the field of tourism, so the negative effects of tourism might be disposed of. Tourism has turned into the most attractive field in the world in this way it is essential for the governments to make fundamental strides for the improvement of tourism (Sharpley, 2003). Brigulio et al. (1996) kept up that supportability may happen if tourism works effectively. They likewise said that tourism will be practical if it additionally attempts the advancement of financial, social and natural areas. The tourism industry assume a more prominent part in work creation by giving business chances to ladies and minimized gatherings and in this way helps in supportable advancement (Cukier 2000).

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Some specialists found a direct connection between help for tourism and certain discernments and individual attributes (Perdue et al. 1991). Martin and Uysal (1990) examined the connection between the transfer limit and the tourism life cycle: management and strategic proposal. Martin and Uysal (1990) noted the capacity to carry as the number of guests a suitable location before a negative outcome could occur, be it physical condition, environmental attitudes, or level of public respect for strangers. They also found that every planned development has its own limitations of transmission. Tourism is a multi-sectoral sector that includes a variety of



businesses and standard settings. Planning is important for tourism development and preservation. Apart from tourism planning, many unintended consequences can create, causing a visitor and resident frustration. These include normal housing damage, adverse social effects, and diminished potential financial benefits. The poor understanding of many informal tourist destinations and the achievement of adjacent planned destinations suggest that tourism development should be based on a planning process that includes a rigorous assessment of local assets and their potential (Blank, 1989; Formica, 2000; Gunn, 1994; Inskip, 1994).

Albqami (2015) conducted the study of economic impact of tourism in Saudi Arabia. Saudi Arabia is one the developing economies country because tourism is one of the attentions in the last so many years in Saudi Arabia. In Saudi Arabia the impact of this tourism region which are helpful for their economic growth. In 1997 used the input-demands on tourism activities on each region but also in the economy the demand of the tourist is very high the impact of this demand in the ninth sector of Saudi Arabian economy. The impact of this tourist in different sectors output such as employment and income this opportunity is multiple in 1997 also the input and output impact on the expenditure of the touristy economy if the demand of the product industry were increased. We are examining the impact of change on the domestic consumption of the last generation produced by the tourism industry in the economy. When the demand for tourists change by one Riyal this will create changes in exit, revenue and employment in the economy. The industry will purchase more items in the future the tourism industry of Saudi Arabia was include more sectors for economic growth.

## **Environmental Impacts**

12 Sunlu (2003) described that tourist industry affects the environment. The negative impact of the tourism industry is very harmful to the environment and for next generation. Therefore the

sustainable tourism is very important for every country in the world. Tourism is an approach to create the importance of environmental values and positive environmental values increase the economic importance of tourism. The environment means the physical settings in which tourist industry takes place; it can be historical sites, museums, resorts and national parks. Tourism affects the environmental quality in both negative and positive ways. The relationship between the environment and tourism is complex. Negative impacts of tourist industry can destroy the climate richness. Tourism has the power to generate potential benefits on the environment. The environment has contributing to conservation and also for the environment protection. The most dynamic economic activity in creating environmental and socio-economic changes in this global world is tourism. In the context of environment, Carrying capacity is the term that is more closely to sustainable tourism.

Dimitriadis et al. (2013) observed that there is a lot of problems create to mass tourism. This mass tourism has become more problematic such as cultural poverty, social problems and environmental problems. It is widely accepted that unplanned tourism may leave serious social and ecological problems in tourist places. Therefore sustainable tourism encompasses to achieve the best balance between Socio-environmental cost and economic benefits. To achieve successful sustainable tourism social, economic and environmental aspects of tourism must be understood.

Zurc (2010) in his paper described the protected areas, tourism, and development of the countryside. Rural tourism can be developed through protected areas. Some national parks offer more openings and opportunities for local communities. The researchers also confirmed that economic opportunities for local people depend upon the development of the protected areas. Developments of the national parks enable inhabitants to improve the quality of life. Due to the difference of opinions between the local inhabitants and park management, conflict arises or 13

dissatisfaction on multilateral. In the 21st century the main challenge for the tourism industry is to maintain tourism sustainability which is the combination of social environmental and economic viability.

Rabbany et al. (2013) for the goal of development, tourism has plays the important role for environment development of any country in the world. The tourism industry is directly related to the environment. Manmade and also natural environment are essential for the quality of the environment. The relationship between environment and tourism is composite. Many tourist activities can have 14 adverse environmental effects. These effects are linked with the construction of general substructure for instance airports and roads, tourist facilities, including shops, hotels, restaurant, and marinas. Negative effects of tourist industry can destroy the environment. But again, on the other hand, tourism has the potential to create significant impacts on the environment by contributing to conservation and environmental protection. To avoid tourism negative effects of tourism there is need to be managed and planned tourism in such a way that socially beneficial, environmentally and economically viability is necessary. When the level of visitor use is large than the environmental stability the negative impacts of tourism occurs. In order to avoid negative effects of tourism must be planned. For the economic development and tourism sustainability and environmental protection is necessary. Acculturation is a process of adjustment and change (Ebin et al., 2001). At tourist spots when local people engage tourist, they adopt values, behavior, and state of mind and eventually begin tailing them. In this regard, the youth are more vulnerable to this impact. By following the tourist way of life young brings change in the material goods they utilized in their motions and stance (Burns, 1999).

## **Cultural Impacts**

In the Pokhara-Ghandruk community in Nepal the traditional fashion, morals, and lifestyle of young people have been greatly influenced by tourism (Pandy et al., 1995). For example, teenagers wear more modern western clothing than traditional Nepali clothing. The elders are totally against and insist on this social change in their culture. It has been found that it is not just tourism, there are a few different factors such as easy access to Indian movies, clothing, and communication cars also cause this effect. Tourism also has a positive impact on culture.

Lantfant (1995) said that the tourism if all else fails; keep them fed or re-closing cultural activities by identifying, creating, rediscovering, and connecting to the international market. Most common of the positive effects of tourism on culture contain expanding understanding, interaction, keeping and maintaining local culture, expressions, engaging host communities; and support social norms and values. The word 'Sustainable tourism' was first used almost two decade ago (Buckley, 2012). Sustainable tourism is described by the improvement of all types of tourism. In sustainable tourism marketing and management that consider the natural, social and economic character of the environment, guaranteeing the degradation of cultural and natural resources for present and for future generation. The concept of sustainable tourism elaborate reducing the negative impact of tourism activities and increasing the benefits of tourism at tourist spots. The main of sustainable tourism are developing in social, cultural and economic sector. The tourism has also aim to continuous development.

According to Mathieson and Wall (1982) "The capacity to carry the maximum number of people who can use the site without the unacceptable change in the visual environment, and without the unacceptable decrease in the quality of experience experienced by visitors." It is clear that there

are some limitations for environment and tourism destination if not there will be occurring harmful changes in ecological and cultural.

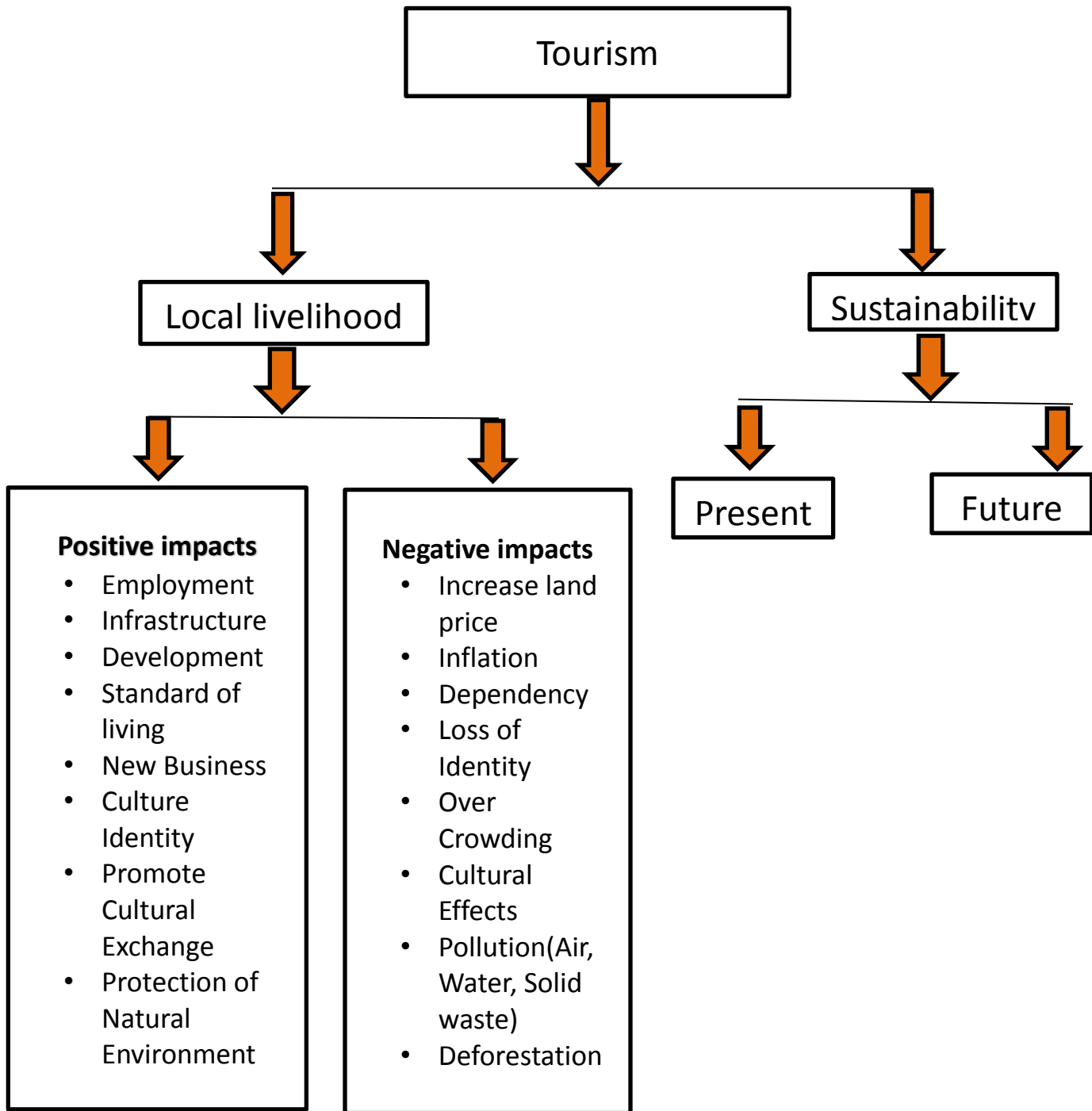
Other analysts have considered tourism impacts in arranging attractive tourism goals inside a group, and have exhibited that tourism improvement has costs and additionally benefits. Sightseers have been blamed for devastating the things that they came to appreciate (Krippendorf, 1982). O'Reilly (1986) presents two schools of thought about the carrying capacity. In some cases, it is assumed that the borderline area to cover tourism before the host nation could experience adverse effects. The second school of the war on the assumption that tourism carries a volume to the point where the stream of travelers will rot due to the fact that certain skills, as saw by visitors themselves, have been surpassed, making goal regions stop to attract the visitors. Hall led a study that shows ruinous effect of traveler appearance on vegetation cover of Sherwood Forest in England. Some administration and private analysts have contemplated the estimation of tourism assets and the improvement of fitting tourism designs. Asset evaluation and arranging turn out to be progressively imperative with a specific finale goal to achiever long term the tourism development is creating new tourism destinations. Planning is likewise vital for creating traveler goals at which real endeavors are by and large centered on renewing the territory and supporting its appeal after some time ( Dragicevic, 1991, formical, 2000, McIntosch, Goeldner, and Ritchie, 1995)

## **2.1 Conceptual Framework**

This heading provides a conceptual framework for assessing the livelihood and sustainability impacts of tourism. After analyzing the existing literature two sub headings are developed, based on literature, focusing both negative and positive impacts livelihood impacts of tourism. As these tourism impacts is in line with the objective and aim of study. Many people think that tourism is

just about jobs and taxes in an economy. The impacts of tourism are broad. The main goal of the tourism industry is to maximize the positive and minimize the negative impacts of tourism. The increase of employment opportunities, the improvement of infrastructure services, and the increase of income are among the positive impacts of tourism. Tourism may increase living standard of people, opportunities for new business (Hotels and restaurants,) and it can increase the local economy. The increase in land's value, changes in family values, increase in pollution, traffic congestion, criminality and overall increase in prices and alteration of local culture causes negative impacts for those people who are living near tourist spots. To protect the Environment the balance use of natural resources are necessary. Cultural identity is pride for local peoples, to show their traditions.

**Figure 1: Figure of Conceptual Framework**



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

It consists of four parts. Firstly, the research strategy is to explain and to justifying design of the research. The second one is to be justified. In third part of this chapter, it includes method of data collection and its types such as primary data and secondary data collection and their forms of collection like observation, interviews, surveys and secondary research, The last part of this chapter includes sampling and also sampling methods are explained in the form of purposive sampling, convenience sampling, simple random sampling and sampling techniques.

#### **3.2 Research Methodology**

The process is which we solve research problems is systematic way is called research methodology. According to Kothari, acknowledgment of how research is done scientifically. According to him when we talk about research method we not only discuss about research method but we also talk about why we choose such research method for certain research and how it is relevant with our research.

#### **3.3 Research Strategy**

For this study we are using a qualitative research strategy. Qualitative research are involves in collecting of data and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. Qualitative research is also used to gather in-depth insights into a problem or generate new ideas for research. It is the opposite of quantitative\_research. Qualitative research is commonly used in social sciences such as sociology, anthropology, education, history, etc.



Qualitative research is used to understand how people experience the world. In qualitative research there are many approaches, they tend to be flexible and focus on retaining rich meaning when interpreting data

### **3.4 Research Design**

It was a subjective research plan and contextual analysis of Malam Jabba and Kalam, where the information was gathered from the inhabitants. The investigation was directed to look at the effects of tourism on the Malam Jabba and Kalam. The information accumulation technique depended on semi-structured and structured interviews.

Over the past twenty years the use of advanced research methods for data collecting and analysis has grown rapidly. According to Denzin and Lincoln (2008) qualitative researchers are confronted with a socially constructed reality and also discover how social experiences are created and interpreted. Heppner, Kivlighan and Wampold (1999) argue that in contrast to the quantitative research methods that represent the world in terms of numbers, the method of advanced research methods representing the world is language. According to Bryman and Bell (2015) qualitative research methods are related to examples in which information is collected by researching a number of factors. In addition, quality approaches emphasize observation, interpretation and understanding in the natural environment (Ghauri et al., 1995)

In this study we use descriptive research design. In descriptive research which it attempts to link the ideas to understand cause and effect. This happens when researchers begin to understand what they are looking at and try to create models for cause and effect.

### **3.5 Method of Data Collection**

The research method discusses all the method by conduct of the research. The researcher uses all those methods for his research problem (Kothari, 2004).

The research is led in the area of Malam Jabba and Kalam Swat. In which the primary and secondary will be collected through questionnaire, interview and survey. The research is based on qualitative analysis.

#### **Primary Data**

Primary data is a pure source of data, in which researcher collected data by him/her for a specific research purpose or project. There are number of ways can be collected for primary data. Primary data can be collected through questionnaire, interview, survey, surveys, observation and experiments. Primary data collection is different from secondary data collection and also primary data is opposite of secondary data, (Neil J.Salkind 2012).

#### **Secondary Data**

The Secondary data collection is the opposite of data collection. These data are already available or collected data. In which the some researcher are collected for their research purposes and they are not for the current research problem. This is also called second-hand data. It is available and collected in different form such government publications, books, record of the organization, censuses, website and reports, general articles, etc.

Secondary data refers to the data that is collected by other than the primary user (Nordquist, 2020) and the source of secondary data include books, newspaper, journals, organization websites or government records or data collected by any organization.

**Observations:** in observation what are you heard, seen, recording or come across in their field notes in detail.

**Interviews:** Face to face interrogative the problems from the people questions. Quality interview has been one of my basic data collection tools. This kind of interview is very different because quality interviews are often less formal than volume interview, (Bryman and Bell 2015).

In interview we used open-ended questions as a tool of data collection in both formal and informal interviews. During our interviews we recorded every question and the answer of interview in our mobiles as a record, as well as we took and written notes.

**Surveys:** With open-ended questions the questionnaires can be distributing for data collection.

**Secondary research:** The collecting of data which include texts, images, video and audio recordings etc.

### **3.6 Sampling**

Sampling is a part of whole population. It is a small number of people selected from the whole population for investigating the research objective. It is relatively small number of people who are selected from specific population for investigation from the sampling frame. Sample can save time and cost during research work. It is also defined as finite part of population that is studied for obtaining data from population. Decision to choose sampling relies on nature and goal of study, (Fridah, 2002).

Sample is one of the types of research methodology. In which the small group or individual selecting from a huge number of population is known as sampling. (Walliman, 2010). In sampling there are four types in which this research is conduct.

For this study mixed research approach is being used. In fact, primary data will be collected to empirical study the impact of tourism on local livelihood. And we will use convenient sampling techniques in order to collect data from the respondents. Moreover, the respondents would be locale and owner or employment in the Hotels and restaurants. Furthermore the data will be collected through survey and interviews. Also the dependent and independent variables are used.

### **3.6.1 Purposive Sampling**

In purpose sampling researcher uses his or her own judgment for choosing the respondents who are ideal for investigation purpose (King, 2011).

The majority of researchers in the qualitative research approach use purposive sampling (Bryman, 2015). Targeted sampling in some way is associated with non-probability sampling. The researcher is targeted sampling of random sample participants of the study. The purpose of the target samples is to take participants / cases in a strategic way to match the questions to be answered. Bryman (2015)

### **3.6.2 Convenience Sampling**

In convenience sampling researcher collects information from participants or people who are easily and readily accessible and members of target population are homogeneous (Etikan, 2016).

### **3.6.3 Simple Random Sampling**

With simple random sampling each and every target population has an equal chance of selection (Kumar, 2012).

### **3.6.4. Sampling Techniques**

The researcher used Simple random sampling for UDC1 because for this study, I have selected local residents randomly where everyone has equally chances of selection, Convenience sampling for UDC2 and UDC3 because every respondent is not willing to share their thoughts or data in case of both hotel owners and tourist so this is not included in the research, we only analyze data of those tourists and hotel owners who are willing to participate.

## **3.7 Data Analysis**

Data analysis required to be organized in such a way that is it reflects the hidden meaning and information that can be used for betterment and advancement and many ways. It is also required for the solution of problems. It also reflect data findings obtain through analysis and data collection through various tools and is very useful and number of ways.

### **3.7.1 Thematic Analysis**

Thematic analysis is main preferred method of data analysis. Topic method of analysis is extensively used in quality investigation (Boyatzis, 1998, Braun and Clarke, 2006). The topic analysis also helps identifying, interpret, analyze themes and patterns with detail within the information set (Braun and Clarke, 2006).The main methods to analyze data on a team theme: a teaching method and a theoretical approach. In the previous method, the researcher provides codes to the data without attempting to include it in a pre-established code framework or analytical ideas. In this way, contextual analysis provides a rich definition of relevant information for comprehensive research questions, making certain research questions flexible in the coding process (Braun and Clarke, 2006).

In the latter case, the analysis is carried out by the analysts explicitly. This type of theme analysis provides a more informative interpretation of the data as a whole and instead of focusing on detailed and rich analysis of other aspects of the data, coding a specific research question (Braun and Clarke, 2006). In general, theme analysis provides meaning and explanation of themes, often related to previous studies reported in textual reviews (Braun and Clarke, 2006). In this research project, I used teaching and drawing techniques to generate codes. This approach has allowed me to identify themes from the existing information body as well as discussions with home and urban (people) topics relevant to all questions of this study.

### **3.7.2 Framework Analysis**

The different tools that can be used in theme analysis as a method used to analyze quality data.

These strategies may include:-

1- Grounded Theory Method

2- Content Analysis

3- Framework Analysis

For this study I have used framework analysis which is a process that has a process of producing themes. The procedural steps I have taken to create a theme framework are as follow:-

### **3.7.3 Transcription**

Transcription is widely recognized as the transformation of verbal and moral languages into a representational and meaningful form. (Marying , 2014). It includes many ways for recording data that is categorized according to the axis of style notes or writing principles as followed by different quality data analysis tools. I have recorded data in accordance with the principles of writing as described in clean readable or fluent word for word. (Marying , 2014).

This transcript is word to word but false prefixes (confusing word set), words (hmm or you have, decorative words (right, you know or yes), loudness and repetition, emphasis or stress and physical expression or mood swings remain. representing respondents' ideas in simple, literal terms that do not have complex contexts (non-verbal speech and other dialectic structures).

### **3.7.4 Familiarization**

High-quality data includes a variety of forms such as interviews, voice recordings, interviews, audio cassettes, viewing notes, texts and more. Having data on these forms I read the notes and notes of the forum and listen to the recordings of the cellphones with great attention as suggested by Pope, Ziebland and Mays (2000). I have read the articles and interview many times after the recording, to get acquainted with them. I have repeatedly read the data in a practical way as Braun and Clarke (2006) have suggested that in order to search for definitions and patterns one should read over and over again and again many times with caution so following the instructions I have also reviewed and studied the literature and interviews and hand written notes of interviewee answers for interpretation for data. Documents have been updated so that I can identify myself with possible data that may not have been recognized.

### **3.7.5 Index and coding**

The other one step I would take in analyzing the framework was to provide the first codes in the data. The step of interpreting data with initial codes is known as indexing. The following process is used for dialogue texts by interpreting it in as arithmetical or colored codes Pope, Ziebland and Mays (2000). This process starts after researcher become aware with data and understand what is interesting from the data Braun and Clarke (2006).

In the framework analysis, the data recording process is the first step in analysis because the data are organized into rational groups Braun and Clarke (2006). Coding depends on whether the theme is generated from data or theory. In addition, it also depends on whether the purpose is to record the content of all data or specific components of the data (Braun and Clarke, 2006). Coding can be done in two ways, by creating or using a software program. In the case of my research, the coding process was done in person. In this case study, it was adopted line by line by line. Line by line provides at least one code for each phrase, line, or sentence in the data. This provided careful detail and attention to each line in my record. I interpreted some notes from the recording and interviews to identify the data segments in different colours as Braun and Clarke (2006) advised.

### **3.7.6 Memo Writing**

Another phase is memo writing because researcher is frequently to write their thoughts as they represent codes and themes. Memo writing can also understand as pre writing or free writing as it represents researcher thoughts. It involves dividing code collections into sections and encouraging researchers to begin exploring unspecified, vague, and concise definitions (Strauss, 1987). I had started memos writing from the initial stage during the process. In the final step the re-reading the discussion text recognizing and interpreting the themes.

### **3.7.7 Identifying and Characterizing Themes**

According to Braun and Clarke (2006) the subject of qualitative research is a theory that captures a vital part of the relevant information for research questions. A theme usually represents a pattern with meaning or meaning within data. The theme can go up within the data set regardless of how often it is discussed. In this regard, Braun and Clarke (2006) asked researchers not to



associate the significance of the text with measurable measures, but to relate its relevance to the research questions. In this study, the process of identifying and separating themes began early and continued until the final stage. In the very first written reading, themes are recognized and revised during the coding process to produce a final and last report. I used codes in chat texts and often tagged data with more than one code. For each code a separate theme chart is created. Each chart contained the main code and the sub-codes. These codes are arranged in separate columns. In accordance with these columns the written data from each interview was presented. In the next step, a data reduction method is used to shorten the data volumes from each column to keywords. These keywords are designed to provide a complete understanding of the data that ultimately helps to produce theme categories. In this way, thematic categories can be identified, and the codes are organized to reflect the theme in the best possible style. After identifying, coding and separating themes, they are described in a memo that shows the interaction between each theme in the theme structure. The themes documented in this study are selected from this body structure and are detailed in the outcomes and discussions section.

### **3.8 Data Verification**

In qualitative research data verification is considered as indirect process. There are number of strategies for representing the quality data triangles where similar events, public events, are generating using number of techniques. In my study I examined data by combining triangles that are:

- Interview
- Participant Surveys
- Informal Interviews
- The Data

The data collected in these settings has helped me to close the missing links that result from the use of chat data acquisition styles

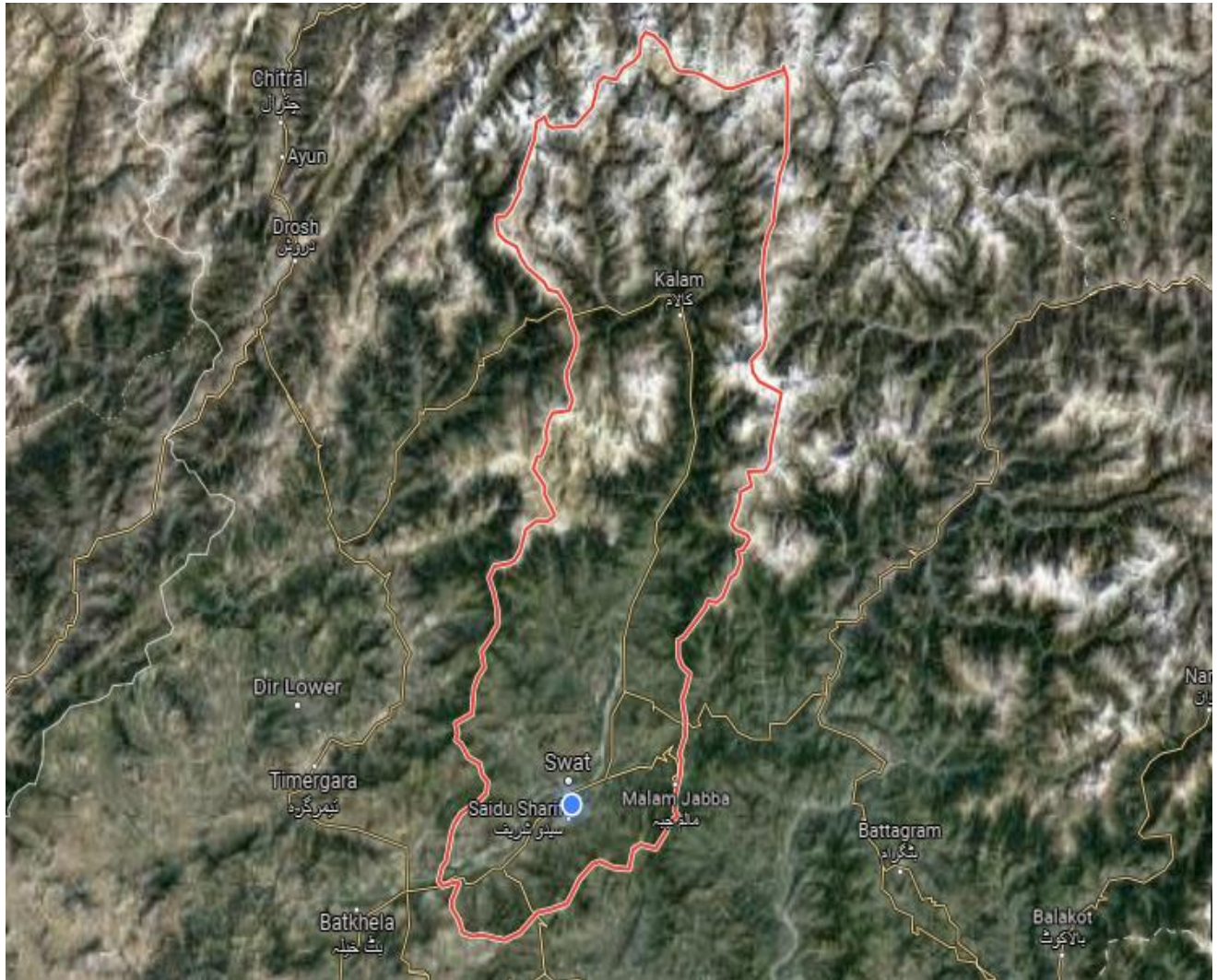
## CHAPTER 4

### LOCALE

#### 4.1 Swat

Swat is one of a district in Malakand division the province of Khyber Pakhtun Khwa. In Khyber Pakhtun Khwa province there are many largest districts, but swat is the 15<sup>th</sup> largest district in KPK. Swat is headquartered in Saidu Sharif. Swat is a natural beautiful green and surrounded with blue streams and rivers. Swat rivers add much value to its natural beauty. It is of great value and focus for archeologist for its ancient historical background. Swat was once running independently under the prince and was known as a separate state; in 1969 Pakistan took the charge of Swat after its independence from the British rule. Swat is also called the Switzerland of Pakistan due to its natural beauty and scenery. The average height of Swat from the sea level is 980 m (3,220 ft), which results in much cooler and wetter climate. Swat is gifted with lush forests, green alpine meadows and snow-capped mountains. Swat is one of the most popular tourist destinations of Pakistan. Every year millions of tourists visit swat and then go to different spots to enjoy their tour. Tourists mostly visit Swat in holidays. The total area of Swat is 5,337 square kilometers (2,061 sq mi). Swat is touched to many locations such as Buner, Shangla, Chitral, Upper Dir, Lower Dir, Kohistan, Mansehra and Gilgit Baltistan. Swat is enclosed by Mountains on all sides. The 38 percent of the economy comes from tourism. Swat is also centre for production of some fruits and vegetables like Apples, Peaches, Permissons, apricots, plums, pears and walnuts are the major crops. Swat is also known for producing potatoes, onions, honey, soya beans, tomatoes and trout fish. Around 31% of economy of Swat depends on Agriculture. The apple of Swat is very renowned and is exported to the entire world. The district

swat population is 2.31 million in the 2017 census, which resulted in the third-largest district of Khyber Pakhtun Khwa after Peshawar district and Mardan district. Swat is mostly inhabited by Pathans. Many languages are spoken in Swat, most of the people speak Pashto and other languages are spoken a little bit. The tourism in Swat is very popular nowadays. Before Swat merged with Pakistan the tourism was started before it and people liked to visit Swat but until 2007 when Taliban started the jihad in Swat and everything was ruined by them including tourism. It was a harsh period for the people of Swat in the history. The people of Swat will never forget that year. Once a Taliban stronghold there was not peace in the valley until the Pakistan military forces conducted special operations and purified the whole area. After the Taliban attacks Swat was known to be a non-peaceful region and people would be afraid of coming here as tourists, even now some people are afraid and cannot visit here due to the attack of Taliban's which affected everything specially was very affected as till date people can't afford to visit Swat. Today Swat valley is one of the most peaceful regions of the country. Swat is a good place and the people who visit here praise it a lot. The tourists want to visit the valley of Swat for its natural beauty such as hiking, sceneries, trekking and fishing. The pure waters of Mahodand Lake, the thick green forests of Ushu, and the ever-flowing Kalam waterfalls make this peaceful beauty an ideal destination for tourists. The People of Swat are very hospitable and respect their tourist very much. Swat is a home to many people of different cultures and traditions. The people of Swat are mostly Pashtuns. The people of Swat are very respectful and kind hearted. Swat has uncountable tourist spots where tourists enjoy their tour and have a lot of fun. The famous spots in Swat are Malam Jabba, Kalam Valley, Bahrain, Madyan, Chail, Mahodand Lake, Kundol Lake, Kumrat Valley, Gabeen Jabba, Jargo Abshar, Fizaghat, Marghazar and many more.



**Google Map screen shot of District Swat, Pakistan**

#### **4.2 Malam Jabba**

Malam Jabba is a beautiful mountain area which has a lot of wonderful sceneries and an amazing ski resort in the Hindu Kush mountain range nearly 50 kilometers from Saidu Sharif. Malam Jabba is located at a distance of 274 kilometers from Islamabad Pakistan. This area is between  $35^{\circ} 20'$  to  $35^{\circ} 45'N$  Latitude and  $72^{\circ} 12'$  to  $73^{\circ} 32'E$  Longitudes, height of Malam Jabba 990 m

at the entrance of the valley to 2880 m at the highest point of Shagar Sar. The most famous hill station of the swat valley and the hindu kash mountains. One can visit Malam Jabba through the Madyan main road the right side road turns to Manglor Town at side of the bridge for Malam-Jabba which then leads to Malam Jabba after a small set of Villages some of them are Salanda, Jehanabad, Talegram, Ser, Badar, Malam, Kishora, Spin-e-Oba, and finally Jabba. Malam Jabba is a small and less populated village which comes after the village of Kishora on the main road. Malam is nearly at 17 kilometer distance from Manglor Village and Kishora is at a distance of 18 kilometers. Jabba is located at a distance of 12 kilometers from Kishora is the uppermost part of this series.

The people of Malam Jabba are Pakhtun and are very kind. The people of Malam Jabba are very peaceful and didn't perform any harm to their guests. The people of Malam Jabba are very cultural and Traditional. Their culture and tradition is very diverse but we will mention few of them which are there clothes are according to the Pakhtun cultural which are shalwaar and kamees. Many of their functions are performed in a rare way which cannot be seen anywhere. Their simple food also has their way of its culture. The way of marriage is also different from other areas as it is part of their tradition. The people of Malam Jabba are very religious and can't bear any disrespect of their religion, culture and tradition. The population of Malam Jabba was round about 20,000 according to the Environmental Protection society (EPS). The people of Malam Jabba are very hospitable. The local people of Malam Jabba are very simple and live a simple life.

They love their tourists and respect them a lot. Every year millions of Tourists visit Malam Jabba which includes national as well as foreign tourists. Malam Jabba is a recognized spot in the whole world and people love to visit here specifically in the snow period. Tourists love to visit

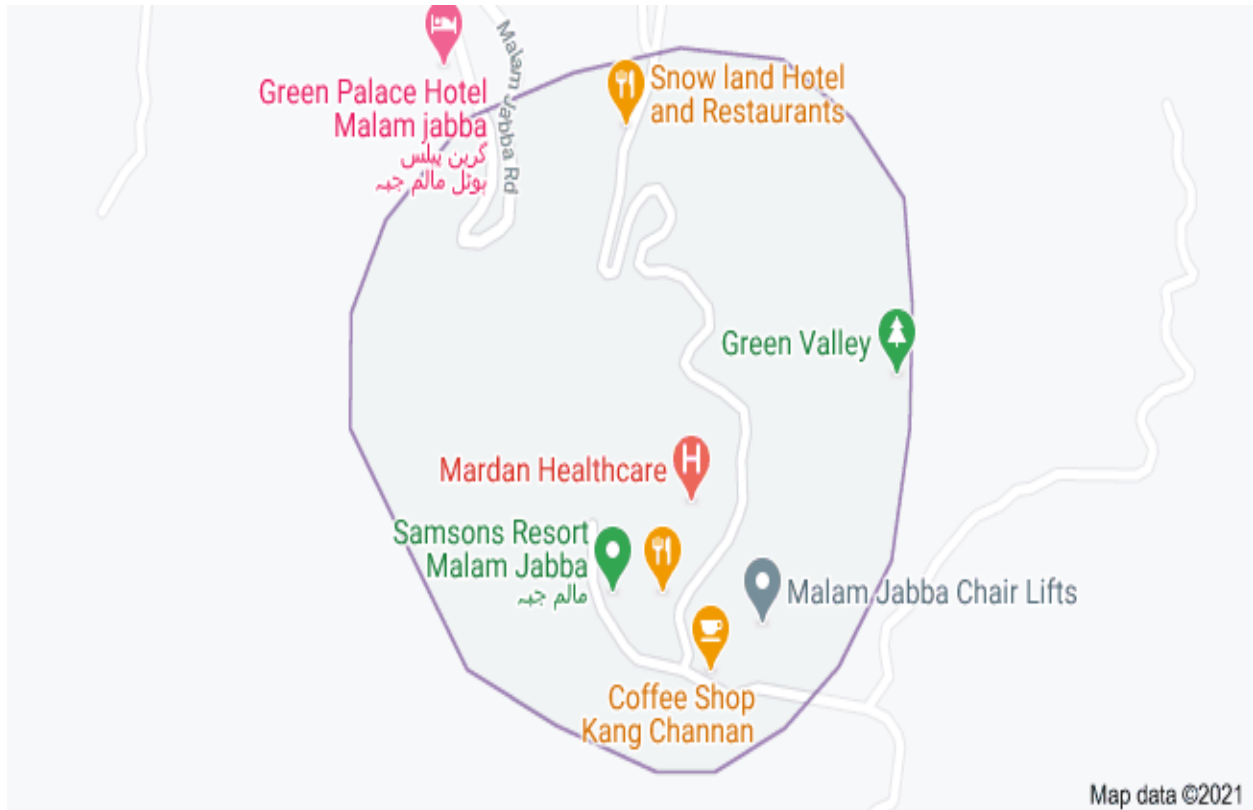
Malam Jabba for its wonderful sceneries, snow-capped mountains, trekking, skiing competitions, camping and hiking. Furthermore, the road to Malam Jabba is completely curved but entertainment lovers visit the area to enjoy themselves with full love. Above all, this beautiful ski slope is surrounded by dense jungle. The Malam Jabba resort has its own class in Pakistan with many winter sports and tourist attractions. The magnificent view of the majestic mountains attracts many visitors with its magnificent trek. Scuba divers, who arrived in Pakistan for the international alpine ski trophy, announced Malam Jabba as the publisher of heaven.

Malam Jabba has several sources of income. Tourism is the biggest source of income of Malam Jabba. Other sources include cutting of trees, a little bit of agriculture of plants. Approximately Malam Jabba produces 187 different varieties of Plants.

Apart from natural beauty Malam Jabba is home to the longest ski resort in Pakistan. The Malam Jabba Ski Resort, formerly of Pakistan Tourism Development Corporation (PTDC), had a steep slope of about 800m and the highest slope was 2804m above sea level. The Malam Jabba Ski Resort was a joint venture of Pakistan and its Austrian counterparts. The resort was equipped with state-of-the-art equipment including roller / ice-skating rink, chair lifts, skiing platforms, telephones and snowmobiles. The ski resort was constructed in 1988 but was idle for a long period of 10 years due to the decision the whether it should be in under control of the government or should be under control of a private sector. In Malam Jabba there was famous wooden motel, this motel had been built to house construction workers of the ski slope at the time they are opened to the public and tourists.

The history of this resort ended with the destruction of Taliban troops in June 2008 during their war in Swat. A large part of the resort was reduced to ashes, including a hotel, a few houses, and a raised elevator as well. After the government took over the area, the provincial governments

provided the private sector with a reconstruction of the resort, which rebuilt the hotel, ski resort and other facilities. It was a 76-star hotel with 76 rooms opened by Pearl-Continental Hotels and Resorts in 2020. The new 800m ski chairlift was reopened in September 2016. The venue is also the source of winter sports festivals in Pakistan. This unchanging mountain holiday resort is best known for hiking, mountaineering, camping and family vacations. The Malam Jabba Ski Resort, owned by Samson's team, covers an area of 270 hectares. Malam Jabba is the only ski resort in Pakistan with an altitude of approximately 9000ft. Here in addition to ice skiing, skiing, and skating competitions, rolling snowflakes and many other sports are also a part of it.



Google Map screen shot of Malam Jaaba District Swat, Pakistan



### **3.3 Kalam**

Kalam is a very beautiful mountainous region of Swat with vast green and thick forests, beautiful mountains, fascinating lakes, dynamic meadows, waterfalls, rivers and had the best tourist spot this makes the valley a must wandering place. The Swat river is born here by the combination of two major rivers that are Gabral river and Ushu river, Kalam is a renowned tourists spot in Pakistan. Kalam is at a distance of approximately 100 kilometer from Mingora Swat Khyber Pakhtun Khwa Pakistan. The distance between Kalam and Islamabad is 325.4 km. Coordinates of Kalam are 35.4902° N, 72.5796° E. The elevation of Kalam is 2001 m above the sea level. The population Kalam is approximately 23,170 according to the report of 2017.

The people of Malam Jabba are mostly Pashtuns. Kalam holds a great history of its people and places. The local people of Kalam are very kind and peaceful they respect their tourists a lot. The people of Malam Jabba are very cultural and traditional. Their culture is based on Islam. They prefer a simple living. They are very hospitable and they also help with the tourists in any critical situation. They are very helpful and kind. They are true holders of their culture. Sometimes their traditions are bad as if two persons are enemies then the rivalry will be continued by their heirs, which is most dangerous thing about them but as far of it they are very peaceful and calm.

Kalam has many diverse sources of incomes most important on is tourism. Agriculture is also a great source of income of Kalam. The income of Kalam also includes many more ways. The Agricultural products of Kalam include Potatoes, Turnip, Peas, Cabbage and Beans etc.

Kalam is a refreshing place in swat and is considered as a heaven for tourists. The Swat river and the whole valley are surrounded to green hills. The valley of Kalam captures millions of tourists to its circuit. Some of the most famous and beautiful destinations the tourists visit within Kalam, such as Ushu, Utror, Gabral, Blue Water, Matiltan, Shahi Bagh, Mahodand Lake, Darral

Lake, Saifullah Lake etc. each of them have their own significance. The Kalam river has shiny green water, Mountain has very huge mountains and the Lakes are very beautiful lakes. When tourists want and love to sit in the Kalam atmosphere, because the atmosphere of Kalam is very Beautiful, Calm and Peaceful. Tourists love to sit in an atmosphere which is full of amazing views. Kalam weather is very lovely and cool weather, Kalam create a perfect combination for national and international tourists. The Kalam is a seasonal tourism spots. The best time the tourists visit to Kalam from April to September. The snowfall season start from 20 December in Kalam valley and winters are also very enjoyable for adventure lover tourists. Moreover, the valley of Kalam is perfect to visit, because it is determining the beauties of swat and tourist's loves foe hiking, fishing in its charming sceneries or background. The valley also offers all the luxury for nature lovers and adventure seekers, however to explore its more than 50 icy lakes one has to walk on steep curves and faces. One can visit Kalam through the main Madyan-Kalam road. When going to Kalam people can also have the experience of seeing some other tourist's spots like Fizaghat, Madyan, Bahrain, Mankyal etc. There are many small villages on the road of Kalam some of them are Cahrbagh, Khwazakhela, Sher Palam, Matta, Baidara, Kotanai, Drush Khela, Shin and Fateh pur etc. When people go on the Kalam road many tourist spots are located nearer like Miandam and Chail etc. Every year millions of tourists visit Kalam and the surroundings for their tour. People mostly visit here in their holidays. Kalam has many tourists spot such as Blue Water, Utror, Gabral, Shahi Bagh, Jag Banal, Ushu, Matiltan, Mahodand Lake, Saifullah Lake, Spin Khwar Lake, Darral Lake, Kundol Lake, Izmis Lake and many more. A flat road ends in Kalam and a single off-road leads to all of the mentioned spots.

### **4.3.1 Blue Water**

Blue water is the newly recognized tourist spot located near Kalam at distance of 6 kilometers approximately. One can go to Blue Water through the main Kalam-Utror Road. The road of Blue Water is not a flat road but is an off-road which will require a 4x4 vehicle. It is an outstanding spot where people can see the sparkling water of the Utror river. Many people like to visit there when they go to Kalam.

### **4.3.2 Utror**

Utror is an attractive valley located at a distance of round about 18 kilometers away from Kalam. Utror is surrounded by snow-capped mountains, green fields and waterfalls. The area of Utror valley is approximately 47,400 hectares. The altitude of the valley is 2,300 m.

### **4.3.3 Gabral**

Gabral is an eye-catching village which comes at a distance of 20 km from Kalam. Gabral is known for green forests, medicinal springs, and home of highest snow-capped mountains, brown Swati trout fish, which lavish green forests, musical springs and beautiful lakes. The elevation of Gabral is 2,286 m. The center area is located about 500 m north of the Gabral river. The village has a few hundreds of houses. Few farms can be seen up at a point.

### **4.3.4 Shahi Bagh**

Shahi Bagh is tourists spot Near Kalam at an approximate distance of 30 km. It is present in the Gabral area which provides a wonderful location with a fresh water stream. Shahi Bagh offers unique landscape to its visitors. Shahi Bagh is a place where tourists enjoy the tranquility with the most enjoyable weather. The tourists want and love to spend time with family and friends. This site is also famous for barbeque. Shahi Bagh is enriched with green fields, clear water

streams and outrageous natural sceneries. This place is a paradise on earth with calm streams running around it which results in making of a small island where one can enter through a small wooden bridge. It is calm and serene place which provides peace and satisfaction.

#### **4.3.5 Ushu**

Ushu is also a hill station of Kalam valley swat. Ushu is located at a distance of 8 kilometers from Kalam. The height of Ushu is 2,300 m. An off road leads to Ushu where people can go on a 4x4 jeep only. Ushu has great and vast green forest which is known as the Ushu forest. People love to go there have fun in the forest. People also enjoy spend quality time with their friends and families. The forest remains very calm. Tourists usually spend nights in the forest. People do camping here. Tourists also love to do Barbecue here.

#### **4.3.6 Matiltan**

Matiltan is outstanding spot which is located about 13 km away from Kalam on the main Kalam-Mahodand Road. Matiltan is well-known for its enormous glaciers, thick forests and high mountain peaks. Visitors can see many high mountain peaks from Matiltan. The highest peak which can be seen from Matiltan is Falak Sair with height of 5,957 and some other high peaks.

#### **4.3.7 Lakes in Kalam**

Kalam has many mountainous glacial lakes among them Mahodand Lake, Saifullah Lake, Kundol Lake, Darral Lake, Izmis Lake and Spin Khwar Lake are very famous due to its scenic nature. In this Lakes Mahodand, Saifullah and Kundol lakes are easy to access while the others are accessible through trekking. The trekking way includes lush green trails and has many beautiful natural landscapes which can be seen through the trekking way. Short introductions of some of the Lakes are mentioned below.

#### **4.3.7.1 Mahodand Lake**

Mahodand Lake is one of the most famous Lakes in the Pakistan. Mahodand Lake is situated at an approximate distance of 35 km from Kalam. The surface elevation of Mahodand Lake is 2,865 m. Mahodand is one of the largest and charming lakes in Swat valley. Tourists can visit Mahodand Lake with a 4x4 vehicle, Mahodand is a good location for fishing, camping and enjoying boat rides. Mahodand is surrounded by snow covered mountains, luxurious green meadows and dense forests which fascinates its visitors. Mahodand Lake is a must visit place in Kalam. The good time to visit Mahodand Lake is the mid of the summer because the lake is gets froze in winter season and can be very hard for tourists to access due to blockage of roads. There is no doubt Mahodand Lake is a best place for spent a whole day. The night sky of Mahodand Lake is amazing and every heavenly body glitters shiner than each other. When a person sees that night sky, He gets free from every thought of this world and one only thinks about the creature.

#### **4.3.7.2 Kundol Lake**

Kundol Lake is another sight-catching lake in Kalam valley. Kundol Lake looks like water placed in a bowl that's why is also called Kundol Lake, In Pashto Kundol is said to a bowl. Kundol Lake is located approximately at a distance of 23 kilometers from Kalam valley at the north side of Utror. Kundol Lake is accessible through trekking of 4-6 hours via attractive valley of Ladu. A Kundol Lake lie among the huge mountains of the Hindu Kush Mountains, which is attracts thousands of tourists. This Lake is encircled with snow-dressed and lush green forests. Tourists can have the good camping beside the Kundol Lake due to trees and also the tourist enjoys the beautiful weather of Kundol Lake. The Kundol Lake view is very beautiful but the

night view is very fascinating here and tourists always try to capture it with their lenses. The elevation of Kundol Lake is round about 3,033 m. The good time to visit Kundol Lake in summer, because tourists can enjoy the fishing and winter season the road of Kundol Lake are also blocked due to heavy snowfall in winter season.

#### **4.3.7.3 Spin Khwar Lake**

This Lake is hidden in the mountains is slightly unexplored due to this reason. Spin Khwar Lake holds an enthralling beautiful view. The elevation of Spin Khwar Lake is about 2,000 m above the sea level. It is called Spin Khwar Lake because its water is white and spin in Pashto is said to white. The white sparkling water of the Lake attracts tourists to itself. Spin Khwar Lake is bordered by gigantic mountains of Karakorum Mountain Ranges and nourished by glaciers. Spin Khwar Lake is located at the northern side of Kundol Lake. Spin Khwar Lake is accessible through trekking.



**Google Map screen shot of Kalam, District Swat, Pakistan**

## **CHAPTER 5**

### **DATA ANALYSIS AND DISCUSSION**

#### **5.1 Introduction**

This chapter contains results and discussions based on the finding during field work. It highlights the both positive and negative impacts of tourism on people of Malam Jabba and Kalam. The following major themes have come forward from the data collected during field work.

#### **5.2 Economical Impact**

There are some economic impact of tourism on local livelihood of Malam Jabba and Kalam. In which include poverty reduction, job opportunity, Increased Prices of Products etc.

##### **5.2.1 Poverty Reduction**

According to United Nations (2016) poor people are those who are living on less than 1.90\$ US per day. According to World Economic Forum (2008) in under develop countries tourism reduces poverty by providing new jobs as it is one of the largest industries for transferring wealth and resources from rich to poor besides providing employment opportunities. In 2019 Pakistan has produced 2.84% of its GDP from tourism. Malam Jabba and Kalam are poorer regions as these are mountaineer areas. The people of Malam Jabba and Kalam are basically poor. Tourism industry is an economical industry which is very helpful to reduce poverty. Tourism plays a major role in the generation of income for the people of Malam Jabba and Kalam. In this world, poverty relief is the greatest challenge. Tourism is an advantage for Poverty reduction in Malam Jabba and Kalam.

### **5.2.2 Job Opportunities**

According to UNWTO (2010) tourism make hand in the formation of 235 million jobs directly and indirectly, tourism provide one in every of twelve jobs. In 2019 4 million jobs are formed in Pakistan through tourism. More than half of the workers in the tourism industry are younger. Tourism is considered as a major source of income especially in developing countries. The increase of income, the reduction of unemployment and creation of new jobs are positives of tourism (Mavrodontis, 2006). I have conducted Interviews with local people, they are basically jobless and living a harsh life. Almost many of people of Malam Jabba and Kalam are labours and they work out of region. In Malam Jabba and Kalam 30% of the employees are locales and 70% are from other parts of the Nation working as restaurant representatives, Shopkeepers, Drivers etc. Other locals from that region have started their small businesses because of tourism like selling homemade sweets, handmade garments and hosiery, different food stalls. This is one of the important and positive impacts of tourism on local people.

### **5.2.3 Increased Prices of Products**

At canteens of different hotels and restaurants in Malam Jabba and Kalam rates are very high and unaffordable. Tourist told me during the interviews that each and every item is doubled from their actual prices. Many restaurants in these regions have their different service charges, These charges undergo on their own choice and government didn't have any check and balance policy for this price list. This is beneficial for the local businesses but this could be heavy on the pockets of the tourists. Another important aspect which I observed during my field work was that the food which was served at the canteen is unhygienic and the quality is really below than standard. Agreeing to one of the respondent, the quality of food was not according to its rates. These high rates of products are unaffordable that affect the tourist as well as the local people.



This is the negative affect of tourism on local people that they were facing in Malam Jabba and Kalam.

#### **5.2.4 Increased Values of Land**

At tourist spots, demand for real estate may be increased (Fredline, 2002). At Malam Jabba and Kalam tourism activities have increased land prices. One of my respondents told me that the land prices have been increased 2 times as of the past. Not only real estate prices have skyrocketed but also cost of agriculture land has increased significantly. The one who buy the places come from outside these regions. Behind this there are certain factors which increase its demand and the most important is the appreciation in the number of the foreign visitors, as these are peaceful, greener and Mountain areas, Usually snowfall occurs which cause its weather cold in every month of the year. People come here and have a lot of fun and enjoy its beauty. It has made many challenges for the native people to have their own house at these unaffordable prices of lands. The increase in value of real estate are not so good because native people are not able to buy the property nearer to the road and has no choice left rather to live up in the mountains of Malam Jabba and Kalam. The people of Malam Jabba and Kalam face a lot of obligations and thus leave their motherland and choose migration as a best option for them because of the unbearable increase in land prices. However the increased of property price which are good for property owner but a problem for local people seeking to purchase property. As tourism consider as alternative economic activity that can accelerate to development and contribution in national income. The researcher observed that the perceptions of people towards socio-economic impacts of tourism were positive except uncontrolled prices of land in Malam Jabba and Kalam.

### **5.3 Environmental Impacts of Tourism**

The basic principle of tourism brings together benefits of local community, environmental protection and social-economical development of local communities. Tourists may harm the environment quality in many ways it can be intentional or unintentional. The contemporary problem is the decomposition of the natural environment. Malam Jabba and Kalam are one of the busiest places in district Swat especially on national and religious holidays. Many Tourists with their families visited Malam Jabba and Kalam to see the natural beauty and its fauna and flora. The negative impact of tourism on the environment of Malam Jabba and Kalam is also a serious issue as it harms the animals, birds, wildlife and eco system in the surroundings of Malam Jabba and Kalam due to polluted air and unwanted noise. Due to plastic, shoppers and food disposable items water and natural resources are also polluted. People do refreshment and enjoy their tour, they don't put their wastage in dustbin and it effect to environment and create discomfort for tourists. Excessive use of disposable glasses, plates and mineral water bottles as well as bags and boxes for food are degrading natural environment of Malam Jabba and Kalam. In the Malam Jabba and Kalam, negative impacts of tourism are in the form of the depletion of natural resources, lack of infrastructure facilities and deforestation. People mostly eradicate forest to build their buildings for homes, restaurants and hotels and they take this step for their own benefits to have more income. It then leads to deforestation and take away the natural beauty of a forest. This is also the negative impact of tourism on the forests of Malam Jabba and Kalam.

#### **5.3.1 Traffic Congestion/Crowding**

Malam Jabba and Kalam are one of the most renowned and leading areas of Pakistan. Nearby Malam Jabba and Kalam Traffic jamming is a major problem for the tourists and the local people of Malam Jabba and Kalam. Malam Jabba and Kalam experience a large number of tourists who

visit on special day specifically on religious, national days and on the weekend for the nearby people. After conducting interviews from the local peoples the researcher come to know that the people are not satisfied from the traffic related matters nearby Malam Jabba and Kalam. The employees have talked about traffic congestion on a single road and huge crowd on holidays. Many tourists were dissatisfied with the traffic conditions in Malam Jabba and Kalam. Tourist attitude can be influenced by traffic congestion which creates negative attitude towards visiting Malam Jabba and Kalam and they can miss the opportunity to enter after struggle of long travelling especially outsider. Major reasons for Traffic Crowding are that there are not enough parking spots in Malam Jabba and Kalam. There are few numbers of parking spots which are properties of the restaurants and hotels which are only allowed to their customers specially. The government does not have any special traffic rules and regulations for tourists in Malam Jabba and Kalam. These are negative impacts of Tourism on the tourists and local people of Malam Jabba and Kalam.

### **5.3.2 Deforestation**

Malam Jabba and Kalam include meadows, wetland, and forests. The problem is that the local people are cutting the trees to make some income and for their benefits like cooking, heat and use it in construction. After interviewing the local people of Malam Jabba and Kalam, They confessed that we are involved in the forest cutting because we don't have any alternate facility/resources available like lack of Gas, electricity and other income source. The cutting of trees is very harmful to inhabitants and loss of ecosystem and native, species. Moreover it causes the loss of species, greenery and will ultimately warm the weather of Malam Jabba and Kalam which is unhealthy for wildlife as well as the people. Due to deforestation, the absorption of carbon dioxide would be reduced as trees are major source of absorption of carbon dioxide and

hence the availability of oxygen in the environment would decline and it will cause direct negative impacts on health of human beings. Pure air will be disturbed or damaged and this disturbance could be a big source of bronchitis and lungs cancer and disturbance of soil fertility. Deforestation also decline the cycle of rains and disturb climate which is threat to wildlife and natural beauty of Malam Jabba and Kalam. For some facilities we construct more and more buildings which results in deforestation the other reason is that tourist came and it disturb the species of different wildlife which cause that area to be abandoned and people use it for their own will. These are the negative impact of tourism on Malam Jabba and Kalam.

### **5.3.3 Lack of Facilities for Public**

Malam Jabba and Kalam are renowned regions of the district swat which presents a scenic view where the people come from far places with families for enjoying national festivals, religious festival and weekends. These places are equally good and attractive. People come in swarms when they Malam Jabba and Kalam and they really enjoy their tour with these scenic views. Tourists can live there for some days but these places have a lot facilities missing like Parks, Health Facilities, Electricity, Natural Gas, Mobile Connection, Fuel Pump, Poultry Farms, Sanitation, Public Toilet, Garments, Shoes and Clothes Shop and Some major restaurants like KFC and McDonalds. The main reason for lack of electricity is that they are mountainous regions and they face troubles passing the electricity cables through mountainous roads. Sanitation system is low because there is no proper construction system. People face a lot of problem while connecting to the world through Mobile and Internet which is not available in Malam Jabba and Kalam. Fuel Pump is the biggest problem which most of the tourists are facing the main reason is that there are seasonal tourism in Malam Jabba and Kalam. In Malam Jabba and Kalam there is no amount of mechanical workshops and people face a lot of problems.

Health Facilities are same as neglected and had no proper treatment available for an emergency which cause many troubles to tourists. These regions also didn't have any parks available for children to have fun there. Malam Jabba and Kalam also had lack of media advertisers to highlight these issues through internet and explore more about Malam Jabba and Kalam. These are the negative impacts of tourism on facilities in Malam Jabba and Kalam. Due to this lack of facilities it caused more daily life troubles to tourists and local people. Due the lack of the above important facilities these are owned by giving a high price almost double of the standard price.

## **5.4 Cultural Impacts of Tourism**

In Malam Jabba and Kalam families, people or tourists come from different regions and they bring their community culture with them. One of my respondent said that tourism has a negative cultural impact on local people of Malam Jabba and Kalam because many people visit here and they all have different cultures, languages and beliefs etc. which affect our new generation and they are being inspired from some different cultures.

### **5.4.1 Diversity of Culture**

Tourism industry may cause a gradually changing in a belief, and cultural practice. The local people force to change their life style such as eating and dressing and these impacts may be understood as the positively as standard of living increase and also may be considered negatively as an indication of acculturation (Dogan,1989). The focus of my research is non-material culture. Every non-material has its unique value in lives including morals, languages, norms and beliefs and all these determine how the culture respond to its religion. Every year millions of tourist visit Malam Jabba and Kalam. Discussing the dynamics of cultural diversity, the worldly influences attract local people. With the passage of time the changes in the social status and thinking of the local people have changed. One of the respondents at field work said that the visitors wear

modern dresses and it has greater influences on the local people and the local people follow those dressing somehow these behaviors are acceptable. Diverse culture creates harmony and unity among all people, but at the same time most of the respondents said in Malam Jabba and Kalam that some tourist (young male and female) perform immoral activities which affect different family traditions and culture directly and indirectly.

#### **5.4.2 Unethical Activities**

Unethical activities include very loud music which every person is fond of and likes to play as great as possible volume on speakers and does not take care of the nearest population. Tourists are involved in social media activities like pictures, taking videos and posting them but they don't have any kind of permission from the exposed people and after that it plays a harsh role to tourists. These are unethical activities in which tourists are involved and these are negative cultural impacts of tourism on the local people of Malam Jabba and Kalam.

## CHAPTER 6

### CONCLUSION AND RECOMMENDATION

This chapter provides the conclusion and recommendations drawn on the basis of the research findings to improve the tourism and increase the positive impact of tourism on the livelihood of local people of Malam Jabba and Kalam.

#### 6.1 Conclusion

The growth of tourism activities although it is economically desirable, it can be culturally and environmentally. The newly emerged concept of sustainable tourism refers to sustainable development. Tourism sustainability encompasses the positive impacts of tourism while minimizing its negative impacts. Tourism is one of the most developing sectors in the world. Tourism causes both positive and negative impacts (Haley et al., 2004). The researches confirm that tourism can have positive effects on the development of the area so that it can enable the improvement of economic opportunities for local people (Lolah and Southwich, 2003). Malam Jabba and Kalam are peaceful areas of the district Swat. The people of Malam Jabba and Kalam are very kind hearted and their hospitality is mush famous. The people of Malam Jabba and Kalam are mostly Pakhtun or Pashtuns. Malam Jabba and Kalam are internationally recognized tourism spots where millions of tourists visit every year and enjoy its beautiful nature. There is a seasonal tourism in Malam Jabba and Kalam. The season of tourism in Malam Jabba and Kalam is from 20-December to 20-July because tourists visit here to enjoy the snowfall. Malam Jabba and Kalam are very famous all around the world for its natural beauty and the cold weather due to snowfall. Malam Jabba and Kalam are very attractive places for tourism for all the people around the world. Malam Jabba and Kalam become over-crowded on national and religious

holidays and also in the snowfall period. The tourism has some positive and negative impacts on the local people of Malam Jabba and Kalam.

These are Positive impacts of tourism on the local people of Malam Jabba and Kalam. Tourism plays a major role in Poverty reduction in the form of food, shelter and clothes etc. The people of Malam Jabba and Kalam generate income from tourism and their economy gets boosted. Tourism in Malam Jabba and Kalam also plays a significant role in providing Job opportunities and business opportunities to local people. People in Malam Jabba and Kalam are getting economic benefits such as Restaurants and Hotels. More than 70% employees in Malam Jabba and Kalam are its local people. Tourism in Malam Jabba and Kalam also important role plays for its infrastructure development such as establishment of roads and buildings etc. Tourism plays an important role in the Modernization of the local people of Malam Jabba and Kalam in the form of adaptation of different cultures and languages.

These are the negative impact of tourism on the local people of Malam Jabba and Kalam. Inflation occurs through tourism because every product prices are increased from the actual price. Tourism also increases the values of land prices. Tourism also has many environmental impacts such as overcrowding of People and vehicles. There is also many types of pollutions increased like air pollution, land pollution water pollution and noise pollution. Malam Jabba and Kalam are facing very lack in facilities like Parks, Health Facilities, Electricity, Natural Gas, Mobile Connection, Fuel Pump, Poultry Farms, Sanitation, Public Toilets, Garments, Shoes and Clothes Shop and Some major restaurants like KFC and McDonalds. Deforestation is also a negative impact of tourism in Malam Jabba and Kalam. Tourism also has a negative impact on Culture in Malam Jabba and Kalam. Some unethical activities come forward due to tourism.



These all negative impacts of tourism affect the livelihood of the local people of Malam Jabba and Kalam.

This study proved the Malam Jabba and Kalam are facing both the positive and negative impacts of tourism on people. Local people of Malam Jabba and Kalam face these both impacts on their lives. The positive impacts are very beneficial for the livelihood of the local people of Malam Jabba and Kalam. To achieve desirable level of tourism there is a need to minimize negative impacts and increase the positive outcomes which may be beneficial for the livelihood of the local people of Malam Jabba and Kalam.

## **6.2 Recommendation**

### **6.2.1 Reconstruction Measure**

The improved infrastructure and a well compromised road have the best tourism impact on the provision of better social services and benefits to the livelihood of the local people of Malam Jabba and Kalam.

### **6.2.2 Health Service**

For the better livelihood of the people of Malam Jabba and Kalam there should be great Health facilities like construction of a hospital, establishing a dispensary, medicine availability, best doctor should be on duty, there should be great emergency services, an ambulance is necessary for the transport of patients and also there should be a rescue center.

### **6.2.3 Education Facilities**

For the betterment of livelihood of the local people of Malam Jabba and Kalam there should be good education facilities available. Free education is the key to successful livelihood of the people. There should be a School, College and talented teachers should be appointed.

#### **6.2.4 Availability of Natural Gas**

People are leading very harsh life as there is no gas available and it is very hard to lead life without gas resources. Due to the lack of Gas facilities people cut the forest and burn it which results in deforestation, if there is gas available people would never do that to the forests. This would be great for the livelihood if gas resources reach Malam Jabba and Kalam and will make the livelihood very easy for them.

#### **6.2.5 Mobile and Internet Connection**

Mobile and Internet Connections are very important for tourists as well as local people of Malam Jabba and Kalam. Due to lack of Mobile towers people can't be in touch with their loved ones which make the livelihood very hard for the people of Malam Jabba and Kalam. Mobile companies should make towers there and make the livelihood better for the people.

#### **6.2.6 Fuel Pump**

Fuel Pumps are very important for livelihood of local people and also for the tourists of Malam Jabba and Kalam. Due to lack of fuel pumps in Malam Jabba and Kalam people face many problems.

#### **6.2.7 Fast Food Restaurants**

As Malam Jabba and Kalam are tourists spot and every year many tourists visit here and enjoy a lot but most of tourists like fast food which is a great problem in Malam Jabba and Kalam. Brands should come here and build their franchises here which will be a great step for the betterment of the tourism.

### **6.2.8 Clothes and Shoes Shop**

Local people of Malam Jabba and Kalam face many problems as they come to city for their shopping if they build some shops there so it will be a big step for the better livelihood of the local people of Malam Jabba and Kalam. Mostly the tourists visit and have enough clothes but sometimes they need it in emergency situation, so this will be good for the tourists of Malam Jabba and Kalam.

### **6.2.9 Parks and Public Toilets**

Parks and public toilets are very important for the local people and also for the tourists. In parks people come to get fresh air have their food (lunch, dinner) and their children enjoys and have a lot of fun. Families gather in parks. Parks are safe and sound. In the presence of Parks the crowd will be at side and no rules would be violated. Public toilets are necessary for such tourists spot as if a tourists needs to use a toilet they will have to rent a room in a hotel which is hard so availability of public toilets will make it better.

### **6.2.10 Investors**

Malam Jabba and Kalam are backward because there are no such investors who want to invest their money in Malam Jabba and Kalam. If investors come here with a vision of betterment for the people and the tourists, it will establish the livelihood of local people of Malam Jabba and Kalam.

### **6.2.11 Government Policies**

Government should make a policy which will have a direct positive impact on the local livelihood of the local people of Malam Jabba and Kalam. Government should sustain check and balance policy to promote tourism in Malam Jabba and Kalam.

### **6.2.12 Sustainability for Tourism Development**

There are two departments who can promote tourism in swat. The one is forest department and the other one is tourism department. These departments have miss understanding with each other. The main reason is to income generation from tourism in swat. The forest department has the ownership of the tourism spots property while the tourism department has no ownership of the tourism spots. This two department's agreement with each other. The forest department will provide land and the tourism department investment on it. The tourism department establishment of roads, new parks and also explores the new spots for tourism in swat. The tourism department should provide all the amenities to tourist in order to reached or excel the tourist point in swat. This act will promote sustainable and tourism development in swat.

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## **Appendix 1**

### **Images from Fieldwork**



1. Focus Group Discussion (FGD) with Local people of Malam Jabba.



Interview with Tourist in Malam Jabba



Malam Jabba Ski-Resort before the collapsing



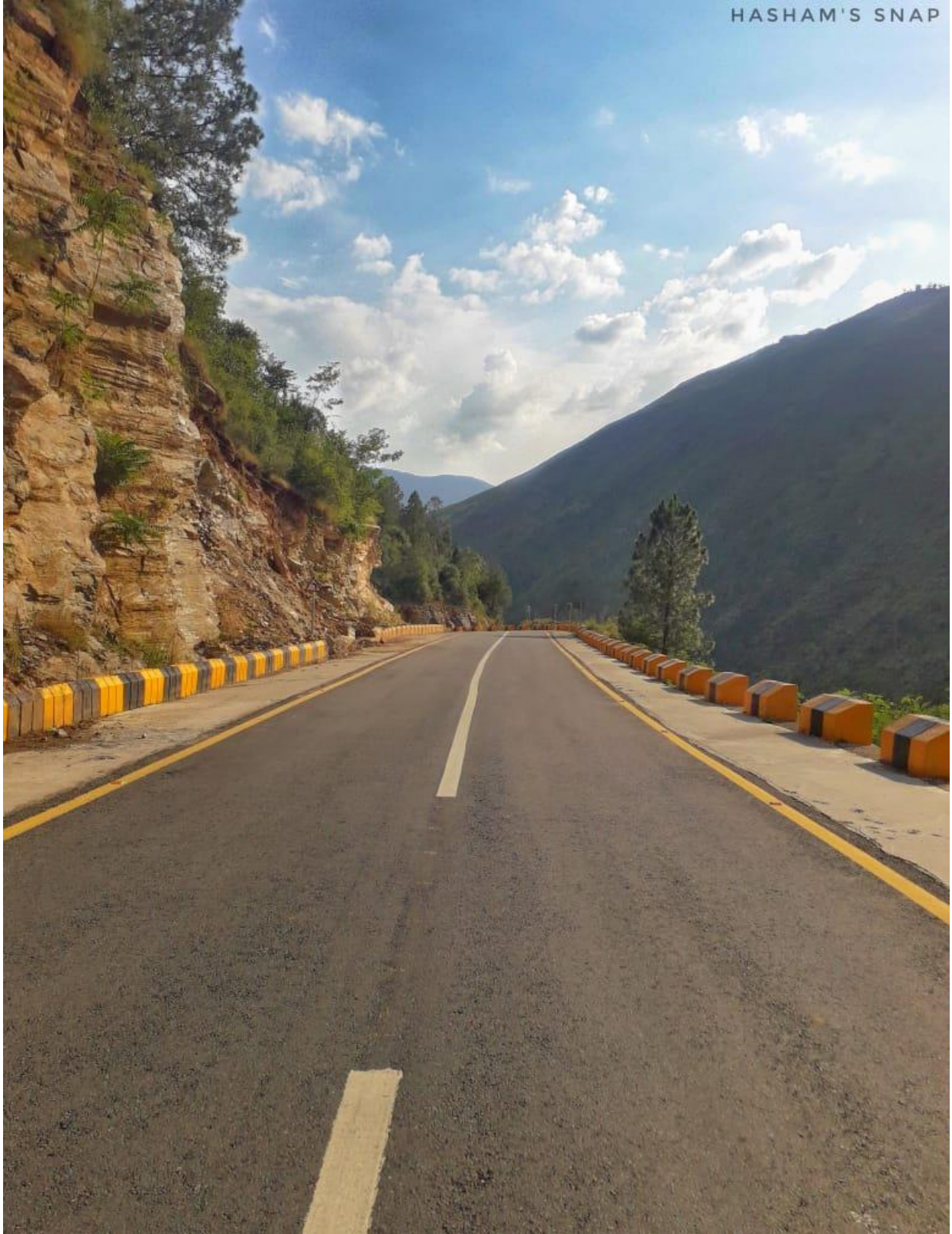
Malam Jabba Ski-Resort Present



Malam Jabba Chair lift

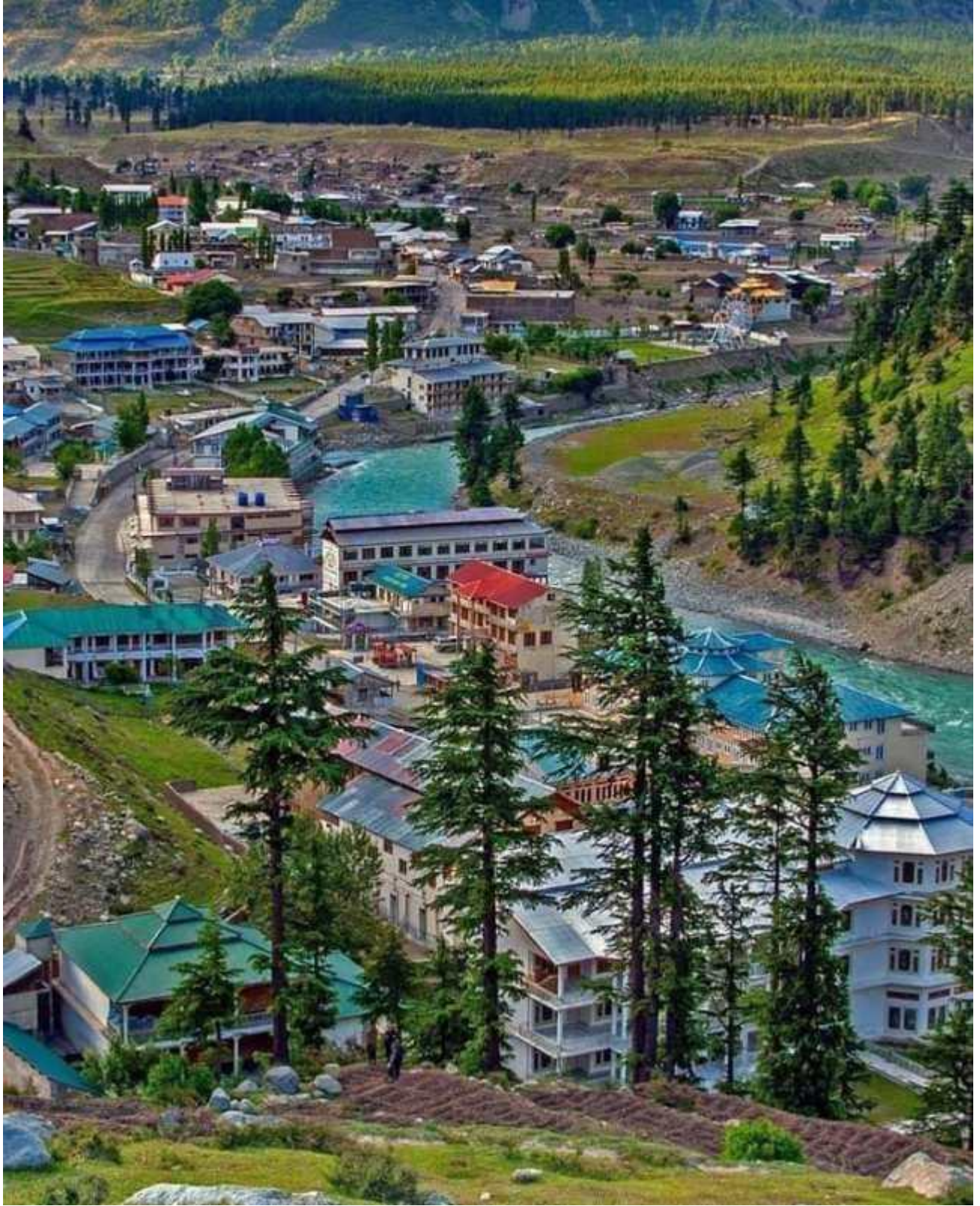


Malam Jabba Ski-Slope



Road to Malam Jabba





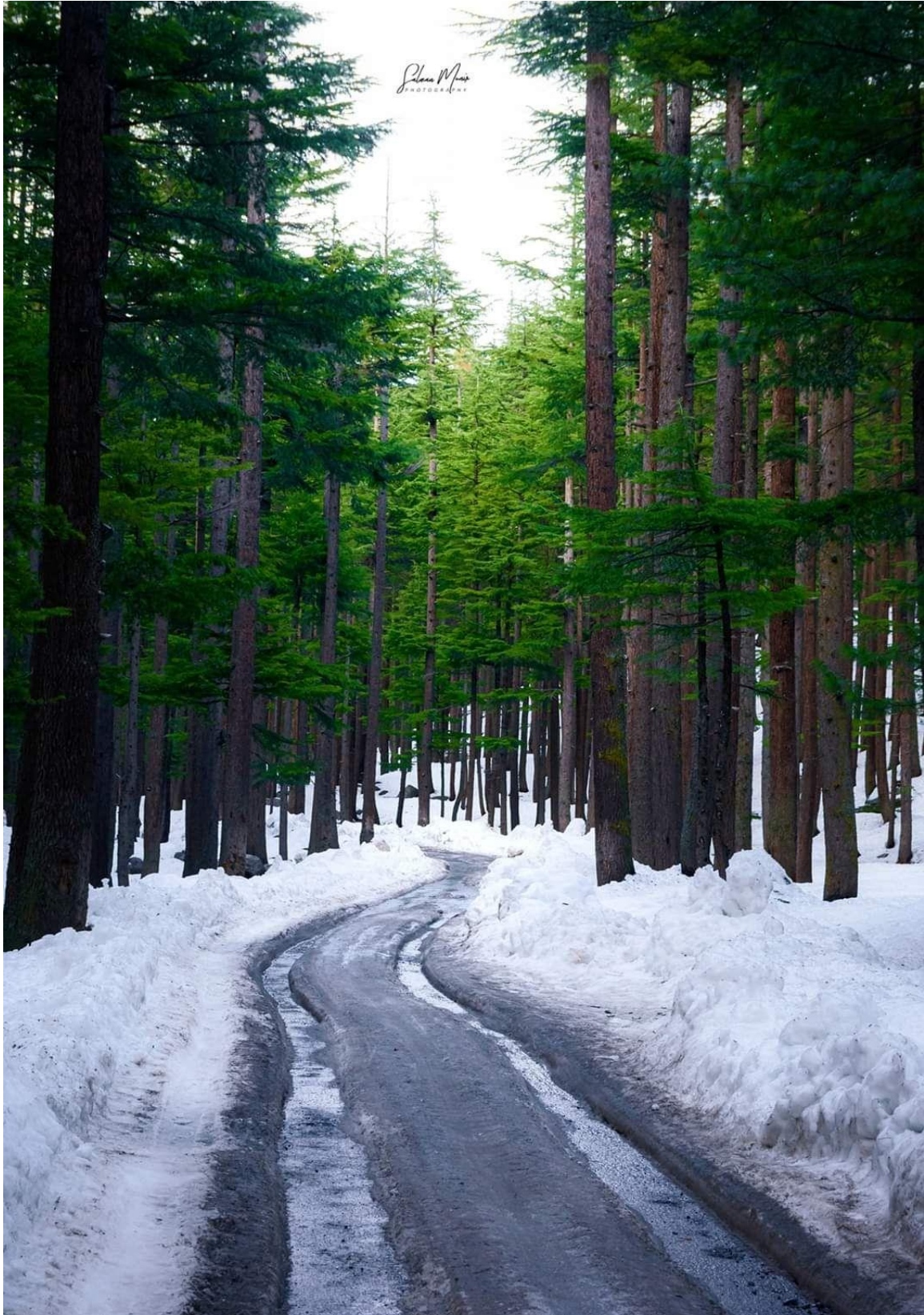
Kalam Valley



Blue Water Kalam



Ushu



Ushu Forest in winter



Gabral River



Shahi Bagh



Matiltan



Mahodand Lake





Kundol Lake



Spin Khwar Lake

## Appendix: 2

### Local resident of Malam Jabba and Kalam

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Age \_\_\_\_\_

Date \_\_\_\_\_ / \_\_\_\_\_ /2021

### Guide questions for semi structure interviews:

1. What are benefits of tourism for local people in Malam Jabba and Kalam?
2. Tourism development in Malam Jabba and Kalam has increased any kind of knowledge?
3. What are economic impacts of tourism in Malam Jabba and Kalam?
4. Do you or any other family member(s) collect(s) forest products for trade purposes (i.e., Honey, Wood etc.)? Does this activity generate income?
5. Tourism has any impact on environment such as pollution? i.e., increased or decreased?
6. Does presence of tourist in your community play role in changing lifestyle and values of local people?
7. What is/are advantage(s), disadvantage(s), and impacts of tourism on society?
8. What are impacted of tourism on culture?
9. What are environmental impacts of tourism on your life?
10. What is your advice to boost tourism in Malam Jabba and Kalam?
11. Do you think that tourism has helped to reduce poverty in Malam Jabba and Kalam?

12. Do you believe that tourism has increased living standards (i.e., income, employments, poverty, inflation, environment quality) in Malam Jabba and Kalam?

## **Appendix: 3**

### **Tourist(s)**

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Age \_\_\_\_\_

Date \_\_\_\_\_ / \_\_\_\_\_ /2021

### **Semi-Structured Interview**

- 1 Does tourism has increased pollution and traffic congestion.
- 2 What are impacts of tourism on environment in Malam Jabba and Kalam?
- 3 Does tourism in Malam Jabba has increased prices of goods? How much?
- 4 How tourism should be further enhanced (developed) in Malam Jabba and Kalam?
- 5 What are negative and positive impacts of tourism in Malam Jabba and Kalam?
- 6 What kinds of facilities are available in Malam Jabba and Kalam? And what lacks?

## Appendix: 4

### Hoteliers, Restaurants Owners, and Shopkeepers of Malam Jabba

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Age \_\_\_\_\_

Date \_\_\_\_\_ / \_\_\_\_\_ /2021

### Semi-Structured Interviews

1. Do you think tourism industry is a major source of earning for local peoples as well as it helps businesses to increasing income?
2. What is percentage of local employees in Malam Jabba and Kalam?
3. Does tourism in Malam Jabba and Kalam is a source of generating employment opportunities?
4. What benefits do you get from tourism in Malam Jabba and Kalam?
5. Do you face any problem to run business at tourist destination?
6. What benefits would you get from tourism development in Malam Jabba and Kalam?
7. Does tourism industry in Malam Jabba and Kalam help you in increasing income?