

**The Significant Potential of Heritage  
Tourism in Mardan, and its Impact on the  
Local Economy**



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**CERTIFICATE**

This is to certify that this thesis entitled: **“The Significant Potential of Heritage Tourism in Mardan, and its Impact on the Local Economy”** submitted by **Noor Hussain** is accepted in its present form by the PIDE School of Social Sciences, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree in Master of Philosophy in Public Policy.

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**Noor Hussain**

**22<sup>nd</sup> September, 2022**

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**Noor Hussain**  
**22<sup>nd</sup> September, 2022**

## **Dedication**

This study is wholeheartedly dedicated to my Mentor, **Dr. Atha Tahir Baloch** and two of my Best Friends **Scholar Abdul Qadeer Baloch** and **Advocate Daniyal Baloch Zehri** without their Patience, Understanding and Support the Completion of this Task would not have been Possible.

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**Noor Hussain**

## **Abstract**

*This study shows that the Mardan heritage tourism sector has great potential and, to a certain extent, has a positive impact on the local economy. In the context of this quest, this study generally attributes that the heritage tourism industry has an imperative role in creating new job opportunities and as well as poverty reduction for the local inhabitants of this region. Mardan heritage tourism has recently gained a boost in stimulating economic growth and local perception concerning to heritage tourism in promoting economic activities improving the way of life of locals. On account of the literary knowledge framework, this research focuses to highlight the issues in development and promotion of heritage tourism sites and to offer a way forward to overcome the role of government in maintaining the conservation initiatives of heritage tourism and its socio-economic and environmental challenges which needs to be erudite for policymakers where the locals do not know about these precious sites. The purpose of this study is to explore the heritage tourism impacts on revenue-generating disposals, environmental, local people exclusion, security, inflation, and as well as economic related challenges by local and international visitors. In Pakistan, the provincial-level Mardan region has seen the fastest growth in tourist arrivals, and it has been suggested that tourism-related activities should be considered an essential element. Even so, Pakistan's tourism industry appears to be at its zenith and the country's economic and social development has not been fruitful as it should be. With regard to tourism growth in Mardan, the region faces multiple serious challenges, including heritage tourism environmental challenges, revenue-generating disposals, local people exclusion, tourist security, and inflation. The government's goal has failed to deliver on its enormous potential even after the promotion of tourism has been one of the main agenda of the PTI government.*

# **Chapter no 1**

## **Introduction**

Heritage tourism is a rapidly rising industry in the world. It is a mean of job creation, revenue generation, poverty diminution and foreign exchange earnings. It contains many other aspects, which include transportation, hospitality, communication and entertainment. Pakistan has a rich landscape of history, culture and tourism activities. Basically, tourism is divided into three types such as religious tourism, historical tourism and archaeological tourism and it has three chief form likewise domestic tourism, outbound tourism and inbound tourism. But this study is primarily focused on the enormous potential of heritage tourism and its impact on local economy.

### **1.1 State of Tourism in Pakistan**

In Pakistan tourism is a significant source of revenue. However, increased tourism-related economic activity has resulted in increased pollution, noise, and traffic, as well as increased water and energy consumption. Tourism's unplanned nature has a negative influence on both the local inhabitants and the environment. Tourism has been criticized for having negative consequences. However, it has multi-dimensional effects. The following effects include; economic, socio-cultural, and environmental effects (Fletcher, 1993).

### **1.2 Mardan District Historical Background**

Initially, Mardan was the name of a small area that was named after “*Pir Mardan Shah*” a well-known spiritual figure. Mardan gradually became known as a large adjacent

territory. Mardan district was formerly attached to the valley of Peshawar. The reference to Peshawar valley can be found in history as being a part of the Gandhara Kingdom. During the British period until 1937 Mardan was a part of the Peshawar district. Following the name of its capital settlement, Mardan was established as an independent district in 1937 (Khyber Pakhtunkhwa, 2021).

There are numerous tangible elements in Mardan including Takht Bahi, Jamal Garhi, Shahbaz Garhi, Seri Bahlol, and Kashmir Smast Cave Buddhist vestiges parts. Pakistan's heritage tourism is measured by the nation's trade tricks. In Pakistan, every organization of government makes a few battles to help national tourism and explorers in their specific ability. Nonetheless, these locales address Pakistan as historical, archaeological, and cultural pathways (Haider, 2019).

Heritage sites of the Mardan region being archaeologically and historically important attract tourists from all over the world. These Archaeological sites are becoming very much important for tourism as they are the most visited places in the region than other tourist places. The ratio of heritage tourism, according to the data, is growing these days and heritage tourism is a powerful tool for balancing the state economy. The heritage sites get attention from learned tourists and have the potential to generate an economy due to which businessmen linked to this field are interested to promote it further. The promotion of heritage tourism besides generating a good economy also has many other important impacts to leave. The tourism industry assumes a key part globally to help the economy of a country. It appears to be that tourism is an impetus for the sociocultural

and financial development of a country. Tourism is presently among the underlying organizations of different states all through the world and has arrived at colossal advancement in the past two-time frames (Arshad & et al., 2018). Arshad in his work on Tourism examined that tourism in Pakistan can be divided into four unique categories specifically: Archaeological and historical tourism, religious and adventurous tourism.

In the context of this quest, that heritage tourism emerges globally as much useful business. Presently, the real archaeological destination is constantly visited by a large number of tourists. Individuals are often involved in accessing authentic and antiquated remainders (Forum, 2019). Pakistan likewise draws in generous developments of guests because of archaeological and cultural sites for tourism. In the arena of tourism, Pakistan has great economic opportunities; however, our nation rests the littlest cutthroat country afterward the tourism travel begins in “South Asia.” Historical and Archaeological tourism, vacationers’ knowledge the antiquated things and places and offer the joy of discoveries; Archaeological tourism and chronicled traveling the tourism are likewise learning and investigation based on tourism (Adeniji, 2013). Occasionally, inaccessible normal destinations and vestige of heritage tangible element spots oftentimes build the insight of information and experience. Heritage tourism travel industry and traveling are vital for the trade of a state as the archaeological and heritage tourism are the incredible resources as well as lift global notoriety and social contention. These heritage tourism precious places additionally endure heritage sightseers to take on a connection with their tribal roots and precursors (McCain, 2003).

Pakistan has a promising chance to work on all tangible tourism spots. The “World Travel and Tourism Council” shows in its annual report that tourism has a huge impact on the world economy. In 2018, heritage tourism made roughly 292 million positions openings and worked on the entire “GDP by 10.3%.” It is assessed that the significant impact of this industry on world “GDP” will increase, and in “2027” the futuristic prediction regards all tangible elements will roughly create “370” three seventy million jobs opportunities (WTTC, 2017). Heritage tourism visiting is an exercise of Archaeological tourism with reason to embrace public consideration in the protection of recorded just as archaeological destinations. Historical and Archaeological visiting spots and ancient destinations are incredible resources for any country. Archaeological tourism to authentic sites means visiting the strongholds, the landmarks, the nurseries, the exhibition halls, or taking an interest in some chronicled and socially significant exercises (McKercher, 2002).

Heritage tourism course has been fluctuating from unacquainted annual visits of “Khyber Pakhtunkhwa” (*KPK*). It was initially expanded somewhere in the range of 2014 and 2015 and previously expanded in 2016 and the figure decreased in 2017. In any case, in 2018, the unfamiliar visits rose to the uttermost figure of sixteen hundred eighty-five. In this region, the most prominent Archaeological and historical tourism site Takht Bahi was considered the 3<sup>rd</sup> best prevalent heritage site with approximately 176,507 appointments. Heritage tourism is viewed as the spine and considered the key element for economic development in any country. In the pitch of tourism, our country Pakistan bargains in the arising scene incalculable charms. The historical and



archaeological site appointments were expanded by 130 percent by foreigners (McKercher, 2002).

Moreover, tourism is awarded by an economic study. Here is an outcome of fluctuation in empowering space of Archaeological sites. The danger of beguiling sly tourism is starting more obliteration to them. It may include visits to museums, archaeologically upgraded parks, celebrations, and often archaeological and historical results on a number of different occasions. In recent years, the opportunities for archaeological and real tangible attractions have increased considerably. Most of the time is focused on environmental tourism, heritage tourism, and geo-tourism industries. At certain times, in the past tourists and heritage tourism sites have created and separated the world tourism making it a unique part of international socio-economic development. The government made the critical significant stride of constructing the “National Tourism Coordination Board” (*NTCB*) in collaboration with regions and several areas in November 2018. The “*NTCB*” has initially worked towards the policy strategies to recover the exchange through coordinating worldwide and local tourism. It likewise made a cross-country brand to draw in a venture to foster the zone by advancing remedial, religious, heritage, and experience-based tourism in Pakistan. In 2019, *NTCB* communicated the changes of Pakistan Tourist Development Corporation with solidarity to areas just as territories and empowered them to rehearse their tourism strategies about their assets. Some nation has fewer assets, yet they are as cutting-edge as Pakistan in the field of tourism (Khan, 2011).

While conducting a field survey the researcher faced multiple kinds of consequences such as the issues like destruction; exclusion of local people in the conservation

activities; misrepresentation leading to detraction of visitors; least attention for management, low budget allocation and security; vandalism and looting; and untrained excavations must be highlighted with the help of authentic investigations. On the other hand, this research seeks to highlight is the vandalism and looting of the archeological sites due to an increased tourism which is regularly occurring. Several sites have gone through this issue after getting the attraction of a bunch of visitors. This issue raises the necessity of attention via a good management plan of a protected security in the sites. It becomes necessary to highlight the alarming need of providing security to the heritage spots for the sustainability and protection of our precious cultural heritage sites from vandalism and looting. Rescuing our heritages will not only set a sustainable approach to generate revenue but this will also safeguard the educational, social, and historical potential of these sites. Being anciently manufactured, most of the sites are much weak and at risk of deterioration and even destruction if not managed adequately and if the local people are not taken in within this operation. There is a counter argument of archeologists that rise in heritage visits is also leading to damage of sites and even many sites or portions have been restricted/sealed to prevent public visits because of deterioration (Arshad & et al., 2018).

### **1.3 Problem Statement**

The research statement of this study pertains that the Mardan all tangible elements play a crystal role in boosting the economy of the nation. Unfortunately, lack of proper planning, local people's exclusion, and worse management the heritage tourism sites have failed to maintain their standards as they should be. There are numerous barriers to overcome, including a lack of marketing, infrastructure, inflation, planning, and

security. This region has a positive influence on its worthiest tourism industry but due to the non-seriousness of government and vibrant policies for its promotion, this industry has failed to cash its huge potential which is apparently being occurred in this journey.

Furthermore, the issues like looting and vandalism, untrained excavations, unsustainable approaches for revenue generation, low budget allocation for security, and misrepresentation to detract the visitors are regularly occurring in this region. In the context of this quest, this study inquires to point out the destruction and burglarizing of heritage tourism sites on the account of escalating tourism which is commonly happening. Multiple sites have deceased through this issue which will be resolved after getting assembled more and more visitors visit these impressive sites. This matter of question needs serious consideration through a good management strategy for the security protection of these sites. Enhanced avoidance calls attention to providing security for the reliability of these sites and keeping our expensive heritage sites safe from damage. It is a rational stance to study the issues and challenges of the heritage sites that are deemed as conceding the potential of the heritage tourism which invariably affects the generation of the revenue for the local population as well as the state. Local people should participate in tourism activities and plan well policy strategies.

## **1.4 Research Objectives**

- To highlight the role of the local community in conservation initiatives in response to improving visitor codes of conduct.
- To understand the local's perception on the contribution of heritage tourism in promoting economic activities.
- To study the environmental challenges of heritage tourism sites in Mardan.

## **1.5 Research Questions**

- To what extent does the involvement of local inhabitants of a site help in the preservation of the heritage sites than that of traditional concerned authorities?
- What economic benefit does heritage tourism possess for the inhabitants of Mardan?
- What is the official response to the conservation of the heritage sites in Mardan?
- What are the major environmental challenges being faced by locals as undermining the promotion of heritage tourism?

## **1.6 Organization of the Study**

This research is organized into five thematic frameworks, including Chapter 1 Introduction, which presents the research background, research key concepts, and the purpose and objectives of this research. The second chapter is the literature review, which gives a comprehensive description of the relevant literature. Chapter 3 sets out the research methodology process, Chapter 4 includes findings and discussion, and the final or the fifth chapter of this study includes policy recommendations, conclusions, and pictographic representations of fieldwork.

## **Chapter No 2**

### **Literature Review**

The existing piece of literature is to elucidate the immense potential of heritage tourism in Mardan, the role of creating job opportunities and poverty alleviation, the importance of socio-economic development and household economy, environmental challenges, development of archaeological sites, and its impact on the local economy. In this authentic literature, researchers have reviewed all relevant or appropriate data and then compared it to their research by clearly showing the unique nature of their work and its validity. All relevant aspects of the current study described above have been placed in chapter.2 as a literature review. Before going into the field, the researcher must be aware of the necessary literature review relevant to the topic of his research. The researcher has collected and studied the literature from books, journals, articles, and scientific research papers relevant to the research topic.

#### **2.1 Heritage Tourism Implication for Household Economy**

The author (H.D & Mangan, 2018, pp. 963-976) has comprehensively emphasized that heritage tourism is considered a competitive factor for economic emergence and growth. Heritage tourism has an enormous impact on the household economy. There are multi-dimensional approaches to heritage tourism in the household economy of the local population. Touristic spot socio-economic developments rely on the tourism industry. A heritage tourism industry is the catalyst factor for creating employment opportunities and generating revenue for locals. Mobility brings wealth and the income

condition affects the economy to rehabilitate the other development sectors. The findings of this study exemplify that the household economy of this region is based on heritage tourism.

Highlight the international impacts of heritage tourism. The result of this study sheds light on the impact of local household livelihoods on the likelihood of direct participation in tourism (Androus, 2000, pp. 214-218). To further understand this phenomenon, the analyzed data suggest that tourism organizations should include socioeconomic impacts and monitoring changes to achieve long-term goals.

In this piece of literature materials the author demonstrates that family participation in tourism comparatively has multifaceted advantages. Heritage tourism endures making a significant contribution to total household income. Increasing the effectiveness of heritage tourism is critically ensuring food security. Heritage tourism sites conservation, preservation, and restoration are determined the key tool in the economic renaissance or micro modernization of old industry in western society. Heritage tourism has the great potential to tackle the rural economic challenges for flourishing the new patterns of high-quality life (Ondicho, 2017, pp. 34-53)

The term socioeconomic status is used in medical science and other disciplines to identify types of social ranking within socioeconomic status is understood as a concept and composite measure of at least three interrelated but not fully overlapping types of status experienced by people status of income, also known as economic status, and

status of education, which is frequently discussed in terms of social status (Harrison, 2013). Socioeconomic status is based on qualitative human experiences of social rank as well as quantitative measurements. The author has briefly emphasized the socioeconomic of the country. Many tourist projects improve the skill, education level, and income of participants who are living in material poverty, hence improving their socioeconomic position. Tourism influences people's socioeconomic status. It has become an important part of the Mardan Region. These project shows are a source of income rehabilitation for the people on the one hand, but they are also a source of socio-economic growth for the performers on the other. People are affected in both qualitative and quantitative ways by this socioeconomic progress.

The conducted survey in rural Boteti, Botswana is to analyze the household economy, income estimates, and Tobit regression model to determine how the economic benefits of the tourism industry are compared to the economic benefits of the agricultural sector in Humaghe and Moreemoto in Poti. Botswana. The basic point of view here presented by the writer is that tourism promotion in the areas where there are chances of tourism is necessary from the government. There are different government agencies and private firms that are involved in the process of tourism and making tourism environmentally friendly. This document is aimed at assessing the contribution of tourism to certain areas compared to agriculture. There is a strategic need to inform communities about the research about the importance of tourism and how it can be effectively used as a means of livelihood (Sorensson, 2008, pp. 34-53).



In this authentic piece of literature the author demonstrates that heritage tourism's economic effects. This study involves developing a general equilibrium approach that measures the earnings of different categories of workers and different levels of household income through appropriate channels by which the industry influences the distribution of income between rich and poor households. The results of this study exemplify that spending on tourism affects the economy through increased wages, prices, and real exchange rate fluctuations (Dawyer & et.al., 2014, pp. 126-136).

Human development refers to a country's socioeconomic position, as well as its literacy status and life expectancy. Africa is the world's poorest continent, accounting for 25% of the world's population. Nigeria, South Africa's most populous country, has policies and initiatives aimed at improving its socioeconomic status and general growth, but with mixed results (Adinma & Adinma, 2011, pp. 7-12). As evidenced by the correlation between productive health and development, which is underlined in Millennium Development Goals 3 and others, reproductive health is a universal solution for reversing Nigeria's stagnated socio-economic progress. The author states that the socioeconomic advancements of a country mirror its human growth (S.Baig, 2022). Because numerous arrangements for health facilities are also made during the polo festival, this socioeconomic growth has increased the health quality of the population, which has helped to represent the millennium development objective.

## **2.2 Heritage Tourism Implication for Generating Revenue Disposals and Archaeological Tourism Development**

Examining the significant potential of heritage tourism on the local economy is counted as the major attractive place throughout the world. The dramatic change in tourism can enhance the socio-economic gains for residents and it is more effective for maximizing disposable income as well as future development. Heritage tourism sites in Pakistan are viewed as a great potential to optimize the multi-dynamic causal relation between economic and employment creation opportunities. Heritage tourism essentiality and potentiality of this region on economy seek to justify the public inclusion goals, promoting the income redistribution, poverty reduction, and overcoming to accelerate the economic growth.

Moreover, Pakistan's tourism potential has a diverse landscape, unique mountains, and sunny beaches, as well as five cradle civilizations. The Indus Valley Civilization, Gandhara Civilization, Moghul, and Islamic history, as well as the spectacular seasonal change and cultural diversity, make this a unique tourist destination. In the northern areas, hiking, mountaineering, and adventure tourism are popular, whereas, in the Punjab and Sindh regions, cultural tourism is popular. On the one hand, its colorful history of invasions by numerous tribes and religions makes it a popular destination for religious travelers, including Sikhs, Buddhists, Hindus, and Muslims. On the other hand, as in adjacent countries, the large coastline and desert landscapes provide opportunities for safaris and beach tourism.

The concentrated theme of this study is to highlight the blur image country's tourism potential, identify the tourism problems which, need to be addressed through proper economic activities, and mobilize more visitors for visiting these precious sites. In this context, such economic activities can share a large number of job opportunities for skilled and unskilled workers especially, for those who do have not any other option for generating revenue for their household. The futuristic plan of heritage tourism and development needs a serious initiative for identifying the country's tourism position and promoting a sustainable development strategy (Anjum, 2007).

Local inhabitants have not to take a serious stance to preserve their historical, archaeological and heritage patrimonies and not to get social and economic profits from the vestiges of these cradle civilizations. For the security purpose, the government does not make-believe pay high salaries, and local people exclusion these important sites have failed to cash their economic benefits especially, the poor class not get any benefit from the remains of the past human developments (S, Macbeth, & Warren, 2007, pp. 144-165).

The author has delineated that the cultural and heritage tourism information is accessible in the old land, and attractions of various vacationers in Pakistan acquires at Mardan, Shangla, Malam Jaba, Ayubia, Quetta, Bolan, and Murri, are recorded spots in the country (Khalil S. & et.al, 2007, pp. 985-995). Pakistan is the home of antiquated Archaeological old locales of various human advancements such as archaeological sites several ancient cultures and civilizations Gandhara civilization of Buddhists,

Pushkalavati, Takht Bahi, and IVC ancient settlements, and the Mughal Realm (A.H, 2010). Non-market valuations have taken an indispensable capacity in esteeming sites for which advertisements typically do presently does not exist. District a cost on a site - recreation or Archaeological for making strategies concerning redesign and others alluding to it (Iqbal, 2017, pp. 86-97).

The author has briefly emphasized that heritage tourism sites play a key role in maximizing economic activities, generating revenue disposals, and many other multifaceted financial benefits. In various tourism-related government roundtable debates, chalking out the real economic consequences of tourism has been seen as a necessary tool for the revenue-generating industry. In the context of this quest, the use of tourism from an economic perspective has a straight path for marketing, traveler movements, agencies' roles, and civil aeronautics. The finding result of this study sheds light on the marketing of tourism is the systematic and synchronized determinations applied by the national tourists' organizations and the tourism initiatives at national, international, and local intensities to enhance the sightseers' groups and immediate satisfaction can be seen as the sustained tourism growth. Krippendorff proposed that tourism marketing is the key factor for systematic and synchronized accomplishment of new business policy strategies by tourist endeavors (Sharma, 2006). On the one hand, the private and state-owned at local, regional, international, and national levels gained the finest satisfaction for the need of perceptible consumer groups and on the other hand achieved an applicable return.

Tourism is viewed as the spine and significant wellsprings of monetary turn of events (Crotti & Misrahi, 2017). A meeting named "World Monetary Discussion" organized in Switzerland suggested that the tourism division is developing and is reflected to be one of the world's significant creations ventures contributing 10% of the world's GDP (*Gross Domestic Product*). As indicated by The World Travel and the tourism Gathering (WWTC, 2017). This industry stunningly affects the world economy. It made 292 million positions and expanded the worldwide Gross domestic product by 10.2% in 2018. It is gauged that the commitment of tourism to the worldwide Gross domestic product will increment, and it will make 380 million positions by 2027. It implies that 11% of the positions on the planet tourism have been created all through the world as a significant portion for the tourism and in the tourism arena, Pakistan assigns a great chance for promoting much glamour.

Tourism is regarded as one of the most important sources of economic growth. It is viewed as a mechanism for both formal and informal sectors to generate employment and revenue (Khalil S. & et.al, 2007, pp. 985-995). Tourism helps to balance the foreign exchange gains from trade income commodities, and it may also help to fund the purchase of capital goods required for the expansion of industrial industries. Rapid economic growth in industrialized economies attracts international tourism, increasing the country's foreign reserve. International tourism has grown in importance in many economies throughout the world during the last several decades. According to the World Tourism Organization in 2002, more than six hundred ninety three million foreign tourists spent US\$462 billion in 2001, or nearly US\$1.3 billion each day throughout the

world. Furthermore, tourist spending has functioned as an alternate type of export, rehabilitating many countries to optimize their balance of payments in making foreign exchange revenues. Tourism's rapid growth results shed light on an increase in household incomes and government revenues, both directly and indirectly through multiplier effects, optimizing the balance of payments and prompting government initiatives that encourage tourism. As a result, tourism development is often seen as a beneficial contributor to economic growth.

From 1949 to 1955 tourism was a piece of the Service of Railroads however in 1960 a department was made for tourism and joined with the Service of Business. In 1964, the tourism Department moved to CACAT "*Chief Administration Civil Aviation Tourism.*" Till, 1970 the tourism department was the CACAT authority, and afterward PTDC ("*Pakistan Tourism Development Corporation*"). A few decades later, in 1972 in Pakistan MOMRAT wing was the first time made to make a strategy for tourism. In 1976, tourism becomes a key factor in business development. "The Ministry of culture, sports, and archaeology" (MOCSTA) converges into tourism in 1977-96. Further, this ministry turned into the service of culture, sports, and tourism concern "MOCSTYA" and in 1996 the archaeology merged into this organization. Tourism insecurity exemplifies has less significant and squat development ratio in Pakistan (Sayira, 2015).

Because of its multiple types of societies, history, wonderful grounds, and Geo-vital area the Pakistan tourism spots as viewed has great latitude and their cultural and heritage tourism patrimonies latitudes further divided into four parts e.g.,

“Archaeological tourism, religious tourism, Eco-tourism” and experience tourism (Hussain, 2004). Nonetheless, the Pakistan tourism industry has not gained great importance there forth the Pakistan tourism shares become down to two percent from 185.6 million per year estimated to one hundred eighty-five million (Tourism, 2005).

Kashmir Cave (Smast) is particularly the noteworthy and important manifestation of nature situated in the Babuzai mountain reach and known as the heart of Gandhara in the district of the Mardan, Pakistan. The cave range from ocean level is 1100m and the entrance part of the cave is twenty meters wide and the height level is also twenty meters. 180 m is the entire length of the cavern. The main road space in this cave is approximately twenty-five kilometers which could not be an appropriate path for the entry of the cave stretching out for around 100m. The neighborhood individuals have fixed the entrance method for safeguarding cultural and heritage tourism destinations (Nasim Khan, 2002, pp. 83-90). Nowadays, Pakistan presents a variety of social practices, with the remaining parts of Buddhist, Hindu, and Islamic designs dabbling a green and lively scene". Natural tourism and social draw in the standard of the biosphere tourists. According to Robinson's statement that this regular and cultural and heritage tourism can be a wellspring of advancement for non-industrialized nations. It very well may be a decent source to destroy neediness and working on the everyday environments of individuals.

In this journal, the author has comparatively expressed their ideas among Mujahida, Zain, and Badar in different times that Pakistan with the world's most established Indus

valley development, intriguing mountain excellence, and awesome occasional assortment, has massive vacationer potential. Pakistan has possibilities in the field of tourism in the creating scene (Baloch, 2008, pp. 22-41). The Regular chronicled, and cultural heritage of the country exhibit the loftiness of this old land most of the offices of normal tourism regions are under the administration of the private area as a team with government administrative offices. All Archaeological and authentic locales are overseen by government offices.

Pakistan became the member of United Nations World Tourism Organization (UNWTO) in 1975. During 2018, in Pakistan, 6,636,623 international arrivals of tourists were recorded which is 300% increase from the last five year and the total receipts from tourism were (US \$ 813 Millions). Pakistan's share in the region has increased from 8.6 per cent in 2004 to 10.1 per cent in 2005. In the world tourist arrivals, Pakistan's share is 0.10 per cent compared to the southern region share of 10.1 per cent in 2005. Tourism in Pakistan has an annual 10.2 % growth rate. Pakistan got US\$ 185.2 M in 2005 over worldwide tourism (WTO, 2009) and in 2014, 986 million US \$. Total Overseas visits to archaeological and Cultural sites have oscillated between 2014 and 2017, with the quantity of visits hammering a 5-year short in 2017 at 7,028 visits. However the number rose by almost 160% in 2018 to reach 18,041 foreign visits. Pakistan has also a lot of potential for domestic tourism. About 42 million domestic visitors travelled towards natural and cultural heritage sites in 2005 and 66 million in 2018. Total Foreign visits highest rise taking place between 2017 and 2018 to museums visits rose by almost 60%



to reach 27,378 visits. The tourism industry has played a vital role in the socio-economic development of the country (UNWTO, 2016).

It has now been referenced that Pakistan acquired the reliable English Indian methodology of preservation and observed the rules given in the Protection Manual and Archaeological Works Code by Sir John Marshall. It ought to have been refreshed because of changes that have occurred in the way of thinking and procedure of protection starting around 1947 in Pakistan. Negligence of the standards of preservation, and absence of comprehension of chronicled, stylish, and social upsides of heritage sites have made extensive harm to the social properties. Until ongoing years, full documentation of everything intercessions done in course of preservation of landmarks was not done or kept up with on long-lasting reason for future reference aside from notes identifying with quotes and amounts of materials utilized. In this respect to Pakistan the current conservation state in Sri Lanka, China, Thailand, and India (Ota, 2010, pp. 82-98).

Urbanization and agglomeration of economic activity have caused circumstances in which noteworthy heritage resources including landmarks, spots of worship, or environmental heritage find up encompassed by new development movements in which the work is done ineffectively and without an approving legitimate system that considers closeness to heritage sites. In case of a crisis, these new designs might address an extra danger variable to cultural heritage, to some extent since they might restrict admittance to impacted memorable regions. Further factors that expand the weakness of cultural

heritage incorporate an absence of familiarity with the need to decrease hazards, the low need is given to cultural heritage insurance, frail ability to carry out defensive measures, restricted coordination among partners, and restricted danger to the executives of social resources. This first-class unit, which works in association with the Italian Service of Culture, is the most thorough and able power on the planet committed to insurance of Archaeological destinations, ancient rarities, and showstoppers. The power offers training for further developing security for public, private, and religious assortments; a global data set for following taken workmanship and antiquities; and extensive examination skills that outcomes in the recuperation of thousands of articles worth a huge number of euros on a yearly premise (Pastore, 2001, pp. 155-160).

The hardcore of the tourism product is the rare, non-reproducible, relatively intangible element of historic monuments and archaeological sites, geographical locations, and related assets such as climate and coast, as well as the people's hospitality, culture, and tradition (Singh, 1984). Foreign tourism is an export sector in which the buyer travels to the supplier's town and consumes the goods there and then. Tourists may, however, bring some items home with them, such as souvenirs or gins, and bargain. The author has briefly examined that heritage tourism consequences like other economic activities are under the umbrella of development economy disposals (Crick, 1989, pp. 307-344).

Wealthy people have always traveled to far-flung corners of the world to view magnificent structures or other works of art, learn new languages, and immerse themselves in new cultures. Tourism has evolved into a source of revenue and jobs in

recent years. The finding results of this study suggest that in the Mardan region family participation in tourism comparatively has multifaceted advantages (Brunt, 2001). In some capacity, a large number of households are involved in the tourist industry in some capacity. According to a local, visitors have ruined the younger generation by forcing them to work for low wages for short periods. If tourism suffers a setback owing to political or other factors, these folks will be unable to eat three times as much. People have traveled for a variety of purposes throughout history. Travel for enjoyment is a relatively new phenomenon that has exploded in popularity over the last 200 years. Tourism has progressed to the point that many ordinary people regard it as a need. Tourism development is bonded with other political, economic, social, and technical factors that have a far broader impact. While tourism has grown to be a substantial source of revenue and employment for many countries, it is particularly sensitive to micro-level fluctuations.

The author examines that Zambia's southernmost city has been involved in tourism destination nearly since its founding due to the natural splendor of the surrounding Victoria Falls. In Livingstone and its environs, there was a steady rise of new small tourism lodging establishments in 1990. The Zambia National Tourism Board and the Sun International Groups both promote Livingstone. Livingstone is a town in southwestern Zambia, according to the author. It serves as a central point for tourists to Victoria Falls. Victoria Falls is bordered by a stunning national park and museum, which draw a wide range of visitors. The majestic Victoria Falls, located around 11 kilometers from the city, is the most well-known attraction. An average of 550,000

cubic liters of water cascades down the cliff per minute when it reaches its height soon after the rainy season.

Moreover, the Buddha festival at Takht Bahi monastery has its natural beauty, especially the neighboring a small hill, which has added to its allure. Foreign visitors are drawn to the slopes around the Takht Bahi monastery because they are ideal for paragliding and parachuting. The Takht Bahi monastery's neighboring mountain is home to the different historical, archaeological and different sacred religious heritage sites, which are especially popular with VIPs and guests who like the open, safe, and newly created places. Moreover, World-class white water rafting, bungee jumping off the Victoria Falls Bridge that connects Zambia and Zimbabwe, river boarding, abseiling, canoeing, jet boating, micro lighting, high wiring, horse trails, elephant back safaris, and even rap jumping are among the attractions in Livingstone and its environs. South Africa and Zimbabwe are the most important individual source countries for tourists (Rogerson, 2004, pp. 183-188).

According to (Jaffee, 2002, pp. 403-408) statement that heritage tourism-related economic activities are generated by new money that is brought into a town as a result of the event. In a way, the city exports competitiveness and entertainment, which it sells to visitors and tourists. According to the theory, the majority of spending by residents linked with such an event replaces other expenditure that would have happened in the community but was replaced by these specific financial activities. Jaffee focuses on the

economic impact of tourism activities in the preceding paragraph. The festival occurs just once a year and a large number of people go to have fun and spend money.

In a year Buddha festival at Takht Bahi monastery draws a large number of tourists and other ordinary outsiders, providing a source of income generation for the locals. Visitors or tourists, on the other hand, bring in additional monies that would otherwise be spent elsewhere and are invested in the local community. Tourist expenditure at economic disposals must be viewed with caution as a metric of economic effect. To begin with, some visitors are just interested in such activities as a secondary activity. The major reason for their visit is for business or personal reasons, and they attend these special events as a short-term leisure activity rather than as the main purpose for their visit.

In the context of this quest, only the direct expenditure linked with these events should be recognized as a net financial benefit for the community as a result of the event. Moreover, the natural splendor of the Takht Bahi monastery is exceptional. The lake and the high mountains have greatly enhanced its natural beauty, and people are mostly drawn to this place because of it. For most international tourists, the Takht Bahi monastery serves as a supplementary source of entertainment. The majority of international visitors are interested in the surrounding mountains of Mardan. These visitors are looking for valuable archaeological, historical, and holy religious heritage sites. The visitors are in close interaction with the local people for their product usage, which becomes the source of income for the people residing over there.

Srivastava focused on an Archaeological related-tourism is the type of travel that focuses on visiting and experiencing archaeological ruins and remains of the cradle cultures and civilizations as well as past human life. The desire to learn about the past human activities of cradle cultures and civilizations that once inhabited the place being visited are the driving causes behind archaeological tourism. The eye-catching archaeological sites of this region attract tourists who typically seek out unusual experiences. Archaeological tourism encompasses to visits museums, historical sites, archaeological monuments, and many other activities. Archaeological tourism enhances public awareness of our shared cultural heritage and encourages people to visit archaeological sites and historical sites, but it also puts a strain on these valuable resources. Presently, the rise in archaeological tourism has not been preserved in a proper adjustment, standards, and laws that require a similar presentation for visiting sites. This generally unregulated tourism has prompted the looting and vandalism of sites. Furthermore, it is commonly understood that the concepts of heritage and culture tourism are interwoven to some sort. It aims to define archaeo-tourism by claiming that it is concerned with the conservation initiatives for historical and archaeological sites as well as their promotion. It examines the history from a tourism prospect, emphasizing its economic importance, but it also applies to any part of the heritage that may be sold as a commodity. In the era of globalization, the scenario is similar concerning generally recognized culture and archaeology and mass tourism growth. There is no generally accepted definition of cultural and heritage tourism, and a comprehensive examination of the nature of these tourism phenomena poses a challenge (Srivastava, 2015, pp. 31-42).

### **2.3 Role of Heritage Tourism for Poverty Diminution, Creating Employment Opportunities, and The Local People's Inclusivity**

Croes emphasized the impacts of tourism on absolute poverty in two developing countries. The study examined how tourism leads spending leads to a decline in the proportion of people below the poverty line. The results signify that tourism matters for poor people but it does not appear to systematic outcome. In the context of this quest, heritage tourism development matters most for the poor at the lower levels of economic growth. The two developing countries' result exemplifies the impact of tourism growth in multifaceted ways (Croes, 2008, pp. 207-226).

Assessed based on survey data on foreign tourism spending patterns, the potential impact of tourism on poverty alleviation in South Africa was analyzed. Tourism will result in more household spending, private investment, and government consumption (Saayman & Krugell, 2012, pp. 462-487). Furthermore, the author claimed that tourism provided a great number of job opportunities for both expert and unskilled employees by establishing travel standards, food, and lodging. The applied equilibrium model was employed in this investigation. Initially, this model was designed to understand the effects of shocks throughout the year, particularly policy changes in tariffs and imports. The key findings show that the poorer segments of this region profited less in the near term from increased tourism revenue and that this has a negative impact on the national and worldwide economies.

Local people inclusion is an important aspect of tourist development, although it confronts challenges. Tourist improves opportunities for understanding community participation, yet there are barriers to implementing tourism development for community progress (C, 2000, pp. 613-633). The absence of community engagement in disadvantaged nations is a global hindrance to tourist growth. In numerous tourism destinations, a lack of knowledge about tourism is exploited to keep residents and other community stakeholders out of decision-making. Awareness and skills contribute to expectations about the benefits of tourism and a lack of willingness to adapt to changes connected with tourism, limiting the opportunities for local communities to benefit from tourist support.

Shitundu describes the positive and negative factors of heritage tourism and measures the well-being and poverty in a multi-dimensional manner which is included income, physical assets deficiency, income social dependency, food security, social exclusion, vulnerability, and dearth in making of new policy strategies. Primarily, the study focused on three areas i.e. Arusha, Coast, and Northern Unguja in Zanzibar. In these three regions, the tourism significance took place lead development. In this context, the empirical and conceptual overview is portrayed to distinguish the internal and external stakeholders. To further understand this phenomenon that this study used primary and secondary methods. While the primary data was collected through questionnaire-based interviews and the secondary data was collected through books, journals, research articles, digital labs, and scientific papers. The study proposes poverty reduction in Tanzania.



Moreover, heritage tourism positive factors share a large number of employment opportunities for unskilled and semi-skilled workers with the special context of those people who have no other option of generating revenue for their household. Due to an increase in employment their income curve also increased. The study also identified that heritage tourism has a positive impact on physical and human resource assets. The most important impact of heritage tourism recognized acquisition of cash, capital, consumer durables, training, equity investment, and good management of resources (Shitundu, 2003). To further understand this phenomenon, O' Grady examined the negative impact of heritage tourism creates environmental problems such as pollution, spoiling of beauty and coral reef damage, sociocultural hazards, and tourist immoral behavior likewise drugs, abuse, crime, sexual immorality, idleness and exploitation (O'Grady, 2006, pp. 1-81).

Scheyvens recognized the impact of heritage tourism on poverty alleviation in the small island states. The industry has played an active role in earning foreign exchange, attracting foreign capital, creating jobs, and improving people's living standards. The study articulated that heritage tourism has been viewed as a motivational pillar to contribute to the economic growth in many small states and heritage tourism sites are counted as the major attractive place throughout the world. It is the only industry to show growth in recent years. The empirical overview of this study suggests that tourism development is no substitute for poverty reduction, but inequities may exist in these areas. In small countries' heritage, tourism plays a pivotal role in reducing poverty and

promoting adequate environmental growth. On the other hand, the study recommends that the government must introduce new policy strategies and take serious steps to promote fairness in the tourism industry (Scheyvens M. , 2008, pp. 22-41).

K, D examine that many developing countries think tourism to be important for financial progress and poverty decrease, but, it is also clear that the connection between tourism and economic growth and poverty decrease is not automatic. People of the area have positive views about tourism. They view it as the basis for their life because there is no other sector that can provide these economic activities and employment chances. These companies hire local employees and provide them with job security. Many of the people in the area have been connected to tourism for their survival. Locals sell different products which are always liked by the tourists. By purchasing the products the tourists not only increase their income but also know about their culture as well (K & D, 2006, pp. 127-136).

Jiang with his research team critically emphasized the impact of heritage tourism preservation and poverty alleviation intensity has connected a positive relationship with GDP per capita of the Caribbean and Africa SIDS. Further, he identified that the GDP capita enhanced the tourism intensity and had a positive impact on human development objectives. The findings of this study suggest that heritage tourism has a positive relationship with the Human development index (HDI). The negative intensity relation of heritage tourism has been identified with various mortality rates. It suggests that

tourism intensity increases with the mortality disease (Jiang & et.al, 2011, pp. 1181-1184).

The author briefly emphasizes that tourism marketing recreation and economic conditions cover all economic aspects and have far-reaching implications for tourism marketing and economic dispositions. If unemployment rises, it may be necessary to pointedly adjust marketing strategies that worked during periods of low unemployment. Business and community values reveal the reasonable impacts of factors including; unemployment rates, household income, inflation, balance of payment and inflation rate, etc. The prices of ancillary products such as hotels or restaurants, gasoline, and recreational equipment should also be considered (Sinha, 2012, pp. 39-41).

Anwar-ul-haque Fakhar stated that the aim of this research seeks to analyze the rate of employment created in various tourism-related sectors. This study sheds light on individual visits to hotels, restaurants, souvenir stores, travel agencies, tour operators, and airline offices. The goal of this study is to estimate the overall impact of tourism on various job sectors such as taxis, guides, entertainment, and travel agencies, among others. The research on managing tourism in Pakistan addresses the problem of diagnosing the cause of tourism growth's creeping character and suggesting solutions to optimize this industry by using natural, historical, and cultural resources (Anwar-ul-haque, 2008).

Goodwin identified that tourism is an essential source of foreign exchange, financial resources to conserve cultural and natural heritage, and increased employment. This study recommends that tourism makes a substantial contribution, but there are obstacles to overcome if the promise of poverty reduction and long-term local development is to be achieved. Economic leakages, ownership concerns, local empowerment, benefit distribution, environmental social consequences, and dependency are among the challenges. At the destination level, the problem can be effectively addressed (Goodwin, 1998).

Ashley and Mitchell Critically emphasized a variety of approaches to gaining access to the direct, indirect, static, and dynamic consequences of tourism activities on tourist destinations' macro and micro-economies. Resorts, lodges, and community-based businesses are examples of micro-enterprises inside a community. The goal was to figure out how to increase the poor's share of direct benefits (Ashley & Mitchell, 2009, pp. 14-56).

The author demonstrates the direct and indirect benefits of tourism development, creating jobs and opportunities for people to increase their income and better quality of living in communities, but the effects of tourism vary from community to community. There are different types of impacts on tourism including economic, environmental, social, and social-related services, taxes congestion, and community responses (S V. & et al., 2016, pp. 50-71). According to the findings of this study perceptions of the rural families were positive because they could sell the products and run any business to

increase their income and fulfill their household basic needs. All the people of this region including men and women have benefited from tourism.

The researcher in this authentic work aims to elaborate on the economic impact of heritage tourism has been considered an important element in stimulating local economic growth, a chance for generating multiple job opportunities, and poverty reduction. The findings of this study pertain to tourism and continue to make an essential contribution to total household income. Enhancing the effectiveness of heritage tourism is critical for ensuring food security. To understand this phenomenon, it is true in the case of this research exemplifies that the household economy of the local population is dependent on tourism. The increased ratio of tourists will create chances for their employment and generate new activity for their income crisis. Locals sell various types of products to tourists that are always liked by tourists. By purchasing such products, the tourists are not merely increasing their income, but also know about their culture as well (J, 2018, pp. 1-17).

### **2.3.1 Marketing Objectives Destination and Distribution**

In this authentic piece of literature Buhalis emphasized the strategic management and marketing objectives for the destination including; enhancing the accomplishment of the local community in the future, maximizing visitor satisfaction, increasing profits of local businesses and capitalizing on the multiplier effects, and developing the effect of tourism by protection in geographic equilibrium between socio-cultural, environmental costs and financial benefits. On the other hand, the finding result of this study shed lights on the distribution or marketing channels are set of symbiotic organizations

which bring tourism demand and supply at a particular destination. The distribution channel members perform various functions i.e. collection and analysis of information, managing inventories, generation of demand through promotion, payments and financial arrangements, negotiations between channel members and consumers and after sale service. The aim of distribution channels can be concise as delivering the right quality and quantity of a product, in the right place, at the right time, at the right cost, to the right customer. Moreover, the author briefly highlights the strategic management and marketing objectives for the destination including; enhancing the accomplishment of the local community in the future, maximizing visitor satisfaction, increasing profits of local businesses and capitalizing on the multiplier effects, and developing the effect of tourism by protection in geographic equilibrium between socio-cultural, environmental costs and financial benefits (Buhalis, 2000, p. 18).

## **2.4 Heritage Tourism for Economic Development both on Local and International Visitor**

Parajuli study demonstrates that the national tourism campaign of the Nepal government was launched in 2011. The main objective of the campaign is to mobilize an increasing number of international tourists in Nepal during the year and is expected to have an impact for several years in a row. The result of the study indicated that the impact of a tourism advertising campaign in international areas was not much attractive as only a minority of respondents had heard of the Nepal tourism year in their homeland. They were not influenced and motivated by the planned visits to Pokhara and Nepal.

However, the foreign visitors are familiar with the area but not the campaign (Parajuli, 2011, pp. 22-51).

Tourist visits any country not to create an environment of equality. The tourists appear to be wealthier and sometimes these individuals pretend to be wealthy and regard the mountain people as subordinates, treating them as such. On the other hand, the tourism company officials stated the opinion that the residents of that region suffer from inferiority complexes and regard foreigners as supernatural creatures that have come to save the needy people (UNESCO, 1979). In actuality, these visitors come to take in the natural beauty of the valleys. The following are the words from the UNESCO report that tourists have a better social position than their hosts, if only because they can afford to be there. This is particularly true of first-world tourism in third-world countries, but it is also evident in much of domestic tourism within the countries. To be very true, visitors are not wealthier than locals, but practically tourists host interactions take the shape of good relation between consumer sight spectacles and services. It is uncommon for tourists and hosts to engage in an egalitarian manner.

According to the prior statement that heritage tourism and the marketing of cultural items from tourist destinations appear to be inextricably linked. The commercialization of tourism has been highlighted by many writers, government, and non-government organizations as having enormous potential for economic growth and development, particularly in developing nations. Michael Peter, a well prominent researcher intermingles with prior studies of international elucidates that over the last ten years, the

economic activities divide between rich and poor nations has expanded, creating new business tactics and transforming rural living in Asian, African, and Latin American countries is a massive undertaking. The importance of heritage tourism in this circumstance is that earnings from overseas travel can provide foreign exchange, which is necessary for significant purchases. Tourist spending, both local and international, currently accounts for around 5% of total global consumer spending. Tourism, like all other sectors, operates on a demand and supply basis. The tourism sector is made up of numerous supply components that provide visitor demand. When the tourism sector exerts its unchangeable effect on a tourist destination, the natural, cultural, and human resources of that place are pushed to satisfy the requirements of tourists, and these resources become export commodities for the tourism industry. It differs from other export businesses, however, in that its goods are not completely exported like those of other industries (Peter, 1969).

Tourism refers to the temporary migration of people to areas other than their usual places of employment and housing, as well as the activities they engage in while there, and the facilities built to meet their demands. The finding result of this study demonstrates that tourism is the study of people away from their typical habitat of establishments that react to the needs of tourists, as well as the effects they have on their hosts' economic, physical, and social well-being. It includes the motivation and experiences of the visitor to the welcome area, the motives as well as the activities of the different agencies that act as intermediaries (Chopra, 1991, pp. 261-266).



Foreign visitors' demand provides a reasonable justification for the commercialization of cultural items. Moreover, the finding of this study examines the tourism industry's economic activities whether tourism can meet this demand. The worthiest arena of the travel industry connects with the needs of international travelers, consumers, producers, and international destinations. At various levels, tourism-driven economic development may be defined as an economy followed by migration (Bergvall, & et.al, 1995).

Tourism is a multifaceted industry, led by the special sector, often by large international companies. The locals attached to the tourism business and other activities not only fulfill their household economy but also increase their assets as well. People increase their assets to utilize them in the future when there is a crisis. Locals fulfill all the basic needs of households and extra resources are used by them to sell properties and increase their assets. According to the findings of this study perceptions of the rural families were positive because they could sell the products and run any business to increase their income and fulfill their household needs (V, 2010, pp. 85-101).

Simon briefly highlighted that heritage tourism is a key role and is the biggest worthiest industry in the world. Pakistan is immensely rich in its historical, archaeological, and anthropological sites and geographically the land of cradle culture and civilizations and the geographical verities make it an international tourism petition. International tourism is the key source of income, generating employment opportunities overseas which connected has a positive influence for making financial development. There is no attractive change in Pakistan's international tourism. International tourism is a positive

impact on income and as well as poverty alleviation. People viewed tourism as the best way to rehabilitate the socio-economic challenges and crises (Simon, 2016, pp. 1-34).

Mbaiwa indicates the fact that the heritage tourism sector is the main source of the northern economy, although there are no official statistics it is estimated that more than 50% of international tourists coming to Pakistan visit these sites. The meeting place for three extensive natural heritages such as Karakoram, Hindukush, and the northern Himalayas is a paradise for tourists and a paradise park with five peaks above 8000 meters, K2 is the second-highest peak in the world. The northern regions have a rich cultural heritage with a large number of archaeological sites and historical buildings that depict the turbulent long history and diverse culture of the region. The cultural heritage is not only a sense of identity and belonging to the local population, it can also become a source of economic benefits for the inhabitants of the region through the promotion of cultural tourism and the sale of local crafts (Mbaiwa, 2008, pp. 128-137).

Bhat and Ali stated that Kashmir has been counted as the most attractive tourist point but Sindh Valley is one of Kashmir's most well-known tourist spots, with a diverse range of tourist attractions, particularly those of a more adventurous type. It has long been a popular tourist destination for both local and international visitors. Since time immemorial, the state of Jammu & Kashmir has attracted a great number of visitors. They further concentrated on the beauty of the Sindh valley with vast tourist resources. It is located on the northern outskirts of Srinagar city and is one of the city's closest tourist potential zones (10 kilometers) towards the base camp for tourists.

Moreover, the area is known for its fascinating and lovely panoramic splendor which includes natural wonders such as lush green woods, glaciers, pastures and meadows, high-altitude lakes, hiking routes, and hunting/shooting adventurous activities. Tourists from both overseas and inside the country have visited archaeological and historical sites. The adjacent valleys to Takht Bahi are also worth seeing since they have added to the region's beauty. It features a one-of-a-kind setting with abundant natural beauty. The area is known for its unique and appealing visual magnificence, which includes lush green woods, glaciers, hiking trails, and climbing (K & Bhat, 1994, pp. 133-177).

A brief emphasis on heritage tourism is seen as an incentive pillar for rich and poor economies because of its positive influence on socio-economic and cultural development. This study elucidates the impact of tourism on stakeholders in different contexts. The findings of the study are based on two geographic clusters the mountainous destinations of northern India and Nepal and Southeast Asia the Philippines, Vietnam, and Indonesia (Shah, 2000).

Sengelela briefly emphasized that domestic house their industries and their small local products can be sold to tourists. This research has been devoted to the internal consequences of tourism in the Dominican Republic. The economy of this region is largely dependent on tourism, agriculture, and the carpet industry. This industry mainly includes wine, grape syrup, jam, floor tiles, and souvenir products. Tourism is the second most important source of income for the region's economy. In the places of

residents, there are hotels, motels, and lodging. The production of grapes and the importance of wine culture throughout the historical development process led to the selection of areas as the preferred place for the creation of wineries. The writer asserts that the household economy of the locals is fulfilled by different means of earning from tourism. Sometimes people are involved in more than one activity to earn more during the peak months of tourism (Sengelela, 2013, pp. 138-145).

Heritage tourism has an incredible scope for both developing and developed nations. It has an incredible potential for social and economic prosperity for many host residents, tourists, and as well as local people. Heritage tourism, appropriately planned and developed can help span the psychological and cultural removes that different individuals of various races, religions, colors, and several phases of social and economic development. By working with more certifiable social relations between people tourism can assist individual people to overcome prejudices and become the world's tranquility industry. Tourism is a dynamic industry that can be viewed from different perspectives. These perspectives include political, social, financial, social, recreational, ecological, supportability, psychology, research, traditional advertising, transportation, housing, food service, and attractions. It is fascinating to take note that the travel industry expanded with each progressive method of transportation, empowering sightseers to visit more remote and colorful areas. Tourism has turned into a huge global force significant that requires capable use to support assets for future generations (T & John, 2011, pp. 8, 21, 359 and 360).

Tourism contains two sorts of foundations hard and delicate. Air terminals, streets, and housing offices remember for a hard framework while a delicate foundation contains culture, suppliers, trail maps, preparing programs for tourism, ground administrators, and labor like reporters, local escorts, open data on heritage, and so forth immense speculation is needed for hard foundation advancement and required most extreme time for their fruition while a little capital consumption for delicate framework improvement is required (ATDI, 2010). World perspective tourism is viewed as the spine of the economy and an extraordinary income-creating industry at the worldwide level. Overall Pakistan is recognized as a position of marvelous, regular astounding excellence, with lavish green valleys, scenes, mountains, gigantic deserts, and strange blue oceans. Pakistan can offer a wide range of attractions with extraordinary objections to making simple vacationers however its tourism has been insufficient in creating.

## **2.5 Heritage Tourism Environmental Impact**

The author briefly highlighted the environmental impacts of heritage tourism on local people. The pro-poor strategies socio-economically rehabilitate poor people. This study elucidates the importance of economic and non-cash livelihood benefits. Economic benefits include expanding employment, training the poor for wages, and job creation. Increase their new patterns of business development for the poor through entrepreneurship. Maximize collective income of the community through donations, fewer fees, corporative and equity dividends, and improve non-cash livelihood benefits through training, empowerment, and capacity building. Equitable management of

resources between local and tourists improve access to infrastructure and services (Scheyvens, 2012, pp. 462-487).

According to Haroon's statement that ecotourism ensures ecologically, economically, and culturally friendly tourism. Tourism sustainability can be achieved when activities are controlled by the local community in which tourism activities are being generated. In an ideal situation sustainability sound, environmental management, and ecotourism are closely linked. On the other hand, the senior researcher mentioned that ecotourism is a kind of tourism that involves visiting natural areas. There is no doubt that ecotourism has become an important industry for developing countries seeking to maximize foreign exchange earnings, increase employment, and secure financial resources to conserve their natural and cultural heritage. The general public is given the job on a daily or seasonal basis by tour operators and by the government-run Pakistan Tourism Development Corporation which owns the biggest chain of motels in these areas of Pakistan.<sup>1</sup> Moreover, the tourists from different countries which include China, Japan, and Australia, and also from Europe come to see the heritage tourist spots of this region, and foreign visitors have depended on local products for their survival or living in the area. Sustainable tourism refers to visiting a place as a tourist and trying to make a positive impact on the environmental society and economy. Tourists from different countries visited these precious sites and enhance the economic condition of the local community. There must be emerged guest houses, hotels, and other places which have generated seasonal employment for local dwellers (Haroon, 2002, pp. 110-112).

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<sup>1</sup> Still tourists who hire locals at daily wages, but the Pakistan Tourism Development Corporation do not provide job opportunities for locals.

Examine the Phewa region's importance towards Eco-tourism. The research focused on the cultural, socioeconomic, and environmental aspects of the Phewa area of the Kashi district. The findings imply that tourism has great potential for the socio-economic development of people (Suwal, 2013). Mass travel could only improve if technology allowed for the rapid movement of a large number of people to areas of leisure interest in a short period, and a larger number of people began to enjoy the benefits of leisure time. Pakistan's Khyber Pakhtunkhwa, (KPK) government allocates the maximum budget for the security purposes of heritage sites and the current government will recuperate Pakistan's tourism industry. They also update the infrastructures of parks, clean environments, and recreational areas. Pakistan's tourism industry is advertising its scenic palaces on television and others satellite programs to attract foreign tourists. They also maintain parks, a clean environment, and recreational infrastructure. To lure international tourists, Pakistan's tourism sector advertises its attractive places for the sake of foreign tourists, on television and other satellite programs. Tourism is a good example of a process deeply intertwined with global flows. It requires people to travel to distant locations and interact with people from other cultures. It makes use of western technology that spans the world. Encourage financial and economic market expansion, supports a huge media and advertising industry, and facilitate the exchange of ideas between different cultural backgrounds of people (Toren, 1999).

## **2.6 Heritage Tourism Incredible Scope and its impact on the Local Economy**

In this study, the author has briefly examined that heritage tourism is considered a modern phenomenon of the twentieth century and on this broad statement, there is no consensus. The finding of this study sheds light on the heritage tourism is regarded as an industry or a driver for regional development. In contrast to most exporting enterprises and perhaps most trade contacts, where producers and customers are separated and seldom meet one another in person. Unlike other export businesses, tourism is distinguished by the fact that visitors, as consumers, travel to consume the product. The finding results of this study suggest that between 1950 and 1966, total international tourist expenditures are estimated to have grown at 12% per year, or nearly twice the annual rate of growth of national incomes during the same period, according to the same source. Some reservations must be expressed about the accuracy of the data used in arriving at these estimates, but if the order of magnitude can be taken as broadly correct, tourism must now be recognized as an important national and international activity (Bryden, 1973). Tourism is a huge sector, and industry planners and analysts have predicted that tourism will expand to become the largest industry in the twenty-first century for years. The extent of the industrial boom that stimulated such expectations may be seen in the reality that annual gains in global tourism receipts averaged 13.2 percent from 1972 to 1983 (Smith, 1989, pp. 626-627).

The author has critically emphasized the negative impact of tourism on the local community is the major factor in the world's progressive homogenization, the growing



threat of destruction, and obliteration of those natural, ethnic settings that make up the principal attraction for modern authenticity-seeking tourists (Boorstin, 1964, pp. 179-201).

Tourism generates new jobs in the host area, resulting in two main migration patterns: it helps the community retain members who would otherwise migrate away, particularly unemployed or underemployed youths in economically marginal areas such as islands or mountains; and it attracts outsiders looking for work or economic opportunity, which is often from other sectors of the economy, particularly agriculture (Erik, 1984, pp. 373-392).

Any sort of economic development has ramifications on the population's social structure and cultural characteristics. Domestic tourism, when the host and visitor come from similar socioeconomic and cultural backgrounds, leads to socio-economic change as a result of the contact (Smith, 1989, pp. 626-627).

The author has described the impact of heritage tourism on the local economy setup. Furthermore, Greenwood assumes that mutually beneficial cooperation in the tourism business is not only pragmatic and practical but also very useful in spreading social disciplines while discussing the impact of tourism on the local socio-economic structure. Accounting for tourism's socioeconomic effects the economic influence of tourism on regional, national, and worldwide economies is still too little to be significant in terms of scale and market growth directions. In developing economies in general, the transfer

of resources (from rich to poor communities) has a major impact on peace and development direction, as well as increased employment opportunities. Moreover, due to the rise of the industry, tourism has a far-reaching economic implication on the regional, national, and worldwide economies in both directions. Generally, the transformation of the res from wealthy to poor states and prosperous to weaker sectors of society has a great capacity to impact peace and direction, as well as expand employment possibilities, in economics-related industries. The multiple tourism consequences determine the entire effect estimate on all sectors of the economy with which it has direct and indirect ties. Depending on the sort of development reflexes activated by his relationship with the destination, a visitor has been considered both a friend and an adversary in the process of socio-economic transformation. Through the social and economic features of his personality, a small number of tourists dispel the shift in the environment of the host area (Malhotra, 1997).

Tourism is one of the world's fastest-growing and biggest industries. The contribution of the tourist sector, both globally and individually, is truly remarkable. Many countries rely on tourism as their primary source of foreign exchange profits (Jain, 2013, pp. 1-23). In 2004, the World Tourism Organization reported 763 million worldwide visitors' traffic and earnings of US\$ 623.00 billion. Tourism continues to grow as a global economic force, with approximately \$5.5 trillion in contributions to the global economy in 2004. The upward trend in visitor arrivals and profits is expected to continue. Tourist arrivals worldwide increased to 808 million in 2005.

Destinations endure a variety of alterations as a result of tourist growth, spanning from ecological and economic to political, social, and cultural spheres. Due to the imbalanced expansion of the service sector, which is frequently not supported by simultaneous developments in other sectors of the local economy and society, these shifts tend to produce major local dislocations, particularly at the early stages of tourist development (Cohen, 1988). According to Graburn's statement, there is a widespread belief, not least among travelers, that tourism ruins, degrades, and adulterates whatever it comes into contact with. Tourism's bigger contradiction, it is claimed, is that it undermines the authenticity that it seeks. The biggest adversary of a visitor is another tourist who ruins everything: pricing, native conduct, craft quality, and so on (Graburn, 1976, pp. 1-11).

## **Chapter No 3**

### **Theoretical Framework**

#### **3.1 Theoretical Framework**

The theoretical framework is an important element of the research; it gives the theoretical support to the researchers, research and upholds it using the theory. Here the researcher is going to apply a theory maximizing the Local Economic impact of Heritage conservation for the cultural tourism.

Rampant urbanization and the faster growth of globalization are paving the way for an increase in the pace of cultural tourism. Studies have found that the developing countries rich in the cultural sites, artefact, and heritage, cultural tourism has proven to be a greater source of revenue generation and economic development. Heritage conservation therefore is the need of the hour to provide sustainability to the heritage tourism. The present theory is based on the conservation of heritage tourism, and it impacts on local economic generation. The conservation initiatives of heritage tourism sites have a great potential to boost up the economy of the nation and as well as the heritage tourism conservation has motivational element to overcome the local economic development. Heritage tourism has a positive influenced for making revenue generation and to overcome the local economic challenges. While these challenges are being faced in many private, public and development organizations assuring that the heritage tourism site maintenance seeks to provide a wide-ranging section benefit for local community. In the quest of this quest, in a developing country, the heritage tourism sites further improved multifaceted developments and the heritage tourism promotion have

great latitude for stimulating the local economic growth, creating a chance for job opportunities, to rehabilitating the economic crisis, and an imperative role of poverty diminution (Edmunds, 2016).

It is well recognized that heritage tourism contributes to a country's economic growth. The positive influence of heritage tourism depends on the local community's participation, its openness to accommodate, and the degree of allowing heritage not to be used as more than just a tourist attraction. The positive impact of heritage tourism affects high visitor numbers and incomes, industry multipliers, and employment opportunities. Heritage tourism is considered the world's largest industry and it has been counted as the world's key economic sector which contributes to exports, revenue, and jobs. According to 2011, global economic data, tourism contributed almost \$5,999.2 billion. The tourism sector also created 260 million jobs, nearly 9% of global employment. Heritage tourism boosts the economy, creates jobs, opens up new business opportunities, helps conserve natural resources, and improves the quality of life of local people (Hastings, 2014).

### 3.2 Theoretical Framework Table Form

## HERITAGE TOURISM

```
graph TD; A[HERITAGE TOURISM] --> B[POSTIVE IMPACT]; A --> C[NEGATIVE IMPACT]; B --> D["• Household Expenditure  
• Economic Impact  
• Local Economy Impact  
• Employment Opportunities  
• Poverty Reduction  
• Environmental Impact  
• Local People Inclusion  
• Officials Response to Conservation Initiative  
• Archaeo-Tourism Implications  
• Revenue Disposals"]; C --> E["• Inflation  
• Rise in Government Consumption  
• Increased Land Prices at High Rents  
• Essential Commodities at High Prices  
• Over Crowding/Congestion  
• Water Pollution  
• Solid Waste Management  
• Deforestation  
• Diseases  
• Archaeological Sites Obstacles"];
```

### POSTIVE IMPACT

- Household Expenditure
- Economic Impact
- Local Economy Impact
- Employment Opportunities
- Poverty Reduction
- Environmental Impact
- Local People Inclusion
- Officials Response to Conservation Initiative
- Archaeo-Tourism Implications
- Revenue Disposals

### NEGATIVE IMPACT

- Inflation
- Rise in Government Consumption
- Increased Land Prices at High Rents
- Essential Commodities at High Prices
- Over Crowding/Congestion
- Water Pollution
- Solid Waste Management
- Deforestation
- Diseases
- Archaeological Sites Obstacles

### **3.3 Application of Theory**

The above given model and its concepts on the one side are derived from my research finding and literature, and at the same time, some of the propositional concepts are borrowed from the work of Edmunds, 2016 and Hastings, 2014). After research findings, researcher comes to at the point to derive and paint a picture of its key concepts. As this research is based on the indispensability of heritage tourism and its impact on local economy, in this regard, (Edmunds, 2016) emphases that how heritage conservation plays key role in this form of maximizing local economy. It is a fast growing element in this contemporary epoch. Therefore, various countries are utilizing the local and native heritage as an asset to ameliorate their economy. It has become a source of progress and soft economy. Additionally, Edmunds uncovers that how developing countries are utilizing the cultural tourism for this purpose to improve their economies. Therefore, researcher in this research uses the perspective and theoretical discussion of Edmunds to support its research question. The work of Edmunds guides the researcher's area of concern. However, (Hasting, 2014), discusses that there are some bottlenecks due to traffic of visitors in heritage places which become effected. (Hastings, 2014) identifies the problem of visitors and its impact on cultural conservation.

The theoretical framework of this study is based on the indispensability of heritage tourism and its impact on local economy. In this respect, Edmunds (2016) emphases that heritage tourism conservation play a central role in the form of maximizing local economy and in this contemporary epoch it can be considered the fastest growing

element. Therefore, various countries are utilizing the local and native heritage as an asset to ameliorate their economy.

Heritage tourism is considered the vital fast-growing singularity. Heritage tourism has become one of the largest and rapidly growing industries in the world. Effective policy plays a key role in tourism growth. An organization should create requisite policies that will involve the local community because the inclusion of local community and their awareness plays an important in tourism related activities, to further understand this phenomenon that local community members have rich information regarding the places where tourists travels. Local community members use multiple resources to look after and preserve these precious sites that can attract a large number of tourists towards those places. The local people participation in the field of tourism related activities gives them a positive influence on economic-related activities, revenue generating disposals, household expenditures and social cultural and environmental wellbeing and to offer a way forward to overcome its socioeconomic and environmental challenges by locals and international tourists. Heritage tourism has considered the driving principle to generate a source of income and provides employment opportunities. In this respect, the involvement of local community creates socio-economic benefits through which tourism development increases.



## **Chapter 4**

### **Research Methodology**

#### **4.1 Research Methodology**

Research methodology is a process through which the idea of research undergoes and refines into a logical construct. It not only processes the collected data or information, but also identifies and explains data to understand the research problem. In this research, the researcher has used qualitative research design to effectively understand the research problems, reasonably and explicitly. The purpose of the opting qualitative design was influenced by the idea of research that required qualitative data to be able to grasp the indigenous perceptions from the respondents in their social setting.

#### **4.2 Research Design**

According to Bryman (2012), the research design provides the glue, which gives strength and holds the parts and pieces of the overall thesis together. The research design in the empirical research approach is essentially an all-encompassing plan for gathering the needed data. It's also known as a "blueprint," because it directs a researcher's procedures for collecting and analyzing data to answer a certain research topic. In general, the research design consists of three procedures, one of which is the data collecting method, which specifies how and on what basis data will be collected. Second, data collection mechanism development refers to the techniques that will be utilized to collect data, as well as the sampling methods that will be used to collect data (Bryman, 2012).

The course of conducting the research consists of qualitative tools and techniques that are employed to justify the essence and practice of research in its wholesome. Qualitative data were collected through in-depth interviews with the respondents belonging to different socio-economic and demographic backgrounds. The conceptual framework for the study was based on positivist approach and methodology that helped the researcher to acquire data with a systematic interviewing pattern. As the idea manifests, the respondents were taken on board to gain insights about the significant potential of heritage tourism in Mardan district of Khyber Pakhtunkhwa. The members of the community living around the heritage tourism sites were interviewed for the purpose of acquiring data on the significance of the heritage tourism. Scholars and learned individuals were interviewed to understand the prospects and challenges faced by heritage tourism in the universe of the study. A thematic analysis approach was adopted to analyze the research problem into different confounding themes that were prepared from after consulting available literature and firsthand data.

### **4.3 Units of Data Collection**

Bryman demonstrated that data collection units are the major sources of investigation for a research study (Bryman, 2012). A unit of data collection (UDC) helps the researcher in collecting relevant data for his/her study. UDC can be a person, a procedure, an article, or a collection of individuals. The data for this study used a variety of data collection units, including:

### **4.3.1 Members of Local Community (UDC 1)**

The members of the local community that is influenced by and have an impact on heritage tourism are included as the first unit of data collection (UDC-1). according to UDC 1, The inclusive criteria for the UDC include the members of the local community that reside in the areas of *Takht Bahi*; *Jamal Garhi*; *Shebaz Garhi*; *Kashmir Smast Cave*; and *Seri Bhalol*. The exclusive criteria for the UDC-1 are all the members that reside in the areas of Mardan other than this.

### **4.3.2 Officials of Tourism Department (UDC 2)**

UDC 2 includes the officials of the tourist sites and tourism department of the local government of Mardan. The officials of tourist sites were interviewed from the tourist sites where they were performing their duties. On the other hand, the officials of cultural and heritage tourism management were interviewed in their department placed in the Department of Tourism and Hospitality of Abdul Wali Khan University Mardan (AWKUM).

### **4.3.3 Tourists (UDC 3)**

UDC 3 consists of tourists who visit any recruited site of heritage tourism for leisure, entertainment, or any other purpose. In the context of this study, tourists are defined as those who are motivated solely to visit and experience the Buddhist heritage sites in Mardan.

## **4.4 Sampling**

Sampling is the procedure of selecting sampling units from which data will be collected for the study (Sarantakos, 1998). In this research, the researcher has

employed a non-probability form of sampling. The units of data collection in non-probability sampling are selected from a population where the number of the respondents is unknown to the researcher and are to be recruited by any method of non-probability sampling technique. The chance of selecting each unit in non-probability sampling is unknown. A bi-faceted sampling technique was applied in this research study to recruit the distinct units of data collection.

#### **4.4.1 Convenience Sampling**

Convenience sampling (also known as incidental or opportunity sampling) is a non-probability sampling approach in which a sample is obtained from a portion of the population that is readily available. (Bhattacharjee, 2012). This method uses a by-chance approach to the data collecting procedure. The researcher used this strategy for UDC 1 and UDC-3 since he couldn't build a sample frame for the members of the community (UDC-1) and visitors/tourists (UDC-3) in advance. Members of the local community were dispersed across the different sides of the tourism site; the visitors could only be accessed based on their availability on the premises of the tourism site.

#### **4.4.2 Purposive Sampling**

It is a non-probability sampling technique in which the investigator selects respondents by his/her assessment. Purposive sampling (also known as judgmental sampling) is a non-probability sampling method in which respondents are chosen based on their knowledge, skill, and expertise in the study's subject (Bhattacharjee, 2012). The research objectives, research challenge, and UDC's specific knowledge in the research study are usually the criteria that determine the selection criterion. For the reasons stated above, the researcher used this strategy for UDC 2 that were the officials of the

tourism department is located in the tourist sites, and tourism management is based in the Department of Tourism and Hospitality Abdul Wali Khan University Mardan.

#### **4.5 Sample Size**

In this research, the researcher employed certain types of sampling in conducting of their research analysis. This research used a non-probability sampling technique on the base of the research objectives and nature (Bhattacharjee, 2012). The sample size for the present study consisted of three different ranges for the units of data collection.

A total of 13 interviews were conducted with the members of local community (UDC-1). The researcher had accosted the saturation point while in 10<sup>th</sup> interview session with one of the members of UDC-1, nevertheless, after applying different methodological techniques, the researcher still had the same repetitive answers from the UDC-1.

A total of 9 tourists, i.e., UDC-3, were interviewed about the potential challenges faced by the heritage tourism sites with a structured interview schedule designed for this purpose. After the realization of the saturation point at this stage, the researcher winded up the interview sessions and resorted to the next stage.

Since the officials of the tourism management department had a somewhat identical approach to the questions at hand, the researcher closed the interview session after conducting in-depth interviews and constructive discussion with the officials of the tourism management department of the heritage sites based in the Mardan district of Khyber Pakhtunkhwa.

## **4.6 Tools of Data Collection**

### **4.6.1 Structured Interview Schedule**

Structured interviews are also known as directional which have predetermined framework. The interviewer has a set of predetermined questions that he/she wants to inquire his/her respondents about. (Walker & Walker, *Tourism: Concepts and Practices* , 2011). The structured interview schedule was utilized to collect the data from the respondents. In this case, the researcher prepared different interview schedules based on pre-determined questions for different units of data collection to collect the data that is required to justify and answer the research objectives and research questions. The purpose of using the structured interview schedule was to assess the responses of the respondents based on the existing themes that were recruited to justify the research objectives and questions. The interview schedule in this research was conducted with all the units of data collection.

### **4.6.2 Field Diary**

Field diary is the tool that is used in the process of data collection. It employed to record the responses of the respondents for lateral coding and analysis schemes (Bryman, 2012). The researcher had a field diary that was used throughout the data collection process with all the units of data collection interviewed. It also helped in the memorizing of the responses of the respondents in a better way which made the further steps of research go smoothly.

## **4.7 Techniques of Data Collection**

### **4.7.1 First-hand Data Collection**

First-hand data is also known as primary data which refers to collecting information directly by a researcher to solve a specific problem. Personal interviews, surveys, questionnaires, observations, and experiments are the most common methods for collecting primary data (Hossain, 2020). The fundamental benefit of collecting primary data is that the information obtained is only relevant to the topic at hand, though it is similar with the research questions and aims and objectives.

### **4.7.2 Field Work**

The researcher conducted a field work for the purpose of conducting in-depth interviews (Bryman, 2012) . The field work consisted of three areas that included: local community; heritage tourism sites; and tourism department. In the first place, the researcher conducted in-depth interviews with the officials of the tourism department to understand the facilities, prospects, and challenges to heritage sites in Mardan. The second phase consisted of the local community in which the researcher conducted in-depth interviews from the members of local community and inquired them about the significance of heritage tourism and its impact on the revenue generation and local economy promotion. In the third phase, a field work was undertaken in the recruited tourist sites where the researcher conducted in-depth interviews with the tourists to inquire them about the economic and environmental effects of tourism as well as the challenges they faced while visiting the tourism sites.

## **4.8 In-Depth Interviews**

In depth interviews were conducted with the local members of the community and the tourists to collect the data about the socio-economic impacts of tourism. The local members of the community were interviewed about the effects of tourism on their household revenue generation and cross-cultural interaction and its impacts on the normative pattern of the local culture. In line with the structured interview schedule, the members were inquired about the changes in their household revenue generation and the job opportunities they had in the heritage sites.

In-depth interviews were also conducted with the tourists about the facilities they were provided in the heritage sites and the challenges they faced during their visit to heritage sites. The questions included were concerned with the potential social and economic challenges they faced at the heritage sites in the form of ticketing prices, edible prices, guide fares and cooperation of the local community and the caretakers with them in the form of cooperation and coordination with them during their visits. The data collected during the interviews were noted in the field diary for further transcription and analysis procedures.

### **4.8.1 Focused Group Discussion**

In the first place, the researcher conducted focused group discussion with the officials of the tourism department to understand the potential prospects, facilities, and challenges to heritage sites in Mardan. The focused group discussions included with that of the caretakers at the heritage sites and administrative bodies in the adjacent facilities. The viable facilities were discussed with the caretakers at different occasions



on heritage sites while the prospects and challenges were discussed with the administrative bodies in the adjacent facilities.

## **4.9 Data Analysis**

Data analysis is the process of making sense of the information collected and determining the implications, recommendations, and conclusions of the findings. In many types of research, qualitative thematic analysis is a common method for analyzing data at hand. The collected data were analyzed using descriptive and thematic analysis. Moreover, the interviewers considerably paid attention to all the interviews with the interviewee that took place during the field work and translated them into written remarks in English. Following the translation, all the materials were organized into themes and topics. The whole interpretation of this study is based on the respondent's point of view. Data was collected for this study to learn about people's perceptions of the socio-economic and environmental challenges that occur because of tourism and to construct logic out of it.

## **4.10 Tools of Data Analysis**

The theme generation for the data analysis was done manually based on the objectives and research questions. The researcher derived socio-economic socio-cultural themes and analyzed the data on the sub-themes manually. No software or technological tools were employed for the analysis since it was.

#### **4.11 Research Ethical Concerns**

Before beginning any research activity, such as asking respondents for an interview, the researcher has an ethical obligation to obtain consent. Interviewees are treated with dignity and respect, which helped build trust. The researchers followed research ethics in the field, and before conducting interviews, university authorization letter was presented to the respondents and their formal consent was taken. The researcher took the respondents in confidence before obtaining consent that their privacy will be respected and that their personal information will not be shared with any third party. None of the respondents were harmed in any way during the interview sessions and no misleading questions were asked. All of the persons who were questioned for this study are true carriers of knowledge about the area and the activities that are taking place there. Instead of using their true names, the title "Respondent" is utilized. The pseudo names of respondents are methodically matched to pseudo names in the research report. None of the respondents were coerced or compelled to participate in an interview.

#### **4.12 Credibility, Validity and Reliability for this Thesis**

The researchers are in frequent contact with their supervisor, tourism officials, local community members, and tourists to confirm the quality of the data collected for this paper. Questionnaires are used to collect first-hand information. During the interviews, the researchers made every effort to maintain objectivity and avoid showing any personal bias. Since the empirical data is specific to the location of Mardan, it is possible to determine this paper's external validity and generalize the findings.

To maintain the reliability of this research thesis the researcher tried his level best to collect the theories from reliable sources like books, articles, journals and authentic web sources. To collect primary data, tourism officials, local community members and tourists were interviewed through predetermined interview guide. To avoid any misunderstanding the interview questions were also explained to the respondents whenever they asked during interview process.

## Chapter No 5

### Research Locale Description

#### 5.1 Locale Description

For this study, the selected area is one of the most attractive tourist destinations of Pakistan namely the Mardan district of Khyber Pakhtunkhwa. The district of Mardan may be split into two sections: the northeastern mountainous region and the southwestern plain. The district's northern side is completely encircled by hills. “*Pajja or Sakra*” which is 2056 meters high, and “*Garo or Pato*” which is 1816 meters high, are the highest peaks in the district. The district's southwestern part is mostly made up of lush plains with a few stumpy hills strewn about (Khyber Pakhtunkhwa Official Gateway to Government , 2022). It is widely assumed that this plain formerly served as the bed of a lake that was gradually filled up by the weight of the river streaming in from the nearby hills. The plain goes down from the foot of the hills with a severe undulation at first, carrying the rainwater to the lower levels and finally to the Kabul river. Summertime is really hot. From May through June, the temperature rises dramatically, with July, August, and September registering record highs. From October through March, the temperature is bitterly cold.

#### 5.2 State of Tourism in District Mardan KPK

The Mardan area has a long history, diverse cultures, strategic location, beautiful scenery, and good tourism prospects. Religious tourism, archaeological tourism, adventure tourism, and ecotourism are the four types of forward-looking tourism in

Pakistan. However, the country has still not fully realized its immense tourism potential. Tourism-related activities play a pivotal role in many rural economies and rural businesses' survival. The tourism industry is an important source of employment and contributes to the economy of communities, as well as the preservation of local heritage and culture (PLUP, 2019). Sustainable rural tourism and leisure projects benefit rural businesses, communities, and visitors while preserving and enhancing the countryside's character, towns, villages, buildings, and other assets. Landscape value, ecological conservation, and historic significance should all be acknowledged and marked. The development of the tourism business in rural regions depends on the availability of vital services for visitors.

### **5.3 Mardan in the Context of the Historical Setting**

Tourism is defined as a group of activities carried out by persons who stay or travel in areas other than their typical surroundings for a period of not more than one year for business or pleasure. (World, 1994). It, in simple words, refers to the movement of public from their normal places of work and residence (Mathieson, 1982). This can also be defined as the movement of people to places other than their current workplaces and residences.

The tourism is consisted of various kinds. Every year, for example, Muslims travel to view religious sites that interest them; this type of travel is known as religious tourism (Medina & Gonzales, 2012). Another type of tourism is ecotourism, which focuses on natural resource conservation (Kwok, 2000). Sports tourism, on the other hand, refers to activities that are associated to sports (N & Ross, 2010).

Activities and attractions that take place in agricultural or non-urban settings are referred to as rural tourism (Irshad, 2010). While searching for something, adventure tourism entails injuries, injuries, and possible loss (Kane, 2002). Similarly, certain cultural and historical sites are examined in archaeology and heritage tourism (Boyd, 2002).

#### **5.4 Archaeological Heritage Tourism in Mardan**

Archaeological tourism is one of the fastest expanding segments of the tourism industry, and it requires special handling and marketing. It's because diverse disciplines are becoming increasingly interested in the issue. It is also regarded as an effective tool for understanding the social conduct of individuals and society (Poria, 2003). The Mardan region is immensely rich in archaeological anthropology and historical perspective. The region has different historical and antique archaeological sites. During the field work, the researchers explored following archaeological sites such as Takht Bahi, Shahbaz Garhi, Kashmir Smast Cave, Jamal Garhi and Seri Bahlol.

Archaeological sites are extremely valuable to both developed and developing nations. Archaeological sites are rich in historical cultural legacy and can assist in the exploration of past history. Locals as well as visitors from other countries flock to such locations. These places, according to researchers, have the potential to contribute to tourism's long-term viability (Pacifico, 2012). Mardan (Khyber Pukhtoonkhwah) is comprised of such historical sites including Shahbaz Garhi, Jamal Garhi, Takht Bahi, Sari Behlol, Kashmir Ghar Rani Gut, and Sawaldher (K & Bhat, 1994). These

locations are popular with both domestic and international tourists. These locations have a long and illustrious Buddhist history. As a result, overseas tourists from Buddhist-majority nations visit these locations to learn more about them (Akram, 1999).

### District Map of Mardan



Map No.1: [https://www.google.com/maps/place/Mardan, KPK, Pakistan](https://www.google.com/maps/place/Mardan,+KPK,+Pakistan)

### 5.5 Key Places in Historical Context

Archaeologists believe that the Buddhist ruins at Jamal Garhi embody all aspects of ancient culture (Jan, 2015). Jamal Garhi Buddhist remains are located to the northeast of Mardan city. Residents affectionately refer to these ruins as "Jamal Garhi

Kandarot." This site was home to Kushans, Little Kushans, and Hindu Parthians, according to legend. The site of Jamal Garhi is well-suited to tourism. A freshwater stream flows downward, and the lower Swat canal flows on the north side. As a result, despite the scorching heat, the season is particularly appealing to visitors due to the fresh wind.

At sunrise and sunset, the view appears to be quite natural (Ali, 2009). On the Swabi road, Shahbaz Garhi is thirteen kilometers from Mardan. A series of Ashokan Rock Edicts can be found there. Because he was a Buddhist, his writings are extremely valuable. In the past, Shahbaz Garhi was an important trading route between Afghanistan and India (Jan, 2015).

A Buddhist monastery site called Takht Bahi is located fifteen kilometers northwest of Mardan. These relics can be found on the crest of a hill about 500 meters above sea level. It is regarded as the most spectacular and comprehensive location of the Buddha civilization.

### **5.5.1 Takht Bahi**

The Takht Bahi Buddhist Monastery is located on the Mardan Mara Main Road, 15 kilometers from Mardan, and is the most magnificent Buddhist site in the Gandhara area. The adorned property is made up of two different components that are both from the same period. Takht Bahi is a Buddhist monastery compound ruins that were founded in the first century A.D. It is magnificently positioned on hilltops ranging in altitude from 37 meters to 153 meters, which is typical of Buddhist positions (PLUP,



2019). The Takht Bahi site currently includes a main votive stupa court, a stupa court, a group of three stupas, meeting rooms, a monastery quadrangle with a meditation room, walled step tunnels, and other non-religious structures.

### **5.5.2 Shahbaz Garhi**

Shahbaz Garhi is located near Mardan Swabi Road which is 12 km from Mardan. The emperor Babar has mentioned in his book Tuzk-e-Babri the historical prospect of this monastery. It has also been noted that this rural community was named after a well-known religious figure (PLUP, 2019).

### **5.5.3 Kashmir Smast Cave**

The Kashmir Cave (Smast) is one of the impressive, most magnificent unique creations, located in the Babuzai mountain range in Pakistan's province Mardan and considered the heart of Gandhara land in this region. The cave is 1100 meters above sea level, 20 meters wide, and 20 meters high. The cave's total length is 180 meters. There is no good method to direct the entrance to the enormous cave, which extends for approximately 100 meters, from the main road Mardan (PLUP, 2019).

### **5.5.4 Jamal Garhi**

The Katlang road connects Jamal Garhi to Mardan city, which is located 13 kilometers away. It is located in the middle of the Takht Bahi and Shahbaz Garhi sites which are approximately around about twelve kilometers from each side. This location was initially discovered by Pakistanis archaeology experts with the collaboration of the Japanese from thrice time in 1964, 1966, and 1967. During this excavation discovered a large amount of Kharoshti inscriptions, votive stupas having main round stupa,

domestic halls, and other sections. Several remains were destroyed by illegal excavators in this area (PLUP, 2019).

#### **5.5.5 Seri Bahlol**

The Seri Bahlol monastery is close to a 10-kilometer drive from Mardan on the Mardan Malakand road. It is situated on a hillside. It is a tremendous asset of Gandhara Art, according to Dr. Spooner and Dr. Arl Strain's declaration. The Peshawar Museum's two-thirds sculptures have been taken to Sari Behlol. According to archaeologists, the sculpture of Sari Behlol did not stay together because of the unexpected burning. This location has also yielded several precious coins. However, it is currently occupied by locals (PLUP, 2019).

## List of Archaeological Heritage Sites in District Mardan

Name	Location	District
Archaeological remains of Seri Bahlol city	Seri Bahlol	Mardan
King Ashoka Fourteen rock edicts inscriptions on two rocks in Shahbaz Garhi	Shahbaz Garhi	Mardan
Takht Bahi an archaeological Buddhist remains	Takh Bahi	Mardan
Jamal Garhi Buddhist Ruins	Jamal Garhi	Mardan
Chanaka Dheri	Shahbaz Garhi	Mardan
Tereli Buddhist ruins	Sawal Dhera	Mardan
Kashmir Smast Cave Ruins	Rustum	Mardan
Fort wall ruins	Hund	Mardan
Mainda Ghudai Dheri	Shahbaz Garhi	Mardan
Hussai Dheri ruins	Shahbaz Garhi	Mardan
Adina Dheri ruins	Gariala	Mardan
Ruins of Chargul Dheri	5 miles Towards Southwest of Rustum	Mardan
Ruins of Chichar Dheri	Jamal Garhi	Mardan
Turlandi Mound	Chak No 2	Mardan

**Map No. 2: List of Archaeological sites in district Mardan, KPK, Pakistan**

## **5.6 Attitudes of the Local People and Tourists**

Residents' attitudes and perceptions are crucial in the growth of tourism (Canizares & et.al, 2014). Knowing how local residents feel about tourism development might help policymakers make informed decisions (Andriotis, 2003). The ability to think positively or adversely about an environmental aspect is referred to as attitude (Bogardus, 1931). It is the mental process by which an individual determines the reality of social activity. (Thomas, 1918).

In other words, attitude refers to a person's mental inclination to support or oppose a specific object (Droba, 1933). It can also be defined as a manner of thinking about something, either positively or negatively (Murphy, 1931). Local inhabitants were found to have a good attitude toward tourism development (Andriotis, 2003). Locals' attitudes regarding tourism development and continuity were determined to be good (Eraqi, 2007). There is an interaction between the residents and the tourists in the tourism sector. Emotional solidarity, shared ideas, common practices, and interactions between inhabitants and visitors are some of the variables that influence residents' attitudes toward tourists (Hassani & et.al, 2016). Residents' attitudes are influenced by their perceptions of tourism's effects. Residents' emotional responses, on the other hand, contribute to tourism development (Ambroz, 2008). Emotional solidarity is seen as a factor influencing tourism development in ancient sites as part of inhabitants' attitudes.

Solidarity is defined as the sensation of difference that one person has with another person, which strengthens the relationships between them (Wallace, 2006). The people's warm approach toward tourists, as well as their sympathetic understanding, express emotional camaraderie. When tourists visit a specific location and ask questions about the destination, it implies that an emotional bond is formed between the people and the tourists. Residents' internal feelings have a significant impact on tourism growth (Woosnam & Norman, 2011). Emotional solidarity is useful in deciding the demography of a society, its economic standing, and the behavior of visitors (Harril, 2004). The welcoming aspect of many countries, the emotional intimacy between tourists and locals, and emotional solidarity are all essential factors in tourism development (Hassani & et.al, 2016).

## **5.7 Residents' Empowerment and Tourism Development**

Empowerment can be defined as the process of improving people's lives through utilizing their strengths (Solomon, 1976). It includes considerations for others' personal and social well-being, as well as legal considerations. Individuals and organizations alike can benefit from the concept of empowerment. Residents' empowerment has long been a key principle of sustainable tourism development (Rappaport, 1987). For a long time, residents' empowerment has been a key factor in achieving sustainable tourism growth (Cole, 2006). Various interest groups used to contribute to the development of tourism in various ways depending on their power in the society (Tosun, 2004). Therefore, three types of empowerment are discussed below.

Psychological empowerment is the internal belief of an individual to have control over his/her future, the ability to make his/her choices and to explore when and where his/her preferences can be used (Conger, 1988). Individuals must feel psychologically empowered about the work they conduct in an organization (Spreitzer & et.al, 1997). Individuals' cognitive states for gaining control, competence, and goal achievement are referred to as psychological empowerment (Oladipo, 2009). Because of the sense of distinctiveness in their culture, the resources provided by God, and information about their traditions, the local people's internal esteem is boosted. In the context of tourism, psychological empowerment occurs when an individual's pride and self-esteem are boosted by the responses of untouchables who recognize a group's distinctiveness and value (Scheyvens R. , 1999).

The process of building a sense of autonomy and self-confidence in order to form social interactions is known as social empowerment (Blomkvist, 2003). Collecting people for their similar interests is one way to empower people inside social relationships. The local people's quality of life is improved, and the community's link is reinforced, bringing them closer together. The relationship between the locals has a significant impact on the tourism industry's growth (Perkins, 1995). For local economic development, it is an important factor (Kay, 2006). When the community works together for collaboration, in the tourism context, social empowerment takes place (Scheyvens R. , 1999). In determining the impact of tourism on society, social empowerment is an important factor (McGehee & et.al, 2010). The ability to speak about, speak for, and gain the right to involve in political processes is known as political empowerment (Pettit, 2012).

Political empowerment emphasizes the relevance of people's voices in the planning process in order to offer them more control over tourism development. Participation in the process of decision-making recognizes the needs and interests of everyone in the community (Scheyvens R. , 1999). For community participation, political empowerment works as a ladder (Arnstein, 1969). For residents to work for tourism development, political empowerment is one of the important factors (Madrigal, 1993).

Residents have a critical role in the development of tourism in a certain location (Ryan, 1998). Local people have more control over tourist destinations, which boosts tourism development. It occurs because the locals value their status as residents of specific locations (Scheyvens R. , 1999). The involvement of the local community is critical to the development of tourism. When tourists visit rural places, the locals are ecstatic (Cole, 2006).

(Madrigal, 1993), Stated that tourism in rural areas has the potential to boost the economy by creating jobs, increasing sales, and increasing taxes. In the tourist environment, empowerment has a significant impact on tourism development (Choi, 2005). The majority of the locals are in favor of tourism growth. In the development of tourism, sociocultural aspects are extremely important. Residents are in favor of tourism development because a share of the cash gained is distributed to them (Munhurrun, 2011).

## **5.8 Socio-Economic Context**

Tourism is seen as a people-oriented industry, with the majority of workers being locals. Their desires play a significant role in the planning process for both tourism

enhancement and visitors to those locations. It is nearly impossible to improve tourism in a socially acceptable manner without sufficient knowledge of the local population of tourist locations. As a result, it's critical to think about what locals in tourist areas want (Conger, 1988).

After all, tourism is a service sector, and its success is heavily reliant on the local population (Murphy P. E., 1985). The locals and tourists are regarded to be the most important aspects of tourism. According to the residents' viewpoint, tourism has three aspects. Attract tourists, make money from them, and then send them on their way (Easterling, 2005).

When tourists visit archaeological sites, the locals acquire a particular mentality. Tourism is viewed positively by some residents, while it is viewed negatively by others. Additionally, tourism empowers locals (Boley & et.al, 2014). Local participation entails a variety of types of empowerment. Furthermore, locals' attitudes toward tourism, as well as the level of empowerment granted to them, are crucial for policy and planning considerations. Residents are more aware of tourism in these destinations than anybody else, therefore their empowerment is beneficial in making decisions about these historical sites. It may be beneficial in encouraging tourism for the community's benefit if a positive attitude toward tourism is created.

Tourism is important for the creation of economic opportunities in destinations (Canizares S. & et.al, 2014). Tourism has both economic and non-economic benefits



for the residents including the personal economic benefits and psychological, sociocultural, and political benefits (Dada, 2012). Job creation, increase in income and the infrastructure of the community are the positive outcomes produced by the development of tourism. In (1992) applying social exchange theory found that tourism development was highly appreciated if the impact of exchange between the local people and the tourists was positive and perceived negatively if the impact of the exchange was negative.

## **5.9 International Perspective on tourism and Pakistan Tourism Industry**

One of the primary agenda items for Global Sustainable Development 2030 is sustainable tourism (SDGs). The United Nations emphasized the importance of tourism in meeting the Sustainable Development Goals (SDGs) when it named 2017 the UN International Year of Sustainable Tourism for Development. The underlying rationale for linking three SDG targets with tourism development objectives is based on the intrinsic local character of tourism activities, as tourism is driven by the attractiveness of local communities (culture, heritage) and the environment (natural assets and facilities), according to the OECD in 2018. Tour providers are involved in tourism experiences. Tourists and their experiences are connected through tour companies. Tour operators are firms or corporations that provide various packages, experiences, and services to tourists.

According to Carey and Gountas the tour operation market has been subjected to fierce competition, resulting in concerns about destination viability. Because of the detrimental effects of mass tourism, issues have been raised concerning how tour companies lead passengers to different destinations. Tour operators are increasingly focused on increasing profits, which means that more people will use their services to visit new places and learn new things. Due to a variety of political and security challenges, Pakistan's tourism industry has been in flux. However, tourism is a significant part of the economy, and the current administration places a strong emphasis on it. Tourism contributed USD 7.6 billion in 2016, and it is predicted to rise by 5.1 percent in 2017 and 5.6 percent per year by 2027, reaching PKR 1, 432.1 billion in GDP. The contribution of travel and tourism to GDP was 6.9% (USD 19.4 billion) in 2016, and it is expected to grow by 6.0 percent in 2017 and 7.2 percent of GDP by 2027 (Carey & et.al, 1997, pp. 425-431).

## **5.10 Different Factors affecting the Significant Potential of Heritage Tourism in Pakistan**

Some of the probable problems and roadblocks that Pakistan faces on its way to becoming the world's top tourism destination.

### **5.10.1 Terrorism**

In certain nations, tourism and terrorism are strongly linked because a disparity between tourists' economic success and local inhabitants' poverty breeds hate, which is exacerbated by the host country's economic dependency on the feeder nation (Baker, 2020). Terrorist operations in Pakistan have had a significant impact on tourism.

Because of the rise in terrorist activities after September 11, Pakistan was labelled "unsafe" by the world community. Because of the frequent bombings, targeted killings, drone operations, and bloodshed, Pakistan's tourism industry and economy have struggled to thrive. Tourists from all over the world were hesitant to visit Pakistan at the time due to the country's law and order issues. Pakistan's tourism industry has recovered to a considerable extent, despite its catastrophic circumstances, since it has dramatically improved. There is still a tremendous amount of work to be done.

#### **5.10.2 Poor Connectivity Infrastructure**

A possible driver of visitor demand has been identified as infrastructure (Naudé, 2005). Without infrastructure, a country's tourist attractions are incomplete. Various factors influence international travel demand, some of which are related to infrastructure (Mandić & et.al, 2018). Every country's infrastructure includes transportation, roads, railroads, seaports, and airports. "Good road infrastructure makes it easier for visitors to travel about the target country, while good airport infrastructure makes it easier for tourists to go from planes to the country's borders or vice versa," as one example goes. Mauritius' tourist boom relies heavily on its transportation infrastructure. (Seetanah & Khadaro, 2007). Infrastructure has a substantial impact on tourism according to other studies, including those by (Naudé, 2005). . Because of the island's insufficient transportation infrastructure, visitors from Asia, Europe, and America were apprehensive to visit. Those from Europe and America, on the other hand, were displeased with the island's lack of transportation infrastructure. The tourism demand equation was determined to be complex as a result of these

infrastructure concerns, as well as other factors such as distance, price, and the economic level of visitors. A country's ability to attract tourists is inextricably linked to its transportation infrastructure. Due to funding shortages and corruption, Pakistan's road and connectivity infrastructure has degraded. The government ignored the country's most distant parts. Many prospective tourism attractions are still closed to the public. The northern areas remain underdeveloped and hence have not yet fully realized their tourism potential despite the fact that they have the potential to attract millions of tourists from across the globe. Due to lack of connectivity and poor road conditions in connection with Kashmir has hampered tourism. The tourists are not attracted by the stunning deserts of Sindh and Baluchistan.

### **5.10.3 Government Negligence to Tourist Places**

The administration of Pakistan has showed no interest in boosting the country's tourism sector. In the past, authorities have overlooked the construction of hotels or potential tourist resorts that could attract both inhabitants and visitors (Arif, 2019). Traveling tourists frequently have little choice except to camp or cook for them, and not everyone appreciates it. These areas are required hotels and resorts that can be developed into popular tourist destinations (Sadiq, 2021). 'Tolipir,' a major tourist site in Pakistani Kashmir, is one such example. This location demonstrates the government's lack of interest. There are few motels or lodging options for guests, as well as poor road conditions and waste (Ajaib & et.al, 2021). Furthermore, the Neelum Valley in Kashmir, which is known for its heavenly beauty, speaks volumes about the state of the country's infrastructure. As a result, both international visitors

and locals are restricted from bringing the natural beauty of these places to the general public's attention.

#### **5.10.4 Social Challenges**

Tourist happiness is influenced by the quality of customer service, pleasant attitudes, and the kindness of locals. Another concern is how non-native or international visitors are treated by the people (Prabhu & et.al, 2019). Pakistanis are kind, nice, and compassionate in general. In every neighborhood of Pakistan, tourists are greeted with the same slogan: Welcome to the Land of Hospitality. This isn't always the case, though. Selfishness is a prevalent attribute associated with financial success. The majority of visitors to most tourist places are in the same boat. You will encounter people who will nickel and dime you for their services if you travel to the north without a guide. Travelers must, for the most part, contend with exorbitant prices for goods and services. The second issue is local behavior, which has been reported on social media in locations like Murree, where allegations of visitors being battered by locals have surfaced. In the eyes of the world, how do Pakistan and its people appear? This issue will either attract or repel tourists to Pakistan.

#### **5.10.5 Insufficient Private Sector Investment**

Infrastructure, as Olimovich has demonstrated, is a critical aspect in determining the attractiveness of a tourism destination. Through sustainable tourism development, tourist infrastructure has been shown to have a positive impact on people's quality of life, both directly and indirectly (Mamirkulova & et.al, 2020). For this industry's

infrastructure and facilities to flourish, substantial sums of money are required. Because it is a developing country, it has been difficult for the government to dedicate huge sums of money to addressing this issue. There is only one solution to this problem: recruiting private sector assistance. However, there are currently no rules in place to stimulate private-sector investment in the tourism industry.

### **5.11 Unexplored Tourist Sites**

The popularity of religious tourism is growing in many nations around the world, especially in Asia. Travel and religion have always had a tight association in the past, and pilgrimages to holy sites have long been well-known (Collins-Kreiner, 2020). Non-pilgrims can now visit religious sites that are not necessarily linked with their own religious views, thanks to the tourist business (Patwardhan & et.al, 2020). According to the 2017 census, Pakistan has a population of approximately 207.8 million people, with that number predicted to rise to 207.8 million by 2021. Pakistan is rich in religious sites, particularly those related to Buddhism, Sikhism, and Christianity. Dhamarajika Stupa and Monastery (300 BC – 200 AD), Bhir Mound (600-200 BC), Sirkap (200 – 600 AD), Jandial Temple (c.250 BC), and Julian Monastery (200 – 600 AD) are some of Pakistan's most prominent Buddhist sites. The Sikh religion features some of Pakistan's most recognised and revered religious landmarks, the most famous of which is the grave of Baba Guru Nanak, the Sikh religion's founder. In addition, the most well-known Gurudwaras in Pakistan include Gurdwara Darbar Sahib in Kartarpur, Narowal, Gurdwara Panja Sahib in Hasan Abdal, and Gurdwara Rori Sahib in Eminabad, Gujranwala. On the other side, visitors and locals alike go to Lahore's St Andrew Church stained glass and Sacred Heart

Cathedral, Karachi's Holy Trinity Cathedral, and Multan's night vista of St Mary's Cathedral and Bishop's House. Pakistan has never thoroughly investigated and developed it on a long-term basis despite the sector's richness and appeal.

### **5.12 Archaeo-tourism in the Context of Revenue Generation**

In the context of this quest that archaeological tourism sector has positive initiative to provide local people with opportunities for employment, income and revenue generation through economic activities. Archaeo-tourism is counted among the most substantial sectors that help to generate national as well as local revenue and it employs a maximum share of the unskilled and semi-skilled workers who have no other option of generating their revenue for their household expenditures. The government should ensure these precious sites and develop long-term tourism strategies to ensure the country's tourism industry (S & al, 2007).

### **5.13 Corona Pandemic and Future Avenue**

International tourism is expected to recover by 2023 as a result of our image constraints and pandemic-related effects. Domestic tourism should be pushed as a pilot project in the meantime. This would foster the appropriate tourism culture, which would include an industry that is sensitive to visitor requirements, good hygiene and service, safety and security, and greater regulation of tourist infrastructures such as hotels, transportation, and food

Despite government backing, the private sector is already investing in tourism, as indicated by the skyrocketing land prices in popular tourist destinations. To avoid scenery damaging eye-sours, the appropriate provincial and federal bodies should monitor and supervise the sighting/construction of tourist facilities, establish a rating

system, regulate pricing, and check various mafias. Shifting from running enterprises to monitoring would also result in the reduction of bloated tourism bureaucracies. Those who want security and point to it as a roadblock to more tourism should be aware that a richer society would avoid terrorism and a criminal lifestyle, as prosperity and security are directly proportionate. Swat is a relatively new model. Thinking beyond the box brings a lot of advantages. Confusion is revealed by little, uncertain, and progressive steps that are reversible and produce no discernible rewards. For considerable benefits, we need to invest heavily in state power in the tourism sector and follow through with a laser focus.

Traveling is an excellent method to relax and unwind from the stresses of modern life. Holidays are a wonderful time to get away from your everyday routine and spend quality time with family and friends. As a result, tourism has evolved into a global activity and the most dynamic and quickly developing industry on the planet. Tourism is critical in encouraging international understanding and cooperation because travelers help build bridges between nations through love, mutual understanding, and knowledge, bringing people from different cultures closer together. Pakistan has a lot to offer the tourist sector, both in terms of natural and historical beauty. The downfall of this industry has been attributed to a lack of infrastructure, political instability, and high inflation rates.



## Chapter no 6

### Analysis and Discussion

#### 6.1 Local Community Inclusion

The conservation, preservation, and restoration of these precious sites require political will and the tolerance of local people. One of my interviewees stated that the government alone cannot maintain these sites. He argued that the inclusion of local inhabitants helps to preserve these precious heritage sites. He further believes that the government took a serious stance in conservation initiatives of heritage tourism but it is necessary for the locals that they must come out and share their responsibilities in this regard.

*“According to the respondent’s personal opinion, the role of the government in maintaining the conservation initiatives of heritage tourism is having a little maintaining to preserve it is raising in my town but there isn’t any kind of rich measures taken by the government or intervention policy to preserve the conservation initiatives territories and in my town, the current heritage tourism sites are antibodies going to be fed up due to the lack on of the comment given today. Obviously, the local people’s inclusion in tourism-related activities helped to preserve the heritage sites because they are the first guardian to have a very quick exit in any catastrophic situation or any abnormal situation people to have easy access to reach the year to him some protection measures to protect Heritage site Furthermore the government should facilitate the local people they may be in the form of communities or similar decision so they should be facilitated by the government to preserve at drug users.”*

*On top of that, the researcher asked the respondent about the role of government in maintaining the conservation initiatives of Heritage Tourism in Mardan. The respondent replied that the government should assure to preserve these precious sites and play a positive role in maintaining the conservation initiatives for heritage tourism. He further argued that not only the government's responsibility to protect these precious sites but also to some extent the locals too. On the other hand, the researcher communicated with the respondent and questioned the local people's inclusion and the preservation, conservation, and restoration of heritage sites. Then the respondent stated that generally engaging the public in any kind of social and economic activity brings useful policy. The public knows what is important and necessary, what are the community problems and how can they be better addressed for tourists. The public knows about the economy, local products, tourist sites and routes, and what security challenges the tourists will face.*

When the researcher asked the respondent about the local people participation in the preservation these precious sites. The respondent stated that exactly the local people's inclusion in tourism-related activities plays a central role and it helps to preserve all these archaeological heritage sites. The respondent further elucidated that due to lack of funds the socio-economic and environmental challenges are undermining the promotion and advertisement of heritage tourism in this region. The respondent said that the non-seriousness of the government regarding heritage tourism is a rigorously alarming situation to inhibit the rise of economic development.

*Another factor to consider is rescuing the sites is pivotal for preserving the history and heritage of any state in general and nation in particular. Therefore, the preservation and rescuing of our heritage sites will safeguard the educational, social, historical, archaeological, and economic potential the researcher put a question for pricing/cost of visits affect tourism activities in Mardan in this respect the respondent answered that Pakistan currency is undervalued against countries whose people have the financial capacity to visit Pakistan for heritage tourism which makes tourism costs reasonable. The respondent also mentioned that the inclusion of local inhabitants helps to preserve the heritage sites if they are well aware of their locality and terrain.*

Certainly, involving the local inhabitants is the best possible method to successfully preserve the sites; since, the local population may help protect sites from vandalism.

## **6.2 Heritage Tourism Economic Impacts**

Majority of the respondents were of the view that the heritage tourism has positively influenced their economic life. Heritage tourism generates different sorts of jobs. The majority of them are tertiary positions. Different job prospects are developed within the region as a result of the desire for enhanced infrastructure, and people do not feel the need to migrate from other places to earn a livelihood. As the number of tourists visiting the area has grown, a variety of locals have sought employment in the tourism industry as varied as transportation, food and beverage, sales, lodging, and other services to suit the needs of sightseers. Several respondents were of the view that the

tourism generates economic activities for the local community. One of the respondents stated,

*“Globally, heritage tourism is an emerging industry from an economic perspective. It is having a huge contribution to the local people of Mardan it creates economic opportunities for the local people in the form of transportation hoteling, restaurants, local guiding, photography, videography, retail shops, tea stalls, and beverages stalls”*

While narrating the economic impacts of heritage tourism, a respondent, aged 36, stated,

*“Undoubtedly, heritage tourism can create a huge number of jobs and as well as new business start-ups in the local areas for the local population of Mardan which includes jobs and businesses in the sectors of transportation, hoteling, restaurants, local guiding, retail shops, tea, and beverages stalls.”*

While contextualizing the economic benefits of heritage tourism for Mardan, a respondent, residing in the premises of Takh Bahi, stated,

*“Heritage tourism sites in the Mardan are having multiple economic benefits for the residents such as it attracts a bulk of tourists from the continental level to the country level which creates economic opportunities for the local people in the form of transport economic opportunities, in the form of Hoteling and restaurants, local guides paid work, retail shops.”*

Majority of the respondents believed heritage tourism has a positive connection with the economic development of the people by providing those jobs in different aspects of life.

Although heritage tourism has played an important role in Mardan economic development, it has also had some negative consequences. Some of the major economic impacts cited by the respondents were: increased land prices at a high rent, essential commodities at high prices high costs of vital goods are the main negative economic effects.

### **6.2.1 Employment/business Opportunities**

In both the literature review and the concluding comment of this study, heritage tourism expanded employment opportunities were examined. It has made it possible to build houses and hotels. The key point of contention regarding tourism development in emerging countries is to provide job opportunities for locals and enhance their earnings. Heritage tourism creates three types of employment opportunities: direct, indirect, and induced. It has created job opportunities for locals in the study region. Though, it is impossible to estimate the exact number of persons who have gained employment because of tourism-related activities. There is a paucity of career-related numerical figures and a tourism-related organization's unwillingness to provide.

*The researcher communicated with another respondent and generally asked him about heritage tourism's significance, and its benefits, to acquire some authentic information about the environmental and socio-economic challenges which are being occurred in this region. It gives them a sense of ownership and closeness of the heritage, economic*

*growth, and opportunities for new jobs. In terms of heritage tourism sites' employment and new business opportunities, the respondent gave positive feedback. He also said that due to heritage tourism the local inhabitants can run their own businesses and many other good opportunities. He further argued that the revenue comes from out of Mardan through heritage tourism which will grow the economy, new job opportunities are created, and businesses can be established. The major challenges and barriers are being faced in this region due to the rigid attitude of the locals and the relation the heritage sites to non-Muslims, and not respected, protected, and terrorist activities also played a part.*

The tourism industry is a major source of revenue generation, particularly for those who live near tourist attractions, and it also helps to develop the economy and reduce poverty. According to our recruitment strategy we target to recruit 50% of locals for jobs. The hotel has a favorable socioeconomic influence on the villagers. At least two persons from each family are involved in tourism-related activities. Almost 35% of the population does not participate in the tourism industry. Farmers account for 10% of the population, hotel employees for 30%, and government employees and drivers for the remaining 20%. Many of the inhabitants rely on agriculture and marketing.

*With the management of systematic heritage tourism since we have a positive impact on the household economy such as the local people will have chances to grab economic opportunities in the transport sectors, in the Food sectors, in the local guiding, in a restaurant or hoteling sectors thus it will improve the household economy.*

A respondent said that “the locals are getting lots of benefits from these archaeological sites to attract tourists not just from within the country but also foreign tourists visit these sites”. When local and foreign tourists visit these sites, they spend money to buy different goods and rent hotels. Most of the locals depend on the tourism industry which brings money for them otherwise there are no other alternative ways of earning for them.

Besides the researcher when using rickshaws for transportation purposes asked rickshaw drivers if they get any benefits from these archaeological sites, they responded that during a festival or any holy day lots of people visit these sites as a result, not just the locals there get benefits financially but also the transporters get passengers.

The shopkeepers having shops near the archaeological sites said that during holy days or festivals they keep different food items and other goods in their shops which get sold in a large amount as a result they get lots of financial benefits. However, many tourists complained that the local shopkeepers sell goods at a high price.

In addition, the researcher questioned the respondent regarding the pricing/cost of visits that affects tourism activities in Mardan. In terms of this, the respondent replied that of course heritage tourism affects any kind of expenses that affect tourist activities. People generally visit those places which are historical, aesthetic, and cheap enough. If tourism is expensive, then only people with high income can afford to visit, and unfortunately, high-income people are limited in number. The food prices,

residents, and other expenses must be reasonable to attract the maximum number of tourists to Mardan.

Another respondent replied that due to heritage tourism the local inhabitants have the best option to tackle the rural economic challenges for flourishing the new patterns of high-quality life and immense potential for the rescuing of these precious inheritances in the educational, social, historical, archaeological, and economic factors. To further understand this phenomenon concerning the pricing/cost of visits affecting tourism activities in Mardan has a positive influence to rehabilitate the household expenditures.

The government has not turned any blind eye toward the prospect of economic development. By far, the government has spent more on KPK than any other province in terms of expenditure on archaeology. the non-seriousness of government regarding heritage tourism inhibits the rise of economic development. In the context of this quest, the researcher shed light on the heritage tourism rural economic challenges for flourishing the new patterns of high-quality life. The respondent replied that the rural economic challenges can be tackled to a great extent if not entirely.

*“According to respondents, the number of part-time jobs has increased during the tourist season. However, the pace of employment change varies by industry. More jobs will be created when more restaurants, cafes, and eateries open with extended hours. In the summer, there are additional part-time work options. Recruiting part-time staff in hotels, restaurants, and archaeological heritage sites are sought from May to September. When the researcher asked about the economic benefits of heritage tourism, people overwhelmingly emphasized high employment rates and the opening of*



*new shops and restaurants. But few respondents said the tourists did not bring any benefits.”*

*“Undoubtedly, heritage tourism has multiple formal prerequisites for the illiterate and poor. They engage in microeconomic activities in tourist spaces. These economic activities partially support household expenditures. Some sell their products; others demonstrate their skills in these spaces.”*

*“One of the respondents elucidated that the initial aim to use the heritage site as an economic resource for local community development failed to materialize because most of the stores and investors remain the same as they were before the project, with only a few countable additions of shops.”*

*The researcher personally communicated with one of the respondents to ask about heritage tourism’s financial benefits to this region. In this respect, the respondent answered that heritage tourism increases the domestic economy as people from different parts of the country go to Mardan, and spend on their residents such as hoteling, food, and recreation. After that, the researcher proceeds toward the next opinion. The respondent argued that due to heritage tourism sites the locals will easily avail the opportunity for employment and new business. In this respect, the respondent said that there have multiple good opportunities for the local people to create new jobs and businesses. He further argued that in tourist places, people do hoteling, and open shops, salons, stores, and other shopping outlets. It will also benefit the transportation business, as people commute long and short distances. To further understand this phenomenon in a better way the researcher questioned the respondent about heritage tourism’s economic benefits for the inhabitants of Mardan. The respondent answered*

*the researcher there are several economic benefits through these precious sites where the local people can easily open shops, stores, and restaurants in tourist spaces, and do transport business. Some also work as a tourist guides.*

## **6.2.2 Poverty Reduction**

*“Most respondents said that tourism development has maximized opportunities for locals, information to the correct such as road development, electricity facilities, fruit and vegetable sales, employment opportunities for the new generation, economic development, increase in family income, and increase in land price and value. Heritage tourism has contributed to the reduction of unemployment. Respondents indicated that the tourism industry is less dependent on technology and more dependent on labor. Tourism is a high-labor sector. Although they own the hotels and other tourist facilities, tourism benefits not just the elite, but also the middle and lower classes. It also assists semi-skilled and unskilled workers by providing employment opportunities. These jobs are in the hospitality industry, such as guiding visitors, cleaning hotel rooms, waitressing, and doing crafts work”.*

Household expenditures (consumption) have been greatly impacted by heritage tourism. Interviews of the locals provide a good insight into this matter. According to locals, heritage tourism boosts the income of the locals which directly leads to greater household expenditures in terms of consumption. According to Keynes, consumption is a stable function of income. The level of income determines the level of consumption and there exists a positive relation between the two mentioned variables (Froyen, 1983).

Interviews of the locals depict that heritage tourism increases the income of the people of Mardan because as more tourists visit the place more would be the sales of local shopkeepers, more would be the revenue of local transporters, more would be the purchases from local restaurants, in short, the earnings of each sector in Mardan increase due to more flow of more tourists in the area. Heritage tourism enhances the income of locals which turns to increase the household expenditures of locals because household expenditure or consumption depends directly upon the level of income. Thus, Heritage tourism impacts the household expenditures positively via improving the income of local people.

When asked about the potential role of heritage tourism on the household expenditure, a respondent living in the premises of Jamal Garhi stated,

*“The jobless or the people with general low income receive the chance to make gains out of tourists by providing them with their required facilities and amenities. Heritage tourism has an enormous significance for poverty reduction. There are absolute chances of poverty reduction in the wake of increased tourism activities. The respondent further argued that it is to be acknowledged that the said pool of people would get the fruits of revenue generation created by heritage tourism. There are many instances of it globally across the continents wherever potential heritage sites exist.”*

While asking the respondents about the potential influence of heritage tourism on the suburban economic life, majority of the respondent cited positive responses about the improvement in household. A respondent stated,

*“I was jobless and had nothing to take home for my kids, then my friend suggested me work as a vendor in the heritage site. Since then, I am earning enough from the tourists and have contributed to a greater extent to the economy of household. I would say that the heritage tourism has turned to be a “waseela” for the bread and butter of my children.”*

To ascertain the impact of tourism on the retired and old people, the researcher came across an old running a shop near one of the heritage sites said,

*“I am a retired employee of the government of Khyber Pakhtunkhwa and after my retirement, the economic situation of my family faced downward mobility and at some point, we went bankrupt, and the feeding of children remained at stake. I then took a loan from one of my colleagues and established this shop. A lot of tourists come here and purchase from my shop which has not only made my retirement days busy but also enhanced my household economy manifold.”* He further argued that the individuals with no special skills, can also generate revenue for their household without investing much such as in the form of selling bottled water, tea, and other soft drinks to the tourists.

*In a few questions, the respondent shared their opinion within a single line. Whenever, the researcher asked the respondent about heritage tourism positive impacts on the household expenditure. The respondent just replied obviously it will. The respondent acknowledged that heritage tourism as having enormous potential for poverty alleviation and it plays an important part in doing so. Additionally, the researcher questioned the respondent in this respect that heritage tourism in Mardan is a kind of*

*revenue for illiterate, aged, and retired people, whether it employs a large share of the unskilled and semi-skilled workers who have no other options of generating revenue for their household. Consequently, the respondent replied exactly it is largely true. Next 5 to 10 years later the KPK Department of Archaeology is working in every part of the province, so it is certain to further develop.*

*Nowadays globally heritage tourism is one of the major emerging industries so heritage tourism has contributed to eradicating poverty globally or locally so here in the case of Mardan heritage tourism reduces the poverty level by engaging various people in multiple sectors of the economy.”*

### **6.2.3 Rise in Government Income**

*During the research work, the researcher explored five different archaeological sites. To know more about these sites and tourism in the region, the researcher asked the staff of these sites. The researcher collected some data about archaeological sites from the conservation assistant of Takht Bahi. He was of the view that not just the locals but also the government is generating a good amount of revenue from these archaeological sites. He said that during the Eid festival around 300,000 tickets were sold and the money from these tickets was submitted to Mardan Museum.*

*“The government official was of the view that the local researchers and visitors visit the archaeological without giving any fee which is a grave issue as no revenue can be generated like this. He said during the Eid festival, 155,000 rupees were earned from tickets. He said this is less as previously one ticket was sold for 10 rupees now one ticket is sold for 30 rupees.”*

#### **6.2.4 Increased Land Prices at High Rents**

Increased land prices and high rents are the most noticeable negative effects of the research study among them. Tourism expansion has generated difficulty for citizens, particularly the impoverished. A respondent stated,

*“Long ago, farming was the primary source of income for most of the population. Due to an increase in tourism-related projects in the year 2000, financiers from all over the region began acquiring land from locals and paying a premium price for the construction of guesthouses, restaurants, buildings, and stores. The land is becoming scarce, and prices are exorbitant. It is difficult for the impoverished to purchase property that is necessary for their survival.”*

Another respondent also highlighted the negative economic impacts of heritage tourism in Mardan and stated,

*“There are extremely limited economic benefits accessible to local people. It's difficult to secure financial assistance for locals who wish to participate in tourism activities. According to other interviewees, tourism has exacerbated inequity. People are exploited by the tourist industry's elite. The majority of earnings come from tourist organizations and hotels, and it is mostly received by elites. As a result, other classes of society must form unions and demand higher wages to eliminate inequality and poverty in a given area.”*

Another respondent aged 38 explained the course of rising land prices in the premises of heritage tourism sites. He stated,

*“Landlords create short-term rental properties by forcibly removing residents and either compensating them or renewing their contracts. Other investors are also buying and renovating buildings to turn them into hotels or short-term rental properties.”*

Another respondent aged below 30 yelled at the landlords and said, *“they are throwing out the locals and altering everything”*.

On the other hand, some of the respondents also believed that this development is beneficial: One of the respondents residing near the Jamal Garhi stated,

*“Many abandoned properties are renewed to rent to visitors”*.

### **6.2.5 Essential Commodities at High Prices**

Aside from tourist growth, Pakistan's enormous surges in fuel costs, unpredictable security, and political environment have resulted in price increases across the country, notably in the study area, over the years. The negative impact noted by the public is the high price of necessities. People in the area are concerned about rising food prices, rent, and transport costs, among other things. Food commodity costs and other products have risen as a result of the tourism boom. The major cause for this was the influx of visitors and migrants seeking jobs in other cities.

According to a resident of the village,

*“The poor with little money have difficulty making ends meet. In our village, everything is overrated. The cost of transportation is likewise considerable. The majority of passengers are tourists who are willing to pay a premium amount for convenience. Rents are rising; people are coming to these places to work, and housing*

*is sometimes in short supply compared to demand. During the tourist season, soaring prices have had an impact on residents. Tourists are the driving force behind the price increase.”*

*The researcher communicated with another respondent and generally asked him about heritage tourism’s significance, and its benefits, to acquire some authentic information about the environmental and socio-economic challenges which are being occurred in this region. It gives them a sense of ownership and closeness of the heritage, economic growth, and opportunities for new jobs. In terms of heritage tourism sites’ employment and new business opportunities, the respondent gave positive feedback. He also said that due to heritage tourism the local inhabitants can run their own businesses and many other good opportunities. He further argued that the revenue comes from out of Mardan through heritage tourism which will grow the economy, new job opportunities are created, and businesses can be established. The major challenges and barriers are being faced in this region due to the rigid attitude of the locals and the relation the heritage sites to non-Muslims, and not respected, protected, and terrorist activities also played a part.*

### **6.3 Official response to Conservation**

The conservation, preservation, and restoration of these precious sites require political will and the tolerance of local people. One of my interviewees stated that the government alone cannot maintain these sites. He argued that the inclusion of local inhabitants helps to preserve these precious heritage sites. He further believes that the government took a serious stance in conservation initiatives of heritage tourism but it



is necessary for the locals that they must come out and share their responsibilities in this regard.

### **6.3.1 Transportation/Infrastructure/Roads**

The tourist sector is regarded as the backbone of every nation's economy. At the worldwide level, it is transforming into a huge revenue-generating industry. Pakistan is known for its magnificent natural beauty, dazzling landscapes, lush green valleys and mountains, mystical blue oceans, and vast deserts. Pakistan offers a diverse range of tourist attractions and beautiful sites, but it has struggled to expand its tourism industry. The significant impact of tourism on the country's economy necessitates public participation (S & al, 2007).

According to Iftikhar Ali, a site attendant at the archaeological site of Jamal Garhi said *“The government should support the tourism industry by building basic infrastructures like roads, airports, and a strong transportation system that not only attracts tourists from across the world but also helps in substantial revenue generation. The government should also ensure the safety and security of tourists both international and local and develop long-term tourism strategies to ensure the country's tourism industry remains stable.*

*The researcher asked a respondent about the enormous potential of these sites. In this respect, the respondent replied that the government has ignored these regions and the areas lack proper facilities and are underdeveloped. There is a lack of proper road network and the tourists face this issue a lot. The researcher also observed during the researcher work that lack of proper road network is a major issue. He said in order to*

*increase tourism in the region; the government must build roads and ensure the security of tourists.*

### **6.3.2 Tourism Management Education**

Whenever, the researcher asked the respondents about the educational facilities from government officials and tour operators in terms of education tourism management. The respondent replied that the government must take serious attention to tourism educational supervision whereas; tourists have not faced any problems in this respect. The role of the government in maintaining the conservation initiatives of Heritage Tourism in Mardan still needs to be improved because in this region the major sites are well protected while the small sites still need protection and conservation.

*“Regarding the heritage tourism sites’ educational management facilities for government officials, the respondent is entirely dissatisfied with the education facilities and travel training is given to the government officials or tourism department. In term of the tourism management education they are not that much literate regarding tourism to know the current appointment of the inventory K NBC that is quite satisfactory cause all those.”*

*Moreover, the researcher also asked the respondent about the guide services and logistics provided by the government officials and tour operators for tourism management education. In this respect, the respondent replied the government officials for tourism management education are not to a greater level, much more effort is needed and satisfactory role of government in maintaining the conservation initiatives of Heritage Tourism in Mardan*

*Besides this, the future so far seems to be in safe hands given the robust interest in archaeology by the provincial government of KPK as they spend a reasonable portion of their budget on the excavation and conservation of important sites. Archaeology is also taught at the Abdul Wali Khan University of Mardan which would assist in producing scholars in the said field as a result of which scientific research would see an increase. There are ample facilities as such; however, there is still room for betterment in tourism management education.*

### **6.3.3 Challenges Faced by Tourism Department**

Illegal excavations for the greed of seeking valuable antiques lead to the destruction of sites. This mostly may happen at sites that are away or distant from the city. Although, a department of archaeology and a directorate of archaeology KPK function in the city; yet, a lack of awareness still prevails among a few segments of the society.

*“The researcher explored another archaeological site namely Jamal Gahri where the researcher met the site attendant and asked him about the archaeological sites. He briefed the researcher with regard to the socio-economic and socio-environment difficulties as well as the significance of the sites. He was of the view that the government has been very effective and has taken lots of measures for assurance of security, development, and protection of the tourists as well as the archaeological sites; however, he didn’t hold a good view with regard to the local people*

*Finally, the researcher went to explore the Seri Bahlol archaeological site where the researcher held conversations with visitors to the site to get more information regard to the sites and tourism the sites. The tourists said that the foreign tourists do visit the*

*sites but they don't stay here for long due to a lack of security assurances therefore they stay for a short period and move to Islamabad. They were of the view that there are many attractive tourist sites in Pakistan but due to a lack of toper attention on the part of the government, the tourism industry in the country is not progressing properly. Despite having so many wonderful and attractive natural sites and places, Pakistan lags behind in terms of tourism*

Heritage tourism is a widespread phenomenon that will considerably flourish in the country, especially in Mardan. It is projected that the region's infrastructure would improve. A better-quality flow of tourists will arise from basic services such as hotels and restaurants, as well as an enhancement in transportation infrastructure methods. However, if this sector has not managed properly, the region may experience congestion and distraction. It is quite better for regulating the rules. The findings exemplified that the government has a favorable tourism strategy. It is predicted that the government would impose laws and restrictions regarding tourist policy, as mass tourism is usually negative in the region.

*“To further extend this session the researcher asked the respondent about the rescuing of heritage sites and the educational, social, historical, archaeological, and economic potential of this area. The respondent has entirely agreed with this point that heritage tourism promotes our culture and tradition. Tourists not only visit the spaces but interact with the locals, whose behavior will determine the people's future tourist intentions in a particular place. It has economic potential and it enables the visitors to visit the historical sites as well. Historical sites are a significant source of tourist visits. As well they visit educational institutions and learn about the structure and*

*social environment. Because heritage is located and reflected in the historical sites, social spaces, and educational institutions.”*

*“In this response, Jamal Garhi site attendant said that after decades of strict law and order, heritage tourism has shown great potential for expansion in Pakistan. Tourists are like nomads, they must be on an impermanent or itinerant basis, as long as they visit there more often for peace. For the development of tourism, the law-and-order situation is an important pillar for the country and region. The current scenario appears to be ideal for tourism.”*

## **6.4 Environmental Challenges**

Many environmental challenges have arisen as a result of rising tourism demand and misuse of natural resources. Immediate efforts are needed to develop ways for investors, including policymakers, tourists, and those involved in management, to comprehend the viability of natural reserves. For managing tourism, policies should be founded on evidence through gathering information on economic value, job creation, and contribution to maintaining a livelihood. To further understand this phenomenon, the air quality, the area's coping or carrying capacity, water, animals, and natural occurrences are all part of the environment. Tourism activities are strongly linked to environmental quality; as a result of littering, waste, and pollution by tourists, some of these activities cause severe environmental damage (i.e., noise, solid waste, air, and water). The environment is endangered by tourism development and the exploitation of natural resources.

However, the tourist industry's connection with the environment is complicated. For example, various accommodations, motels, parking systems, roads, and infrastructure are built for the convenience of tourists, resulting in significant environmental deterioration. It also has a favorable influence on the natural environment in terms of natural resource protection and conservation. Our natural environment contains water, soil, air, forests, etc. Whenever anything changes, it ends up having a negative or positive impact on others. For example, if tourists contaminate the water, it poses a serious threat to flora and animals. Similarly, if a factory or even a hotel is built to serve visitors, and all of the waste is dumped into rivers, it causes many skin diseases, diarrhea, and infections since the water may be consumed by certain residents living downstream.

Congestion and crowding are important issues for tourist locations, resulting in traffic jams and commuting issues. Throughout, the seasonal peak of tourist residents in Mardan has faced severe congestion. Tourism growth can have real impacts on local communities, as it puts pressure on natural resources such as water resources, causes environmental degradation, and increases spending associated with increased community infrastructure use and energy needs. Developing countries are notorious for their low levels of housing, freshwater shortages, drainage and sewerage systems, etc. The inclusion of tourism in specific regions puts additional pressure on current sewerage systems. It also increases the amount of impervious surface, which leads to the formation of water bodies. Tourists make a significant contribution to pollution. Air pollution and global warming are caused by human activities such as

contamination of drinking water, emissions from transporting toxic gases, and other human activities that deplete the ozone layer (Holden, 2004).

*“The majority of human actions have an impact on the environment. According to one of the respondents, unplanned expansion of construction into residential areas has led to a significant over-exploitation and environmental deterioration of natural assets. Another respondent said that there are no hygienic amenities at the rest stops and that the wastage system is insufficient. Construction can cause visual obstructions and scenic stops, resulting in land degradation and loss of wildlife habitat.”*

## **6.5 Heritage Tourism Impact on Revenue Generation**

*“Worldwide level, the tourism sector is regarded as the backbone of every nation's economy. It is transforming into a huge revenue-generating industry. Pakistan is known for its magnificent natural beauty, dazzling landscapes, lush green valleys and mountains, mystical blue oceans, and vast deserts. Pakistan offers a diverse range of tourist attractions and beautiful sites, but it has struggled to expand its tourism industry. The significant impact of tourism on the country's economy necessitates public participation. The government should support the tourism industry by building basic infrastructure like as roads, airports, and a strong transportation system. The government should also ensure the safety and security of tourists both international and local, and develop long-term tourism strategies to ensure the country's tourism industry remains stable.”*

*“The sustainability issues and the heritage tourism conservation authorities’ efforts should assure to preserve these precious sites and play a key role in maintaining the conservation initiatives for heritage tourism. The protection of these valuable sites requires political will and the tolerance of local people. The current government alone cannot maintain these sites but the participation of the local community members helps to preserve these precious heritage sites. For further understand this study, it is quit better that the government took a serious stance in conservation initiatives of heritage tourism but it is necessary for the locals that they must come out and share their responsibilities in this regard.”*

## **6.6 Archaeological Sites Exploration and Obstacles**

*During the research work, the researcher explored five different archaeological sites. To know more about these sites and tourism in the region, the researcher asked the staff of these sites. The researcher collected some data about archaeological sites from the conservation assistant of Takht Bahi. He was of the view that not just the locals but also the government is generating a good amount of revenue from these archaeological sites. He said that during the Eid festival around 300,000 tickets were sold and the money from these tickets was submitted to Mardan Museum.*

*The researcher further explored Shahbaz Garhi where the researcher met a site attendant and asked him about the archaeological sites and their impacts on the people and the region. He was asked if the local people attend these sites or not, to which he responded that the local people don’t attend these sites as they lack lproper knowledge and awareness about these sites. He further said that these are historical sites and it is the responsibility of the government to promote awareness in the people*



*about these sites and their significance. He said that the government should ensure tight security in the region as well as in the archaeological sites so that more and more foreign tourists visit these places.*

*“The researcher explored another archaeological site namely Jamal Gahri where the researcher met the site attendant and asked him about the archaeological sites. He briefed the researcher with regard to the socio-economic and socio-environment difficulties as well as the significance of the sites. He was of the view that the government has been very effective and has taken lots of measures for assurance of security, development, and protection of the tourists as well as the archaeological sites; however, he didn’t hold a good view with regard to the local people. He was of the view that the local researchers and visitors visit the archaeological without giving any fee which is a grave issue as no revenue can be generated like this. He said during the ‘Eid festival, 155,000 rupees were earned from tickets. He said this is less as previously one ticket was sold for 10 rupees now one ticket is sold for 30 rupees.”*

*Finally, the researcher went to explore the Seri Bahlol archaeological site where the researcher held conversations with visitors to the site to get more information regard to the sites and tourism the sites. The tourists said that the foreign tourists do visit the sites but they don’t stay here for long due to a lack of security assurances therefore they stay for a short period and move to Islamabad. They were of the view that there are many attractive tourist sites in Pakistan but due to a lack of toper attention on the part of the government, the tourism industry in the country is not progressing properly. Despite having so many wonderful and attractive natural sites and places, Pakistan lags behind in terms of tourism.*

## **Chapter No 7**

### **Conclusion**

#### **7.1 Conclusion**

This study was conducted to investigate the economic potential of heritage tourism in Mardan, particularly, to have a glance over tourism as a financial generating mechanism for the local people of the locale of study. Furthermore, attention was paid over the issues of heritage sites and tourism sector which may curtail the future opportunities of tourist sites and activities. Several causal factors limiting the heritage tourist activities have been highlighted with the help of the analysis of collected data that have been gained with the help of qualitative method interviewing. The nature of the several inquired issues differing from each other, are flowing from the concerned stakeholders and the local people as well. As highlighted above in detail, the various issues entail with it a common impact as constraining the progress of tourist opportunities.

The travel industry is considered the worthiest arena of income generation opportunities for the local inhabitants of this region. Even the poorest and socially excluded people are generating income from this industry. Tourism, in Mardan, is a kind of revenue to illiterate, aged, and retired people, who have no other options of generating revenue for their household. Several aged women and widows are getting benefits from tourist activities as far they run their own small-scale businesses and feed their children.

One of the major issues noticed via investigation was, the local tourists lack information about the history of those heritage sites which makes them unskilled to guide several visitors including foreigners, historians, study trips, archeologists etc. Apart from this issue, the unawareness of the locals about the history of heritage sites makes the preservation of those sites at stake. Understanding the significant role of local people in the development of tourism, the concerned global community regards the local community as the most substantial stakeholders in the development of tourism. The involvement of local communities in the betterment and promotion of the field tourism seems unsatisfactory in the locale of this research.

The acknowledgement of the involvement of locals in the policy and decision-making processes of tourism departments can be a repercussive stance as far it enhances the opportunities of generating revenue for the state as well as the native populations. A positive response was gained from the whole respondents for the development of tourist industry but most of the population complained of a neglected response from the government side. The major grievances included policy implementation gaps, unsatisfactory response towards the preservation activities and accessibility issues, and exclusion of local communities. In addition to the above-mentioned debate, an historical perspective was also portrayed by several respondents who emphasized on work and studies for tracing the history of those heritage sites which, they believed, was also on risk due to the damage of those sites.

On a nutshell it is concluded that the local community of the locale of study well acknowledges the significance of tourism as a source of progress for state and native people as well. The prosperity of several other sectors in the area including health,

education, media etc. depends on the tourism sector as far this arena is the major source of earning for the local people. Unfortunately, due to several issues, as discussed before, the heritage sites and, particularly, the heritage tourism are not being paid enough attention. The preservation of heritage sites is significant for the betterment of tourism sector as far it is an imperative part of this field. A large number of populations prefer to visit the heritage sites for historical tourism, archeological surveys, and study trips etc. Most of the respondents conveyed that heritage tourism contributes to attract international tourists/visitors more than the other tourist locations.

Corona epidemic mounted the tourism sector with double burden of issues. Even it left the already existing constrains far behind in affecting the progress of tourism sector. A large number of populations of Mardan depend on this sector as far it counted among the major sources of economic generation in the area. The nearby population of the tourist sites fully depends on the tourism activities as far they lack any other revenue generating activity. Regarding this, a noteworthy point was raised by the key respondents of this study while portraying that due to the failure of authorities to provide job opportunities even to the highly educated section of the area, they are mostly depending on the tourism sector.

The naturally beautiful areas including the lakes, mountainous belts, green plains, museums, and cultural and sports are the major focuses of the visitors in the area. But the area is also famous due to archeological sites as they are visited by a lot of people from around the world. The heritage sites are attracting more people to visit the area. The heritage tourism is form of a tourism which is being focused by the world for several purposes. It aims to bring the interest of the public towards the preservation of

sites and the overall field of archeology. The various other reasons of preferring to visit the archeological sites include the pursuit of learning about the ancient societies of the area. The fact that archeological sites of the area are visited by several people for various purposes, but the sustainability of the heritage sites is at stake due to many issues. The response of the stakeholders towards the existing issues that are causing destruction of the archeological sites is not enough to tackle them.

Most of the respondents were concerned for the preservation and sustainability of the heritage sites. Their several good suggestions to do so included an appropriate budget for the maintenance of heritage sites, monitoring the expenditure of the funds, tackling the corruption within the tourism sector, zero tolerance towards terrorism, improvement of law-and-order situation, especially, for the promotion of international tourists etc. Apart from this, efficient management of tackling post natural disaster situation should be ensured with enough facilities. Good infrastructure facilities and well-trained tourist guides and operators were also told to be needs of promoting tourism in the area by several respondents.

Moreover, the economic progress of the country is calculated with per capita income formula that includes the population as well. The development of the country is gauged with the business and job opportunities of the people. Focusing on this point it becomes clear that tourism sector is counted among the major sources of income generation for the people of Mardan. Several respondents argued that the long-term sustainability of the income generation widely depends on a cyclic management monitoring process.

### **7.1.2 Policy Recommendations**

After conducting a qualitative study including a field work more information regarding this area of interest was gained. This research enabled to recommend the following suggestions for the betterment of tourism sector:

1. Enough funds should be allocated for the preservation of the heritage sites.
2. Accessibility issues should be tackled via constructing roads and improving the transportation system.
3. Enough official guides should be recruited which is a key requirement of a vibrant heritage tourism industry.
4. Marketing of the far-flung heritage sites must be ensured via constituting special units in the archeological/tourism departments.
5. There is a dire need to include the local people in the decision-making processes of the tourist activities.
6. A proper monitoring activity must be channeled in the tourism sector to ensure the counter of corruption and a fair allocation of funds.
7. Low-interest loans must be provided to the nearby financially weak people for their encouragement to properly partake in the tourism promotion activities e.g., initiating new businesses, constructing new necessary infrastructures near tourist sites including hotels, restaurants, shops etc.
8. A ticketing system must be introduced to control mass tourism and to generate revenue for the conservation and management of the heritage sites.
9. For the attraction of foreign visitors, it is significant to increase the number of museums, to ensure preservation of the sites, and construct libraries.

10. The local children must be trained in the field of tourism by introducing tourism as a subject at secondary and higher education level.
11. Local guides must be equipped with modern techniques of tourism. Well trained preservation activity must be ensured for the sustainability of the heritage sites.
12. Heritage tourism is a major source of income for a wide range of stakeholders, from local to national and international level.
13. A tourism-related economic implication has generated a special management monitoring process to provide infrastructure for visitor's safety.

## **7.2 Limitation of the Study**

The researcher chose the Mardan area as my research study because it was so close to me that it was very feasible for me to enter this area. The researcher faced some limitations and difficulties while conducting the data collection of my research. For a little while, the researcher tried to cover all aspects of the research project. Staying in Mardan for 15 to 20 days is very expensive, so this is another limitation. Also, there are some social restrictions as local residents never want to share information with any other strangers or new faces. The locals in Mardan are mostly shopkeepers and farmers, and they run their own small businesses, so if we wanted to discuss this topic with them in detail, they gave us very limited time. Conversely, this study interprets many things.

## **7.3 Scope of the Study**

This part of the study focuses on the potential of heritage tourism and a way forward to overcome its socioeconomic and environmental challenges which can be solved

through proper planning. In this context, for the sustainability of revenue generation activities heritage tourism sites have considered a motivational role in stimulating the economic growth and development of the nation for contributing to the prosperity of local natives of Mardan. Heritage tourism has an imperative role in creating job opportunities and poverty reduction. Before discussing the significance of the study, it is necessary to familiarize ourselves that what this study is all about and how far this study can contribute to more studies. Additionally, this research will be able to help the researchers or whether this study is related to the same phenomenon or not.

The objective of the study is to investigate the heritage tourism catalyst factors which can be counted to rehabilitate the state's economic crisis as well as the local population. Heritage tourism sites are facing multiple challenges such that socioeconomic and environmental challenges. Heritage tourism development is considered the motivational pillar for generating state tourist revenue. In this respect, the significant potential of heritage tourism is the best way for economic development and to create employment for local natives. This study offers the potential of the heritage sites for revenue generation and the challenges faced by those sites. Apart from this, it endeavors to propose a way forward to overcome the challenges being faced and maintain the sustainability of revenue generation activities. The importance of this study endeavors to gather useful information about the national and international tourism department policy strategies.



For additional research, this research proposes to have a look over the economic potential of heritage tourism in Mardan and the issues that might cause prevention or hindrance to the tourist activities. It tries to acquire exact information concerning the essential issues of heritage tourism spots to improve the visitor code of conduct and needs a serious initiative to tackle existing issues. Attempt to prescribe arrangements with the assistance of understanding the local inhabitants', and stakeholder's narrative, and pursue previously undertaken studies.

Moreover, in general tourism well prominent archaeologists and historians arranged study trips for visiting these exquisite sites. The heritage locations have been considered a key tool for accumulating more and more people for tourism. On account of the literary knowledge framework, this research will contribute to further academic studies and help out the researchers. It can also be erudite for policymakers of those areas where the locals are unaware of these precious sites.

## Appendix-1

### Field Work Pictographic Representations



**Figure 1: An Upper View of Buddhist Sacred Area of Takht Bahi Site**



**Figure 2: During Data Collection a Constructive Discussion with Shehbaz Garhi Site Attendant and one of local respondent regarding the importance of this Site**



**Figure 3: An upper view Jamal Garhi Site a Buddhist Sacred Area**



**Figure 4: Jamal Garhi Site Close-up View of main Stupas**



**Figure 5: Jamal Garhi Site Front View Which is considered the Main Attraction  
for Visitors**



**Figure 6: Jamal Garhi Site Suffered Poor Maintenance Due Lack of Vibrant  
Policies**



**Figure 7: Kashmir Smast Cave front view at Mardan District**



**Figure 8: Seri Bahlol Front view shows Archaeological Remains**



**Figure 9: Mardan Museum Close up View**



## Appendix-2

### Interview Guide

#### **The Significant Potential of Heritage Tourism in Mardan and its**

#### **Impact on Local Economy**

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Education: \_\_\_\_\_

Designation: \_\_\_\_\_ District: \_\_\_\_\_ Profession: \_\_\_\_\_

1. How do you think Heritage Tourism be advantageous to the inhabitants of Mardan?
2. Do you agree that Heritage Tourism sites create jobs and new business opportunities for the local population of Mardan?
3. How do you think the Heritage Tourism as a source of economic boom for the inhabitants of Mardan?
4. How do you think of Heritage Tourism as the source of increasing economic activities?
5. What major challenges and barriers do you think are being faced by the Heritage Tourism sites in Mardan?
6. Do you agree that Heritage Tourism sites have many positive impacts on the household economy of the locals?

7. Do you think of Heritage Tourism as having enormous potential for poverty reduction?
8. Do you think of Heritage Tourism as a source of employment for illiterate, semi-skilled and unskilled people in Mardan?
9. Do you see Heritage Tourism as a source of revenue generation for household expenditure?
10. How do you see the future of Heritage Tourism in Mardan?
11. Are you satisfied with the guide-services and logistics provided by the government officials and tour operators for the tourism management education?
12. How do you see the role of government in maintaining the conservation initiatives of Heritage Tourism in Mardan?
13. Does the inclusion of local inhabitants help to preserve the heritage sites?
14. What socio-economic and environmental challenges, do you see, as undermining the promotion and advertisement of Heritage Tourism in Mardan?
15. Do you think that the non-seriousness of government regarding Heritage Tourism threatens the economic development of Mardan?
16. Do you think that Heritage Tourism can tackle the economic challenges of rural areas and help improve the high-quality life?
17. Do you agree that the rescuing of heritage sites safeguard the educational, social, historical, archaeological and economic potentials?

18. Do you think pricing/cost of visits effect tourism activities in Mardan?

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