

Challenges to economic sustainability in tourism sector & potential for growth of ecotourism in Pakistan

A case study of Gilgit Baltistan

PREPARED BY

Rameez Ahmed Khan
Haziq Ali
Kashan Sikandar
Muhammad Faizan Mehdi
Muhammad Tamoor Salman

BPA, 2K15

SUPERVISED BY

Mam. Khushbakht Sohail

Department of Government and Public Policy
School of Social Sciences and Humanities (S3H)
National University of Sciences and Technology
Sector H-12, Islamabad, Pakistan.



Acknowledgements

First, we would like to thank Almighty Allah for His blessings and giving us the strength to complete this project.

We would like to dedicate this thesis to our family members as it is due to their relentless support, encouragement and love that we were able to carry out the research work.

We would like to express our deepest gratitude to our supervisor, Ms. Khushbakht Sohail, for her constant guidance and constructive critique.

We also thank our respectable teachers who have motivated us and guided us throughout the project through their unwavering support in times of need. Special thanks to Dr. Ume Laila Shah and Ms. Afshan Hanif, the skills and wisdom of both teachers were invaluable to our research work.

In the end, we would like to show our gratitude to all who contributed in our research work and have been helpful to us.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

ABSTRACT

This paper highlights two concepts; challenges to economic sustainability and Potential for Ecotourism in tourism sector of Pakistan for which the study area selected is Gilgit and a mixed approach is adopted for the primary and secondary results. First, this paper tries to identify the economic issues faced by the tourism industry and factors involved in destabilizing the sustainability of tourism sector.

Second, evaluating the potential of ecotourism and to find a solution for the problems faced by the tourism industry in a way that is also environmentally sustainable. The concept of ecotourism is used as a mechanism for guarding the natural sites alongside improving the sources of revenue for the regional societies. Ecotourism will assist to reduce the adverse effects of tourism on ecology with the growing prospect of improved infrastructure under China Pakistan Economic Corridor. This paper tries to assess the theoretical conception of ecotourism and sustainable development. Moreover, it discovers the prospects for evolving ecotourism in Gilgit. The paper aims to examine the possible benefits of ecotourism for sustainable development in the community of Gilgit.

Keywords: Tourism, Sustainable-development, Eco-tourism, China Pakistan Economic Corridor, Gilgit.



Table of Contents

1. Introduction	9
1.1 Significance of Ecotourism	13
1.2 Socio Economic Profile of Gilgit Baltistan	15
1.3 Pakistan's Tourism Industry and Gilgit	16
2. Literature Review	19
2.1 Benefits of Ecotourism	21
2.2 Tourism in Pakistan	23
2.2.1 Existing and Previous Tourism Policies	25
2.2.2 Domestic Tourism in Pakistan	26
2.2.3 Foreign Tourism in Pakistan	27
2.2.4 Pakistan's Competitive Position in Tourism	28
2.2.5 Pakistan's Ranking on Travel and Tourism Competitive Index	28
2.3 Ecotourism and Sustainable Development Goals (SDGs)	30
2.4 Prospects for Ecotourism in GB under CPEC	31
2.4.1 Background of CPEC and its Importance	31
2.4.2 Potential of Ecotourism in GB under CPEC	33
2.5 Role of Ecotourism in Sustainable Development of GB	34
2.6 Studies on Ecotourism in India	36
2.7 Further Studies on Ecotourism	40



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

2.7.1 Srilanka	40
2.7.2 Thailand	41
2.7.3 Nepal	42
3. Problem Statement	43
3.1 Research Questions	43
4. Theoretical Framework	45
4.1 Collaboration Theory	45
4.2 Critical Heritage Theory	46
4.3 Florence Nightingale's Theory of Environment	47
4.4 Resource Dependency Theory	48
4.5 Cultural Capital Theory	49
5. Conceptual Framework	50
6. Research Design and Methods	52
6.1 Scope of the Study	52
6.2 Objectives of the Study	53
6.3 Methodology	53
6.3.1 Area of Research	54
6.3.2 Data Collection	54
6.3.3 Data Analysis	57
6.3.4 Findings	57
6.3.5 Limitations of the Research	57
7. Survey Analysis	59



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

8. Findings and Discussion	72
9. Recommendations	80
9.1 Ecotourism Practices	80
9.2 Best Practices Followed Internationally at the Management Level	85
10. Conclusion	89
References	91
Appendix	99



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Appendix: 1

<i>Figure 1: Tourist Origin</i>	99
<i>Figure 2: Tourist Origin</i>	99
<i>Figure 3: Travelling Choice</i>	99
<i>Figure 4: Travelling Choice</i>	99
<i>Figure 5: Travelling Affordability</i>	100
<i>Figure 6: Travelling Affordability</i>	100
<i>Figure 7: Tourism Choice Categorization</i>	100
<i>Figure 8: Tourism Choice Categorization</i>	100
<i>Figure 9: Concept of Ecotourism</i>	101
<i>Figure 10: Concept of Ecotourism</i>	101
<i>Figure 11: Ratio of awareness among people on to keep environment clean</i>	101
<i>Figure 12: Ratio of awareness among people on to keep environment clean</i>	101
<i>Figure 13: Non Implementation of Ecotourism</i>	102
<i>Figure 14: Non Implementation of Ecotourism</i>	102
<i>Figure 15: Regional Tourist demographics</i>	102
<i>Figure 16: Regional Tourist demographics</i>	102
<i>Figure 17: Regional Tourist Eco Tourism Awareness</i>	102
<i>Figure 18: Regional Tourist Eco Tourism Awareness</i>	103
<i>Figure 19: Budget Expenditure</i>	103
<i>Figure 20: Budget Expenditure</i>	103
<i>Figure 21: Employment- Transport Choice</i>	103
<i>Figure 22: Employment- Transport Choice</i>	103
<i>Figure 23: Tourism Categorization-Gilgit Tourist Choice</i>	104
<i>Figure 24: Tourism Categorization-Gilgit Tourist Choice</i>	104
<i>Figure 25: Threat of Terrorism- Tourist of Gilgit</i>	104
<i>Figure 26: Threat of Terrorism- Tourist of Gilgit</i>	104
<i>Figure 27: Infrastructure facilities-Tourist of Gilgit</i>	105
<i>Figure 28: Infrastructure facilities-Tourist of Gilgit</i>	105
<i>Figure 29: Government service provision –Gilgit Tourist Demand</i>	105
<i>Figure 30: Government service provision –Gilgit Tourist Demand</i>	105
<i>Figure 31: Transport Mean- Gilgit Tourist</i>	106
<i>Figure 32: Transport Mean- Gilgit Tourist</i>	106
<i>Figure 33: Ecotourism-Tourist of Gilgit</i>	106
<i>Figure 34: Ecotourism-Tourist of Gilgit</i>	106
<i>Figure 35: District-Environment</i>	107
<i>Figure 36: District-Environment</i>	107
<i>Figure 37: Regional Government Policy</i>	107
<i>Figure 38: Regional Government Policy</i>	107
<i>Figure 39: Regional Government Facilities</i>	108
<i>Figure 40: Regional Government Facilities</i>	108
<i>Figure 41: Region wise Government Actions</i>	108
<i>Figure 42: Region wise Government Actions</i>	108
<i>Figure 43: Regional Tourism Growth</i>	109
<i>Figure 44: Regional Tourism Growth</i>	109
<i>Figure 45: Regional-Local Growth</i>	109
<i>Figure 46: Regional-Local Growth</i>	109
<i>Figure 47: Regional Conflict</i>	110



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

<i>Figure 48: Regional Conflict</i>	110
<i>Figure 49: CPEC-Regional Progress Process</i>	110
<i>Figure 50: CPEC-Regional Progress Process</i>	110
<i>Figure 51: Community Based Economic Activity</i>	111
<i>Figure 52: Community Based Economic Activity</i>	111
<i>Figure 53: Tourism-Trend</i>	111
<i>Figure 54: Tourism-Trend</i>	111
<i>Figure 55: Living-Style</i>	111
<i>Figure 56: Living-Style</i>	112
<i>Figure 57: Employment-Education</i>	112
<i>Figure 58: Employment-Education</i>	112
<i>Figure 59: Government/opportunities</i>	112
<i>Figure 60: Government/opportunities</i>	113
<i>Figure 61: Tourism Ratio</i>	113
<i>Figure 62: Tourism Ratio</i>	113



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

1. Introduction

Tourism is “A collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home” (Hammersley, 2019).

Today, there is both conventional and sustainable tourism (Ecotourism is a subtype of Sustainable tourism). Mass conventional tourism involves thousands of people traveling to similar tourist destinations often at the same time (Zurick, 1992). This is because the governments of the host country, where tourist destinations are located, provide many travel packages to tourists. Governments and the locals usually support mass tourism because it generates huge amounts of revenues and can become a source of income for the locals. However, mass tourism has often been criticized in a sense that it is responsible for the deterioration of the environment and does not always actively involve local community participation (local people involved in tourist activities to generate income). Big resorts are built that do not use local products nor portray the local culture and are owned by big businesses. Due to this, local employment suffers and the local community gets deprived from the share of income from such tourist activities (go2 Tourism HR Society, 2019).

Sustainable tourism on the other hand forms an equilibrium between economic, socio-cultural and environmental aspects of tourism development and plays an important role in conserving biodiversity (The Global Development Research Center, 2018). This form of tourism attempts to minimize the undesirable impressions of tourism on surroundings and local culture with the



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

intention of helping the upcoming generations by contributing economically and also conserving the local ecosystems (United Nation Environment Program and United Nation World Tourism Organization, 2005). By doing so tourism contributes positively to achieve the common goals towards sustainable development (United Nation Environment Program and United Nation World Tourism Organization, 2005). Sustainable development is “development that fulfills the needs of the present without compromising the ability of future generations to meet their own demands.” (International Institute of Sustainable Development, 2019)

Ecotourism is a niche yet important market in the sector of tourism. It is now considered an alternative to conventional mass tourism. It emerged as an alternative due to increased environmental damage associated with conventional tourism. There are a number of definitions of ecotourism with no consensus to its exact meaning. However, most of the definitions of ecotourism include elements like conservation of environment, satisfying experience for the tourists, and appreciation of the natural scenic beauty and sustainable development of community.

Ecotourism is "Responsible travel to natural areas that conserves the environment and sustains the well-being of the local people, and involves interpretation and education" (International Ecotourism Society (TIES)). It is considered as a subtype of sustainable tourism because the concept of ecotourism is similar to that of sustainable tourism. It puts emphasis on the needs of local population while protecting and conserving the integrity of the existing ecosystem. In ecotourism approach, natural along with cultural resources are of top consideration in planning and development.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Ecotourism is further defined as “tourism of exotic, endangered environments usually to support conservation efforts and research developments. Usually, the ecosystems of these places have little to no interaction with human society, providing scientists with valuable biological information and tourists with breathtaking experiences.” (Sanchez, 2017)

Tourism industry, over the past decade, has experienced growth and diversification which has turned the industry into an important tool for socioeconomic progress among the nations around the globe. Tourism is considered to be one of the largest and most swiftly growing industries, according to the World Economic Forum. The industry is responsible for 10 percent of the global Gross Domestic Product (GDP), provides one in 10 jobs around the globe and contributes to seven percent of the global trade. Around the globe, countries are using tourism to alleviate poverty. To aid countries in their mission, INGOs are playing a vital role. According to UNWTO, “Tourism is one of the strongest drivers of world trade and prosperity. Poverty alleviation is one of the greatest global challenges. Despite turbulent times for the world’s economy, these basic facts are unlikely to change. Focusing the wealth creating power of tourism on people most in need remains an immense task and opportunity.” (UNWTO; SNV, 2010)

Global tourism has been on a rise despite the modern issues like trans-national terrorism and global financial crisis that the world is facing today. Global tourism is driven predominantly by the flow of tourists from developed high-income countries to low income developing countries. This increase in global tourism has created an urgent need, in developing countries, for planning tourists spots with the objective of maximizing the benefits for the local community and minimizing the adverse effects of tourism on the natural environment.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

With the shifting trends in developmental approach, it has become imperative to focus more on ecotourism that provides employment opportunities to local community and preserves the culture and natural beauty of a region. Ecotourism or nature tourism aims to serve the following purposes:

- 1) Attract foreign investments.
- 2) Bring both foreign and domestic tourists to visit natural and cultural tourist spots.
- 3) Provide locals with employment opportunities.
- 4) Preserve natural ecosystems and culture of a region.

In Pakistan, tourism has been mainly based upon the region of Gilgit Baltistan (GB), formerly and commonly known as Northern Areas. The region of Gilgit Baltistan is famous for glaciers, beautiful lakes, lush green valleys, snowy mountain peaks, rivers and plentiful wildlife. Due to its terrain, GB has the potential to become a top tourist spot and a source of revenue for the government.

However, Pakistan's (including GB) tourism industry has been in decline. Terrorism and international politics have played a detrimental role in this decline. Currently, tourism in Pakistan pays little to no attention on protecting and conserving the natural environment for the upcoming generations. Murree and Lake Saif ul Malook are prime examples as natural environment has degraded considerably due to which tourists prefer to visit other destinations rather than these popular and already marketed places. The current direct contribution of tourism to GDP of the country is quite low at 2.7%. The main reasons for this can be terror attacks in the past, lack of protection and conservation of natural tourist destinations and lack of administrative will and resources. To address the current situation and for a better image in the international scene Pakistan



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

needs to develop its tourism sector in a manner which is more sustainable to changes in nature, social life and economy.

Thus, this study attempts to link the concept of ecotourism with sustainable development and how can ecotourism help achieve the vast economic potential in tourism sector of GB. This paper highlights the challenges faced by the tourism sector of GB and highlights where ecotourism can lead to sustainable development based on socioeconomic and the environmental profile of GB. This paper also tries to highlight the importance of CPEC and the potentialities of ecotourism that can be materialized under CPEC. The paper concludes with analyzing the problems and giving policy recommendations. The methodology employed by the study is a combination of both qualitative and quantitative research. The paper's organization is as follows: Introduction followed by Literature review. Chapter 3 includes Methodology followed by Analysis of primary data (surveys and interviews) in Chapter 4. Lastly, chapter 5 and 6 would include recommendations and conclusion.

1.1 Significance of Ecotourism

When it comes to adventure travelling, we often envision beautiful exotic locations fit for a perfect photograph; various cuisines we may not find in our hometowns and interactions with people that are different culturally to the people we are accustomed to. Ecotourism acts as a tool that not only helps us learn facts about different locations, it also allows us to understand the cultures and immerse ourselves deeply into the lifestyle of others. Experiences gained from travelling trips usually leaves lasting impressions and are not likely to be forgotten.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

The rewards of travelling to new places and the learning experiences that you get from them are irreplaceable; however, the benefits of tourism can be enhanced through ecotourism. Ecotourism allows people to travel not only for personal satisfaction but also to think in terms of saving the planet for future generations as well and help others lead a more fulfilling life. It also helps communities, especially those that do not generate their incomes from industrial means; to benefit from eco-tourists that know how to respect their lands while also providing them opportunities to earn.

With the help of ecotourism, tourists become more sensitive to lesser-known attractions. This is because many of our travel experiences do not consider the effects it will have on the environment and the well-being of people. There are many popular attractions where people are inconsiderate towards the wildlife and environment of the locality. Such places still earn huge amounts of revenue because people are unaware of the harm they are causing. On the contrary, lesser-known attractions may not be able to entertain large number of guests but they fully deserve the marketing and funding to help build their local economy, which is economically sustainable.

Ecotourism also helps in reducing the carbon footprint. Commuting is a major part in travelling. Planes, trains and cars are modes of commuting that people use all of which contribute significantly in increasing the carbon footprint. Commuting is unavoidable; however, ecotourism provides clever ways to cut back on transport that harms the environment. While on a travel destination, shared transportation can be encouraged and small electric vehicles or bicycles be used as a means of transportation. In addition, tourists can be encouraged to explore through foot. This is beneficial both for the health of tourists as well as the environment.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Furthermore, ecotourism helps tourist locations to generate sustainable revenues. Through ecotourism, local workforce can be utilized to provide tourism services. In addition, revenues generated can also be directed towards charitable causes which in turn can help increase the standards of life for the local population. Therefore, Ecotourism also acts as a tool to effectively alleviate poverty in local tourist areas.

1.2 Socio-Economic Profile of Gilgit/Baltistan:

Gilgit Baltistan (GB) is a mountainous region that lies in the northern parts of Pakistan. Its population is nearly around 1.8 million and it covers an area of 72,496 sq km. The population density of GB is very low and stands at only 18 person/sq km and it has the lowest road density in the entire country. There is a common perception among the people of Pakistan that GB has a very high literacy rate, however, the facts doesn't support this claim as the literacy rate of GB stands at a mere 38.2 percent (52.6% male and 21.6% female). The per-capita income is also low and stands below the national per-capita income. Poverty, in the country, is around 21%, while in GB, it stands at approximately 29%. Food insecurity is also an issue in GB as according to one survey, the population declared as 'food secure' lies only at 26% while around 41% of the population is declared as 'moderately food insecure' and a high percentage of 32% remain 'food insecure' (International Fund for Agricultural Development, 2015).

When poverty is concerned, the poverty rate is significantly higher in rural areas of Pakistan when compared to urban areas or cities. An official report provided by the Ministry of Planning, Development and Reforms on multidimensional poverty states that almost 38.8% of the population in Pakistan lives in poverty and out of the total percentage of people living in poverty only 9.7%



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

belong to urban areas, whereas, 54.6 % belong to rural areas and lives in acute poverty situations (Oxford Poverty & Human Development Initiative (OPHI), 2017).

This reprehensible trend of poverty all over the nation and specifically in Gilgit Baltistan calls for more vigorous economic policies that are more rural-centric, and which could help local population with more income incentives and which could speeden up the process of development in the region. Ecotourism, specifically would be helpful, with its endorsement of more community involvement. Through community involvement there would be more economic incentives for the local population. Also, ecotourism will help in reducing the negative impacts of tourism on their natural resources, thus, making sure, for the indigenous people, sustainable rural development (Oxford Poverty & Human Development Initiative (OPHI), 2017).

1.3 Pakistan's Tourism Industry and Gilgit-Baltistan:

Tourism industry is one of the important industries in Pakistan as it has the potential to generate huge amounts of revenue for the country. However, Pakistan's security situation in the past had hindered the growth of travel and tourism industry. More recently, the industry is again seeing a booming phase due to the improvement in the security situation of the country. Pakistan's tourism industry generated almost 7% to its GDP in 2017 according to a 2017 report by World Economic Forum. It included tourism industry's contribution in creating job opportunities for the people as well as spending by both foreign and local tourists on travelling. The very same report claims that Pakistan was able to improve upon its tourism competitive index ranking. It currently ranks at 124 out of the total 136 countries which is an improvement of one point in the overall performance of the tourism industry from 2015 when the ranking was 125. The World Economic Forum report



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

further highlights the growth in the industry by stating the average receipts per arrival standing at US\$328.3. The share for travel and tourism competitiveness stands at about 2.8% of the GDP (World Economic Forum, 2017).

When considering the sites to travel, the northern part of Pakistan has always been the favored choice for tourists both local and foreign. This is due to the fact that Gilgit Baltistan, formerly known as Northern Areas, is blessed with scenic landscapes, frozen lakes, a unique cultural heritage seen nowhere around the world, which hands the region a comparative advantage to attract not only domestic tourists but tourists from around the world. Gilgit Baltistan is home to three of the mightiest and well known mountain ranges — the Hindu Kush, the Himalayas and the Karakoram. Huge variety of rare and unseen flora and fauna along with the mightiest of mountain ranges attracts different sorts of tourists such as mountaineers, researchers and trekkers from all around the globe (Pamir Times, 2018).

In 2016, more than half a million people visited the region of Gilgit Baltistan making it one of the most attractive and favored destinations for tourists, according to the statistics from the department of tourism. However, with increased tourist activities and revenues flowing, it has also been observed that negative effects on the natural ecosystem and biodiversity are emanating out of the tourism industry due to lack of or no consideration towards the protection and conservation of the environment. For example, littering garbage alongside rivers and picnic spots have become a common practice of tourists. This results in the degradation of the natural environment (Ministry of Planning, Development and Reforms, 2017). The rising environmental issues has, however, shifted the focus of both provincial as well as federal government towards ecotourism. Most importantly, the government of Gilgit Baltistan has already started working on the development of



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

ecotourism in the region. It has started collaborating with different stakeholders in order to generate awareness among the masses. Not only the government but small business owners such as local hotels have started to take initiatives relating to “Responsible Tourism” so that they can protect their natural resources/environment by educating people (children, women, young) (Abruzzi, 2012).



2. Literature Review

International tourism plays an important role in the advancement of a country. In emerging nations, there is forceful application of mass tourism as a tool for economic growth, but it might not be the best economic leveler nor is it responsible for sustainable systems of growth. It also often contributes to the underdevelopment of some sections of community because they are unable to exert control over important economic decisions. Conventional tourism as a developmental approach is flawed primarily because of its effects on environment, social and economic life that are possibly not sustainable due to the absence of international trade offs comprising of a combination of components such as governmental, natural, social and economic. Mass tourism has often been criticized for the role it plays in the deterioration of the environment and because it does not always involve active local community participation (local people involved in tourist activities to generate income). This requires a fundamental change in approach from growth oriented economic development towards sustainable development. The new pattern needs plan that limit the negative effects of the traditional economic approach towards tourism in local places and values as Norgaard termed it as "co-evolutionary development," and Farvar and Glaeser termed "eco-development". Eco-development in the tourism sector tries to identify the adverse influence of mass conventional tourism on nature and perceive an optimistic character for tourism. This focuses on improving significant cross-cultural relations, endorsing ecological preservation and a fair circulation of tourism income by ecotourism, cultural tourism and adventure tourism (Zurick, 1992). For the tourism sector to be productive, it must endorse sustainable growth through establishing a productive economic base for local residents that allows local residents and facility



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

suppliers to improve their standards of living. Sustainability is an essential element in the tourism sector. For sustainability in the tourism sector, there must be an improved consciousness by firms who discover those sectors and by the clients who appreciate its benefits (Tojeiro, 2011).

Thus, ecotourism is defined as tourism to new and typically secure regions with small impression and impacts on environment. It helps to guide the tourist, is responsible for funds for protection of nature, and contributes directly to the economic growth and empowerment of local societies. Ecotourism is a worldwide phenomenon that creates a sustainable and eco-friendly environment. It is used as a tool to complete the following United Nations SDG goal 11; “Make cities and human settlements more inclusive, safe, resilient and sustainable” and Goal 13; “To take urgent action to combat climate change” (United Nations World Tourism Organization [UNWTO], 2019). Ecotourism is also defined as “To protect natural resources, as a means of economic gain through natural resource preservation” (World Wildlife Fund [WWF], 2018). Since ecotourism offers the opportunity for less adverse effects while maintaining the beneficial economic aid, it contributes to progress. Further, “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (United Nations World Tourism Organization [UNWTO], 2019).

Eco-tourism is the way to get the greatest benefits from nature without disturbing its inborn features, to restore human interaction with nature, and to ensure that local cultures and customs remain uninterrupted. Ecotourism also helps to determine the capacity of a location (the capacity of a place to hold a certain number of tourists for it to be sustainable), which helps to recognize that for every tourist destination, there are limits to develop and beyond these limits, it will cause



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

extreme or irreversible damage to the environment. Ecotourism is getting attention by many governments as a way to increase their national revenue and to develop new tourist destinations. The only way to make it work in the long term with the best possible outcome is to enhance tourism through appropriate budgets and policies in line with ecotourism, which protect the local culture and provide maximum economic opportunities for the local population. In addition, applying proper policy framework also tends to be a difficult task as ecotourism is a wide ranged approach and demands contribution from many stakeholders.

2.1 Benefits of Ecotourism

Ecotourism is essential for sustainable tourism. Its scope includes economic, social and environmental development of local areas. Ecotourism is a form of nature tourism and is based on natural resources. Travelling is normally linked to natural areas such as parks, protected areas, wetlands, coastal and marine areas and wildlife reserves (Cheung & Fok, 2014). Tourists who visit these areas indulge in nature-based activities to enhance their experience. These include sightseeing, hiking, trekking, nature walks, canoeing, kayaking, scuba diving and cave exploring, etc.

These activities attract tourists, and are regarded as attractive ecotourism products, while providing tourists a unique travel experience. A number of tour operators and planners are attempting to sell these services to travelers in the form of 3-day, 5-day, or longer duration packages depending upon the areas to be visited and the requirement of the travelers. This generates revenues and profits for the business sector. To run the ecotourism business, the sector employs locals such as office staff, guides, cooks, drivers and resort staff to handle day-to-day operations of the business. This helps



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

generate income for the local community (Kontogeorgopoulos, 2004). In return, it is an obligation for these tour operators to avoid exploitation and prevent deterioration of natural resources and comply with the rules, laws and regulations.

In relation to social benefits, however, ecotourism may not always result in benefits. For instance, when an individual visits an ecotourism destination, he may not be able to interact with the locals, thus eliminating local learning. This is because the Eco tourists on their own may not know the culture and language of the region. This can be overcome by opting for guided tours. Guided tours may generate greater social benefits through interactions of locals with the visitors, through overnight home stays and local food experiences. Through this local language and culture can be learned in an effective manner (Sangpikul A., 2011). Social benefits can also be achieved by developing a bond of understanding between the locals and the visitors. Tourists (especially foreigners) visiting the region get a chance to meet and interact with locals and learn a bit of their native language, ways of life and culture just through greetings and simple communication. Souvenirs also play a major role in this (Ross & Wall, 1999). Through another perspective on the social dimension of this topic – it varies depending on the amount of time spent by visitors in the region. It may be a few hours or may even be a few overnight stays. An overnight stay tour may generate greater social benefits in contrast to a visit for a few hours (Rigatti, 2016). Tour operators can arrange social or culturally interactive events for longer stays, so the locals and visitors can interact with each other. Cooking demonstrations, cultural performances and local tours are a few examples of these. Performances by the locals work for the preservation of local culture as it is presented from time to time and has been preserved for generations (Rigatti, 2016). The longer the stay, the longer visitors are exposed to the local culture, enriching their experience. The duration



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

of stay plays a major role in the social experience of tourists, yet limited studies have been conducted in support of the relationship between different types of ecotourism guided tours and their social benefits.

Regarding environmental benefits, ecotourism has been defined as a form of special tourism that contributes to conservation of natural resources. Matysek and Kriwoken state that ecotourism is different from nature tourism as ecotourism focuses on the quality of the natural environment, such as well-preserved and protected natural areas and wildlife habitat (Matysek & Kriwoken, 2003). The reason for this is that conservation helps maintain, protect and enhance the quality of ecotourism destinations from misconduct and inappropriate behavior of related stakeholders (travelers, tourism operators, and local people).

Ecotourism may help promote environmental benefits in a number of ways. For example, Zambrano, Almeyda, Broadbent, and Durham found that the rate of reforestation around the adjacent communities to ecotourism activities was greater than compared to communities distant from such activities, due to natural awareness and conservation of the environment by the local residents (Zambrano, Almeyda, Broadbent, & Durham, 2010). Gopal also stated that tour operators can be an important contribution to the protection of environmental and cultural resources as these influence choice of consumers, practices of suppliers and development patterns of destinations (Gopal, 2014).

2.2 Tourism in Pakistan

As in many other regions worldwide, tourism in Pakistan is presently unsustainable. However, there is a lot of potential for sustainable tourism in the country. Pakistan is a land full of natural



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

beauty. Hiking, mountaineering, rafting, shooting, mountain and desert safaris, fishing are a few activities available to tourists in Pakistan. Pakistan is a home to 108 peaks above 7,000 meters and has five peaks above 8,000 meters, which attract many foreign tourists. Out of the ten mountain ranges in Asia, Pakistan is home to seven of them comprising of Himalayas, Karakoram and the Hindukush ranges. The northern region of Pakistan (Gilgit Baltistan) consists of localities; namely Gilgit, Ghizer, Hunza, Diamer, Skardu, Ghanche, Nagar and Astor, Edges Xinjiang province of China to the north, Kalam Kohistan and Kaghan to the south, Chitral to west and Tajikistan to the east. The northern region ranges to 72496 sq. kilometer with eight hundred and thirty-one villages, spread all over the region (ISRAR, et al., 2009). The northern region is enriched with natural and social assets, due to which it has the potential to become the preeminent ecofriendly tourist destination for overseas and local tourists. Nevertheless, tourism growth in the region has slowed down due to the absence of appropriate policies, inadequate investment, poor infrastructure, low human resources and pathetic marketing (Abbas, et al., 2015). Issues like deforestation, uncontrolled land exploitation, unplanned development of tourism, migration of intellectual persons because of limited job opportunities and absence of local partnerships and involvement in tourism activities makes change imperative (Haroon, 2002). In addition to that, the tourism industry of Pakistan consists of a huge number of small-scale businesses and a few large-scale businesses or enterprises. A significant contribution by the government is needed both at the provincial and federal level to manage business activities. A large contribution by federal and provincial organizations can play a key role in the growth of the tourism sector. Institutional coordination in performing regular tasks is a challenge in the public sector for the comprehensive application of tourism policies, particularly in marketing and developmental tourism policies (Khan M., 2012). Other major issues that affect the tourism sector of Pakistan are the poor



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

condition of environmental and social assets because of low maintenance projects, low involvement of potential stakeholders in policy making and lack of involvement by the local community. Big investments are tough to capture due to competitive marketing strategies in the global market by the neighboring countries and security issues for foreign tourists (Ullah, Johnson, Micallef, & Williams, 2010).

2.2.1 Existing and Previous Tourism Policies and Plans

In Pakistan, history shows that planning and management of tourism was taken seriously in 1972 at the policy making level when a Ministry of tourism was formed. The ministry was known as Ministry of Minority, Religious Affairs and Tourism. However, shortly after in 1976, the ministry was dismantled and tourism was shifted to Ministry of Commerce (Ministry of Tourism, 1977). In 1970, In order to promote tourism and develop infrastructure, the government formed a public limited organization known as Pakistan Tourism Development Corporation (PTDC). Also, in 1977, a Ministry for Culture, Archeology, Tourism and Sports was formed (Ministry of Tourism, 1977). National Tourism policy was formulated in 1990 until then some effort was made on tourism through isolated projects, however, nothing with proper planning and coordination was done to improve the structure of existing tourism (Ministry of Tourism, 1990). National Tourism Policy of 1990 also failed due to weak implementation, financial constraints, absence of stakeholders, domain of roles and responsibilities of private and public sector not clearly defined and low capacity of departments to enforce the policy (Ministry of Tourism, 1990). In 2000, Tourism Ministry collaborated with United Nations Development Program (UNDP) and World Tourism Organization (WTO) and drafted a tourism policy. This policy again failed due to lack of interest shown by the concerned departments and thus policy failed to be implemented properly



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

(Ministry of Tourism, 2000). The more comprehensive National Tourism Policy came in 2010 where the government identified the key challenges faced by the tourism industry of Pakistan followed by developmental and marketing strategies. The developmental strategies called for more public private partnerships, whereas, marketing strategies focused on diversification in tourism industry (sports, ecotourism, culture archeology etc.), use of IT and selling specific tourism products to specific target markets. Moreover, for tourism development, the policy also proposed for a closer regional and international cooperation, marketing using international organizations such as NAT geo etc. (Ministry of Tourism, 2010)

The tourism policy draft of 2010 was more comprehensive than the policy drafted in 1990 but federal ministry of Tourism got dissolved as a result of 18th constitutional amendment due to which the policy again could not be implemented and tourism was transferred from being a state subject to provincial subject. Since tourism became a provincial subject, it has been a very low profile low-key sector. (Ministry of Tourism, 2010).

2.2.2 Domestic Tourism in Pakistan

In developed countries or even in developing countries, more focus is on international tourism, however, domestic tourism is a far more pronounced activity and cannot be ignored. In Pakistan, the domestic tourists travelling across the country in the year 2009 amounted to as many as 46.07 million. Most of these tourists were travelling to meet their social obligations such as meeting a friend or a relative. It was only 14% of people who actually travelled for recreation. The rest were those who travelled for business purposes or due to religious or health reasons. (Ministry of Tourism, 2009)



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

2.2.3 Foreign Tourism in Pakistan

In 2014, according to the World Tourism Organization, the number of tourists coming into the country were around 965,000 which was better than the figure of 557,000 in the year 2000. However, the share of global tourism market of Pakistan, in 2014, of 0.09% was still way below what the country can achieve. If we compare Pakistan's share in South Asia, it was about 6.7% of the total 18.26 million tourists, whereas India's share stood at 46%.

Most of the foreign tourists visiting Pakistan belonged to European nations, especially overseas Pakistanis coming from the United Kingdom to visit their families. According to an annual report by the Ministry of Tourism in 2009, of the total tourists visiting Pakistan 44% came from Europe. Apart from Europe, the second largest region from where tourists were arriving was South Asia which accounted for about 21% of the total tourists. Among these majority of tourists belonged to Sikh community of India who come to Pakistan every year to visit their holy religious places.

Almost half of the people that visit Pakistan do not engage in typical tourism activities and only visit the country to fulfil familial obligations. Only a small number of people (14.7%) visit Pakistan for recreational purposes of spending a vacation. This extremely low share of real tourists clearly indicates that the tourism sector's potential has not been reached.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

2.2.4 Pakistan's Competitive Position in Tourism

One simple way of getting to know the potential of tourism sector in Pakistan is by comparing the tourism performance with other countries in the region. The below mentioned figures compares Pakistan's performance with SAARC countries. The comparison is in terms of foreign exchange and tourist inflow during the year 2012. The table below shows receipts generated from tourist activity and only Bhutan and Bangladesh's number is below Pakistan. The other countries in the region such as India, Sri Lanka and Maldives generate far more international receipts when compared to Pakistan.

County	International Tourist Arrival (1000)		International Tourism Receipts (US\$ million)	
	2012	Change %	2012	Share %
Bangladesh	125	-19.4	105	-
Bhutan	105	59.1	61	-
India	6,578	4.3	17,971	5.2
Maldives	958	2.9	1,951	0.7
Nepal	803	9.1	353	0.1
Pakistan	966	-16.8	339	0.1
Sri Lanka	1,006	17.5	1,039	0.6

2.2.5 Pakistan's Ranking on Travel and Tourism Competitiveness Index

This index compares the performance of countries in Tourism and then ranks them. Travel and Tourism Competitiveness Index's (TTCI) eighteen pillars can be impacted by various factors which can affect the competitiveness of travel and tourism. There are a total of 90 factors used for determining TTCI. The rankings determined through TTCI provide a quick SWOT analysis of the country's Tourism sector.

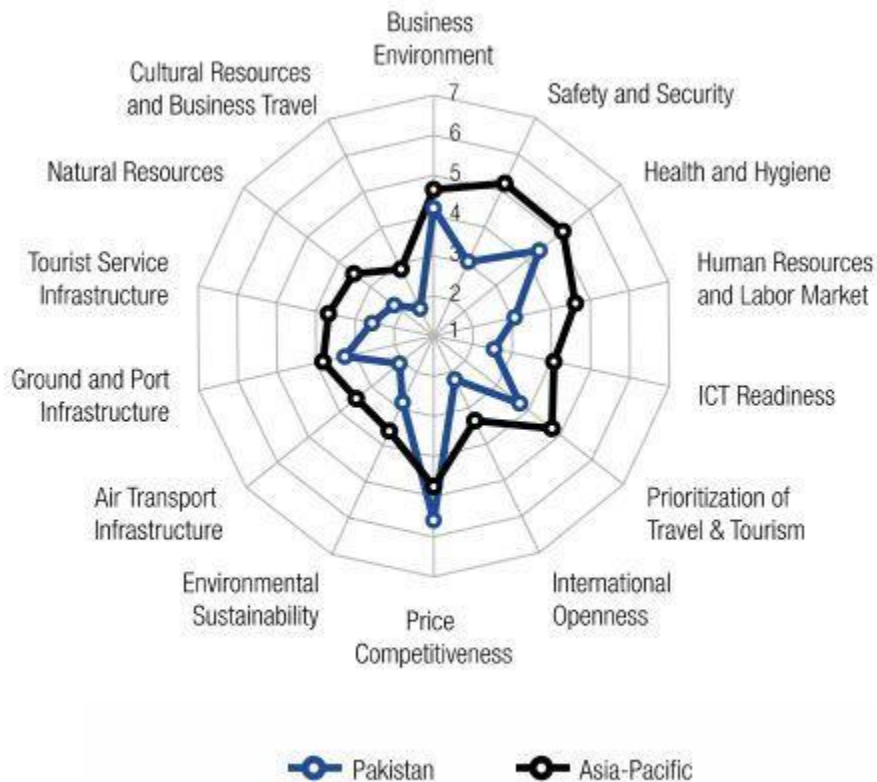
The current ranking of Pakistan is 125 out of total 141 benchmarked countries on the index developed by the World Economic Forum. The index clearly shows that Pakistan is lagging behind



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

in almost all of the indicators with the only exception being Price competitiveness which is only because of massive depreciation in the value of rupee.

Some prominent factors that are responsible for reducing the country’s competitiveness in tourism include Safety and Security (138 out of 141), Enabling Environment (130 out of 141), Health and Hygiene (102 out of 141), Travel and Tourism Policy and Enabling Conditions (123 out of 141), Human Resource and Labor Market (138 out of 141), Prioritization of Travel and Tourism by Government (120 out of 141). Adding to it, the ranking of Environment Sustainability (141 out of 141) and Tourism Infrastructure (107 out of 141) is also pretty low. On the positive side, Pakistan is ranked 9th for Price Competitiveness and 60th in Cultural Resources and Business Travel.



Source: World Travel and Tourism Competitiveness Report 2015



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

2.3 Ecotourism and Sustainable Development Goals (SDGs)

Tourism is a very important industry worldwide. Keeping in view its significance, international organizations have alleged to make it more sustainable. Regarding sustainable tourism, the year 2017 was declared as the International year of Sustainable Tourism and Development by the UN (United Nation World Tourism Organization (UNWTO), 2015). The Secretary-General of the UN World Tourism Organization (UNWTO), Taleb Rifai, stated that “The declaration by the UN of 2017 as the International Year of Sustainable Tourism for Development is a unique opportunity to advance the contribution of tourism sector to the three pillars of sustainability — economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued.” The significance of Sustainable Tourism was acknowledged even before the UN declaration of the year 2017 as International year of Sustainable Tourism. The world leaders already recognized the importance at the UN Conference on Sustainable Development (Rio+20) by stating that “well-designed and well-managed tourism” can contribute to the above mentioned three pillars of sustainable development, as well as to trade and to job creation (United Nations Conference on Sustainable Development (RIO+20), 2012).

This step taken by the international organizations is of great significance and should have been taken a long time ago. This also falls in line with SDG goals and the Agenda 2030 already approved by the UN in September of 2016. From a total of 17 SDG goals, three are specifically related to the tourism industry, namely:

- SDG goal 8: “Decent Work and Economic Growth.”
- SDG goal 12: “Responsible Consumption and Production.”



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

- SDG goal 14: “Life Below Water.”

These SDG goals primarily focus on the importance of tourism industry as it can provide job opportunities for the local population and, at the same time, will help in conserving and protecting the natural environment and also ensure the sustainable economic growth of the region.

2.4 Prospects for Ecotourism in GB under CPEC

For nations overall economic framework of development, environment sustainability plays an integral part. It is essential to create a balance between environmental sustainability and economic development for the development to be sustainable. In Pakistan, in recent years, infrastructure facilities have been improving under the projects of China Pakistan Economic Corridor (CPEC) which has resulted in an influx of tourists visiting the scenic spots of Gilgit Baltistan. This increase in the flow of tourists should be met with appropriate policies by the government so that the impact of increased commercial activities on the fragile ecosystem of Gilgit Baltistan can be reduced.

2.4.1 Background of CPEC and its Importance:

With the start of CPEC, infrastructure development and regional connectivity has improved drastically which has resulted in numerous economic opportunities for the people of Pakistan. CPEC is a development project signed between the Government of China and the Government of Pakistan in the year 2015 and is worth billions of dollars of projects. Not only CPEC provides a sea route to China but it also aims at building infrastructure that includes railways, oil pipelines, a network of highways, fiber optic cables, electrical power grids and Special Economic Zones (SEZs). Through CPEC, China’s trading hub of Kashgar in the province of Xinjiang is linked to



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

the port city of Gwadar in Balochistan. Gwadar is important due to its geographically strategic position as it is located near the strategic Straits of Hormuz. (Dawn, 2015)

Due to its strategic position, Gilgit Baltistan holds the key to the successful implementation of CPEC. GB provides the only land connection with China and every road, highway and even the communication networks passes through the mountainous terrain of GB (Wolf, 2017).

The main aims of CPEC are the development of Gwadar port, infrastructure and energy development projects. As Gilgit Baltistan connects Pakistan with China, it is also fully included in the CPEC projects. The Ministry of Planning, Development and Reforms has plans for Gilgit Baltistan (GB) to enhance infrastructure and energy sector under the projects CPEC. These projects include a number of improvements to the highway network such as the expansion of Karakoram Highway (KKH from Thakot to Havelian Section, approx. 118 km) and KKH (from Thakot to Raikot N35, approx. 136 km). These improved infrastructure facilities will help the region economically and will also help in increasing the overall economic growth of the country. Some other projects proposed under CPEC are the recent approval of setting up an Economic Zone near Maqpoon das over a land of nearly 250 acres, establishing a Board of Investment and expansion of the road linking Gilgit to Skardu etc. Moreover, there is also a proposed project of linking Kashgar to Rawalpindi through a rail link, however, this project is currently under feasibility study stage and is part of second phase of projects under CPEC. Furthermore, the Governments of Pakistan and China have signed a MoU for building up to 5 hydro projects on river Indus.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

2.4.2 Potential for Ecotourism in Gilgit Baltistan under CPEC

With the enhancement in infrastructure facilities under CPEC, a wide variety of economic opportunities would be created for the traders of the region. Besides that, CPEC will also help in promoting tourism in Gilgit Baltistan which will in turn benefit the local population by creation of jobs for the people. Approximately an area extending over 73,000 sq. km (area also known as paradise for mountaineers) would be given a boost through tourism, if CPEC is implemented successfully, according to the Asian Development Bank (ADB). The region of Gilgit Baltistan contains five of the highest peaks (peaks that are above the height of 8000 meters) in the world including K-2, the second highest peak in the world, and Nanga Parbat, which ranks 9th among the highest peaks in the world. Apart from that, GB is also home to 50 other mountain peaks that are above the height of about 7000 meters (Asian Development Bank, 2014).

Gilgit Baltistan is not only known for its mountainous terrains but it is also rich in the production of fruits. According to a report by Asian Development Bank (ADB), the region of Gilgit produces approximately 100,000 metric tons of fresh apricots, 20,000 tons of apples and 4,000 tons of cherries annually (Asian Development Bank, 2014). Keeping the significance of fruit production in mind, the government is formulating some agro-based projects to be included under CPEC. This new plan would include setting up food processing plants near Gilgit, Skardu and nearby areas to enhance the fruit export of the region. This would require lands to be acquired from the locals in order to set up the plants. Such projects are eco-friendly and also provide economic opportunities for the locals by providing them with livelihood opportunities. In addition, such projects would also help in the protection of the natural resources and biodiversity of the region (Ebrahim, 2016).



2.5 Role of Ecotourism in Sustainable Development of GB

Ecotourism can play a vital role in ensuring sustainable development as there is a high potential for carrying out ecotourism in Gilgit Baltistan. When we look at the socio-economic profile of Gilgit Baltistan, it shows a relatively low quality of life as compared to the data set from rest of the nation. The economic status of indigenous people is low. Poverty levels are high in a multidimensional sense as well as in terms of headcount. This low socio-economic status has resulted in higher rates of urban migration. If we look at the statistics, it also shows us that urban migration is more prevalent in Gilgit Baltistan: Urban migration stands around 30%, whereas in other provinces such as Khyber Pakhtunkhwa and Punjab it stands at 28% and 20% respectively. This trend clearly indicates that the region of Gilgit Baltistan needs rural centric policies such as introduction of ecotourism. Ecotourism has the potential to generate economic activities for the indigenous people as well as protecting the natural environment of the region. Eventually, ecotourism will result in sustainable development of Gilgit Baltistan. The different potentialities of ecotourism resulting in the sustainable development of GB are briefly mentioned below (Ministry of Overseas Pakistanis and Human Resource Development Government of Pakistan, 2015).

First, as seen in the statistics mentioned above, the region of GB has a lower per capita income than the whole country. Ecotourism has the potential to generate better income opportunities for the local people which will help raise the per capita income level of the region. Furthermore, Ecotourism is a useful tool to make tourism a 'responsible tourism'. Responsible tourism helps in



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

minimizing the risk of damaging the natural ecosystems of the region (Ministry of Overseas Pakistanis and Human Resource Development Government of Pakistan, 2015).

Second, looking at the socio-economic profile of GB, it can be observed that the poverty levels are quite high and even exceeds the national poverty rate of Pakistan. Endorsing activities that are nature based and that relate to ecotourism such as hiking, enjoying wildlife, trekking and bird watching will provide tour operators new activities to sell these ecotourism experiences to nature loving tourists. This would be beneficial for both the business community as well as the locals. For businesses, ecotourism will generate revenues from new sources and for locals it will create employment opportunities (employment in the form of guides, hotel staff etc.). Thus, ecotourism activities will help in reducing poverty levels in the region of GB (Ministry of Overseas Pakistanis and Human Resource Development Government of Pakistan, 2015).

As discussed several times above, ecotourism not only attempts to ensure environmental sustainability but it also endorses a sense of responsibility among tourists towards the local culture. Thus, ecotourism promotes tourism with a sense of responsibility towards the local culture. This can be adopted easily as the locals of the region of GB find pride in their culture and thus promoting and respecting the local culture would prove to be good starting point for the development of tourism in the region (Ministry of Overseas Pakistanis and Human Resource Development Government of Pakistan, 2015).

Moreover, the ecotourism spots can also help generate revenues through indirect ways. One possible way is to tax people, visiting the nature or ecotourism spots, at the entry points or zero point. Through taxing, the government can generate revenue that can be used in preserving the



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

tourist spots for future generations. Besides that, the government can also use taxes to compensate the adverse effects of tourist activities on the local ecosystem and biodiversity. In this manner, GB can attain sustainable development by protecting the natural environment and providing economic as well as social benefits to the indigenous community (Ministry of Overseas Pakistanis and Human Resource Development Government of Pakistan, 2015).

2.6 Studies on Ecotourism in India

The studies on India are included in this paper because of their relevance to the Pakistani context. Both India and Pakistan share a similar culture (attitude and behavior of host population) and climatic conditions (seasonality and climate). Secondly, India is also included because Pakistan can learn from what India has done regarding ecotourism and implement it using the practices followed in India. Thus, the important elements of ecotourism discussed in the following studies can be applicable in Pakistan as well.

The basic concept of ecotourism is to preserve the natural tourist locations and to recognize the natural as well as the cultural and traditional history of the surroundings, ensuring the preservation of the integrity of the existing ecosystem, while making the environment economically favorable to the local population by generating employment opportunities (Tiwari & Abrol, 2015). The study stresses upon the history of different locations in the country which were devoid of tourism, more specifically ecotourism, due to a lack of preservation laws (Tiwari & Abrol, 2015) [Laws that are designed to protect and conserve wildlife. One such law is the Wildlife Protection Act, 1972]. However, these locations are now preserved with the help of conservation and protection laws and due to this, India is now home to approximately 80 national parks and 441 sanctuaries, which



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

protect and conserve the wildlife resources of the country. Furthermore, the study provides various pros and cons regarding the promotion of ecotourism in the country while also discussing the economic significance of the tourism industry. Tourism is one of the largest industries in India and comes only after garments, gems and jewelry, and thus employs a large number of young people, including females, in hotels, travel agencies, making handicrafts, airline services, undertaking various cultural and traditional activities, and other tourism-related opportunities. (Tiwari & Abrol, 2015)

The study by Sourabh Munjal explains how ecotourism has evolved over the years and why ecotourism is now considered as an important part of the tourist industry, while also highlighting the benefits and problems of ecotourism (Munjal, 2015). Some benefits of eco-tourism highlighted in this study include employment opportunities, marketing of the area, and the conservation of natural resources for future generations. Ecotourism also has some social benefits. As tourism activity increases, the interaction between locals and tourists increases as well, which leads to the dissemination of knowledge about the area and its culture to visitors. Further, the study discusses the problems of eco-tourism. One of the problems that arises from the implementation of eco-tourism is that governments usually lack the financial resources or the capacity to protect and then manage tourist locations. In addition, many Ecotourism locations are usually found in remote areas thus increasing the costs for vehicle or air travel, which in turn increases the carbon footprint.

In addition, Munjal also discussed the role of USAID. As a part of its nature and biodiversity conservation programs in more than a dozen countries worldwide, USAID aims to support nature-based tourism activities. The agency's Eco-tourism activities support a wide variety of different aspects of tourism, which include "developing national park systems, demarcating and equipping



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

new national parks, recruiting and training park staff, and encouraging government reforms that promote regulated investments in private lodging, guide service, and other tourism ventures.”

Munjal’s study further details the initiatives taken by the government of Andhra Pradesh. The government identified tourist spots and revamped them. These government initiatives included support for rural livelihoods and active community participation (through the interaction of local population with tourists in sharing local knowledge about culture and traditions of that particular locality). They also led to a number of economic benefits (employment, sale of traditional tribal handicrafts, income from the sale of products produced in forests such as Fruits and Honey) and social benefits (local participation in Ecotourism, interaction with the visitors leading to sharing of knowledge such as culture, traditions etc.) as well as the marketing of the tourist locations through brochures, handouts etc. (Munjal, 2015).

Another study shows us the Indian context of ecotourism and what implications it has on cultural preservation, rural livelihoods and training for conservation. The study also reviews the existing policies [Kerala’s Conservation and Preservation of Areas Act 2005 and Participatory Ecotourism program of Forest Dept. 2005 etc.] on ecotourism in order to draw significant insights for application in the Indian context. Ecotourism policy and guidelines 1998 identifies key stakeholders in the tourism sector; Tour Operators, Tourists, Local Community, NGOs and Research Institutions and the Government. The policy lays emphasis on participation of local community, increasing livelihoods through ecotourism and environmental and socio-cultural carrying capacity limits. The policy also highlights the importance of an integrated approach and emphasizes on careful planning in infrastructure development and cost benefit analysis before implementation. The study also reviews the missing components of the 1998 policy. The



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

components missing are as follows: monitoring criteria, institutional support, incentives and regulations. Furthermore, the study proposed for the implementation of National Ecotourism Directorate under the Ministry of Tourism. The National Ecotourism Directorate provided a direction and helped in engaging the stakeholders related to local-self-governance in the context of ecotourism (Seema & JoJo, 2006)

The concept of Ecotourism arose or came to prominence as strategy for reconciling conservation with development in ecologically rich areas. Ecotourism must contain a variety of interrelated components (conservation, education for both the traveler and local communities, traveler responsibility and active community participation) all of which must be on hand at the same time (Thampi, 2005). Different elements in the development of tourism in any region, locality or a country include climate, availability of human resources, and expertise in planning, seasonality, accessibility, attitude and behavior of host population (Punia, 1994).

According to a study conducted by Batra, there are various impediments to the proliferation of tourism in the region of Rajasthan in particular, but also India in general. He strongly recommends that tourism be used as a dynamic tool to uplift the local economy and social status of society in the state of Rajasthan. In order to do this, Batra, like Sourabh Munjal, suggests that more frequent interactions between tourists and the people of local communities are needed. In their view, such interactions will assist in loosening the grip of age-old social barriers that are still prevalent in the country (Department of Tourism Ministry of Tourism, Art and Culture- Government of India, 2018)



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

2.7 Further Studies on Eco-Tourism

Countries such as SriLanka, Thailand, Nepal are also included in the literature as it will help to get significant insights on the ecotourism practices followed by these countries.

2.7.1 SriLanka

Sri Lanka provides very diverse options for tourists through its rainforests and arid plains to highlands and sandy beaches. Some other factors that make Sri Lanka special are Buddhist ruins including the 5th century citadel Sigiriya. Its ancient capital, the city of Anuradhapura has ruins, which are more than 2000 years old. However, with all the historical places and natural beauty present the tourism industry is still far from being economically sustainable due to the negligence of their administration towards tourism sector. SriLankan tourist industry relies heavily on the flow of international tourists. Plus, there is an absence of ecotourism policy at the national level which makes the ecotourism industry unable to grow beyond the occasional ecolodges and ecotours arranged by tour operators. Currently, SriLanka Ecotourism Foundation (SLEF) is working to guide ecotourism in the country, representing all the stakeholders involved. In SriLanka spice walks are becoming an increasingly popular ecotourism activity. Such activities help save the indebted planters of the country.

Insights taken from the SriLankan experience for Pakistan include the scope of farm tourism. For example, apple and cherry farms can be used as tourist activity in Gilgit Baltistan. Further, SriLanka depends too much on foreign tourists. Thus, Pakistan can learn that quality domestic



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

tourists can prove to be more valuable to ecotourism due to low cultural impact, predictable demand and higher domestic educational value.

2.7.2 Thailand

To recover its economy from the Asian crisis of the previous century, Thailand used a well marketed mass conventional tourism to boost its economy. However, this mass tourism resulted in distortion of the existing ecology and Thai culture. Thus, from 1996 onwards, Thailand started to work on sustainability and set up National Ecotourism Councils in 1997. The councils were represented by public, private, NGOs and academic sectors. The main aim of these councils was to oversee the development of National Ecotourism Policy and Action Plan. This Action Plan is a 5-year implementation policy and plan and its main focus areas include: Environment management, Tourism resources, Marketing, tour guides, promotions, Education and awareness among the public, cooperation among locals, infrastructure, ecotourism investment support and promotion and development of ecotourism services.

The structure of National Ecotourism Councils may suit Pakistan as well. This could help the state institutions take better decisions relating to policies impacting the ecotourism sector. The main focus areas of Thailand, Infrastructure, cooperation among locals and stress on public awareness to provide quality education are a problem for Pakistan too. Also, Pakistan can learn from Thailand that dependency on international tourists is not a viable option and we should promote more quality domestic tourists in ecotourism sector because of low cultural impact and higher domestic education of the domestic tourists.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

2.7.3 Nepal

In Nepal, the authority responsible for policy-making, regulations, planning, licensing and monitoring is the Ministry of Culture, Tourism and Civil Aviation (MoCTCA). Nepal's Tourism Board (NTB) is responsible for conducting research, planning and product development. Nepal formulated a policy in 2004, National Ecotourism Strategy and Marketing Programme, which focused mainly on more involvement from the private sector, cross sectoral cooperation and alleviating poverty through the promotion of rural tourism complete with a marketing strategy. There are other agencies as well in the ecotourism sector, namely, Department of National Parks and Wildlife Conservation and National Planning Commission. Furthermore, the country also has plans to include a new body under NTB to further develop ecotourism sector. The main focus of his new body will be on community participation in planning and decision making.

Insights from Nepal's ecotourism for Pakistan includes the integration of Ministry of Culture and Civil Aviation with Tourism and the need to support tourism with research and training establishment. A special centralized Ecotourism Board may not suit Pakistan due to large cultural diversification in the country but it could have smaller units that are responsible for facilitating the provincial tourism departments. Also, these units can help in bringing out policy guidelines and can also provide useful input in international agreements.



3. Problem Statement

In Pakistan, mass conventional tourism has been carrying out and the shift towards sustainable tourism has long been overdue. Due to lack of policies regarding the long term sustainability of the natural environment, many tourist places (E.g Saif ul Malook Lake) nowadays are suffering from environmental degradation due to waste through excess human activity. This has led the tourists preferring other destinations. In order to sustain long term economic benefits from a tourist spot, it is important to shift the trend of tourism from mass conventional economic growth oriented development to sustainable development. In order for the tourism sector of Gilgit Baltistan to be more sustainable, we need ecotourism approach.

“Mass Conventional Tourism is the cause of environmental degradation which in turn is a cause of lack of long term economic benefits from tourism sector of Gilgit Baltistan. Is ecotourism a way to solve the issues relating to mass conventional and is it a sustainable and economical way to move forward in Pakistan.”

3.1 Research Questions

1. What is Ecotourism? What relationship exists between ecotourism and sustainability?
2. What factors contribute to the failure of tourism sector in Pakistan?
3. Do the tourism policies of Pakistan validate sustainability? If not, how could it be achieved?



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

4. Is there a potential for ecotourism in the region of Gilgit Baltistan? If yes, how can the potential be reached?
5. What factors enhance or inhibit the local-community's participation in the eco-tourism sector?
6. How does the eco-tourism industry of Pakistan relate with sustainable development goals?
7. Is ecotourism a sustainable and economical way to move forward in the tourism sector of Pakistan?



4. Theoretical Framework

The goal of theoretical framework is to underpin the theories available with regard to ecotourism.

The theories available relating to our topic are as follows:

4.1 Collaboration Theory

Collaboration is defined as “a process of joint decision making among key stakeholders of a problem domain about the future of that domain”. (Jamal & Getz, 1995)

According to Gray in 1989, collaboration is the most effective strategy to solve conflicts and issues or to promote collective visions. The biggest advantage of collaboration is that stakeholders recognizes the benefits of working together. For community-based tourism, it is a course of shared choice building between independent participants of an inter-organization. In community-based tourism, there are a lot of problems and difficulties relating to the development of such type of tourism. To solve the problems arising in the development process, collaboration between different stakeholders is necessary as they are further than the ability of any single individual or group to solve on their own.

Usage

As for ecotourism, community based planning in tourism sector is vital and a stepping-stone towards implementing ecotourism as new approach. At the same time, collaboration theory helps understand the conflicts at institutional level and in between different stakeholders such as tourist operators, local people, tourists, businesses and the public sector. Every stakeholder possesses



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

different attitudes, having different problems and even different ways to solve them, which makes the reform process rather complex and slow. Through the understanding of collaboration theory, this paper tries to find out interests of different stakeholders and tries to design a solution in a collaborative way.

4.2 Critical Heritage Theory

The shifting vision of heritage as an independent factor increased consideration to the political and social frameworks of heritage and how heritage involves concepts of growth, post-colonial theory, moralities, integrity and ecosystem. (Samuels & Baird, 2016)

Heritage is used now as a multi-disciplinary, inter-disciplinary and trans-disciplinary ground of association and logical "plundering". In respect to this work the theory approaches to understand the importance of heritage by considering heritage as a fundamental element in tourism and giving heritage more importance than culture.

Usage

This paper uses critical heritage theory firstly to understand heritage in Gilgit apart from their culture. Understanding the heritage, the beauty of the environment by considering them as independent factor, and how such factors affect or play their role in shaping other dependent factors. While considering their regional values, demographics of local people and sense of serving the environment will help us in understanding their heritage values, how such values shape their culture, tradition and living means (mostly based on tourism activities).



4.3 Florence Nightingale's Theory of environment

The theory of environment by Florence Nightingale mainly focuses on the “environment by understanding all exterior circumstances and effects that mark the life and expansion of an organism” (Medeiros, Enders, & Lira, 2015).

For tourism, this approach serves as taking tourism sector as patient and understanding ecotourism approach as the medicine for that patient's health. Then what benefits natural environment could offer for the recovery of the patient is the main task of this approach. If the natural environment itself is affected, then how it could be replaced or gets corrected to provide better values for patient's recovery.

Usage

In this paper, this theory helps in understanding the basic needs to implement or design the concept of ecotourism as solution for environment. It helps in understanding different dimensions of environment that are either suitable or not for ecotourism approach. For example, the required attitude of local people, awareness of the concept of ecotourism, community based working ability, all these factors help in understanding the value of “environmental hygiene”. Further, it helps decide how well ecotourism approach has the potential to sustain tourism sector. In this paper, this theory supports the concept of ecotourism and its defensive actions against the environmental degradation problems. The theory includes the basic idea of why there is a need to sustain the environment.



4.4 Resource Dependency Theory

The resource dependency theory revolves around the perspective that “survival of organization need resources” (Pfeffer & Salancik, 1978).

The theory tries to explain that organisations need to cooperate with the ones that have control over the resources. Organization is an alliance of changing benefits, which requires power to manage effectively and efficiently. This theory is included in paper to study the role of different stakeholders and their needs. This theory is very necessary for collaboration theory to be successful. Study of resources, their need and the power revolving around them gives birth to a successful negotiation and collaboration.

Usage

As discussed earlier, if there are management issues and problems between stakeholders and at organizational level, there is a need for collaboration theory but to make collaboration theory more effective, there is a need to understand different power possessed by different stakeholders which defines their attitude. This could be possible through resource dependency theory. This paper uses this approach to understand the fundamental conditions for organizational behavior and attitudes, the way they work.

Such a visionary attitude of tourism industry with CPEC, finding the blame game between different stakeholders, private to public service provision, tourist operators to private business relationship, tourist operators to public sector relationship. These are the key stakeholders depending upon the state of resources.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

4.5 Cultural capital

The theory of cultural capital includes “societal resources of an individual that endorse communal flexibility in a stratified community.”

Cultural capital functions as a system of exchange. Within a system of exchange, cultural capital comprises the collective cultural knowledge that consults social position and control. This theory helps in understanding the various factors of culture in different societies and to understand the nature of a society through their culture and abilities. This in turn helps to understand the local tourism's cultural issues and way better sense to resolve them.

Usage

This paper uses cultural capital approach to understand the cultural values possessed by local community and tourists to Gilgit region. In this approach, as theory explains education, employment status, working nature, awareness, regional factors are examined to understand the cultural values possessed by the Gilgit region which ultimately is a decisive factor in the tourism sector and a key factor in implementing the concept of ecotourism.



5. Conceptual Framework:

Ecotourism is a relatively new concept in the developing world, however, it is considered as an important and effective tool for promoting and pursuing policies that are economically sustainable. There are many different definitions related to the concept of ‘sustainable development’ but the most commonly accepted definition is given by ‘Our Common Future’, generally called as the Brundtland Report. According to Brundtland “Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Ecotourism is deeply entrenched in the concept of sustainable development and it is clear through the definition provided by the Brundtland Report. Furthermore, Ecotourism is an economically sustainable option as it helps the local community by providing an alternate source of livelihood. Ecotourism basically is considered as a way to protect the natural environment and create socio economic benefit for the local population of a given area. Ecotourism is a very broad concept and relates not only to the environmental aspect but also to other dimensions of ecotourism development such as social as well as economic aspects of tourism development. However, in order to achieve long-term sustainability a good balance of all the aspects is required (Harlem & Brundtland, 1987).

The important thing to note here is that ecotourism is a mere sub-component of the concept of sustainable tourism. Nowadays, ecotourism is not only being embraced by the third world countries but also it is being included in the conservation, protection and economic development policies of those countries. There have been various studies on the concept of ecotourism, however, the definition has varied from time to time and no consensus has been made on the exact definition



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

of ecotourism. Ecotourism, generally, looked as an alternative tourism, involves carrying out tourist activities that are eco-friendly, travelling to natural places in order to study or learn about the place or for leisure purposes etc. without damaging the natural environment. The focus is on experiencing nature, respecting the local culture and sharing of local knowledge with the tourists. However, on analyzing the approach used towards ecotourism, it is observed that developed and developing countries use ecotourism in a totally different manner. The emphasis of developed countries is more towards socio-cultural and environmental protection aspects of ecotourism. On the other hand, developing countries focus more on economic prospects of ecotourism (Harlem & Brundtland, 1987).

A great variety of studies have traversed the factors of sustainable tourism and proclaimed that indicators such as social, economic and environment sustainability must be added to the criterion of sustainable tourism. While there are other studies as well that bring economic viability, environment and culturally sensitive aspects to the argument of sustainable tourism. However, the cultural aspect might be likely to vary from location to location (Harlem & Brundtland, 1987).



6. Research Design and Methods

6.1 Scope of the Study

This paper is concerned with identifying the root causes of failure of Pakistan's tourism policy, giving an overview of problems faced by the masses due to weak institutions, climate change and impact of terrorism along with recommending policies to improve the economic aspect of tourism through ecotourism so that a long-lasting impact can be created. Moreover, the paper will also try to elaborate on the drawbacks of the existing tourism sector, and how ecotourism can be the way forward for sustainably developing the tourism sector, drawing from various comparative analysis and primary research.

In order to analyze the problem 'how tourism can be improved through ecotourism in a manner which is sustainable' the study will attempt to evaluate the policies and actions taken by other countries in the region such as India, SriLanka, Thailand, Nepal (included in the literature review) in order to draw significant insights and then give recommendations for improving the existing structure of the tourism industry in Pakistan, in a sustainable manner. To make these recommendations viable, sustainable, and environmentally friendly ecotourism is being proposed as a strategy to move forward. The concepts of ecotourism and sustainable development together can promote an alternative solution for existing problems. The stakeholders in ecotourism will be masses, governments, NGOs and INGOs.

To meet the objectives of our research, we used a mix of quantitative and qualitative methods and a wide range of data sources is used. The research process is simple and divided into two main



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

categories or stages: literature review (general study on ecotourism) and primary research conducted through surveys and interviews. The information gained through the research is analyzed and a synthesis is made progressively at all stages of the research. The sources through which primary as well as secondary data is obtained is referenced at the end of the document. However, there might be instances where the information presented might be a product of our own experience and learning prior to and during the research conducted.

6.2 Objectives of the Study

The objectives of the study are listed below:

1. To study the Profile of tourism in Gilgit Baltistan.
2. To analyze the factors which hinder tourists to visit Gilgit.
3. To study and identify the gap between existing ecosystem and the desired ecosystem.
4. To suggest ecotourism as a more sustainable way to develop the tourism sector in Pakistan and harness its economic potential.
5. To suggest recommendations for sustainable tourism in the Gilgit Baltistan through ecotourism.
6. To provide suggestions for the full exploitation and development of tourism industry in Gilgit

6.3 Methodology

The study is based on ecotourism and how it will bring economic sustainability in the development of tourism sector of Pakistan. The study also covers how ecotourism will help increase the growth



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

of tourism industry in regard to the income of local people and the number of tourists visiting. The study, therefore, requires collection of both primary and secondary data. The methodology adopted for the study, therefore, is described under the following headings:

6.3.1 Area of Research

The areas of research will be Gilgit Baltistan.

6.3.2 Data Collection

The study requires both primary and secondary data. Primary data is essential to learn about the problems faced by the locals and tourists that hinder the sustainable growth (economic) of the tourism industry. The primary data is collected from major tourist destinations in the region of Gilgit (Hunza, Gilgit city, Gizer) with the help of surveys and questionnaires. The survey is designed to know the problems faced by the respondents who were mainly tourists, locals of the area and tour operators. The surveys asked the locals and tourists about the problems they face when on a tour. Also, the surveys try to know whether the locals and tourists really have an idea about the concept of ecotourism. With the help of surveys, we will get to know whether tourism helps in growing the local economy and whether locals are benefiting from tourist activity or do they consider it as a threat to their local environment.

Primary Data Collection

- **Interviews:** This is one of the important modes of collecting primary data. Local authorities, local people, tourists, tour operators as well as government officials belonging



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

to departments such as PTDC, UNDP etc. are interviewed. The personnel that are interviewed are:

- Mr. Mubashir Ayub, Tourism Directorate, Ministry of Tourism, Gilgit Baltistan.
- Mr. Khadim Hussain Director Environment Protection Agency (EPA) Gilgit Baltistan.
- Mr. Sajid Deputy Director, Tourism Directorate, Ministry of Tourism, Gilgit Baltistan.
- District Forest Officer
- Mr. Hidayat ullah Khan, Project management specialist crisis prevention and recovery unit, UNDP
- Mr. Irfan ullah Baig (PTDC).
- Mr. Ijlal Khattak, Baydaar Travels (self-proclaimed that his company is the only ecotourism company of pakistan
- Mr. Ghulam Abbas, Nanga Parbat Adventures.
- Colonel (Retd) Raja Nasir, Owner Fort Hotel Yasin.
- Mr. Zoraiz Lashari, Owner Luxus Hunza, Attabad Lake, Hunza.
- Mr. Sohail, Owner Fallen Man's Haven, Hunza.
- Chai Corner, Gilgit.
- **Surveys/Questionnaires:** Surveys are formed and distributed among the tourists and the local people of the area of Gilgit to get to know about the problems they face due to conventional mass tourism and what they think about the concept that is ecotourism.
- **Field Observation:** This is a method for getting qualitative data especially for socio-cultural impact of tourism. Significant amount of time will be spent on the research area in



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

order to observe the behavior of tourists, their interaction with the local population and the impact of such interactions, if any.

Sample Design

In this research, the respondents are stakeholders related to the tourism industry in the area of Gilgit Baltistan. The stakeholders include government officials, hotel owners, locals, tourists, tour operators. The personnel include hotel managers, staff, tourists, general people of the area and all those who are directly related to the industry of tourism.

Sample type

In order to get responses from all possible respondents, stratified random sampling type is used for this research. “Stratified samples are samples within samples. A stratified random sample, for example, might stratify by socioeconomic status within a larger population as to make generalizations and statistically valid comparisons by social class as well as to generalize to the total population.” (Patton, 240).

Sample Size

Approximately 200 people were surveyed through survey questionnaires. Some of the people included students from National University of Sciences & Technology (NUST). The reason for including students from NUST is that a lot of students recently visited the area of Gilgit and Hunza and so they can be considered as local tourists. Apart from this, students from Quid e Azam university were also selected for the surveys but only those students were selected that belonged to the Gilgit Baltistan Union. Moreover, other random tourists are also surveyed, however, this



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

depended on the number of tourists present at the time the research was being conducted. There is a separate survey conducted to get the opinion of local people on tourism, however, this also depended on the number of local people, staff managers etc. available at the time of research.

Secondary Data Collection

The main sources of secondary data are official websites of PTDC, UNDP etc. Apart from these articles, news, journals, magazines are also used as a source of secondary data.

6.3.3 Data Analysis

The data analysis technique used in this paper is from qualtrics data analysis. The frequency tables formed and the analysis will be carried out by applying chi square, Freedom value and P-value generated by the formed table. Qualitative data is analyzed by using a software known as NVIVO.

6.3.4 Findings

The results were analysed on the basis of significance as if value lies in 0.01 the results would be highly significant, if value of P-value lies on 0.05 it is moderately significant, if the result of P-value lies 0.1 the result is slightly significant and if it is greater than 0.1 than it is non- significant.

6.3.5 Limitations of the Research:

The research is a work done by university students, most of the research is of qualitative type in which there are certain limits to resources, validity of the survey conducted and in historical study.

Second, the majority of the research work is done using secondary data. However, secondary data regarding ecotourism in Gilgit or Pakistan proved to be really hard to find.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Furthermore, the surveys that were conducted from different universities such as National University of Sciences & Technology (NUST) and Quaid e Azam University. The students selected were from Gilgit, however, the data from surveys didn't represent the entire scenario of Gilgit Baltistan (GB) as socioeconomic status of GB is not high and the respondents selected belonged to the middle or upper class of the society. Thus, the results do not show the exact scene of Gilgit Baltistan. The data is skewed and is just a reflection of the sample. And not the entire GB.

Adding to it, the people surveyed in Gilgit were mostly uneducated and thus could not understand the survey. Thus, a translation of the survey was made in order to conduct interviews from the locals. Through this, there is a chance that the data obtained might not be true to what the locals experience regarding the problems in and due to tourism.

Moreover, while conducting the research we faced a problem of lack of information. The information facilitation centres are present to provide information regarding tourism and other info relating to the region, however, we didn't find any staff present in the information centers. This is not just a one off case, but it happens often due to lack of check and balance on the officials.

Another limitation to the research is that there is a lack of knowledge and awareness among the locals of Gilgit regarding tourism policies. People are not educated on this topic. Thus, the research conducted is based mostly on the information provided by businessmen and government officials. Very little input is taken from the people most affected by tourist activity.



7. Survey Analysis

Tourist Survey:

1. Travelling choice:

Figure 3, and 4 shows cross tabs of questions “what is your gender?” with “With whom do you travel the most?” This question aims to get an insight in what is preference of company, while travelling to a distant tourist spot.

Results show variation between genders as male persons mostly like to travel with friends with number of 59 and female persons just voted 22 while with family 94 votes counted by female and just 22 by male persons. In alone category 22 are counted by male persons and 5 are counted by female persons. After creating cross tabs, we obtained the chi square and p-value of 69.96 and 0.00 respectively, which shows that the results are highly significant. This result shows that Pakistan’s society is not yet as developed as that of other countries and travelling alone or with friends to far flung areas is not preferred.

2. Travelling affordability:

Figure 5, and 6 show cross tabs of questions “what is your employment status” and “have you ever travelled to Gilgit Baltistan”. Data shows employed votes for yes is 68%, employed is 40%, seeking for employment 45%, unemployed 58%, studying 50% while percentage for no is 31%, 54%, 42%, 50% respectively. After creating cross tabs, we obtained the chi square and p-value are 7.66 and 0.05, which is highly significant. This shows that if tourism in Pakistanis improved than a greater percentage of domestic tourist will prefer to travel to GB in future.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

3. Tourism choice categorization:

Figure 7, and 8 show cross tabs of questions “From which age group do you belong to” and “Which type of tourism you like the most”. Aim of this question is to get an insight in preferred type of tourism in different age groups. The adventure tourism gets the most votes of age group of 15-25 with 114 votes, 48 from group of age between (25 - 35). At second the cultural tourism gets the vote of 70 from age between (15-25), 32 from the age between (25-35). At third, the archeological tourism gets 27 from the age group of 15-25 and 14 from 25-35. Other age groups are quite low in number. The chi square and p-value accounted are 17.73 and 0.12 respectively, which show a slight insignificance in results. The differentiation in choice is slightly depend on the age factor, age between (15-25) are young so they are less aware of culture. However, more enthusiastic to see new places, the same demand is shown in the survey, they highly vote for the adventure places and for second place they go for the cultural sites, in both Gilgit Baltistan is a good place to visit. The insignificance of P value is due to the limitation that the people surveyed belong mostly from a segment of society which may have impacted the result.

4. Concept of Ecotourism:

Figure 9 and 10 show cross tabs of question “to which age group do you belong to?” and “Weather an ecotourism holiday interest you?” People voted 73% for yes, 24% for maybe, and 3% for no. After creating cross tabs, we obtained the chi-square of 21.08 and p-value of 0.0 show a high significance factor. This show that people on an individual status when once become aware of ecotourism are interested in an ecotourism holiday.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

5. Ratio of awareness among people on to keep environment clean:

Figure 11 and 12 shows, shows cross tabs of age compared against awareness about cleaning the environment. The age between 15-25 shows highest vote to yes i.e. 85% and between ages of 25-35 was voted 91%. On the other hand, between age group of 15-25 was voted no 13% and 25-35 voted with 9%. After creating cross tabs, we obtained the chi square and p-value are 11.09 and 0.09, which shows a slight significant result. This result is a reflection of an educated percentage of people living in mostly capital and Punjab. Thus showing that people between age group of 15-35 have a strong sense of keeping the environment clean and they do try as tourist to keep clean the environment.

6. Factors holding back from Eco tourism:

Figure 13 and 14 shows cross tabs of question “from which age do you belong to” and “Are there factors about ecotourism holding you back”. Aim of this comparison was to understand people’s perspective on what hinders them from becoming Eco tourist. Data of age groups versus what hinders you adopting the ecotourism strategies. The most adopted answer is with the limitation of information voted 58%, limitation of choices was choices was voted 24%, and cost was voted 17%. The chi square is 6.76 and p-value is 0.34. The data so far concluded shows lack of information about eco-tourism major hindrance in adopting ecotourism but also implies that there are other problems as well.

7. Regional Tourist demographics:

Figure 15 and 16 show cross tabs of questions “from which area do you belong to” and “Have you ever travelled to GB”. A total response is of 231 persons of which who selected the “yes” are 96



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

from Punjab, 6 from Sindh and 11 from KPK. While selecting “no” are 80 from Punjab, 7 from Sindh and 9 from KPK. The overall result is in favor of “yes”. After creating cross tabs, we obtained chi square and p-value are 8.48 and 0.08 respectively. P value here is slightly significant. The sample had the limitation that it was mostly filled by people from Capital and Punjab. Thus it cannot be conclusive that major percentage of domestic tourist in GB is from Punjab.

8. Regional Tourist Eco Tourism Awareness:

Figure 17 and 18 shows crosstab of questions “From which region do you belong” and “Are you aware of the concept that is ecotourism.” Three options are provided for this Yes, Maybe, and NO. The data reflects that 44% of Punjabi, 25% of Sindhi, and 55% of respondents from KPK are aware of the concept of ecotourism. The aim of this cross tab was to check awareness about ecotourism in different regions of Pakistan. After creating cross tabs, we obtained p value is 0.01 which signifies data to be highly significant

9. Budget Expenditure:

Figure 19 and 20 shows cross tabs of questions “What is your employment status” and “Do you travelling to GB economical”. This comparison gives an insight in perspective of tourist from different employment status and their view on prices of things related to tourism comparison of employment status with whether travelling to Gilgit Baltistan is economical or not. Data shows that 9% find it very economical, 35% find it slightly economical, 33% find it slightly expensive, 18% find it expensive, 5% find it very expensive. These percentages reflect common problem faced by people in different employment statuses i.e. most people find travelling to GB expensive. P value is 0.00 which shows that result is highly significant.

10. Employment- Transport Choice:



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Figure 21 and 22 shows private transport is a preferred choice of tourists. Around 142 respondents, out of 225, prefer private transport as opposed to public transport such as NET CO. This presents a problem to the natural environment of Gilgit as more vehicles would be on the roads which will help increase the pollution levels. Also, the infrastructure of Gilgit is already in poor shape thus, accommodating large number of vehicles would become a management problem. This also shows that people are ill-educated towards environmental issues, thus, there is a need to educate people so that they are more considerate towards the environment. Figure 22 shows cross tab result of P value is 0.22 which is highly insignificant.

11. Tourism Categorization-GB Tourist Choice:

In the Figure 23 and 24, shows cross tabs of questions “Which type of tourism do you like the most” and “have you ever travelled to GB” The options in the former includes yes, and no. While options for second variable are archaeological tourism, adventure tourism, rural tourism, religious tourism, cultural tourism.

In the case where the respondents stated yes with the fact that they have travelled to Gilgit Baltistan in relation to what type of tourism they like the most, the percentages are 24/131, 94/131, 14/131, 12/131, 59/131 respectively. On the other hand, the respondents who said No to the question that they haven't travelled to Gilgit Baltistan and show their most liked type of tourism in percentages 19/100, 70/100, 7/100, 11/100, 52/100 respectively.

In the cross table of the question pertaining to “Have you ever travelled to Gilgit Baltistan and “Which type of tourism do you like the most?”, Chi Square and p-values are 1.65 and 0.80 respectively. We can interpret from this that their relationship is insignificant. Hence proving that



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

tourism activity in Pakistan is not just in Gilgit Baltistan and secondly, people have varied interests in different types of tourism.

12. Threat of Terrorism- Tourist of Gilgit:

In Figure 25 and 26, the relation between two variables i.e. whether the person who have filled the survey has ever travelled to Gilgit Baltistan and do they consider the threat of terrorism while travelling to Gilgit Baltistan. The options in the former includes yes, and no. While options for definitely yes, probably yes, maybe, probably not, definitely not.

In the case where the respondents stated yes with the fact that they have travelled to Gilgit Baltistan in relation to what type of tourism they like the most, the percentages are 6/131, 12/131, 18/131, 49/131, 46/131 respectively. On the other hand, the respondents who said No to the question that they haven't travelled to Gilgit Baltistan and show their most liked type of tourism in percentages 4/96, 18/96, 24/96, 35/96, 15/96 respectively. Chi Square and p-values are 15.52 & 0.00 respectively. We can interpret from this that their relationship is highly significant. Hence proving that GB's tourism is not affected by terrorism and the small number of people who do perceive terrorism is an issue in GB confuse GB with FATA. AS GB was previous named next to PATA, and northern Pakistan.

13. Infrastructure Facilities- Tourist of Gilgit:

In Figure 27 and 28, the relation between two variables i.e. whether the person who have filled the survey has ever travelled to Gilgit Baltistan and are they satisfied with infrastructure of Gilgit Baltistan. The options in the former includes yes, and no. While options for second variable are definitely yes, probably yes, maybe, probably not, definitely not.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

In the case where the respondents stated yes with the fact that they have travelled to Gilgit Baltistan in relation to what type of tourism they like the most, the percentages are 11/131, 18/131, 18/131, 49/131, 55/131 respectively. On the other hand, the respondents who said No to the question that they haven't travelled to Gilgit Baltistan and show their most liked type of tourism in percentages 0/85, 9/85, 15/85, 29/85, 12/85 respectively. Chi Square and p-values are 38.97 & 0.00 respectively. We can interpret from this that their relationship is highly significant. Thus highlighting the need to improve the infrastructure of Gilgit and its surroundings.

14. Government service provision –Gilgit Tourist Demand:

In Figure 29 and 30, the relation between two variables i.e. whether the person who have filled the survey has ever travelled to Gilgit Baltistan and are you satisfied with government or private facilities in tourism sector like hotels, motels, resorts etc. The options in the former includes yes, and no. While options for second variable are definitely yes, probably yes, maybe, probably not, definitely not.

In the case where the respondents stated yes with the fact that they have travelled to Gilgit Baltistan in relation to what type of tourism they like the most, the percentages are 18/131, 44/131, 31/131, 24/131, 14/131 respectively. On the other hand, the respondents who said No to the question that they haven't travelled to Gilgit Baltistan and show their most liked type of tourism in percentages 4/93, 18/93, 40/93, 19/93, 12/93 respectively. Chi Square and p-values are 15.69 & 0.00 respectively. We can interpret from this that their relationship is highly significant. It reflects the opinion of tourist stating that they are somewhat satisfied with the public and private establishments in tourist areas. Keeping in view that that there is room for improvement.

15. Transport Mean- Gilgit Tourist:



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

In Figure 31 and 32, the relation between two variables i.e. whether the person who have filled the survey has ever travelled to Gilgit Baltistan and the type of transport they use while going to a tourist site. The options in the former includes yes, and no. While options for second variable are public transport, Private Transport, Rent a car, other.

In the case where the respondents stated yes with the fact that they have travelled to Gilgit Baltistan in relation to what type of tourism they like the most, the percentages are 19/131, 72/131, 31/131, 9/131 respectively. On the other hand, the respondents who said No to the question that they haven't travelled to Gilgit Baltistan and show their most liked type of tourism in percentages 6/94, 70/94, 11/94, 7/94 respectively. Chi Square and p-values are 10.77 & 0.01 respectively. We can interpret from this that their relationship is highly significant. This shows that while travelling people prefer their own vehicles over public transports due to various reasons.

16.Ecotourism-Tourist of Gilgit:

In Figure 33 and 34, the relation between two variables i.e. whether the person who have filled the survey has ever travelled to Gilgit Baltistan and are they aware of concept of ecotourism. The options in the former includes yes, and no. While options for second variable are yes, maybe, no.

In the case where the respondents stated yes with the fact that they have travelled to Gilgit Baltistan in relation to what type of tourism they like the most, the percentages are 44/131, 20/131, 67/131 respectively. On the other hand, the respondents who said No to the question that they haven't travelled to Gilgit Baltistan and are unaware of ecotourism, the percentages are 42/98, 15/98, 41/98. Chi Square and p-values are 2.31 & 0.31 respectively. We can interpret from this that their relationship is highly insignificant. This shows that people are not aware at large about ecotourism.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Local Survey:

1. District-Environment:

Figure 35 and 36 compares “From which district do you belong” with “does tourist activity pollute the environment”. Survey sample was of 188 people out of which 35 people agreed that tourist do pollute the environment and most of them belong from the District Gilgit and Hunza, 145 were unsure, while remaining 8 said yes. This poll was taken from people belong from all districts of GB. P-value of 0.25 shows that result is insignificant. A reason for insignificance can be as the sample consists of people from Gilgit and Hunza. Thus not covering point of view of people from other districts.

2. Regional Government Policy:

Figure 37 and 38 discusses variable of “From which district do you belong “with “Is Government provide any opportunity for local people”. Results show that government takes a keen interest in Gilgit and Hunza. As 64%, and 70% said yes in these districts respectively (Further explanation is given in findings and discussions in next section). P value is 0.10 making the result slightly significant.

3. Regional Government Facilities:

Figure 39 and 40, compare variables “From which District do you belong” with “Is government interest in improving facilities in tourist sites”. As people from Hunza voted 77% yes, and people from Gilgit voted 48% the result shows that Hunza and Gilgit districts are on priority of the government as they have better infrastructure and strong community living. P value of the data is 0.01 making it highly significant.

4. Region wise Government Actions:



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Figures 41 and 42 compare variables “From which District do you belong” with “government’s role in making their district sustainable in consumption of natural resources”. Data showed 65% people from Gilgit district saying yes to government making an effort to conserve resources and in Hunza district 63% people said yes. The chi square and p-value is 28.98 and 0.041 which is not significant. This shows that data does not give an in depth information of other districts as not enough people were asked to fill the survey.

5. Regional Tourism Growth:

In Figure 43 and 44, “Is there any growth of tourist be seen in recent years” has checked with the variable “From which District do you belong”. The most adopted answer is maybe by 127 persons from 187. While 45 persons selected yes as an option and 15 answer with no. the chi square and p-value is 16.68 and 0.2 respectively shows no significant result.

6. Regional-Local Growth:

Figure 45 and 46, compare variables “From which District do you belong” with “Does tourism activity create new job opportunities”. It shows that currently tourist activity is not creating enough job opportunities as the number of respondents opting for No is 103 out of 186. This proves the validity of qualitative research.

7. Regional Conflict:

Figure 47 and 48, “From which District do you belong” with “Does people from other province might create problems for the locals”. The result for Regional Conflict variable are not definitive



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

and around 135 out of 186 respondents chose maybe as an answer. The p-value is 0.09, which shows significant results

8. CPEC-Regional Progress Process:

Figure 49 and 50; compare variables “From which District do you belong” with “Will CPEC affect the life of locals in a positive way.” The results for this question tell that around 106 respondents are optimistic that CPEC will affect their lives in a positive way. Most of the answers that ticked Definitely Yes and Probably Yes were by people of Hunza, Gilgit and Ghizer Districts. Around 26 out of 189 respondents, mostly from the same districts responded against the positive effect of CPEC.

9. Community Based Economic Activity:

The compared variable in the Figure 51 and 52 are, “From which District do you belong” with “Does the profit from local businesses is invested back into the local community.” The p-value calculated is 0.7 which is highly insignificant as mostly local people are unaware of such initiatives as out of 184 respondents, 136 responded with the option of “May Be” that means the profit may go back to the local community but not on frequent basis. The results are almost similar from every district as Hunza adopted the trend of community based economic activity system while in other districts this system is not much common.

10. Tourism-Trend:

Figure 53 and 54 compare variables as “Do you know about CPEC” with “Does CPEC increase tourism in Gilgit”. There are a total of 183 people who shared their thoughts out of which 123 had



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

proper idea about CPEC while 60 people were not clear about CPEC then after explaining them CPEC, 58 people had the opinion that CPEC will increase tourism in GILGIT but majority of 91 said no, CPEC will not increase tourism in Gilgit. There are still 34 people who were not clear about the impact of CPEC on tourism. The p-value is slightly significant with value of 0.1 and chi square is 4.5, which means an increase in Gilgit's tourism is not dependent on CPEC but it will somehow facilitate the tourism industry of Gilgit.

11.Living-Style:

Figure 55 and 56 compare variable question “Do you know about CPEC” with “D you think CPEC will affect your life in a positive way”. 125 people out of 186 had the idea of CPEC and its impact, but 61 respond in negative about having any proper idea of CPEC. After explaining them CPEC 104 people said yes CPEC will bring prosperity for their lives while 25 people shared the thought that they don't think so CPEC will bring any prosperity for them but 57 out of the total said they don't know yet about CPEC's impact on their lives. The chi square and p-value are 4.47* and 0.3 respectively, which shows insignificance i.e. People knows about CPEC and its policies but still they are not familiar with its impacts on their living standards.

12.Employment-Education:

Figure 57 and 58 shows comparison on questions “What is your education qualification” with “What is your employment status”. Mostly people were from undergraduate category followed by higher secondary school and only 2 people were from Doctorate category and 4 people were uneducated out of 193. There are 44 employed people mostly from undergraduate and master level category. There are 62 unemployed people too, who were majorly from bachelors' category followed by Matriculation and Higher secondary school. Again, bachelors' category was at top



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

when it comes to people who are seeking employment having total of 68 from all categories. Most of the people from bachelors and HSS are still studying. As the chi square and p-value are 37.8 and 0.0 respectively the relation between education and employment is highly significant. Showing the demand in local people for employment.

13. Government/opportunities:

Figure 59 and 60 compare “What is your education qualification” with “Is government doing anything for providing chances for local people for business during tourism peak months”. Most of the people said yes government is working to provide facilities are from Bachelors category (mostly educated) followed by Higher Secondary School category. People, who said no, are also from bachelor’s level but mostly people 100 out of 194 collectively had the opinion that government is working to provide opportunities. As the chi square and p-value are 18.6 and 0.5, respectively the relation is insignificant that means government is trying to provide opportunities but mostly people are not getting it.

14. Tourism Ratio:

Figure 61 and 62 compare “What is your education qualification” with “Is average ratio of tourist increases or not”. Mostly, people answer with option of may be as 127 people chooses the option. People with lower level education background or towards higher level from bachelors’ level answer in same manner with “no”. As the chi square and p-value are 25.4 and 0.0 respectively that shows relation is significant.



8. Findings and Discussion

According to our research through interviewing different government officials and private businesses involved in the tourism sector, we found out that the tourism sector in Gilgit Baltistan is facing many challenges that is hindering its growth.

One major challenge faced by the region, which both the private businesses and government institutions recognize, is the lack of infrastructure. Infrastructure is poor in Gilgit due to harsh climatic conditions. The tourism season starts from mid-March and ends at October. In the remaining months tourist activity is highly affected due to harsh winter. In these months, there is less tourist activity due to inaccessible tourist spots. The reason for inaccessibility is that there are two main roads to reach Gilgit; one is from Naran and Babusar, which remains permanently, closed during the winter season and the other is Karakoram Highway (KKH). Karakoram Highway usually remains open throughout the year; however, due to landslides and poor quality of road, KKH also suffers from blockages from construction machinery.

Another major challenge is that of telecommunication and connectivity facilities. In Gilgit Baltistan, there is a stronghold of SCOM, a government based telecommunication operator developed with the help of army. The problem with SCOM is that it has created a monopoly in the region and does not allow any other competitor to operate in the area. This would not be a problem if the services provided by SCOM by reliable and up to par, however, this is not the case making the situation even worse. Tourists, especially foreign tourists, nowadays usually vlog when on a tour. Thus, internet and mobile network is required for it and if the tourists do not get such basic



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

services why would they consider visiting such places. Thus, affecting the inflow of tourists in the country.

Furthermore, many private businesses (hotel owners) and tour operators also consider supply of electricity as a major problem for tourists (Sohail, 2019). Hotels (Luxus Hotels and Fallen Man's Haven) usually receive less than 10 hours of electricity and that too with a voltage of 110 V which is inadequate to operate electrical appliances. Most of the appliances are designed to work at 220 V thus, making electrical appliances incompatible with 110 V of electricity supplied (Lashari, 2019). Adding to it, the services that are provided have inflated prices. Electricity is super expensive for commercial use as compared to other areas. Hotels are forced to use generators to have their own and an alternate source of electricity so that they do not rely on electricity supply from the government, however, the fuel for the generators also does not come cheap. This, in turn raises the costs for both hotel owners to provide such necessary facilities and tourists. Gojal districts has three power plants of which only one is in operable condition and is running at 50% or it's potential. The remaining two power plants are just concrete structures with no machinery installed. However, on paper all three are operating. If this were the case, then Hunza would have electricity 24/7. Even China offered to setup plants that would generate up to 32 MW of energy and would be supplied till the place called Nomal but the offer was refused by the government. This shows lack of political will and inconsiderate behavior towards the people of Gilgit and Hunza and towards the tourism industry as well. Hunza is considered by many tourists, tour operators, hotel owners as the tourism capital of Northern Areas and is the second largest district of Pakistan and if it is supplied with necessities such as electricity and good quality LPG, it may do wonders for the tourism industry on a whole.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Regarding the issue of energy, some hotel owners were of a view that subsidized LPG would be an option to solve the energy issue in Northern Areas (Gilgit and Hunza) whereas others were of the opinion of more advanced and sustainable methods to generate and supply electricity such as solar and wind mills. For e.g. the owner of Fallen Man's Haven wanted the government to provide solar panels so that the panels could be used to heat the water (Sohail, 2019) whereas owner of Luxus hotels was not in favor of solar panels as he thought it would not generate enough energy due to lack of sunlight (Lashari, 2019). They instead wanted the setup of windmills, which is a costly project.

In addition, there are also problems of regulation on the part of government of various travel and tour operators. Some of the tour operator companies are not registered and are operating through social media pages. This has led to a decrease in tax revenue from the business activities. Plus, companies that are registered get annoyed by the government's inability to stop the activities of unregistered companies as they take away the market share (by providing cheap service) as well as damage the image of the tourism sector through provision of poor services.

On the other hand, government is of the view that it is the responsibility of the people to ban companies that are not registered and are not paying taxes. The Tourism Ministry says that the companies would be fined if they get into trouble; however, it also says that it does not have any authority to take down any of the companies as the power lies with PTDC Islamabad (Mubashir & Sajid, 2019). In addition, the ministry says that the government will not take any precautionary measures until and unless some major issues arise through these unregistered companies.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Another point where private businesses and government have differing views regarding the promotion of tourism is that the government, in the recent past, has allowed foreign tourists free visits across Pakistan and especially to northern areas of Pakistan while the true stakeholders of the industry such as tour operators, local business owners and local population were neglected. Private Businesses are against this notion as this reduces the opportunities for tour operators and locals (hotel owners, shop owners) to earn significant amount of incomes. According to Baydaar Travels' (the only ecotourism company of Pakistan) owner, this practice should be abolished, as it does not allow locals to generate income (Khan I., 2019). Instead, foreign tourists should be charged more and it is a common practice used around the world to make the industry more profitable, according to Baydaar travels'.

The government of Pakistan also uses deceptive marketing regarding tourism as they invite vloggers and bloggers and give them special treatment through which many of the problems are not highlighted. In reality, there are about 25 check posts between Islamabad and Hunza and tourists are checked at every check post so what impression we leave on the tourists through this, probably not a good one. Moreover, what is the purpose of giving a tourist visa and having a background check when the tourists would again be checked at 25 posts? In some places, there is a rule that foreigners cannot stay in more than three hotels. By seeing such realities, a question arises, what is the purpose of giving a tourist visa what is the purpose of taxing tour operators when they still face such problems. Adding to it, people on business visa cannot go for tourism further reducing the inflow of foreign tourists.

Another major reason for the failure of reaching the full potential of tourism in Pakistan is multiplicity and high rates of taxes both by provincial and federal governments. This increased



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

taxation system has led to less profit margins for the businesses which in turn led to increase in prices for tourist packages.

Regarding ecotourism, specifically, private businesses are more aware of the concept than the government officials are. According to Mr Zoraiz, chairperson of Luxus hotel, the government do not have any idea relating to the concept of ecotourism (Lashari, 2019). According to him, the government has not made any policies regarding ecotourism and gave his own example about him building a resort near a lake. He contacted the deputy commissioner and asked for any rules and regulations regarding the design and construction and he was informed by the deputy that there were no rules regarding construction design and materials. The governments on the other hand either put the blame, for lack of policies, on the central government, lack of funding or poor coordination between the different departments. This lack of policies for environment protection by the government has led to environment degradation in many areas around the country (Saif ul malook, Naran) and if not taken seriously, it could even damage the beautiful landscapes and environment of Gilgit Baltistan.

Taking ecotourism into consideration, another major issue that hinders the growth of tourism in Gilgit Baltistan is the issue of religious intolerance. The local/domestic tourists think that Ismaili people of GB are non-Muslims and this leads to a lot of problems. According to Baydaar Travels', some people just reject the services provided by the Ismailis as once the tourists he took to Hunza rejected the food because it was cooked by an Ismaili (Khan I., 2019). This is a big failure on the part of the tour operators as well as the government as they need to educate and elaborate their customers about local religion and culture. This is important because education and preservation



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

are part of the concept of ecotourism and for ecotourism to proliferate in the region, these things must be taken into consideration.

The environment of Gilgit Baltistan is also at risk due to tourist activity. Most of the tourist travel to GB for activities such as trekking, camping and site viewing. However, the tourists do not take into consideration the importance of environment when on a tour. Most of the times tourists leave all the garbage and waste on their campsites. Deosai plains is an example of this as according to Tourism Ministry huge amounts of waste is collected by the government after the peak of tourism season. Most of the waste includes plastic, which does not decompose and thus pollutes and degrades the beautiful landscapes of the region. This is a failure on the part of both the government and tour operators, as they should be educating their clients before touring these regions. Government fails, as they need to have policies regarding the usage and wastage of plastics and other wastes. Only Hunza has ecotourism policies to preserve their natural environment. They have banned the use and selling of plastics all across Hunza and are also starting to manage the waste by themselves instead of relying on the government. They are using compost waste management system through which wastes can be used as fertilizer. This is a great initiative and if it can be done in Hunza then why can't it be applied to whole of Gilgit. (Nasir, 2019)

Regarding waste management, the government is doing little or nothing to properly collect and dispose of the waste again showing that the environment is not a priority and it needs awareness regarding the concept of ecotourism. There is no proper system to collect waste and no proper landfill site to dispose of the waste and neither are there any recycling plants. The government is only just thinking about making the policies and that too it is not clear about. However, it is the private businesses that are making efforts in order to sustain the environment. Two private



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

companies are working for the proper management of waste. They have installed compost waste management system that grinds the waste and then it is added to a compost, which helps in growing fruits and flowers. Regarding the plastic waste, they burn the waste and bury the ashes; however, the government's help is required for waste management, which is currently not present.

Considering the efforts by the private sector, there is another governmental perspective of viewing environmental protection. The tourism ministry considers that a private hotel owner or any private business owner is least bothered by environment protection as they are only concerned with making profits. The government view that it will take time to teach people to protect and conserve the environment. The government believes that time is key and the countries that introduced the idea of ecotourism learnt the importance of environmental protection over time and stopped the bad practices of mass tourism.

Lack of private sector investments in the tourism industry is also an issue pointed out by both the government officials as well as private sector businessperson. There are three main reasons for this. Firstly, development of infrastructure requires huge amounts of funds that is difficult for a developing country like Pakistan to fund. The practical option to deal with it is private sector investments; however, this requires a proper regulatory framework that defines the roles and responsibilities of private and public stakeholders. Currently, we do not have any policy, related to tourism industry that attracts such investments from private sector. Secondly, private sector does not invest in Gilgit Baltistan because of the disputed status of GB due to Kashmir issue. Investors see this as a risk, as if in future GB is taken away from Pakistan and given to India than what will happen to all their investments? Although, this situation is unlikely to occur because people of GB are pro Pakistan and wants to remain with Pakistan. Thirdly, there is lack of private sector



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

investments in GB due to terrorism, although, there has never been a problem of terrorism in Gilgit Baltistan. Previously GB, FATA, and parts of KPK were referred to as Northern Pakistan. Problems were in FATA and KPK but we were hit due to common name identity. We now have an individual identity of Gilgit Baltistan but clearing the misconception will take time as media has not cleared this misconception rather fuelled it but things are improving and people are now starting to get clarity on the matter.

Furthermore, there is a problem of lack of interdepartmental coordination. Tourism industry is an industry that requires coordination between a number of departments such as planning and development, local governments, railways, civil aviation, forestry, wild life, environment, foreign office, trade and commerce, road etc. in order to flourish. However, these departments continue to work in isolation without thinking that an effective synchronization between the departments can be made through tourism. Due to this tourism, development takes a hit and lack of coordination also often results in incurring high costs.



9. Recommendations

Around the globe, tourism industry has become a major industry to derive income, especially in the developing and underdeveloped world. There are numerous examples around the world that show how a flourishing tourism industry can have a positive effect on generating employment, growth in the economy and overall development of socioeconomic conditions of the country. When it comes to Gilgit Baltistan, it is naturally blessed with rich historical background, diversity in its culture and natural beauty of mountains, rivers, glaciers, lush green meadows and plains such as Deosai. However, our tourism industry is lacking in a number of ways due to which it cannot reach its potential. We can learn from the practices followed by other countries, specifically the countries that surround us such as Iran, Turkey, India, Nepal, SriLanka, Thailand and China. These countries have given top priority to the tourism sector and consider it as a tool for economic growth.

We are making the following recommendations, to promote and develop the tourism industry of Pakistan, based on ecotourism practices and best management practices followed internationally:

9.1 Ecotourism Practices

The development of the tourism industry should be according to the principles of Sustainable development. The Sustainable development principles call for the development to not exceed the carrying capacity of the region, area or a tourist spot. The federal and provincial governments, in this case the government of Gilgit Baltistan, should be the ones to set the carrying capacity limits and should make sure people and local businesses (tour operators) adhere to those limits through



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

planning, guidelines, regulations and proper enforcement. Best efforts should be made to ensure that tourism development does not affect negatively on the beautiful natural and cultural environment of the tourist destinations of Gilgit Baltistan.

The government or tourism ministry of Gilgit Baltistan should establish and promote new tourist spots in order to relieve the burden from existing places such as Hunza. In Gilgit Baltistan, primary place to visit is Hunza as it is the only place developed from a tourism perspective. People visit Hunza not only due to its beauty but because not many people know about other unexplored places. Due to this, more and more people are visiting Hunza, which creates a risk of degrading the natural environment of Hunza. Valleys such as Ghizer, Shimshal valley lack the infrastructure facilities but have immense tourism potential. Ghizer district is known for trout fish whereas Shimshal valley is considered a home for mountaineers. However, people do not travel to these places because there is no proper infrastructure and secondly due to lack of promotion by government. Despite this, tour operators such as Baydaar travels are working hard to explore new places and take tourists to new places in order to save the natural environment of the existing structures. The government should collaborate with such registered tour operators to facilitate them with the marketing and promotion of new tourist destinations and the government in turn should provide them with the necessary infrastructure. This would prove to be beneficial for tourists as well as they would get to visit a new destination.

The tourism Ministry of Gilgit Baltistan should, along with the federal government, make laws and policies regarding the construction and design of hotels or some other building. The laws and policies should ensure that the construction does not block beautiful view of landscape, rivers, mountains etc and neither does it destroy the environment surrounding it. The laws and policies



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

should also include a specific area on which construction can be done and should set a law on how much of trees can be cut for the construction of a building. In addition, the government should make special tourism zones on which construction is not allowed. In the special tourist zones, facilities should be provided to the tourists through movable camps, which includes kitchen, washroom and a bedroom. This would be both environment friendly as well as cost friendly as it would reduce the costs of building a permanent structure and would not destroy the environment as the camps are movable and could be setup anywhere. Thus, the government should make such laws or policies, which ensures the protection of the environment as well as looks into reducing the costs for the private businesses.

The governments usually complain that local businesses such as jeep business does not allow them to build roads. This however is not true and if true, the government can collaborate with them. To build the necessary network of roads, the government should collaborate with local jeep business and incentivize them by giving them control of the roads. The government should stop the public from driving on those roads (roads leading to far flung valleys) and only jeeps should be allowed. This would help in both sustaining the local jeep business and protecting the natural and delicate environment of Gilgit Baltistan. It would be a win-win situation for everyone. The jeep business would be sustained, the government would be able to make new roads and through which more and more people would come to visit Gilgit Baltistan.

In order to make tourism ecofriendly and economically profitable, Baydaar travels is initiating a new boot camp for about two weeks which includes no cellphone usage, local organic food such as almonds, cashews, apples, apricots etc. (Khan I., 2019) (these fruits are common and of good quality in GB) and recyclable materials such as wooden baskets instead of plastic. Wooden baskets



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

would be used to carry stuff around instead of plastic bags which once used are thrown away and become a source of waste and contributes to environmental degradation. Adding to this, there would be classes for photography and videography for which tourists would be charged, thus increasing the profitability of the tour operator. Furthermore, there would be competitions and storytelling nights (locals would be included which would help in sharing in knowledge of local culture). These ecofriendly activities help in protecting the environment while generating income thus, government should only allow companies that are ecofriendly and that pay taxes and are registered. Not only this, government should encourage other companies to follow suit. This will really help in preserving the natural environment of GB for future generations and in making the tourism industry more economically sustainable.

In winters, the tourism in Gilgit Baltistan is little to none. To improve the situation, the government has organized some festivals for the month of September to attract tourists however, this is not enough. The government should focus on promoting winter sports such as skiing and ice hockey. The conditions in Gilgit are perfect for such sports and these would attract tourists in winter as well. Furthermore, the government can reduce the prices for mountain climbing in winter in order to attract mountaineers to the region.

Hunza is the only district of Gilgit and Pakistan that has completely banned plastic. Secondly, two waste management companies are working for the collection and disposal of waste. Due to the efforts by these companies, garbage is nowhere to be seen in Hunza. However, these companies did not have any recycling plants to recycle plastic thus; hunza banned the use of plastics. Baydaar travels being the only ecotourism company of Pakistan is now planning to ban the use of bottle waters on their tours. Instead, they give water bottles, made locally, to the tourists and encourage



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

them to use water from fresh streams rather than using mineral water. Moreover, Baydaar travels used to plant at least 10 trees every time they were on a tour to Gilgit or other Northern regions. Through such activities environment is protected as well as income is generated (through sourcing of locally made water models). If such environment friendly activities can be carried out in Hunza and by tour operators such as Baydaar travels' then others can follow suit. Plastics should be banned across Gilgit and creative ideas used by Baydaar travels should be used by other companies in order to contribute to the ecotourism initiative.

Another ecotourism initiative that can be taken in Gilgit Baltistan is to promote the local fruit industry. fruits such as apples are of great quality there but the problem is that they are sold for such a less rate of around 10 Rs. per Kg, which doesn't make enough profits and make the fruit business unsustainable. This is due to lack of interest shown by the government and the people do not know about the specialties of the region due to lack of marketing and promotion. If this remains the case, the farmers would turn their farms into hotels or some other building which will result in collapse of fruit industry as well as deteriorate the environmental conditions. In order to save the industry, some private companies (again Baydaar because it is the only ecotourism company) are preparing wooden baskets of 1 Kg worth around 150 and picking fruits from the farms. The apples are then sold for Rs.150 per Kg along with the baskets and the money goes entirely to the farmers. This makes the fruit industry more profitable and sustainable. Other companies should also follow such ecotourism activities and contribute to the society by protecting the environment along with providing the local with an opportunity to generate sustainable income.

Furthermore, there should be Himalayan safari service. In winters, the animals (markhor, national animal of Pakistan) come down and so it is an ideal time to watch these rare animals. Instead of



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

hunting, there should be competitions for photography as people love to photograph rare animals such as Markhor. Himalayan Safari would also be a great source of generating revenue.

Another tourist site that can be improved through ecotourism is Deosai National Park, where brown Bear spotting is done. In Deosai National Park, there are no proper camping sites where tourists can camp, thus, it results in haphazard camping causing waste material all around. To reduce or eliminate this problem the government needs to establish proper camping sites with compost washrooms. Compost waste management is a technique that converts waste into fertilizers, which can be used to grow flowers and fruits. Plus, GB government should follow KPK government as they have made special tourist zones, which restricts physical and permanent construction.

9.2 Best Practices followed internationally at the Institutional Level

The government should be giving tourism industry more priority. It should consider tourism as an important tool for economic growth and incorporate policy measures to assist the growth of the tourism sector. The problem with Pakistan (GB) is weak political will at the top level of leadership to promote tourism as a tool for economic growth and engine for socioeconomic development. However, Imran Khan, current PM of Pakistan, is now making efforts to make tourism an important sector for the economy of Pakistan. This might change the current shape of tourism, as political will at the top is necessary for effectively developing tourism sector of Pakistan.

The federal government should take a leading role in the tourism sector. In all countries, with a successful tourism industry, the leading role is played by the federal government in constructing an effective coordination between the ministries at federal level and the provinces for infrastructure



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

development, facilitation of visa, investment, promotion and marketing and enforcement of standards. Therefore, Pakistan also needs the federal government to play a leading role in order to give a boost to its tourism industry. Without any delay, a national tourist board should be created and national ecotourism directorate should be established which should work under national tourist board. This will help ecotourism policies to be made at the government level and integrated with other tourism policies.

There should be enhanced inter-ministerial/departmental coordination at all levels of government (i.e. provincial, district, federal) as seen in the countries with flourishing tourism industry. Through coordination, planning and implementation in the numerous activities of tourism gets synchronized. Example can be taken of our neighbor country, India, where tourism has been transferred to the concurrent list when previously it was a state subject. In India, there are tourism coordination committees even at the Panchayat and union council level. Similarly, Pakistan is also in need of establishing tourism councils at all levels of government i.e federal, provincial, district, tehsil and union council. This will help in creating effective and working relationships among both public and private stakeholders.

In countries where tourism industry is thriving, the governments have encouraged public-private partnerships. This helps government to use scarce resources on other projects and to rely on private sector to meet the resource gap. Private sector brings in efficient managerial skills which further reduces government's constraints relating to capacity to implement policies. However, to make these partnerships a success, a regulatory framework is required that clearly defines the extent of roles and responsibilities of the private and public stakeholders. In Pakistan's tourist (specifically Gilgit Baltistan) industry, there is need of developing new tourist destinations such as Shimshal



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

valley, Ghizer district etc. In order to develop these sites, PPP model needs to be developed where the government should be held responsible for supplying roads, land access and other government related facilities, whereas, the private sector should be responsible for injecting capital which can be recovered through profits from the business.

In many European countries that are reaping the benefits of a successful tourism industry have made heritage preservation and environment protection top priority when making tourism development strategies in order to gain long term benefits from tourism assets. Thus, Pakistan should also follow suit and must keep in consideration environment protection and conservation of heritage while developing policies for the growth of tourism industry.

Attracting more foreign tourists is always beneficial and is a top priority of almost every country because it generates more profit and the much required foreign exchange, however, domestic or local tourists cannot be ignored. Domestic tourists would be more valuable to ecotourism because of higher domestic educational value, low impact on the culture and a more predictable demand. Thus, the focus of both the GB government and federal government should shift to serve a much larger market in the form of domestic market. Therefore, work should be done on the development of infrastructure and other facilities to cater the domestic tourists market.

In many countries with developed tourism infrastructure, local community involvement/participation has always played an important role in order to ensure support and ownership. The region of Gilgit Baltistan is also in need of such community participation. Religious leaders, Social workers and teachers should be engaged in developing tourism strategies. They can also be used to raise awareness waste for management, cleanliness etc.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

One major reason for the failure of reaching the full potential of tourism in Pakistan is multiplicity and high rates of taxes both by provincial and federal governments. This increased taxation system has led to less profit margins for the businesses which in turn led to increase in prices for tourist packages. It has been recommended that industry shareholders (tour operators, hotel owners, transporters etc) should be involved in unifying and rationalization of taxes.



10. Conclusion

Tourism industry around the globe is a source of generating revenue and plays an important role in improving the GDP growth rate. Whereas, in Pakistan tourism has been negatively affected due to terrorism, weak policies by the government. Thus, the industry has not been able to generate consistent and sustainable amount of revenues. Therefore, the tourism industry in the country is in dire need of an overhaul. With this in mind, the paper recommends ecotourism as a way forward.

Gilgit Baltistan is naturally blessed with rich historical background, diversity in culture and natural beauty from its snowy peaks, lush green meadows (fairy meadows), rivers, glaciers and plains such as Deosai National Park. It is now time that Pakistan shifts its attention towards the high economic potential sector of tourism of Gilgit Baltistan. Tourism needs to be used as a tool for economic growth and income generation for the local population as well as for businesses. This can be done by adopting best practices carried out internationally (as mentioned in the recommendations section) and using an integrated approach towards the development of tourism sector.

The purpose of this research is to highlight the core issues relating to the management of tourism sector and other significant challenges that Pakistan is currently facing in the tourism industry. Until and unless the core issues present in the tourism sector are not solved, it is difficult to achieve sustainability in the tourism sector.

Further, this research also focuses on the potential of ecotourism in the region of Gilgit Baltistan. Ecotourism being a relatively new concept is little known in the governmental departments and



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

among the local people of the region of Gilgit Baltistan. Due to which, little to no effort has been made by the government for ecotourism development and growth in GB (except for Hunza) and whatever work is being done is done by a few private businesses such as Baydaar travels. Gilgit Baltistan has huge ecotourism potential and if government supports companies like Baydaar travels then ecotourism can do wonders in generating jobs and income for the locals as well as in protecting and conserving the natural environment to achieve long term benefits. Thus, through this document another objective of the research is fulfilled that is bringing more awareness regarding the conservation of the environment through ecotourism.

After 18th constitutional amendment, there has been a huge resource gap and lack of planning and implementation in the tourism sector. In order to fill this resource and planning gap, the government needs to encourage public private partnerships with a proper regulatory framework that defines clearly the roles and responsibilities of private and public sectors. Also, a statutory board needs to be established under the name of Pakistan Tourist Board that should have a representation from Gilgit Baltistan Tourism department, different federal government departments such as Civil Aviation, Planning Commission, Foreign Affairs Ministry, Interior Ministry etc. and private sector organizations. This Board should be directly accountable to the Prime Minister of the country and its main aims should be developing and promoting tourism industry through image building of Pakistan as a tourist destination on both international and domestic fronts, implementation of tourism quality standards, interdepartmental/inter-ministerial coordination and cooperation.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

References

- Abbas, G. (2019, may 6). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- Abbas, S. N., Sardar, M., Muhammad, M. W., Abbas, Y., Karim, R., Ali, N., . . . Haider, S. A. (2015). Ecotourism Potential in Gilgit-Baltistan (A Case Study of Khunjerab National Park). *American Journal of Agriculture and Forestry*, Vol. 3, No. 6, 253-259.
- Abruzzi. (2012, june 3). *Shigar Valley, Baltistan*. Retrieved from Abruzzi Teaching Garden: <http://www.abruzzischoolgarden.com/2012/03/how-it-started-and-where-were>
- Almeyda, Broadbent, Wyman, & Durham. (2010). Ecotourism impact in the Nicoya Peninsula, Costa Rica. *International Journal of Tourism Research*, 12, 803-819.
- Asian Development Bank. (2014, September 04). *Using Solar Power to Dry Fruit for Farmers in Northern Pakistan*. Retrieved from Asian Development Bank: <https://www.adb.org/features/solar-driers-bear-fruit-farmers-northern-pakistan>
- Aycan, Z., Kanungo, R. N., & Sinha, J. B. (1999). Cultural Anthropology. *Journal of Cross Cultural Psychology*, 501-526.
- backstrand, k., khan, j., & annica. (2010). The promise of new modes of environmental governance. *researchgate*, 290-306.
- BAIG, Z. (2016, MAY 21). *Call to enhance budget allocation for tourism industry*. Retrieved from BUSINESS RECORDER: <https://fp.brecorder.com/2016/05/2016052147817/>
- Baloch, Q. B. (2008). Managing Tourism in Pakistan (A Case Study of Chitral Valley). *Journal of Managerial Sciences, Volume II, Number 2*, 169-190.
- Bechhoefer, W. (2002). AFGHANISTAN REVISITED: SUSTAINABLE DEVELOPMENT AND ECO-TOURISM. *Traditional Dwellings and Settlements Review, Vol. 14, No. 1, [un] boundingtradition: the tensions of borders and regions: Eighth International Conference, December12-15, 2002 – Hong Kong: Conference Abstracts*, 40.
- Bhuiyan. (2012). Role of Ecotourism in Sustainable Development in the Economic Coastal Region, Malaysia. *Journal of Sustainable Development* 3, no.9.
- Cañete, A. M. (2003). HOW DOES SPECIES ENDANGERMENT BEGIN? TARSIER CONSERVATION, ECO-TOURISM, AND FARMERS IN TWO TOWNS IN THE PROVINCE OF BOHOL, PHILIPPINES. *Philippine Quarterly of Culture and Society, Vol. 31, No. 3, SPECIAL ISSUE: RURAENVIRONMENTAL ISSUES IN THE CENTRAL VISAYAS AND PALAWAN*, 182-206.
- Cheung, L., & Fok, L. (2014). Assessing the role of ecotourism training in changing participants' pro-environmental knowledge, attitude and behaviour. *Asia Pacific Journal of Tourism Research*, 19(6), 645-661.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

- Cohen. (2014). understanding Enviromental Policy. 1-21.
- Colby, M. E. (1991). Environmental management in development: the evolution of paradigms. *Ecological Economics*, 193-213.
- Dawn. (2015, April 05). *China's New Silk Road:What is in it for Pakistan?* Retrieved from Dawn News: <https://www.dawn.com/news/1177116>
- Department of Tourism Ministry of Tourism,Art and Culture- Government of India. (2018). *20 Year Perspective Plan for Sustainable Tourism in Rajasthan*. Dehli: A F Ferguson & Co - Management Consultancy Division.
- Downs, A. (1972). Up and Down with Ecology- The "Issue Attention Cycle". *The Environment as Problem:1*, 38-50.
- Ebrahim, Z. T. (2016, January 28). *The China-Pakistan Economic Corridor Winds through Gilgit-Baltistan*. Retrieved from Third Pole: <https://www.thethirdpole.net/2016/01/28/the-china-pakistan-economic-corridor-winds-through-gilgit-baltistan>
- EGRESI, I., BAYRAM, B., KARA, F., & KESIK, O. A. (2012). UNLOCKING THE POTENTIAL OF RELIGIOUS TOURISM IN TURKEY. *GeoJournal of Tourism and Geosites*, V no.1, vol. 9, 63-80.
- Fennell, D. (2003). *Ecotourism: An introduction*. london: Routledge.
- Fennell, D. (2008). Ecotourism and the myth of Indigenous stewardship. *Journal of Sustainable Tourism*, 16(2), 129-149.
- Ganai, I. A., Shawl, J. A., Dar, T. A., & Ain, Q. u. (2018). Tourism Sustainability and the Problematic Factors which Hinder Tourists to Visit the State of Jammu and Kashmir. *International Journal of Movement Education and Social Sciences*, 226-232.
- GEIDEZIS, L., & KREUTZ, M. (2009). Experience the Green Belt Nature conservation and eco-tourism along the former IronCurtain. *Urbani Izziv*, Vol. 20, No. 2, 136-139.
- go2 Tourism HR Society. (2019). *go2hr*. Retrieved from go2 Tourism HR Society: <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism>
- Gopal, S. (2014). Environment sustainability: The tour operator's perceptions. *TOURISMOS*, 9(1), 127-143.
- Grötzbach, E. (2003). Tourism in the Cordillera Blanca Region, Peru. *Revista Geográfica*, No. 133, 53-72.
- Hammersley, C. (2019, Feburary 20). *Parks & Recreation Management*. Retrieved from Northern Arizona University: <http://www.prm.nau.edu/prm300/>
- Harlem, G., & Brundtland. (1987). *Report for the World Commission on Environment and Development Our Common Future*. United Nations.
- Haroon, A. I. (2002). Ecotourism in Pakistan: A Myth? *Mountain Research and Development*, Vol. 22, No. 2, 110-112.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

- Hashim, I., Hashim, S., bo, X. Y., Ahmad, M., & Mobin, M. (2016). Empirical Analysis of Pakistan Hotel industry based on SWOT Model. *Journal of Tourism, Hospitality and Sports, Vol.19*, 17-24.
- Higham, J. (2007). Critical Issues in Ecotourism. *Routledge*, 184-200.
- Hussain, K. (2019, May 7). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- International Fund for Agricultural Development. (2015, December 7). *Economic Transformative Initiative Gilgit Baltistan*. Retrieved from Programme Design Report: <https://webapps.ifad.org/members/eb/114/docs/EB-2015-114-R-14-Project-design-report.pdf>
- International Institute of Sustainable Development. (2019, March 7). *Sustainable Development*. Retrieved from International Institute of Sustainable Development: <https://www.iisd.org/topic/sustainable-development>
- ISRAR, M., SHAFI, M. M., KHAN, N., AHMAD, N., BAIG, S., & KHAN, Z. H. (2009). ECO TOURISM IN NORTHERN PAKISTAN AND CHALLENGES PERSPECTIVE OF STAKEHOLDERS. *Sarhad J. Agric. Vol.25, No.1.*, 113-120.
- Jamal, T. B., & Getz, D. (1995). COLLABORATION THEORY AND COMMUNITY TOURISM PLANNING . *AnnMs of Tourism Research, Vol. 22, No. 1*, 186-204.
- JÄNICKE, M. (2006). Trend Setters in Environmental Policy: The Character and Role of Pioneer Countries. *European Environment, Vol. 15, No. 2*, 129-142.
- Karim, R., Durrani, S. A., & Hussain, A. (2012). Review of Issues Related to Tourism Policies regarding Environmental Management and Customary Practices of Tourism in Gilgit-Baltistan, Pakistan. *Journal of Environmental Science and Engineering B 1*, 1087-1093, 1087-1093.
- Khaled, J. I., & Abedin, R. (2018). Implementation of SQ GapFil Model in Improvement of Service Quality of Hospitality Management Industries in Sylhet Region of Bangladesh. *International Journal of Science and Business, Volume: 2, Issue: 4*, 800-809.
- KHALIL, S., KAKAR, M. K., & WALIULLAH. (2007). Role of Tourism in Economic Growth: Empirical Evidence from Pakistan Economy. *The Pakistan Development Review 46 : 4 Part II*, 985–995.
- Khan, H. N. (2017, September 25). *Tourism Industry in Pakistan*. Retrieved from THE NATION: <https://nation.com.pk/25-Sep-2017/tourism-industry-in-pakistan>
- Khan, I. (2019, may 5). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- Khan, M. (2012). CHALLENGES AFFECTING THE TOURISM INDUSTRY IN PAKISTAN. *Thesis, CENTRIA UNIVERSITY OF APPLIED SCIENCES, Degree Programme in Tourism*, 1-37.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

- Kontogeorgopoulos, N. (2004). Conventional tourism and ecotourism in Phuket, Thailand: Conflicting paradigms or symbiotic partners? *Journal of Ecotourism*, 3(2), 87-108.
- Lashari, Z. (2019, may 4). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- Levy, S. E., & Hawkins, D. E. (2009). Peace Through Tourism: Commerce Based Principles and Practices. *Journal of Business Ethics*, Vol. 89, Supplement 4: PEACE THROUGH COMMERCE:A MULTISECTORAL APPROACH, 569-585.
- Li, W., & Han, N. (2001). Ecotourism Management in China's Nature Reserves. *Ambio*, Vol. 30, No. 1, 62-63.
- M.M.Goyal, D. (2014). ECO-TOURISM- OPPURTUNITY BECKONS. *International Research Journal of Management Science & Technology*, Vol 5 Issue 9, 115-120.
- Matysek, K., & Kriwoken, L. (2003). The natural state: Naturebased tourism and ecotourism accreditation in Tasmania, Australia. *Journal of Quality Assurance in Hospitality and Tourism*, 4(1/2), 129-145.
- Medeiros, A. B., Enders, B. C., & Lira, A. L. (2015). The Florence Nightingale's Environmental Theory: A Critical Analysis. *Esc. Anna Nery vol.19 no.3 Rio de Janeiro* .
- Medina, L. K. (2005). Ecotourism and Certification: Confronting the Principles and Pragmatics of Socially Responsible Tourism. *Journal of Sustainable Tourism* 13, no. 3, 281-295.
- Ministry of Environment. (2008). *Pakistan National Conservation Strategy*. Islamabad: Ministry of Environment.
- Ministry of Overseas Pakistanis and Human Resource Development Government of Pakistan. (2015). *Labour Migration from Pakistan*. Islamabad: Ministry of Overseas Pakistanis and Human Resource Development Government of Pakistan.
- Ministry of Planning, Development and Reforms. (2017). *Promoting Ecotourism in Gilgit-Baltistan under CPEC*. Islamabad: Government of Pakistan.
- Ministry of Tourism. (1976). *The Pakistan Hotel and Restaurants Act* . Islamabad: Ministry of Tourism.
- Ministry of Tourism. (1977). *The Pakistan Tourism Guides Act and rules 1977*. Islamabad: Ministry of Tourism.
- Ministry of Tourism. (1977). *The Travel Agencies Act 1976 and rules 1977*. Islamabad: Ministry of Tourism.
- Ministry of Tourism. (1990). *Pakistan National Tourism Policy 1990*. Islamabad: Ministry of Tourism.
- Ministry of Tourism. (2000). *Domestic Tourism Survey*. Islamabad: Ministry of Tourism.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

- Ministry of Tourism. (2009). *Pakistan Tourism Facts and Figures 2008-09*. Islamabad: Ministry of Tourism.
- Ministry of Tourism. (2010). *Pakistan National Tourism Policy*. Islamabad: Ministry of Tourism.
- Mowforth, M., & Munt, I. (2015). *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World*. New York: Routledge.
- Mubashir, & Sajid. (2019, May 5). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikanadr, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- Mukhtiar. (2019, may 8). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- Munjal, S. (2015). Sustainable Eco-Tourism: A Case Study from India -Andhra Pradesh. <https://www.researchgate.net/publication/306038812>, 102-117.
- Najam, A. (2003). The Case Against a New International Environmental Organization. *Jstor, Global Governance, Vol. 9, No. 3* , 367-384.
- Nasir, C. R. (2019, may 4). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. ALI, & M. T. Salman, Interviewers)
- Naveed, H. (2018, March 3). *Pakistan in the global tourism industry*. Retrieved from THE EXPRESS TRIBUNE: <https://tribune.com.pk/story/1649475/6-pakistan-global-tourism-industry/>
- Oxford Poverty & Human Development Initiative (OPHI). (2017, July 8). *Multidimensional poverty is made up of several factors that constitute poor people's experience of deprivation – such as poor health, lack of education, inadequate living standard, lack of income (as one of several factors considered), disempowerment, poo*. Retrieved from Policy — a Multidimensional Approach: <https://ophi.org.uk/policy/multidimensional-poverty-index/>
- Pamir Times. (2018, June 22). *Social and Environmental Impacts of Tourism in Gilgit Baltistan*. Retrieved from Pamir Times: <https://pamirtimes.net/2018/06/22/social-and-environmental-impact-of-tourism/>
- Pfeffer, & Salancik. (1978). *THE EXTERNAL CONTROL OF ORGANIZATIONS: A Resource Dependence Perspective*. Retrieved from <http://kendlevidian.pbworks.com/w/file/100099305/Pfeffer%20and%20Salancik%201978%20Notes.pdf>
- PILDAT. (2015). *Background Paper, Promotion of Tourism in Pakistan*. Islamabad: PILDAT.
- Punia, B. K. (1994). *Tourism Management: Problems and Prospects*. Haryana, India: APH Publishing.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

- Raja, A. R. (2019, may 9). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- RANA, A. U. (2019, May 02). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- Rehman, Atiq ur. (2013, March 2). *hamari web*. Retrieved from Hamari Web: <https://hamariweb.com/articles/30118>
- Rigatti, V. (2016). How can an ecolodge become a sustainable and successful business model: Environmental, social, and economic perspectives? . *Unpublished thesis, Master degree of science in international tourism management. Modul University, Vienna.* .
- Ritchie, H., & Roser, M. (2017, May). *CO₂ and other Greenhouse Gas Emissions*. Retrieved from Our world in Data: <https://ourworldindata.org/co2-and-other-greenhouse-gas-emissions>
- Ross, S., & Wall, G. (1999). Ecotourism: Towards congruence between theory and practice. *Tourism Management, 20*, 123- 132.
- Samuels, K. L., & Baird, M. F. (2016, june 6). *Critical Heritage Theory: Foundational Cores and Innovative Edges*. Retrieved from What does heritage change?: <https://sites.grenadine.co/sites/patrimoine/fr/ACHS2016/schedule/397/Critical+Heritage+Theory:+Foundational+Cores+and+Innovative+Edges>
- Sanchez, J. C. (2017, October 10). *What is Ecotourism?* Retrieved from Visit.Org: <https://visit.org/blog/en/what-is-ecotourism/>
- Sangpikul. (2015). An investigation of ecotourism practices of tour operators in Thailand, Malaysia, and Indonesia. *Modern Management Journal, 13(2)*, 153-172.
- Sangpikul, A. (2011). Developing good practices for ecotourism tour operators. *Sasin Journal of Management, 17(1)*, 53-86.
- Seema, P., & JoJo, T. (2006). White Paper on Eco-Tourism Policy. *Center for Conservation Governance and Policy*, 1-28.
- Sohail. (2019, may 6). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- Sreekumar, T. T., & Parayil, G. (2002). Contentions and Contradictions of Tourism as Development Option: The Case of Kerala,India. *Third World Quarterly, Vol. 23, No. 3*, 529-548.
- Telfer, D. J., & Sharpley, R. (2015). *Tourism and Development in the Developing World*. New York: Routledge.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

- Thampi, D. S. (2005). Ecotourism in Kerala, India: Lessons from the EcoDevelopment Project in Periyar Tiger Reserve. *ECOCLUB.com E-Paper Series, Nr. 13*, 1-10.
- The Global Development Research Center. (2018). *Sustainable Tourism*. Retrieved from The Global Development Research Center (GDRC): <https://www.gdrc.org/uem/eco-tour/sustour-define.html>
- Tiwari, T., & Abrol, A. (2015). A Research Paper on Eco-Tourism- Its Sustainability in India. *International Research Journal of Commerce Arts and Science*, 21-28.
- Tojeiro, M. C. (2011). The Ecotourism Sustainable Strategy: Engagement and Overcoming. *Journal of Coastal Research, Special Issue No. 61. Proceedings of the Third International Conference: MANAGEMENT OF RECREATIONAL RESOURCES 27th - 30th October 2010 Grosseto, Tuscany, ITALY*, 221-225.
- Tugba Kiper. (2013). Role of Ecotourism in Sustainable Development. *Advances in Landscape Architecture, InTech*.
- Uddhammar, E. (2006). Development, Conservation and Tourism: Conflict or Symbiosis? *Review of International Political Economy, Vol. 13, No. 4*, 656-678.
- Ullah, Z., Johnson, D., Micallef, A., & Williams, A. T. (2010). Coastal Scenic Assessment: Unlocking the Potential for Coastal Tourism in Rural Pakistan via Mediterranean Developed Techniques. *Journal of Coastal Conservation, Vol. 14, No. 4, Advances in Integrated Coastal Management for the Mediterranean & Black Sea*, 285-293.
- United Nation Environment Program and United Nation World Tourism Organization. (2005, March 7). Making Tourism More Sustainable - A Guide for Policy Makers. *United Nation Environment Program and United Nation World Tourism Organization*, 11-12. Retrieved from <http://sdt.unwto.org/content/about-us-5>
- United Nation World Tourism Organisation (UNWTO). (2015, December 7). *UN Declares 2017 as the International Year of Sustainable Tourism and Development*. Retrieved from Press Release: <http://media.unwto.org/press-release/2015-12-07/united-nations-declares-2017-international-year-sustainable-tourism-develop>
- UNITED NATIONS [UN]. (2019). *Sustainable Development Goals [SDGs]*. Retrieved from UNITED NATIONS Sustainable Development Goals: <http://www.un.org/sustainabledevelopment/news/communications-material/>
- United Nations Conference on Sustainable Development (RIO+20). (2012, June 12). *The Future We Want*. Retrieved from RIO20: <http://rio20.net/wp-content/uploads/2012/06/N1238164.pdf>
- United Nations World Tourism Organization [UNWTO]. (2019). *Sustainable Development of Tourism*. Retrieved from United Nations World Tourism Organization: <http://sdt.unwto.org/content/about-us-5>.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

- UNWTO; SNV. (2010). *Tourism and Poverty Alleviation*. Retrieved from United Nations World Tourism Organization : <http://step.unwto.org/content/tourism-and-poverty-alleviation-1>
- Wall, G. (1997). Is Ecotourism Sustainable? *Environmental Management* 21, no. 4, 483-491.
- Waqas. (2019, may 8). Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan. (K. Sikandar, R. A. Khan, M. F. Mehdi, H. Ali, & M. T. Salman, Interviewers)
- Wilkie, D. S., & Carpenter, J. (1999). Can Nature Tourism help Finance Protected Areas in the Congo Basin? *Oryx* 33, no. 4, 333-339.
- Wolf, S. O. (2017). China-Pakistan Economic Corridor and its Impact on Regionalisation in South Asia. *Regional Cooperation in South Asia: Springer Cham*, 99-112.
- World Economic Forum. (2017). *The Travel and Tourism Competitiveness Report 2017*. Retrieved from World Economic Forum: http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf
- World Wildlife Fund [WWF]. (2018). *World Wildlife Fund*. Retrieved from World Wildlife Fund: <https://www.worldwildlife.org/search?cx=003443374396369277624%3Av3nraqhmeyk&ie=UTF-8&x=eco+tourism>
- Young, A. M. (1986). Eco-Enterprises: Eco-Tourism and Farming of Exotics in the Tropics. *Ambio*, Vol. 15, No. 6, 361-363.
- Young, S. Y. (2008). ECO-TRADE: ECO-TOURISM AND THE DISCOURSE ON TRADITION. *Traditional Dwellings and Settlements Review*, Vol. 20, No. 1, *INTERROGATINGTRADITION: Epistemologies, Fundamentalisms, Regeneration, and Practices: TwentiethAnniversary Conference of the International Association for the Study of TraditionalEnvironments*, , 82-83.
- Zahidullah, Mohammad, N., & Hassan, A. (2018). Post Terrorism Status of Tourism in Swat Valley, Khyber Pakhtunkhwa. <https://www.researchgate.net/publication/322888397>.
- Zambrano, Almeyda, Broadbent, & Durham. (2010). Social and environmental effects of ecotourism in the Osa Peninsula of Costa Rica. *The Lapa Rios case, Journal of Ecotourism*, 9 (1), 62-83.
- Zurick, D. N. (1992). Adventure Travel and Sustainable Tourism in the Peripheral Economy of Nepal. *Annals of the Association of American Geographers*, Vol. 82, No. 4, 608-628.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Appendix: 1

Tourist Survey:

		What is your gender?			Total
		Male	Female	Other	
From which region of Pakistan do you belong?	Punjab	74	103	0	177
	Sindh	9	4	0	13
	Balochistan	4	0	0	4
	KPK	10	10	0	20
	Disputed Territories (GB/AJK)	11	5	1	17
Total		108	122	1	231

Figure 1: Tourist Origin

		What is your gender?
From which region of Pakistan do you belong?	Chi Square	24.63*
	Degrees of Freedom	8
	p-value	0.00

Figure 2: Tourist Origin

With whom do you travel the most?	Family	28	94	0	122
	Friends	59	22	0	81
	Alone	22	5	1	28
	Total	109	121	1	231

Figure 3: Travelling Choice

		What is your gender?
With whom do you travel the most?	Chi Square	69.96*
	Degrees of Freedom	4
	p-value	0.00

Figure 4: Travelling Choice



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

		What is your employment status?				Total
		Employed	Seeking for employment	Unemployed	Studying	
Have you ever traveled to Gilgit Baltistan?	Yes	52	14	18	47	131
	No	24	17	13	47	101
Total		76	31	31	94	232

Figure 5: Travelling Affordability

		What is your employment status?
Have you ever traveled to Gilgit Baltistan?	Chi Square	7.66
	Degrees of Freedom	3
	p-value	0.05

Figure 6: Travelling Affordability

		To which age group do you belong?				Total
		15-25	25-35	35-45	45-55	
Which Type of Tourism do you like the most?	Archaeological Tourism [Aims to promote public interest in archaeology and conservation of historical sites]	27	14	0	2	43
	Adventure Tourism [Tourist activity that includes a physical activity or activity in nature]	114	48	0	2	164
	Rural Tourism [Activity focusing on participating in rural life.]	13	6	0	2	21
	Religious Tourism [Tourist activity linked to pilgrimage, missionary, or leisure (fellowship) purposes.]	12	9	1	1	23
	Cultural Tourism [Travelers engagement with region's culture (lifestyle, art, architecture, history)]	70	32	3	6	111
Total		156	65	4	6	231

Figure 7: Tourism Choice Categorization

		To which age group do you belong?
Which Type of Tourism do you like the most?	Chi Square	17.73*
	Degrees of Freedom	12
	p-value	0.12

Figure 8: Tourism Choice Categorization



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Ecotourism is defined as Responsible travel to natural areas that conserves the environment and i...	Yes	108	56	1	2	167
	Haven't thought about it	41	7	3	5	56
	No	5	2	0	0	7
	Total	154	65	4	7	230

Figure 9: Concept of Ecotourism

		To which age group do you belong?
Ecotourism is defined as Responsible travel to natural areas that conserves the environment and i...	Chi Square	21.08*
	Degrees of Freedom	6
	p-value	0.00

Figure 10: Concept of Ecotourism

Do you try to play your role in keeping environment clean while on tour?	Yes	130	59	4	4	197
	No	3	0	0	1	4
	Sometimes	20	6	0	2	28
	Total	153	65	4	7	229

Figure 11: Ratio of awareness among people on to keep environment clean

		To which age group do you belong?
Do you try to play your role in keeping environment clean while on tour?	Chi Square	11.09*
	Degrees of Freedom	6
	p-value	0.09

Figure 12: Ratio of awareness among people on to keep environment clean



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Are there factors about Eco Tourism that hold you back?	Cost	26	12	1	0	39
	Lack of information	81	42	3	5	131
	Limited destination choice	42	10	0	2	54
	Total	149	64	4	7	224

Figure 13: Non Implementation of Ecotourism

Are there factors about Eco Tourism that hold you back?	Chi Square	6.76*
	Degrees of Freedom	6
	p-value	0.34

Figure 14: Non Implementation of Ecotourism

Have you ever traveled to Gilgit Baltistan?		From which region of Pakistan do you belong?					Total
		Punjab	Sindh	Balochistan	KPK	Disputed Territories (GB/AJK)	
	Yes	96	6	3	11	15	131
No	81	7	1	9	2	100	
Total	177	13	4	20	17	231	

Figure 15: Regional Tourist demographics

Have you ever traveled to Gilgit Baltistan?	Chi Square	8.48*
	Degrees of Freedom	4
	p-value	0.08

Figure 16: Regional Tourist demographics

Are you aware of the concept that is ECO TOURISM?	yes	77	3	4	11	12	107
	Maybe	27	4	0	0	4	35
	No	71	5	0	9	1	86
	Total	175	12	4	20	17	228

Figure 17: Regional Tourist Eco Tourism Awareness



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

		From which region of Pakistan do you belong?
Are you aware of the concept that is ECO TOURISM?	Chi Square	19.99*
	Degrees of Freedom	8
	p-value	0.01

Figure 18: Regional Tourist Eco Tourism Awareness

Do you find traveling to Gilgit Baltistan economical?	Very Economical	12	1	3	4	20
	Slightly Economical	19	14	7	35	75
	Slightly Expensive	30	7	11	23	71
	Expensive	6	5	7	21	39
	Very Expensive	1	4	3	2	10
Total		68	31	31	85	215

Figure 19: Budget Expenditure

		What is your employment status?
Do you find traveling to Gilgit Baltistan economical?	Chi Square	31.32*
	Degrees of Freedom	12
	p-value	0.00

Figure 20: Budget Expenditure

Which kind of Transport do you use for going to any tourist site?	Private Transport	40	22	23	57	142
	Public Transport (for e.g NET CO)	9	1	1	14	25
	Rent a car	18	4	6	14	42
	Other	6	4	1	5	16
Total		73	31	31	90	225

Figure 21: Employment- Transport Choice

		What is your employment status?
Which kind of Transport do you use for going to any tourist site?	Chi Square	11.86*
	Degrees of Freedom	9
	p-value	0.22

Figure 22: Employment- Transport Choice



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan A case study of Gilgit Baltistan

		Have you ever traveled to Gilgit Baltistan?		Total
		Yes	No	
Which Type of Tourism do you like the most?	Archaeological Tourism [Aims to promote public interest in archaeology and conservation of historical sites]	24	19	43
	Adventure Tourism [Tourist activity that includes a physical activity or activity in nature]	94	70	164
	Rural Tourism [Activity focusing on participating in rural life.]	14	7	21
	Religious Tourism [Tourist activity linked to pilgrimage, missionary, or leisure (fellowship) purposes.]	12	11	23
	Cultural Tourism [Travelers engagement with region's culture (lifestyle, art, architecture, history)]	59	52	111
Total		131	100	231

Figure 23: Tourism Categorization-Gilgit Tourist Choice

Which Type of Tourism do you like the most?	Have you ever traveled to Gilgit Baltistan?	
	Chi Square	1.65
	Degrees of Freedom	4
	p-value	0.80

Figure 24: Tourism Categorization-Gilgit Tourist Choice

		Have you ever traveled to Gilgit Baltistan?		Total
		Yes	No	
Do you consider threat of terrorism while travelling to Gilgit Baltistan?	Definitely yes	6	4	10
	Probably yes	12	18	30
	Maybe	18	24	42
	Probably not	49	35	84
	Definitely not	46	15	61
Total		131	96	227

Figure 25: Threat of Terrorism- Tourist of Gilgit

Do you consider threat of terrorism while travelling to Gilgit Baltistan?	Have you ever traveled to Gilgit Baltistan?	
	Chi Square	15.52*
	Degrees of Freedom	4
	p-value	0.00

Figure 26: Threat of Terrorism- Tourist of Gilgit



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

		Have you ever traveled to Gilgit Baltistan?		Total
		Yes	No	
Are you satisfied with Infrastructure of Gilgit Baltistan (roads,electricity etc)?	Definitely yes	11	0	11
	Probably yes	18	9	27
	Maybe	18	15	33
	Probably not	49	29	78
	Definitely not	55	12	67
Total		131	85	216

Figure 27: Infrastructure facilities-Tourist of Gilgit

		Have you ever traveled to Gilgit Baltistan?	
		Chi Square	Degrees of Freedom
Are you satisfied with Infrastructure of Gilgit Baltistan (roads,electricity etc)?	Chi Square	38.97*	
	Degrees of Freedom	4	
	p-value	0.00	

Figure 28: Infrastructure facilities-Tourist of Gilgit

		Have you ever traveled to Gilgit Baltistan?		Total
		Yes	No	
Are you satisfied with the facilities provided by Government/Private Businesses in Tourism sector...	Definitely yes	18	4	22
	Probably yes	44	18	62
	Maybe	31	40	71
	Probably not	24	19	43
	Definitely not	14	12	26
Total		131	93	224

Figure 29: Government service provision –Gilgit Tourist Demand

		Have you ever traveled to Gilgit Baltistan?	
		Chi Square	Degrees of Freedom
Are you satisfied with the facilities provided by Government/Private Businesses in Tourism sector...	Chi Square	15.69	
	Degrees of Freedom	4	
	p-value	0.00	

Figure 30: Government service provision –Gilgit Tourist Demand



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

		Have you ever traveled to Gilgit Baltistan?		
		Yes	No	Total
Which kind of Transport do you use for going to any tourist site?	Private Transport	72	70	142
	Public Transport (for e.g NET CO)	19	6	25
	Rent a car	31	11	42
	Other	9	7	16
Total		131	94	225

Figure 31: Transport Mean- Gilgit Tourist

		Have you ever traveled to Gilgit Baltistan?
Which kind of Transport do you use for going to any tourist site?	Chi Square	10.77
	Degrees of Freedom	3
	p-value	0.01

Figure 32: Transport Mean- Gilgit Tourist

		Have you ever traveled to Gilgit Baltistan?		
		Yes	No	Total
Are you aware of the concept that is ECO TOURISM?	yes	44	42	86
	Maybe	20	15	35
	No	67	41	108
Total		131	98	229

Figure 33: Ecotourism-Tourist of Gilgit

		Have you ever traveled to Gilgit Baltistan?
Are you aware of the concept that is ECO TOURISM?	Chi Square	2.31
	Degrees of Freedom	2
	p-value	0.31

Figure 34: Ecotourism-Tourist of Gilgit



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Local Survey:

		From which district do you belong ?								Total
		District Ghizer	District Gilgit	District Hunza	District Nagar	District Diamer	District Astore	District Sakardu	District Ghanche	
Does Tourists activity pollutes the environment?	yes	7	10	8	3	2	2	2	1	35
	Maybe	19	33	35	21	16	9	8	4	145
	No	5	1	0	1	1	0	0	0	8
Total		31	44	43	26	19	11	10	5	188

Figure 35: District-Environment

		From which district do you belong ?
Does Tourists activity pollutes the environment?	Chi Square	17.06*
	Degrees of Freedom	14
	p-value	0.25

Figure 36: District-Environment

Is government doing anything for providing chances to locals for business during tourism peak mon...	Definitely yes	4	9	1	1	1	1	1	0	18
	Probably yes	13	19	29	15	9	8	2	3	98
	Might or might not	5	9	5	6	3	0	1	2	31
	Probably not	7	5	6	1	4	2	5	0	30
	Definitely not	3	2	2	3	2	0	1	0	13
	Total	32	44	43	26	19	11	10	5	190

Figure 37: Regional Government Policy

		From which district do you belong ?
Is government doing anything for providing chances to locals for business during tourism peak mon...	Chi Square	37.83*
	Degrees of Freedom	28
	p-value	0.10

Figure 38: Regional Government Policy



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Is government taking steps for improving basic facilities to promote tourist sites? (Electricity...)	Definitely yes	3	14	4	1	4	3	1	2	32
	Probably yes	11	14	12	11	6	4	2	1	61
	Might or might not	7	7	21	7	5	2	2	2	53
	Probably not	5	9	5	7	3	2	4	0	35
	Definitely not	6	0	1	0	1	0	1	0	9
Total		32	44	43	26	19	11	10	5	190

Figure 39: Regional Government Facilities

		From which district do you belong ?
Is government taking steps for improving basic facilities to promote tourist sites? (Electricity...)	Chi Square	50.28*
	Degrees of Freedom	28
	p-value	0.01

Figure 40: Regional Government Facilities

How much conservation/reduction measures government is undertaking for water, waste and energy?	10-20%	6	8	7	4	1	0	3	1	30
	20-40%	13	20	20	9	7	4	6	3	82
	40-60%	6	7	11	7	5	4	1	1	42
	60-80%	4	7	5	6	3	3	0	0	28
	80-100%	3	1	0	0	3	0	0	0	7
Total		32	43	43	26	19	11	10	5	189

Figure 41: Region wise Government Actions

		From which district do you belong ?
How much conservation/reduction measures government is undertaking for water, waste and energy?	Chi Square	28.98*
	Degrees of Freedom	28
	p-value	0.41

Figure 42: Region wise Government Actions



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Is average ratio of Tourists increasing or not?	yes	10	13	8	3	3	1	6	1	45
	Maybe	19	27	32	20	13	10	3	3	127
	No	3	3	3	2	2	0	1	1	15
	Total	32	43	43	25	18	11	10	5	187

Figure 43: Regional Tourism Growth

		From which district do you belong ?
Is average ratio of Tourists increasing or not?	Chi Square	16.86*
	Degrees of Freedom	14
	p-value	0.26

Figure 44: Regional Tourism Growth

Does tourism activities create new job opportunities for locals ?	yes	14	11	4	2	5	1	5	2	44
	no	15	23	30	14	9	7	4	1	103
	maybe	3	8	8	10	5	3	0	2	39
	Total	32	42	42	26	19	11	9	5	186

Figure 45: Regional-Local Growth

		From which district do you belong ?
Does tourism activities create new job opportunities for locals ?	Chi Square	30.68*
	Degrees of Freedom	14
	p-value	0.01

Figure 46: Regional-Local Growth



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Does people from other provinces create problems for locals ?	yes	7	7	5	4	4	1	0	1	29
	Maybe	18	34	38	18	11	7	6	3	135
	No	7	3	0	2	4	2	3	1	22
	Total	32	44	43	24	19	10	9	5	186

Figure 47: Regional Conflict

		From which district do you belong ?
Does people from other provinces create problems for locals ?	Chi Square	21.56*
	Degrees of Freedom	14
	p-value	0.09

Figure 48: Regional Conflict

Do you think CPEC will affect your life in a positive way ?	Definitely yes	10	7	11	4	4	2	2	2	42
	Probably yes	8	19	13	8	6	5	3	2	64
	Might or might not	10	12	12	10	5	4	3	1	57
	Probably not	2	4	6	2	4	0	2	0	20
	Definitely not	2	1	1	2	0	0	0	0	6
	Total	32	43	43	26	19	11	10	5	189

Figure 49: CPEC-Regional Progress Process

		From which district do you belong ?
Do you think CPEC will affect your life in a positive way ?	Chi Square	17.56*
	Degrees of Freedom	28
	p-value	0.94

Figure 50: CPEC-Regional Progress Process



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Do you invest in the area where your business operates? E.g. does any profit go back to the local...	Yes	7	7	6	3	5	4	1	0	33
	Yes but not so frequently	19	31	34	21	13	7	7	4	136
	No	3	5	2	2	1	0	1	1	15
	Total	29	43	42	26	19	11	9	5	184

Figure 51: Community Based Economic Activity

Do you invest in the area where your business operates? E.g. does any profit go back to the local...	From which district do you belong ?	
	Chi Square	10.03*
	Degrees of Freedom	14
	p-value	0.76

Figure 52: Community Based Economic Activity

Do you think CPEC would increase tourism in GILGIT ?	Do you know about CPEC (china pakistan economic corridor) ?		Total	
	yes	no		
	yes	45	13	58
	no	57	34	91
	maybe	21	13	34
	Total	123	60	183

Figure 53: Tourism-Trend

Do you think CPEC would increase tourism in GILGIT ?	Do you know about CPEC (china pakistan economic corridor) ?	
	Chi Square	4.15
	Degrees of Freedom	2
	p-value	0.13

Figure 54: Tourism-Trend

Do you think CPEC will affect your life in a positive way ?	Definitely yes	32	9	41
	Probably yes	43	20	63
	Might or might not	36	21	57
	Probably not	10	9	19
	Definitely not	4	2	6
	Total	125	61	186

Figure 55: Living-Style



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

		Do you know about CPEC (china pakistan economic corridor) ?
Do you think CPEC will affect your life in a positive way ?	Chi Square	4.47*
	Degrees of Freedom	4
	p-value	0.35

Figure 56: Living-Style

		What is your educational qualification ?						Total
		Matriculation (O levels)	Higher Secondary School (A levels)	Undergraduate (Bachelors)	Masters (M Phil , Ms)	Doctorate (P.H.D)	Uneducated	
What is your employment status ?	Employed	4	4	18	15	1	2	44
	Unemployed	12	12	30	5	1	2	62
	Seeking for employment	2	5	8	4	0	0	19
	Studying	6	27	31	4	0	0	68
	Total	24	48	87	28	2	4	193

Figure 57: Employment-Education

		What is your educational qualification ?
What is your employment status ?	Chi Square	37.81*
	Degrees of Freedom	15
	p-value	0.00

Figure 58: Employment-Education

Is government doing anything for providing chances to locals for business during tourism peak mon...	Definitely yes	3	5	7	4	0	0	19
	Probably yes	11	25	47	16	0	1	100
	Might or might not	6	10	11	4	1	0	32
	Probably not	4	5	15	3	1	2	30
	Definitely not	0	4	7	1	0	1	13
	Total	24	49	87	28	2	4	194

Figure 59: Government/opportunities



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

		What is your educational qualification ?
Is government doing anything for providing chances to locals for business during tourism peak mon...	Chi Square	18.68*
	Degrees of Freedom	20
	p-value	0.54

Figure 60: Government/opportunities

Is average ratio of Tourists increasing or not?	yes	2	11	30	4	0	2	49
	Maybe	15	35	54	21	1	1	127
	No	5	2	3	3	1	1	15
	Total	22	48	87	28	2	4	164

Figure 61: Tourism Ratio

		What is your educational qualification ?
Is average ratio of Tourists increasing or not?	Chi Square	25.46*
	Degrees of Freedom	10
	p-value	0.00

Figure 62: Tourism Ratio



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Appendix: 2

NVIVO DATA

Critical Themes generated in NVIVO

The themes are generated through transcribed interviews. Themes show important points related to the different problems present in the tourism sector of Pakistan. Themes are generated in order to analyse the data from interviews qualitatively.

1	Name	Files	References
2	Blockage of view through unplanned Co	2	2
3	Cultural Issue	3	4
4	Ecotourism & Economic Growth Potent	2	17
5	Education and Awareness	5	8
6	Environmental Issues	6	11
7	Inaccessibility	2	3
8	Infrastructure Issues	5	9
9	Institutional & Implementation Issues	7	27
10	initiative	6	22
11	Lack of Advertisement	2	6
12	Lack of Basic Facilities (Electricity & Gas,	3	13
13	Lack of big investors	1	1
14	Lack of Information	2	2
15	Lack of Political will	2	2
16	Lack of Unity	1	1
18	Local Hiring	2	2
19	Natural Limitations	1	1
20	New Tourist Spots	2	3
21	Opposition towards Government Policie	1	2
22	Political Will	1	2
23	Religious Intolerance	1	1
24	Social Media Advertisement	1	1
25	Targeting High Income tourists	2	2
26	Transport Initiatives	1	1
27	Visa Issue	1	1
28	Waste	4	8
29	Waste Management Initiatives	4	13



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Relationships between Themes (Nodes)

1	From Name	Type	To Name
2	Waste Management Initiative	WASTE	Waste
3	Visa Issue	VISA ISSUE	Institutional & Implementation Issues
4	Social Media Advertisement	HIGH INCOME	Targeting High Income tourists
5	Natural Limitations	Associated	Institutional & Implementation Issues
6	Natural Limitations	NATURAL LIMITATIONS	Infrastructure Issues
7	Lack of Unity	UNITY	Education and Awareness
8	Lack of Information	LACK OF INFORMATION	Institutional & Implementation Issues
9	Lack of Basic Facilities (Electricity)	Lack of Basic Facilities	Political Will
10	Lack of Basic Facilities (Electricity)	LACK OF BASIC FACILITIES	Institutional & Implementation Issues
11	Lack of Advertisement	Associated	Lack of Political will
12	initiative	INITIATIVE	New Tourist Spots
13	initiative	SOCIAL MEDIA	Social Media Advertisement
14	Infrastructure Issues	INFRASTRUCTURE	Institutional & Implementation Issues
15	Infrastructure Issues	No Big Investors	Lack of big investors
16	Inaccessibility	Associated	Natural Limitations
17	Environmental Issues	Environmental	Waste
18	Environmental Issues	Environmental	Institutional & Implementation Issues
19	Education and Awareness	RELIGIOUS INTOLERANCE	Religious Intolerance
20	Education and Awareness	OPPOSITION	Opposition towards Government Policies
21	Cultural Issue	EDUCATION	Education and Awareness
22	Blockage of view through	Blockage of view	Institutional & Implementation Issues

The above screenshot represents the relationships between different nodes. NVIVO helps the user to generate relationships between different themes. This eases the task of conducting the qualitative analysis manually. Relationships help to link the different themes present in the interviews with each other.

Word Frequency Queries - Tree Map

Baydaar Travels

The interview of Baydaar travels was quite long thus we created 3 different transcripts of this interview. Below are screenshots of the tree map of Baydaar travels interview.



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

places	year	commun	quality	tourism	1400	burde	come	crore	directl	discove	earne	every	expen	failed	field	
		many	recruit	tourist	afgha	busine	compa	culture	first	given	giving	goes	graph	hunza	inrea	
take	existing	new	see	travel	agent	camps	conce	custor	food	indust	kashm	keen	knowi	lack	lakhs	
					aim	cant	conce	custor	fort	infrast	last	mess	minim	misga	money	
people	just	passion	services	work	altit	care	consis	develo	fund	jobs	left	month	noticin	one	operat	
					always	check	contri	difere	gemst	judge	mainta	mostl	oppur	pay	pick	
	business	plan	team	100	boot	china	creat	diffo	clgive	kalam	man	msg	pamir	plea	pove	profil

pakistan	hunza	even	tourist	busines	nothing	issue	research	working	youth	also	anyth	area	aroun	avg	
		new	jeep	check	ptdc	know	still	based	difere	exam	face	facility	going	good	
people	tourism	foreigner	just	electrici	time	known	tour	better	hockey	made	major	make	naran	needs	
				giving	lot	valley	big	hotel	now	rooms	two	way	went		
govt	one	governmen	work	market	district	operato	visa	classe	hotels	per	yet	attrac	bad	becor	
				drivers	pakista	want	comm	ice	pote	2nd	bigg	cha	che	chin	
	done	road	built	mounta	every	proble	well	culture	knowir	pretti	alread	boy	come	cre	crea
								day	local	anyor	cam	coun	custom		



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

hunza	marketing	waste	less	time	along	compar	fruit	ice	per	photog	plant	promo	provide	really
	plastic	way	national	travel	also	conditi	garbag	industry	respect	sold	span	spend	support	target
pakistan	taken	age	now	women	another	econom	gather	initiative	result	tend	want	water	well	world
people	thing	branding	one	year	back	elemen	give	market	secondl	terroriz	zones	activa	aim	anim
winter	tourist	company	since	150	camp	farm	help	park	sites	value	action	apart	bayda	bellbha

District Forest Officer

forest	communit	protect	govt	also	last	policy	much	proper	resourc	seen	sir	taken	thus
	departmen	tourist	issue	amount	make	animals	park	time	agree	allow	allowe	appro	area
people	national	plan	dnp	markhor	another	facilities	places	weath	comm	effect	envirm	extrac	extrac
tourism	governme	wildlife	trophy	firewood	model	forestry	policies	wood	conce	flora	help	highes	hunt
	hunting	year	winter	hunters	natural	given	populat	activit	cookin	forest	ibex	increa	large
parks			knp	plant	like	prograr	proble	adres	deper	fulfill	impac	madenalt	need
								adver	differ	give	imple	maki	plante
									dome	heatir	impro	mt	politic
													protecte



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Khadim Hussain, Environment Protection Agency

waste	environmen	tourism	awarene	proper	allowan	critical	promot	bear	cant	charge	concer	cutting	damag	deosa
			different	properly	assemb	district	since	dome	increa	install	introdu	issue	khunj	leave
	mass	area			bag	gilgit	system	ecosy	local	park	policy	pollute	project	provid
epa		ecotourism	khadim	protectio				far	nationa	regulat	see	sensit	sessio	speciz
	environmen				change	hunza	act	fee	next	replace	step	used	weath	well
		areas	landfill	sites	climate	legislat	among	held	norma	resulte	taken	whol	201	accdacc
also	governmen		manage	agency	compor	plastic	another	hospit	now	role	thus		achie	affa
		aware					bags		pakista	second	traditio	year	acon	aim
													activ	air

Raja Nasir, Owner Fort Hotel Yasin, Gilgit

tourist	governmen	local	advertise	informati	see	advante	easily	gaps	house	hunza	inabilit	include	just
		places	comes	intervier	sir	already	everyo	know	new	one	paying	peak	raja
	tourists		first	interview		area	facilitie	last	recruit	travel	treatme	view	views
people		also	fuel	issue	special	authori	family	lot	role	visit	arm	askit	astoa
	department					culture	focus	major	sarina	yasin	basic	blog	boob
		lackness	garbage	like	support	deal	foreign	nasir	tent		basic	can	cent
tourism	food	mostly	hotel	provide	without	dump	fwo	natura	things	accide	beau	cap	cher
										answe	block	caus	circu
													con



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Mubashir Ayub and Mr. Sajid Tourism Directorate, Ministry of Tourism, GB

tourism	issue	number	now	plans	ministry	winters	case	help	hence	howev	hunza	islama	just	major
		work	one	take	power	attract	compa	make	tourists	anyth	area	army	built	check
	governmen													
tourist				along	rather	back								
		govt	china				differe	places	count	high	know	lot	made	pass
	pakistan			also	still	busines			develo	incom	popul	secon	servic	skardu
		years	departm				done	policy						
people				companie	system	making	due	roads	direct	info	proble	terror	via	websit
	gilgit						enviro	scom	end	infras	provinc	tf	well	15tacti
		get	even	like	time	place			extren	kkh	recycl	tf	yet	actaim

Chai Corner, Gilgit

one	waste	single	main	degrada	investors	plastic	use		alrea	aske	aspe	attra	auth	awa	banic	cafe
				first	manage	point	call	comm	crime	cultur	custo	dama	days	decis		
		tourism	still													
gilgit	area			growing	many	providing	cars	comp	decis	easily	espe	ever	every	exam		
			water	hire	naltar	take	cattle	conned	depar	fast	get	give	goes	going		
local	community	tourist					clean	consi	deper	follow	gover	idea	impro	interv		
			also	industry	non	times	collec	coord	differe	food	hard	issue	know	last		
people	hunza	city					collec	creat	direct	friend	hired	kitch	leads	look		
			better	investing	organic	tourists	comm	crime	drink	garba	hotel	know	like	lot		



Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Word Frequency Queries - Word Cloud

Baydaar Travels





Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan

Chai Corner, Gilgit





Challenges to Economic Sustainability in Tourism Sector & Potential for growth of Ecotourism in Pakistan
A case study of Gilgit Baltistan