

**IMPACT OF COVID-19 ON TOURISM SECTOR OF PAKISTAN: A CASE
STUDY OF DISTRICT HUNZA, NORTHERN AREA OF PAKISTAN**



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(2024)

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A thesis submitted to the National University of Sciences and Technology, Islamabad, in
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Master of Science in

Urban and Regional Planning

Thesis Supervisor: Dr. Abdul Waheed

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(2024)

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No part of this thesis has been submitted anywhere else for any other degree. This thesis is submitted to the Department of Urban and Regional Planning in partial fulfillment of the requirements for the degree of Master of Science in the field of Urban and Regional Planning, Department of Urban and Regional Planning, School of Civil & Environmental Engineering, National University of Sciences and Technology (NUST).

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DEDICATION

I dedicate this thesis to my Parents, brothers, sister and teachers, whose unwavering support and encouragement have been the driving force behind my academic journey. Your belief in my abilities has been my constant inspiration. This work is a reflection of the lessons you have taught me and the strength you have instilled in me. Thank you for being my guiding light.

And also, for all the people who lost someone during the Covid-19 pandemic.

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ABSTRACT

Covid-19 has become a prevalence worldwide, it has immensely affected every aspect of life, significantly showing the drastic collapse in the economic sector across the globe. Which includes the unprecedented disruption to economies. According to a recent study analysis, the outbreak of novel viruses has caused the worst global recession which has led the firm performances of the economy to a stagnant economy.

Lockdowns to contain the spread of coronavirus negatively impacted almost every economy in the world. In Pakistan, Punjab, the largest province of Pakistan, observed lockdowns from 11 May 2020 to 31 May 2020. The period between May and August is considered to be the peak season for the tourism industry in Pakistan. This can be observed from google trends and can be confirmed from various sources. The sudden fall in travelling in Pakistan negatively impacted the economy of the country.

A report published by the World Tourism Organization reported that the global tourism industry will see a loss of \$300-\$500 billion globally. The tourism industry of Gilgit Baltistan saws a similar impact. With reference to the **Sustainable Development Goals** (SDGs) the mobility restrictions within and across the countries has dropped sharply, in this regard the GDP ramification becomes obvious in Pakistan. According to **South Asia Economic Focus, spring 2020**, The biggest and most immediate impact of the lockdown is the halt in business operations, primarily in the tourism sector in Pakistan. Among all the regions of Pakistan, the impact of Covid-19 has empirically been assessed in terms of a drastic collapse in tourism in Gilgit Baltistan, as the tourism industry of G-B warrants its re-envisioning as a creative economy that also contributes to the image and economy of Pakistan. The study will analyze the extreme socio-economic impacts of Covid-19 on the Tourism industry of Gilgit Baltistan.

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LIST OF SYMBOLS, ABBREVIATIONS, AND ACRONYMS

AKRSP	Aga Khan Rural Support Program
AKAH	Aga Khan Agency for Habitat
ADB	Asian Development Bank
FAO	Food and Agriculture Organization
GDP	Gross Domestic Product
SDPI	Sustainable Development Policy Institute
TSA	Tourism Satellite Account
UNDP	United Nations Development Programs
WHO	World Health Organization
WFP	World Food Program

CHAPTER 1: INTRODUCTION

1.1 Background

The tourism sector are facing staff and product shortages due to supply chain disruptions, affecting their operations (Goria, 2020; Segal and Gersteel, 2021), and the ability to meet financial obligations and pay employees (Robinson, Cantalan, 2021). As a result, many tourism sector SMEs are unable to cope with this situation (Ozil, 2021). In the first few months of the COVID-19 pandemic, some companies shut down and stopped working (Bartic et al., 2021). Research shows that tourism sector SMEs are unable to cope with the effects of a financial crisis (Latham, 2020; Michael and Robbins, 2021).

Lack of financial resources and high cost of business finance (Domec and Ferry, 2021) and limited management and technical capacity (Demirguk-Kunt et al., 2021) may contribute to this decline. Researchers emphasize that Tourism sector are most affected by the Covid-19 pandemic (Latham, 2020; Robbins and Pierce, 2021).

Many governments and non-governmental organizations (NGOs) have provided various forms of assistance to tourism sector to prevent this sensitive area from becoming a disaster due to the Covid-19 pandemic. Governments have adopted a number of policies to reduce the impact of this crisis (Ahmed et al., 2021). During the Covid-19 pandemic, Tourism sector receive financial support from local and international NGOs and financial institutions (Song et al., 2021). In addition, SME owners have taken many steps and strategies to address the consequences of this problem (Torgreen and Williams, 2020).

Previous research on Tourism sector in response to the Covid-19 pandemic and trade performance has examined the impact of each activity on different commercial performance (Gerald et al., 2020; Gove et al., 2021). For example, Guo et al. (2020) found that the use of digital technology can help the tourism sector avoid and respond to the effects of infectious diseases. Their findings underscore the importance of information technology in addressing the challenges posed by Covid-19 pandemic in small and medium enterprises. Similarly, Gerald et al. (2020) argued that the use of strategic intelligence would reduce the negative impact of the Covid-19 pandemic on SME performance. These results suggest a way to manage the performance of the Tourism sector to address this issue.

The covid-19 pandemic has impacted each industry of the tourism sector including the food and hotel industry. The agri-food chain can be divided into 5 phases: agricultural products, post-harvest management, processing, distribution, retail service, and consumption. Regarding the quality and safety of food, two systems are used in the food supply chain. The 1st is based on the rules and regulations that apply to the mandatory standards examined by government agencies. The 2nd is to rely on market law or voluntary norms set by international unions (Bendekovic et al., 2021). Safety measures to ensure the continuity of food flow at each stage can include food hygiene concerns it may include food workers, personal hygiene, use of personal protective equipment's like helmets, gloves, disinfect work area and surface and food safety management/provision. But it is in the later stages of the food supply chain that safety measures are most important since by then many more people can be affected if the final stage is reached (Rizzo et al., 2021). Unlike foot-and-mouth disease, bird flu,

E. coli or Listeria, COVID-19 does not directly affect production because it does not directly affect livestock or agricultural products (FAO, 2021). However, due to the Covid-19 pandemic, governments around the world imposed significant restrictions on the movement of goods and the movement of workers. Reports indicate that the use of food delivery trucks has dropped by 60% since the French ban, up from 30% before the disease (FAO, 2020; Bakalis et al., 2021). Temporary or part-time employment is common in developed and developing countries, especially in planting, branching, harvesting, processing, or moving products to market. As a result, diseases or travel restrictions have severely affected the supply chain. When diseases directly affect their health or function, they can harm not only other products but also their food security (FAO, 2021).

In particular, the Covid-19 pandemic destroyed some labor-intensive sectors, such as labor shortages, animal husbandry, horticulture, agriculture, harvesting, and crop processing (Stephens et al., 2020). However, the shortage of agricultural labor prior to the deployment of the Covid-19 pandemic was also a major concern (Richards and Records, 2020). Unemployed people in France are invited to work on farms, and due to border restrictions, many skilled farmers are unable to enter different countries. These conditions disrupt the supply of food and agricultural products and create problems in the supply of sustainable food to markets (ILO, 2020).

Although many manufacturers rely on their original products, many of them are more likely to be confused because they need to meet demand from the local market. Logistic restrictions that disrupt the food delivery network make high-value items more vulnerable due to their short shelf life (Shahidi, 2020; FAO, 2021). Most agricultural

activities depend on the weather and climate, so a flexible and well-organized schedule must be followed to allow activities to take immediate action when needed. Since all the processes and phases of the supply chain are interconnected, a short delay or failure can result in a butterfly effect, resulting in significant yield and productivity loss (FAO, 2021). In fact, there have been numerous reports of farmers being forced to burn their produce or destroy their crops because of restrictions. Dairy farmers in the US believe that 14 million liters of milk are lost every day due to disruptions in supply. In the UK, according to the director of dairy farms, about 5 million liters of milk a week are at risk. In addition, there are reports of declining tea trees in India due to logistical challenges (BBC, 2021).

1.2 Impact of Covid-19 on Tourism Industry of Pakistan

Covid-19 has become prevalent worldwide, it has immensely affected every aspect of life, significantly showing the drastic collapse in the economic sector across the globe. Which includes the unprecedented disruption to economies. According to a recent study analysis, the outbreak of novel viruses has caused the worst global recession which has led the firm performances of the economy to a stagnant economy.

Lockdowns to contain the spread of coronavirus negatively impacted almost every economy in the world. In Pakistan, Punjab, the largest province of Pakistan, observed lockdowns from 11 May 2020 to 31 May 2020. The period between May and August is considered to be the peak season for the tourism industry in Pakistan. This can be observed from Google Trends and can be confirmed from various sources. The sudden fall in traveling in Pakistan negatively impacted the economy of the country.

A report published by the World Tourism Organization reported that the global tourism industry will see a loss of \$300-\$500 billion globally. The tourism industry of Gilgit Baltistan saw a similar impact. Concerning the Sustainable Development Goals (SDGs) the mobility restrictions within and across the countries has dropped sharply, in this regard the GDP ramifications becomes obvious in Pakistan. According to South Asia Economic Focus, in spring 2020, the biggest and most immediate impact of the lockdown is the halt in business operations, primarily in the tourism sector in Pakistan. Among all the regions of Pakistan, the impact of COVID-19 has empirically been assessed in terms of a drastic collapse in tourism in Gilgit Baltistan, as the tourism industry of G-B warrants its re-envisioning as a creative economy that also contributes to the image and economy of Pakistan. The study will analyze the extreme socio-economic impacts of Covid-19 on the Tourism industry of Gilgit Baltistan.

1.3 Gap Analysis

There has been research done to highlight the significant impacts of Covid-19 on the tourism industry that acted as a core reason for today's stagnant economy. However, Gilgit Baltistan has become a geopolitical and national cohesion consideration during the last decades, and the tourism industry becoming one of the frequent sources of income, led to the development of fundamental pillars of good economy to enhance the employment opportunities in Gilgit Baltistan. The study analysis concluded by the Department of Sustainability (MDPI), that tourism development has been considered an impetus for economic growth, by estimating the Economic Contributions Of the Tourism Sector By Using a Tourism Satellite Account (TSA), Considering both local and regional level, the income considerably be

generated by merely the hoteling sector. That's why today Gilgit Baltistan is recognized as an administrative section in terms of boosting the economy. Leading to the outbreak of the Covid-19 pandemic all levels including (micro-small and medium) of enterprise operations were terrifically impacted. Which resulted in inconsequential socio-economic outcomes that led to the collapse of the entire economy.

1.3.1 Economic Impact

- 1- Lockdowns led to a fall in tourism influx to Gilgit-Baltistan. This led to a fall in profits of hotel owners. Since Gilgit-Baltistan's hotel industry provides job opportunities to so many people, their complete closures led to a hike in the unemployment rate.
- 2- Not being able to meet breakeven points, several hotel owners left the business.
- 3- Because of a falling rate in profits, a fall in investment rate in the hotel industry was seen.

1.3.2 Social Impact in GB

The falling tourism demand in the region declined the profits of hotels and restaurants. It also led to a loss of hundreds of jobs. This increase in unemployment rate and increasing risks of hotel owners defaulting on loans put a strain on the social fabric of the society of Gilgit-Baltistan in several ways

- 1- Because of the lockdowns, income of households dropped which led to

an increase in school dropout rate.

- 2- Before Covid-19 business rules depended on tribal relations. It changed after Covid-19 lockdowns. President of Bazar Association of Hunza says the relationship between tenants and landlords became more professional.
- 3- Drop in income of households sometimes lead to emergence of issues on family levels. This might have increased domestic violence in Gilgit Baltistan.
- 4- Covid-19 led to some changes in rituals. For example, a smaller number of people went to funerals.

1.4 Research Jurisdiction

GB has vast tourism potential and offers a vast infrastructure network for national tourists in the form of better networks. The instantaneous increase in tourism towards Gilgit Baltistan has provided a platform to the local community to opt for employment opportunities, this clearly highlights the significant role of tourism in the development of emerging economies, also it contributed to the national economy, in the last three decades different categories of tourists and service providers including, inbound tourists, domestic tourists, day tripper, hotels and restaurants, passengers Transport Service providers, retailers have formed a wide network to sustain the economic chain. However, the Covid-19 pandemic has left an unprecedented impact on the sustainability of the socio-economic chain in Gilgit Baltistan, which led to huge

drop in tourist's numbers. The goal of this research is to investigate the impacts of covid-19 on the economic growth and development of the strategies in a tourism context, so that local communities can cope with the crisis they are suffering, also, there is need to critically analyze how to fulfil the socio-economic gap while dealing with the drastic consequences of decline in growth of tourism industry.

1.5 Research Objectives

The main objective of this research is to investigate the impacts of covid-19 on economy that adversely collapsed tourism industry.

- 1- To investigate the socio-economic effects of COVID-19 on tourism industry.
- 2- To explore the role of key stakeholders in mitigating the COVID-19 crisis.
- 3- To develop strategies to manage the crises for sustainable tourism

1.6 Relevance to National Needs

According to the wild frontiers, Pakistan has been considered as one of the most anticipated tourist destinations in world. An estimated contribution of tourism and travel to the GDP of Pakistan was 5.7 percent. However, the outbreak of the pandemic has decreased the entire economy in-terms of GDP to 4.4 percent, while cutting down half of the employment. Furthermore, due to pandemic-related travel restrictions, there has been limited flow of tourists, which resulted in businesses associated with tourism

being left paralyzed. In general Economy of Pakistan dropped drastically, which left an extreme impact on Gilgit Baltistan.

It's an open fact that the economy of Gilgit Baltistan is entirely based on the emerging tourism industry, which has created economic activity in the local areas. To ramp up the thriving tourism sector, the government needs to formulate prudent tourist-friendly policies so that a notable flow of local tourists can be normalized. In this regard, this study will assist the policymakers and practitioners (urban planners) to streamline their strategies to help these businesses survive from the ongoing crisis. The study will also be contributing to some of the major aspects that would help to formulate the strategies to resolve the crisis, including

Lockdowns led to a fall in tourism influx to Gilgit-Baltistan. This led to a fall in profits of hotel owners. Since Gilgit-Baltistan's hotel industry provides job opportunities to so many people, their complete closures led to a hike in the unemployment rate. Not being able to meet breakeven points, several hotel owners left the business. Because of a falling rate in profits, a fall in investment rate in the hotel industry was seen.

1.6.1 Advantages

This research work will not only be beneficial for the case study area alone, but the results will also be helpful for other tourism-active areas. Further, the study will help understand the effects of Covid-19 on the tourism sector in local areas of Gilgit Baltistan, which have not been addressed properly until now.

1.6.2 Areas of Application

The results of this study will be helpful for urban planners, health experts, stakeholders, government authorities, and policymakers to identify the most affected people of Covid-19 related to the tourism sector.

CHAPTER 2: LITERATURE REVIEW

2.1 Literature review on the Economic and Social Impact of Covid-19

Previous literature has shown that in developed and developing countries (Al-Hassan et al., 2020; Del Chippa et al., 2021; Fernandez, 2020; Gupta et al.; Harris and Moss, 2020; Jones and Comfort, 2020a, 2020b; Liu et al., 2021; Shapovelet et al., 2021; Singh and Neug, 2020 Usman et al., 2020). Researchers analyzed the broader economic impact of spillovers on provinces, Mugaloglu et al. (2021) revealed that Covid-19 has created a lot of unsureness in Turkey, which has resulted in a significant decrease in investment spending. Similarly, South Africa is falling into a debt trap as the pandemic increases the country's public financial expenditure (El Hassan et al., 2021; Tsing, 2021). As the death toll continued to rise, stock markets lagged, particularly in the UK, Russia, India, and China, leading to a global crash (Kharpanda and Jain, 2021). The disease has pushed many provinces to negative economic growth as the increase in deaths due to the outbreak has negatively affected the country's per capita income (Al-Hassan et al., 2021). The pandemic has brought the entire global economy to a standstill, with all major sectors hit hard by shutdowns, fear, mistrust, and uncertainty. Among all the economic sectors, tourism and hospitality are suffering the most due to the global Covid-19 crisis.

Many research workers have investigated and analyzed the impact of COVID-19 on the tourism and hospitality industry in different countries such as the UK (Ntounis et al., 2021). Macau (Lim and Tu, 2021); South Africa (van Heerden and Roos, 2021); Bangladesh (Naeem et al., 2021); China, Italy, Australia, and Las Vegas (Folinas and Metaxas, 2020). Many investigators have studied the economic effects from different perspectives (CrespiCladera et al., 2021; Debata et al., 2020; Gössling et al., 2020; Karim et al., 2020; Khalid et al., 2021 ; Kumar, 2020, 2020; Lim and Tu,

2021; Rakshit and Basishtha, 2020; Siddiqui and Khan, 2020). The emergence of the Covid-19 crisis has made it important for researchers to identify key factors affecting the tourism and hospitality industry (Zinker and Kock, 2020).

Zopets et al. (2021) also report on key economic and social sectors similar to tourism and hospitality (human resource management, financial/economic education, and research, marketing, micro-level (operations)), and macro-level (destinations). Baum and Hai (2020) analyze government subsidies, tourism output post-crisis, tourism and hospitality, and during pandemics in Asia, Europe, and North America. Tahir (2020) investigated an in-depth literature review on the challenges facing the hospitality industry as findings include resettlement, unemployment, changing customer preferences, the decline in demand of the market, landlords having to pay fixed costs including rent, bills of electricity, wages, and loan interest, but also reduced income, make it difficult for homeowners to survive Covid-19 (Folinas and Metaxas, 2020; Pagano et al., 2020).

Due to COVID-19, financial stresses and solvency issues make it difficult for employers to service their loans (Benjamin et al., 2020; Crespi-Cladera et al., 2021; Tomasini and Cavagnaro, 2020). Due to the Covid-19 crisis, many companies have decided to lay off employees or require them to take unpaid vacations (Krim et al., 2020; Lucas, 2020). The psychological impact on employers is profound, as they have to lay off employees indefinitely due to uncertainty about how their business will return to normal (S and Engel et al., 2020).

The Covid-19 crisis has had a negative impact on relations between employees and organizations (Baum et al., 2020). In this volatile environment, business holders are faced with the challenge of stabilizing their business. Thus, companies are asking governments for bailout packages to avoid the consequences of Covid-19 (Nicola et

al., 2020; Ozil and Aron, 2020). The business holders believe that within 3 months they will close their business and not be able to return to pre-pandemic levels (Brejic et al., 2021). However, the survival of companies in short-term securities is not certain (Bass and Sivaprasad, 2020). Tourism and hospitality will take more than 5 years to recover (Dua et al., 2020; Yeung, 2020). The consequences of Covid-19 are dire, affecting the social and economic well-being of many countries (Anija and Ahuja, 2020; Gosling et al., 2021; Kumar et al., 2020; Nicola et al., 2020). The sudden shutdown of economic activity raised questions about the future sustainability of the tourism and hospitality industry.

2.1 Impact of Covid-19 on Tourism

The truth that the Covid-19 pandemic has completely disappeared or is negatively impacting the travel experience may lead to some changes in tourist behavior in the future. According to the results of Yenişehirlioğlu and Salha (2020), although most of the study participants said that the restrictions imposed during the epidemic were against the spirit of the tourism industry, they would not go on vacation because of the virus. They also said they would go on holiday. They said they preferred holidays and accommodation, such as camping, camping, hobbit houses or sheds, to mass tourism.

Ayden and Dughan (2020) note that tourists prefer smaller lodgings facilities (such as boutique hotels and secluded hotels) or different types of livings (caravans, camping and rental houses). The writers also note that demand for rural tourism is increasing and new destination markets are likely to emerge due to growing interest in alternative tourism.

In a related context, Aydan and Dogan (2020) argue that public participation

events such as exhibitions, conferences and festivals will have less demand, but online events will increase in the future. In addition, the authors note that public interest in sustainable and nature tourism will increase. In another study conducted after the outbreak of Covid-19, it was said that the desire of tourists to take vacations will increase again and popular tourist destinations will be favored again. However, tourists were found to be cautious and thus prefer short-term vacations and tours that offer private vehicles and small accommodation facilities. It is also claimed that tourists deal with social distancing, documentation, cleanliness, and hygiene during their holidays (Kılıç, Aslan, Govce, 2020).

Ozelton Turker (2020) asserts that due to Covid-19, demand for tourism will decrease, causing economic losses and employment problems, while the importance of participation in personal and digital tourism activities will increase. During Covid-19, tourist attractions and cultural centers have closed in many places, arts and sports events have been canceled or postponed, access to beaches and national parks has been restricted, and restaurants, cafes, bars, and other entertainment facilities are closed Temporarily(Boom and Hay, 2020; Bhayan, Hassan, Dard and Habib, 2020).

In the process, tourists seek to recover money associated with vacation bookings canceled due to restrictions, quarantines, and social distancing. These payment attempts often lead to negative results, and these unpleasant situations are shared where many people can see them, such as websites, social media channels, and blogs. Interest in e-tourism has increased as potential tourists look for tourism alternatives such as digital and virtual platforms such as parties, events, festivals, gastronomic organizations, and virtual entertainment such as visits (Sigala, 2020).

People seek to fulfill their social needs on virtual platforms that offer activities such as cultural interaction, exploring new places, learning, and meeting new people.

Arguably, Covid-19 has also affected travel industry workers on a personal level. Problems related to work life, full of uncertainty, negative impact on personal well-being, frustration, work anxiety, and fear of illness are the most common negative effects on employees (Koshal and Srivastava, 2020).

Hospitality companies have made changes to their HR plans as a result of Covid-19. Implementation of programs such as unpaid leave for employees (Demir, Gunaidin and Demir, 2020; Kokanja, Plink and Sekocek, 2020; Lai and Wang, 2020), reducing the number of existing employees (Altınay Özdemir, 2020; Demir and Demir 2020; Demir, 2020) and non-recruitment of new employees (Bayat, 2020; Demir, Gunayden and Demir, 2020) create an irreversible situation for the hotel business. During the pandemic, hospitality companies have prioritized working from home for employees in certain departments, such as reservations, accounting, and human resource management, to reduce health concerns and costs. This preference appears to hold even after illness (Hao, Xiao, and Chun, 2020; Kaushal and Srivastava, 2020).

In addition, some research findings show that hospitality companies are making more investments in technology systems, tools, and applications during and after the pandemic. Zheng, Chen, and Liu (2020) found that services such as baggage claim, accommodation work, and room cleaning in lodgings work are often performed by robots. Hao, Xiao, and Chon (2020) address digital transformation in the hotel business in China—intelligent in-room controllers for C/in and C/out, human-centric technology, facial and voice recognition systems, and Mobile payment transactions.

Sam, Kim, Badu-Beden, Giroux, and Choi (2020) found that during Covid-19, Chinese tourists preferred robot-powered hotels over human-powered hotels. CoVID-19 has seriously affected people around the world and has brought about changes in

politics, economics, and social behavior at the societal level and made life difficult (Baum and Hay, 2020: 2400). If the impact of Covid-19 on Turkish tourism is assessed, the number of people who traveled to Turkey in the first quarter of 2020 was 5,639,413. This is a 15.1% decrease from the first quarter of 2019. Tourism receipts also decreased by 11.4% in the first quarter of 2020, to approximately \$4.1 billion (TUIK, 2020a).

Tourist arrivals and tourism receipts continued to decline in the third quarter. Compared to the same period last year, tourism revenue in the third quarter decreased by 71.2% to about 4.44 billion dollars. In addition, it was noted that the consumption of all categories of tourists decreased in the third quarter of 2020 compared to the same period last year. It is known that the expenditure on sports, education and culture has decreased by 82.6%, the expenditure on tourist services has decreased by 78.8%, and the expenditure on group travel (in other parts of the country) has decreased by 77.2%. The number of tourists in the third quarter of 2020 decreased by 74.1% compared to the same period last year, with the total number of tourists reaching only 5,604,155 (TUIK, 2020b). Due to domestic and international flight restrictions, border closures, and travel restrictions, fewer tourists have negatively impacted hotels during the pandemic. The crisis caused by the Covid-19 pandemic has caused major changes in the global hotel industry, with a sharp decline in the European hotel industry (Nicola et al., 2020: 188).

Low hotel occupancy rates lead to lower revenue from bookings for restaurants, events, conferences, weddings, etc. Many hotels/livings have temporarily closed their doors. Unfortunately, shares of large publicly traded hotel chains have fallen in value. It is known that international hotel chains experienced about 50% decrease in occupancy and about 16% decrease in their inventory value during this period (Sadiqi and Khan, 2020). Due to this reduction, hotel revenues are expected to decrease by 50% (European Parliament, 2020b). On the other hand, we must say that the lodgings

industry, which is facing a deep crisis, has also had a negative impact on small and medium businesses, which has led to the closure of many hotels. Demand for tourism has declined (European Parliament, 2020a).

2.2 Impact of Covid-19 on Food Delivery in Tourism Sector

Food distribution networks connect agricultural systems with consumers through production, integration, transportation, and energy processes (Chen et al., 2020). Unlike other diseases such as bird flu and E. coli, the Covid-19 pandemic epidemic does not directly affect food production. Due to the restrictions, farmers are forced to destroy basic foodstuffs on their farms. For example, dairy farmers discard large amounts of residual milk daily in order to disrupt the supply chain. Tea trees were destroyed due to planning challenges. In times of global crisis, the maintenance of communications is an important part of the food industry. A major problem in the food supply chain is access to resources from suppliers and ensuring the transportation of food from producers to consumers (Alonso et al., 2021). The impact of cholera problems on agricultural infrastructure usually depends on the product structure, severity, and location provided.

2.2.1 Food Demand in Tourism Sector

The covid-19 pandemic is increasing the demand for food worldwide. Another study examined the need for information in European countries as a result. Similarly, in the week following the Covid-19 pandemic, the demand for fresh food increased by 76% the demand for vegetables increased by 52%, and interest in alcohol did not increase. In addition, one month after the outbreak of the Covid-19 pandemic (Crisp, 2020), the demand for alcohol increased. The closure of grocery stores has had an impact on the food industry. Farmers must separate their animals because they do not

know which plants are selling their animals. Demand for consumers was pushing off the shelves, and shortages of material resources led to an increase in meat prices. The covid-19 pandemic ensured the implementation of programs dedicated to the Epidemic crisis and affected formal transactions in the food supply chain. At the same time, as in the case of supply chain demand, entrepreneurs and farmers are in crisis (FAO, 2020b). Governments face financial pressures as they focus on funding and social welfare programs due to financial losses and redistribution of assets. Lack of funding will reduce the demand for agricultural and productive goods. Decreasing demand will boost the growth of the private sector, especially in developing countries.

2.2.2 Food Security

Food security means that everyone gets unlimited food to meet their basic needs. There are many reasons why food storage facilities can be a source of cholera. Most employees earn lower wages, often with or without insurance coverage. Food managers face challenges in getting to work when they feel sick, which increases the risk of infection. The growth of COVID-19 is caused by cold and dark winds in food preparation areas (John, 2021).

2.2.3 Lockdown

In developed and underdeveloped countries, part-time or part-time workers are widely used to manage, plant, collect, process, or distribute crops in the commercial sector. As a result of testing, the supply chain is particularly affected when local and

international workers are absent due to illness or travel restrictions. This reduces the company's productivity and undermines the food security of employees. The issue of road borders (closure of national and international borders) is not a major issue. In addition, changes in customer needs are important. Between limits, consumer experience reduces the availability of certain foods. Customers are unable to access restaurants due to restrictions, and most meals are served at home. At the same time, consumers are reluctant to go to supermarkets and supermarkets because of the Covid-19 virus in stores. Due to the distance to the community and the closure of the restaurant, customers prefer to move and deliver home. Consumers focus on long-shelf products, such as dried or canned food products, instead of pasta, dairy or dairy products, locally grown products, home-cooked meals, and more.

2.2.4 Covid-19 and Unemployment

Stephens et al., (2020) claimed that due to severe staff shortages in emergencies, crop breeding, planting, planting, storage, and preparation. In addition, the shortage of farm workers before the Covid-19 pandemic was a major problem. This problem has reduced the capacity of agricultural companies and businesses due to staff shortages, disease, and the required distance during production. These conditions reduce the flow of food resources and horticulture and create problems in the sustainable provision of food in the commercial sector. Over time, the need for time and higher efficiency of agricultural activities will accelerate the transformation of the agricultural sector, which will increase the development of machinery and skills.

2.2.5 Operation delays in food

Most food production activities depend on the weather and climate. Delayed unemployment affects yields and products in the production system, as activities at all stages of the supply chain include distribution, storage, packaging, asset management, and distribution of agricultural products. Shipping delays due to the Covid-19 pandemic are a major problem in the food supply chain. More truck drivers are needed, but the number of epidemic drivers is limited. Also, some methods are difficult to serve properly. Transport Canada and other national governments have increased the maximum truck service time when products are loaded to protect trucks in Covid-19 pandemic (Tabac, 2020).

2.2.6 Customer Behaviors

Concerns about Covid-19 pandemic infection are widespread, including financial and health issues. We are seeing a change in the way consumers eat as consumers want to buy healthy food without a budget allocated. Consumers have a preconceived notion of returning to their regular food and beverage products, which include ingredients including vegetables, fruits, olive oil, grains, and more. Many consumers are concerned about the impact of COVID-19 on their mental health, so consumers are choosing to buy products that promote mental health. According to the Italian Council for Agricultural and Economic Research (CREA), in quinine-borne diseases, food increased by 29%, fruit by 33%, vegetables by 26.5%, and fruits and products by 29%. %. Olive oil makes up 21.5% of 70% of consumers in the US.

2.3 The role of the social media platform during the Covid-19 pandemic

In this emergency, a lack of guidance, knowledge, and preparedness could put people and medical staff at risk. The question is how information is disseminated about measuring and preventing disease in everyone equally or better than transmitting the disease. Therefore, fast, accurate and timely data transfer is essential to support early log management problems. The rational and intelligent use of web-based media is an important asset in changing people's attitudes and improving their health and well-being. Online media has so far become a powerful platform for disseminating public health awareness and supporting public health issues where earthquakes cannot be resolved or monitored without segregation and social distance. Social networking sites (Facebook, Twitter, YouTube) are an easy way to manage and access important information collected by organizations such as the CDC and the World Health Organization for cholera prevention, disaster response, and disaster management. The social work of the business has a positive impact on the important concepts of the business. Web-based media marketing tools link social business engagement with rational creation of business organizations (Abbas et al., 2019).

2.4 Pakistan Context

The first case of Covid-19 pandemic surfaced on 26th Feb 2020, and the coronavirus spread to several Pakistani cities, leading to nationwide searches last week of March 2020. Later searches were extended several times to prevent the spread of the Covid-19 pandemic. COVID-19 dashboard for the period 26 February to 30 June

2021. Initially, the smart locks in many cities were expanded into full locks. Due to low wages, the construction industry was allowed to operate country-wide. The State Government has announced that it has set aside Rs. 1.2 trillion to reduce the social and economic impact of the Covid-19 pandemic in the country, given the moderate growth of the Covid-19 pandemic economy. During the Covid-19 pandemic, a number of other programs were adopted to support the economy and consumers, including lower oil prices and tax breaks for exporters (UNDP, 2020). In addition to increasing the repayment period for all industries and reducing the interest rate for long-term financial instruments to 5%, new entrepreneurs will receive less financial support (State Bank of Pakistan, 2020). The government is concerned about the closure of businesses as Covid-19 pandemic increases the unemployment rate. At the request of the Government, the State Bank of Pakistan has prepared a financial system to provide low interest rates and wages to small and medium enterprises. The decision was made to assist businesses in this financial crisis and to reduce unemployment. According to a Business Survey 920 survey conducted by SMEDA, in April 2020, efficiency decreased by 95%, service delivery disruption by 92% and financial problems by 89%. 23% reported. Loss of up to 100% on export orders.

2.5 Impact of Covid-19 pandemic on Tourism sector in Pakistan

The Global Entrepreneurship Monitor (2020) report shows that prior to COVID-19, Pakistan's National Business Environment Index had a score of 3.95 out of 10 in 2019. As a result, SMEDA research shows that entrepreneurs are experiencing more serious conditions with Covid-19. The Sustainable Development Policy Institute

(SDPI) has released its findings on the impact of COVID-19 on the SME sector in Pakistan. According to their findings, more than half of the 3.8 million small and medium-sized businesses will experience a decline in sales and profits. According to the SDPI, more than 950,000 Tourism sector could not be released from prison for a month. In addition, approximately 2 million to 3 million small and medium-sized businesses will need financial assistance to reopen after closure. The current situation will affect not only financial gain but also the distribution network in the SME sector (Javed and Ayas, 2020). Covid-19 has had serious consequences for micro-scale and medium-sized enterprises in Pakistan as the country's economy deteriorates (Sareen, 2020).

2.6 Pakistan Food Industry and Tourism in Covid-19

However, during the COVID-19, food shortages became more pronounced. These weaknesses highlight aspects of the provision and need for food systems that have large gaps at all levels of policy, infrastructure and strategies. The report examines the definition of FAO (2018) of food systems as a list of activities related to food production, storage, processing, distribution, utilization, and disposal of agriculture, forestry and fisheries. The first and foremost problem that arose during the epidemic was unemployment and poor physical health. Movement controls and restrictions are said to be a major factor in making food access difficult (Moin et al., 2021; FAO, 2020ab; WFP and FAO, 2020; Shafi et al., 2020; Asgar et al., 2020). However, this situation is exacerbated by delays in government action, poor planning, lack of knowledge of agricultural markets and turmoil in the food security system. In

terms of distribution, farmers face many challenges in farming, harvesting, and marketing their crops even though the Government does not impose restrictions on farming and marketing during the epidemic.

Numerous studies have shown that the lack of agricultural inputs, and machinery high prices for fertilizers and seeds, and limited access to consultants and traders are major problems that disrupt agricultural production and income and reduce the well-being of rural families. And more. Extensive financial losses (ADB, 2020ab; Moeen et al., 2021; FAO, 2020a; Suleri, 2020c). Moid et al. In the first days of the closure (2021) (mid-March to the end of June), agricultural losses are estimated at 1 billion. These losses have had a significant impact on GDP (-2.1%) due to the impact of tickets on other sectors of the economy. In addition, the incidence of this disease varies from region to region. Harvesting of wheat and tomatoes continued in Sindh and Baluchistan, closing full roads from the third week of March and later the last week of the month. However, there has been a negative impact between the lack of labor and the presence of thresholds among the liquid barriers associated with quarantine. In addition, Sindh wheat is sold in open markets, so many farmers cannot access the market. In the case of the Punjab, wheat crops and open market (or government) sales had a devastating effect. A mid-wheat search in April (May) in Punjab helps farmers access markets and regulate transportation and employment (ADB, 2020b). River tomato growers were unable to complete the harvest (next spring), some abandoned their produce at low prices, were unable to control their weight, or faced market closure (ADB, 2020a). Kharif strongly affected the planting of crops, vegetables and fruits during the closure and traffic control. Fruit and vegetable growers in Punjab are facing

financial losses due to low agricultural prices as they are unable to find consultants or vendors to market their produce (ADB, 2020b). In this case, the loss of fruit and vegetable crops could be as much as 40 million GDP (Moid et al., 2021).

In addition, Moid et al. (2021) claimed that GDP losses are estimated at 30,630 million due to disruptions in export crops such as rice and cotton. Insufficient farming costs and inflation are major problems during the Covid-19 epidemic (WFP and FAO, 2020; ADB, 2020ab). ADB (2020a) cited a study that found that 97% of farmers taken from document research were not involved in buying and distributing seeds, 36% in pesticides, 22% in diesel, and 14% in agricultural machinery. Fertilizers are not mentioned. In addition, many of these farmers have reported that the high prices of these agricultural products, especially seeds and fertilizers, are due to Covid-19 (ADB, 2020a). In Punjab, only 27% of farmers have reported high agricultural costs and supply chain disruptions (ADB, 2020b). Seeds are hard to find in many paddy fields in Central Punjab, while pesticides and diesel are not available to farmers in the southern part of the mixed planting region. However, the provision of agricultural workers in Punjab is not a major problem compared to Sindh and Baluchistan (ADB, 2020b). The livestock sector is particularly affected by COVID-19 (FAO, 2020b; Soleri, 2020).

According to the Asian Development Bank (2020ab), the decline in dairy revenue due to job closures is due to limited access to markets or consultants. As a result, prices for milk and other dairy products have dropped. Especially in the river there has been a significant decline in milk revenue, with 81% of dairy farmers finding it difficult or impossible to sell milk every day (11.7%) (ADB, 2020a). In Punjab, only

65.5% of dairy farmers' samples found it difficult or impossible to sell milk in the first months of COVID-19. In the first days of the closure, GDP losses due to disruptions in the livestock and drug sectors were approximately 30,330 million (Moid et al., 2021).

Overall, major threats to national food security during the cholera epidemic are a series of food insecurity and GDP. Because it has a negative impact on the industry. and others, 2021). However, food processing industries such as flour, sugar, confectionery, beverages, meat, dairy and edible oil-related industries will be slightly affected during the closure (Moid et al., 2021). In terms of demand, loss of income and livelihoods reduce food security. According to the paper, during the Asian Development Bank (2020a) cholera epidemic, consumption of food samples in rural areas decreased by 58%, and non-food costs decreased by 45.4%. The rate of migration from urban areas to rural areas was 39.5%, contributing to farm incomes and 37.3% of incomes to low-income households. In the case of Punjab, the incidence of cholera in rural areas is very low.

According to ADB (2020b), only 9.8% of the sample households reported a decrease in food consumption, while 11.2% of the sample households reported a decrease in malnutrition. Punjab (22.6%) had lower returns than Sindh, while 33.3% of households had lower incomes and non-agricultural income. In Punjab, the southern regions are at high risk due to the large number of migrants returning due to food consumption, wages and income (ADB, 2020b; Moeed et al., 2021).

Nationally, the unemployment rate rose to 20% in April and dropped to 6.56%

during the ban. However, unemployment in the agricultural sector is low (Moeed et al., 2021). For example, in May, 700,000 farm workers lost their jobs, 2.3 million in the industry and 3.8 million in services. Nationally, the loss of income in rural areas (i.e., \$ 4.7 billion) is greater than in urban areas (\$ 4.7 billion) (Moeed et al., 2021). In addition, incomes of the richest members of society have declined sharply, but poverty has risen sharply (UNDP, 2020). During the closing months, the poverty rate in rural areas increased to 53% (from 48.1% before Kovid), to 35.9% in June, when the economy resumed and the government introduced the Asisas Initiative (MoID). Intervention. and others, 2).

Overall, strong closures and movement limits associated with Covid-19 (April, May, and June), as in other countries in the region, have reduced national GDP by about 26.4%. For example, India's GDP has dropped by 11% to 24% over the same period in which social interventions have benefited people and the economy (Varshani et al., 2020). Food prices rose during the closure. WFP and FAO (2020) have increased wheat and barley flour in Pakistan by 4% and 1.9%, respectively. Wheat prices were very high in the Punjab provinces such as Gujranwala, which has risen by 33 percent. Prices for wheat flour in Al Juan have risen by 14 percent since last year. Prices for household items such as rice, beans, vegetables, fruits and cooking oil have also skyrocketed. Finally, there are gaps in national food security and agricultural planning during the epidemic. In addition to traditional small and medium-sized food security decisions (food production, consumption, yield, climate, income, debt, education, etc.), many other factors have emerged. The role of foreign (domestic) workers is to integrate food processing (especially perishable goods), the flexibility and flexibility of the

agricultural labor market, the importance of storage facilities, and their value to family welfare and food security.). National regulators during the Covid-19 epidemic.”

2.7 Theoretical Foundation and Conceptual Framework

Social exchange theory is "the most effective conceptual model of organizational behavior" (Kirpanzano and Mitchell, 2005), and one of the oldest and most analytical social behavior theories (Homans, 1958). The originality of the SET series can be traced back nearly a century. In the past, many people and scientists discovered that people were working and thinking rationally. Later results show that humans do not always think and act rationally because emotional or functional values are values, traditional or non-traditional values, and humans also act on different self-esteem. For example, in the 1920s, Weber created impressive behavior categories based solely on the aforementioned human behaviors (Scott, 2000, p. 26). It shows that the analysis of human behavior and human communication behavior originated in the era of imperialism. Looking to the future, especially in the 1950s and 1960s, many scholars continued to expand these theories. With such a long history, social monetary theory is extensive.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The goal of this research is to look into the influence of the COVID-19 epidemic on Pakistan's tourist industry, with a particular focus on the case study of District Hunza in the country's north. The COVID-19 outbreak has posed enormous hurdles to the worldwide tourist industry, and Pakistan's tourism industry has not been spared. Due to the pandemic, tourist activities in District Hunza, which is famed for its scenic beauty, historical sites, and lively cultural legacy, have decreased significantly.

The importance of this study rests in its contribution to a better understanding of the effects of the COVID-19 issue on Pakistan's tourist sector. A complete investigation of the District Hunza case study can provide significant insights into the region's particular difficulties as well as prospective recovery and resilience initiatives.

The tourist sector is a major source of cash and employment for the local residents in District Hunza, and it plays an important part in the region's economic growth. The Covid-19 outbreak, on the other hand, has damaged the tourism environment, leading in hotel closures, suspension of transport services, and a drop in visitor arrivals. Understanding the nature and scope of the impact on the tourist sector is critical for policymakers, tourism stakeholders, and local communities to develop successful recovery plans and long-term initiatives.

This study intends to give a complete knowledge of the complex influence of Covid-19 on the tourist industry of District Hunza by adopting a mixed-mode research methodology that incorporates both quantitative and qualitative approaches. The

quantitative component will analyze numerical data to identify patterns, trends, and statistical relationships, whereas the qualitative component will allow for an in-depth exploration of the experiences, perceptions, and challenges confronting tourism stakeholders and local communities.

The findings of the study are anticipated to add to the body of knowledge on the impact of pandemics on tourism sectors, particularly in developing countries. Furthermore, the findings of this study can help policymakers, tourism organizations, and local communities develop targeted interventions, policies, and strategies to mitigate the impact of future crises and promote the long-term development of the tourism sector in District Hunza.

This chapter will offer a full summary of the research methodology used in this study, including the research design, sample selection, data collecting methods, and data analysis procedures, in the parts that follow. Using a mixed-mode approach, this study seeks to develop a comprehensive knowledge of the influence of Covid-19 on the tourist industry of District Hunza, with theoretical and practical implications for tourism management and policy.

3.2 Research Design

To get a complete knowledge of the influence of Covid-19 on the tourist industry of District Hunza, Pakistan, this study used a mixed-mode research strategy that included quantitative and qualitative methodologies. The mixed-mode architecture enabled data triangulation from different sources, resulting in a more in-depth and thorough examination of the research issue.

The necessity to collect both numerical data and rich qualitative insights supported the use of a mixed-mode design. The quantitative methodology allowed for the investigation of trends, patterns, and statistical linkages, resulting in a quantitative assessment of Covid-19's influence on the tourist sector. The qualitative method, on the other hand, allows for a more in-depth examination of the experiences, perspectives, and issues experienced by tourism stakeholders and local populations, offering a contextual knowledge of the phenomena.

Primary data for the quantitative portion of the study was acquired using structured questionnaires. The surveys were meant to collect precise information on the impact of Covid-19 on several aspects of the tourism sector, such as visitor arrivals, income creation, employment, and the operating state of tourism-related firms. The questionnaire was created after a thorough assessment of the literature and was pre-tested to guarantee the clarity and validity of the questions.

In-depth interviews with key stakeholders, including tourist industry experts, local community leaders, and government officials, were conducted as part of the qualitative component of the study. These interviews offered a forum for participants to express their experiences, ideas, and observations about the pandemic's influence on the tourist industry. The interviews were semi-structured, which allowed us greater freedom in delving further into pertinent subjects mentioned throughout the sessions. With the participants' permission, the interviews were audio-recorded and transcribed verbatim for theme analysis.

For this investigation, the mixed-mode design had various advantages. For

starters, it enabled a full understanding of Covid-19's influence on the tourist sector by collecting both quantitative data on measurable indicators and qualitative data on subjective experiences and impressions. This combination provides a comprehensive picture of the research issue, delivering solid and well-rounded findings.

Second, the mixed-mode approach permitted data triangulation, allowing the quantitative and qualitative findings to be compared, contrasted, and integrated. Because many views and sources of information were evaluated, this data convergence improved the validity and reliability of the study's conclusions.

Finally, the mixed-mode architecture enabled the investigation of complicated phenomena that a single study technique could not sufficiently represent. The Covid-19 pandemic posed multifaceted challenges to the tourism industry, and the mixed-mode design allowed us to investigate these complexities thoroughly, going beyond simple statistical associations to understand the underlying dynamics, mechanisms, and contextual factors at work. In summary, the mixed-mode research strategy used in this study integrated quantitative and qualitative methodologies to give a thorough knowledge of the influence of Covid-19 on District Hunza's tourist industry. Structured questionnaires were used for quantitative data gathering, while in-depth interviews were used for qualitative data collecting, resulting in a rigorous and nuanced analysis. The triangulation of data improved the findings' validity and reliability, while the mixed-mode approach allowed for a comprehensive examination of the pandemic's multidimensional influence on the tourist industry

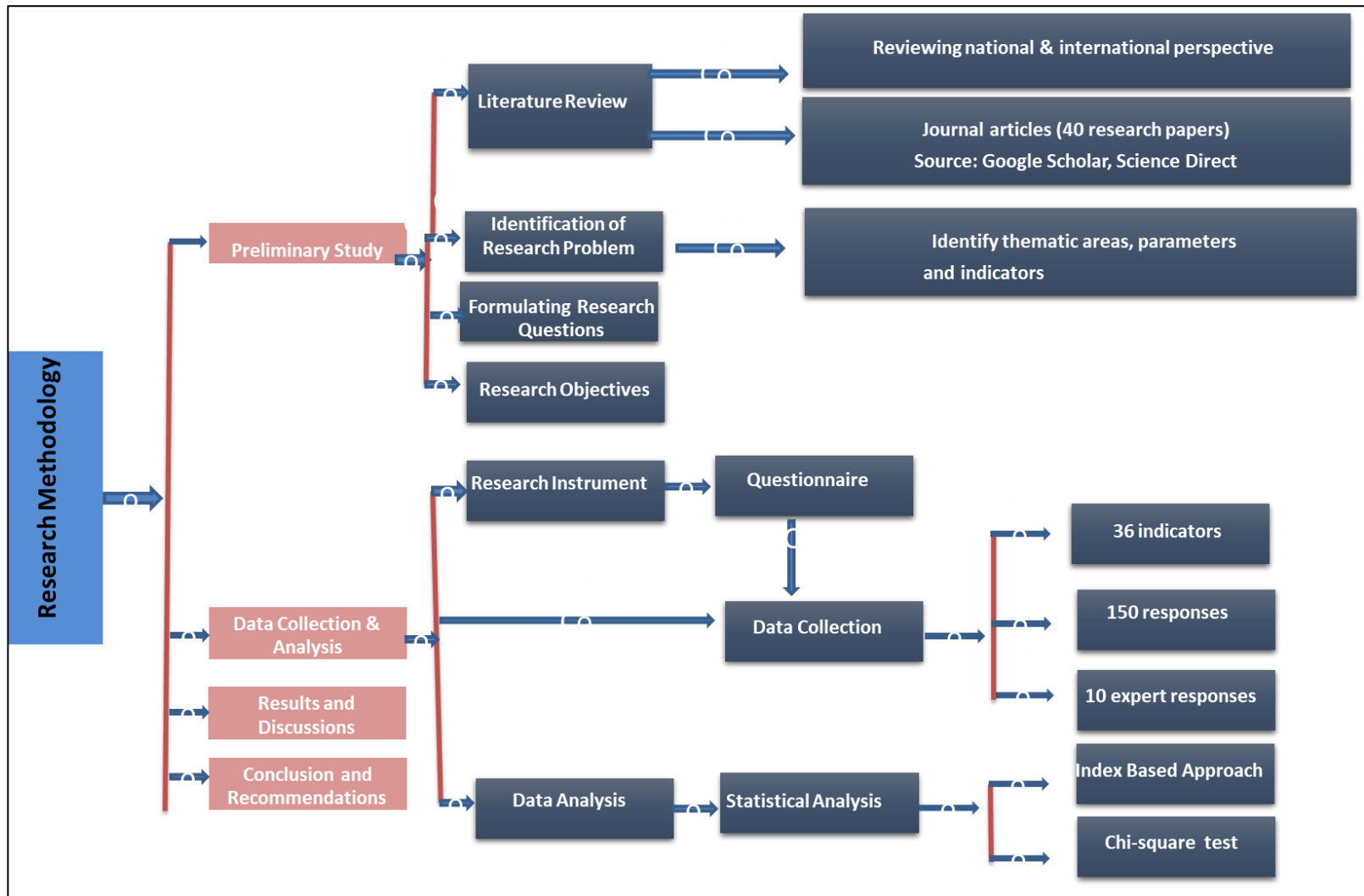


Figure 1: Research Methodology

3.3 Study Area

Hunza is hub to national and international tourism in Pakistan. Total area of Hunza Valley is about 11,695 square kilometers and its population is 46,500 (Ejaz, 2017)

For this study, selected area is one of the most stunning valleys of Pakistan, namely Hunza. Hunza situated in Gilgit Baltistan that is almost 560 Km away from Islamabad. Its takes 14 to 16 hours to reached Islamabad. Hunza valley is a mountainous region, peaks covered with snow in all seasons and famous for cultural richness, natural environment. Hunza is located in the north part of Pakistan, which connects China with Pakistan. The bordered with China through Khunjrab pass and extends to rest of Pakistan through Gilgit. It comprises three clusters, lower Hunza (Shinaki), central Hunza and upper Hunza (Gojal). Non-Government organizations (NGOs) are initiators of building bridges between state departments and the local community. They have been engaged in promoting education, women rights, financing, water and sanitation, environmental protection, skill development and health. To fill these gapes Aga Khan Rural Support Organization (AKRSP) is well recognize since its inception in 1980 in remote villages of Gilgit-Baltistan

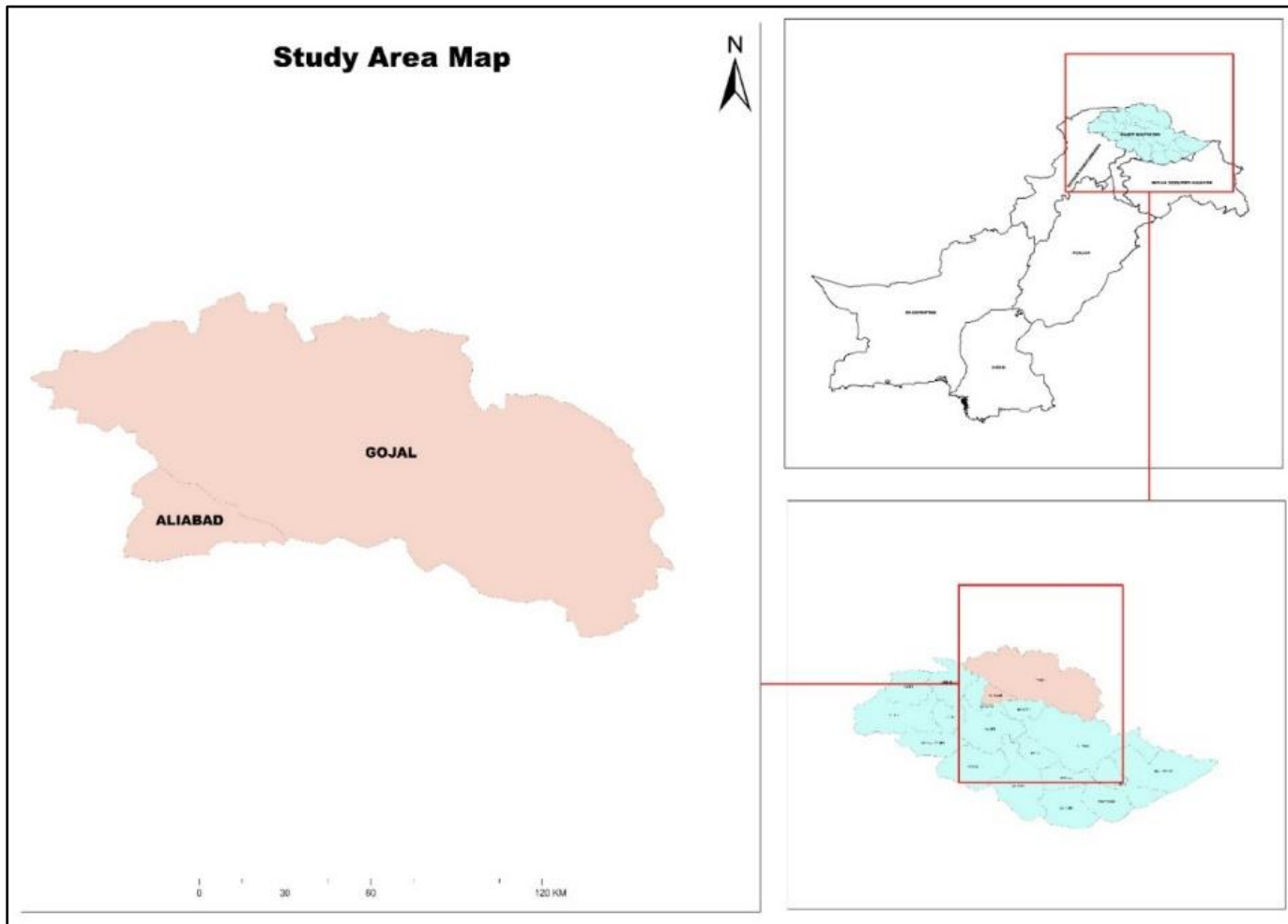


Figure 2: Study Area Map

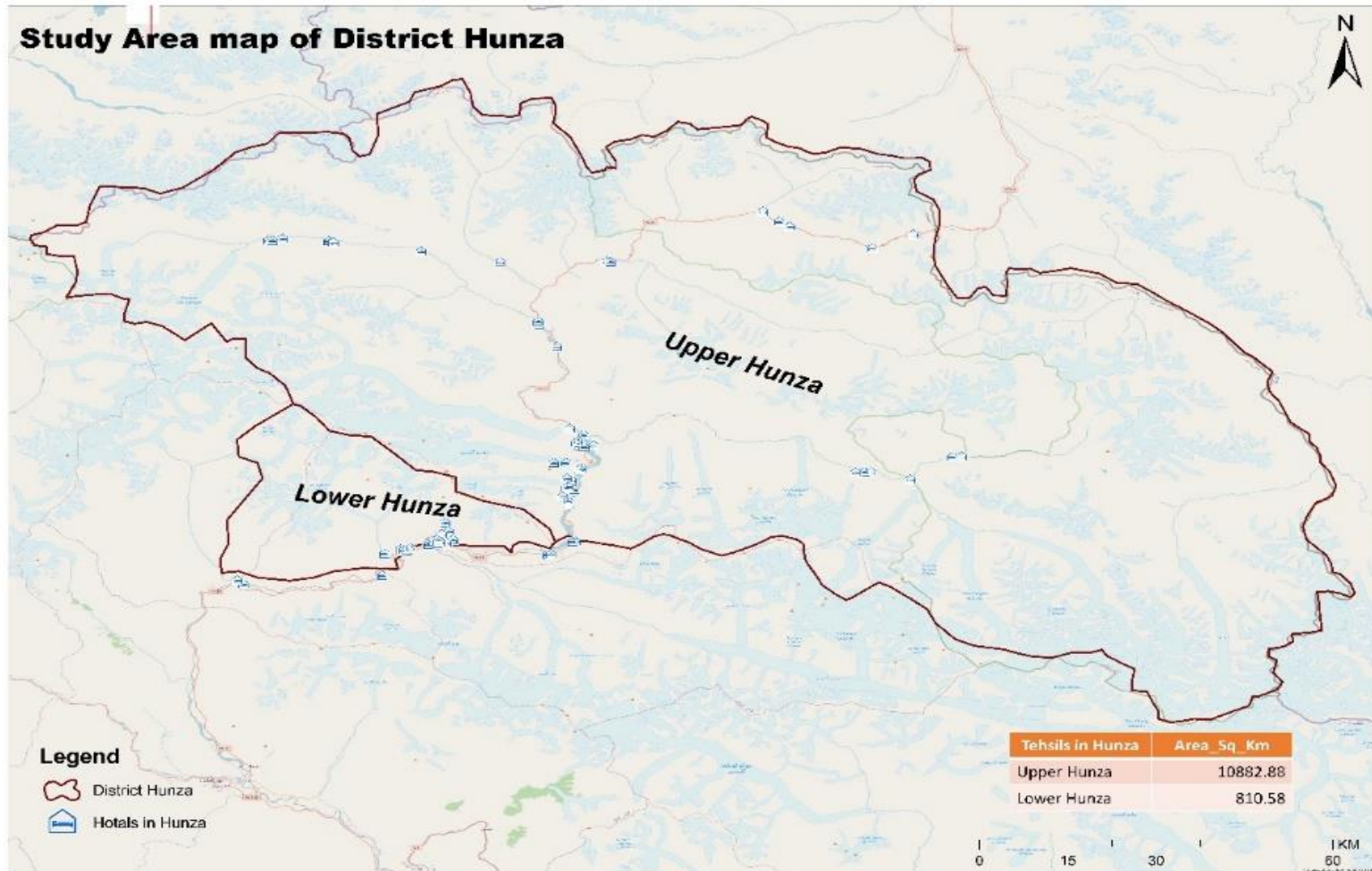


Figure 3: Location Map of Existing Hotels

3.4 Sample Selection

The sample for this study consisted of 150 participants who were carefully chosen to reflect the tourist sector's target audience in District Hunza, Pakistan. Several factors were considered throughout the sample selection procedure to guarantee the sample's adequacy and representativeness.

The sample size of 150 participants was chosen based on practical considerations such as available resources, time restrictions, and the feasibility of data collection within the research timeframe. While a bigger sample size would have been preferable, limited resources and practical obstacles dictated a smaller sample size that nonetheless gave useful insights into the research issue.

A combination of purposive and convenience sampling approaches was used to ensure that the sample sufficiently represented the target population. Purposive sampling was utilized to find and choose persons with relevant expertise and experience in the District Hunza tourist industry. Tourist industry professionals, local community members, and government authorities involved in tourist management and development were among those present.

Furthermore, convenience sampling was used to pick research participants who were conveniently accessible and eager to participate. This was especially important during the Covid-19 epidemic, when travel limitations and safety regulations made it difficult to reach the target population. Convenience sampling allowed individuals who were geographically accessible and available for data collection to be included, resulting in a practical and efficient sample selection method.

Individuals who were directly or indirectly connected to the tourist sector of District Hunza were included in the inclusion criteria for participant selection. Professionals working in hotels, tour operators, travel agencies, restaurants, and other tourism-related enterprises were included. It also included people of the local community who provided visitors with services such as transportation, lodging, or cultural experiences. Individuals who have no direct engagement or understanding of the tourist sector in District Hunza were excluded from consideration. This guaranteed that the selected individuals could contribute relevant ideas and viewpoints based on their tourism sector experiences.

It is critical to recognize that the sample size and selection procedures have limits. The relatively small sample size may restrict the generalizability of the findings to the broader population. Additionally, the use of convenience sampling may introduce potential biases, as participants who volunteered or were readily available may not fully represent the diversity of perspectives within the target population.

Despite these restraints, the sample size and composition chosen were deemed suitable within the parameters of the study. The inclusion of professionals and community members involved in District Hunza's tourism sector allowed for a thorough examination of the impact of Covid-19 on various stakeholders and provided valuable insights into the challenges and opportunities faced by the region's tourism industry. Finally, a mix of purposive and convenience sampling approaches were used to find and choose 150 participants who represented the tourist sector of District Hunza, Pakistan. The sample size was chosen with practical factors in mind, and the inclusion and exclusion criteria guaranteed that the selected participants had relevant

expertise and experiences in the tourist business. Despite the constraints of sample size and selection procedures, the chosen sample gives useful insights into the research issue and supports the study's aims. To retrieve the expert opinion for identifying the impacts Covid-19 on the tourism industry of Hunza, 10 questionnaires were disseminated among the experts from the health and tourism department of GB, and all questionnaires were received with 100% response.

3.5 Data Analysis

In this study, the quantitative data acquired from the close-ended questions were analyzed using statistical analysis techniques, especially frequency and percentage calculations. The purpose of this research was to summarize and provide important findings about the influence of Covid-19 on the tourist sector in District Hunza, Pakistan.

Frequency and percentage computations were used to analyze quantitative data. To determine the number of replies for each category or choice inside the closed-ended questions, frequencies were determined. These frequencies gave insight into the distribution and prevalence of various responses. The proportion of participants who chose each category or option in the close-ended questions was determined using percentage calculations. Percentages enabled a comparative analysis of replies, reflecting the importance of each category in relation to the overall number of participants.

The use of frequency and percentage calculations allowed for the clear and comprehensible presentation of quantitative data. These estimates presented a

summary of Covid-19's influence on different elements of the tourism sector, including visitor arrivals, income production, employment, and the operating state of tourism-related firms.

Moreover, in addition, the descriptive data was gathered through the use of questionnaires with closed-ended questions. The statistical package SPSS and the spreadsheet program Microsoft Excel were utilized in the analysis of the qualitative and quantitative data, respectively. To determine the chi-square value (p-value), cross-tabulation, mean (\bar{X}), standard deviation, and frequency distributions of the respondents, descriptive analysis was performed with SPSS. For the purpose of a graphical depiction of the data, Microsoft Excel was utilized. The SPSS program was used to conduct a Factor Analysis (FA). The procedures for data analysis are broken down into sections below.

3.5.1 Chi-Square Test

The p-value has been applied as a method for determining the level of significance (where equals 0.05). If the p-value is lower than the critical value, then the respondents held a variety of perspectives regarding the issue. In the event that the p-value is lower than the critical value, the respondents did not share a consensus regarding the issue.

3.5.2 Cross Tabulation

A cross tabulation is a method for doing a quantitative analysis of the correlation between the indicators being compared. The variables are grouped so that the correlation between the various variables, as well as the change in correlation from

one grouping variable to another, may be determined.

3.5.3 *Factor Analysis*

Using the information gathered from the expert survey regarding impediments, factor analysis was done. This analysis aims to enhance comprehension and interpretation of the barrier by utilizing factor analysis. Factor analysis facilitates the identification and categorization of a vast array of data variables into concise and significant factors, which in turn provide insights from a specific standpoint. The limited number of factors obtained from factor analysis provide an overview of all the variables contained within these factors. Within the SPSS software, the factor analysis utilized the Principal Components approach. This method was chosen because it is capable of identifying and calculating composite scores for the variables or factors being studied

3.5.4 *Index-Based Approach*

An index-based approach in SPSS (Statistical Package for the Social Sciences) research typically entails the development of composite variables or indices that symbolize the dimensions or underlying constructs of interest. This methodology is frequently employed in disciplines including economics, psychology, and sociology, where scholars frequently seek to quantify intricate notions that defy reduction to a solitary variable. A synopsis of the general procedure for implementing an index-based approach in SPSS follows:

Define your constructs: You must identify the underlying constructs or dimensions you wish to measure prior to developing indices. As an illustration, when

examining the 30 socioeconomic standing of individuals, one might deem income, education, and occupation to be indicators of this particular construct.

Determine variables: Select the variables from the given dataset that correspond to each of the identified constructs. Idealistically, these variables ought to be assessed using a comparable scale and possess a conceptual connection to the construct. Prior to integrating variables into an index, it is critical to evaluate the dependability of each individual variable as well as the intercorrelations between them. Factor analysis can be employed to evaluate the dimensionality of your variables, while Cronbach's alpha can be utilized to determine reliability. After selecting the variables and determining their dependability, the index can be computed using a variety of techniques. A prevalent methodology involves calculating a weighted average of the component variables' standardized scores, with the weights assigned to each variable signifying its comparative significance in representing the construct. Alternatively, factor ratings derived from factor analysis may be utilized.

Validate the index: It is essential to validate the index after it has been created to ensure that it accurately represents the underlying construct. This may entail the analysis of correlations with other construct-theoretically related variables, the testing of hypotheses, or the comparison of groups that are known to differ with respect to the construct under consideration.

Conduct data analysis: After obtaining the index, it can be utilized in statistical analyses in the same manner as any other variable. This may entail investigating potential correlations with additional variables, performing regression analyses, or

hypothesis testing.

These procedures may be executed via the graphical user interface or the syntax in SPSS. The procedures to be followed are contingent upon the characteristics of the data and the statistical methods being employed. SPSS offers a variety of procedures and functions, including but not limited to those for factor analysis, data manipulation, and regression, that are applicable to the development and examination of composite indices.

3.6 Ethical Considerations

To protect the rights and well-being of participants, ethical procedures were followed throughout the study process. The section that follows explains the important ethical issues and techniques used in this investigation.

Prior to their participation in the trial, all subjects provided informed consent. Providing full information about the study, including its goal, methods, potential risks and benefits, and the voluntary nature of participation, was part of the informed consent process. Participants were advised that their participation was fully optional and that they may opt-out at any moment without penalty. They were also informed that their decision to join or withdraw from the study would have no impact on their present or future interactions with the researchers or any other persons or organizations affiliated with the study.

Throughout the research procedure, participants' confidentiality and identities were strictly safeguarded. The identities and personal information of participants were kept fully secret, and precautions were made to guarantee that their replies and data

could not be connected to their personal identities. During data processing and reporting, each participant was allocated a unique identification or code, which was used in place of their names or any other identifying information. The data was securely maintained and only the study team had access to it, ensuring that participant information was kept private.

Several procedures were made to mitigate possible dangers or ethical concerns related with the study. To begin, the study team thoroughly assessed and minimized any potential injury or pain that subjects could experience while collecting data. Participants were asked to be sensitive while asking questions on the influence of Covid-19 on the tourist industry, and they were given the choice to skip or delete any topics they felt uncomfortable answering.

Furthermore, the researchers worked hard to minimize any unforeseen repercussions that could result from the study's findings. The danger of potential consequences or negative effects on participants or their organizations was reduced by protecting participant confidentiality and anonymity. Individual participants could not be recognized or connected to specific replies since the research data were aggregated and anonymized.

Furthermore, the study team followed institutional and international ethical rules and research conduct principles. This includes following ethical criteria for human-participant research, such as getting relevant ethics permissions, executing the study with honesty, and protecting participants' privacy and well-being.

It is critical to recognize that, despite these safeguards, the ethical concerns and

techniques used in this study may have limits. While every attempt was made to assure the participants' safety and well-being, unanticipated occurrences or factors beyond the researchers' control might potentially have an influence on ethical considerations. Throughout the investigation, the research team stayed dedicated to following ethical norms and guaranteeing the greatest degree of integrity. Finally, this study followed ethical standards to protect the participants' rights and well-being. Informed consent was obtained, participant confidentiality and anonymity were ensured, and potential risks or ethical concerns were addressed. By following these ethical considerations, the study aimed to protect participants and maintain the integrity of the research process.

CHAPTER 4: DATA COLLECTION AND DATA ANALYSIS

This chapter contains the data analysis from the study, which sought to assess the influence of Covid-19 on the tourist industry of District Hunza in Northern Pakistan. A mixed-methods approach was used in the analysis, which included quantitative analysis of the closed-ended questions and qualitative analysis of the open-ended replies. To address the study objectives and answer the research questions, the findings are given.

4.1 Quantitative Data Analysis

The quantitative data analysis entailed examining the replies to the questionnaire's close-ended questions using descriptive statistics, especially frequencies and percentages. These data metrics presented a clear picture of the influence of Covid-19 on several areas of the District Hunza tourist industry.

Frequencies were computed for each closed-ended question to ascertain the number of participants who chose each response choice. This technique enabled the identification of the most common and least common replies among the participants. The replies were then compared using percentages, which indicated the proportion of individuals who picked each alternative.

Close-ended question analysis gave valuable insights into the influence of Covid-19 on the tourist sector. The frequencies and percentages assisted in identifying trends and patterns in the data, emphasizing areas such as the fall in visitor arrivals, income production, and the closure of tourism-related enterprises as a result of the

pandemic. These quantitative findings gave a quantitative summary of the amount and effect of changes seen in the tourist industry.

4.1.1 Demographic

The table encompasses 150 participants, yielding insightful observations across various dimensions. Gender distribution demonstrates a significant male majority, constituting 90%, while females account for the remaining 10%. Age stratification reveals participants distributed across age brackets, with the largest contingent falling between 30-39 years (30%) and those aged 50 and above (26%). Educational backgrounds exhibit diversity, notably with 30% having an intermediate education level, while 16% have completed matriculation and 14% hold bachelor's degrees. Skills are varied, with tourism experts at 28% and executive chefs at 24%. Marital status delineates a balance, with 60% married and 40% unmarried. This comprehensive analysis offers insights into participants' demographics. Below are the classifications of demographics of the respondents

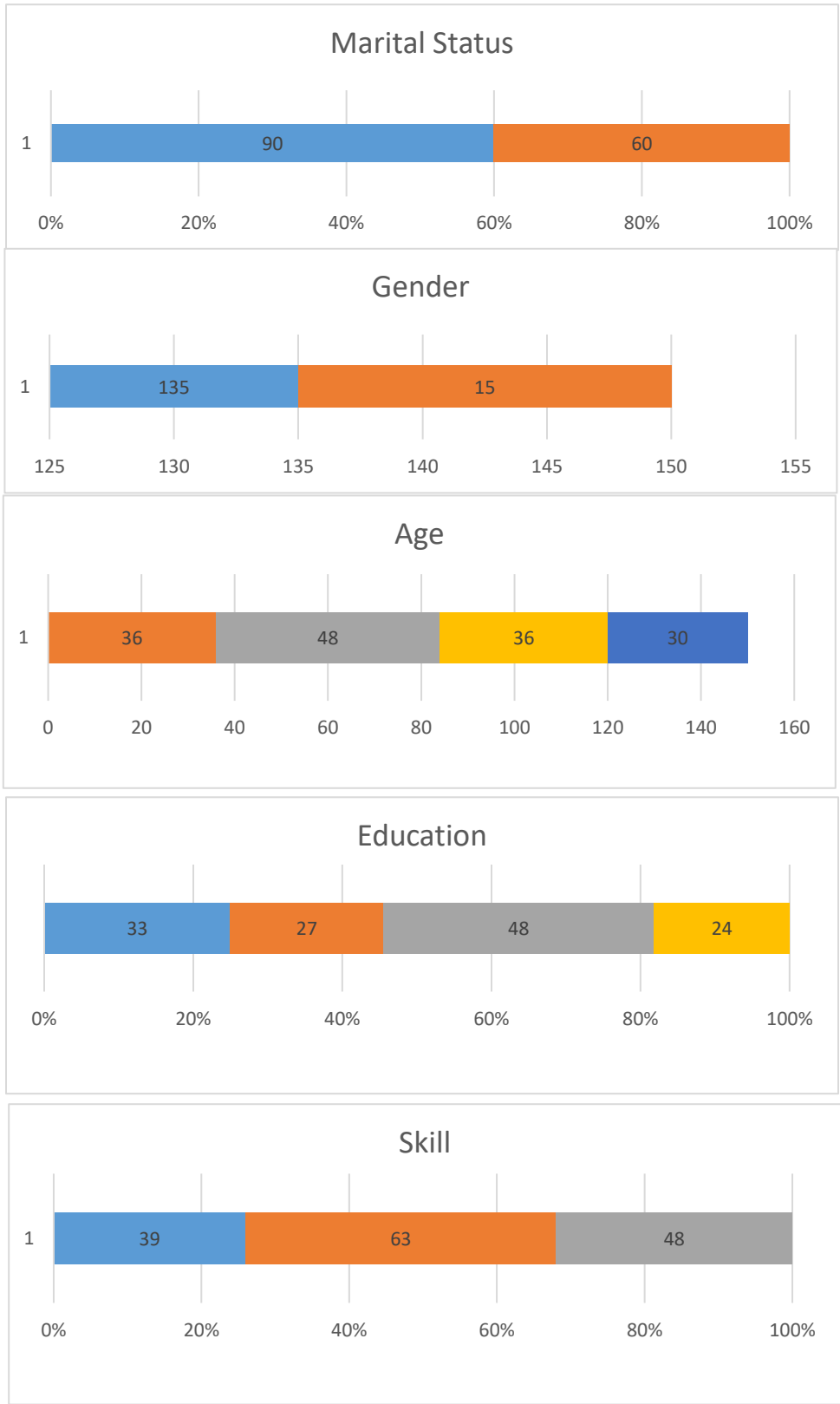


Figure 4: Socio Economic Profile of Respondents

4.1.2 Social Resilience

The covid-19 pandemic has brought unprecedented challenges to workplaces worldwide, forcing organizations to adapt quickly to new working conditions. The data is based on responses from 150 participants and includes variables such as Age stratification reveals participants distributed across age brackets, with the largest contingent falling between 30-39 years (30%) and those aged 50 and above (26%). Educational backgrounds exhibit diversity, notably with 30% having an intermediate education level, while 16% have completed matriculation and 14% hold bachelor's degrees. Skills are varied, with tourism experts at 28% and executive chefs at 24%. Marital status delineates a balance, with 60% married and 40% unmarried. A substantial 84% owned their houses, and 16% are living on rent most probably they are migrants. School-going children were present in 48% of households, with 40% and remaining having no children.

Table 1: Social Characteristics of Respondents

Characteristic	Category	Count	Percentage
Age (S1)	Below 30 years	36	24%
	30-39 years	45	30%
	40-49 years	30	20%
	50 and above	39	26%
Education (S2)	Illiterate	9	6%
	Less than 9th class	33	22%
	Matric	24	16%
	Intermediate	45	30%
	Bachelors	21	14%
	Masters/Above	18	12%
Skill (S3)	Executive Chef	39	26%
	Tourism Expert	63	48%
	Hoteling Expert	48	32%
Marital Status (S4)	Married	90	60%
	Unmarried	60	40%
No of Children (S6)	No children	54	36%
	1 child	36	24%

	2 children	33	22%
	3 or more children	27	18%
Family Type (S5)	Joint family	78	52%
	Nuclear family	72	48%
your own house(S7)	Yes	126	84%
	No	24	16%
Household have School-going children (S8)	Yes	72	48%
	No	78	52%

The global outbreak of the Covid-19 virus has presented workplaces with unparalleled difficulties, necessitating businesses to swiftly adjust to novel working circumstances. This study investigates the influence of the pandemic on social characteristic the dataset comprises responses from 150 individuals and encompasses characteristics. (See figure 05: Social Resilience)

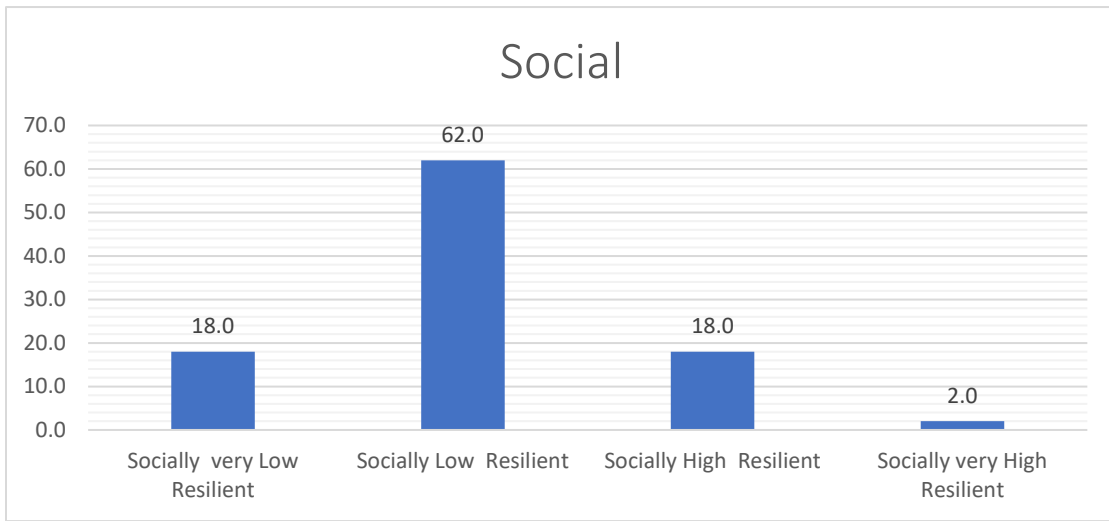
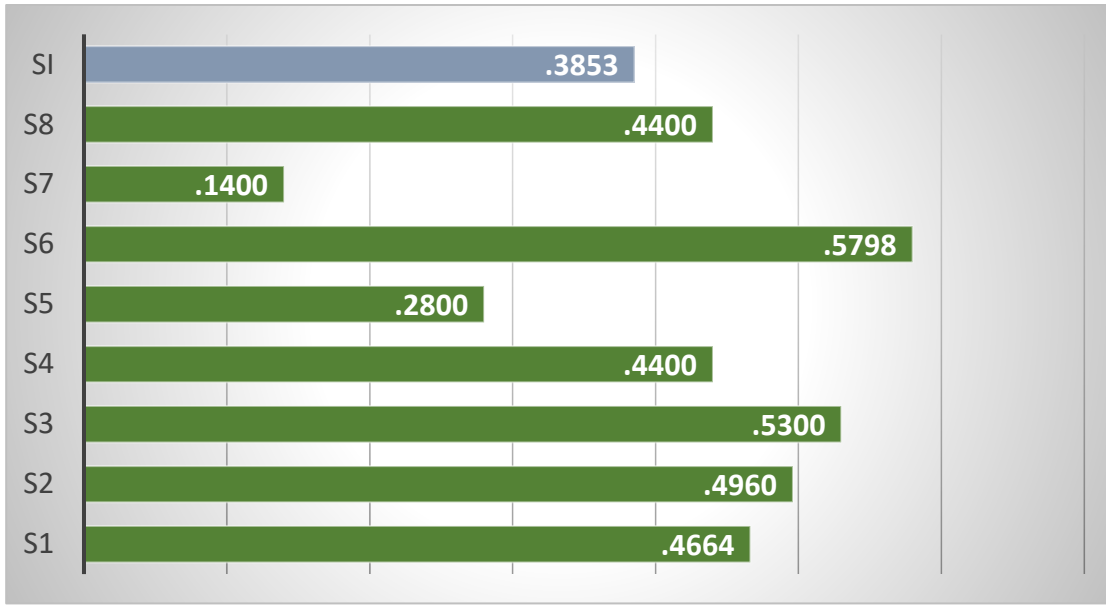


Figure 5: Social Resilience

The data indicates that individuals from different tourism industry backgrounds encountered different degrees of challenges during pandemic. The data clearly indicates that a significant number of participants expressed encountering moderate to high levels of difficulties divided in categories according to percentages. This study implies that respondents having more children are less resilient followed by the skills of respondents and education level is also important in measuring resilience of individuals.

4.1.3 Economic Resilience

Global workplaces have been confronted with unprecedented challenges as a result of the Covid-19 pandemic, which has compelled organizations to swiftly adjust to new working conditions below is a complete examination of the 150 participants' replies to several questions. Family sizes present an even spread, with 36% in both the 5-6 member and 7 or more member categories. Work experience ranges widely, with 34% having 16 or more years. Daily work hours are diverse, as 38% work 8-10 hours, and 24% each work 11-12 hours or more than 12 hours the data showcases insights into their income distribution, unemployment experiences, working days, and financial challenges during the pandemic. Notably, 78% of participants did not experience salary delays, while 22% did. A significant portion, 34%, resorted to taking loans during Covid-19, with 66% managing without such financial assistance. Loan amounts varied, with 18% borrowing less than PKR 50000, and 12% borrowing between PKR 51000 and PKR 75000. Strikingly, none borrowed more than PKR 100000. In terms of ongoing loans, 16% had loan amounts ranging from PKR 10001 to PKR 15000. Additionally, price hikes in daily commodities were reported by 38%, with a 10% increase noted.

Table 2: Economic Characteristics of Respondents

Characteristic	Category	Count	Percentage
Family Size (E1)	3-4 members	42	28%
	5-6 members	54	36%
	7 or more members	54	36%
Daily Working Hours (E2)	Less than 8 hours	21	14%
	8-10 hours	57	38%
	11-12 hours	36	24%
	More than 12 hours	36	24%
Years Working (E3)	Less than 5 years	27	18%
	5-10 years	39	26%
	11-15 years	33	22%

	16 or more years	51	34%
No. of Earning Hands (E4)	1	81	54%
	2	51	34%
	3 or more	18	12%
Monthly income (E5)	Less than PKR 25000	24	16%
	PKR 25000 – PKR 50000	36	24%
	PKR 51000 – PKR 75000	30	20%
	PKR 76000 – PKR 100000	27	18%
	Above PKR 100000	33	22%
No of Unemployed days during Covid-19 (E6)	None	63	42%
	1-30 days	39	26%
	31-60 days	21	14%
	More than 60 days	27	18%
Working days in a month (E7)	20 days	24	16%
	21-25 days	48	32%
	26-30 days	57	38%
	More than 30 days	21	14%
Salary delay during Covid-19 (E8)	No	117	78%
	Yes	33	22%
Days of work lost during Covid-19 (E9)	None	63	42%
	1-10 days	36	24%
	11-20 days	30	20%
	More than 20 days	21	14%
Took loan during Covid-19 (E10)	No	99	66%
	Yes	51	34%
Loan amount (E11)	Less than PKR 50000	27	18%
	PKR 51000 – PKR 75000	18	12%
	PKR 75001 - PKR 100000	6	4%
	More than PKR 100000	0	0%
Ongoing loan amount (E12)	Less than PKR 10000	15	10%
	PKR 10001 – PKR 15000	24	16%
	PKR 15001 – PKR 20000	12	8%
	More than PKR 20000	0	0%
Price hike in daily commodities of hoteling industry. (E13)	Yes	57	38%
	No	93	62%

The COVID-19 pandemic has had a significant impact on the tourism industry leading to disrupted global supply chains, leading to shortages and delays in the delivery of daily commodities. Individuals take loan to run their homes due to salary delays, households having less earning hands face more difficulties during pandemic. (See Figure 06).

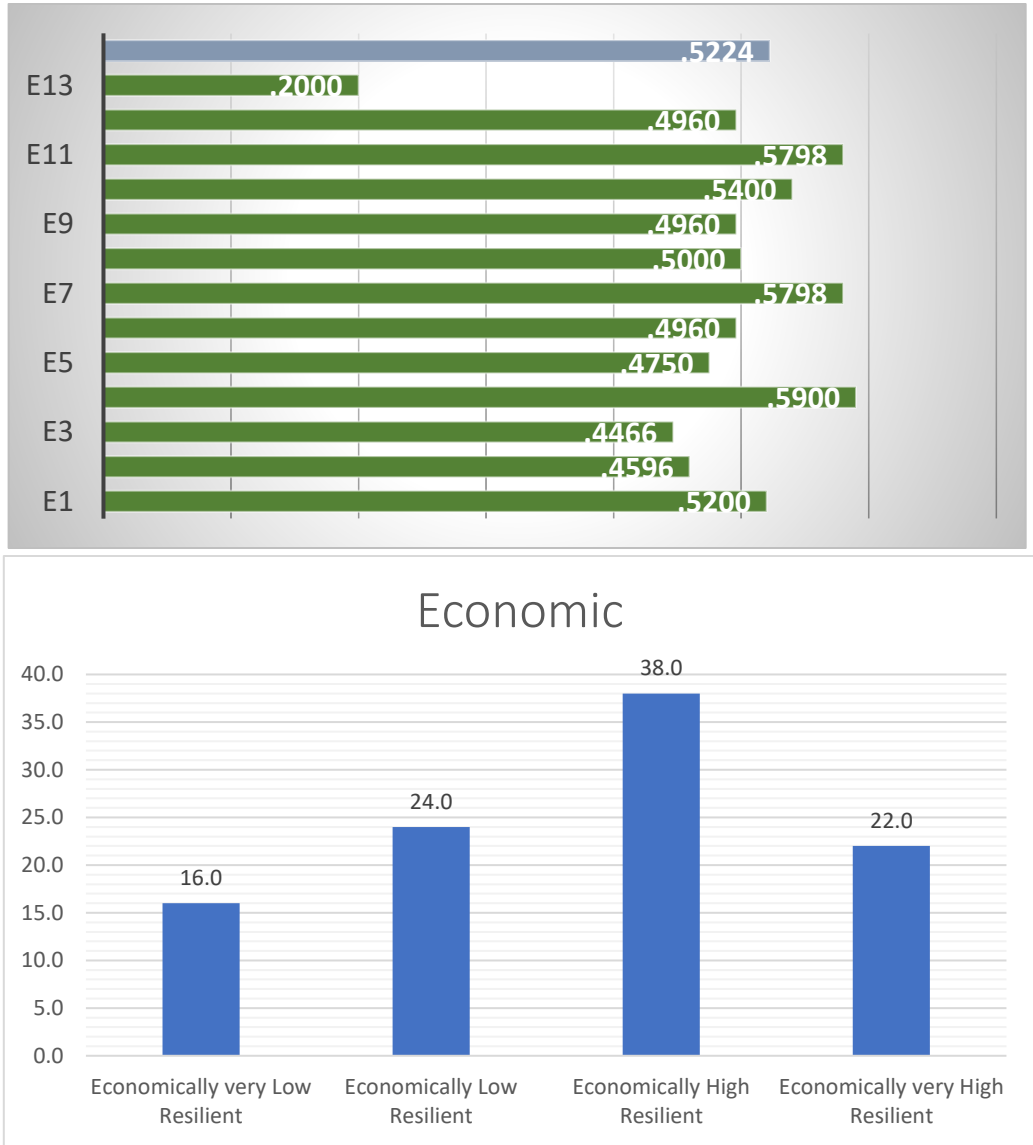


Figure 6: Economic Resilience

During the pandemic, respondents from a variety of business categories related

to the tourism sector encountered varying degrees of difficulty. The data clearly indicates that a significant proportion of the participants encountered moderate to high degrees of difficulty economically. The data reveals that overall 40% are low resilient which lead to high vulnerability.

4.1.4 Health and Safety Resilience

This study investigates the influence of the pandemic on Health and safety resilience of tourism industry workers. The dataset comprises responses from 150 individuals and encompasses characteristics such as getting vaccinated, contact 19, use of safety equipment, social distancing, death among and Covid-19 cases among your staff at the workplace and lastly, family member contact Covid-19 during the pandemic.

Detailed breakdown of the 150 participants' comments, offering insight into their experiences during the Covid-19 epidemic. This multifaceted study yields nuanced insights into various dimensions of their responses. The findings showcase a vaccination rate of 70%, with 16% reporting Covid-19 exposure. Among participants, 24% mention a family member contracting the virus, and 12% indicate Covid-19 cases among co-workers. Notably, 74% used safety equipment like masks at work, while 90% employed sanitizers. Social distancing was maintained by 80%. death among staff was 10% and cases in coworkers were 12%, and finally 24% of respondents' families had contact with Covid-19.

Table 3: Health and Safety Characteristics of Respondents

Question	Count	Percentage (Yes)	Percentage (No)
Have you got vaccinated (HS1)	150	70%	30%
Did you contact Covid-19 (HS2)	150	16%	84%
Did you use safety equipment like masks at work during Covid-19 (HS3)	150	74%	26%
Did you use any sanitizer (HS4)	150	90%	10%
Did you maintain social distance at work during Covid-19 (HS5)	150	80%	20%
5. Deaths among staff due to Covid-19 (HS6)	150	10%	90%
Any Covid-19 cases in co-workers (HS7)	150	12%	88%
Did any family member contact Covid-19 (HS8)	150	24%	76%

Workplaces worldwide have encountered unparalleled difficulties due to the COVID-19 pandemic, which has necessitated organizations to promptly adapt to novel operational circumstances. The present study examines the impact of the pandemic on Health and safety across a range of tourism industries, and the performance challenges faced by industry due to the COVID-19 pandemic. According to the data, respondents representing diverse business categories experienced different levels of resistance when attempting to enter their workplaces amidst the pandemic. Posing a substantial physical health barrier, this risk may result in morbidity, hospitalization, or mortality. During the early phases of the pandemic, PPE, which is critical for protecting employees from the virus, was in limited supply. This scarcity impeded the ability to preserve one's physical health. A scarcity of hand washing stations and sanitizers may contribute to an elevated susceptibility to infection. Certain workers in tourism industry might encounter challenges in accessing necessary medical attention due to restricted availability of healthcare services. The stress and distractions brought about by the pandemic may have exacerbated the dangers of hoteling sites and elevated the likelihood of workplace injuries. (See Figure 07).

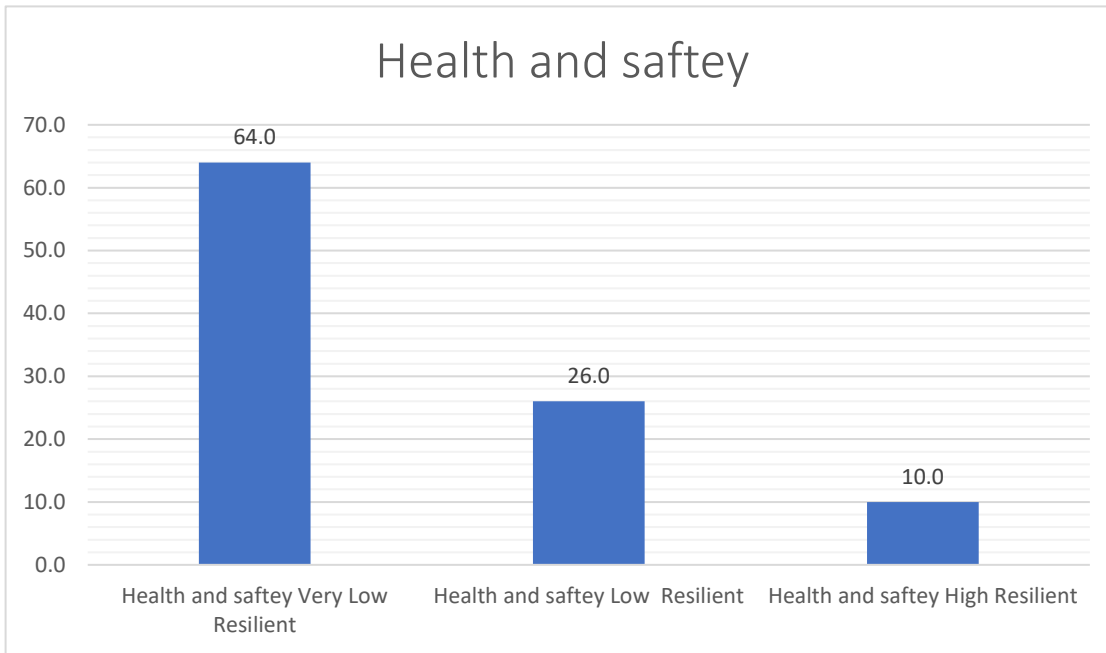
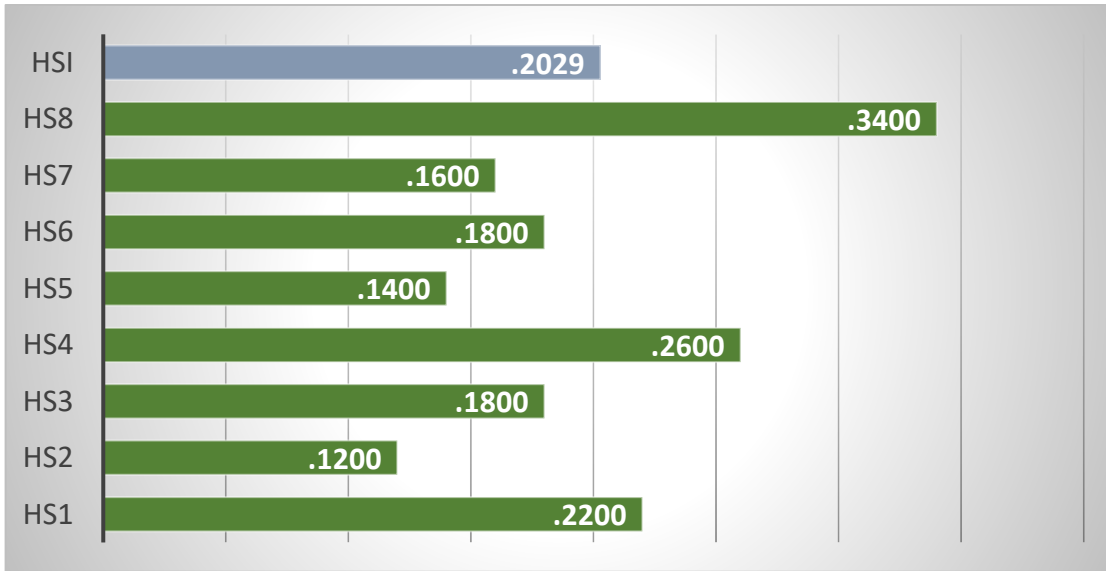


Figure 7: Health and Safety Resilience

Overall data during pandemic shows most of the respondents are low resilient due to not available and less health facilities available nearby in emergency. The data clearly indicates that a significant proportion 64% of the participants encountered high degrees of difficulty to ensure health and safety resilience.

4.1.5 *Accessibility Resilience*

The global outbreak of the Covid-19 virus has presented workplaces with unparalleled difficulties, necessitating businesses to swiftly adjust to novel working circumstances. This study investigates the influence of the pandemic on accessibility to work places, health facilities and access to education. The dataset comprises responses from 150 individuals and encompasses characteristics such as workplace accessibility, travel distance, transportation mode, Status of respondents, health facilities near workplaces and access to children education, IT equipment's and internet during Covid-19 pandemic.

Residential status demonstrates a larger local presence at 56% compared to migrants at 44%. Travel patterns show 36% spending 30 minutes to 1 hour daily, and 24% dedicating 1-2 hours. Public transport dominates at 38%, with other modes, including walking and biking, totaling 32%. and 60% had health facilities available near workplaces. Around 60% had children with access to IT equipment and internet, and 56% ensured their children's education persisted. These findings paint a comprehensive picture of the pandemic's impact on accessibilities.

Table 4: Accessibility Characteristics of Respondents

Question	Response	Count	Percentage
Mode of Travel (A1)	Car	15	10%
	Public transport	57	38%
	Walk	18	12%
	Bikes	12	8%
	Others	48	32%
Status (A2)	Local	84	56%
	Migrant	66	44%
Daily Travel Time (A3)	Less than 30 minutes	33	22%
	30 minutes - 1 hour	54	36%
	1-2 hours	36	24%
	More than 2 hours	27	18%
Were any health facilities available near the workplace (A4)	Yes	90	60%
	No	60	40%
Did your children have access to IT equipment and the internet (A5)	Yes	90	60%
	No	60	40%
Did your children take any form of education during Covid-19 (A6)	Yes	84	56%
	No	66	44%

The data reveals that respondents from all types of companies faced varying levels of difficulty in accessing their respective workplaces during the pandemic. It is evident that most respondents reported moderate to high level of difficulty in accessing their offices. This finding suggests that companies had to implement additional safety measures and restrictions to ensure a safe working environment during the pandemic. Moreover, the data also highlights that the distance travelled to reach the workplace had a significant impact on respondents to their workplace. The study also showed that the mode of transport used by employees during the pandemic was private. This trend can be contributed to health and safety concerns and a desire to avoid crowded public spaces during the pandemic. Results also demonstrated that most respondents across different types of companies experienced some level of mobility limitations during the pandemic. Furthermore, education of respondent's children is also affected due to not available of internet and IT equipment's.

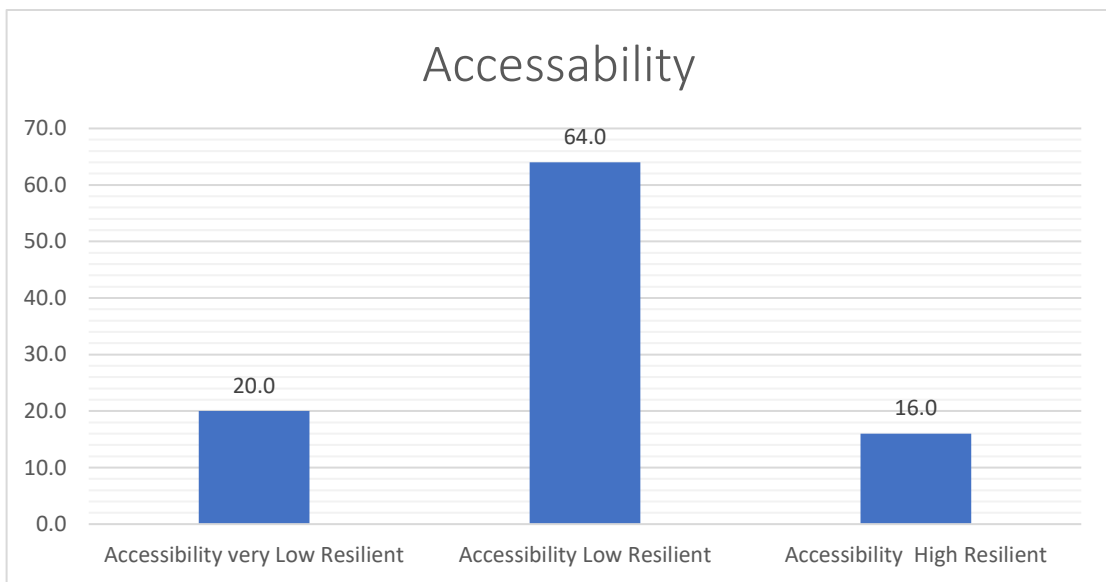
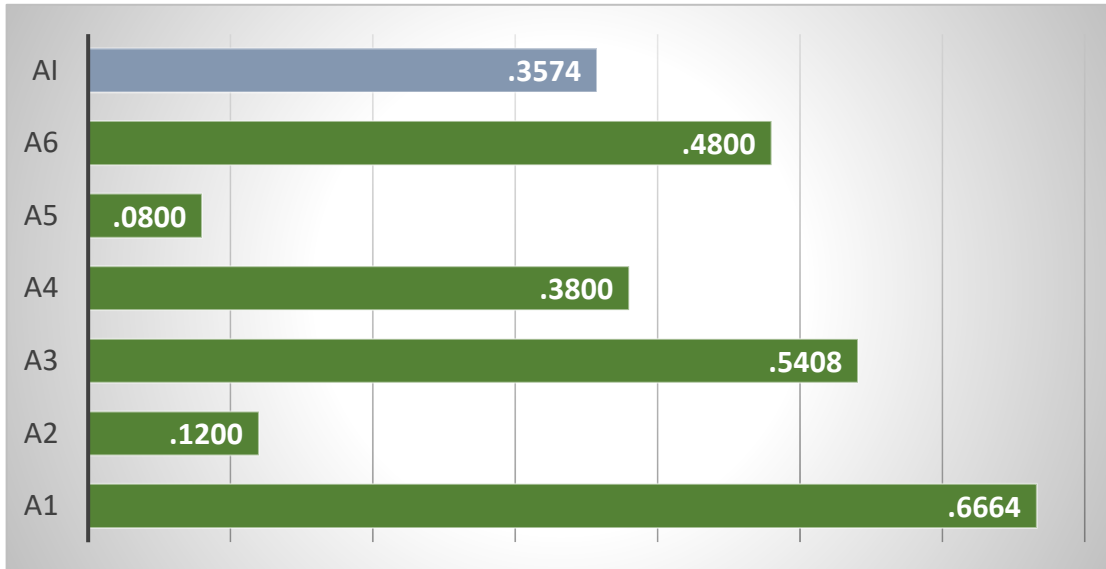


Figure 8: Accessibility Resilience

Overall data for accessibility during the pandemic shows most of the respondents are low resilient due to daily travel, access to transport and health facilities available nearby in an emergency. The data clearly indicates that a significant proportion 64% of the participants encountered medium degrees of difficulties. Most people travel in public transport which lead them to high vulnerabilities and faced stress and anxiety

during the pandemic.

4.1.6 Tourism Industry Resilience Index

The COVID-19 pandemic has significantly impacted the Tourism Industry of Pakistan and worldwide, leading to job losses, financial stress, and revenue reduction. Despite the challenges, the stakeholders have shown resilience and adaptability by offering support to those affected by the pandemic. The pandemic has caused tourism industry to collapse and many tours operators are default because of already booking before covid -19 which increased levels of anxiety, depression, and stress. The disruption of the supply chain has resulted in the closures of the tourism industry. The pandemic has placed a significant strain on healthcare systems, resulting in delays in routine medical procedures and treatments and negative health outcomes for some individuals. The tourism industry has been moderately resilient during covid-19 pandemic. (See Figure 09).

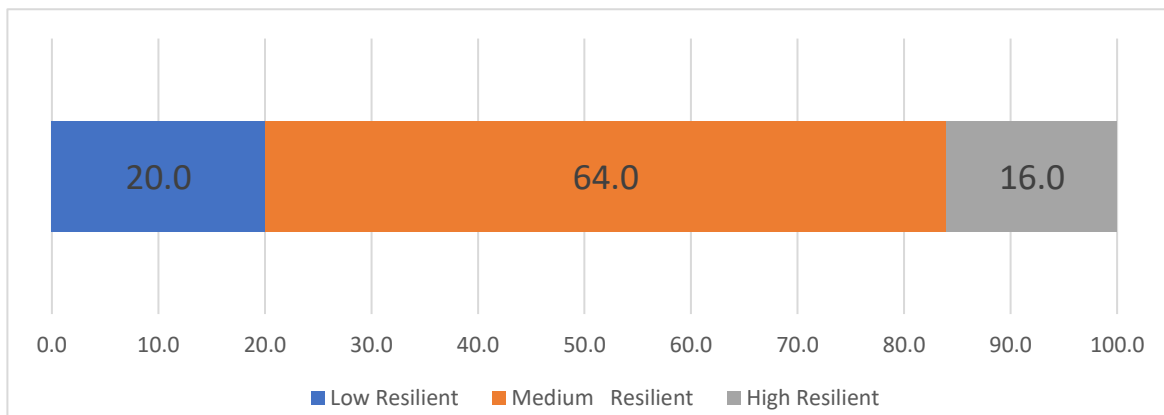


Figure 9: Tourism Industry Resilience Index

4.1.7 SOPs During Covid-19 and Social Support

Table below given summarizes the replies of 150 participants, offering insights

into their COVID-19 experiences and perspectives. This comprehensive view provides insights into several aspects, including adherence to Standard Operating Procedures (SOPs), the impact of these measures on job performance, and the extent of relief or donations received from various sources. It's notable that 84% of participants indicated the presence of SOPs during the pandemic, demonstrating a collective awareness of preventive measures. The diverse nature of these measures is evident, with 30% highlighting the importance of wearing masks, 40% emphasizing the use of sanitizers, 34% adhering to social distancing, and 50% engaging in both Covid-19 testing and vaccination. Moreover, 20% embraced all of these SOPs. Regarding job performance, the responses reflected a spectrum of impacts, with 36% reporting a moderate effect and 26% encountering low impact due to the pandemic. Interestingly, 50% experienced relief through government or NGO initiatives. Specific areas of assistance included electricity bill relief (38%), gas bill assistance (20%), water supply bill support (14%), ration distribution (30%), health provisions (24%), and education-related aid (18%). These findings collectively illustrate the multifaceted nature of responses to the pandemic, underscoring the importance of both individual and collective efforts in navigating and mitigating its effects.

Table 5: SOPs During Covid-19 and Social Support

Question	Response	Count	Percentage
1. Was there any SOPs during Covid-19?	Yes	126	84%
	No	24	16%
2. Types of SOPs	Wear a mask	45	30%
	Use of sanitizer	60	40%
	Social distancing	51	34%
	Getting tested for Covid-19 and vaccination	75	50%
	All of the above	30	20%
3. Job performance affected due to Covid-19	Very high	9	6%
	High	36	24%
	Moderate	54	36%

	Low	39	26%
	Very low	12	8%
4. Relief or donation from Government/NGOs	Electricity bill (Yes)	57	38%
	Electricity bill (No)	93	62%
	Gas bill (Yes)	30	20%
	Gas bill (No)	120	80%
	Water supply bill (Yes)	21	14%
	Water supply bill (No)	129	86%
	Ration (Yes)	45	30%
	Ration (No)	105	70%
	Health (Yes)	36	24%
	Health (No)	114	76%
	Education (Yes)	27	18%
Education (No)	123	82%	

4.2 Qualitative Data Analysis

The open-ended replies from the questionnaire were the focus of the qualitative data analysis. Participants were given the chance to provide in-depth ideas, opinions, and experiences about the influence of Covid-19 on the tourist sector in District Hunza.

To analyse the qualitative data and discover recurrent themes and patterns in the replies, thematic analysis was used. The procedure began with transcription, in which the audio-recorded interviews were transcribed verbatim in order to authentically reflect the opinions of the participants. The transcribed material was then submitted to a systematic coding procedure in which significant portions were found and suitable codes were assigned. The codes were created in two ways: deductively, based on the study objectives and related literature, and inductively, by enabling themes to arise directly from the data.

Several major issues relating to the influence of Covid-19 on the tourist sector in District Hunza were found through thematic analysis. These themes included changes in visitor behavior, issues confronting tourism firms, views of safety and hygiene

measures, and recovery and resilience strategies. The research gave a thorough knowledge of participants' experiences, viewpoints, and recommendations in response to the pandemic's impact on regional tourism.

4.2.1 The Reasons for Inbound Low Tourists in the Area

The replies to this question highlighted numerous major elements that contribute to the area's low visitor population. The impact of COVID-19 itself was a prevalent issue, with participants citing travel limitations, fear of getting the virus, and lower travel expenditures as explanations for the reduction in inbound travelers. The global pandemic has substantially altered travel patterns and resulted in a widespread drop in international tourism. Many governments-imposed travel restrictions, such as border closures, enforced quarantines, and testing procedures, limiting people's ability to travel and discover new places.

Another recurring concern was a lack of promotion and marketing activities. Inadequate promotion, a restricted web presence, and insufficient tourism initiatives, according to participants, have all contributed to the low number of travelers. Effective marketing techniques are critical for drawing tourists to a site because they raise awareness and develop interest among prospective visitors. Inadequate promoting efforts may cause the location to be disregarded or less recognized to tourists, reducing the amount of inbound visitors.

Participants also cited inadequate infrastructure, poor transit facilities, a lack of attractions or activities, and a lack of cultural variety as factors influencing the influx

of visitors. Infrastructure, such as transportation networks, lodging alternatives, and tourist-site facilities, is critical in sustaining tourism. Inadequate infrastructure can impede travelers' accessibility, comfort, and convenience, preventing them from visiting the region. Furthermore, a lack of various attractions and cultural experiences may restrict the destination's attractiveness to a diverse spectrum of travelers.

4.2.2 Improvement in the Number of Tourists in the Area

Participants made a variety of proposals for increasing the number of tourists in the region. The significance of successful marketing and promotion methods was a constant subject. They emphasized the need of focused advertising campaigns geared to certain market groups, as well as the use of multiple channels such as social media, online travel platforms, and partnership with travel agents. Engaging potential visitors with fascinating information, emphasizing unique attractions, and emphasizing the destination's distinguishing traits might pique their interest.

Infrastructure development and improvement were regularly identified as important factors in attracting tourists. Participants proposed improving transportation infrastructure, such as airports, highways, and public transit systems, to improve connection and convenience of travel. They emphasized the necessity of providing tourists with comfortable and convenient transit alternatives that allow them to easily explore the area. Furthermore, improving housing alternatives ranging from budget-friendly to luxury, as well as providing various and enticing tourist sites or activities, were viewed as approaches to attract a broader spectrum of travelers.

Participants also emphasized the need of offering guests with high-quality services. Maintaining sanitation and hygiene standards, as well as providing outstanding customer service, were viewed as critical components in establishing a favorable tourist experience. They also emphasized the significance of protecting cultural heritage, supporting sustainable tourism practices, and providing unique experiences that set the place apart from other locations.

4.2.3 The role of NGOs during COVID-19 with Respect to the Tourism and Hotel Industry

The replies to this topic emphasized the importance of non-governmental organizations (NGOs) in assisting the tourist and hotel industries during the COVID-19 epidemic. The offering of relief and aid to affected firms was a key issue. Participants highlighted the work of non-governmental organizations (NGOs) in giving financial assistance, distributing critical supplies, and campaigning for industry-related concerns. The pandemic's economic impact has been significant, with many firms in the travel and hotel industries suffering financial difficulties. NGOs have played an important role in providing assistance to small firms, assisting them in maintaining operations and navigating through difficult times.

NGOs were also recognized for their efforts during the epidemic to promote sustainable tourist practices. Participants emphasized non-governmental organizations' activities to promote awareness about safety standards, encourage responsible travel behavior, and educate companies and visitors about the importance of sustainability. These efforts have contributed to the long-term viability of long-term

survival of the tourist and hotel industries while protecting the area's natural and cultural treasures.

Furthermore, non-governmental organizations (NGOs) have played an important role in organizing training programs to assist firms in adapting to the new conditions. Participants emphasized capacity-building measures carried out by non-governmental organizations (NGOs) to improve the skills and expertise of industry experts. These programs have focused on themes such as health and safety regulations, digital marketing, and business resilience, providing firms with the skills they need to handle the pandemic's obstacles.

Participants also noted collaboration between NGOs, government agencies, and industrial stakeholders. They emphasized the need of collaboration in formulating recovery strategies and executing actions that benefit the tourist and hotel industries. Collective action and collaboration among multiple entities encouraged the pooling of resources, experience, and best practices, allowing for a better coordinated and effective response to the industry's issues during the epidemic.

4.2.4 Problem faced by the Tourism Industry

Participants noted a number of other difficulties confronting the tourist sector. One common issue was the pandemic's harmful impact on employment. Participants identified job losses, reduced working hours, and financial insecurity as major challenges impacting those working in the tourist industry. The drop in tourist arrivals, and hence the following drop in demand for services, has resulted in personnel

reductions and reduced employment possibilities. This has had a tremendous socioeconomic impact on individuals and communities whose livelihoods rely on tourism.

Another issue raised by participants was the reliance on seasonal tourism. Many places rely largely on certain seasons for tourism earnings, resulting in income and employment changes. Tourism's seasonal nature can provide issues for company sustainability, as enterprises must manage their operations and resources efficiently during off-peak seasons.

Other challenges cited by participants were a lack of government assistance and policy initiatives geared to the demands of the tourist industry. They emphasized the importance of favorable policies, financial incentives, and regulatory frameworks that simplify company operations and attract tourism investment. In addition, insufficient financing for infrastructure development, poor upkeep of tourist attractions, and the need for skilled workforce development were recognized as difficulties that must be addressed in order to maximize the potential of the tourism business.

Furthermore, participants identified negative perceptions of the location as significant barriers to tourist expansion owing to safety concerns, political instability, or environmental challenges. Addressing these issues and proactively addressing reputational difficulties can help the resort develop a favorable image and attract more guests.

4.2.5 *Suggestion*

Participants offered a variety of proposals to enhance the tourist business in answer to this open-ended topic. Marketing and promotion techniques, infrastructure development, quality services, and community participation were among the proposals. Participants emphasized the need of executing customized marketing efforts that highlight the area's distinctive characteristics and appeal to the interests of various sorts of tourists. They advised using digital platforms, social media, and travel influencers to boost awareness and reach a larger audience.

Infrastructure upgrades were viewed as critical to improving the visitor experience. Participants advocated for investments in transportation network upgrades, such as airports, highways, and public transit systems, to increase accessibility and connection. It was also emphasized that improving accommodation alternatives, especially the creation of diversified and sustainable lodging facilities, was important. As tactics for attracting a larger spectrum of tourists, creating new tourist sites, upgrading current ones, and expanding the range of activities offered were recommended.

Participants emphasized the necessity of offering guests with high-quality services. They emphasized the importance of having well-trained and welcoming employees who can provide exceptional customer service. Providing safety and security measures, upholding sanitation and hygiene standards, and encouraging sustainable tourism practices were all viewed as critical components in providing a great guest experience.

Participants also emphasized the need of incorporating local people in tourist development. Engaging communities in decision-making processes, fostering community-based tourism projects, and safeguarding cultural assets were all mentioned as approaches to increase authenticity and improve the overall tourist experience. They also emphasized the necessity of cultivating connections between the tourist sector, local companies, government agencies, and community organizations in order to promote long-term tourism growth. Overall, the thematic analysis of the open-ended questions gave significant insights into the causes for low tourist numbers, tourism improvement plans, and the involvement of NGOs during COVID-19, industry issues, and ideas for improvement. These findings may be used to generate targeted initiatives and policies aimed at revitalizing the tourist industry and fostering long-term growth in the region.

CHAPTER 5: CONCLUSION AND RECOMMENDATION

The present research examines the effects of the COVID-19 pandemic on tourism industry workers and suggests viable approaches to alleviate the difficulties that have arisen. The existing literature was utilized to identify different challenges, which were subsequently categorized into four distinct domains: Social, Economic, Accessibility and Health and safety. The COVID-19 pandemic has significantly impacted the Hoteling Industry of Pakistan and worldwide, leading to job losses, financial stress, and revenue reduction. Despite the challenges, the stakeholders have shown resilience and adaptability by offering support to those affected by the pandemic. The pandemic has caused feelings of isolation and loneliness, particularly among older adults, leading to increased levels of anxiety, depression, and stress. The disruption of supply chain has resulted in project closures. The pandemic has placed a significant strain on healthcare systems, resulting in delays in routine medical procedures and treatments and negative health outcomes for some individuals. Many Restaurants and hotels are closed, leading to job losses and decreased consumer spending, particularly in the retail and hospitality industries. The Hotel industry has also been significantly impacted by decreased in tourism activities, closure of transport and shops, reduced income for labours, and difficulty to moving from one place to another. Both the government and NGOs have played important roles in managing the pandemic and mitigating its impact on the local community. The Hoteling Industry is one of the most affected sectors in natural disasters and calamities, and the recent COVID-19 pandemic has had a severe impact on both the industry and Pakistan's economy. Participants noted a number of other difficulties confronting the tourist

sector. One common issue was the pandemic's harmful impact on employment. Participants identified job losses, reduced working hours, and financial insecurity as major challenges impacting those working in the tourist industry. The drop in tourist arrivals, and hence the following drop in demand for services, has resulted in personnel reductions and reduced employment possibilities. This has had a tremendous socioeconomic impact on individuals and communities whose livelihoods rely on tourism. The replies to this topic emphasized the importance of government and non-governmental organizations (NGOs) in assisting the tourist and hotel industries during the COVID-19 epidemic. The offering of relief and aid to affected firms was a key issue. Participants highlighted the work of government and non-governmental organizations (NGOs) in giving financial assistance, distributing critical supplies, and campaigning for industry-related concerns. The pandemic's economic impact has been significant, with many firms in the travel and hotel industries suffering financial difficulties. NGOs have played an important role in providing assistance to small firms, assisting them in maintaining operations and navigating through difficult times.

5.1 Strategies

In the contemporary landscape of hospitality and tourism, ensuring safety and sustainability has become paramount. Promoting stringent safety standards in hotels is essential to provide a secure environment for guests. Educating companies and visitors on the importance of sustainable tourism is equally critical, fostering practices that minimize environmental impact and preserve cultural heritage. During travel, maintaining high safety and hygienic standards safeguards public health. Developing robust strategies and policies for future pandemics is crucial, alongside establishing regulatory frameworks to manage such crises effectively. Teaching employees to recognize stress and training them to remain safe during pandemics enhances their well-being and operational resilience. Effective financial management strategies are vital for sustaining businesses through economic fluctuations. Additionally, training staff to deliver impeccable service without compromising on safety is key to maintaining customer trust. Implementing precautionary and mitigation measures prepares organizations for future pandemics. Seeking government assistance can provide crucial support during challenging times, ensuring the hospitality and tourism sectors can navigate and recover from crises efficiently.

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Questionnaire



Questionnaire No: _____

National University of Sciences and Technology (NUST), H-12, Islamabad, Pakistan

Research Title: Impact of Covid-19 on Tourism Sector of Pakistan: A Case Study of

District Hunza, Northern areas of Pakistan

(Note: The data/information collected will be used for academic purposes only)

Demographics		
Sr no	Question	Answer
1	Age	
2	Education	
3	Occupation	
4	Experience	
5	Working Hours	
6	Where are you from?	
7	Where do you live?	
8	How much do you travel daily to reach the workplace?	
9	What is your current employment status?	
10	Marital Status	
11	Family type	
12	Household size	
13	Who is the household head?	
14	Occupancy of the household head?	
15	Monthly Income	
16	Did you take any loans during Covid 19 pandemic?	

17	How much loan do you still owe?	
18	How many Earning hands does your household have?	
19	What is the monthly income of your household?	
20	What was your source of Income During Covid 19?	
21	What do you think about Covid 19?	
22	How much did you sleep during the Lockdowns?	
23	What do you want from Government and other stakeholders to help you now?	
24	For how long Children's Education was affected by Covid 19?	
25	For how long your job was affected by Covid 19?	
26	What were you doing during lockdowns?	
27	For how long your job was disrupted during Covid 19?	
Economic Impact		
Have there any decline in tourists visit during Covid-19?	Yes	No
Do you have to cut down your number of employees?	Yes	No
If, yes, how many employees?		

Have your profit been badly affected by covid?	Yes			No	
If yes, how badly on a scale of 1 very badly to 5 not much badly?	1	2	3	4	5
Do you have to make any cut in salary of your employees?	Yes			No	
If yes, how much?	5%	10%	15%	20%	
Do you have to face any loss during Covid?	Yes			No	
If yes, how badly on a scale of 1 very badly to 5 not much badly?	1	2	3	4	5
Have you faced any reduction in international bookings of your hotel?	Yes			No	
Have you faced postponed or cancellation of bookings?	Yes			No	
Were you able to meet the day-to-day expenses during covid?	Yes			No	
If no, how badly on a scale of 1 very badly to 5 not much badly?	1	2	3	4	5
Have you faced business closure during covid-19?	Yes			No	
If yes, what was the timeline of business closure?	> 30 days	> 60 days	> 90 days	> 6 months	
How long it took to recover your business loss?	1 month	2 months	3 months	6 months	
During Covid-19 was your hotel partially closed down?	Yes			No	

If yes, how many hours a day?	1	2	3	4	5
Do you have to decrease the cost of service during covid.	Yes			No	
If yes, how much?	5%	10%	15%	20%	
Do you have to acquire loan in order to meet your hotel expenses?	Yes			No	
Social Impact					
Had you followed complete SOPs during Covid-19?	Yes		No		
If yes, how strictly you have followed on a scale of 1-5?	1	2	3	4	5
Had you followed rules and regulation set by government?	Yes		No		
If yes, how strictly you have followed on a scale of 1-5?	1	2	3	4	5
Had you decrease the number to employees in order to limit the social interaction?	Yes		No		
Had you followed social distancing during covid-19?	Yes		No		
If yes, how strictly you have followed on a scale of 1-5?	1	2	3	4	5
Had Covid-19 changed your life style, social gathering and workplace environment?	Yes	No			
If yes, how much on a scale of 1-5?	1	2	3	4	5
Have any of your employee get affected by Covid-19?	Yes	No			
Were there any deaths among your staff because of Covid-19?	Yes	No			
If yes, how may?					
Have you restricted the social gatherings at your hotel?	Yes		No		
If yes, how strictly you have restricted on a scale of 1-5?	1	2	3	4	5
Have covid-19 changed your business and living style?	Yes		No		
If yes, how much on a scale of 1-5?	1	2	3	4	5

Had covid-19 has impacted stability of your business?	Yes		No		
If yes, how much on a scale of 1-5?	1	2	3	4	5
Had covid-19 affected the food logistics?	Yes		No		
If yes, how much on a scale of 1-5?	1	2	3	4	5
Was there any government role during covid?	Yes		No		
If yes, how much on a scale of 1-5?	1	2	3	4	5
Was there any NGOs role during covid?	Yes		No		
If yes, how much on a scale of 1-5?	1	2	3	4	5
How much you are satisfied with the health care facilities during Covid-19 on a scale of 1-5?	1	2	3	4	5
How much satisfied with the behavior of relatives, friends and neighbors during Covid-19 on a scale of 1-5?	1	2	3	4	5
Have you received relief in electricity bills during Covid 19 lockdowns?	Yes		No		
Have you received relief in rent?	Yes		No		
Have you received food relief during lockdown?	Yes		No		
Have you received relief from Children’s fees from school?	Yes		No		

1. Any other problems faced by tourism industry please, specify

2. Open Suggestions
