

**ENABLING FRAMEWORK OF  
TOURISM SECTOR FOR  
SUSTAINABLE GROWTH-A CASE  
STUDY OF GILGIT BALTIST**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
Karachi Campus, in partial fulfillment of the requirements  
of the MBA degree



**SPRING, 2016**

**Bahria University Karachi Campus**



**MBA Thesis**  
**2<sup>nd</sup> Half-semester Progress Report & Thesis Approval**

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**Supervisor-Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1.	15th Feb 2016	Bahria University	Discussed about the topic and any changes required.	
2.	25rd Feb 2015	Bahria University	literature review, related term papers and the referencing style was discussed.	
3.	15th Mar 2016	Bahria University	Completed work of first 2 chapters was discussed	
4.	26 Mar 2016	Bahria University	Overall topic discussion, how data will be collected; the whole methodology.	

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	28-April-2016	Bahria University	Overall topic discussion, how data will be collected, and how much literature study it will require and discussed about Tourism in Gilgit Baltistan.	

6	4-May 2016	Bahria University	Discussed about Questionnaire. Methodology and research questions.	
7	23-May 2016	Bahria University	Overview of draft, Critical analysis of completed work and additional requirements that should be included in the study as well as discussion about correction that should be made prior to submission.	

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## **LIST OF ABBREVIATIONS**

WTCC	World Travel and Tourism Council
WTO	World Trade Organization
UNWTO	United Nations World Tourism Organization
UNEP	United Nations Environment Programme
GDP	Gross Domestic Product
KKH	Karakorum Highway

## **First Page of Plagiarism Test Report**

## **ACKNOWLEDGEMENT**

All thanks to Allah, the most gracious, merciful and the source of all knowledge for providing me this magnificent opportunity to conduct this research. Secondly, I thank my parents and my friends who have always encouraged me in my life. I also appreciate my supervisor, sir Naveed Mohammad Khan for guiding me throughout my research project. Finally, I thank all my respondents and my teachers including Sir Khurram Adeel Shaikh, Sir Naveed Naseem, Sir Mansoor Zakir and Sir Faraz for giving me feedback and ideas regarding my research.



## ABSTRACT

**Purpose:** The research was conducted as it was the partial degree requirement of the researcher. The objective of this research was to highlight the importance of the region for country's economic growth and analyze the lacking that is causing minimum outputs despite being enriched with various resources. Moreover, to highlight important components for sustainable growth in the region.

**Methodology:** the research is qualitative in nature based on non probability sampling. The researcher focused on tourists who visit Gilgit Baltistan and tourism service providers in that particular region hence, two separate questionnaires were designed to collect data. Data collected from the respondents highlighted that the region has great potential in tourism sector and it highlighted several elements for a sustainable growth framework such as establishment of linkages and relations, better management and promoting strategies, Infrastructure, safety and security services and provision of better communication modes.

**Findings:** the researcher revealed substantive findings that can be beneficial for sustainable growth of tourism sector in Gilgit Baltistan. Pakistan, especially Gilgit Baltistan has a great potential as it is enriched with various essential recourses that makes a region good destination.

**Practical Implications:** World tourism sector is largest industry and has been growing with an increasing rate, even during recessions. Majority of developed countries are generating huge capitals from the industry, while developing countries try to develop it by establishing sustainable frameworks and providing value based services. The findings of the research will help tourism sector and its service providers to design an enabling framework for growth that will ultimately increase the inflow of capital, increase employment rate and contribute in economic growth of country and the region.

**Key words:** Enabling framework, sustainable growth, economic growth, tourism, Gilgit Baltistan tourism and potential.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 TRAVEL AND TOURISM SECTOR OVERVIEW**

The overview of travel and tourism is divided into 3 regional Perspectives and is explained accordingly.

##### **1.1.1 GLOBAL TOURISM INDUSTRY**

The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. According to the United Nations World Tourism Organization (UNWTO) Tourism Highlights 2013, tourism's total contribution to worldwide gross domestic product (GDP) is estimated at 9 per cent. Tourism exports in 2012 amounted to USD 1.3 trillion accounting for 6 per cent of the world's exports. New tourist destinations, especially those in the emerging markets have started gaining prominence with traditional markets reaching maturity. Asia Pacific recorded the highest growth in the number of international tourist arrivals in 2012 at 7 per cent followed by Africa at 6 per cent. Global tourism industry is the only industry that has been contributing the largest part of total GDP even during recessions. Travel and tourism sector does not lead all the industries but also, is considered fastest growing sector of world economy. According to world travel and tourism council, total amount contributed by tourism industry in world's GDP during 2015 is 7.2 trillion. The contribution of tourism in 2015 rise to 9.8%; out of total jobs 9.09% are created by tourism industry. During 2015 travel and tourism sector contributed 7.2 % of total GDP in Asia Pacific, 3.3 % of total GDP in Africa, 3.5% in Europe, 2.9% of total GDP in north America, 3.3% of total GDP in Oceania and in middle east tourism sector contributed 3% of total GDP. By the end of 2016 it is estimated that it will contribute almost 13.1% of total GDP in world's economy while it's per year growth in GDP contribution is expected to increase by 4%. It is estimated that, the contribution of travel and tourism in employment generation by the end of 2026 will increased to 370 million jobs worldwide.

##### **1.1.2 PAKISTAN TRAVEL AND TOURISM INDUSTRY**

In the milieu of national development of Pakistan, tourism sector in general has particularly not received much attention as compared to other sector or industries. It has

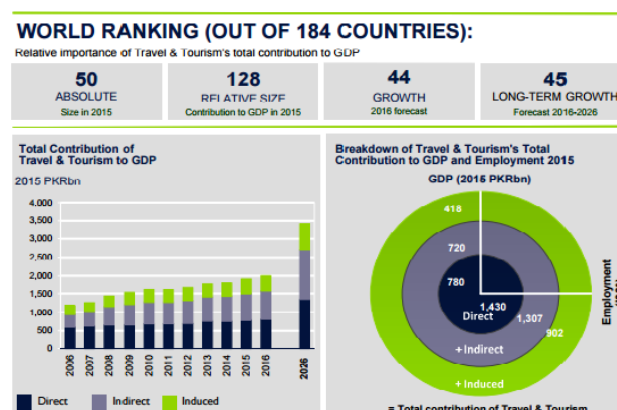
been considered the only tool to satiate the demand of foreign exchange and its imbalances. Although Pakistan is enriched in tourism attraction and has diverse geographical regions in form of plateaus in Baluchistan, plains of river Indus, coastal areas of Sindh and Baluchistan, and the northern highlands. Pakistan's geographical location is one of major important component for tourism sector, besides that the country is enriched with historical places, varying culture in different regions and many other components that can contribute in the development of tourism sector (Anjum, 2005).

Pakistan travel and tourism sector's functions are performed by Pakistan Tourism Development Corporation (PTDC) since 1970. The corporation is owned by government of Pakistan with 99.75% shares and its foremost aim is to promote culture of Pakistan on world platform, provide quality services to the travelers from within the country as well as from abroad. Along with providing services to tourists, PTDC also aims to promote tourism spots in Pakistan on national and international grounds hence, it works with the below subsidiaries for the promotion of travel and tourism sector of Pakistan. ("About PTDC," n.d.)

1. PTDC Motels North Private Limited
2. PTDC Motels South Private Limited
3. Associated Hotels of Pakistan
4. Pakistan Tours Private Limited

During the previous year the tourism sector contributed a total of 1918.5 billion rupees in Pakistan GDP which is 7 % of total GDP. By the end of 2016 it is expected that tourism sector contribution to GDP will increase to 11.4 percent and there will be an increase of 5.5 percent annually from 2016 to 2026 (World Travel & Tourism Council, 2016).

Figure 1.1 World ranking of countries



(World Travel & Tourism Council, 2016)

### **1.1.3 GILGIT BALTISTAN TRAVEL AND TOURISM INDUSTRY BACK GROUND**

The Lost valleys between The Karakorum, Great Himalayan range, the Hindukush and The Pamir are considered to be world's most beautiful places blessed with natural beauty. The region has gained a significant identity since centuries. It has been a home to great warriors Like Alexander the great, a connection between the distant regions of Europe, Central Asia and the Arab region in ancient times. The world's oldest route, "Silk Rout" Via Gilgit Baltistan has brought several Civilizations to this region.

The region of Gilgit Baltistan is not only enriched with natural recourses and natural landscapes and highest mountain ranges however between these highlands there is the true symbol of life in the form of unique culture and various Indo European as well as unique languages and music. Besides agriculture, Travel and tourism is the top most sector that contributes in revenue generation by individuals thus, help in growth of country's economy.

Gilgit Baltistan is a tourist attraction Spot for domestic and international explorer. Every year a number of Travelers visit Gilgit Baltistan. A number of mountaineers visit Gilgit Baltistan to summit its highest peaks including K-2 which is the second highest mountain in the world. Out of Fourteen (14) eight thousander peaks, Gilgit Baltistan leads the list of having maximum number of these peaks thus, 5 out of 14 highest peaks are in Gilgit Baltistan, there are 101 peaks that have over 7000 meters from sea level, excluding peaks that have less elevation then 7000 meters from sea level, around 5100 glaciers and around 119 Lakes in different regions of Gilgit Baltistan.

The natural lakes and landscapes are not only the appealing factors to attract tourist in the region, the Deosai national park and its Brown Himalayan bears and its flora and fauna also have a great contribution in the development of tourism sector. Beside Natural Recourses Gilgit Baltistan is being visited by travelers who are interested in its cultural heritage and its links to ancient civilizations. It has 65 Archeological Sites. The rock carving near Chillas valley is one of the largest sites that represent ancient Buddhism Rock Carvings. The remaining of ancient Silk Rout and the point of collusion of Eurasia and India at Hunza Nagar also has attracted several geologists and archeologists, as well as tourists from around the world. Besides that there are four different national parks and Desoai national park is considered to be the second highest plateau, it has 9 different sport

reserves, more than 70 polo grounds and almost 23 historical sites and forts in different regions of Gilgit and Baltistan.

The tourism department of Gilgit Baltistan is serving from PTDC Motels North Private Limited which is a subsidiary of PTDC Corporation. It has various motels in different regions of Gilgit Baltistan and provides hospitality services to tourists. In spite of great tourism potential, Gilgit Baltistan's tourism sector is facing several problems some caused by natural calamities while others due to lack of government interest towards tourism in Gilgit Baltistan, worst law and order situation as well as the overall perception of Pakistan about security issues and unawareness of local inhabitants about the potential of tourism sector of Gilgit Baltistan. Another major problem is information availability on internet, there is no proper available information and researches about the area. Investments are limited by both private and government sector for better transportation system and there is lack of promoting, monitoring and planning regarding sustainability and growth of the sector, which are considered key issues (Semiotics Consultants (Pvt.) Limited, 2014).

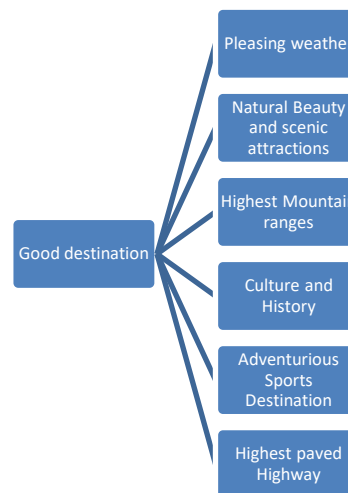
During 2014-2015 there was an allocation of total 198 billion funds by government on tourism, culture, sports and youth development altogether whilst several new projects were also proposed such as development of tourist resort at Naltar, development of Gilgit-Baltistan commission on culture art and archives, founding a mountaineering institute in Skardu and many other projects also were in consideration.

#### **1.1.1.1 EXISTING ELEMENTS THAT MAKES GILGIT BALTISTAN A GOOD DESTINATION**

Destination attractiveness is one of major element that makes a place a good destination (Vengesai, 2003). Gilgit Baltistan is considered to be one of best tourism destination as it is surrounded by various mountain ranges that enhance its scenic beauty. Its pleasing weather throughout the year, highest peaks and mountain ranges attract several mountaineers and expeditions from various counties. A destination must comprise of rich culture and should contain both natural and artificial resources (Manente, 2008) and these are most important elements that attracts tourists to a particular place. Gilgit Baltistan has a rich history with unique culture and various languages having thirty and above dialects. The Karakoram Highway, known as eight wonder of the world is one of greatest man made wonder that tourist attraction recourse and people related to sports

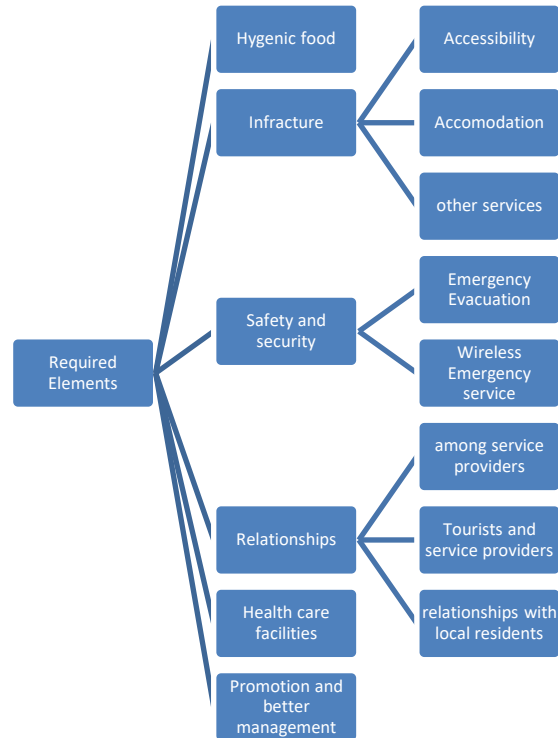
especially bike racers visit Gilgit Baltistan to experience drive on KKH and other trails. Geography nad landscapes, culture and history, Ecological and biological elements and Recreational facilities makes an attractive destination whereas, activities, services, access, attraction, a developed management system and promotions helps in developing a tourism product. together, an attraction and tourism elements makes a good destination(Stange, Brown, Hilbruner, & Hawkins, n.d.). Below is a flow chart that summarizes the existing elements and recourse in Gilgit Baltistan that makes it a good destination. These factors are some of major required elements that defines a destination and an attraction point(Stange et al., n.d.)

**Figure 1.2 Existing elements of good destination in Gilgit Baltistan**



Although the region is blessed with several natural recourses and some artificial ones too but still there is need of several developments for an enabling framework of tourism sector. A good destination has both measurable and non measure elements such as relationships and safety factors which cannot be measured easily while measureable factors include destinations attraction and scenic beauty (Helgason et al., 2012). For sustainable tourism development, it requires tourism management capacity, good marketing strategies, better transport system, and relationships between local residents, tourists and service providers, proper health care and safety facilities(Brundtland et al., 2016). Along with existing recourses, below are the required elements that can make Gilgit Baltistan a great revenue generator for country's economy. tourism product is identified with these elements(Stange et al., n.d.)



**Figure 1.3 Required elements for sustainable growth**

## 1.2 PROBLEM BACKGROUND

Despite of being one of the most beautiful places for tourism with countless natural resources, Gilgit Baltistan's tourism sector is contributing much lesser than its potential. The opportunities in the region are not used in the way they should be.

Tourism sector play a vital role in the country development so to what extent the region has the potential for growth of tourism sector of Gilgit Baltistan for the sustainable growth of Gilgit Baltistan?

## 1.3 RESEARCH QUESTIONS

The study aims to present an enabling framework for tourism sector in Gilgit Baltistan that will lead the sector towards sustainable growth; therefore, the questions of the research are,

1. What is the potential for growth of tourism sector in Gilgit Baltistan?

2. What should be the enabling framework of tourism for sustainable growth in Gilgit Baltistan?

#### **1.4 AIM AND OBJECTIVES**

Similar to Country's Tourism sector, Gilgit Baltistan tourism sector is facing enormous challenges despite of presence of tourism opportunities and potential. There are several reasons behind these challenges. One of major reason is absence of law and policies, lack of States interest in the potential of Gilgit Baltistan tourism sector, lack of investment and spending by government to improve the sector, absence of valid data online for domestic and international travelers. The aim of this study is to highlight and identify the potential of Gilgit Baltistan Tourism sector and propose enabling framework for the sustainable growth in the region will contribute in growth of Gilgit Baltistan which ultimately will have its impacts on country's economic condition.

#### **1.5 OBJECTIVE OF THE STUDY**

The main objectives of the thesis is to analyze the potential of Gilgit Baltistan tourism for growth, secondly it aims to raise awareness about the tourism in Pakistan, the term sustainability, to familiarize with the existing literature about sustainability and economic growth made by the tourism industry. Moreover, the thesis aims to identify key drivers' sustainable growth in Gilgit Baltistan. It is necessary to have certain policies for any developmental purpose as it tends to follow certain schedule. Therefore, this thesis work tries to find key opportunities and enabling a sustainable growth framework for tourism sector in Gilgit Baltistan and propose suggestions regarding policy making and tourism planning policy.

#### **1.5 ETHICAL CONSIDERATION**

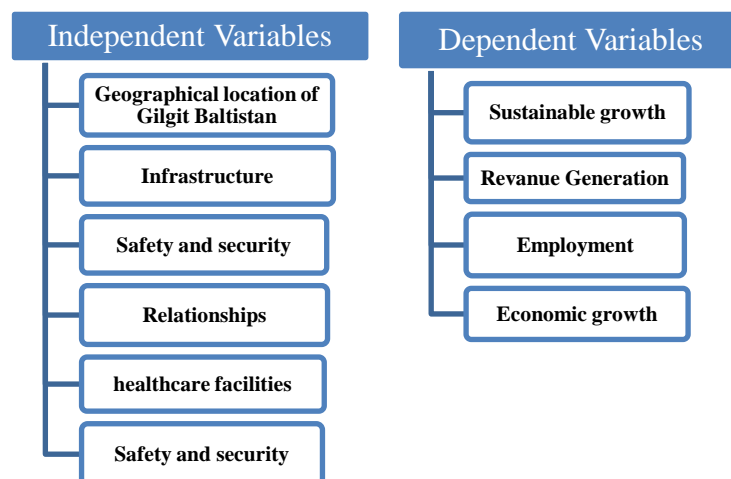
While collecting primary data, the researcher obtained full consent of respondents and made them sure not to reveal any personal information. In data collection, attributes were given to all the researchers and organizations that had relevant data about the research topic.

#### **1.6 RESEARCH WORK LIMITATIONS**

- This research report is subjected to various limitations. The data was selected on the basis of convenience sampling for service providers and snowballing for tourists hence, the researcher could not reach every single tourist who visit Gilgit Baltistan. There are chances of social acceptability biases as there is a probability that the respondents may have peer reviews of the questionnaire. There are chances that there exist several elements which are not identified for an enabling framework for sustainable growth hence the research is only limited to the elements found through questionnaires.
- To conduct this research there was limited time availability hence the researcher could not collect a higher data.
- This research only surveyed tourist that travel Gilgit Baltistan only. Hence, it is only applicable for that region, but it can provide related information for area with similar geographical regions of Pakistan.
- Local government plays a major role in tourism sector setup and there was requirement of interviewing government representatives as well but due to researcher's city of residence and unavailability of proper communication it was neglected.

## 1.8 CONCEPTUAL FRAMEWORKS

Figure 1.4 Conceptual framework



## 1.9 STRUCTURE OF THE STUDY

**Chapter 1:** chapter one of this research briefly introduces world tourism sector, Pakistan tourism sector as well as Gilgit Baltistan tourism industry. Furthermore, It explains

problem back grown, research questions and aims and objectives of this study. It also highlights limitations of the study and conceptual frame work of this study.

**Chapter 2:** Chapter 2 discusses the literature related to the topic and previous studies on world tourism as well as tourism in Pakistan.

**Chapter 3:** this chapter briefly discusses methodologies being used for data collection and various

other techniques that are essential in conduction a research.

**Chapter 4:** it represents the results from the data collected through questionnaires from tourists as well as from service providers.

**Chapter 5:** this chapter critically analysis the data being collected with respect to previous researches on the same topic.

**Chapter 6:** last chapter concludes the topic with several recommendations for travel industry of Gilgit Baltistan.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Travelling has been an important part of human life from the beginning and all the various human settlements are the result of movement of people in different regions in search of food and shelter (Csapó, 2012). Let's say the first settlement of the Sumerians in Mesopotamia the Indus Civilization on the bank of river Indus or the Mongol dynasty are the result of human movement and travel. Babylonians were the first to grasp the idea of money and using it for trading purpose. They were the people who invented wheel and cuneiform thus we can say that they were the pioneers of in business travel (Alexander & Violet, 2012). Later the Egyptian queen Hatshepsut was the first one to set up cruises for peace and tourism and their cultural festivals also attracted people from different regions of that time (Harland, 2011). Although travel and tourism have been part of human lives from the beginning but the need of tourism concept and its definition arise back in 20<sup>th</sup> (Buckley, 2012). As we look back to historical background of the word tourism we go back to that era when the word tourist was first defined by the League of Nations to compare international statistics. A tourist is defined as a person who is visiting any destination for more than a complete day i.e. 24 hours, as established by League of Nations. Writers like Herodotus and Stendhal studied this subject and developed a connection and contribution of tourism with the economy of a country (Mowforth and Munt, 2015). Therefore, it was later in 20th century that the tourism and travel were both studied in depth and their definitions were drafted. However, prior to this time only the educational implications of tourism were discussed. Moreover one universally accepted definition of tourism entails individuals who leave their place of living to move on to better options in life whereas there is another group of people known as tourist who take on this activity as an adventure and thrill. Travelling and tourism might seem synonymous but they differ in meaning a great deal (Buckley, 2012). As mentioned earlier, tourism requires travelling thus another definition of tourism is also presented. It is defined as the activities, process and systems through which a person goes through in order to form a relationship between tourism, tourist, host country, travel agents and physical environments which attract the tourists to a place. This definition was further broadened during The International Conference on Travel and

Tourism Statistics by United Nations world Tourism Organization in 1991 which states that, "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes." (Goeldner & Ritchie, n.d.). Many parties benefit if an individual decides to travel for any personal, professional or any other reason. The tourists are a source of income which is beneficial for the host country's economy, the travel industry, the hotel sector and local markets as well. Hence, Ali and Avdic (2015) states that the only activity which is effecting and connected with all the other sectors of economy ranging from high end hotels to the local dinner joints to food stalls. It has been generating revenues and contributing towards the economy of many nations thus, over the years, the researchers and economists have increased their emphasis on the subject.

Travel and tourism has not only the economic approach but it is becoming a vast subject of study (Buckley, 2012). Researchers are focusing on its institutional approach, historical approach, managerial approach, product approach, sociological approach as it has great impacts on social behavior of people and interdisciplinary approach because it has involvement with almost all aspects of the society (Goeldner & Ritchie, n.d.).

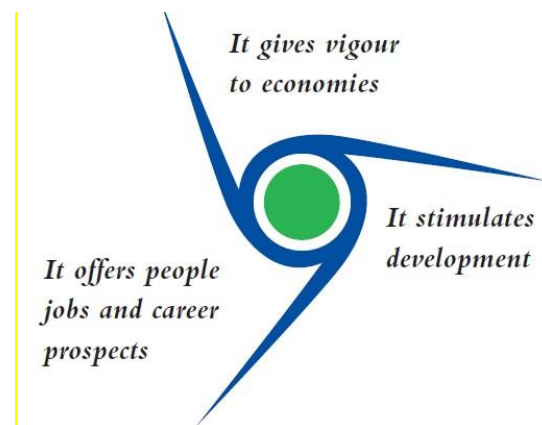
The discussion of sustainability of the tourism cannot end without the discussion of the aspects involved like environment, culture and biology of a destination and the preference of the tourist so that they could be maintained and profited from. Thus, sustainable tourism can be defined as an act which involves maintenance and management of all the resources to fulfill social, economic and environmental needs of the tourists all the while taking care of the essential ecological processes, integrity of the culture, biological diversity and safety measures.

Tourism has very serious impact on economy of a country as it can be observed on the foreign exchange earnings thus; tourism has become the backbone of the economy of many developing nations (Mishra, Rout and Mohapatra, 2011). This has been vital for such countries given their existing economic conditions. In the last decade, many of the under developed countries have had experienced major deficits, specifically in the current account of the balance of payments. Hence, tourism has a significant role in the standard of living in these countries because it enhances their economic conditions. Researchers have conducted multiple studies in the recent years to gain

insights about the relationship between economic growth and tourism. Moreover, Buckley (2012) devised a model projecting the growth of the tourism as variable contributing in the domestic total demand.

Moreover, they consider that the increasing level of exports and capital are also a result of growth in tourism sector. In order for a place to be an attractive spot, the destination calls for a land that is rich in its natural resources. As an example famous islands including Maldives and Seychelles are rich in natural beauty (Hall, 2010). Similarly places like Kenya, INDIA, and Malaysia are considered rich in cultural heritage, natural beauty and adventure attracting tourists to visit the places. These tourists ultimately help in increasing the GDP of a country. The GDP contribution by Seychells Island is 73% whereas in Maldives it is 60%. As far as Pakistan is concerned, more specifically Gilgit Baltistan, the Natural resources, the culture prevailing there from 1500 BC, and the coastal line of the region all translate into a good destination for tourists.

**Figure 1.5 the role of tourism in the global economy**



Source; the role of tourism in the global economy (WTTC, 2010)

According to 2015 statistics of WTTC, South Asia is the fastest growing region in travel and tourism; where as India, Middle East countries and China are the largest contributors in the growth of South Asian travel and tourism sector. One of the main factors behind the growth of this sector is the technological advancement in the service sector. Consequently, this advancement made voyage easier for both tourists and travel and tourism service providers.

(Brohman, 1996) In recent years, tourism industry has shown significant growth in third world countries, despite these countries are more dependent on their developed countries and have pressure of International Monetary Fund (IMF) and World Bank. One of the main reasons behind the growth in such countries is the focus on outward oriented growth strategies; an outward strategy is used when a country wants to focus on free trade policies by reducing trade barriers and removing subsidies from local businesses. After the second world war developing countries and third world countries were advised by World bank to focus on outward oriented strategies of economic development which ultimately led these countries towards the tourism industry development (Brohman, 1996) and (Moon, 1998).

It is suggested that developing countries should focus on tourism and traveling sector for the economic growth. Since early 50s the sector has shown an increasing growth rate. In 1950 almost 443 million people traveled internationally (Brohman, 1996) while in 2014 the number of travelers increased to 1.14 billion (Dutta, Geiger, Lanvin, World Economic Forum, & Insead, 2015).

In order to ensure that tourism plays a role of an economic driver, tourism should be supported by law and regulations of the host country reflecting their openness towards tourists (Technology & Economics, 2005). Shortly, it is recommended that the people in tourism sector should have the liberty to make their own decisions to better utilize their options and generate greater profits without restrictions from the government and government should always support service providers for better outputs (Kim, 2004). However, irrespective of its importance, tourism sector does not practice freedom in its operations because of lacking infrastructure and financial stability prevailing in the developing countries (Honey & Gilpin, 2009).

Developed and developing countries alike, tourism sector is contributing towards their economy (López-Guzmán, Sánchez-Cañizares, Pavón, & others, 2011). Developing countries focus on strategies that they can learn and adopt from the developed countries to increase their productivity and growth whereas developed countries focus on maintaining their current part in the world tourism framework and travelling sector (Vereinte Nationen, 2013). The contribution of tourism in the economy of a nation cannot be denied whatsoever, it contributes even more than all the other industries but, all this benefit is wasted without the proper financing and infrastructure (Vereinte Nationen, 2013). It has multiple reasons for the growth and



success of tourism industry(Seetanah et al., 2011). Globalization has led people to share the standards of living and technology supports dissemination of information thus it has contributed in the growth of this sector in last few decades(Bojnec & Kribel, 2004).

Pakistan being an agricultural country where much of the income is generated by exporting or selling its harvested products can also competes strongly in the travel and tourism sector(International Labour Organisation, 2010). Since Pakistan is a beautiful country gifted by natural resources such as plains and plateaus, mountain ranges, and its cultural heritage including Indus Civilization or the Muslim heritage can attract many tourists from around the world and contribute as heavily as being ranked second for the economic development of the country (“Civilizations in Pakistan,” n.d.). However, due to the deteriorating situations in the country such as the political instability, assassination and violence, or the lack of financial assistance for developmental reasons has constrained the world’s travel and tourism sector to consider the place unworthy of credit, and has ranked Pakistan 125<sup>th</sup> under the competitiveness ranking (CROTTI & MISRAHI, 2015) limiting the international travelers to view pakistan from a clearer perspective. Yet, Pakistan still has the ability to enhance its economy through can boost its economy by encouraging domestic tourism, since citizens are well-versed of the beauty of Pakistan. Moreover, Pakistan can also attract tourists from around the world by taking necessary precautions for traveler’s safety(World Travel & Tourism Council, 2016).

Due to lack of governmental support, many countries have devised a smart strategy of collaborating tourism sector with different related industries like the food and agriculture, resulting in increased investments and ultimately growth of tourism industry and growth of the economy (Brohman, 1996). Pakistan can similarly adopt the strategy of coordinating its travel and tourism sector with other industries for its sustainable growth(Baloch, 2007a).

The travel and tourism industry of Pakistan has been in effort since 1970 by the Pakistan tourism Development Corporation. Government has the ownership of Pakistan tourism Development Corporation with 99.75% shares. The main aim of PTDC is to promote and sell the culture prevailing in Pakistan on global podium, deliver best services possible to domestic and international travelers. Another aim of

PTDC is to highlight tourism spots in Pakistan. This work is managed by some of PTDC's subsidiaries for promoting travel and tourism industry of Pakistan ("About PTDC," n.d.)

For the growth of industry, it requires a well defined framework (Echtner, Ritchie, & others, 1991). A particular destinations image is dependent on several factors; such as, measurable factors like the geography location, scenic beauty and no measurable elements like behavior of local residents with tourists and other related factors(Echtner & Ritchie, 1993). Researchers proposed that to increase the inflow of tourists one needs a predefined image of a particular destination(Di Marino, 2008). To build image of a destination several factors like experience and perception about the area, the promotional activities companies and tourism department follow, the literacy rate and several social and economic factors play a vital role(Lopes & others, 2011). Once the image is formed the next step comes to make good relationships among individuals involved in the sector and integrate all available recourses to properly manage it(Manente, 2008).

Tourism can be further divided to two main classes, conventional tourism and sustainable tourism where conventional tourism only focuses on short term benefits and might became a factor of socioeconomic and environmental destruction element. On the other hand, sustainable tourism focuses on long term benefits and maintains sustainability("Tanzania Coastal Tourism Situation Analysis," 2001). Sustainable developments refers to development that helps in achieving desired outcomes without compromising the nature and originality and maintain environmental stability in the long run(Emas, 2015) . World travel Organization defines sustainable tourism as, "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"(UNWTO, n.d.) sustainable development has three most important objective, the first one is related to society which focuses on education, healthcare, equity and security as well as full employment, the second is economic objective which ensures that the growth has efficiency and is stable; The last is environmental objective which aims to maintain a healthy environment and rationally use available recourses while recycling those resources that can be reused (Soubbotina, 2004). Sustainable growth in tourism department is dependent on factors like accessibility, infrastructure, promotional activities, relationships among all

representatives, the physical environment, culture and history, the security majors host destinations take as well as the capacity and capability of managing all these activities(Brundtland et al., 2016).

According to (Vengesai, 2003) research, tourism spots attraction enhances when both competitiveness ability and the attractiveness of that destination are combined in such a way that they lead the region towards economic prosperity. Tourism is considered to be an imperative component of both political and socioeconomic growth(World & Conference on Sustainable Tourism, 1995),furthermore, the conference recognized that tourism is an essential element that bring people close and promote peace. If proper management lacks, tourism have adverse effects on environment as well as on the society as a whole hence, it's the responsibility of local residents and authorities to develop a proper framework by coordinating with local government(UNEP, 2003). If service providers focus only on short-term gains from tourism, there is a high probability of negative impacts on environment, society and the culture of a particular place of tourism(Wagner, 1995). The Berlin Declaration of 1997 insists on valuing and protecting natural resources and the biodiversity to sustain the development without harming these elements("Berlin Declaration: Biodiversity and Sustainable Tourism," 1997). There are major stakeholders who play a vital role in sustainability of tourism; they include the local residents, service providers, environmentalists, people who travel, and the government's department of tourism. All these stakeholder contribute an equal part in maintaining and destruction of sustainability(Technology & Economics, 2005).

Tourism industry is one of largest employment creation industry in both developed and under development countries(Neto, 2003) and has been responsible for capital inflow and contribution in GDP(KPMG India, 2013).

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter presents the methodology being used to conduct the research, the sample size and population, techniques used in sampling the data and the research design. It also explains the results with respect to previous researches conducted on the same topic.

#### **3.1 NATURE AND TYPE OF RESEARCH**

The strategy used in the research was case study as it is particularly focused on tourism sector framework for Gilgit Baltistan and the sustainable growth in that particular region.

#### **3.2 TIME HORIZON**

The research was an academic research and was cross sectional study hence, the researcher had limited time of 4 months to complete it.

#### **3.3 SAMPLING TECHNIQUE AND SAMPLE SIZE**

The Sample of the research was classified in to two different groups i.e. a total number of 52 tourist both national and international, and 11 other service providers such as travel agents and hotels. The population selection was on the basis of researcher's subjective judgment. The aim was to select a sample that best meets in answering the research questions. Hence purposive sampling was used. Moreover, in order to reach tourists, snowballing technique was used. The selection of tourism representative was focused to tourism department of Gilgit Baltistan and selection of required sample of service providers was not easily reachable hence; convenience sampling method was used under non probability sampling technique while the approach of the research was inductive.

#### **3.4 DATA COLLECTION METHOD**

The primary data was collected through questionnaires which contained both open and close ended questions. The reason behind designing both open and close ended questions for this research was the requirement of the topics. To describe framework it is essential to have both type of questions (Echtner & Ritchie, 1993). Tourist and service providers were surveyed through electronic questionnaires.

### **3.5 RESEARCH DESIGN AND ANALYSIS**

It was a qualitative research while it was exploratory in nature and its design was based on questionnaire comprises of both open and close ended questions. To describe framework it is essential to have both type of questions (Echtner & Ritchie, 1993). Keeping that thing in mind themes were developed in accordance with most repetitive answers for analysis of the data. in order to develop themes the questions were examined, categorized, tabulated, and recombined. The researcher mostly relied on experience and the literature to present the evidence in various ways, using various interpretations, Results were explained through statements with the help of general analysis strategy.

## **CHAPTER 4**

### **DATA INTEGRATION AND ANALYSIS**

#### **4.1 ANALYTICAL MEMOS**

##### **MAIN REASON OF TRAVEL**

The majority of tourists visit Gilgit Baltistan for leisure and adventure. Local people who reside in various cities of Pakistan and travel back home in Gilgit were not surveyed. Out of 52 respondents 44 tourists visited Gilgit Baltistan for leisure and adventure, remaining 5 traveled for business purpose while other visited Gilgit due to personal reasons.

##### **BOOKING, TRANSPORTATION AND RELATED SERVICES**

Majority of the respondents availed in person booking service whereas some of them used online catalogs and the remaining tourist arranged it through the involvement of third person. to reach Gilgit Baltistan from various regions, Majority of the tourists used personal vehicles and private car service provides. Second most important mode of travel used by the respondents was bus and coach services. only some tourists said that they traveled by air to Gilgit Baltistan. The loading service and check in and checkout services provided to tourists was considered good to excellent only few respondents said that the service was bad or worst. the respondents said that the attitude of travelling staff was good with them only few respondents were not satisfied with the attitude of travel staff. while travelling on KKH tourist found unhygienic food. They were unsatisfied not only with food but also with the condition of bus, coach/ airplane. other services provided by travelers such as internet and television were good according to some of the respondents while majority of them responded that the services were worst. the overall services throughout the visit and room condition in hotels were rated from good to excellent by majority of the respondents, only few respondents were of the opinion that overall services were not good.

##### **ACCOMMODATION AND TRAVEL AGENCY SERVICES**

When asked about the food provided by hotels, its quality and variety was found good to excellent by the respondents. Not only food was good but the hotels also maintained cleanliness and focused on hygiene factors. According to tourists, they were treated well by the staff of hotels they stayed during their visit in Gilgit Baltistan hence, they were

satisfied with hotel services. Along with good food and other services tourist were given transportation service by hotel service providers.

When asked about travel agency services, majority of the respondents were satisfied with them and the overall impression about the travel as a whole received positive feedback from tourists. they were provided optional excursion. Majority of the tourists were fully satisfied with the overall travel experience and packages being provided to them. Majority of the respondents said that they received value for money they spent.

### **GILGIT BALTISTAN A UNIQUE DESTINATION**

Majority of the tourists said that Gilgit Baltistan's landscapes, mountain ranges and its eco tourism makes it unique destination in Pakistan. some respondents answered that it is differentiated from other destination because of mountain ranges, historical places and its ecotourism, remaining respondents had an opinion that along with landscapes, mountain ranges, ecotourism and historical places its unique culture also makes it a unique destination of tourism.

### **ATTRACTING TOURISTS IN THE REGION**

When tourists were asked about how can tourism sector attract more tourists to the region they answered that there is requirement of better local transport system, high speed internet services, electricity, emergency evacuation services, healthcare facilities and wireless emergency alert services. Almost majority of the respondents had an opinion that gilgit Baltistan is a secure region to spend holidays as compared to other regions of Pakistan.

### **PROBLEMS FACED BY TOURISTS**

The most common problem faced by these tourists was local transportation service and charges were reported high. according to a respondent:

*"public transportation facility is too poor to try for a non native person. hence either you must pay more to hire a private transport service or frustrate yourself trying to manage your traveling with your schedule, which was quite difficult."*

Second most common problem faced by the majority of tourists was due to condition of the roads internally and some part of Karakoram Highway. They also got stuck due to land sliding. however some responded that they actually liked the experience. one respondent stated:

*"So more than the transportation its basically the route! the road, it's scary yet adventurous but then again its worth all the effort."*

Majority of the service provider responded that they do not provide any transportation services to its tourists whereas some of them were providing the services. When asked about their Relationships with airline, car rental and hotel service providers. Most of them responded that they do not have relationships with related service providers except some of them. According to hotels and other service providers tourists prefer to stay in renowned chain hotels that provide high quality services while others prefer location or value for money.

when they were asked if travel and tourism sector of Gilgit Baltistan contribute in economic growth of region and country majority of the respondents agreed that travel and tourism sector can contribute in growth of Gilgit Baltistan's economy as well as it can boost Pakistan's economy. further they said If more money is invested on the tourism sector of Gilgit Baltistan, will it create more employment in the region and maximize the capital inflow in the region.

Other major problems were caused by worst internet and communication services, security in Chillas region, condition of vehicles and electricity shortage. according to a respondent:

*"the major problem was the signals of cell phones because there are some places where you have to stay on the route and you can contact no body. the road track is overall good by the way of KKH but at some places it's not good and have to be maintained well."*

### **COMPONENTS FOR SUSTAINABLE GROWTH**

the most important components highlighted by the respondents for sustainable growth were infrastructure, emergency evacuation services, safety and security, Education and awareness about tourism for local residents, and relationships Among service providers, local residents, local government and tourists. Infrastructure was the most important component for sustainable growth according to respondents after that the relationships among all related individuals such as service providers, tourists and local inhabitants was considered important. A respondent stated:

*"As I was travelling on my swiss passport, I had police escorts most of my travel which was annoying. although they were respectful."*

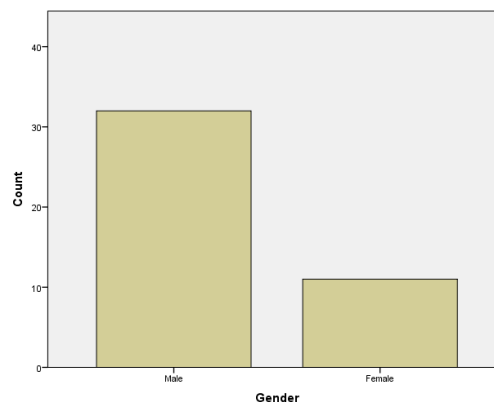


hence, the components, education and awareness, emergency services and safety and security measures are also considered important factors for sustainable growth. To increase inflow of capital in the region for economic growth, Service providers suggested that promotional activities on social media and other platforms by government and companies can attract more tourists to Gilgit Baltistan. Another suggestion by them was provision of value based services and not compromising on the quality. And lastly they said government should help in promoting instead of creation hurdles. According to a respondent:

*"the government should act as a supporting party by helping the sector in maintaining an overall excellent experience rather than working in creating hurdles."*

#### **4.2 INTEGRATION AND ANALYSIS OF DATA COLLECTED FROM TOURISTS**

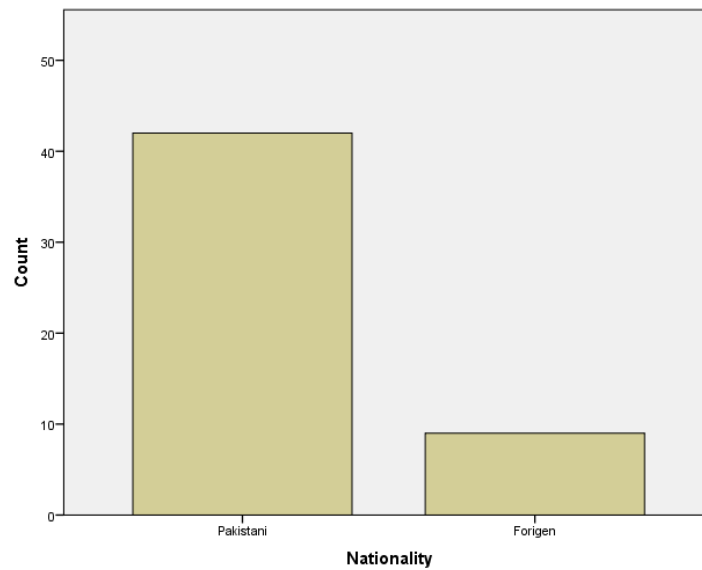
Gender:



The total number of respondents was 52 out of total population the percentage of women respondents was 23%. The majority of respondents were male with a total number of 40 that makes 77% of total population.

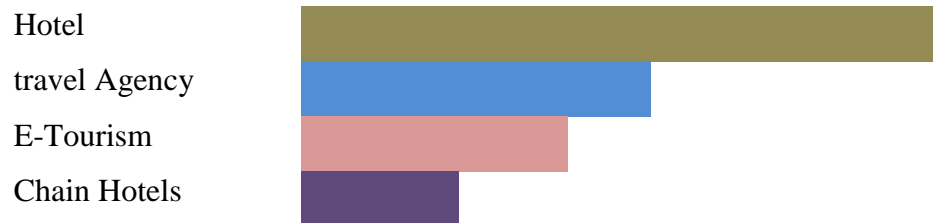
Nationality

The total number of international respondents was 6 out of 52 while the remaining 88 % were domestic tourists from various cities of Pakistan.



#### 4.2 INTEGRATION OF DATA COLLECTED FROM TRAVEL AND TOURISM SERVICE PROVIDERS

Nature of business



six hotels, three travel agencies, two e-tourism service providers were asked several questions by the researcher. only some of these service providers had their branches in different regions of Gilgit Baltistan.

## **CHAPTER 5**

### **CRITICAL DEBATE**

This chapter critically analyzes the results explained in the previous chapter. It will analyze what components make an enabling framework for sustainable growth in the region. On the basis of responses from tourism service providers and tourists, this research presents the factors that are required to make Gilgit Baltistan a good destination. Both of the questionnaires, designed separately for tourists and service providers were based on two research questions. The questions were designed to identify potential of tourism sector in Gilgit Baltistan for growth and identify enabling framework components for sustainable growth. By analyzing the responses it is found that Gilgit Baltistan differs from others tourism destinations of Pakistan in many ways such as its is enriched with landscapes, mountain ranges, has a unique culture and history. People like to visit Gilgit Baltistan because of its ecotourism. Similarly, researchers suggest that all these components highlighted by the respondents are among major components that defines a tourism attraction attraction(Stange et al., n.d.)

For economic growth, domestic tourism play a major role(Demunter & Dimitrakopoulou, 2011), in this research it is found that the number of domestic travelers is much higher than international tourists hence, domestic tourism can contribute more in Gilgit Baltistan as compared to international tourism. The respondents suggested that the number of visitors can be increased by running marketing campaigns and promoting the area. researchers argue that promotion and advertising plays a major role in growth of any industry(Stange et al., n.d.). To promote tourism, several others factors can also play important role, such as providing quality services, designing awareness programs and proposing value based services(Baloch, 2007b). similarly, the respondents in this research also highlighted all the these factors along with seeking help from government and building relationships for the growth of tourism industry.

Gilgit Baltistan tourists visit the region for leisure and adventure activities hence, they suggested there should be more excursion activities, more places to eat out and more scenic sports for day and night time. according to (Australian Government, 2004) research, these are some very important factors to attract more tourists.

Majority of the tourists travel by road and the road condition are worst at points n KKH. There is lack of proper restaurants that provide hygienic food while maintaining cleanness

and better transportation hence, to utilize the potential of the region and grab the opportunities there should be proper framework that identify issues and propose solutions to such issues. Previous researches identified that Without proper transportation system and its infrastructure a region cannot grow economically(Shah, McHarry, & Gardiner, 2002).

According to the findings of this research, Gilgit Baltistan tourists are satisfied with overall services provided by hotels and transporters, their attitude and overall experience. This identifies that Gilgit Baltistan is a good place to visit and people prefer to visit it. The tourist only highlights issues that were caused by poor infrastructure and the absence of basic necessities such as electricity, communication and internet services. This statement go in line with previous researches that highlight better transportation and communication services as major components of any tourism destination (Lohmann & Duval, 2011).

Although Gilgit Baltistan is the safest place for tourism in Pakistan, there are several problems that create problems for tourists such as, changing weather. There are heavy rains throughout the year and snowfall in winters which cause land sliding and road blockage causing people to stuck for days in remote areas. Another major problem is the communication system; the speed of internet is quite slow where some areas don't have mobile phone service. to maintain the sustainability in tourism sector, researchers suggests that there should be emergency evacuation services and better communication system(Lohmann & Duval, 2011.).

After analyzing tourism service providers responses it is found that majority of services providers have their services limited to specific places and have no other branches. Whereas tourists prefer to stay in chain hotels that provide value for money. according to researchers, To make a better service sector, tourism companies should extend their services to various places. It is considered one of important component for creating trustworthiness and sustainable growth(Ganesh & Madhavi, 2013).

Relationships among service providers are as important as relationships of service providers with tourists and local residents for sustainable growth (Johann, 2014) whereas, the findings indicate that there is lacking of relation among service providers in Gilgit Baltistan tourism sector which can restrain industry's growth in the region. Other major components of enabling framework for sustainable growth are infrastructure and accessibility, management capacity and promotional activities, safety and security, as

well and emergency evacuation services(Brundtland et al., 1987).This study highlighted that for a sustainable growth framework of tourism sector in Gilgit Baltistan, there is the requirement of better infrastructure, education and awareness about sustainable tourism, relationship building among service providers, tourists and local residents, emergency evacuation services as well as safety and security majors. various studies show that all these components make an enabling frame work for tourism industry(Brundtland et al., 1987).

Furthermore, service providers suggest that this industry in Gilgit Baltistan has the potential to increase inflow of capital, create employment opportunities as well and can contribute in economic growth of region and likewise it can boost country's economy. According to United Nations report(United Nations, 2007) it is highlighted that Gilgit Baltistan has a greater potential for economic growth through tourism industry. Tourists can only be attract towards a particular region if they are aware of all the information about a particular region and for that they search it on internet and various other marketing modes and the services provided to them becomes reasons whether they should recommend others to visit the place or not(Culiuc, 2014). the results of this study highlighted that there is no such information available about Gilgit Baltistan on internet hence, tourism related companies should gather information for promotional activities, provide quality services to build brand image and seek help from government to promote the sector.

Concluding the critical analysis it is suggested that the government should promote the industry by investing more and encouraging private investors by making flexible policies. Furthermore, the service providers must maintain good relation with competitors and other related business and local residents. To maintain sustainability all the individuals involved in this sector must consider mentioned components while defining strategies of growth of industry and this will lead towards more capital and employment generation, economic growth and it will contribute its part in both country's economy and region's growth.

## **CHAPTER 6**

### **CONCLUSION AND RECOMMENDATIONS**

#### **6.1 CONCLUSION AND RECOMMENDATIONS**

The research concludes with the following recommendations of an enabling framework for sustainable growth in Gilgit Baltistan.

##### **6.1.1 Accessibility and development of enabling environment**

Sustainable development requires well defined enabling environment with proper infrastructure setup. Gilgit Baltistan does not have a proper local transportation system that leads towards high transportation costs within the region. Private sectors should invest on transportation services provision. It will not only minimize transportation cost but also create new jobs. The government should invite companies like Careem and Uber to Gilgit or make partnerships with local transportation services providers to establish local transportation system. Similarly, there is no proper system of power generation which creates problems for local residents as well as visitors of the area. There should be more hydel power plants as the region has quite enough water resources. This will solve various problems and help in cost cutting of living standards.

##### **6.1.2 Relation building and involvement of residents**

There is a requirement of strong relationship among service providers to share their part in sustainable tourism growth. Travel agents and hospitality servicers should make associations to overcome problems caused by lack of resources. The involvement of local residents and educating them regarding tourism sector is an essential part to lead the industry towards development hence; there is a requirement of institutional development that educate people about the resources and their maintenance. Tourists, tourism service providers and local residents are all inter related. Hence, relationship building among all is very important for sustainable growth. All the policies must include local inhabitants' interests to foster the sector.

##### **6.1.3 Promotion and better management**

The whole region of Gilgit Baltistan is enriched with natural, cultural and historical resources. Despite of having the required elements its growth is very limited. There should be proper management system and linkage between the government and service providers to promote tourism. They can promote tourism through various marketing

strategies and by providing quality services. The region lacks modern ways of communication and emergency service provision. Hence they should invest more to provide better internet service and wireless emergency services. To promote the tourism industry companies should join hands with government and design several campaigns such as organizing various sports in winters, invite expeditions, create awareness of tourism on national level and promote it through social media as well as use traditional mediums of promotion to transform the region into a tourism brand.

#### **6.1.4 Safety and security**

The region is considered to be the safest place in Pakistan and has almost 0% crime rate but still tourists face problems while traveling on Karakoram Highway, as they have to go through several security check posts because of Pakistan's overall security and law and order situation. The local government should define its laws and advice the security service providers to treat travelers with well manners. Another factor regarding security that concerns tourists is the weather condition of Gilgit Baltistan due to which roads remain close for several days. There should be emergency evacuation for travelers to safer places in such conditions and this could only be done with better disaster management policies.

#### **6.1.5 Fair pricing**

There should be well defined laws for transporters and other related businesses. All the hotels, transporters and travel agents charge very high. There are reasons behind high prices such as, lack of resources, minimum number of service providers, worst condition of roads and so on. This issue can be solved by investing more on development and maintenance of communication and linkages, developing more hotels and inviting transport service providers. There is requirement of more family hygienic food restaurants on Karakoram highway, the existing ones are in very bad condition and charge very high prices. The government and concerned authorities should take this issue in consideration to make traveling easy.

All the above elements are important components for sustainable growth hence an enabling framework of tourism must contain these elements. Gilgit Baltistan can contribute huge capital to country's GDP. If proper examination and research is promoted in the region it can compete world's renowned travel destinations.

Due to time constraints the research might have left a lot of problems that are being faced by the tourists and several components that makes a good framework for sustainable growth in tourism sector of Gilgit Baltistan. Moreover, because the tourists were limited to 52 only hence it cannot prove anything. it can only create a ground calling for further research in order to generalize the findings. hence , further research is integral.



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## APPENDICES

### 1. QUESTIONNAIRE FOR SERVICE PROVIDERS

#### ENABLING FRAMEWORK OF TOURISM SECTOR FOR SUSTAINABLE GROWTH-A CASE STUDY OF GILGIT BALTISTAN

This questionnaire aims to identify the potential for growth of tourism sector in Gilgit Baltistan and to create an enabling framework of tourism for sustainable growth in Gilgit Baltistan. The research is an academic study whereby the researcher will try to maintain anonymity of the respondents.

1. What is the Nature of your business?
2. Do you provide transportation service to your clients?
  - Yes
  - No
3. Do you have branches in various regions of Gilgit Baltistan's different intended destinations?
  - Yes
  - No
4. Do you have relationships with any airlines, hotels, or car-rental companies?
  - Yes
  - No
5. What is demanded by today's travelers when they book hotels?
  - A good value for money
  - Location
  - Travelers prefer to stay in well-known chains with a good quality of service
6. Can travel and tourism sector of Gilgit Baltistan contribute in economic growth of region and country?
  - Yes
  - No
7. If more money is invested on tourism sector of Gilgit Baltistan, will it create more employment in the region?
  - Yes
  - No

8. Do you think travel and tourism sector of Gilgit Baltistan can maximize the inflow of capital in the region?
  - Yes
  - No
9. What are major components required for sustainable growth?
  - Infrastructure
  - Emergency services
  - safety and security
  - Relationships (among service providers, local residents, local government and tourists)
  - Education and awareness
10. How to increase tourists' inflow?

## **2. QUESTIONNAIRE FOR TOURISTS**

### **ENABLING FRAMEWORK OF TOURISM SECTOR FOR SUSTAINABLE GROWTH- A CASE STUDY OF GILGIT BALTISTAN**

This questionnaire aims to identify the potential for growth of tourism sector in Gilgit Baltistan and to create an enabling framework of tourism for sustainable growth in Gilgit Baltistan. The research is an academic study whereby the researcher will try to maintain anonymity of the respondents.

1. Gender
  - Male
  - Female
2. What is your Nationality?
3. What was your main purpose in taking trip to Gilgit Baltistan?
  - Business
  - Personal
  - Leisure and Adventure
4. Which method did you use when you were booking?
  - Online Catalog
  - In person
  - The trip was booked by someone else
  - Other
5. Which mode of travel did you choose?



- Bus or Coach service
- Air travel
- Personal transportation (Car etc.)

6. How would you rate the quality of the traveling services provided?

from 6a-6f rate from 1-5

1. Excellent
2. Very good
3. Good
4. bad
5. Worst

6 a. Loading speed

6b. Check-in time and time of departure

6c. Traveling staffs' helpful attitude

6d. Refreshments

6e. The overall quality and condition of the bus, coach/ Airplane

6f. services (TV, internet)

7. How would you rate the quality of your accommodation?

Rate Q7a-7f from 1-5

1. Excellent
2. Very good
3. Good
4. Bad
5. Worst

7a. The quality of your room

7b. The quality and varieties of the food being offered

7c. The attitude and service from hotel staff

7d. Hygiene and cleanliness of the hotel

7e. Hotel services

7f. Transportation and accessibility to and from the hotel

8. What was your overall impression of the following?

1. Excellent
2. Very good
3. Good
4. Bad

5. Worst

8b. Optional excursions

1. Excellent

2. Very good

3. Good

4. Bad

5. Worst

9. Please answer the following few questions based on your experience in Gilgit Baltistan:

Rate Q9a-9c from 1-5

1. Strongly agree

2. Agree

3. Neutral

4. Disagree

5. Strongly disagree

9a. Has your holiday lived up to your expectations?

9b. Are you satisfied with the package offered?

9c. Did you receive value for money?

10. In what aspects do you think Gilgit Baltistan is differentiated from other tourism destinations?

11. In what ways do you think the tourism sector of Gilgit Baltistan can attract more tourists?

12. Did you feel secure throughout your journey in Gilgit Baltistan?

Yes

No

14. What major problems did you face?