UNIVERSITAT ROVIRA I VIRGIL

GLOBAL SUSTAINABILITY OVERVIEW AND ROLE OF POLICY INSTRUMENTS FOR SUSTAINABLE TOURISM MANAGEMENT IN PAKISTAN

Muhammad Kamran

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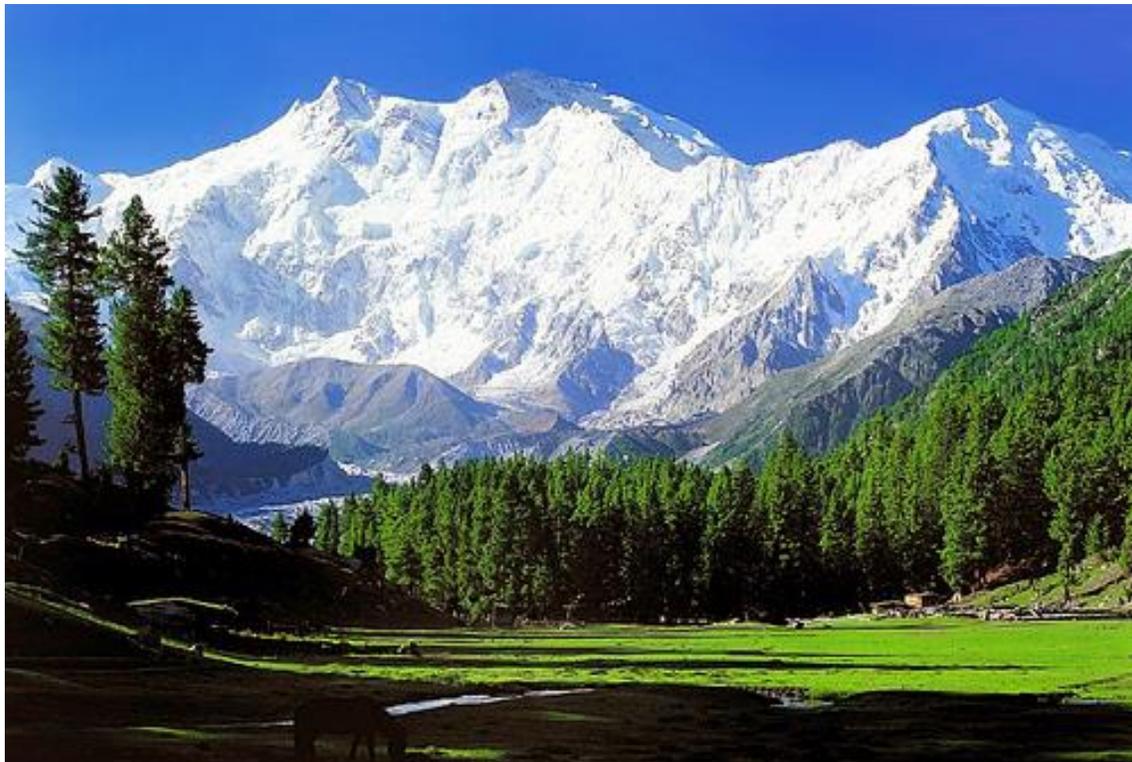
MUHAMMAD KAMRAN

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Supervised by Prof. Dr. Juan Antonio Duro Moreno

Faculty of Geography and Tourism

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FAIG CONSTAR que aquest treball, titulat "**Global Sustainability overview and Role of Policy Instruments for Sustainable Tourism Management in Pakistan**", que presenta MUHAMMAD KAMRAN per a l'obtenció del títol de Doctor, ha estat realitzat sota la meva direcció al Departament d'aquesta universitat.

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El/los director/es de la tesis doctoral
Doctoral Thesis Supervisor/s

Juan Antonio Duro

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Chapter One: Introduction

1.1 THE COUNTRY

Pakistan with an area of 796,095 square kilometers and a population of around 180 million people is a rich country with all the natural tourist destinations i.e., high mountains, fertile plains, deserts, lakes, rivers, ocean, forests, ancient monuments, valleys and beaches. Due to the sacred religious places present all over Pakistan it is an attractive place for various religions and people from all over the world. The coastal zone along the Arabian Sea in Karachi that spreads over an area of 1000 Km have great potential for beach resorts development. It has beautiful natural valleys & hill stations and hosts world's three biggest and most magnificent mountain ranges (The Himalaya, The Karakoram and the Hindukush) in the North. These spectacular mountain ranges are home to five out of fourteen above 8000m high peaks in the world including second highest mountain peak of the world 'The K-2' with height of 8611m. It consists of many ice glaciers and is placed in highly glaciated parts of the world. It is the home to the world's second and third longest glaciers Siachen and Biafo Glacier; presence of these glaciers in mountains ranges has great potential for adventure tourism such as mountaineering and trekking. In South, it hosts a variety of natural deserts; furthermore, it's a land of five rivers originating from north of the country and ending to south in the ocean. It has rich and productive agricultural land with 4 dominating seasons, the climate is tropical to temperate having monsoon season of frequent flooding in the country. Ancient and rich history with cultural diversity, geo-strategic position and fascinating landscapes offers tremendous potential for tourism in Pakistan. It is a home of ancient civilizations i.e., Indus Civilization, Gandhara Civilization and the great heritage of Mughals. Pakistan with its beautiful landscapes and diverse cultures and people has attracted 1 million tourists in 2012, and it is almost double to that of previous decade. Country's five top tourist sites are Lahore, Taxila, The Karakoram highway, Karimabad and Lake Saiful Maluk which needs especial attention.

Pakistan remained one of the favorite places for tourists from all over the world. But its hospitality and tourism industry which is considered as high-touch service industry is not as flourished as it is expected; despite of its geographic

importance and rich resources. Lack of opportunities and high threat environment are the problems that the hospitality and tourism industry of Pakistan has been facing. There are several reasons behind this. Unfortunately, after the historic incident of 9/11 followed by a long phase of political instability and assassination of political leader Benazir Bhutto in 2007; tourism and hospitality industry of Pakistan has been badly impacted. Currently, Pakistan is the victim of militancy and terror campaign and trying hard to eliminate this hazard from the country as soon as possible. In this whole scenario Pakistan's hospitality and tourism industry is facing some systemic and strategic issues that are undermining the competitiveness and sustainability of this sector.

1.2 POTENTIAL TOURISM TYPES IN PAKISTAN

In Pakistan main types of tourism which are practiced and are fully developed are adventure tourism, leisure tourism, religious tourism and archeological tourism. Overview of foreign and domestic tourists' arrival, % growth per year, role in GDP and no. of hotels and employees in this sector according to last census in 2011 is given in Table 1.1 Tourist arrival in Pakistan from 1995 to 2011 is shown in graph 1 although the no. of tourists has increased with time but not that much which is the need of time.

Table 1.1: Overview of Tourism in Pakistan

Foreign tourist arrival	0.929 million
Domestic Tourist	49.500 million
Percentage Growth per year	2.8%
Earnings from tourism	US $ 367.8 million
Tourist receipt as a % of GDP	0.3%
Hospitality industry employees	700,000 people
Numbers of hotels	1900

Number of rooms	44,000

Source: TDCP (2011)
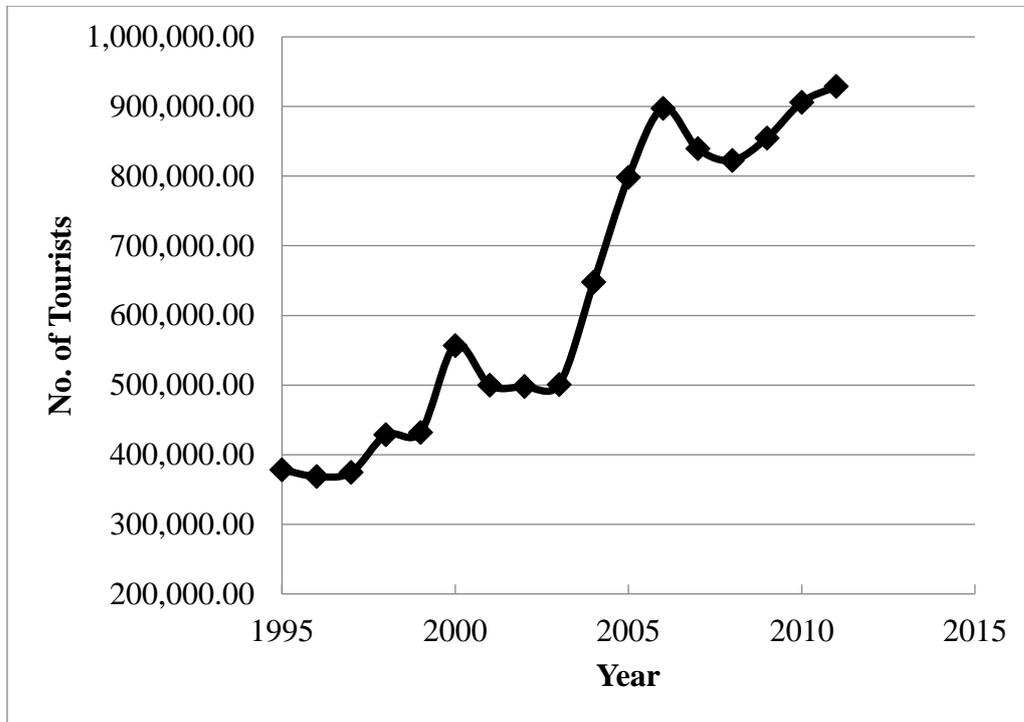
Graph 1.1: Tourist Arrival in Pakistan (1995-2011)

Adventure tourism: Pakistan has massive capacity to offer dynamic adventure and sports tourism activities. Some sorts of adventure tourism being practiced in Pakistan include mountaineering, rock climbing, trekking, cannoning, white water rafting etc. Although, these activities exist but these are now prey to decline and are dying a neglecting death.

Leisure Tourism: The most basic and most practiced type of tourism in Pakistan is the leisure or sight-seeing. People move out of their regular routine lives, to get a breath of relief in an exotic remote destination and quench their thirst of exploring the gifts of Mother Nature. In Pakistan, leisure tourism is no longer affiliated with international tourist but in recent years local tourist has shown progressive inclination towards northern areas of Pakistan. This inclination resulted as recent

inflation in economy and the hike in air fare has made difficult to afford a trip abroad.

Religious Tourism: It is one of the most potential types of tourism in Pakistan, as it can bear the challenges while generating healthy amount of revenue every year. If we focus on religious aspects of tourism, almost all practicing religions of Pakistan hold some historical monuments and historical background attached to their name i.e., Islam, Hinduism, Buddhism and Sikhism. For "Sikh Yatris" Nankana Sahib in Lahore and Panja Sahib in Hasan Abdal are one of the most famous and sacred tourist religious destinations. It gathers round about five thousand five hundred "Sikh Yatris" every year. While talking to Mr. Fayyaz Ahmed (Tour operator), I was surprised to know that Pakistan's government only allows 5500 visitors from India to visit Pakistan to perform their religious rituals. This was not only saddening but also shocking to see that the government is not considering the economic benefit of this aspect. This and only this sector of religious tourism can yield a handsome amount of revenue, if managed properly. The "Stupas" and monuments of Buddha used to attract lots of foreigners, specially Japanese to places like "Takh-e-bai", Makali hills and Places like Uch shareef, Shrines of Bibi Pak daman, Baba farid's, Data Ganj Baksh, the event of birth celebration and other such mela's gather thousands of tourist every year from all corner of Pakistan. Such events generate immense revenue which can be utilized in different productive things.

Archaeological and Historical Tourism: Two ancient civilizations, the Indus Valley Civilization and the Gandhara Civilization are the oldest civilizations of the world and their remnants are in Pakistan. Gandhara civilization is one of the oldest remains of the Buddhist culture in Asia and is of special spiritual significance for the Buddhists. Then the monuments built by Mughals rulers namely the Badshahi Mosque, Royal Fort, Tombs of Emperor Jehangir and Empress Noor Jehan, Shalimar Garden, Shah Jahan Mosque and Rohtas Fort are important part of Pakistan's archaeology.

1.3 INTRODUCTION TO THE STUDY

The huge growth of population, fast industrialization of economy, and high level of liberalized economic policies have brought immense challenges to climate

change, big gap between developed nations and poor nations, trouncing of national uniqueness of small countries, land degradation, environmental pollution, enhancement of greenhouse effect, loss of biodiversity, disproportion in the social field, poverty etc., for the humanity, which can be resolved only by combined efforts of all World's Community. Because of this reason, the idea of sustainability has been made and incorporated in every one of the divisions of people activities, including tourism; and based on standards of supportability, another ideological stage for tourism area has been composed.

Sustainability

A policy concept originated as a consequence of Brundtland Report (1987), the term "sustainability" becomes essential as there is a pressure between the aspirations of mankind towards a better existence on the one side and the limitations obligated by natural world on the other part (Kuhlman and Farrington, 2010). Sustainability is correlated to the different means of appraisal about the humankind, and structures of social and personal practice that may lead to, moral, empowered and individually contented individuals, communities built on combined commitment, forbearance and equity; social systems and institutions that are participatory, apparent and just; and ecological practices that signify and prolong bio-diversity and life supporting natural processes. (Hill et al. 2003)

No nation is sustainable or approaches it. There is no demonstrated formula for progress. The world community has come to perceive that accomplishing sustainability is basically a progressing learning process that effectively includes various partners in change over each part of society. United Nations reports allude to key sustainability ideas as inter-generational equity, biological sustainability and

reasonable dispersion of wealth, community cooperation and access to resources. A hefty number of these can be related with quality of life or prosperity. Supporting them is a solid preface that both society and economy are reliant on a sound domain that gives environmental services. Consequently, the inquiry which Brundtland and his partners postured themselves was: by what method can the yearnings of the world's countries for a superior life be accommodated with restricted common resources and the perils of ecological degradation? Their answer is sustainability, in the Commission's words:

> "*Development that addresses the issues of the present exclusive of trading-off the ability of future ages to address their own issues*" (WCED, 1987).

Sustainable Tourism Management

When the level of visitors utilize more noteworthy than the environment's capacity to adapt to this utilization inside the worthy furthest reaches of change, negative effects from tourism occur. Uncontrolled regular tourism postures potential dangers to numerous common zones in the world. It can put huge weight on a region and prompt effects, for example, soil erosion, expanded contamination, discharges into the ocean, natural habitat loss, pressure on endangered species increased defenselessness to forest fires. It regularly puts a strain on water resources, and it can compel local people to go after the utilization of basic resources (Drumm et. al., 2005).

Tourist activities are dependably additional items to typical existence of goal and can prompt clashes, e.g. about reducing resources. Tourism can cause change or loss of nearby character and qualities, brought by a few firmly related impacts: commodification, institutionalization, loss of legitimacy and staged

legitimacy, adjustment to sightseer requests. Since tourism includes development of individuals to various land areas and foundation of social relations between individuals, who might somehow or another not meet, social conflicts can occur because of contrasts in societies, ethnic and religious gatherings, qualities and ways of life, dialects and levels of flourishing. The outcome can be an overexploitation of the cultural and social conveying limit of the local community.

Lately, sustainable development forced itself as a fundamental objective of any human action, paying little respect to its result. Economic development and growth issues are pivotal, especially in activities with continuous development record. As one of those activities, tourism has demonstrated concern for sustainable improvement at all levels. This originated from the way that other than the positive economical impacts, tourism likewise had the negative effect to a specific degree on a few goals, by corrupting their condition and the socio-cultural components of communities in these zones. In this manner, a sustainable development comes as a condition for the presence of tourism.

Sustainability in tourism is possible when it confronts with quality and systematic management, which would result in a competitive and sustainable tourism management. It entails a continuing process of change management, which comprises optimal economic development of tourism, a superior level of quality of life, ecological conservation, social and cultural legacy protection and its valorisation with the intention of general as well as economic development of tourist places (Blažević, 2007; Pearce, 2015).

There are incalculable definitions about sustainable tourism flowing far and wide, contingent upon intrigue, position and foundation of the creator and touching the three viewpoints economy, condition or social issues. By separating it from the

wonders, of "mass tourism", in the subsequent the production of an assortment of new elucidations happened, endeavoring to describe an all the more earth amicable sound tourism. Green tourism initially presented in 1977 by the G.F. Baumgartner, were the two forerunners for sustainable tourism, which was first utilized as a term in the late 1980s. Sustainable tourism was not a genuine point around then and just imperceptibly said. Just amidst the 1990s sustainable tourism was perceived and embraced by the associations, for example, UNEP and UNWTO. Due to its multifaceted nature, an exhaustive and all around acknowledged phrasing is still absent and in addition for an assortment of terms, portraying diverse key parts of sustainable tourism. From the approach of this article, sustainable tourism is an umbrella for a wide-range of tourism like nature-based, urban-or even mass tourism, if they take after the regulations of sustainability as portrayed beneath.

Sustainable tourism development rules and administration hones are appropriate to all types of tourism in a large array of goals; including mass tourism and the different specialty tourism areas. Communicated essentially, sustainable tourism can be characterized as: "Tourism that considers its at hand and future economical, social and natural effects, tending to the requirements of visitors, the industry, the earth and host communities" (Đukić, 2001). Sustainable tourism should make ideal utilization of ecological assets that compose a key component in tourism development, keeping up fundamental biological procedures and preserving characteristic legacy, and biodiversity. With this regard the socio-cultural legitimacy of host groups, sustainable tourism should monitor their fabricated, living cultural legacy and conventional esteems and add to intercultural comprehension and resistance. Also sustainable tourism should guarantee

suitable, long haul economic tasks, giving economic advantages to all stake-holders that are genuinely disseminated, including stable work and pay gaining openings and social services to have groups, and adding to poverty mitigation.

Tourism management speaks to an activity at the small scale local level, where all stake-holders have individual and hierarchical obligation to embrace measures and endeavors to make future vision contained in the arrangement and development at the full scale local level (Vanhove, 2011; Ritchie and Crouch, 2000). This approach demonstrates that tourism management does not have the need of a formal body to oversee goal, but rather an arrangement of compelling vested parties and people, all being partners of that specific goal's offer. "As per this, the idea of capable tourism management is created. As far as responsible tourism management it would mean having the capacity to add to: (1) advancing a rich tourism industry, (2) enhancing local people's personal satisfaction, and (3) protecting the scenery of the earth – all in the meantime and with least trade offs" (Pike and Page, 2013). Countries which are consolidating the idea of a sustainable tourism are managing a considerably more extensive order than just advancement or advertising of a goal (Pike and Page, 2013).

The fundamental objective of tourism management is the compelling harmonization and coordination of lead and objectives of individual intrigue and persuasive gatherings. The viable arranging and leading the sustainable development gets from cross-sectorial collaboration between partners inside a complex socio-political system. However, in the event that the government, that ought to empower stake-holders, fails in its part of the activity, the sustainable development can't be ensured (Choi and Murray, 2010: 589).

A sustainable development ought to guarantee a controlled development of tourism by utilizing resources, which are the premise of tourism development, for the present development, yet in the meantime by protecting the resources for encourage generations (UNEP and UNWTO, 2005: 11). As per Agenda 21 (UNWTO, 1992) sustainable development in tourism ought to be founded on sustainable conservation of biological, socio-cultural and economic components, with the nearness of human activities and procedures as a key factor (Vukonić and Čavlek, 2001: 190; Đukić, 2001: 32; Swarbrokke, 2000: 83; Črnjar and Črnjar, 2009). Hall (2011) additionally expresses that sustainable tourism exhibits an oddity, the way things are for a win given the idea's dispersion among scholastics, industry, government, and arrangement on-screen characters at one level, however it appears in the meantime it proceeded with development in the ecological effects of tourism in outright terms.

Thus, sustainable tourism will be tourism that limits the expenses and augments the advantages of tourism for regular habitats and neighbourhood groups, and can be completed inconclusively without hurting the resources on which it depends.

Tourism in Pakistan

Pakistan has been honoured by nature with a portion of the brilliant and amazing tourism spots that are set almost everywhere throughout the nation. There are numerous historical destinations that are being caught in every one of the urban communities of Pakistan. In basic, every single city of Pakistan is advanced with the splendid looking destinations that are just love to observe

unique. We have the spots of worth watching Banbhor, east part of Karachi, in the organization of its well-known museum.

Makli in Sindh is observed to be one of the substantial cemeteries east of Karachi. This place is went with the renowned historical center. Makli in Sindh possess the biggest necropolis. This place is known-out to be one of the distinguished. Following is the rundown of a portion of the eye-pulling spots of tourism in Pakistan:

1. Some of the alluring spots in Pakistan are Moenjo-daro near to Taxila, Harappa near by the sahiwal, the Lahore's Fort, the Mosque of Badshahi, Tomb of Jehangir's and the Tomb of Nur Jehan and the Shalimar Gardens in Lahore.

2. The Khyber Pass in Khyber Pakhtunkhwa completely through which winners from Afghanistan and Iran entered India is observed to be one upon the characteristic locales that is essentially taken as the picture of history.

3. Ayubia, Murree, Swat, Kagan and Naran in the northern part and Ziarat located in Balochistan are few of the splendid places in Pakistan.

4. Kalam and its acclaimed Lake of Mahudan in north are characterized to be the heaven of the characteristic magnificence. It is one of the highest lake on earth whose profundity is as yet not known by any one.

5. One can locate the characteristic magnificence in the mountain Khyber Pakhtunwa, its valleys, lakes and streams.

6. The Hunza valley in the north is near the well-known K-2 and Rakaposhi mountains that is one among the most noteworthy pinnacles. Also one can discover Harappa near Sahiwal.

Types of Tourism offered in Pakistan

(1) Adventure Tourism which includes Unique Mountains, Valleys And Glaciers (Skardu , Gilgit, and Hunza); The Silk Route (The main route of trading linking the South Asia and the Central Asia); The Karakorams (fissured rocks, vertical features and sheer slopes nearby great experience to climbers and adventure seekers) and Mountaineering In Pakistan (Chogori).

(2) Trekking Tours (Valleys of Dir, Swat and Kaghan, great northern valleys in Chitral, Gilgit, Hunza and Baltistan) which includes Great Northern Jeep Safari; Helicopter Safaris; PIA AIR Safari; and Safari at Khyber Steam.

(3) Eco Tourism which includes Ayubia National Park; White Water Sports; Wetlands & Historical Sites Of Salt Range; Marine Turtles & Mangrove Forests; Bird Watching; Along The Karakoram Highway; Brown Coloured Bears Of Deosai Plains; and Indus Blind Dolphin

(4) Spiritual Tourism where Pakistan has been created with a vital role in the historical development of Islam, Sikhism, Buddhism and Hinduism. Various spiritual tourist locations are maintained in Pakistan.

(5) Heritage Tourism which includes Jehan's Mosque; Chukundi Tombs; Rohtas Fort; Makli (Thatta); Shah; Gandhara Civilization; Rawat Fort; Indus Valley Civilization; Mehrgarh; Uch Sharif; and Mughal Treasure.

(6) Sports Tourism which includes Rock Climbing; Buzkashi; Golf; White Water Rafting; Mountain Biking; Shandur Polo Festival; Wild Boar Hunting; and Angling

All the tourism places in Pakistan are managed by Pakistan Tourism Development Corporation. Its administrative offices are set in Lahore, Karachi, Islamabad and Abbotabad.

Pakistan pulled in just around two million foreign tourists in 2017. Tourism has turned into an imperative basis of revenue generation. The tourism industry was in charge of 10.2% of the worldwide GDP in 2017. As indicated by the World Tourism and Travel Council, direct contribution of tourism to Pakistan was just 2.7% of the GDP which is horrifying by any measures. Psychological oppression and the peace circumstance are the greatest hindrances to the entry of outside tourists. The tourism industry takes a shot at brand and reputation. The private and government sector go as one in the tourism industry. The legislature is in charge of a more extensive strategy that draws outside tourists to the nation while the private segment contributes to take into account tourists on the ground.

The greater part of the tourism-related services in Pakistan is going on by virtue of local tourism. There has been an unfaltering percentage increase in local tourism with 38.3 million local sightseers detailed by the Pakistan's Tourism Development Corporation in the most recent year. It might sound odd however Pakistan is one of the complex procedure-based countries to get to regarding visa procedures and checks. As of late, the legislature has attempted to settle this issue by reporting visa-free section to 30 tourist-accommodating countries. This may help build the certainty of outside tourists. Next in line is branding. Just like 'Incredible India' and the Taj-Mahal as its face for India, and 'Malaysia Truly Asia' for Malaysia there is no brand or face for Pakistan Tourism.

The Pakistani media outlet needs to genuinely think worldwide and help build the delicate picture of Pakistan. Right now Pakistan is positioned at 124, as per the "World Economic Forum" Tourism and Competitive Ranking. The 'Stunning Pakistan' and 'Rising Pakistan' battles are as of now running

everywhere throughout the world yet it should be supplemented through different 'offers', 'deals' and 'promotions' (The Express Tribune, 2018).

1.4 STATEMENT OF THE PROBLEM

The tourism policy of Pakistan is always being amended by changing governments that had fluctuating objectives and visions for the nation's development. The system, progression and condition in which it was at long last created and affirmed must be inspected to decide its commitment to sustainable tourism development as well as the execution of sustainable nature-based tourism.

As for Pakistan, generally little investigation has been led on part of sustainable tourism management, the difficulties experienced in policy execution and its suggestions on the usage of sustainable tourism endeavors, particularly, and sustainable tourism management. Then again, Pakistan is invested with a plenitude of natural resources assets that are one of a kind to the Asian continent, which is recognized inside the tourism policy. This postulation can consequently go about as a coordinated effort of the investigation of tourism policy in Pakistan and the role of policy instruments on sustainable tourism management in Pakistan. This will be accomplished by drawing from worldwide literature relating to policy plan and execution, sustainable tourism development and ecological tourism, eventually outfitted towards deciding the components that impact the usage of sustainable tourism and in addition encouraging the proposition of alleviating answers for hindering elements.

The Pakistan Government is as of now using the ideas of sustainability to outline its endeavors at broadening its economic base and accomplishing developed nation status. It is under this introduce there has been expanded concentration and venture into the advancement of the tourism area. Because of

the plenty of natural resources that are abundantly available in Pakistan, the potential for the fruitful implementation of sustainable tourism exists. The nation's natural resources can be used in a sustainable way not exclusively to grow the nation's present tourism profile yet additionally to add to the general achievement of its national objectives. This is vigorously dependent on the active implementation and follow-up of the national tourism policy as it directly affects the proposed sustainable operation and management of the tourism industry. It is against this scenery that this research means to comprehend the role of Pakistan's National Tourism Policy. This will be accomplished by surveying its adherence to the standards of sustainability oriented tourism development and assessing its effect on the execution of sustainable tourism. While this investigation is particularly equipped towards revealing the components that impact the implementation of sustainable tourism, the examination of the tourism policy is additionally anticipated that would feature the distinction that exists between the sustainable tourism practices and sustainable tourism policy.

Thus, the following research questions are to be investigated,

RQ1. What is the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan?

RQ2. What are the factors that encourage the interpretation of the nation's tourism policy into the act of sustainable tourism?

RQ3. Why was the tourism policy created? What's more, what systems and procedures were utilized in its formulation?

RQ4. What are the factors that complicates the interpretation of the national tourism policy into the act of sustainable tourism and in what manner can these be treated?

1.5 RESEARCH OBJECTIVES

1. To study the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan.

2. To identify the potential gaps that may exist between the present national tourism policy and the sustainable tourism practices that are being followed in Pakistan.

3. To propose achievable suggestions and recommendations that can be used to ensure tourism in Pakistan is managed in a sustainable approach. Where these suggestions and recommendations could act as a possibility for government, policy makers and other stakeholders to carry out future research and develop other sustainable roles of tourism.

1.6 RATIONALE OF THE STUDY

The implementation of the national tourism policy was a governmental exertion went for building up Pakistan's tourism industry. The substance of this policy is said to be adjusted to the standards of sustainable development, a national objective that the government is as of now endeavouring to carry out through its national development policy. In light of this, it is expected that the fundamental values of sustainable development and sustainable tourism development are inserted into the texture of the tourism policy. Notwithstanding, in view of government's all-encompassing objective to differentiate the nation's financial base and push towards assist economic development through the development of rising enterprises like tourism (National Tourism Policy, 1990), there is some worry that the government is endeavouring to camouflage its economically determined thought processes behind cases of needing to accomplish sustainable development. Accordingly, by surveying the degree to

which the hidden morals of sustainable development and sustainable tourism are instilled into the tourism policy, this research expects to decide how much the standards of these ideas are received and tried. Moreover, the impact this issue may have on sustainable tourism will likewise be explored.

1.7 SCOPE OF THE STUDY

This study on role of policy instruments on sustainable tourism management has both practical and theoretical contributions to offer sustainability through tourism development activities in Pakistan with the aid of appropriate policy instruments. The scope of this research extends to entire tourism locations in Pakistan, where all of them are natural destinations. This study may help to study the real situation of eco-friendly tourism management, which may be initiated as an approach for economic, social and cultural development and then for sustainability of the tourism management of Pakistan. The improvement of tourism in Pakistan links the gap between the economic and social status of rural and urban areas in Pakistan. The ascendancy of tourism places hence enlightens the fundamental perceptions and practices of general development in Pakistan. It helps the academics to understand the role of policies in tourism management as well as bringing up sustainability in tourism in Pakistan.

1.8 EXPECTED CONTRIBUTIONS FROM THIS STUDY

The findings of this research may lay an empirical foundation for the theoretical research on sustainable tourism. The exploration of the policy instruments pertaining to sustainability in tourism practices may help in identifying the determinants and influencing factors that contribute to the sustainable tourism management in Pakistan. OECD (Organization for Economic Cooperation and Development) claims that open and smaller national economies tend to pursue

especially sustainable policies (OECD, 2005). Of course, this one study cannot cover comprehensively all the subjects commonly considered in the disciplines of tourism policies, tourism development, and sustainable tourism management in a broad yet systematic way.

In practice, the unique contribution of this study is that it identified the role of policy instruments in bringing sustainability in tourism management practices in Pakistan context. This study examined the role of policy instruments through interaction between multiple stakeholders, tourism resources, and tourism management systems in Pakistan. This study was based on investigating the real-world situation of Pakistan's tourism management practices.

1.9 DEFINITION OF KEY TERMS
Sustainability

The possibility that goods and services ought to be delivered in ways that don't use resources that can't be supplanted and that don't harm the environment.

Environment

The land, water and air in or on which plants, animals, and people live:

Natural Resources

Things such as forests, minerals, coal, etc. that subsist in a place and can be used by people:

Recycle

Supposed to persuade people to waste less, by using less and using things repeatedly, in order to guard the environment

Ecology

The relationships between the plant, animals, water, air, and so forth, usually of a specific zone, or the scientific study.

Environment friendly

Not creating damage to the environment. Environmentally well-disposed or nature-friendly or green-friendly are sustainability and promoting terms alluding to laws, goods and services, rules and approaches that claim reduced, negligible, or no destruction on biological systems or the surroundings.

Tourism management

Tourism management refers to all activities related to the sightseeing and hospitality industries. It's a multi-disciplinary ground that practises people with the experience, interest, and preparation for management positions in the food, staying, and tourism industry. Tourism management may also comprise the enterprises, associations, and public authorities that market tourism services to probable travellers.

Sustainable tourism

"Sustainable tourism practices in a country requires the knowledgeable participation of all appropriate stakeholders, as well as sturdy political head to ensure wide participation and harmony building. Achieving sustainable tourism is a continuing process and it requires regular monitoring of impacts, introducing the necessary preventative and corrective measures on every occasion compulsory.

Policy

A policy is a set of ideas or plans that is used as a foundation for making decisions, especially in politics, economics, or business.

Policy instruments

Policy instruments are intercessions made by government/public authorities in local, national or international economies which are anticipated to achieve outcomes which match to the objectives of public policy.

Bio-diversity

'Biological diversity' refers to the changeability along with the living organisms from all resources including, inter-alia, global, marine and other aquatic eco- systems and the ecological complexes of which they are a part; this includes diversity within species, between species and of eco-systems.

Eco-tourism

Ecotourism is the business of servicing the retreats and related services that are not destructive to the atmosphere of the area. Eco-tourism is a kind of tourism involving visiting pristine, fragile, pristine, and relatively uninterrupted natural areas, intended as a low-impact and often small scale alternative to standard commercial mass tourism.

1.10 ORGANIZATION OF THE STUDY

A review of the literature with respect to introduction to sustainability, sustainable tourism, management of sustainable tourism, tourism management in Pakistan, policy instruments on sustainable tourism practices and Conceptual framework are presented in Chapter 2. Chapter 3 entails the discussion on Tourism and growth, global sustainability indicators of tourism as well as indicators of sustainable tourism management in Pakistan. Moving to Chapter 4, it

encompasses a detailed study of community based economic benefits of sustainable tourism development. The chapter converses the concept of sustainability utilizing the case study of northern areas of Pakistan, growth of tourism in that particular region and perception and attitudes of the local residents towards economic, socio-culture and environment impact. Chapter 5 which is the final chapter of the thesis, presents the information about the participants, instruments used, research design, analytical techniques, and statistical models tested. It also provides results of the research through a mixture of analysis using descriptive statistics, inferential statistics which includes confirmatory factor analysis and the structural equation modeling. In the end, it follows with an argument of the results, proposes some suggestions and possible directions for future research.

Chapter Two: Review of Literature

2.1 INTRODUCTION

Research is about the practice of learning, which contains innovative work attempted on a precise premise keeping in mind the end goal to expand the load of information, including information of people, culture, and society, and the utilization of this supply of learning to devise new applications. (OECD 2015) as such, explore is basically used to build up or affirm actualities, reaffirms the consequences of past work, tackle new or existing issues, encourage hypotheses or grow new speculations. Research may likewise be an extension on past work in the field. The main roles of essential research are documentation, disclosure and translation for the development of human learning. This summed up definition and consequent clarification unmistakably shows the requirement for each researcher seeking after research, to scan for information which exists as distributed and unpublished research works completed before, by others, on the chosen theme. These current research works are accessible as research papers distributed in different scholarly articles, doctoral expositions and different types of reports and every so often, unpublished works as well, while searching for information.

This search for learning gives the essential establishment to the proposed look into and is actually known as literature review or foundation data; which gives answers to the three major inquiries; viz.; how to identify

(1) Research gap,

(2) Sources and methods for gathering the data,

(3) Statistical methods and tools for data analysis.

It is an assessment of all significant literature in the area under examination which ought to in a perfect world give an unmistakable hypothetical base and proper

foundation for inquire about. It must go past being a broad posting of data identified with the present research work and rather, should clearly verbalize the learning and thoughts effectively settled in the field, alongside their relative qualities and shortcomings. This at that point, will preferably give a premise to deciding the examination hole which exists, in view of which, the exploration targets and thusly related research speculations will be drawn up.

An intriguing viewpoint while doing the literature review for the present investigation was as far as the geographical clustering of the research activities completed on tourism related studies, which incorporate the present points on

(1) Sustainability

(2) Sustainable Development

(3) Sustainable Tourism in Pakistan

(4) Policy Instruments

(5) Policy Instruments for Sustainable tourism

Because of the development of technology, researchers from developed nations could get to all examination works distributed by famous publishers on real-time basis as they get texts at whatever point new works get published in their separate research areas. Such work is possible on the grounds that entrance to such publications are accessible because of the funding accessible to the academic institutions in order to access to all publications. Literature Review, other than giving bits of knowledge into the field of concentrate being referred to recognizes the research gap and keeps a specialist from redoing work already done by others and rehashing mistakes in past works. It gives experiences into parts of the examination which could demonstrate deserving of investigation and future research. An exhaustive review of literature enables the analyst to see,

comprehend and assess the wellsprings of information, the strategies for information gathering, measurable procedures utilized by other, maybe more experienced specialists, in comparable zones and to copy or alter the same in various settings at various circumstances. Conflicting hypotheses and confusing approaches ways to deal with same or comparable research issues and the important contentions supporting/invalidating the same, are uncovered through the literature review and permit an analyst the chance to build the load of information and knowledge about the point and also refine the area of study, strategy, and so on.

2.2 SUSTAINABILITY

Nowadays, Sustainable Development forced itself as a fundamental objective of any human action, paying little mind to its result. Economic development and growth issues are urgent, especially in activities with constant development record. United Nations Documents allude to key sustainability ideas as intergenerational value, environmental sustainability and reasonable conveyance of riches, group cooperation and access to resources. A large number of these can be related with personal satisfaction or prosperity. Supporting them is a solid start that both society and economy are reliant on a sound environment that gives eco-system services. The expression "sustainability" these days is utilized as an essential point of reference for a worldwide development in legislative issues, business and society and regularly viewed as a cutting edge approach.

There are a few meanings of "sustainability", yet at the same time there is no normal and general adequate one. As a rule "sustainability" implies the "development of something with no terrible issues and with vacillations, which don't roll out unavoidable improvements in the system" (Altmann, 2014). The expression

"sustainability" is being related with the idea of directions amongst Society and Environment. "Sustainability" isn't just about ecological security, however numerous individuals connect the term with nature. As the photo beneath illustrates, the social and economic measurements are similarly vital.

Figure 2.1   **Sustainability**

The idea of resource conservation for future ages is one of the real highlights that recognize sustainable development arrangement from conventional ecological strategy, which additionally looks to disguise the externalities of environment degradation. The general objective of sustainable development (SD) is the long haul dependability of the economy and environment; this is just achievable through the coordination and affirmation of ecological, economical, and social concerns all through the basic leadership process (Cerin, 2006).

The idea of sustainability was initially authored in forest service, where it implies failing to harvest more than what the forest yields in new development (Weirsum, 1995). The word *Nachhaltigkeit* (the German expression for sustainability) was first utilized with this significance in 1713 (Wilderer, 2007). The concern with protecting natural resources for what's to come is lasting, obviously: without a doubt our Palaeolithic precursors stressed over their prey getting to be wiped out, and early agriculturists more likely than not been fearful about keeping

up soil richness. Customary convictions charged reasoning regarding stewardship and concern for who and what is to come, as communicated in the oft-cited expressions of a Nigerian tribal boss who saw the group as comprising of "some dead, few living and innumerable others unborn" (Ike,1984 and Fukuyama, 2008). Maybe there have dependably been two restricting perspectives of the connection amongst mankind and nature: one which stresses adjustment and agreement, and another which considers nature to be a comment won. While this last view may have been somewhat overwhelming in Western civilization progress in any event in late hundreds of years, its antithesis has never been absent.

Sustainability (without necessarily utilizing the word) is a characteristic point of concentrate for financial specialists: all things considered, the shortage of resources is of focal concern to the gloomy science. Happiness, Well-being and Welfare - these words might be utilized to express an essential objective of government strategy: to enhance individuals' lives. In dictionary references (e.g., Merriam-Webster (2004), Welfare, Happiness, and Welfare are usually observed as equivalent words, and offering any of these three words is esteemed adequate to clarify the significance of some other. A strategy that would make everyone glad would most likely be viewed as a decent one. It would likewise by and large be viewed as difficult to plan. This is on account of it is difficult to realize what makes individuals upbeat. Satisfaction is a subjective perspective which just somewhat relies upon target conditions (García Martín, 2002). It might even be at fluctuation with those conditions: a man may live in equitably extremely appalling conditions, yet figure out how to feel cheerful (Michalos, 2008). That is the reason 'gross national happiness' (a term begat by the previous King of Bhutan) must be estimated either by asking individuals how they feel (Adler Braun, 2009) which is

hard to interface with solid strategies; or, if estimated by target principles, ends up being proportional to what we call prosperity (Yones, 2006).

We propose to see happiness as a fundamental objective of human conduct yet not of arrangement. People are in charge of their own happiness. In spite of the fact that not really the main objective. A man may endeavor not for her own particular joy, but rather for the benefit of her group, the glory of her family, or some other perfect; or she may wish to stick to an ethical code superseding the quest for individual satisfaction. One may state that such a man still makes progress toward satisfaction, since these objectives evidently make her upbeat. In any case, that would be a redundancy, inferring that satisfaction is whatever a man makes progress toward; it would render the idea of joy aimless. Rather, we may state that everybody makes progress toward what he considers 'the great life', and one type of this is bliss. Governments can't make individuals upbeat. In any case, to the degree that bliss depends on target conditions outside to the person, arrangement can and in reality ought to advance them (Johns and Ormerod, 2007). What, at that point, are those conditions and would it be advisable for us to call them prosperity or welfare? Of these two terms, prosperity is normally utilized as a part of a more extensive sense than welfare. On the off chance that happiness can be compared with 'subjective prosperity' (García Martín, 2002 and Michalos, 2008), at that point prosperity alludes to the target conditions that assistance to make individuals glad. It is proportionate to 'decency of the earth' in Veenhoven's plan of 'characteristics of life' (Veenhoven, 2004), and it covers what arrangement can do to propel satisfaction. In Amartya Sen's view, prosperity should be not about material products or 'fundamental needs', but rather about capacities to accomplish one's potential (Sen, 1983). On the off chance that prosperity is to be a strategy

objective, this implies it should consolidate such elusive needs as opportunity, training, security, vote based system and equity.

Welfare is then a more restricted idea indicating success as far as material needs, for example, sustenance, water, wellbeing, and asylum. It has a tendency to be simpler to quantify than prosperity and can accordingly fill in as a helpful intermediary—as long as we remember that it doesn't cover all angles. Financial experts frequently utilize the term utility to express the fulfillment individuals get from merchandise and enterprises. It is hypothetically comparable to prosperity, in spite of the fact that the way it is regularly estimated by and by makes it more like welfare. Other 'social' markers, frequently harder to evaluate, allude to issues, for example, investment and social qualities (Slee, 2007). These fit flawlessly into the idea of prosperity.

Along these lines, it may be replaced that the social and economic measurements of sustainability as traditionally utilized with a solitary measurement called well-being, which is a strategy objective that must be adjusted with another called sustainability. Estimating well-being and sustainability independently will upgrade the straightforwardness of the approach plan process, by bringing out in the open the two issues and clearing up as opposed to darkening the decisions that must be made. Obviously this does not take care of all issues of arrangement assessment: prosperity has numerous viewpoints that should be weighed against each other.

Sustainability, at that point, involves what resources—regular resources, nature of the earth, and capital—we pass on to coming ages. As we saw, some loss of normal resources is inescapable, yet this might be adjusted for by expanded

capital—at any rate in the perspective of Robert Solow and his kind. Others, in any case, contradict the possibility that capital can substitute for regular resources and feel that sustainability involves protecting characteristic resources fundamental for our survival (Daly, 1997).

In 1992 the Council of Australian Governments discharged The National Strategy for Ecologically Sustainable Development (NSESD). The idea of biologically sustainable development is portrayed in this record as 'development that enhances the aggregate personal satisfaction, both now and later on, in a way that keeps up the environmental procedures on which life depends'. This wide idea has guided the development of measures of sustainable development.

Various alternative perspectives of sustainable development are illustrated in the most recent draft (2002) of the United Nations System of Integrated Environmental and Economic Accounting (SEEA) which has been utilized by ABS to control the development of Australia's environmental accounts.

ABS has distinguished six alternative perspectives of how the idea portrayed in SEEA could be operationalised:

- ❖ Preservation of national wealth.
- ❖ Rising per capita income and rising levels of prosperity: guaranteeing that the welfare and personal satisfaction of the people keeps on rising.
- ❖ Strong sustainability: failing to use renewable resources in abundance of their natural regeneration
- ❖ Weak sustainability: supplanting any natural resources utilized with alternative resources of an equivalent esteem.
- ❖ Resource proficiency: utilizing normal resources wisely and productively.

❖ Target subordinate sustainability: not expending certain resources past a basic level and not utilizing sink works past their assimilative abilities.

The NSESD idea, with its wide concentration expounded through targets, could be viewed as grasping these perspectives and that's just the beginning. For instance:

- it has a stronger emphasis on the need to protect biological diversity and maintain essential ecological processes and life-support systems; and

- it covers intra-generational equity issues that can be obscured when sustainable development is looked at from a 'whole of population' perspective.

Key measurements

Various key territories of social concern shape one measurement of the system. The regions recognized are: Population; Health; Family and community; Education and preparing; Work; Economic resources; Housing; Crime and equity; and Culture and recreation. Every one of these zones has its own particular more point by point structure, or set of systems, and is investigated through a progression of inquiries:

❖ How does this region identify with prosperity?

❖ What are the key social issues that should be educated?

❖ What bunches are in danger of hindrance?

❖ What are the social and monetary exchanges that influence singular prosperity?

❖ What point by point structures identify with this territory?

❖ What definitions, characterizations and units of estimation will bring about compelling social pointers?

❖ What information sources identify with this zone?

Sustainability is one of the topics that course through a significant number of the social issues distinguished for every zone of concern. For instance, sustainability is talked about in connection to populace development and populace maturing; city development; the expanding expenses of the wellbeing framework; the changing idea of work, (for example, development in low maintenance and easygoing business); drifts in reserve funds designs and their retirement wage suggestions; and the changing conveyance of financial resources amongst 'wealthier' and 'poorer' family units. Through an emphasis on estimating and dissecting changes after some time in the different parts of prosperity, the structure can aid the efficient portrayal and development of pointers identifying with sustainable improvement.

Sustainable Development (SD) is an encompassing and foundational phenomenon. Important threats to sustainable development are common resource consumption, contamination, and increment in the volume of emissions moving above capacity limits, and human inequality at the local and worldwide levels.

As indicated by Stern (2006), environmental change is the most prominent and pressing sustainability issue. In any case, sustainability covers an extensive variety of issues, a considerable lot of which are either exacerbated by environmental change or are contributing towards it. Numerous properties in creating and also developed nations are presently in danger from flooding; changes in our atmosphere, for example, rising ocean levels, more serious tempests and wetter winters, will expand that risk. There are more incessant water deficiencies in numerous nations and demand for household water has expanded significantly (Houghton, 2001). There has been a serious decrease in wildlife

habitats everywhere throughout the world because of weight on land and changes in cultivating activities. Researchers says that each individual in developed nations produces just over half a tonne of household waste per year, on average.

Salonen and Åhlberg (2011) rattled off seven measurements or elements rose up out of the evaluations of sustainability in day by day life. They are named as takes after:

a) Responsible global citizenship

b) Life cycle approach

c) Advanced consumerism

d) Health and community

e) Recycling

f) Strong local business

g) Post-materialism.

Sustainable development (SD) isn't just reliant on reducing worldwide issues, for example, the environmental change or biodiversity misfortune, yet in addition progressively on the capacity to fabricate a general public that does not avoid anyone (Bacon et al., 2010 and Halle, 2008). Each individual from society ought to have—paying little heed to age, sex, race, ethnicity, or nature of inability—the chance to utilize individual abilities and skills.33 Capabilities of nationals bolster singular opportunity and social inclusion (Sen, 1992 and Nussbaum, 1995).

An existence cycle approach portrays consumers who lean toward dependable items. They lean toward repairing items as opposed to getting new ones and they will reuse items toward the finish of the life cycle (Wenz, 2014). The International Organization for Standardization (ISO, www.iso.org) has distributed

ISO 14062 for incorporating natural viewpoints into item outline and development and ISO 26000 for direction on social responsibility.

Advanced purchasers focus on eco-effective, eco-marked items and they support pioneer organizations. This sort of a shopper may likewise incline toward natural sustenance created in normal routes without engineered manure and chemicals. Eco-effective generation does not trouble the environment with squander or results since they are utilized as crude materials in the beginning of the new procedure (Brown, 2008 and Edwards, 2005). The model of eco-effectiveness creation is contained in nature. Over the span of development poor methods have vanished. The staying best alternatives are available around us (Lovins, 2010).

Health and community structures and processes are interconnected. Way of life changes are significant for enhancing general wellbeing, for example, focusing on a sensible measure of work, dependence counteractive action, sound nourishment, and physical action (Khaw et al., 2008; Kiiskinen et al., 2008; and Kvaavik et al., 2010). Strengthening of people depends on a community, which incorporates families, relatives, companions, and intentional organizations. Community gives protection against wellbeing undermining dangers (Stansfeldt, 2006; and Whitehead and Dahlgren 1991). Being a piece of a community is a fundamental human need, and in this way a key factor for prosperity (Deci and Flaste, 1995 and Diener and Seligman, 2001).

Consistently in the United States, 132,000 PCs are retired. Recycling secures the adequacy of natural resources, saves energy, and reduces emissions from landfills. The requirement for energy can be reduced by 95 percent when

utilizing reused aluminium. Plastics, for example, packaging, can be reused for every day goods, for example, fleece fabrics (Brown, 2008 and Ackerman and Black, 2008). The landfill has turned into an image of erroneous process and product design.

Strong local business implies that the community, territory, or district decreases its reliance on the worldwide economy. Nearby resources are utilized as a part of goods, services food and energy. The entire community profits by this fiscally. It has its own particular money related establishments. Inside this framework, exchange relations are reasonable and transparent since proprietors of the organizations are a piece of the local community (McKibben, 2010; Roseland and Soots, 2007; and Talberth, 2008).

As indicated by Inglehart (2006), moving from materialistic values to post-materialistic values implies emphasizing human values and the weightiness of individuals' remarkable lives (Inglehart, 2006). This change implies that individuals' perspectives are evolving. This paradigmatic move is explained additionally by Maslow (1954), Allardt (1976), and Schwartz (1992). A post-materialistic perspective may create and manage a sustainable lifestyle (Leiserowitz and Parris, 2006). In regular day to day existence it implies that the significance of ownership has reduced, services are utilized as opposed to owning products, and reestablishment of merchandise is motivated by real needs.

Curitiba has been called 'the most environmentally advanced urban zone on Earth' and Jaime Lerner 'a figure of international enthusiasm among green scholars' (Moore, 1994). There is great aim for this evaluation, in light of the fact that in Curitiba, Lerner has developed one of the world's driving research facilities

for accomplishing 'urban sustainability'. Curitiba speaks to an entrancing blend of the value arranging model and the ecological arranging model. By connecting value arranging measures with natural ones _for case, open nourishment with deny gathering., Curitiba has demonstrated that positive collaborations result in a basic monetary sense. Earth mindful approaches in mass travel, urban greening, and reusing are 'incorporated' and 'interlinked' to projects to encourage the wellbeing and financial prosperity of the urban poor. This augments the meaning of the 'reasonable city'. To accomplish 'urban sustainability', organizers must address the biological worries of urban areas, as well as the imperativeness of natives. Kerala speaks to a novel social way to deal with sustainable development. Kerala is an important case to think about in light of the fact that it gives a model of 'urban sustainability' that is both social and preventive. This is noteworthy in light of the fact that the essential hindrance to 'sustainable improvement' radiates from the social domain. In monetary terms, organizers must safeguard full business arrangements, a shorter work week, and all the more uniformly appropriated recreation hours to change an advanced economy tormented by fundamental joblessness, underemployment, and exhaust of the utilized (Rifkin, 1994). As per Basiago (1999), a definite examination of these option social improvement models uncovers a heap of conceivable means by which financial, social, and ecological sustainability may be progressed by and by. While these cases from the creating scene can't be straightforwardly meant urban areas in the created world, they do show in a general sense the sorts of innovative strategies that any general public must cultivate in the event that it is to accomplish 'urban sustainability'.

The five Sustainability Principles proposed underneath is offered to progress and re-establish some meticulousness to the basic thoughts. Its development was

educated by various existing systems and was enlivened, specifically, by crafted by R. Buckminster Fuller. The standards are explained in a general mold yet can get a particular operational significance in connection to specific areas of the economy, development issues, business systems, speculation rules, or activities taken by people. They are communicated in connection to five key spaces:

- *The Material sphere:* Constitutes the foundation for adapting the flow of materials and energy that bring about existence.

- *The Economic sphere:* Provides a guiding structure for generating and managing capital.

- *The sphere of Life:* Provides the foundation for suitable behaviour in the bio-sphere.

- *The Social Sphere:* Provides the foundation for societal interactions.

- *The Spiritual Sphere:* Identifies the essential attitudinal point of reference and provides the source for a worldwide code of ethics.

United Nations Millennium Declaration (2000) is established on a nucleus set of values and explained that they believe certain elementary values to be indispensable to international relations in the 21st century. They are:

o **Freedom:** People have the privilege to experience their lives and bring their kids up in pride, free from hunger and from the dread of brutality, persecution or unfairness. Popularity based and participatory administration in light of the will of the general population best guarantees these rights.

- o **Equality:** No individual and no country must be denied the chance to profit by development. The equivalent rights and chances of ladies and men must be guaranteed.

- o **Solidarity:** Worldwide difficulties must be overseen in a way that appropriates the expenses and weights reasonably as per fundamental standards of value and social equity. The individuals who endure or who advantage minimum merit assistance from the individuals who advantage most.

- o **Tolerance:** Individuals must regard one other, in all their decent variety of conviction, culture and dialect. Contrasts inside and between social orders ought to be neither dreaded nor subdued, yet valued as a valuable resource of humanity. A culture of peace and discourse among all developments ought to be effectively advanced.

- o **Respect for nature:** Judiciousness must be appeared in the administration of every single living specie and regular resources, as per the statutes of sustainable development. Just thusly can the boundless wealth gave to us by nature be protected and passed on to our relatives. The current unsustainable examples of generation and utilization must be changed in light of a legitimate concern for our future welfare and that of our relatives.

- o **Shared duty:** Duty regarding overseeing overall economic and social development, and dangers to international peace and security, must be shared among the countries of the world and ought to be practiced multi-along the side. As the most all inclusive and most illustrative association on the planet, the United Nations must assume the focal part."

Thus, as said by Horton (2003), Sustainability as a value is shared by numerous people and associations who exhibit this value in their approaches, ordinary exercises and practices. People have assumed a noteworthy part in building up our current ecological and social conditions. The general population of today alongside future ages must make arrangements and adjust.

2.3 SUSTAINABLE TOURISM

There is a question that if sustainability can be achieved in tourism. Also, whether the practices that are oriented towards sustainable development apply to tourism? Thus it is necessary to reveal the necessity of sustainable development in tourism due to inadequate resources and important concern about environment that are to be used by upcoming generations. In this review the concept, current situation and the need for change of sustainable development are presented. Also further this review presents the economic aspect, environmental aspect and socio-cultural aspect influencing sustainable tourism.

As one of those activities, tourism has shown concern for sustainable development at all levels. This came from the fact that besides the positive economic effects, tourism also had the negative impact to a certain extent on some destinations, by degrading their environment and the socio-cultural elements of communities in these areas. Thus, a sustainable development comes as a condition for the existence of tourism.

In a globalized and competitive environment, as the tourism market is, destination marketing has been recognizes as a pillar for the growth and sustainability of tourism destinations (UNWTO, 2011). A sustainable development should ensure a controlled development of tourism by using resources, which are the basis of tourism development, for the current development, but at the same

time by preserving the resources for further generations (UNEP & UNWTO, 2005: 11). According to Agenda 21 (UNWTO, 1992) sustainable development in tourism should be based on sustainable preservation of ecological, socio-cultural and economic components, with the presence of human activities and processes as a key factor (Črnjar & Črnjar, 2009). Hall (2011) also states that sustainable tourism presents a paradox, as it stands for a success given the concept's diffusion among academics, industry, government, and policy-actors at one level, but it shows at the same time a continued growth in the environmental impacts of tourism in absolute terms.

The UK-based tourism concern set out its own rules and started effectively to campaign the private division to assess the requirement for sustainable arranging (Sâmbotin et al., 2011). The tourism guidelines concerns about;

(a) Utilizing resources economically;

(b) Diminishing overconsumption and waste;

(c) Looking after assorted variety;

(d) Incorporating tourism into arranging;

(e) Supporting nearby economies;

(f) Including nearby economies;

(g) Counselling partners and the general population;

(h) Staff training;

(i) Marketing tourism mindfully;

(j) Undertaking research.

These standards seem to accomplish more harmony between socio-cultural and natural elements (Holloway, 2009).

It is critical to specify here additionally the Kyoto Protocol from 1997 intended to decrease greenhouse impact by constraining CO2 outflows. Tourism is the middle stage in these concerns since movement for recreation objects isn't a crucial need and it adds to CO2 outflows through the utilization of petroleum products used to transport individuals on holidays, at the goal and in the settlement they utilize. The vehicle causes around 75 % of the CO2 emissions created by tourism, with flying in charge of around 40 %. Enhancing vitality proficiency in transportation might be required to produce a decrease of 32 % in the emissions per traveller kilometre in the vicinity of 2005 and 2035. Be that as it may, the amount of emissions shifts relying upon the method of transport utilized, with whole deal venture to every part of the best supporter of exceptionally outflow extraordinary outings (Page, 2011).

Toward the start of the twenty first century the possibility of sustainable tourism has turned out to be more famous among open segment which is in charge of arranging and methodology and furthermore private, i.e. voyaging and touristic endeavors. The United Nations Environmental Program (UNEP) presented its Initiative for Sustainable Tourism, which was gone for tourist operators. This was trailed by the UN statement to assign the year 2002 as the International Year of Ecotourism. Later-on a World Summit on Sustainable Development was held in Johannesburg. This activity out of the blue focused on the significance of sustainable development in tourism. In addition a world eco-tourism summit was held in Quebec around the same time (Sâmbotin et al., 2011). Different associations associated with the business, for example, World Tourism Organization (UNWTO) or the World Travel and Tourism Council (WTTC) added to the standards of sustainable development, which expects to limit harm the earth,

natural life and nearby populaces caused by voyagers and the business. Together with the Earth Council they urge the business to lead the pack in safeguarding the earth in the zones they work (Cooper et al., 2008). The future will appear if there is a genuine will among governments to actualize the worldwide methodologies and activities that were set out over 10 years back.

As indicated by Murcott (1997), tourism is most in a perfect world suited to embrace sustainability as a directing theory. There are numerous reasons. Apart from transport, tourism does not expend extra non-restoration resources; a community's resources, its way of life; conventions, shops, relaxation offices, and so forth speak profoundly resources base for tourism; tourism utilization of resources, both regular and social, ought to be non-immoderate, making them sustainable; tourism speaks to one of only a handful couple of monetary open doors accessible to remote groups; tourism gives a genuine chances to lessen neediness, make work for hindered individuals and empower provincial development; tourism has demonstrated to revive societies and customs; tourism can give a monetary impetus to preserve common and social resources; and tourism has been appeared to cultivate more noteworthy comprehension amongst people groups and a more prominent worldwide awareness

In any case, verifiably quite a bit of tourism has been unsustainable (OAS, 1997). The reasons are;

- ❖ Tourism is a furious challenger for resources - the arrangement of social and ecotourism open doors for sightseers may imply that neighbourhood inhabitants are uprooted

❖ The needs of tourists are not the same as those of neighbourhood inhabitants and, in this manner, serving visitors may again not suit the necessities of nearby occupants

❖ Few individuals comprehend tourism and what is required to create effective tourism items, implying that a considerable measure of nations have made impulsive interests in tourism

❖ Tourism is regularly forced on neighbourhood groups, particularly rustic and minority groups, at level and speed that causes extraordinary social disturbance.

Thus sustainable tourism is extremely an issue of how best to energize tourism while limiting its expenses.

The name sustainable tourism is operationalized as any deliberation in the programme of environmental protection and/or development and local people involvement. The characteristics of sustainable tourism which should be considered in the curriculum of students either in any particular course related to sustainable development or as a general subject to all high school and higher education students according to their level of maturity.

Three of the most important topics for inclusion in a sustainable educational setting, "Creating sustainable business models", "Training and education", and "Changing consumer behaviour and attitudes." Examples of strategies for developing and managing this new "sustainable team" or network group would be to identify how to set clear definable objectives for addressing these topical issues. This can be accomplished by asking how this group can address these topics and how these objectives can be "SMART" – specific, measurable, attainable, realistic, and in time.

The objectives should be based on a clear understanding of how the feedback loop between the sustainable team and stakeholders is managed. Finally, when developing the objectives consider:

- ❖ Listening and learning: monitoring what stakeholders are saying about the issue or programs and using the information to support the goals.

- ❖ Build relationships and issues awareness: interacting with key audiences in order to build awareness.

- ❖ Content generation and issues awareness**:** encourage stakeholders to create content about the issues and share it with others, encouraging others to offer feedback (McKeown, 2002).

What is clear is that new, innovative, and simple methods are needed to improve networking between students, industry professionals, and educators in the hospitality and tourism field.

Three of the most essential subjects for incorporation in a sustainable education setting, "Making sustainable plans of action", "Preparing and training", and "Changing customer conduct and attitudes". Examples of systems for creating and dealing with this new "sustainable group" or system gathering is distinguish how to set clear perceptible objectives for tending to these topical issues. This can be proficient by asking how this gathering can address these subjects and how these destinations can be – particular, quantifiable, achievable, sensible, and in time (Stibich, 2008).

The targets ought to be founded on a reasonable comprehension of how the criticism circle between the sustainable group and partners is overseen. At long last, when building up the targets consider:

❖ Listening and learning: observing what partners are saying in regards to the issue or projects and utilizing the data to help the objectives.

❖ Build relationship and issues awareness: associating with key people so as to create awareness.

❖ Content creation and issues awareness: Encourage stakeholders to make content about the issues and offer it with others, urging others to offer criticism (McKeown, 2002).

What is clear is that new, imaginative, and basic techniques are expected to enhance organizing between students, industry experts, and instructors in the lodging and tourism field.

Students likewise should be proficient about projects for existing hotel properties, including Green Seal that, since 1995, has been ensuring hotel operations and manufactured products that may be utilized as a part of hotel properties that meet criteria that the association has determined in an arrangement of models. These criteria include: waste minimization, reuse and recycle; energyy effectiveness, conservation, and management of new water resources; waste water and hazardous substance management; and environmentally sensitive purchasing (Green Seal, 2012). Green Seal prides itself on "utilizing science based models and the power of the market to make a more sustainable world" (Green Seal, 2012).

Hospitality or the tourism students may get some benefit by getting educated about how the American Hotel and Lodging Association (AH &LA) (2010), the biggest association in the United States framed to advance the hotel sector, grasps sustainability in its strategy for success by endeavoring to "upgrade green rules and activities to build industry awareness." AH &LA has created natural rules to

help hoteliers in their endeavors to practice sustainability (AH& LA, 2010) and respects hotels for "Good Earth keeping" by means of one its Stars of the Industry grants (AH and LA, 2010). AH and LA's 11 rules for "making strides toward environmental friendliness" are the accompanying:

1) Shape an Environmental Committee in the hotel that is in charge of building up an Environmental Green Plan for energy, water, and better waste utilize;

2) Deal with the lodging's ecological execution by observing the electric, gas, water, and waste use data on a month to month and yearly premise;

3) Supplant radiant lights with reduced fluorescent lights wherever conceivable;

4) Introduce advanced indoor regulators in guestrooms and all through the hotel;

5) Implement a towel and linen reuse program;

6) Introduce 2.5-gallons per minute showerheads or less in all guestroom showers and any worker shower zones;

7) Introduce 1.6-gallon toilets in all guestrooms;

8) Actualize a reusing program - including open spaces - to the full degree accessible in your region; record your endeavors;

9) Actualize a reusing program for dangerous materials found in bright light bulbs,

10) Batteries, and lighting counterweights through authorized specialist organizations;

11) Buy Energy Star named appliances and equipments; and

12) Guarantee that all office paper items have at least 20% post-customer reused content (AH&LA, 2010a).

Endeavours in the lodging portion of the hospitality industry give off an impression of being centred vigorously around green building and on natural sustainability practices to upgrade economic sustainability and students of hospitality and tourism must see how to apply these standards and practices on the off chance that they are to wind up industry pioneers and supervisors of sustainability. Particular cases of these endeavours are useful for getting a handle on how these standards and practices can be connected. For instance, Marriott, Inc. has very much created sustainability endeavours. This extensive lodge organization, with more than 3,000 hotel properties, 17 brands and in excess of 150,000 representatives around the world, has centred its sustainability endeavours in five territories. These include:

1. Energy, water, waste and carbon - Reducing the utilization of water, waste, and energy in their inns and corporate base camp;

2. The supply chain partnering forces with their suppliers to utilize value nonpartisan items that save energy, diminish wastes and enhance waste preoccupation, and that are made of at least one naturally benevolent substances;

3. Green hotels interfacing with their business accomplices to extend LEED - ensured structures over the Marriott organization;

4. Connecting with visitors and partners welcoming visitors and partners to help the environment through their own normal exercises in their homes and work environments, and keeping in mind that while travelling; and

5. Efforts beyond their lodgings—preservation by supporting inventive activities

6. Counting rainforest security and water preservation. (Marriott International Inc., 2012).

Corporate social responsibility (CSR) is additionally essential to numerous hotel chains and individual properties and regularly talked about independently from an organization's sustainability endeavors but then by means of gifts of merchandise, management, and volunteer hours it plainly addresses social sustainability (McGehee, Wattanakamoichai, Perdue, and Calvert, 2009). Notwithstanding being useful for the group, these practices can be useful for business. For instance, the Chicago Tribune as of late ranked Hyatt Hotels as the main work environment in the city of Chicago and the organization's solid accentuation on sustainability, including social sustainability, had much to do with that acknowledgment (Hyatt Hotels, 2012). The Hyatt organization's representatives fill in as group representatives connecting with much of the time in group exercises, for example, helping nearby schools and concentrating on discovering particular approaches to help groups where their hotels are found around the world (Hyatt Thrive, 2012). Caring has all the earmarks of being a critical piece of the corporate culture of various hotel firms, for example, Hyatt hotel, Marriott hotel, and Hotel Wyndham. Most investigations evaluating tourism activities frequently manage one part of tourism. For example, the monetary effect of tourism exercises is typically evaluated based on information on number of entries, receipt per traveller, normal length of stay and other financial pointers. These indicators estimate the development of tourism sustainability. Not at all like numerous examinations that cover just the physical and human condition. A few pointers covering all parts of sustainability: ecological issues (physical and human), business, monetary spillages and customers' viewpoints (fulfilment levels, and so forth.). After an audit

of the current writing, Ko (2005) contends that "techniques for fundamental sustainability evaluation are not as of now utilized as a part of tourism". He finds that most investigations on sustainable tourism improvement are spellbinding, in view of subjective information and subjective in their decisions, in this way inadequate with regards to a thorough system to evaluate sustainability issues in the tourism division. Subsequent to distinguishing this part in the writing, he builds up a calculated system for tourism sustainability evaluation in light of eight measurements: political, monetary, socio-cultural, product-related aspects, natural effect, biological system quality, biodiversity and ecological approaches.

A Sustainability Performance Management System (SPMS) was endorsed by Krstić, Jovanović, and Milić (2008). The point of this system is to advance constant change inside sustainability execution of the undertakings. A venture can utilize Sustainability Performance Management System to control over its effects on the earth and society by efficiently recognizing needs for activity, arranging techniques to address those needs, checking systems to guarantee implementation and decide any territories for development. Sustainability Performance Management System incorporates the strategies, projects and practices intended to coordinate social, natural, and monetary standards into existing business forms, incorporating any collaborations with partners.
Sustainability Performance Management System has six important components or implementation stages which are specified as takes after,

1. Identify and examine both positive and negative effects of tourism venture business activity on nature, socio-cultural surrounding and economic improvement),

2.   Formulate an enterprise sustainability execution policy as well as system;

3.   Develop a sustainability execution program;

4.   Operationalise the sustainability execution program;

5.   Monitor and review the sustainability execution program; and

6.   Report on consequences of the refined sustainability execution program.

Accomplishing sustainable tourism is a nonstop procedure. It requires consistent observing of effects, presenting the important preventive and additionally restorative activities at whatever point fundamental. Sustainable tourism improvement rules and administration hones are material to all types of tourism in a wide range of goals, including mass tourism and the different specialty tourism fragments. In light of the degree to which it has been measured and talked about in the above audit, the idea of sustainable tourism is as yet thought to be in its earliest stages.

2.4 SUSTAINABLE TOURISM IN PAKISTAN

Tourism is an under-appraised industry in Pakistan. The role of government in tourism development has never been a pushing one. In spite of Indian Ocean earth-quake, Tsunami, earth tremor in Pakistan, circumstance in Afghanistan, surges and drafts in different parts of the locale, South Asian execution in tourism division has been on consistent change throughout the previous couple of years be that as it may, insights of 2013 show Pakistan lingering behind in such manner (Bilal, Dr. Muhammad, 2013). What to discuss contending world over, Pakistan's present remaining as tourist goal is far beneath than other SAARC nations like India, Nepal, Sri Lanka, and Maldives. Over centralization and lacking coordination

between focus, area and nearby level and intra-departmental levels have been the corridor sign of mismanagement of the tourism business. Management needs to understand that the accessibility of value items, innovation of the conditions, making of visitor inviting condition through all around composed private-open sector efforts and a stable socio-political circumstance, are fundamental essentials for tourism development (Khan, 2013).

Pakistan holds a great deal of tourism attraction. Mountaineering, water bolster, beautiful excellence and archaeological and social locales like, Buddha, Mohinjo Doro, Harapa, Kalash legacy, have incredible attractions for the visitors. In spite of the majority of this potential, and one of the ordinarily perceived sources of gaining, tourism in Chitral and the greater part of different spots and territories isn't being figured out how to its ideal. Neither open, nor private, segment is contributing to enhance the infra structure to upgrade limit and capacity to draw in, hold, maintain and fulfil the international entries and additionally household ones (Khan, 2013). There is no denying the way that on the off chance that it is legitimately arranged and overseen inside visitors' conveying limit it is probably going to play out the part of impetus of development and raise the expectations for everyday comforts of the general population in the region. In this way, following is prescribed to convey its inbuilt advantages to the general population of Chitral specifically and economy of Pakistan as a rule.

To guarantee every last bit of it happens in befitting way, a well thoroughly considered effective management framework is required on ground (Bilal, Dr. Muhammad, 2013).. The framework must spotlight on all around composed combination of every accessible asset to broaden the tourism base and changing over from bureaucratic culture to corporate one. It must figure a tourism system,

which is adaptable to meet the moving requests of the market, without including quite a bit of hierarchical rebuilding and wastage of time. It must incorporate a radicalization of approach towards the development of tourism from supply based to request arranged. Given due consideration it can develop into a noteworthy financial generator and a labour intense industry.

Eco-tourism is the travel-to-enjoy to appreciate the world's stunning decent variety of characteristic life and human culture without making harm to both. Worldwide fund for nature Pakistan (WWF-P) is pioneer in presenting sustainable eco-tourism activities in the northern zones of Pakistan. WWF-Pakistan in Northern regions goes for making eco-tourism as sustainable, dependable and condition agreeable (Andrew, 2005). The primary points of eco-tourism are to secure and protect nature and to encourage give the way to do as such (money related and instructive) by straightforwardly supporting local groups. Different perspectives, for example, the sustainability of nearby culture and history additionally shape some portion of this low-affect way to deal with tourism. Christina (2008) proposed that NGO's assume fundamental role in the financial elevate of the mountain community of the Northern territories. Northern regions of Pakistan are said to be the heaven of climbers and trekkers the same number of the world's most astounding pinnacles are housed here and are unquestionably a wellspring of fascination for the endeavours. Policy definition and implementation was believed to be an important obstacle in the method for developing ecotourism. IUCN (2013) announced that Northern regions are rich blend of regular and cultural heritage makes the area an especially important tourist destination. Notwithstanding, tourism improvement has been hampered by the absence of policy rules, deficient speculation, lacking tourism foundation, inadequate human plan of action

development and poor marketing. The condition of poor infrastructure in the Northern regions ought to be enhanced particularly the correspondence, transportation, task of direct outside flights of Gilgit and Skardu and power issue. The Silk Route Festival ought to be made a normal yearly occasion of the Northern territories (David, 2012). An empowering situation ought to be made by the government where pointless rules and regulations, which make troubles for the sightseers, ought to be changed. The instructions and questioning for outside travellers and allow for all trekking and undertaking gatherings ought to be held in Northern territories rather than in Islamabad. Additionally, visa expansion office and license facility for the foreign visitors ought to likewise be organized in Gilgit for the ease of vacationers (Jurgen, 2005).

Contemporary geopolitical talks infrequently specify tourism, and the tourism survey is once in a while, if at any time, confined inside an unequivocally geopolitical context (Abbas et al., 2015). Territorial, bilateral and other more restricted multilateral connections are likewise embroiled as geopolitical measurements of sustainable tourism. Pakistan has high capability of regular resources, which can advance tourism and Ecotourism in the territory. Numerous visitor visit Pakistan consistently, which can be increments through further development of the zone for Ecotourism and giving basic facilities to the sightseers through development of hotels, road, transports, power, hospitals, and awareness among the common citizens by the government and NGO's (Agha, 2002). The government likewise needs to change the western media predisposition against Pakistan and furthermore give security to the foreign visitors. Along these lines, there is awesome need to build up the region for Ecotourism, which won't just enhance the zone financially yet in addition prompts the protection of common

resources of the territory. The government needs to give fundamental facilities to the ordinary citizens and enhance their expectation for everyday comforts, which will lead the preservation of common resources of the territory. The local community be associated with the development activities and promotion of tourism in the territory (Nadeem, 2014).

As per Becken and Patterson (2009), tourism-related activities require vitality specifically as non-renewable energy sources or in a roundabout way as power frequently produced from oil, coal or gas. This utilization prompts the outflow of ozone harming substances, for the most part carbon dioxide. Tourism isn't a customary division in the System of National Accounts and accordingly no nation has far reaching national insights on the vitality request or outflows particularly coming about because of tourism.

Dumitras and Pop (2009) plans to imagine and comprehend tourists attitude towards the administrations, amusement openings and natural perspectives identified with the Rodna Mountain National Park amid winter 2009. The outcomes uncover that there is measurably critical connection between the conduct toward the effect of contamination on tourism when all is said in done and the conduct toward the conviction that tourism exercises influence the common resources inside the recreation center. Choi and Murray (2010) inspected a scope of factors associated with deciding occupant dispositions toward tourism improvement and the selection of sustainable tourism. The discoveries uncovered that three noteworthy segments of sustainable tourism, specifically long haul arranging, full community investment and natural sustainability inside tourism, are basically identified with help for tourism and to the positive and negative effects of tourism.

As indicated by Khalil, Kakar, and Waliullah (2007), the noteworthy effect of tourism on Pakistan economy legitimizes the need of open intercession pointed, from one viewpoint, at advancing and expanding tourism request and, then again, giving and encouraging the development of tourism supply. Besides, the financial extension in an economy influences the tourism receipts,(tourism development) which is reflected by the development in framework and tourism resorts. Tourism development impact increments in the economy in the short run, and the mix of results indicated a two-route causality for financial development and tourism development that monetary extension is essential for tourism improvement in the nation.

Pakistan is the sixth biggest populated nation of the world and as per the State Bank of Pakistan in its 2009 yearly report. Illiteracy and poverty are the problems in the method for sustainable development. Mustaq and Azeem (2012) recommended that there is have to chip away at this. To bring awareness among the people, education can play a vital part about the issue. Electronic and print media can assume a fundamental part in developing the thought of sustainability development with respect to every one of the three columns particularly condition. There is a requirement for confining and implementation of rules and regulations identified with safeguarding of natural resources, pollution control, foundation of chemical industries and so forth. Individuals' acknowledgment of sustainable development through instruction can enhance executing of national strategies of sustainability improvement and society at that point is in a situation to be reoriented to help accomplish sustainability. Board talks, exchanges, and projects through electronic media is important to advance sustainable improvement vision. Versatile to the impacts of natural, technological, and environmental dangers, and to

continue from security against perils to the management of hazard, by incorporating disaster avoiding systems with sustainable development. Sustainable development programmers must be locally significant and socially proper, mirroring the natural, financial, and social states of our general public and nation.

As per Sayira (2015), failure in representing to the location and community at a national level has prompted Chilas being spoken to as a "No Go" region to foreigners by the agents of encompassing visitor goals. Because of the insignificant consideration from tourism and development specialists, non-interest in arranging and improvement procedures, and negative com-media comments about the goal, the nearby community was urged to oppose foundation of any development designs, for example, the Diamer Basha Dam. For the most part Chilassi ladies look for coordinate cooperation with female sightseers as conversing with them gives them joy as detailed by a large portion of the ladies witnesses. Furthermore, numerous witnesses likewise revealed that collaboration with vacationers made them more mindful of their reliance on male relatives, which thus urged them to be freer. This has brought about numerous nearby ladies getting straightforwardly drew in with business exercises keeping in mind the end goal to procure cash from home. Then again, because of effects of NAC and UC com-media, Chilas has neglected to pull in the consideration of numerous formative ventures. Carelessness from government and development experts has made the goal powerless against negative effects of tourism.

In Pakistan there is no arrangement of protected areas as exist in USA, Canada, Japan, Australia and a portion of the other essential tourism nations (World Bank 2005). Be that as it may, many National Parks exist. National Parks

situated in various climatic and land locales represent various biological systems. Safeguarding of wildlife, fauna, vegetation and scenic beauty is the essential goal of setting up National Parks, trailed by entertainment, education and research. In the zone of general ecological assurance, in excess of 100 NGOs are at present active. These NGOs have completed a respectable activity in making an awareness among governmental organizations, people in general everywhere, and recipients in regards to keeping the earth clean. The general awareness has prompted propelling of particular battles; for instance, non-utilization of polythene bags. Government offices have been constrained to make a move on existing enactment on air, water, noise and they have been instrumental in getting the Pakistan Environmental Protection Ordinance, 1983 passed which is a historic point accomplishment. NGOs have specifically taken an interest in tidy up tasks, and assembled popular sentiment into coordinating with government organizations in charge of implementation of ecological strategies (UNHCR Pakistan, 2016). In any case, because of the monstrosity of the assignment and the small asset of NGOs, they have not created satisfactory outcomes. A portion of the NGOs just exist "on paper" and have no physical presence. The government will develop the idea of a "Discover Pakistan" program, at first for the tourism development required territories of Peshawar, Swat Valley and Bahawalpur, which will include: a discovery route, nature and heritage paths, tourist map and information sheets, tourist signs and translation boards and a guest manual. The point of the program is to empower local people and international guests frame a superior comprehension of Pakistan's regular, historic and natural resources. The program may likewise be utilized to present ecological awareness and training all through all divisions of the community.

Issues of Governance of Tourism Sector in Pakistan

The main issue of tourism development in Pakistan is the management and association structure to run this area. With the progression of time and the upsides of experience of different nations' tourism organizations, it is conceivable to make correlations and contrast part of models most appropriate with Pakistan. There are numerous good examples to browse as all districts on the planet have tourism management assemblages or something to that affect. Before making any suggestions for the change of the intelligence structure of tourism area in Pakistan, it is important to take a gander at and assess the present association and management structures which have been set up in Pakistan for as far back as forty five years (Pakistan Tourism Forum, 2017).

Tourism Development Corporation of Punjab (TDCP): In the territory of Punjab the tourism policy and definition is vested in the Department of Forestry, Wildlife, Fisheries and Tourism. The Secretary is the appointed authority in charge of tourism. Like different areas, tourism was for the most part was low profile division at the commonplace level. In 1987 the Tourism Development Corporation of Punjab (TDCP) was built up as an open constrained organization claimed by the Government of Punjab to assume control over the issues of tourism for the territory. Because of individual interests of then Chief Minister and Present Prime Minister an infusion of benefits was given to TDCP as far as land and money related help. Its destinations were characterized as (Pakistan Tourism Forum, 2017):-

- ❖ To advance and create tourism in Punjab
- ❖ To set up tourism foundation

❖ To advance and pitch the area's history, culture and archaeological landmarks and different highlights of interests to the visitors

❖ To give quality visitor transport offices

❖ To participate with the private segment to make visitor offices and administrations.

Sustainable Tourism Foundation Pakistan (STFP): Sustainable Tourism Foundation Pakistan (STFP) is a non-benefit and non-political association built up by a gathering of famous experts from the tourism business and in addition naturalists to advance Sustainable Tourism in Pakistan (Pakistan Tourism Forum, 2017). STFP is additionally individual from Global Sustainable Tourism Council (GSTC) and The International Ecotourism Society. The establishment is working intimately with open and private partners at national, provincial and international level to encourage and develop the trading of information, encounters and thoughts on best practices of sustainable tourism.

2.5 POLICY INSTRUMENTS FOR SUSTAINABLE TOURISMS

The policy instruments of environmental public policy are almost the same for Sustainable Tourism Management. They can be trifurcated into market-based or economic instruments, command-and-control or regulatory instruments and institution-based instruments. Economic tools consist of environmental cess, user fees, pecuniary incentives and tradable market entry, regulatory instruments comprise quotas and zoning, whilst institutional instruments consign to eco-labels and alterations in **property rights.** From time to time a mixture of various policy based tools might be more effectual than executing a single one.

1) Tourist Environmental Tax

This expense is demanded on travellers for natural purposes. Civil arguments on the results of exacting an expense on tourism further often than not look around the impacts on the quantity of travellers because of higher costs. Regardless of whether a drop in tourism income will come about depends basically on the measure of assessment being exacted and the capacity of a goal to make up at higher costs with a higher nature of tourism products and services. Distinctive levels of ecological tax in high and low traveller seasons can empower more equivalent appropriation of the quantity of visitors amid the year, and therefore decrease weights on nature and increment the strength of earnings. In spite of the fact that there are a wide-range of manners by which vacationer natural expense can be gathered, the assessment bases that grasp the lion's share of voyagers and are most much of the time utilized as a part of practice are either traveller departure or arrival, or number of evenings spent at a tourism place.

2) User Fees

At the point when access to a particular ecological resource can be controlled, user fees charged to visitors can fill in as a basic instrument for catching piece of the advantages got from the utilization of the resource. The most well-known utilizations of this instrument in tourism are entry fees to protected areas.

3) Monetary Incentives

These can be intended to change conduct either by expanding or decreasing the costs of specific products or services. There are numerous manners by which budgetary motivating forces for lessening negative tourism effects may be associated. Governments can support the presentation of the utilization of condition benevolent gear for water and vitality sparing at lodgings by bringing down duties, giving endowments or lessening import levies. In a

comparable way, duties or levies on non-ecological products or managements could be raised. Motivating forces as charges on development exercises, or expenses on second homes and higher building grant expenses may be helpful for lessening development activities that much of the time concur with tourism development.

4) Eco-Labels

These can be connected to any item or service offered to vacationers that fulfil certain natural criteria (staying facilities, visiting service providers, beach, eateries, marinas or tourism places). In view of the significant development in the quantity of eco-labels throughout the most recent 15 years, an enormous number of them are not known to the more extensive public and visitors can be befuddled. To be important, an eco-label must be universally perceived and developed by a reputed organization. The 'Blue Flag' is most likely the best known universal eco-label in tourism, which has been granted to beaches and marinas in 36 nations around the world.

5) Quotas

Setting a breaking point on the quantity of guests admitted to a tourism place amid a settled period may incorporate conclusion of specific spots, as earth delicate zones at specific circumstances; building up a most extreme number of convenience units; deciding a maximum number of people permitted at certain vacation spot, specific zone or an entire nation. These instruments avoid packing and thus characteristic resource debasement. Bhutan is the main nation that has presented a traveller quota at the national level. Its quota permits 6,000 outside voyagers and 3,000 vacationers from neighbouring nations every year, with set up fixed minimum day by day expenses per traveller.

6) Zoning

Zoning control can be an extremely viable instrument for restricting constructing activities, which is one of the vital serious issues identified with ecological degradation caused by tourism development. This instrument takes into account planned tourism improvement and is moderately cheap and simple to actualize. The physical plan is the fundamental executing document. It can confine construction in naturally sensitive regions (e.g. 100 meters from the drift) or limit territories designated for new development. It ordinarily likewise decides improvement norms, such as building thickness and stature limits, which control numerous parts of the format and outline of tourist facilities.

According to Abbas et al. (2015), Policy tools for developing sustainable tourism in Pakistan comprise of four covering policy areas in particular: sufficient exchange rules (WTO, RTAs and FTAs); fitting GATS responsibilities under tourism with rivalry shields; compelling tourism segment development systems and policy intelligence (DTIS/AM and PRSP); and adequate mid-and long haul household speculation and rivalry structure (UNCTAD IPR). Incorporated Framework is an international responsibility in upgrading policy intelligibility in helping Pakistan. However the genuine practice remains fixing with regards to the planning of tourism development procedure inside DTIS and AM. One solid point, in any case, is there exists a base lucidness among the different policy instruments and complementarity to cultivate a more extensive development of the area.

Discoveries of the CSEND think about feature the requirement for policy initiative and coordination for better usage of interests in the tourism segment (Nadeem, 2013). In any case, national arrangements ought to be improved by provincial

coordination and joint exertion in making synergistic business systems. The absence of provincial coordination anticipates important collaboration in terms of forward and in reverse linkages which speak to missed open doors for Pakistan, customers yet in addition for its residents as far as work and financial development. All around created worldwide exchange administration structure could give such open doors which should be well thoroughly considered and successfully consulted in the WTO (IUCN, 2003). Political authority needs additionally to be better showed when the country arranges its nation's implementation methodologies with international associations and givers on DTIS, AM and PRSP.

Tourism can create development, occupations and thriving. Confusion with respect to governmental vision, system, strategies and activities are hindrances which keep Pakistan from accomplishing managed and effective tourism development. Suggestions made here are steps that empower Pakistan to better understand their tourism development potential. With everything taken into account, the examination demonstrates that there is a high level of intelligence and complementarity among the tourism policy instruments. In any case, more work ought to be done to reinforce administration (i.e. Between Ministerial Coordination in tourism policy) and sustainability so as to improve utilization of the accessible policy instruments and resources.

The most common way of classifying the policy instruments in the literature are mandatory and voluntary (e.g. Rivera 2004, Honey & Steward 2002), this division addresses the obligation of the industry to implement a policy instrument imposed by national or local legislation or, on the other hand, go further by implementing voluntary policy instruments which implies going beyond legislation (Font & Harris, 2004). Despite the practicality of this approach, this way of classifying the policy

instruments will be expanded on the model of Hjalager (1996) who groups the policy instruments into three mechanisms (market forces, bureaucracies and clans), this approach allows a better appreciation of the nature of the different forms of policy instruments, especially those that are non-voluntary and play an important role in the way tourism is developed in the Galapagos Islands. While those instruments that are voluntary -thus of special interest for this research- will be explored further on in chapter five.

According to Hjalager (1996), there several policy instruments that ensure sustainability in tourism development. They are broadly classified into market forces, bureaucracies, and clans.

(i) Market Forces: Market forces includes incentives, taxes and pricing, penalties, and negotiable licenses. Incentives persuade industry behaviour in advance to avoid future high costs of remediation. Few examples are, subsidies, tax exemptions or low interest loans for sustainable investments. Taxes and pricing measures enforce a value in a universal good in order to regulate the visitor demand. Some examples are entry fees to protected areas, licensing for precise activities. Penalties prevent the non-compliance of norms and regulations. Examples include penalty for exceeding the permitted number of visitors in a site or fines for inadequate waste disposal. Negotiable licenses influence individual companies to decrease their emissions in order to sell their surplus quota (license) to other companies. For example, number of tourists per year or quota of fuel per month.

(ii) Bureaucracies: Bureaucracies include emission standards, use of specific energy resources, zoning for the tourists, maintenance of tourist places, and

development of physical and educational infrastructure of locations. Performance standards refers to emission standards with supervision on compliance which control achievement of targets with relative liberty to choose the methods to do it. For example, reduction of solid waste by a particular percentage. Prescriptive standards refers to compulsory use of specific energy resources or specific technologies which control the achievement of targets through specific prescription on how they should be achieved. Examples are use of biodiesel on all vessels as opposed to bunker or use of four stroke engines as opposed to two stroke ones. Zoning for industry, inhabitants and visitors will limit the use of resources according to environmental objectives. This could be done by restriction of visiting sites or limits to agricultural frontier. Maintenance and creation of attractive natural resources will increase the resource potential by maintaining it and facilitating usage while keeping vulnerable areas protected. For example, maintenance of access to beaches, coastal cleaning programs or restricted seasonal access to tidal pools. Provision of physical infrastructure may integrate urban-infrastructure development and planning with strategies for protection in places like marinas or roads. Provision of interpretative/educative infrastructure will influence the behaviour of local people and tourists in places like interpretation centres or museums.

(iii) Clans: Clans include association, networks framing, awards, eco-labeling, sustainability reporting, proactive administration, implementation of standards. Networks and/or associations gain momentum in order to address industry and stake holder's concerns like WTTC, WTO, Tour operator charter for sustainability, ASOGAL. Awards, eco-labelling, sustainability reporting may gain recognition from stakeholders for sustainability performance, expected market value. Examples are

British Airways "tourism for tomorrow" award, Green Globe 21, Global Reporting Initiative, Smart Voyager. Proactive administration, implementation of standards will facilitate achievement of objectives as well as the measurement of conformance through widely used voluntary standards which includes ISO standards and Environmental Management Systems.

Apart from the above mentioned policy instruments there are certifications and eco-labelling where, as per Honey and Stewart (2002), certification alludes to "the strategy of surveying, checking and giving composed affirmation that a business item, process, administration, or management framework fits in with particular principles"; this procedure is normally combined with a name or symbol once consistence is accomplished.

This is maybe the most widely recognized and most established policy instrument in talk; it can be followed back similarly as 1800 B.C., in those days an accreditation plot for development materials called the code of Hammurabi was utilitarian (Toth, 2002). At the point when connected to the tourism business confirmation can be followed back to the start of the twentieth century when industry affiliations propelled affirmation programs that deliberate quality, costs, wellbeing, cleanliness, and security (Toth, 2002). In the mid 1980's tourism confirmation advanced to quantify natural execution and all the more as of late social, social, and monetary angles are by and large progressively included into these plans (Honey and Stewart, 2002).

The way toward affirming is otherwise called congruity evaluation which, as indicated by Toth (2002), incorporates the accompanying six parts:

First, Standards, as per Font (2005), "benchmarks are archives that build up a premise, illustration or guideline for firms to adjust to, connected to uniform units

of estimation". The underlying advance of congruity appraisal requires the distinguishing proof of industry significant guidelines that can be accomplished the business. Guidelines can be either prescriptive, which depict "how" a goal must be refined, more often than not through a nonexclusive ecological management framework (the result isn't tried as long as the recommended procedure was taken after), or execution based, which portray "what" is the target to be accomplished through benchmarks yet enables opportunity for the business to pick the procedure to accomplish it, in any case, there must be a system set up to demonstrate that the goal has been accomplished. Accreditation plans can use both of them or a blend of both (Toth, 2002).

Second, assessments alludes to the way toward deciding if a firm meets every one of the necessities of a predefined standard. Evaluations can be performed in three distinctive ways; first gathering appraisal, likewise alluded as self-evaluation, in which a subject of confirmation announces his/her own conformance, second gathering evaluation, in which the evaluation is performed by the ensuring body, and outsider evaluation, which is a completed by a third free gathering (Ibid). Unmistakably, the most recent is viewed as the most dependable, yet more costly, instrument.

Third, certification is the way toward giving recorded affirmation that an item, process, administration or management framework complies with a standard (Honey and Stewart, 2002). The documentation can appear as an endorsement, a name, an enrolment (i.e. open files, web), or a mix of them. The declaration might be granted based on a come up short pass measure or on an evaluating framework with sense of duty regarding enhance (Toth, 2002).

Fourth, accreditation is the procedure for confirming the certifiers which is frequently performed by the engineers of the guidelines (ISO, 2005).

Fifth, recognition is the assignment of ability to an accreditation program by a government or conspicuous NGO (Honey and Stewart, 2002).

The last, acceptance, in excess of a procedure, is the goal of accreditation to empower those managing the part to settle on choices with certainty. This idea manages validity and notoriety of the guaranteed firm, the affirming body and the accreditation body (Toth, 2002).

Responsible Tourism Policy of Khaplu Palace & Residence

Let us look into the Responsible Tourism Policy of Khaplu Palace and Residence in Pakistan. It is located in the Karakoram. Khaplu is a town with full of poor and unskilled community. There are problems like poverty, education and health issues and also the steady disappearance of culture and heritage. Tourism can act as an optimistic instrument for poverty reduction and economic development it can also negatively crash local communities socially, economically as well as environmentally if it is not managed responsibly. They work on three important policies. One is Socially Responsible Tourism and Economic Development, then Preservation of Cultural Heritage and the third one is achieving financial and historical sustainability.

The management contributes a portion of its hotel and transport profits to local communities. The management toil with local suppliers to increase the sourcing of local products which benefits the local community. Almost majority of the employees are Khaplu local people. Other related services like guided village

walks, local home visits, transport providers, meeting Royal families are provided to the tourists.

The hotel management contributes to the local community by some social responsible development activities. They are Khaplu Town Management and Development Society (KTMDS), which is established for the benefit of the diverse group of community members representing different interest groups and levels of society such as the Raja, female social activists (including the Rani – the palace's princess), religious members, businesses, elders etc.

For the preservation of Culture & Heritage, the hotel management by engaging with the community to provide guests with authentic local experiences. They actively support the government in preserving historical monuments for the purpose of tourism such as Khaplu Palace and Shigar Fort. Sustainable employment practices by providing equal opportunities for employees of different genders, cultures, ethnicities and ages, encouraging local women to pursue a career, nurturing the guests with literature on the local culture, language, food and better understanding of Khaplu and Baltistan.

Environmental responsible activities like usage of biogas for cooking all staff meals, composting of all green waste and paper materials for use as fertilizer, effective usage of power, vehicles, etc. Solid Waste Management is carried out by reducing the amount of packaging of all goods purchased, usage of glass water carafes to reduce the generation of plastic water bottles, and some water management policies like,

- Four litres per flush in every toilet
- Six litres per minute in every shower

- Six litres per minute in every water basin

- Implementation of water filtration plants for local households during freezing winters.

Waste water management is also carried at the hotel by recycling the sewerage for garden fertilizer. The hotel management participates actively in nature conservation and biodiversity by reducing deforestation through awareness training programs and project for schools in the local community.

Todaro (1994) additionally called attention to that not just the efficient accuracy of a framework, yet even the political structure and the state of mind of elites in administer may likewise decide the approaches and systems required to expel or evacuate the lying barriers of social structures. Tosun (2006), recommended that the community investment is alluring in Tourism Development Process (TDP) yet at the same time a few barriers exists in the development process which keeps the community investment process far from the tourism development process. In his investigation of breaking points to community cooperation in the tourism development process in creating nations brought up that it is critical to include neighbourhood community in tourism development process. The principle point of the examination was to analyse the restrictions to open support in the basic leadership procedure of tourism development in creating nations however open support in the advantages of tourism was not completely overlooked. Tosun brought up numerous issues on the idea of community support in creating nations as indicated by him there are cut off points to community support in the basic leadership procedure of tourism development in the setting of creating nations. Tosun (2008), characterized these confinements crosswise over three heads i.e. (I) Operational Confinements (ii) Structural Limitations and (iii) Cultural Limitations

to community support in the tourism development process in numerous creating nations in spite of the fact that they don't similarly exist in each traveller goal. Right off the bat restriction at the operational level incorporates (a) centralization of open organization of Tourism, (b) absence of coordination, what's more, (c) absence of data. Also Structural confinements incorporates (a) states of mind of experts (b) absence of aptitude (c) first class mastery (d) absence of fitting legitimate framework (e) absence of prepared HR (f) moderately high cost of community investment and (g) absence of money related resources. Thirdly social confinements incorporate (a) constrained limit of destitute individuals and (b) lack of care and low level of awareness in the local community. Tosun (2006), acknowledged that these restrictions might be an expansion of the predominant social, political and monetary structure in creating nations, which have anticipated them from accomplishing a more elevated amount of development. Then again, it ought to be acknowledged that community investment as national power isn't a straightforward issue however it includes distinctive ideological convictions, political powers, managerial game plans and re-dispersion of riches and influence in creating nations. Tosun recommended that future research ought to explore preconditions for participatory tourism development approach also, create techniques to operationalise this proactive tourism development approach.

Farmaki et al. (2015) inspected the impacts of political situation of Cyprus on the sustainable tourism implementation in the nation. Cyprus is an individual from European Union (EU) and was seriously influenced by the subsidence in Greece, prompting take monetary assistance from the world forces. NATO has additionally settled an army installation in Cyprus to screen the circumstances of

Middle East Countries. Tourism is considered as an imperative financial benefactor in the economy of Cyprus. The creators found that the tourism sustainability is affected by the political variables, as the political components are impacted by the outside elements.

Vijayakumar B. (1995) of the Department of Futures Studies, University of Kerala, Thiruvananthapuram in his exploration proposal on the subject "Sustainable Development of Eco-tourism in Kerala, remarked that "eco-tourism suggests a pleasure in nature's abundance and in addition understanding the way of life and regular history of the earth". His proposition primarily focused on the development of eco-tourism in Kerala as it minds the preservation of the eco-framework, while regarding the earth.

Sankar (1999) of Kerala Forest Research Institute, Peechi, drove an undertaking study focused on reasonable change to the untamed life insurance Act, 1972 particularly progression of Protected Area Management for advancing natural life tourism. The report additionally said that cash from eco-tourism ought to be used to:-

(a) develop and keep up territories where stores are created:

(b) promote preservation;

(c) conduct condition instruction; and

(d) collect, screen and assess eco-tourism development

Chris Cooper, John Fletcher, David Gilbert and Stephen Wanhill (1993) have created a book on"Tourisn1-standards hostile to hone" which tosses much light on interest for tourism, traveller goal, part of government association, and advertising for tourism. The revelation as for conveying limit, socio-social and ecological

effects, promoting for tourism, tourism development arranging and so forth, are especially useful.

An essential issue of policy setting tended to by Pearce (2002) questions, what tourists are looking for? Furthermore, what draws in them as far as incidentally? However, policy setting for tourism development in provincial regions is supported with numerous different issues. While, Hall, (2007) addresses four critical issues:

I. Limited financial arrangements of numerous governments have exacerbated the troubles of fringe territories in changing in accordance with monetary and social rebuilding.

II. Encounter of policymakers' insufficient information on fringe issues and recognizing suitable policy instruments to choose, advance and bolster businesses and other beneficial limits as reasonable and sustainable choices.

III. Putting higher desires on tourism as a methods for territorial development, prompt policy disappointments.

IV. Absence of earlier wants or desires over the commitment of tourism improvement and holding up till tourism and guest development to come about toward the end.

Senanayake and Wimalaratana (2012) proposes coordinated management that alludes to an "approach in governance" which includes incorporated policy development; incorporated strategic planning; incorporated planning; and in addition incorporated implementation systems, strategies and plans.

Gill (2008) contend that improperly directed sustainable tourism can incite the dangers for the nature of physical conditions and socio-culture. A tourism policy

draws the formative parameters from the accessibility of resources, the nature of the tourism products, advertising, target markets, outlined choices, decisions, procedures and plans (Nzama, 2010).

Skuras et al., (2006) express that because of solid policy bolster, a lot of open cash are being spent today on the development of tourism in the remote and less created districts of the EU. Implementation of approaches gives affirmation to the venture and reasonable circulation of advantages among the partners, while carelessness in policy implementation ruins the trust on speculation and encroaches the value in advantage sharing. Policy implementation bolster isn't just a financial measurement yet additionally in socio-culture and ecological measurements.

Research on the role of Government authorities in tourism is still immature (Hall, 1999). This is interestingly with the significant part they play in making tourism, and the sustainability development of tourism. Government authorities have skills on countless areas that impact how tourism grows, for example, spatial arranging, infrastructural improvement, financial arrangements, transport approaches; work strategies; water management. They likewise hold the principle duty regarding sustainable improvement, receiving instruments in policy areas that should impact tourism: nature and ecological security, travellers' administration, energy efficiency, cultural heritage, and so on. The strategies of Government authorities in that department, have any kind of effect for the jolts for business and social operators to connect with themselves in activities under their duty that enhance the sustainability exhibitions of tourism; and may likewise impact the proficiency of such activities, when attempted. UNEP and WTO additionally stress

the significance of open specialists, noticing that "The tourism business is extremely divided. It is troublesome for the individual activities of numerous smaller scale and private ventures to have a beneficial outcome, and coordination is required" (UNEP-WTO, 2005).

The Government authorities that need to give answers to the administration questions are political performing artists and authoritative on-screen characters. Political performers incorporate Parliament representatives, and public agencies and local members, pastors and state secretaries. Government representatives allude to policy faculty in services and open organizations, public and local bureaus of sub-national authorities. Williams and Shaw (2016), likewise consider them to be enter key actors in tourism "given the shortcoming of the other agents of governance". Research on the part of Government Authorities in tourism, specifically to promote sustainability, is still immature (Hall, 1999). From one perspective, there is little knowledge into the degree to which national open specialists are keen on the developing number of international suggestions for sustainable tourism administration, and see them as accommodating; they may have other policy speculations and inclinations on the most proficient method to represent for sustainability.

Policies for Sustainable Tourism is an exceptionally topical subject since the powers of globalization and the disappointment of communist philosophies has just brought about "a remarkable progress in the spread of the belief system of neo-radicalism" (Higgins-Desbiolles, 2006). Developing nations are confronting expanding weight - from imminent speculators from the developed countries and from key international money related foundations - to execute neoliberal standards of administration. The developed nations have additionally been moving

consistently from the post-war welfare state model to different types of new administration in light of neo-liberal belief systems. This move has frequently been in light of the apparently overwhelming powers of globalization released by the pioneers of neo-progressivism toward the start of the 1980s. Indeed, even the still communist nations, for example, China have embraced neo-liberal standards of administration in a few areas where globalization is seen as relentless (Cerny, 2008).

These days, nations contend furiously with each other to augment their own financial advantages from the quickest developing business segments on the earth – and these incorporate tourism. With a specific end goal to be fruitful they feel constrained to buy in to the neo-liberal standards of administration, and in this manner they add to the persistent extension of neo-radicalism. Be that as it may, given the dominatingly exogenous nature of neo-radicalism's extension in numerous nations, the national consolidation of neo-radicalism varies crosswise over nations (Cerny, 2008). Neo-radicalism is being actualized in nations that have altogether different political and regulatory structures and societies. Some decipher neo-radicalism as 'little governments' others as 'different governments' (Stilwell, 2002). Some will underline the formation of business sectors and the part of private companies, others will lay emphasize on governmental decentralization. Some will acknowledge collaboration among private companies over administration levels; others will consider it to be a hidden type of the best down approach ordinary of the 'welfare state'. As elucidations of neo-progressivism fluctuate from nation to nation, it would be extremely helpful to grow the exploration to see whether there are circumstances in which neo-progressivism does not

hinder sustainable tourism. Such findings would be of extraordinary significance for both the hypothesis and the act of sustainable tourism.

2.6 CONCEPTUAL FRAMEWORK

A conceptual framework is a gathering of structured ideas used for problem formulation, selection of variables, and for research direction (Shekaran and Bougie, 2009). The associated theoretical concepts from the review of literature were used to originate the conceptual framework for this study, which sought after to scrutinize the sustainable tourism development practices in Pakistan. Thus the conceptual is framed and shown in the figure 2.2. The research framework developed will guide the Government and tourism managers in the best selection of management strategy and public policy for their respective destinations. Finally, it is anticipated that these results will be used by tourism managers and Governmental authorities as part of their strategy in dealing with sustainability issues of tourism destinations. The Independent variables used in this study are Policy Instruments for Sustainable Tourism Development which includes tourism environment tax, user fees, eco-labels, quotas and zoning, and Indicators of sustainable tourism which includes employment in the tourism industry, expenditures attributed to the tourism industry, air and water quality, tourism service, and hotel issues were used in the study. Achievement of Sustainable Tourism Development in Pakistan is the dependent variable for this study.

Policy Instruments for Sustainable Tourism
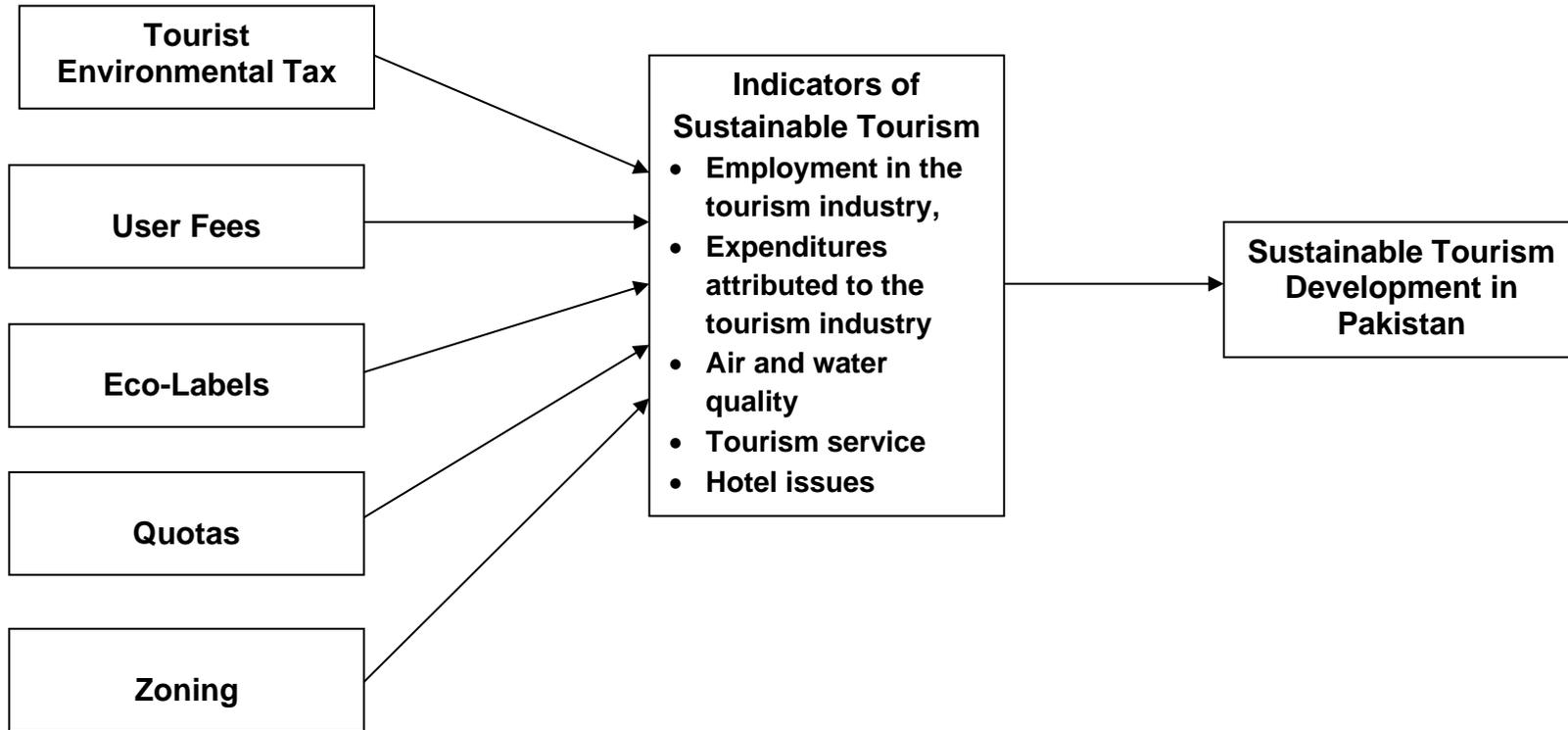
Figure 2.2 Conceptual Framework of the Study

Chapter Three: Exploring the indicators of Sustainable Tourism Management in Pakistan

3.1 INTRODUCTION

International tourism is one of the largest and fastest growing services industry in the world (Suresh and Senthilnathan, 2014). For decades, many developing nations have utilized tourism activities to support their economies. With a massive contribution of US$7 trillion towards global GDP, Tourism sector is considered as one of the most important driver behind economic growth. Tourism activities have achieved a vital statues in many economies as they have become a primary source of income generation. Globally, one out of every eleven jobs is connected to tourism. Countries like Switzerland, Malaysia, Singapore, Thailand and many others majorly rely on tourism sector for generating employment as well as income. Back in 2013, the industry provided 4.7 million new jobs while a surge of 9.7% (US $7 trillion) was experienced by world GDP through tourism sector which is expected to exceed 10.3% in 2024 (WTTC, 2014). As per UNWTO, in 2014 with 1,138 million international tourist arrival, a noticeable growth of 4.7% was registered in Global Tourism Industry. The industry not only offers a heavy contribution in Gross Domestic Product (GDP), but also attracts Foreign Exchange Earnings (FEE), employability and development of infrastructure. In UNWTO's report of 2012 report, it is stated that the intensity of tourist visits in developing economies will exceed (+4.4% in a year) as compared to developed economies (+2.2% in a year). This shows that the growth rate of tourism sector in advanced economies will slow down as compared to emerging economies, making them a stronger recipient of international tourist. From creating earning opportunities for local vendors to

attracting foreign investment, tourism plays a key role in economic development, impacting the global economy directly and indirectly.

"Tourism competitiveness for a destination is about the ability of the place to optimise its attractiveness for residents and non-residents, to deliver quality, innovative, and attractive tourism services (e.g. providing good value for money) to consumers and to gain market shares on the domestic and global market places, while ensuring that the available resources supporting tourism are used efficiently and in a sustainable way"

The Pakistani Government is as of now using the ideas of sustainability to outline its endeavors at broadening its economic base and accomplishing developed nation status. It is under this pioneer there has been expanded concentration and venture into the improvement of the tourism area. Because of the plenty of natural resources that are abundantly available in Pakistan, the potential for reaping economic benefits along with the fruitful implementation of sustainable tourism exists. The nation's natural resources can be used in a sustainable way not exclusively to grow the nation's present tourism profile yet additionally to add to the general achievement of its national objectives. This is vigorously dependent on the active implementation and follow-up of the national tourism policy as it directly affects the proposed sustainable operation and management of the tourism industry. This chapter is an attempt to conceptually explore the indicators of Sustainable Tourism Management which could help in comprehending the role of Pakistan's National Tourism Policy. This will be accomplished by exploring its adherence to the standards of sustainability

oriented tourism development and assessing its effect on the execution of sustainable tourism.

3.2 ECONOMIC DEVELOPMENT & MATERIAL USE

In order to understand the relation between tourism, growth & sustainability, we will be using the case of material use in Pakistan as our temporary analysis. In this temporary analysis, economic factor, growth and the impact of rapid economic growth on environment sustainability will be briefly discussed which will assist in developing better understanding of

Many industrializing countries experienced tremendous economic growth between 1990 and 2008, coinciding with a significant increase in material use. In return this questions how the continued economic convergence of developing countries will affect the use of biomass, fossil fuels and minerals. Building on the Environmental Kuznets Curve hypothesis, this study examines whether material use reaches a maximum at a certain level of economic development and then decreases in income. Two indicators operationalize the use of material. Domestic Material Consumption (DMC) measures the apparent usage of materials in a country. The Material Footprint (MFP) quantifies all materials extracted to produce a country's final demand, including materials embodied in imports.

The years between 1990 and 2008, from the fall of the Iron Curtain till the creation of the financial crisis, had been characterized by first-rate financial boom in components of the world. Industrializing nations in the former Eastern Block and in Asia converged rapidly to high-income developed countries. Real Gross Domestic Product (GDP) per capita grew, for instance, via 128% in Poland and by way of 155% in India. China's GDP per capita rose from 2,321

US$ to 7,411 US$, an expand of 219%. During the same period, the quantity of substances used in the world financial system rose extensively as well.

In 1990, 37.2 billion metric lots of minerals, fossil fuels, and biomass have been extracted and subsequently consumed or used in manufacturing processes. This number rose to 69.7 billion heaps in 2008, a make bigger of 87.4%.

The extraction, processing, and utilization of raw substances are responsible for various environmental problems. These consist of nearby water, air, and soil pollution as nicely as the emission of greenhouse gases. Some scholars interpret the use of materials as a measure of the bodily scale of international economic activity and its impact on sustainability (Fischer-Kowalski and Hüttler 1998). Hoekstra and Wiedmann (2014) discover that the utilization of substances already exceeds sustainable levels. Considering that China's GDP per capita was once only about 17% of the USA's level in 2008, the question arises how the use of materials adjustments if creating nations' convergence continues. The Environmental Kuznets Curve (EKC; Grossman and Krueger, 1991) hypothesis gives rise to optimism.

It postulates an inverted U-shaped relationship between income and environmental damages. In the early phase of financial development, profits increase has an unsafe impact on sustainability. Economic activities amplify and international locations build up infrastructure. Both lead to rising pollution (scale effect). When countries develop further, their applied sciences enhance and their environmental rules get more stringent (technique effect).

In addition, structural transformation in the procedure of economic growth may change the sectoral structure of monetary endeavor towards much

less pollution-intensive sectors (composition effect). The EKC hypothesis predicts that, as an end result of the scale, composition and technique effects, environmental injury reaches a maximum and declines in earnings thereafter.

In this section, we will investigate the relationship between country wide profits growth and material use of Pakistan and, specifically, whether there is evidence for an Environmental Kuznets Curve for material use. We employ two indicators to operationalize material use. Domestic Material Consumption (DMC) quantifies Pakistan's apparent use of materials. It equals domestic extraction plus imported minus exported materials and constitutes a production-based indicator of material use. The Material Footprint (MFP) is a consumption-based indicator. It accounts all materials extracted to produce a country's closing demand. These include indirect flows which are critical in the manufacturing process, however which become unobservable once a true crosses a border. For example, the quantity of imported steel can be recorded easily, for instance, however the coal needed to limit the iron ore is no longer observed. We measure each indications in per capita terms. Material use serves as an umbrella term for the two warning signs in the course of the section. Due to a higher records quality, we confine our findings to the used constituents which enter the manufacturing and consumption processes. Unused extraction, such as overburden from mining, is now not considered.

This investigation makes three noteworthy commitments. In the first place, past EKC writing has just concentrated the evident utilization of materials. We are the first to research whether there is proof for an EKC for Material Impressions

and for Domestic Material Consumption. Second, we utilize a dataset that incorporates a developing economy and gives the most comprehensive coverage of EKCs on material utilization. This enables us to reach more broad inferences, specifically contrasted with research constrained to developing countries. Third, our examination is the first to explore whether the connection among income and material usage is causal.

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Estimation Approach

The approaches for the approximation of the indicators and the cataloging of the major types of resources in this study of material flow accounting and analysis are based on the standardized and methodological guidebook released by Pakistan Bureau of Statistics. Table 2 shows the four major resource categories of the materials accounted for in this research and the sources of data. The data for indicators of material flow accounts are also presented at this level of disaggregation. The quantity of all material per

categories is expressed in terms of their mass (weight in tones) per year. In this research, the physical material flow is determined with the emphasis on the direct material flow or the economically used resources only. This research does not consider the indirect material flows or unused materials linked to the exports or imports and the hidden material flows from the domestically extracted materials such as the mining overburden or unused byproducts from agricultural harvests.

Table 3.1 Data Sources and the Four Major Resource Categories of EW-MFA

Material Category	Sub Categories	Data Sources
Biomass	From agriculture, forestry and fishery	Pakistan Bureau of Statistics
Fossil Fuels	Fossil energy carriers such as coal, oil, natural gas and others	Pakistan Bureau of Statistics
Ores and Minerals	Precious metals and metal ores and others	Pakistan Bureau of Statistics
Construction Minerals	Sand and gravel and others	Pakistan Bureau of Statistics

Calculation of EW-MFA Indicators

Domestic Extraction (DE)

DE refers to the amount of the materials obtained from the Pakistan environment. It is estimated by using the following equation.

$$DE_{(t)} = \sum_{x}^{y} \left\{ B_{x(t)} + F_{x(t)} + M_{x(t)} + C_{x(t)} \right\}$$

The DE(t) stands for domestic extraction at year t totaling of all types of material types. The material categories are: B x(t) refers to the extracted biomass of specific material x in specific year t, F x(t) is the amount of extracted fossil fuel x in specific year t, M x(t) refers to the extracted metal ores and industrial minerals type x, and while the C x(t) is amount of extracted construction minerals x in specific year t.

Direct Material Input (DMI)

DMI mentions to the direct input of materials into the Pakistan economy. It is projected as equivalent to the sum of amount of domestically extracted materials and the imported materials per category as shown in the equation below:

$$DMI_{(t)} = DE_{(t)} + \sum_{x}^{y} I_{x(t)}$$

In the above equation, the DMI(t) is domestic inputs at specific year t, DE(t) is the domestic extraction

at precise year t, and Ix is volume of imports x at that specific year t. Diversity of import material types varying from x to y are taken into interpretation.

Domestic Material Consumption (DMC)

DMC mentions the amount of materials left behind and employed in the Pakistan economy. It is calculated by subtracting the amount of exported materials to the amount of DMI as shown in the equation.

$$DMC_{(t)} = DMI_{(t)} - \sum_{x}^{y} E_{x(t)}$$

The DMC(t) stands for direct material consumption at year t and Ex(t) mentions the volume of exports type x at year t. In coherence with the imports, all export types from x to y are engaged into contemplation in detail.

Analysis of Data:

The indicators of EW-MFA illustrate the physical degrees of the economy and show the general and overview of the quantifiable picture to define the material flows in the light of economic activities. Using these indicators, added scrutiny can be done to illuminate the complex relationships between the environment and socio-economic systems.

IPAT Analysis: Drivers of Resource Consumption in the Pakistan

This study employed the technique of IPAT model adapted as by Eurostat (2002), where the environmental impact (I) is the product of population (P), affluence (A), and technology (T), replacing the DMC to represent the

environmental impact. The lashing aspects of the resource consumption and economic growth in the Pakistan for 50 years is determined with the IPAT expressed as follows, where I corresponds to the DMC, P is Population, A refers to the GDP/capita, and T denotes the Material Intensity, MI or equivalent to the DMC/GDP

Decoupling Analysis

Based on the method introduced by the OECD (2002), decoupling factor is calculated as follows:

$$\text{Decoupling factor } (D_f) = 1 - \frac{\left(^{EP}/_{DF}\right) end\ of\ period}{\left(^{EP}/_{DF}\right) start\ of\ period}$$

Where Df refers to the decoupling factor, EP is the environmental pressures, and DF is the driving force. In the said study, resource consumption is used to represent environmental pressure and GDP represents the economic driving force and the explanation of the premeditated decoupling factor is based on the following table.

Degree of Decoupling	Decoupling Factor, D_f
Absolute decoupling	$D_f \geq 1$
Relative decoupling	$0 < D_f < 1$
Non- decoupling	$D_f \leq 0$

Results and Analysis of Data

Indicators of EW-MFA in the Pakistan

Figure 3.1 shows the material domestic extraction (DE) in Pakistan from 1960 to 2010. The quantity of DE was more than doubled in 30 years, from 141 million tones (Mt) in 1960 to 352 tones (Mt) 1990 and reached four times 653 tones (Mt) by the end of 60 years. Biomass and construction material were the two most extracted materials in Pakistan encompassing 98% in 1960 and 93% in 2010, respectively. The amount of biomass grew from 110 Mt in 1960 to 390 Mt in 2010. The active construction activities in the economy resulted to the increase in the extraction of construction minerals from 28 Mt in 1960 to 214 Mt in 2010.

Domestic Extraction
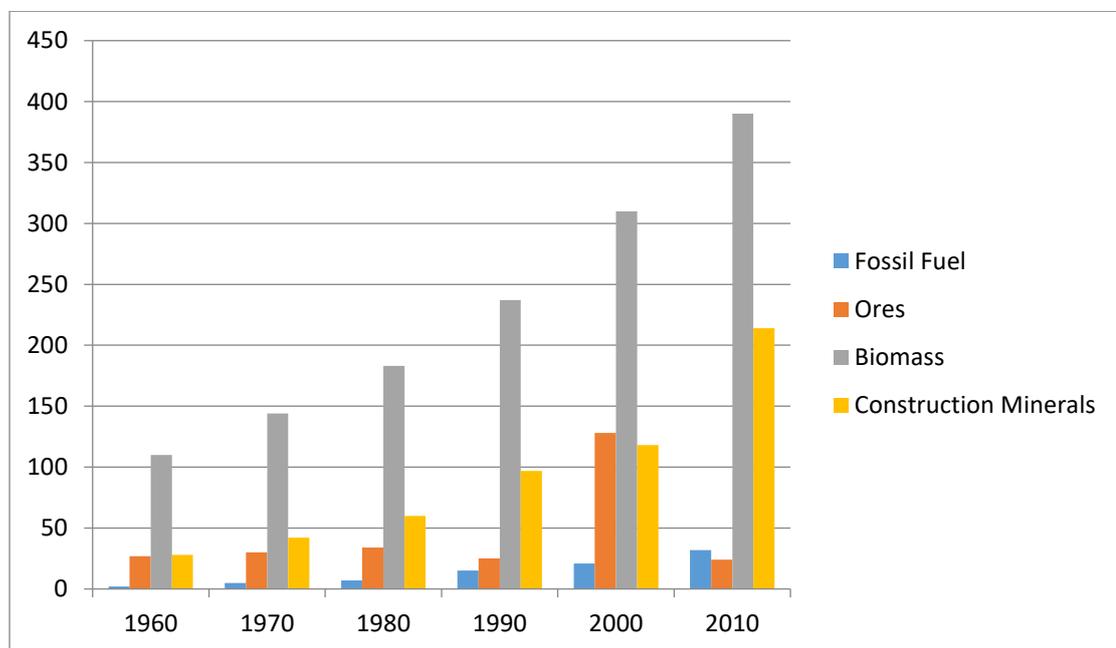
Figure 3.1 Domestic Extraction in Pakistan from 1960 to 2010 in Million tones

x-axis = years

y-axis = million tones

Direct Material Input

Figure 3.2 demonstrates the trends on the direct material input (DMI) in terms of the four major material types. DMI was assessed from the sum of DE and the amount of import. The DMI doubled from 14 Mt in 1960 to 65 Mt in 2010. The biomass remained to be the highest material input for the 50-year period, comprising 44% of DMI. Both the input of fossil fuels and biomass were more than doubled, from 1 Mt and 11 Mt in 1960 to 32 Mt and 39 Mt in 2010, respectively. The ores and industrial minerals increased from 5 Mt in 1960 to 15 Mt in 2010. The DMI of construction minerals increased

significantly from 28 Mt in 1960 to 214 Mt in 2010. The majority of direct material input was accredited by the domestic extraction (from 86% in 1960 to 89% in 2010), while the share of imports in DMI varied from 9% to 17% in a 50-year period.
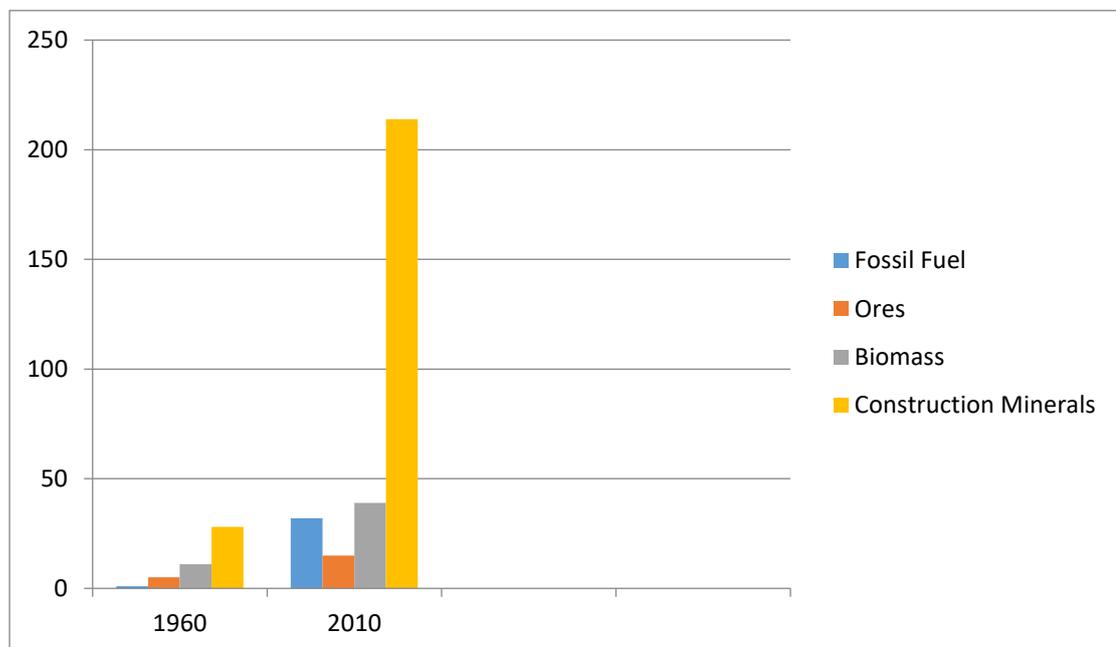
Figure 3.2 DMI in Pakistan from 1960 to 2010

x-axis = years

y-axis = million tones

Domestic Material Consumption

The domestic material consumption (DMC) measured in this study mentions to the natural materials (without water and air) obtained from the Pakistan's environment, utilized and remained in the economy after the exported materials were subtracted, and the quantity of the imported materials were added. The amount of the consumed resources in the Pakistan economy increased from 128 Mt in 1960 to 353 Mt in 2010 as shown in Figure 3.3. The biomass had 72% share (92 Mt) and construction minerals had 13% (17 Mt) share of DMC in 1960. In 2010, however, the share of construction minerals rose to 42% (148 Mt), a share almost equivalent to biomass with 43% (152 Mt). While the ores and industrial mineral and fossil fuels grew continuously in amount remained within 15% of the annual DMC.
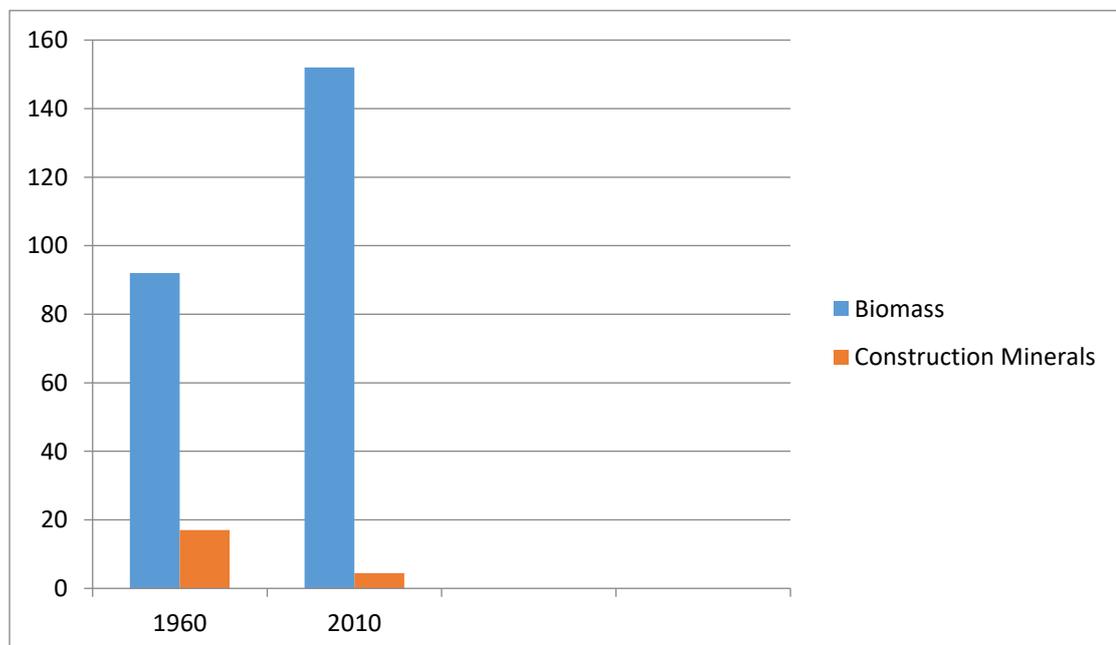
Figure 3.3 Domestic Material Consumption in Pakistan from 1960 to 2010

x-axis = years

y-axis = million tones

The quantity of biomass endured to be the major materials in the Pakistan economy, but the quantity and the share of construction minerals in DMC began to increase in 1970. The mounting amount of construction minerals shows the amassed vital role of the construction industry in the Pakistan economy. It is also signposted by the conforming growth in the GDP in the construction industry with 10.5 % growth in 2010. The increasing quantity of construction minerals also shows that the Pakistan economy is moving towards the upsurge reliance on the nonrenewable materials rather than the renewable materials or the biomass. Such trends where the mostly disbursed materials are biomass and non-metallic minerals are the common distinguishing characteristic of the low income developing countries where as trend in high income developing and developed countries have high share of fossil fuels and metal ores. The per capita DMC rose slightly from 2.37 tons in 1960 to 3.78 tons in 2010.
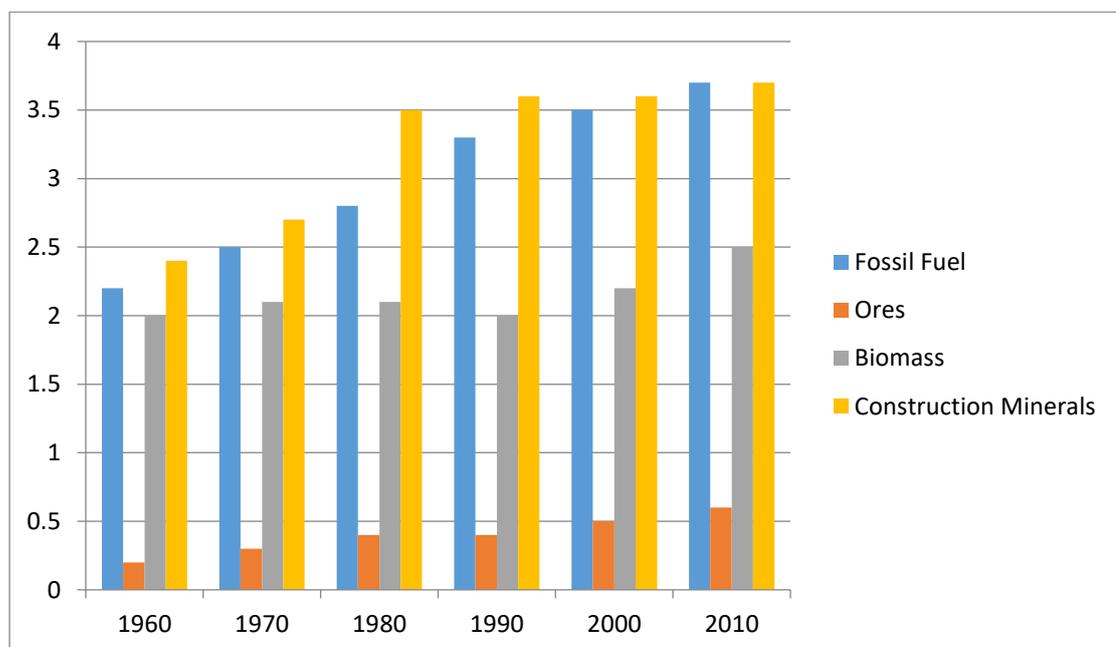
Figure 3.4 Trends on DMC per Capita in Pakistan from 1960 to 2010

x-axis = years

y-axis = DMC (tones per capita)

Decoupling of Resource Consumption and Economic Growth

In the decoupling analysis, it is intended to portray the mutual relationship of the economic driving force and environmental pressure. The environmental pressure in this research is epitomized by the resource consumption expressed as DMC, while the gross domestic product (GDP) is taken as the proxy for the quality of life and as economic driving force. The decoupling analysis was carried out in five equal years in the 50-year period of the study. Figure 3.5 shows the decoupling trend on the resource consumption and economic growth from 1960 to 2010.
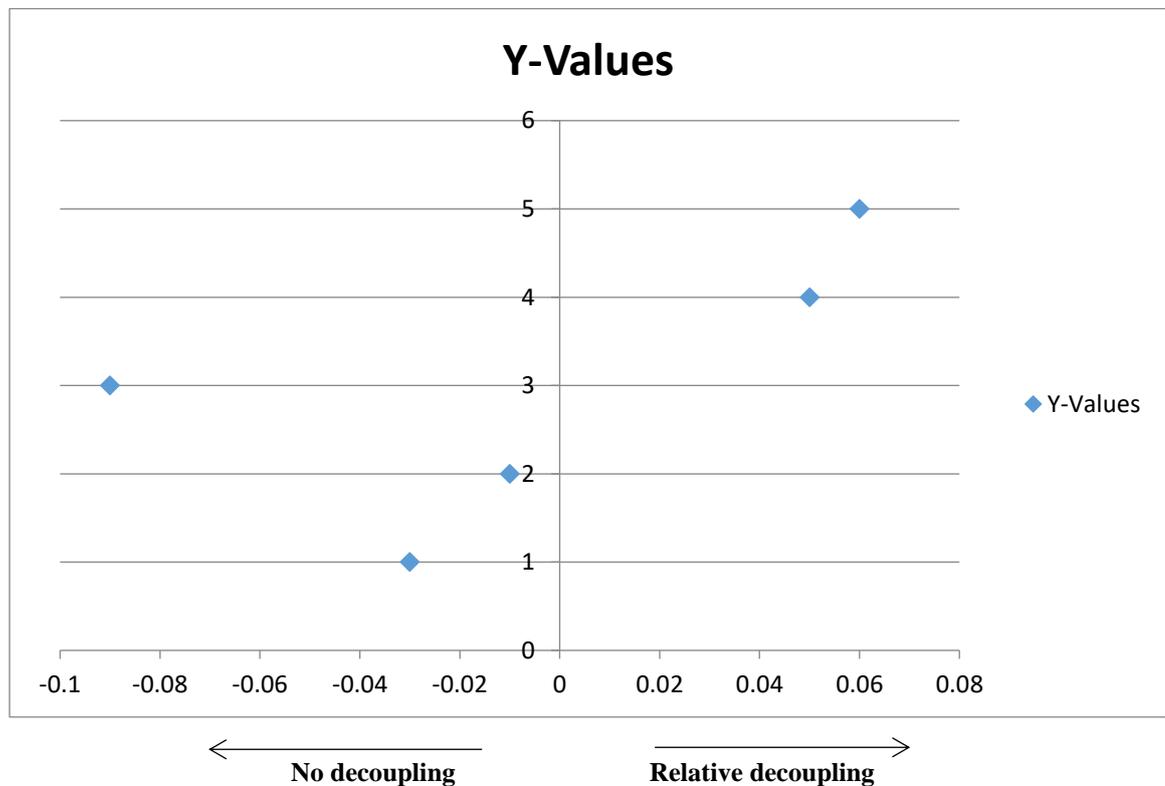
Figure 3.5 Decoupling of DMC from GDP of Pakistan from 1960 to 2010

Y-axis 1=1960-1970 2=1970-1980 3=1980-1990 4=1990-2000 5=2000-2010

Based on this scrutiny, no decoupling occurred during the period of 1960 to 1990, as shown by the negative values of the decoupling factors. This indicates that for this period the growth in the resource consumption or DMC (188%) is higher than that of the GDP (167%). Relative decoupling occurred in the periods of 1990 to 2010 as shown by the positive values of the decoupling factors. Relative decoupling occurs when the growth rate of resource consumption (DMC) is lower than the growth rate of GDP. From 1990 to 2010, the GDP grew by 156% while the DMC grew at a lower percentage of 144%. The relative decoupling in Pakistan is quite modest since the higher the value of decoupling factor ($0<Df<1$), the greater the degree at which the DMC grows at significantly lower rate than that of the GDP. However, it is significant to spot the start of the improvement in terms of resource consumption relative to the economic growth in the Pakistan. While Pakistan endlessly combats with the concerns of poverty and inclusive economic growth and where resource extractive industries become the resort of economic growth, it is also important to look into other sectors to improved and be a reagent to economic development. The period at which the economy is expanding, the demand on materials such as construction minerals and fossil fuel are likely to grow at a hasty rate, Pakistan government should articulate policies that would develop other sectors and would balance the demands from industrial sectors that would include the promoting of the growth of the service sectors such as tourism activities.

3.3 INDICATORS OF SUSTAINABLE TOURISM

Indicators are measures of the presence or seriousness of current issues, signs of up and coming circumstances or issues, measures of hazard and potential requirement for activity, and intends to distinguish and measure the consequences of our activities. Indicators are data sets which are formally chosen to be utilized all the time to quantify changes that are of significance for tourism improvement and management (World Tourism Organization, 2004). They can quantify in terms of adjustments in tourism's own particular structures and interior elements, changes in outer elements which influence tourism and the effects caused by tourism. Both quantitative and subjective data can be utilized for sustainability indicators. An indicator is regularly looked over a scope of conceivable informational indexes or data sources since it is significant with respect to the key issues to which tourism administrators must react. Utilization of that indicator can prompt activities to suspect and anticipate unwanted (or unsustainable) circumstances at goals (World Tourism Organization, 2004).

To estimate whether tourism development at goal level is sustainable or not, and to what degree, there is a need to make an arrangement of indicators that measure advance in accomplishing sustainable improvement. This literature review incorporates an evaluation of how singular indicators ought to be evaluated as far as how they address the issues of stakeholders in tourism and, besides, how indicators can be surrounded inside a larger structure that considers a thorough appraisal of how they add to an all-encompassing perspective of the different stages towards sustainable tourism development.

Indicators for sustainable tourism may exist at national, territorial and goal level and they have socio-social, financial and ecological measurement

(Ceron, 2003; Gebhard et al., 2007). Each measurement has at least one topics (issues). Additionally there are indicators created from these subjects. Moreover, the review of literature asserts few or various indicators for sustainable tourism development.

Keeping in mind the end goal to maintain a strategic distance from the confusion and tourism's sustainable development information to be practically identical for various vacationer goals and nations, WTO notices various pattern issues and also various benchmark indicators for sustainable tourism of visitor goals. While the displayed list of baseline issues for sustainable tourism is pertinent to each locale and each sort of tourism everywhere throughout the world, the arrangement of indicators having a place with each issue ought to be balanced by the exceptional states of the territory or nation where the sustainability of tourism is assessed.

Significance to the key issues of a goal and common sense of age and utilize are the premier contemplations in distinguishing indicators (World Tourism Organization, 2004). What's more, criteria identifying with logical believability, lucidity, and capacity to be utilized as benchmarks for examination after some time and with different goals are utilized to assist pick the indicators prone to have the best effect on choices or activities. Indicators are considered pertinent just in the event that they successfully address the key issues related with arranging and management of a goal. They should likewise be achievable to gather and investigate and useful to set up.

Indicators are a piece of the primary perceived assessment instruments used to help sustainable tourism policy implementation (Choi and Sirakaya, 2006; Miller, 2001). They constitute an arrangement of data that can serve to assess critical changes over the span of tourism improvement and tourism management. For tourism administrators, the way toward characterizing indicators is a viable methods for pulling in thoughtfulness regarding key inquiries and securing data on the status and states of kinds of capital (i.e. common and human). In this manner, indicators go about as an impetus to help an arranging procedure (Mascarenhas et al., 2010). Finally, when clear targets are as of now set up, indicators can likewise assume a more solid part in the checking and estimating the accomplishment of goals. They can decide if an arrangement or technique meets the goals at first expressed. Moreover, the reality of considering an indicator tends to support exactness, and now and again outlines irregularities in the targets at first set (Bell and Morse, 2008). Therefore, indicators ought to be refreshed occasionally.

The Bellagio Principles – an arrangement of sustainable development standards created by the Rockefeller Foundation in 1996 – manage four essential parts of evaluating progress toward sustainable improvement: identifying clear objectives for sustainability and down to earth meanings of those terms; consolidating a feeling of a larger framework with particular, little scale issues; appraisal of procedures; and checking (Hardi, 1997).

A gauge is viewed as a device which gathers every one of the indicators and measures the general sustainability score. The gauge can be utilized to

quantify human sustainability, biological system sustainability, tourism part's sustainability or a general public's sustainability (IUCN, 2000). A mix of every one of these components can likewise be estimated through the gauge. As per Asnarulkhadi (2003), an indicator is a sign, file or flag that pictures a situation or framework. The inadequate literature on sustainable tourism indicators prompts adjustment of the indicators from different ways to deal with sustainable tourism development close by community improvement indicators. All the indicators proposed by the formative associations depend on the fundamental financial, socio-cultural and environmental pillars recommended in the Brundtland Commission, 1987.

This review on exploring indicators of sustainable tourism management has both practical and theoretical contributions to offer sustainability through tourism development activities in Pakistan with the aid of appropriate policy instruments. The scope of this review extends to entire tourism locations in Pakistan, where all of them are natural destinations. The indicators identified here may help to study further the real situation of eco-friendly tourism management, which may be initiated as an approach for economical, social and cultural development and then for sustainability of the tourism management of Pakistan. Also, the exploration of the indicators pertaining to sustainability in tourism practices may help in identifying the determinants and influencing factors that contribute to the sustainable tourism management in Pakistan.

The indicators arising from the review were identified which sought after to scrutinize the sustainable tourism development practices in Pakistan. They

are Employment in the Tourism Industry, Expenditures attributed to the tourism industry, Biodiversity Conservation, Air & Water Quality, Tourism Services, and Hotel Issues.

In Pakistan, Employment in the tourism Industry is an important measure. Using this indicator we will be extracting information on sustainable tourism practices which may ensures social security for the workers, the Implementation of sustainability in tourism activities involving creation of local jobs, Sustainable tourism practices offering opportunities for more qualified employment compared to the average in the region, Sustainable tourism practices that could provide more permanent jobs, Relevant educational training programs or awareness campaigns which are needed to be organized in the context of the sustainable tourism practices to build human and institutional capacity locally (e.g. adult literacy, environmental awareness, etc.). We will also check the sustainable tourism practices which may provide specific opportunities for women and children, in terms of employment, education or health, as well as specific opportunities to ethnic groups who have previously been marginalized. Additionally, response on employment and training of low skilled labourers in order to perform high skilled tasks with respect to sustainability will be assessed

In order to gauge Biodiversity Conservation in reference to tourism, we will explore the responses of participants on biodiversity conservation & maintenance of protected areas that could be managed by value generated through visitor fees, contribution from operators, donations received from

tourists and involvement of support clubs. The impacts of Biodiversity conservation managed by making tourists participating in protection activities, contribution of locals to biodiversity conservation if provided by conservation materials, economic alternatives for local people to reduce exploitation of wildlife and resources could be managed by employing the local community in conservation activities, protection activities, eco-friendly goods & services production.

When it comes to sustainability, Air and Water Quality plays a vital role tourism practices. Assessing reduction in outdoor air pollution (particulates, NOx, SOx, Halogens and other non- greenhouse gas emissions) by decreasing bothersome odours in the local vicinity compared to the baseline, measures taken to reduce in common indoor pollutants such as Particles of Incomplete Combustion (PIC) in homes or educational institutions. respecting existing water usages and rights of local communities, respecting the needs of local ecosystems and does not contribute to the depletion or contamination of local reservoirs or aquifers, etc., Sustainable tourism practices are associated with an efficient use of the water resources and maintain or improve their quality through reduction of water consumption, wastewater recycling, and wastewater treatment.

In addition to environment, ideas will be taken on Tourism services such as the state of roads and signage in the tourist places, cleanliness & maintenance and easy access for tourist in sight-seeing places as an important factor in sustainability. Availability of good variety of experiences involving local

culture, souvenirs, crafts, and local cuisine are also important indicators which aid in tourism sustainability

The hotel management should minimize waste, water, and electricity use and maintain cleanliness of the local area. The hotel management may support community-based tourism by helping local organizations by creating more business/jobs for local people or charities such as local sports, schools or orphanages, or the elderly or underprivileged. Whether the hotel management is enhancing the culture of the place by promoting local culture and preservation of local customs and traditions (For e.g., Selling locally made handicrafts). What are the hotel management practices on Human Resource Development, do they invest in their staff through extra training or encouraging staff initiatives on sustainability. What's the response on Government and hotel management towards the encouragement of a more integrative approach to environmental quality enhancement of the destination and further strengthen efforts for environmental conservation

Chapter Four: Community Based Economic Benefits of Sustainable Tourism Development

A Study People's Perception of the Northern Areas of Pakistan

4.1 INTRODUCTION

Tourism has emerged as one of the most vital determinants of economic growth and development across the globe. The significance of tourism as an economic sector has increased drastically over the past six decades. Classified as an industry, tourism functions as a primary source of income and economic growth for various countries around the world. The impacts of tourism are multi-dimensional in characteristic and pertinent to the global economy in entirety and the national economies at country level as well as local communities at territorial level. It creates job opportunities, increases the national income and stimulates economic growth, in a broader perspective it results in earning of foreign exchange, improvement in balance of payments, mitigation of income disparities and alleviation of poverty.

Tourism, in the modern day, is categorically a sector of international trade and constitutes a strong services export base. With a few short-term fluctuations, growth rate of the tourism industry has followed a robust upward trend in the past three decades or so. As of July 2016, total contribution of tourism industry to world GDP was recorded to be as high as 9.8% in the year 2015 with a direct creations of 2.5 million jobs worldwide and a 7% share in world services exports. The tourism industry outperformed global economy with a positive growth rate for the sixth consecutive years, its share in world GDP is estimated to increase at an average rate of 4% per annum, hosting an expected sum of 370 million jobs globally. According to prospects for the decade between 2016 and 2026, South Asia is projected to be the fastest growing economic region in the context of tourism industry growth (World Travel & Tourism Council, 2016).

Tourism industry has been associated with the developed world in the past; however, it is rapidly growing to significance as a driver economic growth and development in the emerging economies of the developing world as well. The percentage market share of the emerging economies has grown by 15% in the tourism industry, from a total of 30% to 45% between 1990 and 2015. It is expected that these economies will constitute approximately 57% of the total tourism market share by the year 2030. Increasing market share has contributed to increase in the national incomes of these countries and led to community-based development at local level. With a continuous increase in international tourism arrivals, these economies have growing foreign exchange reserves and improving balance of payments, the economic as well social indicators of development in these countries have been recorded to be following an improvement. Tourism industry is developing rapidly in both the developed and the developing countries and has bright future prospects as well, the statistics provide ample evidence to state of strong growth in this industry and socio-economic events validate the optimistic forecasts (UNWTO, UNWTO tourism highlights 2016 edition, 2016).
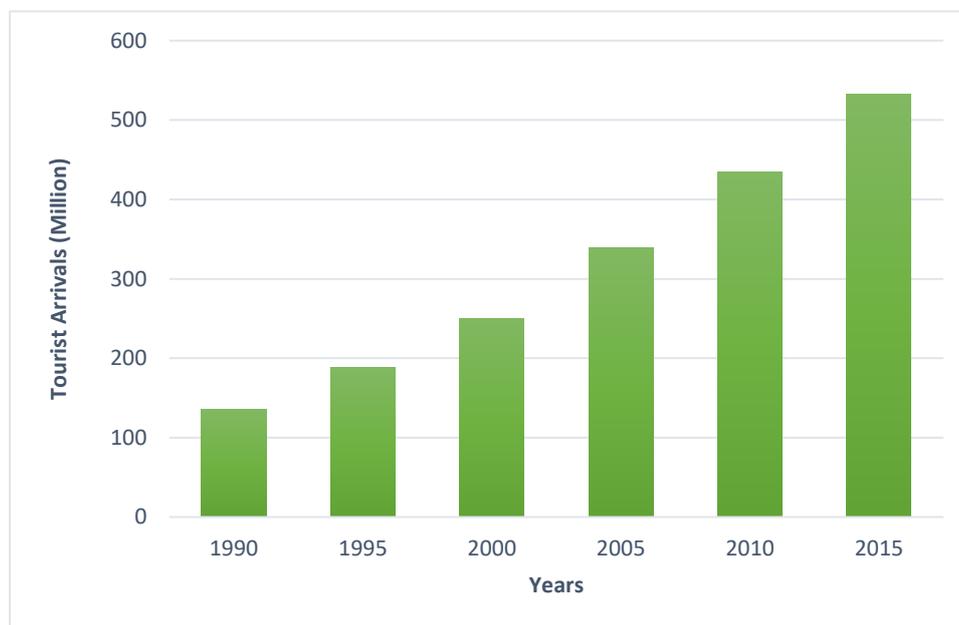
Figure 4.1 International Tourism Arrivals in Emerging Economies Trends (1990-2015) ***Source***: *World Tourism Organization*

To mitigate the detrimental effects of continuous growth of the tourism industry and maximize the intra and inter-generational economic benefits, it is imperative to undertake the sustainable development approach to policymaking. This paper expounds the need, the dynamics and the economic prospects of sustainable tourism development for the local communities of the Norther Areas of Pakistan and makes policy recommendations in the light of the aforementioned.

4.2 SUSTAINABILITY DEVELOPMENT APPROACH TO TOURISM

Worldwide growth of tourism as an important determinant of economic growth, its status has been elevated to an industry. This industry's rapidly increasing contribution to national income, employment generation, accumulation of foreign exchange reserves, strong export growth, infrastructure development etc. is statistically evident; however, the impacts of tourism industry are not confined to macroeconomic growth only. Tourism industry has significant effects on local communities via a strong culture-society-environment prism. Unplanned and uncontrolled tourism can prove detrimental to economic outlook of local communities through seasonal income and employment generation, risky economic reliance, exploitation of life-support resources of food and water and fuel energies as well as timber, environmental degradation, ecological disturbance and socio-cultural dilapidation. It is to be noted that approximately two third of the natural world has been degraded by increased human activities since the 1970s, pollution and careless use of harmful products as well exploitation of scenic beauty are among the highlighted factors. This loss of natural world is culminating in damage to biodiversity, deteriorating environment and, so, hazardous climatic changes which will create ecological imbalance. According to estimates, 30% of the presently existent natural species will extinct by the year 2050, approximately 50% of the Amazon rainforest would be lost and 90% of the world's coral reefs would be lost to climatic change and ecological imbalance triggered by human activities including unchecked tourism growth. While climate scientists unanimously attribute climatic change to human activities, the socio-economic and environmental aspects of climatic change and destruction of the natural

world have been a subject to debate and research for economist for well over two decades. It has been observed that in order to facilitate the increasing number of tourism arrivals each year, some social changes have been made by locals of various tourist destinations globally. This practice will eventually prove destructive to social outlooks as well as cultural heritages which are denizen to these communities and nations which is a question of loss to human civilization itself. To address these problems arising from continuous and largely unchecked growth of tourism industry, the sustainable development approach is deemed imperative and exceedingly vital.

Economic development is inclusive of economic growth, social development and ecological balance, the nexus is universally acclaimed and found indispensable. Sustainable tourism development in the mountainous region of the Northern Areas of Pakistan sets its foundation on the aforementioned connexion of ecology, economy and society. Sustainable tourism development builds upon the need for long run economic benefits of tourism industry growth to the local communities for the ensuring of intra and inter-generational socio-economic justice and equity. Sustainable tourism development in the Northern Areas of Pakistan is the most feasible option for exploitation as it capitalises on the present upward trend followed by the industry, the plentiful untapped potential of the region and the several economic benefits integrated with ecological conservation, and the direct impact on the local communities (Khalil & Kakar, 2007).

Sustainable development approach to tourism industry growth creates economic opportunities for the local communities through creating employment for unskilled and semi-skilled labour. With adequate linguistic literacy, the locals can communicate with the tourists, act as tour guides and serve at various motels, hotels and resorts. Urdu is a lingua franca in the Northern Areas of Pakistan, promoted by state media and education system. Since the language is understood and usually spoken by more than 90% of the country's population, direct communication with the domestic tourists is convenient for the local communities, while interns and permanent employees hired by the travel agencies can act as interprets for foreigners. The locals are

acquainted with the rough pathways and the rugged mountain slopes and, therefore, can be hired as ski and trekking team leads as well. Their expertise and knowledge can be used while they can reap economic benefits from these jobs.

Tourism industry growth in the mountain ranges is contingent to the infrastructural development in the area. Establishing communication lines, paving concrete roads and ensuring easy access to these areas to facilitate the tourists, infrastructural development can benefit the local communities by providing them with channels to access the nearest towns and cities which will not only provide them with market access, but open avenues for spread of education and ease access to health facilities as well. Through internet and modern channels of communication, social inclusivity as well as economic opportunities can be created for the local communities of the Northern Areas of Pakistan.

The local communities of the Northern Areas of Pakistan have a unique culture and carry a rich heritage from the ancient times. Along with ecotourism, these communities can vastly promote cultural tourism to reap immense economic benefits. Following a sustainable approach, these communities should be catered as the major stakeholders and given complete freedom to own their unique cultural identity. Through policymaking and enforcement, damage to the historical and archaeological sites should be controlled as pollution and environmental degradation should be checked. The local cuisine, music and sports should be made into a primary tourist attraction without altering the original practices in order to render them more agreeable for the unfamiliar tourists. The Kailash New Year Festival and Shandur Polo Festival are the primary examples of cultural and social attraction that the Northern Areas of Pakistan have to offer. However, these communities should not be forced to abandon their intrinsic identity merely to entertain the tourists as the spiritual practices in the Mount Kailash have been tempered with, tarnishing the real meaning and significance these hold for the local communities. Sustainable tourism development can contribute towards promotion of local crafts by establishing market for the beautiful artworks and

crafts the local communities of the Northern Areas of Pakistan. Sustainable tourism development can furnish markets for these crafts in the urban hubs and be supported by the infrastructural development which sustainable tourism development can produce (ICUN Pakistan, 2003).

Sustainable tourism development can not only stimulate economic development founded on the ecology-economy-society nexus, but it can prove advantageous economically through increased social inclusivity and reduced political marginalisation of these areas. The local communities in the Northern Areas of Pakistan can benefit politically if tourism industry can support the economy over the long run by creating sustainable opportunities for employment, investment and foreign exchange earnings as well as improving social indicators of human development encompassing liveability and accessibility to basic necessities.

Sustainable Tourism Development: Theoretical Definition

Sustainable tourism development implies growth of the tourism industry based on culture-environment-economy balance in the long term, maximization of economic benefits while sustaining the environment and social outlook to meet the needs of the present without compromising the future. The hypothetical base of sustainable tourism development is permanence of benefits and intra as well as inter-generational development on social justice footings. Sustainable tourism development implies creation of economic opportunities for the local communities and the host countries at present and in the future, conservation of environment, efficient allocation of resources and preservation of socio-cultural heritages through planning and controlled tourism growth, while ascertaining maximum possible satisfaction to tourists today and tomorrow. Sustainable tourism development sets long-run economic and social justice and ecological balance as the foundation for policymaking pertinent to tourism industry growth, on national and international fronts (UNWTO).

Sustainable Development Approach to Tourism

Worldwide growth of tourism as an important determinant of economic growth, its status has been elevated to an industry. This industry's

rapidly increasing contribution to national income, employment generation, accumulation of foreign exchange reserves, strong export growth, infrastructure development etc. is statistically evident; however, the impacts of tourism industry are not confined to macroeconomic growth only. Tourism industry has significant effects on local communities via a strong culture-society-environment prism. Unplanned and uncontrolled tourism can prove detrimental to economic outlook of local communities through seasonal income and employment generation, risky economic reliance, exploitation of life-support resources of food and water and fuel energies as well as timber, environmental degradation, ecological disturbance and socio-cultural dilapidation. It is to be noted that approximately two third of the natural world has been degraded by increased human activities since the 1970s, pollution and careless use of harmful products as well exploitation of scenic beauty are among the highlighted factors. This loss of natural world is culminating in damage to biodiversity, deteriorating environment and, so, hazardous climatic changes which will create ecological imbalance. According to estimates, 30% of the presently existent natural species will extinct by the year 2050, approximately 50% of the Amazon rainforest would be lost and 90% of the world's coral reefs would be lost to climatic change and ecological imbalance triggered by human activities including unchecked tourism growth. While climate scientists unanimously attribute climatic change to human activities, the socio-economic and environmental aspects of climatic change and destruction of the natural world have been a subject to debate and research for economist for well over two decades. It has been observed that in order to facilitate the increasing number of tourism arrivals each year, some social changes have been made by locals of various tourist destinations globally. This practice will eventually prove destructive to social outlooks as well as cultural heritages which are denizen to these communities and nations which is a question of loss to human civilization itself. To address these problems arising from continuous and largely unchecked growth of tourism industry, the sustainable development approach is deemed imperative and exceedingly vital.

Effort has been made in the recent past to explore the causal relationship between tourism industry growth and sustainable economic development in

general and contingent impacts on the local communities in particular as well. Sustainable tourism development has become a subject of interest for researchers as well as policymakers. Tourism industry growth is now being studied in the context of sustainable development which sets environmental and social impacts in alignment with desirable economic benefits for the present generations without costing the future generations. Similar to all other economic sectors, the tourism industry has both positive and negative effects on economy-society-ecology and maximising the positive effects for all generations while curtailing the negative impacts is the core purpose of the sustainable tourism development approach (Mihalic, 2016).

It is important to study the residents and local communities' perceptions of tourism development in the area for it aids in policymaking with reference to community based initiatives. The local communities are the major stakeholders in development of any economic sector, they are the direct recipients of both positive and negative impacts. Studying the perceptions of the locals regarding sustainable tourism development in the remote mountain areas can help in deriving what kind of support would be available to any tourism development initiative and forecasting the success rate of several projects as well. Locals' support for tourism industry growth is vital rather fundamental to sustainability of its benefits in the long term and the root of resident support is contingent to the perceptions of the locals. A positive resident perception plays a pivotal role in successful implementation of policy and sustainable tourism development in the area. Evidence shows that local communities tend to support substantial support to tourism development in the area even if the perceptions are not highly positive but the initiatives promise ample and sustainable benefits to the residents in the long term, as concluded (Min, Xiaoli, & Bibu, 2012).

The stage of development in a particular economy, national or regional, has a significant impact on the attitudes of the residents towards tourism development. Available evidence suggests that in underdeveloped localities, people tend to perceive tourism industry growth as a sustainable means of economic development as its low development makes future

prospects seem better a proposition validated by a Korean research study by (Ko & Stewart, 2002).

Residents of rural mountain ranges tend to perceive tourism industry growth as an impetus of economic growth in the region and are willing to play their role in sustainable development of tourism in their area. Evidence from a study of the local communities of rural mountain region in Malaysia reveals that the residents of the underdeveloped area have a positive perception of tourism development and are willing to support any relevant initiative. It has been found that the local community in the rural mountain region of Kimbalu National Park Malaysia perceives tourism development as a sustainable mean of improving personal income levels, standard of living and the overall economic status of the area. The study also found that the locals perceive tourism industry development as a source of economic resource development in the area as well, noted (Jaafar et all, 2015).

The Need for Sustainable Tourism Development: The Case of Northern Areas of Pakistan

Sustainable tourism development is essential to capitalise on the benefits offered by continuous and fast growth of tourism as an industry, over the long run and at minimal cost. The sustained balance between economic, social and environmental dimensions of the impacts of tourism industry growth contingent to prospects for the future generations is indispensable. The ecology-economy-equity nexus is existent and the mechanism of environment-culture-economy cannot be repudiated either. The sustainable development approach to tourism encompasses ecological balance and anthropological sustainability in consistency with economic growth and, therefore, it stands as a requisite to long term benefits of tourism industry growth to the world in entirety, the countries and the local communities in specificity. It is beneficial to the local communities which are affected the most by uncontrolled tourism industry growth.

The Northern Areas of Pakistan host scenic nature, cultural treasures, linguistic and ethnic diversities, ancient archaeological sites and rare habitat in abundance. Due to geographical location and border sharing with

Afghanistan, China and India, these regions are of great political importance. Apart from scenic beauty, these areas have rich cultural heritage and ethnic diversity with unique cuisine, music, sports, folklore and much more. The primary tourist destinations in Pakistan are located in these areas, from the Himalayan foothills to the green valleys and banks of River Kunhaar and Kabul. These areas are characterised by high and rugged mountain rangers, natural forest covers, meadows and grasslands, glaciers and harsh climatic conditions. These areas are home to some of the most enchanting tourist attractions in the world, drawing attention of the domestic as well as the international tourists. From the second highest mountain peak in the world to the ruins of the oldest civilizations of the world, these areas have undeniable potential for tourism industry growth. The number of tourist arrivals in these areas have drastically increased over the past few years, some reports claim that the Northern Areas of Pakistan received record high tourists in the peak season of 2016. The growth in tourism industry is resulting in increased income and employment opportunities for the people of these areas, the contribution to GDP as well as the country's total capital investment has also increased. There are, however, high costs being incurred in the form of environmental degradation, exploitation of resources and damage to heritage of the region. Environmental and cultural preservation is given little or no importance in policymaking for promotion of tourism in the Northern Areas, there are no systematic and statistical records on environmental degradation and loss of biodiversity in the area. Neither is there any state institution conducting study on endangered species in the area nor are the stakeholders paying attention to the fast eroding land resources and dying flora and fauna species. Only a 2% of total land area across Pakistan is under forest cover, the major part of which is located in the Northern Areas which is subject to deforestation at a very high rate, approximately 2.5. Only 11% of the forest cover in the Northern Areas is classified as protected areas where timber felling is state controlled, the remaining 89% of the forest cover is threatened by the increased commercial activities in the area. It is estimated that approximately 500 natural species of animals and plants are alarmingly rare and the rapid climatic changes and environmental degradations threatens these species as well other ecological assets of the region. The Northern Areas

of Pakistan can be classified as a mountainous area with as many as seven hundred peaks with height over 6000 meters mark and a meagre 10% of the total land as arable. Subsistence agriculture on seasonal basis and livestock are, however, the primary sources of living for the mountain communities of this area. Versed in handicrafts with conventionally low economic returns, these people are dependent on limited agro output and natural forest plants for food and biofuel provisions. With the increased human activity in the area, not only the rare habitat and scenic beauty is endangered due to littering, pollution and exploitation, but the exploitation of these resources to support the annual tourist arrivals in the region has also increased. Neither environmental conservation nor preservation of economic resources is set as a focal of consideration while devising policies to stimulate growth of the tourism industry in the Northern Areas of Pakistan. According to the fourth edition of the assessment report by Intergovernmental Panel on Climate Change establishes that biodiversity and natural habitat in Pakistan, particularly the Northern Areas, are under threat of damage and extinction triggered by elevated human activity in the region. The reports also suggest that increased human activity in the region will bear dire consequences on not only the present allocation but the future supply of environmental and economic resources. It is postulated that the local communities will be affected adversely in terms of socio-economic aspects of wellbeing and intra and inter-generation justice. The social cost of tourism disadvantageous impacts on the region's cultural heritage to facilitate the tourists unfamiliar to the local language and cuisine is also unaccounted for. While it is true that the rich cultural diversity and heritage of these areas acts as a key factor in drawing tourists, it is also a fact that the locals have to facilitate the tourists with the outlook and ambiance to which the arrivals are more familiar to. The notion of having a home away from home is quite dominant in the tourism business in this area which is proving detrimental to the cultural uniqueness. The damage to archaeological sites and the ruins of religious temples etc presents an alarming situation as well. Provided the upward trend in tourism industry growth in the Northern Areas of Pakistan, there is a need for sustainable tourism development in the area to address the dire environment-culture-economy problems at hand (USAID).

Mountains across Asia and Africa have narrow but deep pockets of poverty, these areas constitute the most socially and politically shelved and marginalised and the least developed regions of the world with limited access to education, health and other economic and social opportunities; however, the mountain communities have rich historical heritage, religious, cultural, linguistic and ethnic multiplicity compounded with rare biodiversity, copious landscape assets and astounding natural beauty. These regions have sufficient potential to capitalise on the available resources and stimulate economic growth to alleviate poverty, prosperity of the local communities and contribute to national uplift. Integration of ecological principles with exploitable channels for economic growth, the mountain ranges can benefit from sustainable tourism development to the fullest. Sustainable tourism development in the mountainous regions, such as the Northern Areas of Pakistan, can act as a building block in actualising inter-generational social and economic justice, it can serve as a viable solution for the looming water, food and energy crisis at national as well as international level. Sustainable tourism development in the mountainous ranges is considered vital as it directly impacts the local communities, socially and economically. Based upon the sustainable tourism development approach, several initiatives have been taken around the world, including Nepal, China, Costa Rica and Ecuador where growth potential for tourism industry has been benefited from with integration of ecological considerations to internalise the environmental and social costs human activities and economic exploitation accrue. The Northern Areas of Pakistan have been bestowed upon with benevolent natural assets and unique socio-cultural heritage as well as string roots in ancient civilizations and gradual developments in human history, through sustainable tourism development the objectives of poverty reduction, social integration of the local communities, preservation of the centuries old history and culture and conservation of biodiversity and the region's scenic beauty can be achieved while establishing present-future provision balance (Mishra).

4.3 DATA AND RESEARCH METHODOLOGY

Tourism stands as an untapped industry in Pakistan, despite the continually increasing significance of the sector worldwide and in the

developing world over the past thirty years or so. Subject to negligence on the part of the government and the policymakers and several other challenges to socio-economic and political nature, the growth of tourism industry has been quite slow in the country. As of 2015, Pakistan is ranked 128th on the basis of relative size of contribution of the gross domestic product of the country, while the absolute size ranking is 50 among the world economies. Total contribution of the tourism industry to the gross domestic product of Pakistan stood at 7.0%, while the industry's percentage share in the world GDP was recorded as 9.8% in the same year. Total contribution to employment in Pakistan was calculated as 6.2%, while the worldwide contribution stood at 9.5%.   The tourism investment contribution to total capital investment in Pakistan was a surprising 9.3%, while the global contribution was recorded to be 4.3% in the same year. With a high tourism investment rate and changing social trends, endeavours to promote tourism domestically and internationally, the industry is progressing steadily in the country, particularly the Northern Areas of Pakistan.   It is estimated that, in the 2016-2026 decade, total percentage contribution of tourism industry to the GDP of Pakistan will grow at an average rate of 4.2% per annum, while the industry's contribution to world GDP is estimated to increase 4.0% in the same period. Total contribution of the tourism industry in the national employment is anticipated to increase by 2.4% between 2016 and 2026, with an estimated direct share of 2.3%. The contribution of visitor exports to total exports and tourism investment to total capital investment in the country are estimated to surpass the world percentage share in the aforementioned, on annual basis during the next decade. These forecasts, based on statistical data and time trends aside the recent socio-economic developments, highlight positive future outlook for growth of the tourism industry in Pakistan and its resultant stimulation of multi-dimensional economic growth (World Travel & Tourism Council, 20016).
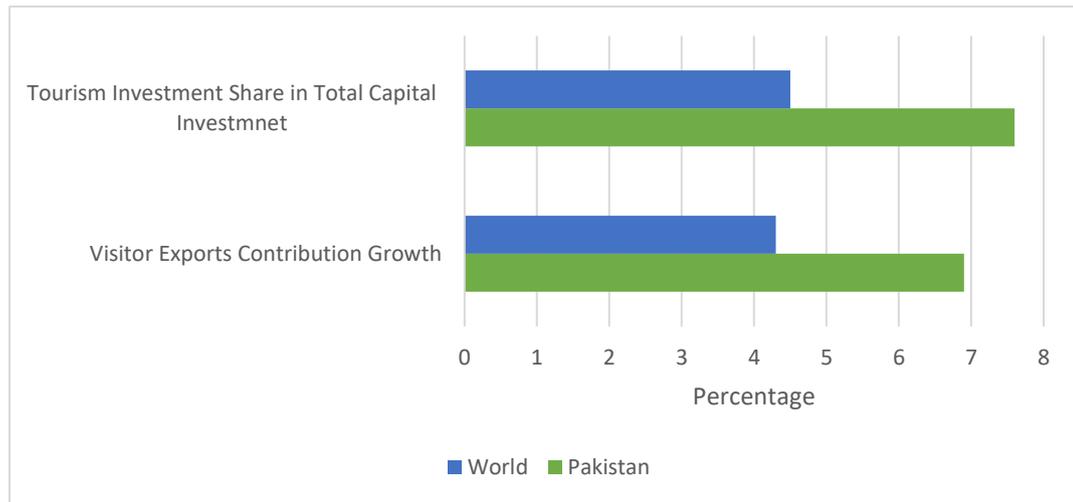
Figure 4.2 Tourism Industry Growth Forecasts (2016-2026)

Source: World Travel & Tourism Council

This research study has been conducted to establish prospects of sustainable tourism development in the Northern Areas of Pakistan, inclusive of Azad Jammu & Kashmir, Gilgit Baltistan and Khyber Paskhtunkhuwa, based on the residents' perception of tourism industry growth in the area. It is to be noted that the study area primarily comprises of the mountain ranges, hill stations and valleys of Pakistan.

The findings of this investigation are based on primary data analysis based on a specifically designed research questionnaire methodology. Respondents from the study area were randomly selected under convenient sampling and interviewed to record their perceptions of tourism industry growth and its impacts on economy, ecology and society. A total of 105 randomly sampled residents were interviewed between December 2016 and July 2017. Inferences are drawn on the basis of descriptive analysis of the questionnaire using the software Stata 2014. Perceptions have been evaluated on the basis of asked survey questions, answers of which were recorded on five-points Likert Scale with range from 1 i.e strongly disagree to 5 i.e strongly agree. This economic framework is made functioning by applying an econometric analysis. To this aim, a 5-point Likert scale is used to measure residents' opinion about the level of investment in the tourism activities. The response options are "very low",

"low", "medium", "high" and "very high". Hence, an ordered logit model needs to be instigated, where both the ordinal nature of the dependent variable and the difference between a level and another are treated as a level. The model consists of the following dormant regression:

$$y^* = \beta_o + \beta_1 x_i + \varepsilon$$

$$y = 1 \text{ if } y^* \leq 1$$

$$y = 2 \text{ if } 1 < y^* \leq \mu_2$$

$$y = 3 \text{ if } \mu_2 < y^* \leq \mu_3$$

$$y = 4 \text{ if } \mu_3 < y^* \leq \mu_4$$

$$y = 5 \text{ if } \mu_4 < y^* \leq \mu_5$$

where y^* is the unobservable latent variable, that satisfies a linear regression model, with β a vector of regression coefficients and ε, the disturbance term, that is assumed to have a standard logistic distribution. Since an opinion survey is run, the residents have their own intensity of feelings which depends on a set of factors x and certain unobservable determinants ε. y are the observed values, or indicators, and have an expurgating description. The μ are unknown category boundaries in the distribution of y^*.

4.4. RESULTS

Results of this research study are based on the perceptions and attitudes of the one hundred and five randomly selected respondents who represent the local communities of the Northern Areas of Pakistan; the polity administered territory of Azad Jammu & Kashmir (AJK), the administrative territory of Gilgit Baltistan (GB) and the province of Khyber Pasktunkhuwa (KP).

RESPONDENT CHARACTERISTICS

Location by Region

The respondents are divided by the region of their residence in three broad categories of Azad Jammu & Kashmir (AJK), Gilgit Baltistan (GB) and Khyber Paktunkuwa (KP).
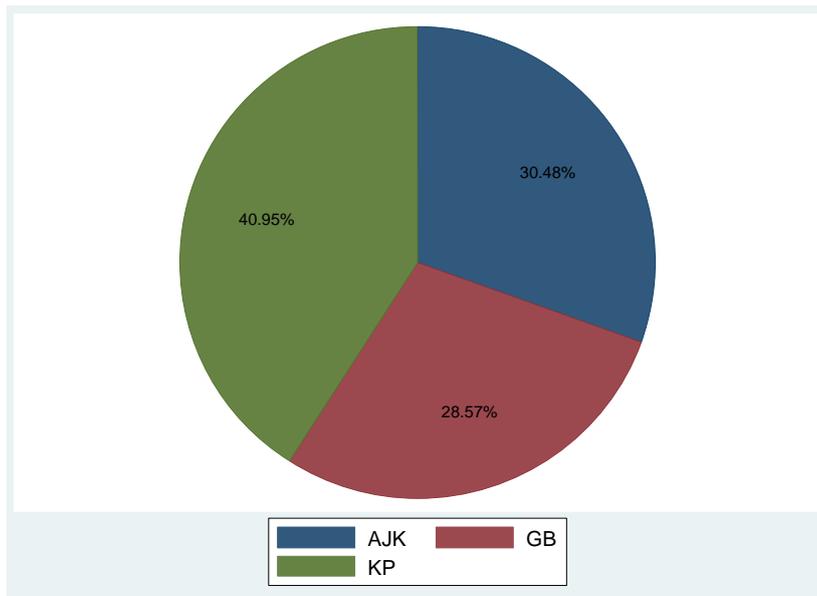
Figure 4.3: Location by Region of the Respondents

Figure 4.3 shows that 30.48% i.e. 32 respondents belonged to Azad Jammu & Kashmir, 28.57% i.e. 30 respondents were the local residents of Gilgit Baltistan while 40.95% or a total of 43 respondents hailed from Khyber Pakhtunkhuwa.

Gender

Information regarding the gender of the surveyed respondents was also recorded.
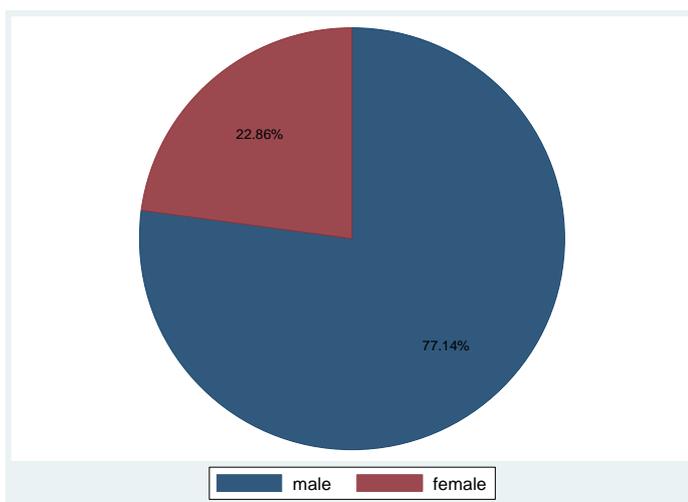
Figure 4.4: Gender

The Figure 4.4 shows that a majority of the respondents, 77.14% i.e. 81 of them, were male while 22.86% i.e 24 respondents were female among the randomly selected 105 respondents.

Age

Respondents have been classified in four broad age brackets.
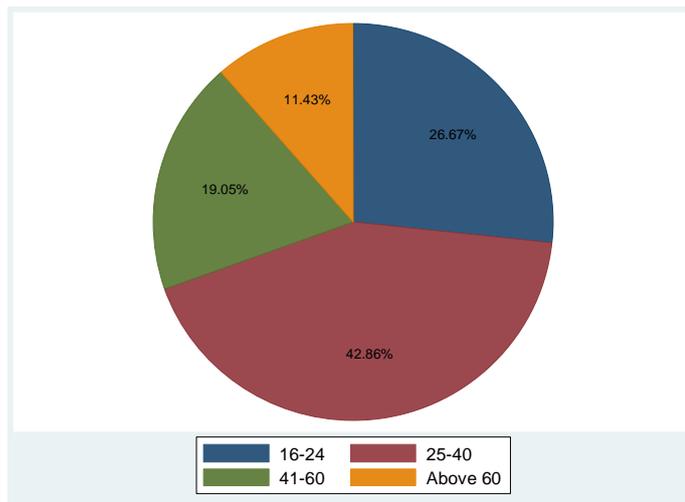
Figure 4.5: Age

The Figure 4.5 provides information about the ages of the respondents, according to which 26.67% i.e 28 respondents were aged between 16 to 24 years, 42.86% i.e. 45 respondents were aged between 25 and 40 years, 19.05% i.e. 20 respondents were aged between 41 and 60 years, while the remaining 11.43% i.e. 12 respondents were aged above 60 years.

Years of Residence

The residents were enquired about their years of residence in the particular region upon the basis of which they have been classified in four distinct categories.
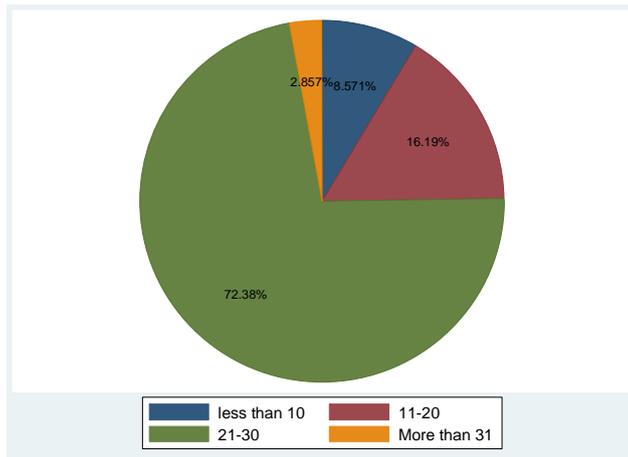
Figure 4.6: Years of Residence

It is illustrated in the Figure 4.6 that 8.57% i.e. 9 respondents have been living in the particular region of their residence for less than 10 years, 16.19% i.e. 17 respondents have been living in the area for a time period between 11 to 20 years, years of residence for 72.38% i.e. 76 respondents were recorded to lie within frame of 21 to 30 years and 2.86% or 3 locals have been living in their present resident locality for more than 31 years.

Occupation

Respondents have been divided in eight different categories on the basis of their occupation.
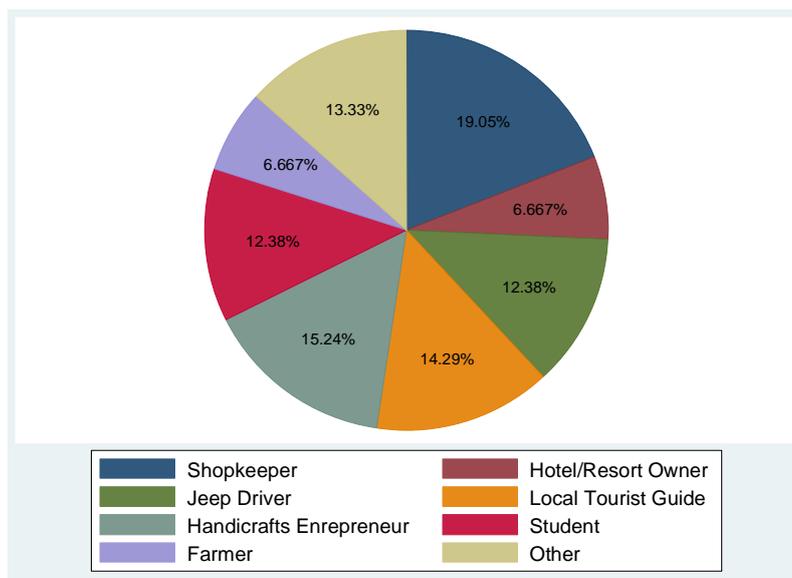
Figure 4.7: Occupation

Figure 4.7 illustrates that 19.05% i.e. 20 respondents were shopkeepers by profession, 6.67% i.e. 7 respondents owned a hotel/resort in the area, 12.38% i.e. 13 of the respondents were jeep drivers, 14.29% i.e. 15 of the surveyed individuals were local tourist guides, 15.24% i.e. 16 of the respondents were handicrafts entrepreneurs, 12.38% i.e.13 of the surveyed residents were students, 6.67% i.e. 7 respondents were farmers, while 13.33% i.e. 14 of the respondent residents were had some other occupation.

Direct Interaction with Tourists

The respondents were asked if they had ever interacted with a tourist, whether local or foreign.
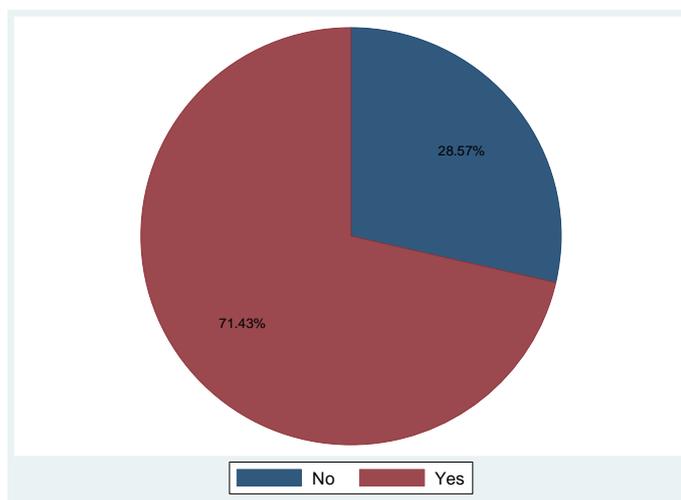
Figure 4.8: Direct Interaction with Tourists

The findings illustrated in the Figure 4.8 show that a good 71.43% i.e. 75 respondents out of the total 105 surveyed locals of the Northern Areas of Pakistan had directly interacted with a tourist at least once in their life, while 28.57% i.e. 30 tourists never had such an opportunity.

Urdu Literacy

Urdu is not only the national language of the country, but a lingua franca in Pakistan, a language spoken and heard across the country and understood to at least some extent even in the most remote and rural areas. If the locals of the Northern Areas of Pakistan can communicate in Urdu

language, development of tourism industry would be a much easier task for communication would not pose a major challenge.
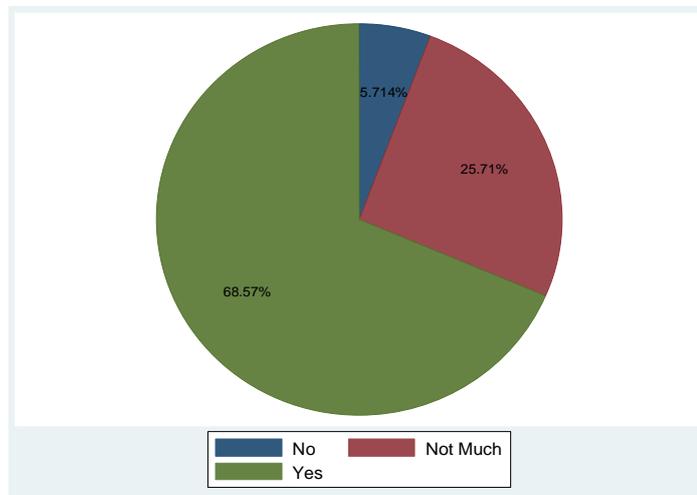
Figure 4.9: Urdu Literacy

According to the results of this research, 68.57% i.e. 72 respondents can conveniently communicate in the Urdu language, 25.71% i.e. 27 respondents can communicate in Urdu language but are not much literate in the language, while 5.71% i.e. 6 respondents cannot communicate in Urdu language and due to this very reason services of Urdu literates were availed to interview these individuals for this study as well. It can be deduced that language would not pose a barrier in initial growth of the tourism industry in the Northern Areas of Pakistan, particularly domestic tourism.

4.5 PEOPLE'S PRECEPTIONS

The objective of this research is to study the perceptions of sustainable tourism development among the local communities of the Northern Areas of Pakistan to highlight the relevant community based economic benefits. For this purpose, the respondents were asked particularly formulated questions centric to ecological, social and economic impacts of tourism industry growth in these areas. It is noteworthy that sustainable tourism development studies economic, social and environmental impacts of tourism industry growth in conjunction and therefore, this research studies the people's perceptions of all three aspects of tourism growth in the area with a primary focus on perceptions regarding community based economic benefits of sustainable tourism

development. Perceptions are evaluated on a five-points Likert Scale as elucidated in the previous section of the document.

1. Correspondence Analysis:

As an initial step of the research, the factor scores that need to be incorporated in the econometric specification are calculated. Specifically, a preliminary correspondence analysis was carried out to take into account the effects of a set of economic, socio-cultural and environmental externalities on the dependent variable (sustainable tourism), as this is the suitable method when the related variables are defined as categorical variables. Here, the externality variables are defined by a 5-point Likert scale from one (complete disagreement) to five (complete agreement), rating the level of covenant by residents on each item.

A Principal Components Analysis (ACP) can be considered as best suited when the presence of a common process underlying the set of measures cannot be hypothesized; in other words, if one wants to analyze variables that are empirically related, but no specific hypotheses are made on the conceptual domain of the variables. Hence, based on an in-depth literature review, a set of externality variables was considered. The first set relates to economics externalities.

Variable (Economic Impact)	Elements
1	Tourism is good for economy
2	Increases investment
3	Increases jobs
4	Improves infrastructure
5	Tourism benefits business in our community other than just tourism industries

A second set includes socio-culture impact which is as follows:

Variable (Socio-Culture Impact)	Elements
1	Enhancement of other cultural knowledge
2	Quality of life changed because of tourism
3	Increase in recreational activities
4	Quality of life raised
5	Valorization of local tradition

Finally the last set of variables includes environmental impact of residents' perception i-e;

Variable (Environmental Impact)	Elements
1	Natural environment in our community is protected by tourism industry now and for future
2	Tourism development improves environment
3	Tourism development promotes positive environmental ethnics

By using SPPS (Version 21) correspondence procedure, two separate tests were conducted: the Bartlett's test of sphericity and the KMO test (Kaiser-Meyer-Olkin test) that help assessing the pertinence of the sample data. According to the statistical findings, in this case, the sampling adequacy is confirmed by the KMO showing a value close to one (i.e. 0.90) and the Bartlett's

test (Chi^2 (351) = 16730.340 (0.000)), confirms that the correlation matrix is not an identity matrix.

The analysis in this paper further expands to an Equamax rotation method which is used as a combination of the popular Varimax rotation, which prudently streamlines the variables, and the Quart Imax rotation, which sparingly streamlines the number of factors. Secondly, the Anderson-Rubin method is engaged to evaluate factor score coefficients. The resulting scores are uncorrelated, have a mean equal to zero and a standard deviation equal to one. Furthermore, this method also ensures orthogonality of the estimated factors. In this manner, it is possible to include the main factors of interest as repressors into the relevant econometric specification, also avoiding potential problems in the econometric estimation because of possible simultaneity issues between the set of externalities and the dependent variable.

Table 4.1 shows the mean and standard deviation for all the variables of the study that are taken from the correspondence analysis, as well as the frequency for each level of agreement (i.e. the 5-point Likert Scale from 'completely disagree' to 'completely agree').

Table 4.1 Statistics and Frequencies of Elements of the Variables

Descriptive	Statistics		Frequencies %				
Variables	Mean	S.D	1	2	3	4	5
Economic Impact							
Tourism is good for economy	3.14	1.22	10.8	21.6	25.0	28.0	14.60
Increases investment	3.26	1.12	6.2	21.5	25.9	33.0	13.5
Increases jobs	3.33	1.23	10.2	15.5	24.1	31.2	19.0
Improves infrastructure	3.56	1.14	21.0	19.2	30.8	16.0	13.0
Tourism benefits business in our community other than just tourism industries	3.48	1.18	10.2	20.5	31.5	19.00	18.8

Socio-Culture Impact							
Enhancement of other cultural knowledge	2.63	1.15	6.8	15.2	27.7	31.3	19.0
Quality of life changed because of tourism	2.57	1.14	13.2	6.2	25.3	25.9	29.4
Increase in recreational activities	2.45	1.19	6.6	17.7	23.6	25.5	26.5
Quality of life raised	2.67	1.13	8.4	18.5	24.5	28.4	20.2
Valorization of local tradition	2.53	1.24	12.9	15.3	25.3	27.5	19.0
Environmental Impact							
Natural environment in our community is protected by tourism industry now and for future	3.56	1.14	25.9	29.4	25.3	13.3	6.8
Tourism development improves environment	3.22	1.08	26.5	25.5	23.6	17.7	6.6
Tourism development promotes positive environmental ethnics	3.48	1.13	19.0	27.5	25.3	15.3	12.9

Table 4.1 presents complete set of results from the correspondence analysis. Specifically, only variables with a factor loading equal to or higher than 0.70 are considered, which indicates a high correlation between the factor and individual items. The first factor is labelled as "economic impact" and presents a reliability Cronbach's alpha of 0.81. The second factor is defined as "socio-culture impact" and explains 54.26% of the total cumulative variance with a reliability coefficient of 0.74. The third factor "environmental impact" accounts for 10.8%

of the total cumulative variance and presents an alpha equal to 0.83. It is worthwhile noticing that values of Cronbach's alpha equal to 0.70 and below 0.80 can be considered as "acceptable"; while values higher than 0.80 and below 0.90 can be regarded as "good".

Table 4.2: Correspondence Analysis

	Variable contribution	% Variance Explained	% Cumulative Variance	Cronbach's Alpha
Economic Impact Tourism is good for economy	0.85	10.46	45.16	0.81
Increases investment	0.77			
Increases jobs	0.76			
Improves infrastructure	0.73			
Tourism benefits business in our community other than just tourism industries	0.75			
Socio-Culture Impact Enhancement of other cultural knowledge	0.73	9.08	54.26	0.74
	0.72			

Quality of life changed because of tourism	0.64			
	0.62			
Increase in recreational activities	0.71			
Quality of life raised				
Valorization of local tradition				
Environmental Impact				
Natural environment in our community is protected by tourism industry now and for future	0.85	10.79	34.79	0.83
Tourism development improves environment	0.79			
Tourism development promotes positive	0.76			

environmental ethnics				

Table 4.3: Descriptive Statistics

Demographic Characteristic	Variable	Frequency	Percentage (%)
Gender	Male	40	80.0%
	Female	10	10.0%
Age Group	20-29	12	24.0%
	30-39	18	36.0%
	40-49	06	12.0%
	Above 50	14	28.0%
Education Level	Matriculation	8	16.0%
	Intermediate	21	42.0%
	Post Graduate	18	36.0%
	Above P/G	03	6.0%
Length of Residence	Below 1 year	01	2.0%
	1-5 years	17	34.0%
	6-10 years	24	48.0%
	> 11 year	08	16.0%
Occupation	Industry Sector	9	18.0%
	Services Sector	26	52.0%
	Student	5	10.0%
	Retired	7	14%
	Unemployed	3	6.0%

The Generalized Ordered Logit:

Table 4.3 provides descriptive statistics of all the variables used to assess the residents' perceptions. The dependent variable measures to what degree the target residents' perception proves fruitful in sustainable tourism market. This is a categorical variable and takes values from one very low support) to five (i.e. very high support), based on a 5-point Likert scale. A set of socio-demographic and economic determinants are also included in the specification.

As previously stated, residents' perceptions on the externalities produced by the tourism activity, which are the extracted factors by the correspondence analysis, are also included into the econometric specification as determinants. Tables 4 and 5 present marginal effects and odds ratio, respectively, obtained by running the mixed gologit model, by using the STATA package (Version 21.0). The number of observation is 50 and the Wald test indicates that the coefficients are jointly statistically significant. The generalized ordered logit specification is empirically better than the ordered logit specification which was found running both the Brant test, where the null hypothesis is rejected at the 5% level of significance, and the likelihood-ratio test, where the null hypothesis is rejected at the 10% level of significance.

The coefficients obtained for each group show some differences in terms of magnitude, signs and their statistical significance. In this case, one assumes that the effect of the explanatory variables on the dependent variable varies across the range of Y.

Table 4.4: Mixed Generalized Ordered Logit Results:

Variables	Very Low	Low	Medium	High	Very High
Fact 1: Economic Impact	**0.031(0.008)***	**-0.015 (0.010)**	-0.013 (0.013)	**0.044 (0.014)***	0.015 (0.011)
Fact 2: Socio-Culture Impact	-0.000 (0.008)	-0.013 (0.009)	**-0.033 (0.013)***	**0.029 (0.014)**	**0.018 (0.011)]***
Fact 3: Environmental Impact	-0.0117 (0.007)	**-0.022 (0.001)**	**-0.023 (0.013)***	**0.026 (0.014)***	**0.030 (0.011)***
Number of Observations °	50				

Wald Test	$Chi^2(80)=279.91$***
Pseudo-R^2	0.0735
Log-Likelihood Test ^	$Chi^2(66) = 84.45$*
Bran Test^^	$Chi^2(60)=89.23$***

Notes: marginal effects in square parenthesis; standard errors from the *gologit* in parenthesis; *, **, *** 10%, 5% and 1% level of significance – in bold only statistically significance coefficients; ° the number of observations, ^ Log-likelihood test of proportionality of odds across response categories; ^^Brant test of parallel regression assumption.

Table 4.5: Mixed Generalized Ordered Logit Results – Odds Ratio:

Variables	Very low vs. (low, medium, high, very high)	(Very low, low) vs. (medium, high, very high)	Very low, low, medium) vs. (high, very high	(Very low, low, medium, high) vs. (very high)
Fact 1: Economic Impact	1.17 (0.128)	**1.24 (0.089)***	**1.25(0.074)***	**1.23 (0.093)***
Fact 2: Socio-Culture Impact	**1.23(0.155)***	**1.49 (0.117)***	**1.30 (0.083)***	**1.46(0.117)***

Fact 3: Environmental Impact	0.90 (0.116)	0.84 (0.067)**	0.81 (0.049)***	0.74 (0.057)***

Number of Observations °	50
Wald Test	Chi^2(80)=279.91***
Pseudo-R^2	0.0735
Log-Likelihood Test ^	Chi^2(66) = 84.45*
Bran Test^^	Chi^2(60)=89.23***

Notes: standard errors from the gologit in parenthesis; *, **, *** 10%, 5% and 1% level of significance – in bold only statistically significance coefficients; ^ Log-likelihood test of proportionality of odds across response categories; Brant test of parallel regression assumption.

4.6 DISCUSSION

Impacts of tourism industry growth can be broadly categorised as economic, environmental and social and the evaluation of perceptions of the local communities of these impacts is fundamental to policymaking in community based initiatives for tourism development in any area. Perceptions about the economic consequences of tourism development are vital because it

is the prospects of perceptive community based economic benefits which draw support for development of this industry, as inferred by Brida et all (2011). Tourism development can be made sustainable only with the involvement of the local communities because they are the directly affected. They are the direct beneficiaries of the positives and the direct victims of negatives as well. It is, therefore, imperative to study community perceptions. Resident perceptions have been a subject of interest for researchers as well as policymakers but such endeavours have been of insignificant emphasis in Pakistan. This paper lays the foundation of such endeavours centric to the Northern Areas of Pakistan, inclusive of Azad Jammu & Kahsmir, Gilgit Baltistan and Khyber Pakhtunkhuwa.

Based on questionnaire based primary data research, the findings of this research study establish that the local communities of the Northern Areas of Pakistan have an overall positive perception of tourism industry growth. A total of 105 respondents selected under convenient sampling provide substantial information to state that majority of the residents of the Northern Areas of Pakistan consider tourism industry growth as a potential engine of economic growth in the region which would mill benefits directly for the local communities. Results show that residents perceive that tourism industry growth degrades the environmental quality and ecological balance in the area, however, is largely insignificant in posing any threats to local culture and social norms in the long run. Residents view tourism industry growth as an opportunity for the local communities to improve the overall standards of living benefiting from rising income levels, job creation, availability of entrepreneurial opportunities, infrastructural development etc. The locals of the Northern Areas of Pakistan have been found as positively perceptive towards potential community based intra and inter-generational economic benefits from sustainable tourism development. It is notable that the findings of this study that people from the underdeveloped Northern Areas of Pakistan are positively perceptive towards sustainable economic development are consistent with the conclusions drawn by (Ko & Stewart, 2002).

Among the interviewed individuals, over 80% of the respondents have been found to be of the view that if the local communities are taken on board and given enough rights and authorities to incentivise their activities, sustainable tourism development initiatives can be rendered more effective in cultural and environmental preservation as well exploitation of the resources and creation of economic opportunities. Respondents classify tourism industry as the primary source of employment and income generation for the local communities of the Northern Areas of Pakistan, as hypothesised by this paper. The locals are of the view that if comprehensive community-based sustainable development policies are enforced, the pressing issue of seasonal. unemployment in these areas can also be addressed. These findings are congruent with the inferences made by (Jaafar et all, 2015) that establish the willingness of communities to participate and support tourism development in the area if they perceive that tourism industry growth would bear long term economic benefits for themselves.

Considering the overall economy, Pakistan's tourism industry is forecasted to grow at a rate above the global forecast by World Travel & Tourism Council (2016). It is to be noted that the Northern Areas have the brightest prospects of tourism industry growth in coming years. Table 3.6 tabulates the estimated trends in number of jobs to be created by tourism industry growth and the industry's total share in Pakistan's gross domestic product for the decade between 2017 and 2027 based on the available data for twenty-two years, ranging between 1995 and 2016.

Table 4.6 Estimated Trends in number of Jobs created by Tourism Industry between 2017-2027

Year	% Share of Total Employment	% Share of GDP
2017	6.07233	6.90649
2018	6.09798	6.93406
2019	6.13091	6.96954

2020	6.15396	6.99377
2021	6.18999	7.03271
2022	6.21595	7.05997
2023	6.22946	7.07304
2024	6.24346	7.08642
2025	6.25701	7.09946
2026	6.297	7.14199
2027	6.34274	7.19044

Source: Word Travel & Tourism Council 2017

4.7 CONCLUSION

This research study has been conducted to study the people's perception of community based economic benefits of sustainable tourism development in the Northern Areas of Pakistan, inclusive of Azad Jammu & Kashmir, Gilgit Baltistan and Khyber Pakhtunkhuwa. A total of 105 residents were interviewed per a particularly designed research questionnaire for this purpose. The respondents were selected on the basis of convenient sampling, the time frame of primary data collection was between December 2016 and July 2017. A careful study of presently available theory and metadata forecasts as well as the survey results provide sufficient evidence to support sustainable development approach to tourism industry growth in the Northern Areas of Pakistan. Evaluation of people's perceptions via this study provides ample evidence that the locals perceive the tourism industry growth a much-needed impetus for economic progress of these communities and are willing to support community based initiatives in this regard. Secondary data forecasts made by the World Travel & Tourism Council (2016) propose strong prospects of tourism industry growth in Pakistan on the overall basis. Sustainable tourism development can result in creation of economic opportunities integrated with

environmental stability, ecological balance and preservation of cultural identity in the Northern Areas of Pakistan. It can meet the needs of the present time and hold the carrying capacity for the times to come. The future prospects for the local communities of the Northern Areas of Pakistan can be greatly improvised through making and enforcement of policies centric to sustainable tourism development.

Chapter Five: Evaluation of Sustainability Policy Instruments & Perception in Pakistan: An Empirical Analysis

5.1 INTRODUCTION

This chapter describes the systematic methodological features of the study. The aim of this research is to study the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan. Also this study attempts to identify the potential gaps that may exist between the present national tourism policy and the sustainable tourism practices that are being followed in Pakistan and propose achievable suggestions and recommendations that can be used to ensure tourism in Pakistan is managed in a sustainable approach. Where these suggestions and recommendations could act as a possibility for government, policy makers and other stakeholders to carry out future research and develop other sustainable roles of tourism. This study attempts to answer the following research questions,

(a) What is the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan?

(b) What are the factors that encourage the interpretation of the nation's tourism policy into the act of sustainable tourism?

(c) Why was the tourism policy created? What's more, what systems and procedures were utilized in its formulation?

(d) What are the factors that complicates the interpretation of the national tourism policy into the act of sustainable tourism and in what manner can these be treated?

Firstly, the research design will define the type of research design, followed by pilot study and scale development. Secondly, the sampling method used for the study will be discussed followed by factors derived from exploratory factor analysis that are used in final study. It will also talk about the statistical methods of analysis used for the study, the reasons behind using them and the procedure used to conduct the study.

5.2 RESEARCH METHODOLOGY

A research design can be defined as an overall plan for getting answers to the studied questions and overcoming some of the problems met during the process of research (Polit and Beck, 2004). Because various research designs attempts to answer varied types of research problems, use is made-up of varied combinations of methods and procedures. Here, in this research, the classes of measurement, size of the sample size, data collection methods and tools for data analysis, will be done, according to Cooper and Schindler (2003).

This research design used here is quantitative research design, which is a study where the findings are the outcome of statistical summary and analysis (Ghauri and Gronhau, 2005).

In this Research, Descriptive research using a cross-sectional analysis is done here because it gives information that permits for identifying relationship between two or more variables (Aaker, Kumar and George, 2000). Also cross-sectional study is a best technique during time constraint, and also this study does not try to analyze the trends.

According to Fraenkel and Wallen (2000), descriptive research is a type of research which helps in finding out answers to a group of designed and administered questions with huge number of respondents in a pre-defined

population. Also this type of survey provides description, examination, and recording of a situation as it happens instead of explaining it (Polit and Hungler, 1995). This type of research design gives us a better quantity of responses from a varied range of people as respondents. In the descriptive type of survey, same set of questions are asked to a fixed number of sample respondents either in person or by telephone or email. This type of design gives a perfect portrayal of actions and it also helps to explain the perception of respondents and their behavior based on the data collected at a point in time.

Furthermore, it is considerable that this design is best suitable when the person studying this problem attempts to describe some characteristics of a population by taking unbiased sample of respondents who are supposed to answer questionnaires, interviews or tests. Even though these difficulties exist, the descriptive type of survey design was considered as the best suitable for analyzing the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan.

The design of this research project was a no experimental quantitative design by finding the relationship between two or more variables using statistical tools like Student t-test, One Way ANOVA, etc. This method is being used as the aim of the research is to find a relationship between the dependent and independent variables. The Independent variables used in this study are Policy Instruments for Sustainable Tourism Development which includes tourism environment tax, user fees, eco-labels, quotas and zoning, and Indicators of sustainable tourism which includes employment in the tourism industry, expenditures attributed to the tourism industry, air and water quality, tourism service, and hotel issues were used in the study. Achievement of

Sustainable Tourism Development in Pakistan is the dependent variable for this study.

STUDY AREA AND TARGET POPULATION

In Pakistan, there are many tourism destinations. Pakistan has been honoured by nature with a portion of the brilliant and amazing tourism spots that are set almost everywhere throughout the nation. There are numerous historical destinations that are being caught in every one of the urban communities of Pakistan. In basic each single city of Pakistan is advanced with the splendid looking destinations that are just love to observe. We have the spots of worth watching Banbhor, east part of Karachi, in the organization of its well-known museum.

Some of the alluring spots in Pakistan are

1) Moenjo-daro near to Taxila, Harappa near by the sahiwal,

2) The Lahore's Fort, the Mosque of Badshahi, Tomb of Jehangir's and the Tomb of Nur Jehan and the Shalimar Gardens in Lahore.

3) The Khyber Pass in Khyber Pakhtunkhwa

4) Ayubia, Murree, Swat, Kagan and Naran in the northern part and Ziarat located in Balochistan

5) Kalam and Lake of Mahudan in North.

6) Mountain Khyber Pakhtunwa, its valleys, lakes and streams.

7) The Hunza valley in the north, K-2, Rakaposhi mountains, and Harappa near Sahiwal.

A study population refers to all the persons or items with at least one common characteristic feature about whom a researcher tries to study. A population has the whole deposit of elements that an investigator is interested in (Hinton, 2001). The individuals or units inside a population are defined by the study question. Target population refers to the population to whom an investigator tries to generalize the outcome of the study. The target population of this research includes all the hoteliers, tour operators, and local residents of tourism destinations in Pakistan.

SAMPLING DESIGN AND SAMPLE SIZE

Simon and Goes (2012), explains that the sample size for a research may be calculated with statistical meticulousness. The size of a sample ought to be large enough so that it will be the envoy of the target population. A pilot study was carried out among 50 respondents and then the standard deviation of the average value of the question on Sustainable Tourism Development was calculated to agree on the sample size for this study. This question was predominantly selected for this rationale as this is the dependent variable for this research.

Sample Size (n) = $(ZS/E)^2$

Where,

Z = Standardized value corresponding to a confidence level of 95% = 1.96

S = Standard deviation of the dependent variable = 0.476

(from pilot study of 50 samples)

E = Acceptable error = 5% = 0.05

Hence,

Sample size = n   = $(ZS/E)^2$

= $(1.96 \times 0.446 / 0.05)^2$

= 304.113

= 304

Simple random sampling method was used in this study to select the hoteliers, tourist operators, and local residents of tourism destinations in Pakistan. Simple random sampling is a type of probability sampling method where every unit of a population has an equal chance of being selected (Fink, 1995). In this method of sampling the researcher collects the data from the respondents whom the researcher meet and those who are willing to participate in the survey.

The participants of this study consisted of both male and female respondents. The age, education, income level, job nature, are not at all the constraints to participate in this survey.

DATA COLLECTION METHODS & INSTRUMENT

Primary Data

The questionnaire which is the research instrument here was personally administered to collect the data from the respondents. Respondents who are prepared to contribute were requested to complete the questionnaire and return back immediately. Respondents were assured that the information collected would be strictly kept confidential, and that all the collected data would be analyzed as group data. In total, 338 hoteliers, tourist operators, and local

residents of tourism destinations in Pakistan responded to the survey, and only 307 respondents completed the survey entirely. The usable response rate was 90.8 % (307 out of 338).

The surveys were administered in the tourism destinations. Participants were made aware of ethical concerns and were assured of confidentiality at all times. Participants were also assured that all their answers would remain strictly anonymous and also that they had the right to withdraw from participation at any time. Any participants who took part in the study who were under eighteen were deleted from the research for ethical reasons. The Statistical Package for the Social Sciences, (SPSS) software, was used to analyze the data and test the relationships for the hypothesis.

Secondary Data

Secondary data is imperative where comparative judgments could be made to answer study questions and tackle research objectives. Secondary data required for this study was acquired through literature review, conversation with professionals, colleagues, and websites. Various refereed journals referred includes,

1) Academic Research International

2) American Journal of Agriculture and Forestry

3) Annals of Tourism Research

4) Current Issues in Tourism

5) Journal of Destination Marketing & Management

6) Journal of Hospitality & Tourism Research

7) Journal of Sustainable Tourism

8) SSRN: Annual Review of Environmental Resources

9) Sustainability

10) The Environmentalist

11) The Journal of International Trade and Diplomacy

12) The Pakistan Development Review

13) Tourism and Hospitality Research

14) Tourism in Peripheries: Perspectives from the Far North and South

15) Tourism Management

16) Tourism Recreation Research

DATA COLLECTION INSTRUMENT

Quantitative variables can be measured crosswise using a scale, their numeric standards have sense, and they can be subjected to calculating measures.The research instrument used in this study was developed after an extensive literature review and research design procedures learned from the literature (Alreck and Settle, 1995; Leady and Ormrod, 2001; Long, 1998). The questionnaire comprised of Likert-item questions which are designed to assess the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan, measured using the five-point scale the ranged from 'Strongly Agree' to 'Strongly Disagree'. The Likert-scale allows the survey respondents to choose one of five degrees of view about a given declaration from strong approval to strong disapproval. The answers chosen by the respondents are given weights ranging from 1 to 5, with the highest value shows the most favourable stance towards the subject of the study.

The first part of the questionnaire consists of questions related to demographic profile of the respondents which include gender, age group, respondent status, etc. The second part consists of question that measures the attitude of the respondents on Policy Instruments for Sustainable Tourism. This inventory was partially developed by the researcher as there is no standardized instrument available to specifically tap the dimensions of the study. The inventory items used to measure the attitude of the respondents towards tourism environment tax, user fees, eco-labels, quotas and zoning. The inventory items are adapted from Richard Denman, Sustainable tourism indicators and destination management, Workshop, Ministry of Tourism and Environment, Kolašin, Montenegro; Haile Aman, Sustainable Tourism Development in Eritrea: Assessing the Potential of the Tourism Industry as an Asset to Economic Development and Poverty Alleviation in Massawa and the Dahlak Archipelago, Royal Roads University, Victoria, British Columbia, Canada; Jerusha Bloyer Greenwood, Sustainable Development in a Tourism Destination Context: A Plimsoll Model of Sustainability in Tyrrell County, North Carolina, A dissertation submitted to the Graduate Faculty of North Carolina State University for the degree of Doctor of Philosophy in Parks, Recreation, and Tourism Management, Raleigh, NC; World Tourism Organization, Indicators of Sustainable Development for Tourism Destinations: A Guidebook; Dimoska and Petrevska, Indicators for Sustainable Tourism Development in Macedonia, Conference Proceedings, First International Conference on Business, Economics and Finance "From Liberalization to Globalization: Challenges in the Changing World", Macedonia; Jennifer Stange and David Brown, Sustainable Tourism: International Cooperation for Development,

Online Toolkit and Resources Series, Tourism Destination Management: Achieving Sustainable And Competitive Results; Girish Prayag, Kiran Dookhony-Ramphul & Mootoo Maryeven, Hotel development and tourism impacts in Mauritius: Hoteliers' perspectives on sustainable tourism, *Development Southern Africa*; and Dr. Alex C Michalos, Heather Creech, Dr. Christina McDonald, P. Maurine Hatch Kahlke, Measuring Knowledge, Attitudes and Behaviours towards Sustainable Development: Two Exploratory Studies. International Institute for Sustainable Development. Winnipeg, Manitoba, Canada.

The aim of the present research is to study the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan; to identify the potential gaps that may exist between the present national tourism policy and the sustainable tourism practices that are being followed in Pakistan; and to propose achievable suggestions and recommendations that can be used to ensure tourism in Pakistan is managed in a sustainable approach. Where these suggestions and recommendations could act as a possibility for government, policy makers and other stakeholders to carry out future research and develop other sustainable roles of tourism.

Hypotheses

H1: There is no significant difference between **Tourist Operators, Hoteliers, and Local Residents** who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and Tourist Operators, Hoteliers, and Local Residents who didn't attend, with respect to Attitude towards Policy Instruments for sustainable tourism

development *(Tourism environment tax, User fees, Eco-labels, Quotas, and Zoning)*

H2: There is no significant difference between **Tourist Operators, Hoteliers, and Local Residents** who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and those who have not attended with respect to Overall Attitude towards Indicators of Sustainable Tourism. *(Employment in the tourism industry, Expenditures attributed to the tourism industry, Air and water quality, Tourism service, and Hotel issues)*

H3: There is no significant different between **Tourist Operators, Hoteliers, and Local Residents** who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and those who have never attended any such courses with respect to Attitude towards Sustainable Tourism Development in Pakistan

H4: There is no significant difference between **age group** of the respondents with respect to attitude of the respondents towards policy instruments for sustainable tourism development *(Tourism environment tax, User fees, Eco-labels, Quotas, and Zoning)*

H5: There is no significant difference between **age group** of the respondents with respect to attitude of the respondents towards indicators of sustainable tourism *(Employment in the tourism industry, Expenditures attributed to the tourism industry, Air and water quality, Tourism service, and Hotel issues)*

H6: There is no significant difference between **age group** of the respondents with respect to attitude of the respondents towards achievement of sustainable tourism development in Pakistan

H7: There is no significant difference between **type of the respondents** with respect to attitude of the respondents towards policy instruments for sustainable tourism development (Tourism environment tax, User fees, Eco-labels, Quotas, and Zoning)

H8: There is no significant difference between **type of the respondents** with respect to attitude of the respondents towards indicators of sustainable tourism (Employment in the tourism industry, Expenditures attributed to the tourism industry, Air and water quality, Tourism service, and Hotel issues)

H9: There is no significant difference between **type of the respondents** with respect to attitude of the respondents towards achievement of sustainable tourism development in Pakistan

H10: There is no significant difference between **Level of Incomes** of Tourist Operators, Hoteliers, and Local Residents with respect to attitude of the respondents towards policy instruments for sustainable tourism development (Tourism environment tax, User fees, Eco-labels, Quotas, and Zoning)

H11: There is no significant difference between **Level of Incomes** of Tourist Operators, Hoteliers, and Local Residents with respect to attitude of the respondents towards achievement of sustainable tourism development in Pakistan

H12: There is no significant difference between **Level of Incomes** of Tourist Operators, Hoteliers, and Local Residents with respect to attitude of the respondents towards achievement of sustainable tourism development in Pakistan

H13: There is no significant difference between **mean ranks** towards Sustainable Tourism Development Attitude of Tourist Operators, Hoteliers, and Local Residents.

PILOT STUDY

Pilot study is a meaningful performance in survey instrumentation, as there are indispensable improvements that could be made from beginning to end of the process (Andrews et. al., 2003). Performing a pilot study provides an investigator the opportunity to evaluate how effectively the research tool was designed.

In this research, a pilot survey was conducted with a sample of 50 respondents including hoteliers, tourist operators, and local residents in various tourist destinations in Pakistan. With the results obtained, a confirmatory factor analysis was done to refine the questionnaire by eliminating certain items based on their non-applicability. Then, several questions are re-worded to evade confusion and providing improved understanding for the survey respondents.

RELIABILITY

The reliability calculation tests the consistency of the collected data (Bryman & Cramer, 1994). High correlations (ie. values of 0.8 and above) show that the items correlate to each other and are fitting in measuring the same opinion of the respondents. Hence, Cronbach's alpha is constructive in viewing that the items are reliable in determining the opinion of the respondents. Reliability test can be applied only to the Likert scale questions. Values with an alpha of 0.7 and above specify a high degree of correlation and hence reliable statistically.

Table 5.1 below shows Cronbach's alpha as 0.866, showing a high degree of internal consistency amongst the scale items.

Table: 5.1 Reliability test

Cronbach's Alpha	N	No. of items
.866	307	64

Table: 5.2 Item total statistics for Reliability

	Scale mean if item deleted	Scale variable if item deleted	Corrected item - Total correlation	Cronbach's alpha if item deleted
TET1	63.46	114.439	.113	.844
TET3	64.00	116.880	.404	.844
TET4	61.74	114.156	.054	.846
TET4	63.54	115.759	.074	.849
TET5	63.10	114.975	.340	.841
TET6	63.46	114.880	.344	.846
UF1	61.85	116.467	.337	.848
UF3	61.93	113.051	.396	.849
UF4	64.00	114.474	.077	.844
UF4	63.47	115.474	.494	.844
UF5	63.58	115.606	.173	.848
UF6	63.90	115.446	.338	.849
UF7	61.57	115.708	.484	.844
UF8	61.48	115.634	.373	.844
EL1	63.15	114.650	.419	.841
EL3	63.47	114.459	.150	.844
EL4	63.80	117.644	.304	.853
EL4	63.59	115.434	.637	.841
EL5	63.48	117.309	.418	.849
EL6	61.95	114.980	.470	.849
Q1	61.35	116.693	.378	.848
Q3	61.54	115.437	.655	.850

Q4	63.45	116.411	.146	.840
Q4	63.17	114.748	.447	.847
Q5	63.46	115.360	.145	.841
Z1	63.64	114.577	.095	.851
Z3	61.35	116.554	.336	.848
Z4	64.00	114.171	.060	.844
Z4	61.43	117.461	.449	.853
Z5	61.77	114.684	.199	.843
EMP1	61.85	114.190	.196	.841
EMP3	61.40	115.848	.104	.848
EMP4	61.55	116.134	.175	.844
EMP4	63.10	115.769	.386	.844
EMP5	63.78	115.414	.047	.840
EMP6	63.34	116.583	.498	.849
EMP7	63.56	117.930	.189	.843
EXP1	61.45	115.008	.547	.846
EXP3	61.44	114.901	.044	.840
EXP4	61.88	116.054	.517	.840
EXP4	61.54	113.968	.316	.849
AWQ1	63.45	117.171	.116	.845
AWQ3	64.00	114.418	.473	.851
AWQ4	63.54	116.630	.175	.846
AWQ4	61.35	116.657	.487	.844
AWQ5	61.47	116.594	.197	.854
AWQ6	63.45	116.996	.054	.843
AWQ7	61.38	114.699	.354	.844
TS1	63.87	115.658	.150	.841
TS3	61.54	114.840	.443	.846
TS4	63.49	113.636	.450	.845
TS4	63.87	113.391	.436	.844
TS5	64.00	117.359	.404	.843
HI1	61.88	115.958	.054	.845
HI3	61.34	114.389	.419	.846
HI4	63.44	117.701	.463	.844

HI4	61.96	114.448	.409	.844
HI5	61.83	116.161	.416	.853
AST1	61.46	116.349	.105	.849
AST3	63.41	114.780	.133	.848
AST4	63.54	115.759	.074	.849
AST4	63.45	117.171	.116	.845
AST5	64.00	114.418	.473	.851
AST6	61.35	116.693	.378	.848

VALIDITY

Confirmatory factor analysis (CFA) is a method followed by researchers to validate *a priori* hypotheses about the relationship between a set of items (questions) measured and their respective factors (Netemeyer *et al.,* 2003). This analysis provides assessment of the theory measured by using the empirical evidence of the validity of the items based on overall fitness of the model and the construct validity (Hair *et al., 2010*). A measurement theory refers to a set of theoretical, systematic, and logical assumptions that suggests path between underlying constructs and items. The construct validity is the fundamental requirement for testing the theory further (Steenkamp and Trijp, 1991). Hence, confirmatory factor analysis (CFA) is used as a standard measurement of construct validity to make sure that the theoretical meaning of a construct is empirically captured by its indicators (Steenkamp and Trijp, 1991).

There are four types of validity assessed in this study (Netemeyer *et al.* 2003; Morgan *et al.* 2004) as shown below,

a) Content validity refers to the extent in which the elements of measurement scales are significant and represents the construct for the exact assessment purpose.

b) Face validity refers to the measurement that items of a scale sufficiently measure the construct of interest.

c) Convergent validity tests whether the independent measures of the same construct are highly correlated.

d) Discriminant validity tests whether the constructs deviate from other operationalizations for which the construct is theoretically distinctive.

Before conducting the pilot study, content validity and face validity of the instrument was assessed through research experts and eminent professors in the area of study (Hardesty and Bearden, 2004). Then a study was conducted among 64 respondents. With the data collected convergent validity and discriminant validity were assessed using confirmatory factor analysis (Anderson and Gerbings, 1988). The results are shown in the Table 5.3

Table 5.3 Confirmatory Factor Analysis
(for finalizing the inventory items in the questionnaire)

Variables	Chi Square Value	P Value	GFI	AGFI	CFI	RMR	RMSEA	No. of Statements	
								Before CFA	After CFA
Achievement of sustainable tourism development	4.338	0.411	0.976	0.943	0.991	0.025	0.032	8	6

Tourist Environmental Tax	4.221	0.311	0.995	0.977	0.998	0.011	0.020	8	6
User Fees	3.212	0.432	0.991	0.923	0.993	0.031	0.053	9	8
Eco-labels	3.422	0.432	0.991	0.923	0.993	0.031	0.053	8	6
Quotas	3.315	0.322	0.996	0.979	0.999	0.014	0.015	7	5
Zoning	2.543	0.623	0.966	0.921	0.936	0.032	0.021	8	5
Employment in the tourism industry	2.998	0.152	0.994	0.940	0.970	0.019	0.095	8	7
Expenditures attributed to the tourism industry	4.654	0.074	0.991	0.956	0.966	0.021	0.072	8	4
Air and water quality	3.750	0.430	0.990	0.970	0.987	0.019	0.035	8	7
Tourism service	3.665	0.234	0.981	0.950	0.987	0.032	0.077	8	5
Hotel issues	3.126	0.168	0.997	0.967	0.991	0.025	0.058	8	5

Confirmatory factor analysis has been done on the attitude of the respondents towards

1. Achievement of sustainable tourism development in Pakistan,
2. Policy instruments for sustainable tourism development,
3. and Indicators of sustainable tourism.

The above table reveals that all the categories, except User Fee & Quotas, had eight number of statements before conducting CFA, however, statists obtained after conducting CFA varied.

A total number of 9 and 7 statements, before CFA, were received against User Fee and Quotas, respectively. User Fee dropped down by only one item, while Quotas experienced a little difference, a drop of 2 items, after conducting CFA on both

Similarly, areas like Employment in the tourism industry, and Air and water quality, both lost one item after CFA resulting in 7 items. Achievement of sustainable tourism development, Tourist Environmental Tax and Eco-labels also depicted a downward movement by losing 2 items.

Zoning, Tourism service, and Hotel issues had 8 before items before conducting CFA and came to 5 after CFA, however, Expenditures attributed to the tourism industry showed a significant difference as the items became half post CFA

Overall, the model under confirmatory factor analysis shows signs of acceptability as the values of all variables fall within acceptable range. This means that all the Items (questions) stated in the questionnaire are relevant and does not need any omission or changes.

DATA ANALYSIS TOOLS

Depending on the study questions of this research and the data collected from the respondents, refined statistical tools were applied to analyze the data. The data collected was analyzed by using both descriptive and inferential statistical techniques. According to McClave and Sincich (2003), descriptive

statistics uses numerical and graphical methods to arrive across the outlines in a data-set, to sum up the information revealed in a data set and to present the information in a convenient form. The descriptive statistical analysis techniques used in this research were means, percentages and frequencies. Inferential statistics used in this research to generalize the sample data to the population (Trochim, 2006) which includes ANOVA, Chi-Square Analysis, and Correlation Analysis.

Percentage Analysis: Percentage analysis was used in this study to analyze the characteristics of the sample respondents. This analysis helps to determine a better view of characteristics such as demographic variables, variables with respect to attitude of the respondents towards policy instruments for sustainable tourism development, indicators of sustainable tourism, achievement of sustainable tourism development in Pakistan.

Student t-test: To test whether statistically significant differences subsist between two different groups with respect to dependent variable, t-test for independent groups can be used. It is a parametric test with the following assumptions,

a) Differences could be compared with the help of means. The data must be of at least one interval scale.

b) Sample size of the two compared groups need not be the same.

c) This test assumes equal variances.

d) Data should be distributed normally.

Student t-test was applied to the following groups:

1. Male and Female Respondents

One Way ANOVA: At the compassion of ANOVA, is the notion of variance. The basic procedure is to derive two different estimates of population variance from the data, then calculate a statistic from the ratio of these two estimates (between groups and within groups variance). The F ratio is the ratio of 'between-groups' variance to 'within-groups' variance. A significant F value indicates that the population means are probably not equal (Leedy, 1997). Before ANOVA was conducted, it was ensured that the necessary assumptions were met. The two assumptions of concern were population normality and homogeneity of variance. This test was applied to the following groups:

1. Age groups of the respondents
2. Type of the respondents

Friedman's Test: Friedman's test is a non-parametric statistical test, developed by the U.S. economist Milton Friedman. This is one of the 'analysis of variance' technique used for ordinal data (ranked data). Friedman's test is used to check the existence of similarities or differences with respect to the means of related groups (Lehmann, 2001). The following are the assumptions under this test,

1. The categories or blocks or groups of the sample collected are independent.
2. Observations within each category can be ranked.

First, Friedman's test compares three or more paired groups and ranks each row (or *block*) together. Second, this test detects differences in treatments, randomly assigned to subjects within each randomized complete block design, across multiple test attempts. Third, it measures differences between *k*

treatments of *n* blocks. The assumptions for hypothesis setting under Friedman's test should be,

- Null Hypothesis (H0): The populations under treatment are equal

- Alternate Hypothesis (H1): At least one treatment population gets larger value than at least one another treatment population

Mediation Analysis:

Mediation Analysis works on a statistical model where the relationship between independent and dependent variable is observed by adding third hypothetical (mediating) variable. By using this method, the relationship of independent and dependent can be clarified by using a mediator variable where the independent variable influences mediator variable which in turn influences dependent variable.

LIMITATIONS OF THE STUDY

The first limitation of this research is the nature of the participants: All the participants of this study are either hoteliers or tourist operators, or local residents of various tourism destinations in Pakistan. While trying to generalize the outcomes to a larger population in Pakistan or other parts of the world, one must be cautious.

The second limitation of this research is the method used to collect information. Only one data collection technique was used: A well-structured questionnaire with Likert-scale items measuring attitude of the respondents towards achievement of sustainable tourism development in Pakistan was used. Thus, the research is based on self-reported information consisting

discernment of the participants. In addition, this research could give only a cross sectional viewpoint of respondents at a specific point of time.

5.3 EMPRICAL RESULTS

Earlier, the research methodology employed by the researcher to achieve the objectives of the study was discussed. This section deals with the analysis and interpretation of the data collected based on the frame of reference of this thesis. The main objective of the present study is to find out the attitude of Tourist Operators, Hoteliers, and Local Residents towards Sustainable Tourism Development in Pakistan with respect to business Tourist Operators, Hoteliers, and Local Residents in various tourism destinations in Pakistan. As may be recalled, the present research has three objectives and thirteen hypotheses to ascertain the Attitude towards Policy Instruments, Indicators of Sustainable Tourism, and attitude of Tourist Operators, Hoteliers, and Local Residents towards Sustainable Tourism Development.

The analysis and interpretation of data has been done in two folds; the first section of analysis presents descriptive statistics of the respondents (n=307) in terms of their demographic characteristics.

The second part of analysis deals with inferential statistics. This section comprises of four different paragraphs. The first paragraph presents the results of Student t-test done to find out the significance of difference between those Tourist Operators, Hoteliers, and Local Residents, who Attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and not attended such courses with regard to Attitude towards Policy Instruments, Overall Attitude towards Indicators of Sustainable Tourism, and Attitude towards Sustainable Tourism Development in Pakistan.

The second paragraph presents the results of One Way ANOVA to find out the relations between demographic variables and Attitude towards Policy Instruments, Overall Attitude towards Indicators of Sustainable Tourism, and Attitude towards Sustainable Tourism Development in Pakistan.

The third paragraphs deals with Friedman test. This was done to find out the significance of difference in the mean ranks towards Sustainable Tourism Development Attitude of Tourist Operators, Hoteliers, and Local Residents

The fourth paragraphs presents the results of the empirical analysis of the proposed conceptual model using Mediation Analysis using Sobel's Test.

The chapter concludes establishing the significance of the model developed by the researcher which is tested in the study.

NORMALITY TEST

Saunders, Lewis and Thornhill (2007) explains Kolmogorov-Smirnov test as a statistical test used to find out the possibility that an experimental set of values for each grouping of a variable differs from a specific distribution. In this study, one-sample Kolmogorov-Smirnov test was used to verify whether the collected data are distributed normally or not.

Table 5.4 One Sample Kolmogorov-Smirnov Test

Variable	Contents	Kolmogorov-Smirnov Z	P-value
Attitude towards Sustainable Tourism Development in Pakistan	Attitude towards Sustainable Tourism Development in Pakistan	1.086	0.062
Attitude towards Policy	Tourist Environmental	1.399	0.058

Instruments	Tax		
	User Fees	1.042	0.072
	Eco-Labels	1.820	0.083
	Quotas	1.570	0.052
	Zoning	1.029	0.062
	Overall Attitude towards Policy Instruments	1.321	0.0530
Attitude towards Indicators of Sustainable Tourism	Employment in the Tourism Industry	1.507	0.071
	Expenditures Attributed to the Tourism Industry	1.320	0.061
	Air and Water Quality	1.284	0.074
	Tourism Service	1.813	0.063
	Hotel Issues	1.958	0.091
	Overall Attitude towards Indicators of Sustainable Tourism	1.288	0.072

The results of the one-sample Kolmogorov-Smirnov test reveal that the proportions follow a normal distribution. The above table shows that normality is met for all the variables as the P values are greater than 0.05. Hence, parametric tests are used to test the differences in means between demographic variables, Attitude towards Policy Instruments, Overall Attitude towards Indicators of Sustainable Tourism, and Attitude towards Sustainable Tourism Development in Pakistan.

DESCRIPTIVE STATISTICS

This section provides with the descriptive statistics of the 307 respondents who participated in the survey. Descriptive statistics is the most basic form of statistics which is used to describe the demographic characteristics of the sample selected for the study.

Percentage analysis is one of the statistical measures used to describe the sample in terms of their demographic characteristics such as gender, age, Type of Respondent, Level of Education, Level of Income, Familiarity towards Environmentally Sustainable Tourism, Membership with any business, community or environmental Organizations, Attended any Course or Seminar/Workshop/Lecture related to Sustainable Tourism or Environmental Management, and Organization Responsible to take Lead on Developing Sustainable Tourism Policies. Distribution of sample based on the above mentioned demographic characteristics is given the following table.

Table 5.5 Demographic Profile of the Respondents

Demographic Information	Frequency	Percentage
Gender		
Male	275	89.6
Female	32	10.4
Age Group		
21 to 30	113	36.8
31 to 40	105	34.2
41 to 50	54	17.6
Above 50	35	11.4

Type of Respondent		
Local resident	55	17.9
Tourist Operator	73	23.8
Hotelier	179	58.3
Level of Education		
Secondary Level or below	83	27.0
Higher Secondary	61	19.9
Graduation	68	22.1
Post Graduation	65	21.2
Any other	30	9.8
Level of Income		
Less than Rs.30,000	88	28.7
Rs.30,000 to Rs.60,000	82	26.7
Rs.60,000 to Rs.1,20,000	68	22.1
Above Rs.1,20,000	41	13.4
Can't tell	28	9.1
Familiarity towards Environmentally Sustainable Tourism		
To some extent	162	52.8
To a great extent	91	29.6
Not at all	54	17.6
Membership with any business, community or environmental Organizations		
Council member	96	31.3
Tourism Association	130	42.3
Environmental Organization	81	26.4
Attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management		
	79	25.7
Yes	228	74.3

No		
Organization Responsible to take Lead on Developing Sustainable Tourism Policies		
Local Authorities	38	12.4
Tourism industry	117	38.1
Regional tourism Organizations	11	3.6
Other Organizations	47	15.3
A partnership of local authorities, the tourism industry and/or tourism Organization	94	30.6
Total	307	100.0

Table 5.5 shows that, among the respondents, a small portion consists of female respondents (10.4%) compared to 89.6% male respondents. When it comes to age wise segregation, 36.8% of the participants belong to age group 21 to 30 years, 34.2% of them fall in age group 35 to 45 years, 17.6% are between 45 to 55 years, and only 11.4% of them are aged 60 years and above.

58.3% of the respondents are Local residents, 23.8% of them are Tourist Operators, and 17.9% of them are Hoteliers.

The questionnaire also depicts that 27% of the respondents are specialized in human resources area, 22.1% of them have Graduation specialization, 21.2% of them have completed Post Graduation, 19.9% of them are from Higher Secondary specialization, and 9.8% of them have completed their education in other areas.

Income wise classification shows that 28.7% of the respondents earn less than Rs.30,000, 26.7% of them earn between Rs.30,000 to Rs.60,000,

income of 22.1% lies between Rs.60,000 to Rs.1,20,000, 13.4% of them receive income Above Rs.1,20,000, however, 9.1% of them preferred not to disclose their Level of Income.

52.8% of the respondents have up to 5 years of Familiarity towards Environmentally Sustainable Tourism, 29.6% of them have 5 to 10 years of Familiarity towards Environmentally Sustainable Tourism, and only 17.6% of them have No Familiarity at all towards Environmentally Sustainable Tourism.

42.3% of the respondents have up to 5 years of Membership with any business, community or environmental Organizations, 31.3% of them have no industrial experience, and 26.4% of them have more than 5 years of Membership with any business, community or environmental Organizations.

So far, 74.3% of the respondents have not attended any Course or Seminar/Workshop/Lecture related to Sustainable Tourism or Environmental Management whereas 25.7% of them have Attended Course or Seminar/Workshop/Lecture related to Sustainable Tourism or Environmental Management.

When questioned about "*Organization Responsible to take Lead on Developing Sustainable Tourism Policies",* 38.1% of the respondents opined that Tourism Industry should take lead on Developing Sustainable Tourism related Policies, 30.6% of them said that this could be attained through a partnership of local authorities, the tourism industry and/or tourism organization, 15.3% of them referred other organizations who can take lead on Developing Sustainable Tourism related Policies, 12.4% of them have referred that it could be done by Local Authorities, and only 3.6% of them have referred

Regional tourism organizations.

INFERENTIAL STATISTICS

Inferential statistics is a way of bringing out inferences about the phenomenon under the study with regard to the selected sample. In this study, Student t-test, One way analysis of variance, Friedman test, Correlation analysis, and Mediation Analysis using Sobel's Test have been used to draw inferences about the sample under study.

STUDENT T-TEST

Student t-test is used to find out the significance of difference between means of two independent samples. In this study attending any course or seminar/workshop/lecture related to sustainable tourism or environmental management and not attending, are the independent samples considered.

T-TEST OF HYPOTHESIS - 1

Null Hypothesis: There is no significant different between Tourist Operators, Hoteliers, and Local Residents who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and Tourist Operators, Hoteliers, and Local Residents who didn't attend, with respect to Attitude towards Policy Instruments.

To test the hypothesis, the significance of difference between the mean scores of those who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and Not Attended Tourist Operators, Hoteliers, and Local Residents with respect to the Policy Instruments for Sustainable Tourism Development was found out. The results are summarized in the Table 5.6

Table 5.6 Student t test for significant difference between attending any course or seminar/workshop, lecture related to sustainable tourism or environmental management and non attending

Policy Instruments for Sustainable Tourism Development	Attended		Not Attended		t Value	P Value
	Mean	SD	Mean	SD		
Tourist Environmental Tax	14.77	2.40	15.26	2.08	-1.724	0.086
User Fees	21.48	2.50	21.32	2.62	0.489	0.626
Eco-Labels	15.30	1.90	15.47	2.32	-0.586	0.558
Quotas	21.38	2.55	21.40	2.59	-0.058	0.954
Zoning	15.23	2.33	14.38	2.50	2.635	0.009**
Attitude towards Policy Instruments	103.25	9.55	102.92	9.68	0.264	0.792

Note: ** Denotes significant at 1% level

From the Table 5.6, since p value is less than 0.01 for Zoning, the null hypothesis is rejected at one percent level of significance. Hence, there is significant difference between those who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and those who have not attended with respect to Zoning. Based on mean score, Tourist Operators, Hoteliers, and Local Residents who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management have better attitude towards Zoning than those who have not attended any seminars/workshops/lectures on sustainable tourism or environment management. This difference is statistically significant.

T-TEST FOR HYPOTHESIS - 2

Null Hypothesis: There is no significant difference between Tourist Operators, Hoteliers, and Local Residents who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and those who have not attended with respect to Overall Attitude towards Indicators of

Sustainable Tourism.

To test the hypothesis, the significance of difference between the mean scores of Tourist Operators, Hoteliers, and Local Residents who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and those who have not attended with respect to the distribution of Indicators of Sustainable Tourism was found out. The results are summarized in the Table 5.7

Table 5.7 Student t test for significant difference between Attending any Seminar/Workshop/Lecture on Sustainable Tourism or Environmental Management with respect to Overall Attitude towards Indicators of Sustainable Tourism

Distribution of Attitude towards Indicators of Sustainable Tourism	Attended		Not Attended		t value	P value
	Mean	SD	Mean	SD		
Employment in the Tourism Industry	26.66	3.24	26.94	3.63	-0.068	0.544
Expenditures Attributed to the Tourism Industry	30.59	3.45	30.96	3.57	-0.783	0.435
Air and Water Quality	35.14	5.42	34.90	5.20	0.343	0.732
Tourism Service	20.15	5.02	21.18	4.94	-1.593	0.112
Hotel Issues	27.86	3.58	28.07	3.45	-0.451	0.116
Overall Attitude towards Indicators of Sustainable Tourism	140.52	8.75	141.69	9.58	-0.956	0.340

Since p value is greater than 0.05 for Overall Attitude towards Indicators of Sustainable Tourism, the null hypothesis is accepted at five percent level of significance. Hence it was concluded that, there is no significant difference between Tourist Operators, Hoteliers, and Local Residents who attended any course or seminar/workshop, lecture related to sustainable tourism or

environmental management and those who have not attended with respect to Overall Attitude towards Indicators of Sustainable Tourism.

T-TEST FOR HYPOTHESIS - 3

Null Hypothesis: There is no significant different between Tourist Operators, Hoteliers, and Local Residents who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and Tourist Operators, Hoteliers, and Local Residents who have never attended any such courses with respect to Attitude towards Sustainable Tourism Development in Pakistan.

To test the hypothesis, the significance of difference between the mean scores of attended respondents and those who never attended with respect to Attitude towards Sustainable Tourism Development in Pakistan was found out. The results are summarized in the Table 5.8

Table 5.8 Student t test for significant difference between Respondents who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and who never attended such courses with respect to Attitude towards Sustainable Tourism Development in Pakistan

Attending any Seminar/Workshop/Lecture on Sustainable Tourism or Environmental Management	Attitude towards Sustainable Tourism Development in Pakistan		t Value	P Value
	Mean	SD		
Attended	32.92	5.92	-0.357	0.721
Not Attended	33.21	6.09		

Since P value is greater than 0.05, the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant difference between attending any course or seminar/workshop, lecture related to sustainable tourism or environmental management and non-attending by the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude

towards Sustainable Tourism Development in Pakistan.

ONE WAY ANOVA

To examine whether there exists any discrepancy among different groups of Tourist Operators, Hoteliers, and Local Residents categorized by **age, Type of Respondent, specialization area, and Level of Income**, with respect to Attitude towards Policy Instruments, Overall Attitude towards Indicators of Sustainable Tourism, and Attitude towards Sustainable Tourism Development in Pakistan, one way ANOVA was conducted for each of the select demographic factors.

ONE WAY ANOVA FOR HYPOTHESIS - 4

Null Hypothesis: There is no significant difference between **Age** Groups of Tourist Operators, Hoteliers, and Local Residents with respect to Policy Instruments for Sustainable Tourism Development

To test the hypothesis, ANOVA was done using F test. The mean scores of the various age groups were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.9

Table 5.9 ANOVA for significant difference between Age group of Tourist Operators, Hoteliers, and Local Residents with respect to Policy Instruments for Sustainable Tourism Development

Policy Instruments for Sustainable Tourism Development	Age Group in years				F Value	P Value
	21 to 30	31 to 40	41 to 50	Above 60		
Tourist Environmental Tax	15.14^a (2.09)	15.01^a (2.18)	14.57^a (2.12)	16.34^b (2.10)	5.140	0.002**
User Fees	21.14 (2.52)	21.27 (2.84)	21.48 (2.52)	22.14 (1.99)	1.428	0.235
Eco-Labels	15.19 (1.89)	15.50 (2.31)	15.98 (1.69)	15.17 (3.31)	1.774	0.152
Quotas	21.57 (2.48)	21.13 (2.68)	21.57 (2.46)	21.34 (2.78)	0.617	0.604
Zoning	14.35^{ab} (2.85)	14.90^b (2.51)	15.06^b (1.82)	13.80^a (1.69)	2.787	0.041*
Overall Attitude towards Policy Instruments	102.35 (9.56)	103.24 (10.44)	103.63 (7.95)	103.46 (9.99)	0.292	0.831

Note: 1. The values within the brackets refers to Standard Deviation

2. ** Denotes significant at 1% level

3. Different alphabets between Policy Instruments for Sustainable Tourism Development denotes Significant at 5% level using Duncan Multiple Range Test

From Table 5.9, with respect to Tourist Environmental Tax, the p value is less than 0.01, null hypothesis is rejected at 1% level of significance, which infers that there is a significant difference between age group of the Tourist Operators, Hoteliers, and Local Residents with respect to Tourist Environmental Tax. Based on Duncan Multiple Range test, age group Above 60 years are significantly better with Tourist Environmental Tax than other groups. Regarding Zoning, since the p value is less than 0.05, the null hypothesis is rejected at 5% level of significance, which shows that there is significant difference between age group of the Tourist Operators, Hoteliers, and Local Residents with respect to Zoning. Based on Duncan Multiple Range test, age groups between 35 to 45 and 45 to 55 are significantly better with Zoning than people Above 60 years, but people 21 to 30 years are significantly different in comparison with other groups.

ONE WAY ANOVA FOR HYPOTHESIS - 5

Null Hypothesis: There is no significant difference between **Age** group of Tourist Operators, Hoteliers, and Local Residents with respect to **Distribution of Overall Attitude towards** Indicators of Sustainable Tourism

To test the hypothesis, ANOVA was done using F test. The mean scores of the various age groups were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.10

Table 5.10 ANOVA for significant difference between Age group of Tourist Operators, Hoteliers, and Local Residents with respect to Distribution of Overall Attitude towards Indicators of Sustainable Tourism

Distribution of Overall Attitude towards Indicators of Sustainable Tourism	Age Group in years				F Value	P Value
	21 to 30	31 to 40	41 to 50	Above 60		
Employment in the Tourism Industry	27.88[b] (3.70)	25.88[a] (2.77)	25.67[a] (3.02)	28.43[b] (4.26)	11.240	<0.001**
Expenditures Attributed to the Tourism Industry	29.44[a] (3.62)	31.15[b] (3.55)	31.65[b] (2.32)	33.37[c] (2.81)	14.872	<0.001**
Air and Water Quality	33.52[a] (5.11)	34.69[ab] (5.44)	35.65[b] (4.89)	39.40[c] (2.59)	12.907	<0.001**
Tourism Service	22.12[b] (3.98)	21.92[b] (5.12)	18.50[a] (4.96)	17.77[a] (4.97)	14.147	<0.001**
Hotel Issues	27.56[ab] (3.93)	28.46[bc] (2.52)	27.09[a] (3.93)	29.57[c] (3.08)	5.000	<0.002**
Overall Attitude towards Indicators of Sustainable Tourism	140.27[ab] (10.84)	142.27[b] (7.72)	138.26[a] (8.91)	147.20[c] (6.36)	7.835	<0.001**

Note: 1. The Values within the brackets refers to Standard Deviation

2. ** Denotes significant at 1% level

3. Different alphabets between Policy Instruments for Sustainable Tourism Development denotes Significant at 5% level using Duncan Multiple Range Test

Since p value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence concluded that, there is significant difference between age group of the Tourist Operators, Hoteliers, and Local Residents with respect to Overall Attitude towards Indicators of Sustainable Tourism. Based on Duncan Multiple Range test, Tourist Operators, Hoteliers, and Local Residents Above 60 years have significantly high level of Overall Attitude towards Indicators of Sustainable Tourism and they also have significantly high level of Attitude towards Employment in the Tourism Industry, Expenditures Attributed to the Tourism Industry, Air and Water Quality, and Hotel Issues. Whereas, Tourist Operators, Hoteliers, and Local Residents between 21 to 30 years have significantly high level of Attitude towards Tourism Service.

ONE WAY ANOVA FOR HYPOTHESIS - 6

Null Hypothesis: There is no significant difference between **age** group of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan.

To test the hypothesis, ANOVA was done using F test. The mean scores of the various age groups were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.11

Table 5.11 ANOVA for significant difference between Age group of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan

Age Group of the Respondents	Attitude towards Sustainable Tourism Development in Pakistan	F Value	P Value
21 to 30 Years	33.30	2.279	0.080

	(6.15)		
31 to 40 Years	32.92 (5.78)		
41 to 50 Years	31.85 (5.61)		
Above 60 Years	35.20 (6.68)		

Note: The Values within the brackets refers to Standard Deviation

Since p value is greater than 0.05, the null hypothesis is accepted at 5% level of significance. Hence concluded that there is no significant difference between age group of the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan.

ONE WAY ANOVA FOR HYPOTHESIS - 7

Null Hypothesis: There is no significant difference between **level of education** of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Policy Instruments for Sustainable Tourism Development.

To test the hypothesis, ANOVA was done using F test. The mean scores of the various level of education were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.12

Table 5.12 ANOVA for significant difference between level of education of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Policy Instruments for Sustainable Tourism Development

Policy Instruments for Sustainable Tourism Development	Level of Education					F value	P value
	Secondary Level or below	Higher Secondary	Graduation	Post Graduation	Any other		
Tourist Environmental Tax	15.58^b (2.24)	14.20^a (2.06)	14.99^{ab} (2.32)	15.35^b (1.71)	15.67^b (2.22)	4.627	0.001**
User Fees	20.82^{ab} (3.12)	20.59^a (2.25)	22.12^c (2.24)	21.86^c (2.40)	21.60^{bc} (2.06)	4.595	0.001**
Eco-Labels	14.71^a (2.27)	15.41^{ab} (2.09)	15.50^{ab} (1.78)	16.12^b (2.18)	15.80^b (2.78)	4.166	0.003**
Quotas	21.77 (2.49)	21.13 (1.85)	21.32 (2.77)	21.69 (2.67)	20.40 (3.19)	1.975	0.098

Zoning	13.77[a] (2.70)	14.54[ab] (1.80)	15.03[b] (2.69)	14.43[ab] (2.32)	16.40[c] (1.81)	7.416	0.000**
Overall Attitude towards Policy Instruments	101.95[ab] (9.69)	99.67[a] (6.83)	104.50[b] (9.26)	105.09[b] (10.13)	104.80[b] (12.16)	3.626	0.007**

Note: 1. The Values within the brackets refers to Standard Deviation

2. ** Denotes significant at 1% level

3. Different alphabets between Policy Instruments for Sustainable Tourism Development denotes Significant at 5% level using Duncan Multiple Range Test

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, there is significant difference between level of education of the Tourist Operators, Hoteliers, and Local Residents with respect to Overall Attitude towards Policy Instruments. The same result obtained with respect to Attitude towards Tourist Environmental Tax, User Fees, Eco-Labels, and Zoning. Based on Duncan Multiple Range test, any other educated Tourist Operators, Hoteliers, and Local Residents are better with Attitude towards Tourist Environmental Tax, but Graduated Tourist Operators, Hoteliers, and Local Residents are not significant with other Level of Educated Tourist Operators, Hoteliers, and Local Residents. Graduated Tourist Operators, Hoteliers, and Local Residents are better with Attitude towards User Fees but Secondary Level or below and any other educated are not significant with other groups of respondents. Post Graduated Tourist Operators, Hoteliers, and Local Residents are better with Attitude towards Eco-Labels but Higher Secondary and Graduation completed respondents are not significant with other group of respondents. Other educated respondents are better with Attitude towards Zoning but Higher Secondary and Post Graduated Tourist Operators, Hoteliers, and Local Residents are not significant with others. With Overall Attitude towards Policy Instruments, Post Graduated respondents are better than others but Secondary Level or below educated respondents are not significant with others.

ONE WAY ANOVA FOR HYPOTHESIS - 8

Null Hypothesis: There is no significant difference between **level of education** of Tourist Operators, Hoteliers, and Local Residents with respect to distribution of Overall Attitude towards Indicators of Sustainable Tourism.

To test the hypothesis, ANOVA was done using F test. The mean scores of the respondents with various level of education were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.13

Table 5.13 ANOVA for significant difference between level of education of Tourist Operators, Hoteliers, and Local Residents with respect to Distribution of Overall Attitude towards Indicators of Sustainable Tourism

Distribution of Overall Attitude towards Indicators of Sustainable Tourism	Level of Education					F Value	P Value
	Secondary Level or below	Higher Secondary	Graduation	Post Graduation	Any other		
Employment in the Tourism Industry	28.13^b (3.55)	27.28^{ab} (3.45)	25.93^a (3.79)	26.12^a (3.51)	26.27^a (1.46)	5.310	<0.001**
Expenditures Attributed to the Tourism Industry	32.22^{bc} (3.32)	29.95^a (2.96)	28.78^a (3.04)	31.22^b (3.64)	32.93^c (3.16)	15.045	<0.001**
Air and Water Quality	35.70^b (5.00)	34.82^{ab} (4.19)	33.06^a (5.91)	35.89^b (5.35)	35.53^b (5.29)	3.348	0.011*
Tourism Service	19.54^a (5.38)	23.75^c (4.41)	20.16^{ab} (3.97)	20.43^{ab} (4.97)	21.73^b (4.83)	7.957	<0.001**

Hotel Issues	29.81[c] (3.22)	27.25[a] (4.02)	26.56[a] (2.54)	27.63[ab] (3.43)	28.73[bc] (2.84)	11.011	<0.001**
Overall Attitude towards Indicators of Sustainable Tourism	145.48[c] (7.55)	143.05[bc] (10.17)	134.79[a] (7.43)	140.23[b] (9.40)	144.13[c] (7.87)	16.543	<0.001**

Note: 1. The Values within the brackets refers to Standard Deviation

2. ** Denotes significant at 1% level

3. Different alphabets between Policy Instruments for Sustainable Tourism Development denotes Significant at 5% level using Duncan   Multiple Range Test

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, there is a significant difference between Level of Education of Tourist Operators, Hoteliers, and Local Residents with respect to overall Attitude towards Indicators of Sustainable Tourism. The same result obtained with respect to Attitude towards Employment in the Tourism Industry, Expenditures Attributed to the Tourism Industry, Tourism Service, and Hotel Issues. Based on Duncan Multiple Range test, Secondary Level or below educated Tourist Operators, Hoteliers, and Local Residents have higher level of Attitude towards Employment in the Tourism Industry than other educated Tourist Operators, Hoteliers, and Local Residents but Higher Secondary educated Tourist Operators, Hoteliers, and Local Residents are not significant with other groups. Any other educated have higher level of Attitude towards Expenditures Attributed to the Tourism Industry but Secondary Level or below educated are not significant with others. Post Graduated respondents have higher level of Attitude towards Air and Water Quality but Higher Secondary completed respondents are not significant with other respondents. Any other educated Tourist Operators, Hoteliers, and Local Residents have higher level of Attitude towards Tourism Service but Graduation and Post-Graduation completed respondents are not significant with others. Secondary Level or below educated respondents have higher level of Attitude towards Hotel Issues but Post Graduation and Any other educated respondents are not significant with other respondents. Secondary Level or below educated respondents scored high with respect to Overall Attitude towards Indicators of Sustainable Tourism but Higher Secondary educated Tourist Operators, Hoteliers, and Local Residents are not significant with other respondents.

ONE WAY ANOVA FOR HYPOTHESIS - 9

Null Hypothesis: There is no significant difference between **level of education** of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan.

To test the hypothesis, ANOVA was done using F test. The mean scores of the various level of education were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.14

Table 5.14 ANOVA for significant difference between level of education of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan

Level of Education	Attitude towards Sustainable Tourism Development in Pakistan	F Value	P Value
Secondary Level or below	35.08^b (6.52)	3.967	0.004**
Higher Secondary	33.62^{ab} (5.44)		
Graduation	32.01^a (6.06)		
Post Graduation	31.91^a (5.89)		
Any other	31.93^a (4.73)		

Note: 1. The Values within the brackets refers to Standard Deviation

2. ** Denotes significant at 1% level

3. Different alphabets between Policy Instruments for Sustainable Tourism Development denotes Significant at 5% level using Duncan Multiple Range Test

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, there is significant difference between level of education of Tourist Operators, Hoteliers, and Local Residents with respect to their Attitude towards Sustainable Tourism Development in Pakistan. Based on Duncan Multiple Range test, Secondary Level or below qualified Tourist Operators, Hoteliers, and Local Residents have better Attitude towards Sustainable Tourism Development in Pakistan but Higher Secondary educated respondents are not significant with others.

ONE WAY ANOVA FOR HYPOTHESIS - 10

Null Hypothesis: There is no significant difference between **Level of Incomes** of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Policy Instruments for Sustainable Tourism Development.

To test the hypothesis, ANOVA was done using F test. The mean scores of the various groups of Level of Income were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.15

Table 5.15 ANOVA for significant difference between Level of Incomes of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Policy Instruments for Sustainable Tourism Development

Policy Instruments for Sustainable Tourism Development	Level of Income					F value	P value
	Less than Rs.30,000	Rs.30,000 to Rs.60,000	Rs.60,000 to Rs.1,20,00	Above Rs.1,20,00 0	Can't tell		
Tourist Environmental Tax	14.48^{ab} (2.26)	16.22^{d} (1.90)	15.07^{b}$_{c}$ (1.98)	14.05^{a} (1.73)	15.75^{cd} (2.17)	11.741	<0.001**
User Fees	21.38 (2.78)	21.34 (2.22)	21.10 (3.01)	21.59 (1.82)	21.64 (2.90)	0.328	0.859

Eco-Labels	15.63 (2.24)	15.43 (2.76)	15.43 (1.97)	15.02 (1.77)	15.43 (1.45)	0.510	0.728
Quotas	21.41 (2.39)	21.60 (2.74)	21.22 (2.66)	21.54 (2.48)	20.96 (2.70)	0.429	0.788
Zoning	13.61[a] (2.68)	15.38[b] (2.19)	14.60[b] (2.55)	15.07[b] (2.24)	14.71[b] (1.86)	6.273	<0.001**
Overall Attitude towards Policy Instruments	101.72 (9.21)	104.76 (10.67)	102.46 (10.20)	102.49 (7.03)	104.04 (9.44)	1.240	0.294

Note: 1. The Values within the brackets refers to Standard Deviation

2. ** Denotes significant at 1% level

3. Different alphabets between Policy Instruments for Sustainable Tourism Development denotes Significant at 5% level using Duncan Multiple Range Test

Since P value is less than 0.01, the null hypothesis is rejected at one percent level of significance with respect to Attitude towards Tourist Environmental Tax, and Zoning. Hence, there is significant difference between Level of Incomes of the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Tourist Environmental Tax and Zoning. Based on Duncan Multiple Range test, Tourist Operators, Hoteliers, and Local Residents with Rs.30,000 to Rs.60,000 of Level of Income are better with Attitude towards Tourist Environmental Tax, but people with income of Rs.60,000 to Rs.1,20,000 and those who Can't tell their income are significant with other groups. Tourist Operators, Hoteliers, and Local Residents with income of Rs.30,000 to Rs.60,000 are better with Attitude towards Zoning than other groups.

ONE WAY ANOVA FOR HYPOTHESIS - 11

Null Hypothesis: There is no significant difference between **Level of Incomes** of Tourist Operators, Hoteliers, and Local Residents with respect to distribution of Overall Attitude towards Indicators of Sustainable Tourism.

To test the hypothesis, ANOVA was done using F test. The mean scores of the various groups of Level of Income were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.16

Table 5.16 ANOVA for significant difference between Level of Incomes of Tourist Operators, Hoteliers, and Local Residents with respect to Distribution of Overall Attitude towards Indicators of Sustainable Tourism

Distribution of Overall Attitude towards Indicators of Sustainable Tourism	Level of Income					F value	P value
	Less than Rs.30,000	Rs.30,000 to Rs.60,000	Rs.60,000 to Rs.1,20,000	Above Rs.1,20,000	Can't tell		
Employment in the Tourism Industry	27.49^{bc} (3.62)	27.91^{c} (3.10)	25.57^{a} (3.75)	26.44^{ab} (3.03)	25.61^{a} (3.28)	6.218	<0.001**
Expenditures Attributed to the Tourism Industry	29.10^{a} (3.28)	32.09^{b} (3.67)	31.35^{b} (3.38)	30.68^{b} (3.24)	31.89^{b} (2.51)	9.896	<0.001**
Air and Water Quality	33.93^{a} (5.99)	35.12^{a} (4.66)	34.71^{a} (4.83)	35.59^{ab} (5.31)	37.46^{b} (4.62)	2.696	0.031*
Tourism Service	21.52^{c} (4.25)	21.51^{c} (4.28)	21.97^{c} (5.47)	19.32^{b} (5.69)	17.07^{a} (4.57)	7.159	<0.001**
Hotel Issues	26.66^{a}	30.00^{c}	27.50^{ab}	27.46^{ab}	28.50^{b}	12.370	<0.001**

	(3.31)	(3.66)	(3.18)	(2.45)	(2.89)		
Overall Attitude towards Indicators of Sustainable Tourism	138.64 a (11.48)	145.30 b (6.92)	141.37 a (9.38)	139.49 a (7.24)	141.39 a (7.36)	6.310	<0.001 **

Note: 1. The Values within the brackets refers to Standard Deviation

2. ** Denotes significant at 1% level

3. Different alphabets between Policy Instruments for Sustainable Tourism   Development denotes Significant at 5% level using Duncan Multiple Range Test

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, there is significant difference between Level of Incomes of the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Employment in the Tourism Industry, Expenditures Attributed to the Tourism Industry, Tourism Service, Hotel Issues and Overall Attitude towards Indicators of Sustainable Tourism. Based on Duncan Multiple Range test, Tourist Operators, Hoteliers, and Local Residents with income level Rs.30,000 to Rs.60,000 have higher level of Attitude towards Employment in the Tourism Industry, but people with income Less than Rs.30,000 and Above Rs.1,20,000 of Level of Income are not significant with others. Tourist Operators, Hoteliers, and Local Residents with Rs.30,000 to Rs.60,000 income have higher level of Attitude towards Expenditures Attributed to the Tourism Industry than other groups. Tourist Operators, Hoteliers, and Local Residents with income level Rs.60,000 to Rs.1,20,000 have higher level of Attitude towards Tourism Service than others. Tourist Operators, Hoteliers, and Local Residents with income level Rs.30,000 to Rs.60,000 have higher Level of

Attitude towards Hotel Issues, but those between Rs.60,000 to Rs.1,20,000 and Above Rs.1,20,000 are not significant with others. Tourist Operators, Hoteliers, and Local Residents with income level Rs.30,000 to Rs.60,000 scored better than others in terms of Overall Attitude towards Indicators of Sustainable Tourism.

With respect to Attitude towards Air and Water Quality the hypothesis is rejected at 5% level of significance. Hence there is significant difference between Level of Incomes of the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Air and Water Quality. Tourist Operators, Hoteliers, and Local Residents who can't tell their income have higher level of Attitude towards Air and Water Quality, but those have income range Above Rs.1,20,000   are not significant with other groups.

ONE WAY ANOVA FOR HYPOTHESIS - 12

Null Hypothesis: There is no significant difference between **Level of Incomes** of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan.

To test the hypothesis, ANOVA was done using F test. The mean scores of the various groups of Level of Income were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in the Table 5.17

Table 5.17 ANOVA for significant difference between Level of Incomes of Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan

Level of Income of the Respondents	Attitude towards Sustainable Tourism	F Value	P Value

	Development in Pakistan		
Less than Rs.30,000	31.09[a] (5.59)		
Rs.30,000 to Rs.60,000	35.37[c] (5.15)		
Rs.60,000 to Rs.1,20,000	33.10[abc] (6.92)	6.140	<0.001**
Above Rs.1,20,000	33.90[bc] (5.66)		
Can't tell	31.96[ab] (5.91)		

Note: 1. The Values within the brackets refers to Standard Deviation

2. ** Denotes significant at 1% level

3. Different alphabets between Policy Instruments for Sustainable Tourism   Development denotes Significant at 5% level using Duncan Multiple Range   Test

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, there is significant difference between Level of Incomes of the Tourist Operators, Hoteliers, and Local Residents with respect to their Attitude towards Sustainable Tourism Development in Pakistan. Based on Duncan Multiple Range test, Tourist Operators, Hoteliers, and Local Residents with income level Rs.30,000 to Rs.60,000 have better Attitude towards Sustainable Tourism Development in Pakistan, but those with income level Rs.60,000 to Rs.1,20,000, Above Rs.1,20,000 and Can't tell their income are not significant with others.

FRIEDMAN TEST

FRIEDMAN TEST FOR HYPOTHESIS - 13

Null Hypothesis: There is no significant difference between **mean ranks**

towards Sustainable Tourism Development Attitude of Tourist Operators, Hoteliers, and Local Residents.

To test the hypothesis, Friedman's test was done to find the mean rank scores and chi-square value of Sustainable Tourism Development attitude of Tourist Operators, Hoteliers, and Local Residents.

Table 5.18 Friedman test for significant difference between mean ranks towards Sustainable Tourism Development Attitude of Tourist Operators, Hoteliers, and Local Residents

Sustainable Tourism Development Attitude of Tourist Operators, Hoteliers, and Local Residents	Mean Rank	Chi-square Value	P Value
Cardboard, paper, newspaper and other recycling is not a challenge for us even though it would cost us more to be fully committed to a recycle, if the government offers more incentives for energy initiatives.	3.57		
We defeat the purpose when the prices of green products are out of reach for some people and small businesses.	4.88		
Beyond having access to information about sustainability, we expect government's support towards greater access to green products at reasonable prices.	5.47	484.259 <0.001**	
Educating the public would likely drive consumers to pay attention to sustainability when purchasing tourism experiences.	5.13		
Understanding and commitment of the public would likely drive consumers to pay attention to sustainability when purchasing tourism experiences.	4.37		
Good government support for small businesses - especially those with limited resources and less revenues and the laws are to be properly implemented in most cases even though the	6.06		

biggest challenge for business is adapting to change.		
There is a general lack of knowledge about what certification programs are or how they would be of use to businesses.	6.56	
Some of us here are likely too busy or burdened with making their business a success with sustainable practices.	3.48	
We have a hard enough time making enough money to pay the bills, we can't think about sustainability.	5.48	

Note: ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, there is significant difference between mean ranks towards Sustainable Tourism Development attitude of Tourist Operators, Hoteliers, and Local Residents. Based on mean rank the attitude "There is a general lack of knowledge about what certification programs are or how they would be of use to businesses" (6.56), is most effective among the various attitudes towards Sustainable Tourism Development. It is followed by the attitudes "Good government support for small businesses - especially those with limited resources and less revenues and the laws are to be properly implemented in most cases even though the biggest challenge for business is adapting to change" (6.06). Then comes **"We have a hard enough time making enough money to pay the bills, we can't think about sustainability." (5.48), "Beyond having access to information about sustainability, we expect government's support towards greater access to green products at reasonable prices" (5.47), "Educating the public would likely drive consumers to pay attention to sustainability when purchasing tourism experiences" (5.13), "We defeat the purpose when the prices of green products are out of reach for some

people and small businesses" (4.88), "Understanding and commitment of the public would likely drive consumers to pay attention to sustainability when purchasing tourism experiences" (4.37), "Cardboard, paper, newspaper and other recycling is not a challenge for us even though it would cost us more to be fully committed to a recycle, if the government offers more incentives for energy initiatives" (3.57), and "Some of us here are likely too busy or burdened with making their business a success with sustainable practices" (3.48).

MEDIATION ANALYSIS

Mediation analysis was carried out to find out whether Respondents' Attitude towards Policy Instruments for Sustainable Tourism acts as a mediator between their Indicators of Sustainable Tourism and Attitude towards Sustainable Tourism Development in Pakistan. To test this, mediation analysis was done using Sobel's test, which is a bootstrapping test recommended by Preacher and Hayes (2004). The results of the Sobel's test are presented in the table below,

Table 5.19 Results of Direct and Total effects of Attitude towards Policy Instruments for Sustainable Tourism based on Preacher and Hayes (2004)

	Coeff	s.e.	t value	P value
Total effects of Indicators of Sustainable Tourism on Attitude towards Sustainable Tourism Development in Pakistan (c path)	0.0711	0.0301	2.3594	0.0189
Indicators of Sustainable Tourism to Attitude towards Policy Instruments for Sustainable Tourism (a path)	0.4159	0.0563	7.3935	<0.001**
Direct effects of Attitude towards Policy Instruments for Sustainable Tourism on Attitude towards Sustainable Tourism Development in Pakistan (b path)	0.1681	0.0292	5.7621	<0.001**
Direct effects of Indicators of Sustainable Tourism on Attitude towards Sustainable Tourism Development in Pakistan (c' path)	0.0012	0.0311	0.0382	0.9696

The table 5.19 shows that, m, and the effect of Attitude towards Policy Instruments for Sustainable Tourism on Attitude towards Sustainable Tourism Development in Pakistan is significant $P<0.01$. In this study, 95% level of confidence interval of the indirect effects was obtained (Preacher and Hayes 2004). Investigating the specific indirect effects indicated that the relative magnitude of Attitude towards Policy Instruments for Sustainable Tourism was significant for Attitude towards Policy Instruments (0.0155) is within the 95% CI for Attitude towards Policy Instruments for Sustainable Tourism, with a lower limit of -0.0378 and an upper limit of 0.1070 that did contain zero. Results of mediation analysis are presented in Table 5.20

Table 5.20 Mediation result of Attitude towards Policy Instruments

Mediating Variable	Effect of Indicators of Sustainable Tourism (a)	Effect of Attitude towards Policy Instruments on Indicators of Sustainable Tourism (b)	Indirect effect of Attitude towards Policy Instruments (Bootstrap estimate) (ab)	95% confidence interval for the estimate (Lower limit to Upper limit)
Attitude towards Policy Instruments for Sustainable Tourism	0.0699	0.0687	0.0181	-0.0378 to 0.1070

5.4 SUMMARY OF FINDINGS
Demographic Findings

Among the respondents, 89.6% of the respondents are male and 10.4% of them are female. 36.8% of the respondents belong to age group 21 to 30 years, 34.2% of

them belong to age group 35 to 45 years, 17.6% of them belong to age group 45 to 55 years, and 11.4% of them belong to age group Above 60 years.

58.3% of the respondents are Local residents, 23.8% of them are Tourist Operators, and 17.9% of them are Hoteliers. 27% of the respondents are specialized in human resources area, 22.1% of them are from Graduation specialization, 21.2% of them are from Post-Graduation, 19.9% of them are from Higher Secondary specialization, and 9.8% of them are from any other area.

28.7% of the respondents have Level of Income less than Rs.30,000, 26.7% of them have Rs.30,000 to Rs.60,000 of Level of Income, 22.1% of them have Rs.60,000 to Rs.1,20,000 of Level of Income, 13.4% of them have Above Rs.1,20,000 of Level of Income, and 9.1% of them Can't tell their Level of Income. 52.8% of the respondents have up to 5 years of Familiarity towards Environmentally Sustainable Tourism, 29.6% of them have 5 to 10 years of Familiarity towards Environmentally Sustainable Tourism, and 17.6% of them have Not at all of Familiarity towards Environmentally Sustainable Tourism. 42.3% of the respondents have up to 5 years of Membership with any business, community or environmental Organizations, 31.3% of them have no industrial experience, and 26.4% of them have more than 5 years of Membership with any business, community or environmental Organizations. 74.3% of the respondents have not yet attended any Course or Seminar/Workshop/Lecture related to Sustainable Tourism or Environmental Management and 25.7% of them have Attended Course or Seminar/Workshop/Lecture related to Sustainable Tourism or Environmental Management.

38.1% of the respondents opined that Tourism Industry should take lead on Developing Sustainable Tourism related Policies, 30.6% of them said that this could

be attained through a partnership of local authorities, the tourism industry and/or tourism organization, 15.3% of them referred other organizations who can take lead on Developing Sustainable Tourism related Policies, 12.4% of them have referred that it could be done by Local Authorities, and 3.6% of them have referred Regional tourism organizations.

Impact of Policy Instruments for Sustainable Tourism and Indicators of Sustainable Tourism on Sustainable Tourism Development in Pakistan

There is significant difference between those who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and those who have not attended with respect to Zoning. Based on mean score, Tourist Operators, Hoteliers, and Local Residents who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management have better attitude towards Zoning than those who have not attended any seminars/workshops/lectures on sustainable tourism or environment management. This difference is statistically significant.

There is no significant difference between Tourist Operators, Hoteliers, and Local Residents who attended any course or seminar/workshop, lecture related to sustainable tourism or environmental management and those who have not attended with respect to Overall Attitude towards Indicators of Sustainable Tourism. Hence it is concluded that there is no significant difference between attending any course or seminar/workshop, lecture related to sustainable tourism or environmental management and non-attending by the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan.

There is a significant difference between age group of the Tourist Operators, Hoteliers, and Local Residents with respect to Tourist Environmental Tax. Age group Above 60 years are significantly better with Tourist Environmental Tax than other groups. Regarding Zoning, since the p value is less than 0.05, the null hypothesis is rejected at 5% level of significance, which shows that there is significant difference between age group of the Tourist Operators, Hoteliers, and Local Residents with respect to Zoning. Based on Duncan Multiple Range test, age groups between 35 to 45 and 45 to 55 are significantly better with Zoning than people Above 60 years, but people 21 to 30 years are significant with other groups. Hence concluded that, there is significant difference between age group of the Tourist Operators, Hoteliers, and Local Residents with respect to Overall Attitude towards Indicators of Sustainable Tourism.

Tourist Operators, Hoteliers, and Local Residents above 60 years have significantly high level of Overall Attitude towards Indicators of Sustainable Tourism and they also have significantly high level of Attitude towards Employment in the Tourism Industry, Expenditures Attributed to the Tourism Industry, Air and Water Quality, and Hotel Issues. Whereas, Tourist Operators, Hoteliers, and Local Residents 21 to 30 years have significantly high level of Attitude towards Tourism Service. Hence concluded that there is no significant difference between age group of the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan.

There is significant difference between Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards User Fees by Tourist Operators, Hoteliers, and Local Residents. Tourist Operators are better with Attitude towards User Fees.

There is a significant difference between Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Tourism Service. Local residents have higher level of Attitude towards Tourism Service than others. Hence, there is no significant difference between Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Sustainable Tourism Development in Pakistan. Hence, there is significant difference between level of education of the Tourist Operators, Hoteliers, and Local Residents with respect to Overall Attitude towards Policy Instruments. The same result obtained with respect to Attitude towards Tourist Environmental Tax, User Fees, Eco-Labels, and Zoning. Any other educated Tourist Operators, Hoteliers, and Local Residents are better with Attitude towards Tourist Environmental Tax, but Graduated Tourist Operators, Hoteliers, and Local Residents are not significant with other Level of Educated Tourist Operators, Hoteliers, and Local Residents. Graduated Tourist Operators, Hoteliers, and Local Residents are better with Attitude towards User Fees but Secondary Level or below and any other educated are not significant with other groups of respondents. Post Graduated Tourist Operators, Hoteliers, and Local Residents are better with Attitude towards Eco-Labels but Higher Secondary and Graduation completed respondents are not significant with other group of respondents. Other educated respondents are better with Attitude towards Zoning but Higher Secondary and Post Graduated Tourist Operators, Hoteliers, and Local Residents are not significant with others. With Overall Attitude towards Policy Instruments, Post Graduated respondents are better than others but Secondary Level or below educated respondents are not significant with others.

Hence, there is a significant difference between Level of Education of Tourist Operators, Hoteliers, and Local Residents with respect to overall Attitude towards Indicators of Sustainable Tourism. The same result obtained with respect to Attitude

towards Employment in the Tourism Industry, Expenditures Attributed to the Tourism Industry, Tourism Service, and Hotel Issues. Based on Duncan Multiple Range test, Secondary Level or below   educated Tourist Operators, Hoteliers, and Local Residents have higher level of Attitude towards Employment in the Tourism Industry than other educated Tourist Operators, Hoteliers, and Local Residents but Higher Secondary educated Tourist Operators, Hoteliers, and Local Residents are not significant with other groups. Any other educated have higher level of Attitude towards Expenditures Attributed to the Tourism Industry but Secondary Level or below educated are not significant with others. Post Graduated respondents have higher level of Attitude towards Air and Water Quality but Higher Secondary completed respondents are not significant with other respondents. Any other educated Tourist Operators, Hoteliers, and Local Residents have higher level of Attitude towards Tourism Service but Graduation and Post-Graduation completed respondents are not significant with others. Secondary Level or below educated respondents have higher level of Attitude towards Hotel Issues but Post Graduation and Any other educated respondents are not significant with other respondents. Secondary Level or below educated respondents scored high with respect to Overall Attitude towards Indicators of Sustainable Tourism but Higher Secondary educated Tourist Operators, Hoteliers, and Local Residents are not significant with other respondents.

There is significant difference between level of education of Tourist Operators, Hoteliers, and Local Residents with respect to their Attitude towards Sustainable Tourism Development in Pakistan. Secondary Level or below qualified Tourist Operators, Hoteliers, and Local Residents have better Attitude towards Sustainable Tourism Development in Pakistan but Higher Secondary educated respondents are not significant with others.

There is significant difference between Level of Incomes of the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Tourist Environmental Tax and Zoning. Based on Duncan Multiple Range test, Tourist Operators, Hoteliers, and Local Residents with Rs.30,000 to Rs.60,000 of Level of Income are better with Attitude towards Tourist Environmental Tax, but people with income of Rs.60,000 to Rs.1,20,000 and those who Can't tell their income are significant with other groups. Tourist Operators, Hoteliers, and Local Residents with income of Rs.30,000 to Rs.60,000 are better with Attitude towards Zoning than other groups.

There is significant difference between Level of Incomes of the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Employment in the Tourism Industry, Expenditures Attributed to the Tourism Industry, Tourism Service, Hotel Issues and Overall Attitude towards Indicators of Sustainable Tourism. Based on Duncan Multiple Range test, Tourist Operators, Hoteliers, and Local Residents with income level Rs.30,000 to Rs.60,000 have higher level of Attitude towards Employment in the Tourism Industry, but people with income Less than Rs.30,000 and Above Rs.1,20,000 of Level of Income are not significant with others. Tourist Operators, Hoteliers, and Local Residents with Rs.30,000 to Rs.60,000 income have higher level of Attitude towards Expenditures Attributed to the Tourism Industry than other groups. Tourist Operators, Hoteliers, and Local Residents with income level Rs.60,000 to Rs.1,20,000 have higher level of Attitude towards Tourism Service than others. Tourist Operators, Hoteliers, and Local Residents with income level Rs.30,000 to Rs.60,000 have higher Level of Attitude towards Hotel Issues, but those between Rs.60,000 to Rs.1,20,000 and Above Rs.1,20,000 are not significant with others. Tourist Operators, Hoteliers, and Local Residents with income level

Rs.30,000 to Rs.60,000 scored better than others in terms of Overall Attitude towards Indicators of Sustainable Tourism. There is significant difference between Level of Incomes of the Tourist Operators, Hoteliers, and Local Residents with respect to Attitude towards Air and Water Quality. Tourist Operators, Hoteliers, and Local Residents who can't tell their income have higher level of Attitude towards Air and Water Quality, but those have income range Above Rs.1,20,000 are not significant with other groups.

There is significant difference between Level of Incomes of the Tourist Operators, Hoteliers, and Local Residents with respect to their Attitude towards Sustainable Tourism Development in Pakistan. Based on Duncan Multiple Range test, Tourist Operators, Hoteliers, and Local Residents with income level Rs.30,000 to Rs.60,000 have better Attitude towards Sustainable Tourism Development in Pakistan, but those with income level Rs.60,000 to Rs.1,20,000, Above Rs.1,20,000 and Can't tell their income are not significant with others.

There is significant difference between mean ranks towards Sustainable Tourism Development attitude of Tourist Operators, Hoteliers, and Local Residents. Based on mean rank the attitude "There is a general lack of knowledge about what certification programs are or how they would be of use to businesses" (6.56), is most effective among the various attitudes towards Sustainable Tourism Development. It is followed by the attitudes "Good government support for small businesses - especially those with limited resources and less revenues and the laws are to be properly implemented in most cases even though the biggest challenge for business is adapting to change" (6.06). Then comes **"**We have a hard enough time making enough money to pay the bills, we can't think about sustainability." (5.48), "Beyond having access to information about sustainability, we expect government's support towards greater

access to green products at reasonable prices" (5.47), "Educating the public would likely drive consumers to pay attention to sustainability when purchasing tourism experiences" (5.13), "We defeat the purpose when the prices of green products are out of reach for some people and small businesses" (4.88), "Understanding and commitment of the public would likely drive consumers to pay attention to sustainability when purchasing tourism experiences" (4.37), "Cardboard, paper, newspaper and other recycling is not a challenge for us even though it would cost us more to be fully committed to a recycle, if the government offers more incentives for energy initiatives" (3.57), and "Some of us here are likely too busy or burdened with making their business a success with sustainable practices" (3.48).

Mediation analysis reveals the direct effect of Indicators of Sustainable Tourism on Attitude towards Sustainable Tourism Development in Pakistan is not significant ($P>0.05$), but the effect of Indicators of Sustainable Tourism on Attitude towards Policy Instruments for Sustainable Tourism is significant ($p<0.01$), and the effect of Attitude towards Policy Instruments for Sustainable Tourism on Attitude towards Sustainable Tourism Development in Pakistan is significant ($P<0.01$). In this study, 95% level of confidence interval of the indirect effects was obtained (Preacher and Hayes 2004). Investigating the specific indirect effects indicated that the relative magnitude of Attitude towards Policy Instruments for Sustainable Tourism was significant for Attitude towards Policy Instruments (0.0155) is within the 95% CI for Attitude towards Policy Instruments for Sustainable Tourism, with a lower limit of -0.0378 and an upper limit of 0.1070 that did contain zero.

In the previous section, the analysis of results and interpretation of the same through data collected was presented. This Section deals with summarizing the

findings made out of the previous sections based on the frame of reference of this thesis.

The purpose of this empirical study is to find out the attitude of Tourist Operators, Hoteliers, and Local Residents towards Sustainable Tourism Development in Pakistan with respect to business Tourist Operators, Hoteliers, and Local Residents in various tourism destinations in Pakistan. As may be recalled, the present research has three objectives and thirteen hypotheses to ascertain the Attitude towards Policy Instruments, Indicators of Sustainable Tourism, and attitude of Tourist Operators, Hoteliers, and Local Residents towards Sustainable Tourism Development.

Thus, the following research questions are to be investigated,

RQ1. What is the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan?

RQ2. What are the factors that encourage the interpretation of the nation's tourism policy into the act of sustainable tourism?

RQ3. Why was the tourism policy created? What's more, what systems and procedures were utilized in its formulation?

RQ4. What are the factors that complicates the interpretation of the national tourism policy into the act of sustainable tourism and in what manner can these be treated?

Based on the above research questions the following objectives are framed to conduct an empirical study

4. To study the role of policy instruments towards achieving sustainability of tourism management activities in Pakistan.

5. To identify the potential gaps that may exist between the present national tourism policy and the sustainable tourism practices that are being followed in Pakistan.

6. To propose achievable suggestions and recommendations that can be used to ensure tourism in Pakistan is managed in a sustainable approach. Where these suggestions and recommendations could act as a possibility for government, policy makers and other stakeholders to carry out future research and develop other sustainable roles of tourism.

The survey conducted in this study explored the degree to which the hidden morals of sustainable development and sustainable tourism are instilled into the tourism policy. Also this research expects to decide how much the standards of these ideas are received and tried. Moreover, the impact this issue may have on sustainable tourism was explored. This study is an attempt to study the real situation of eco-friendly tourism management, which may be initiated as an approach for economical, social and cultural development and then for sustainability of the tourism management of Pakistan. The improvement of tourism in Pakistan links the gap between the economical and social status of rural and urban areas in Pakistan. The ascendancy of tourism places hence enlightens the fundamental perceptions and practices of general development in Pakistan. It helps the academics to understand the role of policies in tourism management as well as bringing up sustainability in tourism in Pakistan.

5.5 IMPLICATIONS

The implications of this investigation is bifurcated into theoretical implications and practical implications. They are presented as follows,

Theoretical Implication

This research functionalised a combined policy instruments and indicators of sustainable tourism in the context of developing sustainable tourism. This research brings out a model for developing sustainable tourism, which could be also applied for investigating other areas associated with sustainable tourism such as travel, creation of new tourism spots, learning, and other related activities. This research has given us a comprehensive understanding in the sphere of sustainable tourism development literature in the context of Pakistan. This research attempted to reduce the scantiness of the researches in the sphere of sustainable tourism practices from the developing countries point of view.

Utilizing the stakeholder theoretical framework, the research has developed a discourse leading to the understating of the credibility of policy making for sustainable tourism. As stated by Freeman, the traditional definition of a stakeholder is "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Freeman 1984). The general idea of the Stakeholder concept is a redefinition of the organization (Sustainable Tourism). In general the concept is about what the organization should be and how it should be conceptualized. Friedman (2006) states that the organization itself should be thought of as grouping of stakeholders and the purpose of the organization should be to manage their interests, needs and viewpoints. This stakeholder management is thought to be fulfilled by the managers of a firm, in this case the policy makers. The managers should on the one hand manage the corporation (government) for the benefit of its stakeholders (hoteliers, local residents, tourists) in order to ensure their rights and the participation in decision making and on the other Stakeholder Theory of the MNC hand the

management must act as the stockholder's agent to ensure the survival of the firm to safeguard the long term stakes of each group.

Stakeholder theory in policy development can be found in the early ideas of community participation and public involvement that are central in the basic democratic belief that citizens should decide for themselves how government and their community should operate (Fiorino 1990; Nanz & Steffek 2004). According to Crosby, Kelley and Schaefer (1986), stakeholder participation "is an effort to put a representative group of the public in dialogue with public officials so that the officials get the reactions of the public themselves on a particular subject" (p 171). Based on these ideals, stakeholder involvement should begin with identifying a diverse group of people in the community and informing them about the issues and topics (Carmin, Darnall & Mil-Homens 2003; Crosby, Kelly & Schaefer 1986). From the information that the stakeholders are given, they should be allowed to make the recommendations that they believe to be the most appropriate for their community (Crosby, Kelley & Schaefer 1986). The idea of stakeholder inclusion was formalized in the United States by the 1968 Town and Country Panning Act. This Act mandated that planners give "adequate publicity to the report of surveys, policies and proposals; to inform those who may wish to make representations; and to provide opportunities for them to do so". It was not until the 1990s that community participation began to be widely accepted by planners and managers (Carter & Darlow 1997; Simrell King & Feltey 1998; Steelman 2001). Most of the growth in acceptance was at the local levels of government.
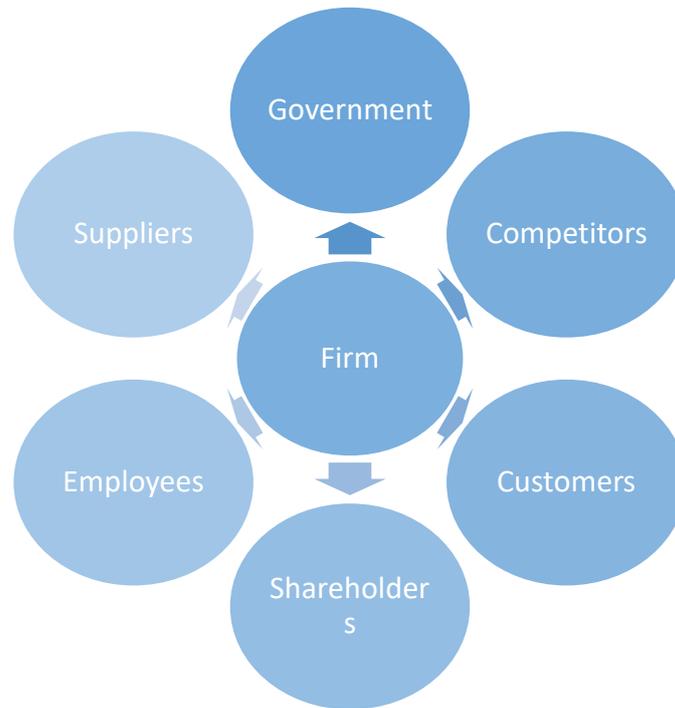
Figure 5.1: A Model for Stakeholder Theory

Curry (2001) suggested that the growth was due to the "inevitable consequences of a mature democracy placing more rights and responsibilities on its citizens and less on the state" (p 561). Another reason for the increase in interest in stakeholder involvement was the declining trust the community had in its policy makers (Simrell King & Feltey 1998). As a result of the declining trust in policy makers, many policies and development initiatives now require some form of community participation (Carmin, Darnall, Mil-Homens 2003)

Practical Implication

This research has enriched us with constructive information and helpful insights to educational institutions and stakeholders of tourism development to better understand the needs of sustainability users and in order to better understand the development practices. This research connotes that policy instruments sustainable

tourism practices was identified as the most influential aspect; hence government authorities and tourism management authorities should develop the understanding of sustainable tourism practices among the public, tourists, local residents, hoteliers and tourism operators. This research put emphasis on the stakeholders better ways to understand the factors associated with sustainable tourism practices. This research investigation suggested sustainable tourism indicators as another imperative determinant of sustainable tourism development, thus concerned authorities and other stakeholders should take into deliberation the factors associated with indicators which includes Employment in the tourism industry, Expenditures attributed to the tourism industry, Air and water quality, Tourism service, and Hotel issues as the imperative factors to develop effective sustainability in tourism management.

Figure 5.2: Practical Implication of stakeholder theory in role of policy making

In light of the stakeholder theory and the empirical evidences deduced from this research, we can conveniently modify the model as above. Positioning sustainable tourism dependent on government policies, hotels, tourists, tour operators, employees and local community as equal stakeholders.

5.6 CONCLUSION & SCOPE FOR FURTHER RESEARCH

As per the finding of this thesis, more than 70% of the respondents are well aware of the concept of environmentally sustainable tourism and a very small fraction lacks the knowledge. The finding also depicted that there was no significant difference between those who attended any course/workshop or lecture related to sustainable tourism development as compared to those who didn't attend any such courses as majority of the stakeholders understood the importance of sustainability regardless. In terms of policy instruments, with exception to Zoning & Tourism Services, people aged 60 and above have better understanding and positive attitude towards Tourist Environmental Tax, Employment in tourism Industry, Expenditures Attributed to the Tourism Industry, Air and Water Quality, and Hotel Issues which depicts their vast knowledge on the subject matter, experience and socio-economic needs as well as dependability on overall tourism industry. When it comes to Zoning and Tourism Services, stakeholders aged between 35-55 years & 21-30 years respectively, showed higher understanding of these particular policy instruments. It is evident that being young allowed the stakeholders to develop better understanding and connectivity with zoning and services as these are relatively fresh concepts as compared to other policy instruments. In terms of Education, better responses were recorded against the policy instruments from the responded with higher educational backgrounds as compared to

respondents with lower educational backgrounds, highlighting the fact that education plays a vital role in opening new thought processes which may contribute in devising sustainable tourism practices. While responding to another section of questionnaire, a good amount of respondents were of the view that "Educating the public would likely drive consumers to pay attention to sustainability when purchasing tourism experiences". Income has been an important variable. It has been observed that stakeholders with better earnings showed more responsible behaviour than those earning less. While responding to another section of the questionnaire, majority of the respondents agreed that "We have a hard enough time making enough money to pay the bills, we can't think about sustainability." Combining it with income factor, It shows that the less earning class is all caught up in earning bread that the sustainability is not a priority, despite the fact that it maybe their major source of income. The financial security of better earning class allows them to have enough financial space to ponder upon matters bigger than their individual self and matters which effect the society as a whole.

The thesis result also aided in assessing stakeholders' response on "There is a general lack of knowledge about what certification programs are or how they would be of use to businesses". The study also recognized that majority of people expects "Good government support for small businesses - especially those with limited resources and less revenues and the laws are to be properly implemented in most cases even though the biggest challenge for business is adapting to change". A noticeable amount of respondents agreed that "Beyond having access to information about sustainability, we expect government's support towards greater access to green products at reasonable prices". A very small amount of respondents expressed that "Some of us here are likely too busy or burdened with making our business a success

with sustainable practices". The overall result illustrates that majority of stakeholders will welcome, support and adopt policy for sustainable tourism development.

This study could be extended to more similar institutions and universities in many other countries also as there is a need to improve the way developing sustainable tourism practices. The extension of this work also may be towards studying the satisfaction level of tourists towards sustainable tourism practices followed in a destination and impact of these factors with other variables like cost, experience, learning, etc. Also, further research could be conducted to inspect the impact of the sustainable tourism development model other variables such as tourists satisfaction, local residents' standard of living, hoteliers' and tourist operators' profit. Especially, studying the satisfaction of visitors in contributing to sustainable tourism practices and cost oriented aspects would be more interesting. The research would be further highlighted on the development of evaluation model of sustainable tourism practices since more and more research initiatives are required everywhere in this world in preserving this globe.

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