

Socioeconomic Impacts of Tourism on the Rural People of Azad

Kashmir Region

A case study of village kharick, Rawalakot in Azad Kashmir

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ABSTARCT

This study evaluates the socio-economic impacts of tourism on the people of village Rawalakot situated in Azad Kashmir. The researcher used qualitative research technique for a field data collection. Qualitative research method was adopted for data collection from 20 respondents. The research finding shows that tourism development has significant impact on the lives of people. Tourism created the work opportunities as well as improved infrastructure of the village. In contrast, tourism also brought some negative economic impacts like increasing land prices, high rent, and high prices of essential commodities. The tourism also encouraged some socio-cultural impacts on the people of study areas in the form of changes in family structure, relationship among the community people and dressing style etc.

The local community is involved in the tourism activities by their own support. State interference is minimum in providing loan and subsidies for promotion of enterprises related to tourism industry. This study reveals that local community is totally excluded from the policy formulation process and policy makers do not consider the socioeconomic impacts of tourism development on the local community.

Keywords: Social impact, economic impact, tourism development, tourism in Azad Kashmir, local community, household, Rawalakot

Contents

CHAPTER ONE: INTRODUCTION	6
1.1. STUDY BACKGROUND	6
1.2. Research aim and objectives	9
1.3. Locale history	9
1.3.1 Azad Kashmir History.....	9
1.3.2. Azad Kashmir Geography and climate	10
1.3.3. Azad Kashmir Demography	10
1.3.3. Government of Azad Kashmir and its Political Structure	11
1.3.4. Azad Kashmir Economy.....	11
1.3.5. Attraction of Tourism.....	12
1.3.6. Azad Kashmir and Tourism	12
1.3.7. Tourism Policies in Azad Kashmir.....	13
1.3.8. Tourism Development in Rawalakot.....	14
CHAPTER TWO: LITERATURE REVIEW	16
2.1. Sustainable tourism	17
2.2. Development of tourism	18
2.3. Tourism impacts.....	20
2.4. Economic impacts.....	20
2.5. Employment and income.....	22
2.6. Tourism key to development, prosperity and well-being.....	23
2.7. Social and cultural impacts.....	24
2.8. Host guest relationship	25
2.9. Improvement of quality of life	26
2.10. SUMMARY	26
2.11. CONCEPTUAL FRAMEWORK.....	29
CHAPTER THREE: RESEARCH METHODS	30
3.1. Methodology.....	30
3.2. Sampling approach	30
3.3 Study Area.....	31
3.4. Data interpretation and Analysis.....	31
CHAPTER FOUR: RESULTS AND DISCUSSION	33

4.1 ECONOMIC BENEFITS.....	33
4.2. EMPLOYMENT OPPORTUNITIES.....	34
4.3. IMPACT ON THE LIVELIHOOD.....	34
4.4. INFRASTRUCTURE DEVELOPMENT AND PUBLIC FACILITIES.....	36
4.5. COMMUNITY PARTICIPATION.....	37
4.6. OUTWARD MIGRATION.....	37
4.7. ENVIORNMENTAL DEGRADATION AND POLLUTION.....	38
4.8. INCREASED LAND PRICES AND RENT.....	38
4.9. IMPACT ON LIFESTYLE.....	39
4.10. IMPACT ON TRADITIONAL VALUE SYSTEM.....	39
4.11. CULTURAL IMPACTS.....	40
4.12. CONCLUSION.....	40
REFERENCES.....	42
ANNEXURE 1: Interview guide for Community.....	44
ANNEXURE 2: Interview guide for Government officials.....	46