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## “Economical and Societial Benefits of Tourism”

(A Case Study of Bomborat Chital)

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### **Abstract**

Tourism is the totality of the relationship and phenomenon arising from travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity. The current study made an attempt to find out the socio economic impact of tourism on the local community of district Chitral by taking Bomburet as case study area. By taking sample of 60 respondents from a total population of 1500, a well prepared questioners were used as data collection tool with basic descriptive frequency distribution, cross tabulation and interpretation of the findings as statistics tool the findings of the study indicates that tourism play a key role in both socio-economic sector. The demand for local Fresh fruits, Dry Fruit, Hotelling, Transport and Handy Crafts made from the local persons are increasing. 68% of the respondent agreed that tourism play a vital role in the economic development of Chitral supporting their arguments they favored that it directly leads to increase of household income, improve infrastructure, helps in growth of hotel business, increase the capability of acquiring knowledge related to tourism and hotel management. Promotion of public goods provision, improvement in the SME's of local communities and provision of better security with flourishing greenery in dry mountainous tracts can increase the tourism significantly in the region.

**Keywords:** Tourism, Types of Tourism, Economical Benefits, Societial Benefits, Chitral

## **Section 1: Introduction**

### **1.1 Introduction**

People travel for business, pleasure, or for a combination of two. The vast majority of these people travel to specific distinctions, which represents the building block of tourism. Once individuals have the time, money and motivation to travel and have decided to go, they need some means to get there at the destinations, these tourists arrive. As they now called: require sonic place to stay, some place to eat, something to do (sightseeing, tracking, fishing etc) and

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something to buy as a remembrance of the trip. Thus transportation, lodging, Food and beverage, sighting, recreation and retailing industries come in. Tourism is the term given to the activity that occurs when tourist travel. This encompasses everything in the planning of the trip, the travel to the place, the stay itself, the return and reminiscences about it afterwards. It includes the activities the traveler undertakes as part of the trip, the purchases bought and the integration occur between host and guest. In sum, tourism comprise all of the activities and events that occur When a visitor travel (Robert 1990). The Swiss professors Henniker and Kraft in the year 1942 gave a more technical definition of Tourism. They stated, “Tourism is the totality of the relationship and phenomenon arising from travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity (Henniker & Kraft, 2008). .” The International Association of Scientific Experts in Tourism (AIEST) subsequently adopted this definition. The definition brings out the following three distinct element of tourism

1. Involvement of travel by non-residents.
2. Stay of temporary nature in the area visited.
3. Stay not connected with any activity involving earnings.

Chitral holds a lot of tourist attraction. Mountaineering, water support, scenic beauty and archeological, and cultural site like, Chitral heritage, have great attractions for the tourists. High peaks of the Hindukush, with their unspoiled, green valleys and friendly and hospitable population are tourism resource of its own kind, which can become major source of much needed revenue for the people of Chitral. Tourism industry growth has been a major contributor to increased economic activity. Still people of Chitral are unfamiliar of tourism potential’s impacts and not accepting the tourism as their income generation source. Therefore a good understanding of tourism’s economic impacts is important for the communities. Hence it is required to analyze the behavior of the local community how they are supporting tourism and at what extend they want to take the tourism. For every positive aspect there are always negative aspects that demoralize the importance of the benefit. So through this study it is tried that how tourism effects the economic development of Chitral with affecting the socio cultural norms of the

society. Therefore the main objective of this paper is to know economical and societal benefits of tourism in Chitral.

## **Section 2: Literature Review:**

(Paul B. , 2002)Tourism is one of the most important components of the global economy. It generates billions of dollars in revenues and millions of jobs worldwide. It is considered by many communities, especially in emerging countries the only tool for development, and the only chance for increasing the quality of life. Thus the tourism industry has stretched from seaside to mountain resorts and from small villages to big metropolises. From the view of (Kreg, 2001), for decade's tourism industry growth has been a major contributor to increased economic activity throughout the U.S. and the world. (Butler, 2013), observed that tourism is a good source of income, employment and helps in the promotion of better understanding between people of different parts of the world. Its economic impact on the world economy is positive.

The study of tourism is the analysis of people leaving their own home land, of the establishments which supports their needs of travelers and the responses that they have on the social, economic and environmental well being of their host nation (Wal & Matheison, 2006). The phenomenon of Economic Development is very complex and hard to define in an inclusive way especially when you are dealing with a small group of people or area. From the view of Western School of thought, economic development mean the modernization of Economic systems though economic growth. (Gerry, 2000), Economic growth's smoothly increases national productivity which leads to increase per capita income and thus the demand of goods and services rises for which both public and private have to expand their output and production, that rotate till the business cycle or some sudden shocks arise and demoralize the growth. Thus the standard of living of the population improves and people desire further more comfort. (Ray, 1998), argues that economic growth indices are usually under taken into account to measure economic development or more broadly progress in Economic development. (Williams & Shaw, 1994), have pointed out that Tourism along with some other activities such Telecommunications and financial sector have become a major part of economic strategies. (Hall, 1992), observed potential of tourism in the economic development process of Eastern Europe in countries such as Lithuania, Estonia and Poland. National Development plans for most of developed countries now

incorporate the assumptions of Trickle Down Tourism benefits as a general way to other sectors of the economy.

The contribution of tourism in the economic development of a country has also negative aspects. (Momsen & Torres, 2005), argues that growth of tourism shown increase in dependency on foreign imports which in turn compete with the development of local agriculture, small and medium industry while also causing outflow of foreign exchange. In Developing economies benefits of tourism often do not reach the local people, because major shares of benefits are transfer to large transnational companies, non local entrepreneurs and national government. (Pakistan, 2018), report argued that more than 75% of entrepreneurial businesses are running in the Chitral district is owned by non local people. So we can easily conclude that major share of benefits gain from tourism in going in the hand of non local people.

Many research have been conducted on travelers, their needs and motivations, while the social impacts of tourism on local community has been given less priority. Tourism activities causing positive or negative consequences on local communities must be considered and addressed for sustainable development of the industry. If tourism is to deal with merit, its pseudonym of being of hospitality industry. (Pizam, 1978), stated the socio economic impacts of tourism as the way in which tourism contributes to changes in value system, collective life styles, creative expressions, family relationship, moral conduct, traditional ceremonies and community organization. (Sharpley, 2000), stated that the social impacts of tourism have a significant, immediate and visible effect on designated areas. He stated these impacts can be divided into two categories: impact from the development of the tourism industry and its impacts on tourist host interaction. (Sharpley 2008), reported that social impacts of tourism in general can be classified as host guest interaction and relationships, while the socio cultural impacts of tourism on host communities and response and adjustment strategies to the impacts of tourism. (Achariya & Seer, 1969), found that tourism development in India, contributes improvement of standard of living of local resident. (James, 2002), concluded his paper work with few generalization in case for Indonesian. He found a positive correlation between income and employment generation with tourism development . Employment creation depends on the type of tourism product. In the early stages of development of tourism created more jobs for unskilled or semi skilled workers. Although managerial positions are often go to expatriates employment in the tourism industry is

attractive to locals due to low pay in other sectors of the economy. Than most of the employment in tourism may be seasonal or part time, workers may earn enough money during the peak season which compensates their low income during the low season. And finally, development of tourism creates employment opportunities for woman who previously may not have the opporutunity to work within formal sectors.

### **Section 3: Research Methodology**

#### **3.1 Research Methods**

Social Science research the basic instruments for collecting data the tools are used the study of documents, interview, observations and questionnaires (Blaxter, 1997). Three basic elements underlying the techniques of qualitative research are asking, observing and reading. So this research uses interviewing method to collect reliable data based on designed question in the form of questioners. Data collection is based on by going through the available sources means to visit the local community and filled up these prepared research questioners which were designed to meet the requirements of research objectives.

#### **3.2 Sampling Approach and Sample Size**

To minimize the chances of ambiguity and irrelevancy the total population has been made under consideration and 5% of the total population of the area has been focused for the collection of data. Means from a total population of 1500 people we have taken 60 sample sizes with a process of random sampling in the village.

#### **3.3 Data Analysis and Interpretation**

Here we focused on idea not on data, by making cross tabs of the questions and driving abstract from these cross tabs. The process of interpretations is influenced by researcher previous knowledge about the research issue as well as the expertise to explain and correlate social economical issues in a descriptive manner. The existing theoretical framework is facilitated by reinforcing the development of interpretation with credibility and authenticity. Inclusion of appropriate real life cases developed from the respondents' word added reality and authenticity in the process of interpretation. Use of the qualitative interpretations heavily relied on the

perception of the reader and also the concurrent status of the research setting that is prone to change in the course of time. All the interpretations in the research are based on thoughts about the respondent perception.

### **3.4 Validity and Reliability of the data**

To ensure internal reliability the writing process is developed in a structured manner to ease the understanding of the discussed phenomenon. The questions are designed in such a manner that almost all the questions are interrelated and are easy to understand and to discuss. To generalize the topic in more clear and easy slices of reality to allow to clear understanding direct words of the respondents are used.

## **Section 4: Analysis and Results**

The analysis and interpretation of the obtained data is the transit source of any research. All the conclusion and policy recommendation are based on the findings from data. As in our case we have taken the village of Bomburet as our sample area, so a prepared and well shaped questioner is distributed among the respondents randomly and asked them to fill according to their best knowledge. Thus, the analysis broadly focused on a qualitative approach whereas using some quantitative data to corroborate the findings by using different research tools were designed, tabulated and remarked base on the qualitative and quantitative opinions. The findings of the study are given as follows;

### **4.1 Reliability of the Data:**

Before proceed to start the analysis it's important to show that how much we can rely on the existing data. If the reliability of data is less than 0.5, we can't much rely on the findings of data and if it's greater than 0.5, we can say that our data is reliable.

Table 1: Reliability of the Data

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.529	9

The above table gives us summary of our data validation. The above calculated Cronbach's Alpha is greater than 0.50, so we can say that our existing data set is reliable and we can rely on the current data to carry on our further analysis.

## 4.2 Types of Tourism

The below table gives the results of the respondent views that what kind of tourism is usually takes place in Chitral. Many of the studies (Baloch, 2008 and Rafique and Ullah 2007), stated that mostly in Chitral valley its been reported that Cultural tourism is at its peak. Most of the visitors come to Chitral to enjoy the culture and beauty of the valley.

The below table give the information of the respondent view that what kind of practice of tourism is experiencing in Chitral?

Table 2: What type of Tourism is in Chitral?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nature Tourism	8	13.3	13.3	13.3
	Sustainable Tourism	10	16.7	16.7	30.0
	Mass Tourism	10	16.7	16.7	46.7
	Cultural Tourism	32	53.3	53.3	100.0
	Total	60	100.0	100.0	

From the above table we can see that 53.3% respondent were of the view that in Chitral mostly cultural tourism is taking place. 17% of the total respondent supported that there exists mass tourism and Sustainable tourism in the district. So we can conclude that most of the respondent agreed that there comes Cultural tourism in Chitral. If there is dominancy of Cultural tourism in the district than there may be a link between the cultural region and tourism. So we will compare that how many of the respondent agreed that cultural tourism is usually taken place in cultural oriented area. So the below table give the findings of the recreation or tourism side in Chitral.



Table 3: Tourism Spot:

In your opinion what are the main destinations of tourists in Chitral?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bomburet	36	60.0	60.0	60.0
	Chitral Town	12	20.0	20.0	80.0
	Garum Chashma	7	11.7	11.7	91.7
	Booni, Shandur	5	8.3	8.3	100.0
	Total	60	100.0	100.0	

From the above table we can see that 60% respondent were of the view that most of tourist visit the Bomburet valley that has a unique cultural heritage side. The Kalash people and their 2000 B.C culture compel the visitors to explore the living style of 2000 B.C. Secondly 20% of the respondent agreed that usually tourists visit the district but due to inefficient resources and poor infrastructure they couldn't get access to other valleys, so they prefer to stay in Chitral Town and enjoy the mountainous and natural beauty of the district.

The respondent view towards the tourism and culture practiced in the District Chitral is conscious of the people's culture is given below:

Table 4: Tourism and Culture

The type of tourism practiced in Chitral is conscious of the People's Culture.					
		Frequency	Percent	Valid %	Cumulative%
Valid	Agree	18	30.0	30.0	30.0
	Strongly Agree	20	33.3	33.3	63.3
	Neutral	16	26.7	26.7	90.0
	Disagree	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

The findings illustrates that 63% of the respondent agreed that the tourism practiced in Chitral is conscious of the people's culture. (Alam, 2018), reported that we haven't seen any extraordinary incident in our local community, but when Athanasius Lerounis (Greek Man) was, working as the curator of a heritage museum for several years came as tourist but being kidnapped by Taliban. So we are taking tourism as conscious to our culture because as day passes more of the incidents are happening here in Chitral.

To correlate this consciousness of the people view with life improvement of the people another question were placed and the responses of the people are given as follows:

Table 5: Tourism as Source of Changing Life Style:

The presence of tourists in Chitral play a role in changing life styles and values of the local people					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	22	36.7	36.7	36.7
	Strongly Agree	18	30.0	30.0	66.7
	Neutral	8	13.3	13.3	80.0
	Disagree	10	16.7	16.7	96.7
	Strongly Disagree	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

This table shows the view of the people that how much you are agreed that the encouragement of tourism changes the life style of local people with affecting their norms. This question was been asked as negative way, that either you are agreed or not that Tourism practicing in your area is retarding your life and values? Almost 67% are agreed that tourism is affecting their life style and their values. So we can say that tourism is affecting the living standard and norms of the people badly.

### 4.3 Economical Benefits of Tourism

Tourism is usually engaged and supported with its economical benefits. Turner and Freirmuth (2017), accounted that tourism has much improved the economical status of the Turkish people. They reported that since 2000, the improvement in Tourism industry increased its share in the foreign reserve and 60% of foreign reserves of Turkish Governement comes from Tourism. So we can take tourism as good way of earning good resrouces. The below section gives the perception of local community that what they are thinking and considering economical benefits of tourism.

Table 6: Tourism as source of Income:

Do you think Tourism is a source of income?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	70.0	70.0	70.0
	No	18	30.0	30.0	100.0
	Total	60	100.0	100.0	

From the above table we can see that 70% of the respondents are of the view that tourism is a source of income. 30% of the respondent disagreed with the view that tourism is a source of

income. Now we will cross tab the income of the respondent with their earning from their tourism place.

Table 7: Income of the Respondent \* Do you get any benefit from your tourist place?

		Do you get any benefit from your tourist place?		Total
		Yes	No	
Income of the Respondent	15001-30000	22	6	28
	30001-45000	12	4	16
	45001-60000	4	2	6
	60000+	10	0	10
Total		48	12	60

The above table shows the income of the respondent that 80% are earning benefits from their tourism place while only 20% of the respondent stated that they are not getting any benefit from tourism place. Now we will see the beneficiaries with the field of their life where the tourism earning plays the major role.

The results of the below table indicates that the benefits obtained from tourism is directly intervene their different aspects of life. 20% of the respondents says due to their tourism place there income have increased while next 13% stated that their families are enabled to basic needs and further 20% have stated that the benefits they receive from the tourism help them to attain the basic health facilities. So we can say that the people are receiving positive economical benefits from their tourism place.

Table 8: Impact of Benefits on Standard of Life

If you get benefit from your tourism place, Then how it affects your life?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		12	20.0	20.0	20.0
	Increase Income	12	20.0	20.0	40.0
	Enables families to basic needs	8	13.3	13.3	53.3
	Enables families to basic education	8	13.3	13.3	66.7
	Enables families to basic health	12	20.0	20.0	86.7
	Increase Savings	4	6.7	6.7	93.3

	Increase Social Interactions	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

It has been observed that when tourists arrived in specific country they bring good amount of finance and the local government earn good money through in the form of taxes etc. So it is important to know that what is the perception of local community about the role of Government towards the expenditure made by tourists, either the local people and their communication. So the below table indicates the perception of local community what they are thinking about the tourists expenditure towards the local community infrastructure and their communication.

Table 9: Tourism Expenditures Impact on Lives of Local Community and Communication

Tourist expenditure is used positively towards improving the lives of the local people and communication:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	28	46.7	46.7	46.7
	Strongly Agree	18	30.0	30.0	76.7
	Neutral	10	16.7	16.7	93.3
	Disagree	2	3.3	3.3	96.7
	Strongly Disagree	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

The above table indicates that 77% of the respondents are agreed that tourist expenditure is used positively towards improving the lives of the local people and communication. So we can say that the earnings from the tourism industry is bitterly use in the improvement of local people life and communication. Many of the authors have concluded that the arrival of tourists cause to increase the prices of essential and local commodities and that is negative aspects of tourism. Because tourists from outside the area comes in a specific occasion and season and later on this burden of increasing price shifts to local community and they have to pay the higher prices of the commodity. Joodki, Farzaneh, & Qahzvin (2012), have reported that the arrival of tourism cause to rise the prices of goods and commodities specially in retail sector and the local product commodities that cause to rise the prices for local people, indicating the inflationary situation in the community. So the below table gives the openion of the local community what they are thinking about tourism relation it with the prices of commodities in the region.

Table 10: Impact of Tourists arrival on Demands for Goods and Services in Chitral

Does the arrival of tourist in Chitral increase the demand for goods and services in Chitral?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	73.3	73.3	73.3
	No	16	26.7	26.7	100.0
	Total	60	100.0	100.0	

We can see that 73% of the respondents agreed that tourism in Chitral increase the demand for goods and services in Chitral. 27% of the respondents said that there is no such problem. The below table shows the results that if there is increase in the prices, so what kind of goods which are more been focused on increasing price.

Table 11: Change in Demand of Goods and Services

If "Yes", then what types of goods and services?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		16	26.7	26.7	26.7
	Hotelling	10	16.7	16.7	43.3
	Transport	10	16.7	16.7	60.0
	Dry Fruits	4	6.7	6.7	66.7
	Handy Crafts	10	16.7	16.7	83.3
	Other	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

The above table shows that 17% of the respondents said that they are experiencing increase in the prices of Hotelling, Transport, handy Crafts and other respectively and 7% said that it increases the prices of dry fruits. So we can see that Hotelling, Transport and Handy Crafts are directly associated with tourists visits. So the prices of these variables show increase.

If there is raising price of Hotelling, Transport, Handy Crafts and other goods because the tourists demand's for these goods increase. So the major question here rises is does the local business sector meets the demand of these goods? Because if there is deficiency that the price will increase more rapidly. So from below table it will be clear that what is the perception of local community that either the local business meet the requirement of demand of the goods or not?

Table 12: Tourism and Local Business Requirements in the District

Does the local business meet the requirement of tourists?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	66.7	66.7	66.7
	No	20	33.3	33.3	100.0
	Total	60	100.0	100.0	

From the above table it is clear that the local business meet the requirement of tourists in the provision of goods and services. 67% of the respondents have shown that the local business is able to meet the requirement of tourists.

From the above analysis of economical benefits we can see that local people are earning from their tourist places and it positively attributes their life style. It has been found that due to tourism the prices of Hotelling, Transport and local commodities increases due to which the local tourists who are visiting the cultural heritage area have to pay higher prices. The perception of the local people towards employment is due to tourism the level of employment increases and the expenditures made by the tourists are use for the betterment of local community.

#### 4.4 Societial Benefits of Tourism

Tourism is one of the most important components of the global economy. It generates billions of dollars in revenues and millions of jobs worldwide. It is considered by many communities, especially in emerging countries the only tool for development, and the only chance for increasing the quality of life. Thus the tourism industry has stretched from seaside to mountain resorts and from small villages to big metropolises (Paul., 2012). But at the same time, tourism started to show its uglier side. Both the actions of investors and of tourists are having negative impacts on the socio-cultural values and environmental assets of host communities all over the world. From the socio-cultural perspective, tourism brings together people from different backgrounds, cultures and traditions and promotes peace. But at the same time, due to globalization, many communities have lost their cultural identity and gave way to a Densification of their village or town. Last but not least, tourism helped create national parks and protected areas, where unique examples of flora and fauna can be found. But tourists have been proven to be a problem, because of the pollution they generate. Tourist entrepreneurs can also be blamed for a total disrespect to local traditions and the environment (Greiner, 2010). The main problem from these negative impacts is that the local community is the only side that picks up the check

for all the damages on the culture, tradition and, most importantly on the environment. So in the below section we will highlight the Societial benefits and harms of Tourism in the study area.

#### 4.5(A) Tourism and Socio Economic Development:

The respondent views about the contribution of tourism in socio economic development of Chitral are given below, with the average sphere of different development indicators. It should be noted that the indicators have been selected related to economical benefit section such that we can see the respondents' view that at which sphere on average they are taking tourism in contributing in the Socio Economic Development.

Table 13: Does tourism contribute in socio economic development of Chitral?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	68.3	68.3	68.3
	No	19	31.7	31.7	100.0
	Total	60	100.0	100.0	

From the above table we can see that 68% of the respondent's percept that tourism contributes in the socio economic development of Chitral while 32% of the respondents said that there is no impact of tourism on socio economic development. So we can conclude that tourism plays a vital role in the socio economic development.

From the below table we will analyze what the people perception is about tourism contribution in the increasing of costs of living and local people cannot afford some of the services. Because this question verify us that either due to tourism the cost of life of local community is affecting or not?

Table 14: Tourism and Cost of Living in Chitral

Tourism contributes in the increasing of costs of living and local people cannot afford some of the services					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	8	13.3	13.3	13.3
	Strongly Agree	30	50.0	50.0	63.3
	Neutral	14	23.3	23.3	86.7
	Disagree	4	6.7	6.7	93.3
	Strongly Disagree	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

From the above table we can see that 63% of the respondents agreed that due to tourism the increasing costs of living and local people can't afford some of the services. Klytchnikova & Dorosh, (2009), stated that if the local community is fighting for survival and there comes tourism in the community, it make the prices of goods and services demands's less elastic due to which higher increase in prices leads to lower decrease in the demand, because when someone visit any place he has time, money and motivation to expand, so the local community face negative impact and it increases the cost of living and local people can't afford some of the services.

In the next question its being tried to know that either there is increase or decrease in the crime rate in the local community due to tourism. Walmsley, Pigram, & Boskovic, (1981), have reported that due to globalization and improvement in technology and underground economy, some of the blacklist people visit the local community which creates disturbance in the local community and saftey and security of the region becomes more sensitive. The below question is being designed to know the perception of local community that either they are experiencing increase, decrease or no change in the street crime due to tourism.

Table 15: Tourism and Crime in the District

Tourism has increased the rate of crime in the district					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	24	40.0	40.0	40.0
	Strongly Agree	16	26.7	26.7	66.7
	Neutral	14	23.3	23.3	90.0
	Disagree	4	6.7	6.7	96.7
	Strongly Disagree	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

From the above results we can see that the rates of crime in the district according to local community respondents are increasing with increasing the tourism. 67% of the local community agreed that due to tourism the crime rate is increasing while 24% of the respondent showed neutral response. So we can conclude that tourism have positive relation with that of crime rate.

There is strong argument that when tourism is flourishing in any region, the local and national government takes interest to improve the facilities in the tourist's spot. As from the



above result we saw that due to tourism different negative aspect are rising, so it's important to elaborate the local perception that either they are experiencing the quality of public services like water, sewerage, safety and security and public transport in the district has improved due to tourism activities. The given table elaborates the view of local community what they are thinking towards the quality services of different sectors in the specific area.

Table 16: Tourism and Quality of Public Services in the District

The quality of public services like water, sewerage, and public transport in the district has improved due to tourism activities.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	9	15.0	15.0	15.0
	Strongly Agree	12	20.0	20.0	35.0
	Neutral	11	18.3	18.3	53.3
	Disagree	19	31.7	31.7	85.0
	Strongly Disagree	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

The tables ask the behavior of the local community towards the quality of public services. We can see that 28 respondents i.e. 47% of the respondents disagreed that there is improvement in the public quality services. Only 35% of the respondents have reported that there is improvement in public goods and services. So we can say that there are no improvements in the quality of goods and services from public sectors. (UNDP, 2017), placed Pakistan as 45<sup>th</sup> number receiving share of GDP from Tourism, and the reason behind it is unavailability of proper resource channel, internal war, political instability and others. So the perception of local community is government fails to meet the needs of local as well as tourists in the local community.

From the above findings of pros and cons of tourism with respect to tourism in the local community. We can see that most of the people are agreeing that there are lacks of facilities to facilitate the tourists and to support the local community that creates different disturbances in the local community. This is true that every positive face has some negative pictures hidden in the back side, so it's important to demonstrate both faces. We can see that the local participation in business, increasing Hotelling, transport, and handy crafts prices demonstrate that the local community is earning well and good amount but they are also facing safety and security, social

disorders, battle of fittest and much more. So we can conclude that there are many positive and negative risk affiliated with tourism.

Finally there been designed a question to know the perception of local community that what they are thinking about which sector needs attention to attract more and more tourists to visit the local community. The results are given below.

Table 17: Suggestion for the Improvement of Tourism in the District

In your opinion which area of Tourism in Chitral need to be furnished more to attract more and more tourists?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hiking	15	25.0	25.0	25.0
	National Parks	14	23.3	23.3	48.3
	Paragliding	14	23.3	23.3	71.7
	Fishing	11	18.3	18.3	90.0
	Hunting	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

From the above table we have highlighted some of the instruments that can attract more visitors if they are being followed. 25% of the respondents suggested that government should encourage the Hiking sector to attract more people and tourists because the valley is mountainous and if there are proper arrangement and good facilities of Hiking we can attract more tourists to visit the local community. 23% of the respondents were of that local and national government should encourage paragliding and national parks each for attracting more and more visitors. Fishing industry is also an important source of income in the local community and there are many fishing spots, so 18% of the respondents reported that if the government encourages tourism industry we can welcome more tourists because the pure water and pure water breathed fish will attract more tourists. 10% of the respondents were of the view that there are many kind of hunting animals and promoting the hunting industry can cause to increase to call more visitors to come and enjoy the local community.

## Chapter 5 Conclusion and Policy Recommendation:

### 5.1 Conclusion

Tourism is the totality of the relationship and phenomenon arising from travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not

connected with a remunerated activity. Those regions that have rich natural resources and well and develop form of infrastructure and communication system compel those people who are seeking to make enjoyment in their life to visit such areas. Chitral a medium develop district of Pakistan is situated in north of the country owns around 0.8 million population is well known in all over the country for its beautiful scenery and well endowed natural resources. Unique location, old culture, attractive beauty, beautiful valleys, hostile people, peaceful environment, sky touching mountains, green hills, precious minerals, price less species etc are gross roots for attraction of tourists to visit the district. Chitral is not only well known in national level but also in international level. The district has been nominated as peaceful region of the world by United Nation Organization. To know the view of local communities of Chitrali people about the impacts of tourism in the local community this study was organized. A random sampling of 60 respondents from the sample area Bomborat was selected and asks them to fill out a pre prepared questioners. The result of the study shows how they responded the different questions regarding tourism. The main objective of the study was to find out that the Economical and Societial Benefits of Tourism in Chitral. Mature respondents aged above 18 were selected without gender discrimination. Almost all of the respondents agreed that tourism is directly and indirectly affecting both economy and life style of the local community.

The result of the study about source of attraction in the district indicates that 53% of the respondents agreed that the unique and historic culture of the district attracts the tourists to enjoy the Chitrali culture and life style. 20% of the study group revealed that it is the beauty of district that compels both national and international tourists to visit the district. 63% of the respondents agreed that tourism cause conscious role to affect the culture of the district. Overall the result shows that 92% of the respondents favored that tourism contributes in the economy of Chitral. The demand for local Fresh fruits, Dry Fruit (which is also considering as one of the main key role player in the economy of district) Hotelling, Transport and Handy Crafts made from the local persons are also increasing. 68% of the respondent agreed that tourism play a vital role in the economic development of Chitral supporting their arguments they favored that it directly leads to increase of household income, improve infrastructure, helps in growth of hotel business, increase the capability of acquiring knowledge related to tourism and hotel management. Tourism is usually directly connected with transport service of the tourist spot, if you have good transport facilities tourists prefer to visit with safe journey. About the role tourism and its

economic contribution to the development in transport sector 94% viewers are supporting that due to increase in tourism the transport facility is also extending of great importance.

## **5.2 Policy Recommendation:**

The findings of the study show that how much tourism is related to the economy of Chitral. So on the background of the findings of study following suggestions are made to promote the tourism in the District.

1. Chitral is known as mountainous tract in Pakistan, where 96% of the total landscape is covered by mountains and most of the mountainous tracts are dried. The government has to encourage both public and private sectors to promote green mountain tract place in the District.
2. The local products of the district are equally famous at both national and international market. But there are negligible number of Small and Medium Enterprises in the district. So it is needed that both public and private sectors have to encourage investment on the development of SME's in the District.
3. The transportation system that connects Chitral with rest of Pakistan is known as one of the worse route. Most of the national and international tourists hesitate to visit the danger root. So it is requiring improving the infrastructure of district.
4. Since 2001, it has been observed that the tourism department of Pakistan has experienced downward growth showing the failure of attracting the foreigners to explore the country side; the main reason behind this downward fall is the unstable political and social environment in the country. The government has to improve and make sure the provision of good security to the local and foreigner tourists.

## **Recommendation for Future Research Topic:**

1. As the current study on the topic shows positive fruits of the tourism contribution in the economy the population of the district that are getting benefits directly or indirectly is around thousands and this study has interviewed only 60 respondents. That is not sufficient to reach on a specific conclusion. So it is recommended for other researchers to

extend the same topic and data tools to a larger sample size such that it can be best suited conclusion can be drawn.

2. As the current study was based on preplanned questioner and all the questions in the questioner were perception based, so it is important to find out the actual Economical and Societial benefits of tourism introducing real construct variables.

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